# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

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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) ........................................ 536
Base : Those who have listened to Virgin Radio in the past 3 months

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months) ........................................ 542
Base : Those who have listened to any LBC Radio in the past 3 months

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months) ........................................ 548
Base : Those who have listened to Times Radio in the past 3 months

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds? ........................................ 554
Base : Those who have used BBC Sounds in the past 3 months

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts? ........................................ 560
Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts? ........................................ 566
Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer? ........................................ 569
Base : Those who have used GlobalPlayer in the past 3 months

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer? ........................................ 573
Base : Those who have used RadioPlayer in the past 3 months

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify? ........................................ 579
Base : Those who have used Spotify in the past 3 months

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer? ........................................ 585
Base : Those who have used Deezer in the past 3 months

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music? ........................................ 591
Base : Those who have used Amazon Music in the past 3 months

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal? ........................................ 597
Base : Those who have used Tidal in the past 3 months

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music? ........................................ 603
Base : Those who have used YouTube Music in the past 3 months

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud? ........................................ 609
Base : Those who have used SoundCloud in the past 3 months

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ........................................ 615
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) ........................................ 621
Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ........................................ 627
Base : Those who have used STV Player (Scotland) in the past 3 months

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ........................................ 633
Base : Those who have used S4C Clic (Welsh language) in the past 3 months

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4 (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ........................................ 639
Base : Those who have used All4 (previously 4OD) in the past 3 months

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) ............................................................................................................................................................................................. 645
Base : Those who have used My5 (previously Demand 5) in the past 3 months

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ............................................................................................................................................................................................. 651
Base : Those who have used Sky On Demand or Sky Go in the past 3 months

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ............................................................................................................................................................................................. 657
Base : Those who have used UKTV Play in the past 3 months

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Dplay/ Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) ............................................................................................................................................................................................. 663
Base : Those who have used Dplay/ Discovery+ in the past 3 months

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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) ............................................................................................................................................................................................. 666
Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months? ....................................... 672
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? ................ 678
Base : All respondents

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC? ................................................................. 684
Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC? ............................................................. 693
Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"? ....................................................................................................................................................... 701
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"? ................................................................................................................................................................................................................... 707
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"? ........................ 713
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"? ........................................................................................................................................................................................... 719
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"? ........................................................................................................... 725
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"? ................................................................................................................................... 731
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"? ................................................................................................................................................................................................ 737
Base : All respondents

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"? ................................................................................................................................... 743
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"? ................................................................................................................................... 749
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"? ................................................................................................................................... 755
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"? ................................................................................................................................... 761
Base : All respondents

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"? ................................................................................................................................... 767
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"? ................................................................................................................................... 773
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"? ................................................................................................................................... 779
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"? ................................................................................................................................... 785
Base : All respondents

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"? ................................................................................................................................... 791
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"? ............ 797
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"? ...................... 803
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"? ................................ 809
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"? ......... 815
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"? .................. 821
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"? ................ 827
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"? ................................................................................................................................... 833
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"? ............................................. 839
Base : All respondents

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Freeview or Freeview Play (free TV via an aerial) | 1832 | 946 | 874 | 131 | 244 | 223 | 296 | 919 | 579 | 482 | 295 | 437 | 1550 | 136 | 91 | 55 |
| | 42% | 45% | 40% | 25% | 31% | 33% | 42% | 57% | 44% | 39% | 42% | 42% | 42% | 39% | 42% | 42% |
| | | b | | | | a | abc | abcd | | | | | | | | |
| Sky (satellite TV with a monthly subscription) | 1375 | 669 | 694 | 147 | 265 | 222 | 237 | 500 | 436 | 375 | 238 | 314 | 1134 | 117 | 86 | 39 |
| | 32% | 32% | 32% | 28% | 34% | 33% | 34% | 31% | 33% | 30% | 34% | 30% | 31% | 34% | 40% | 30% |
| | | | | | | | | | | | | | | | ad | |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 1091 | 504 | 575 | 145 | 245 | 192 | 194 | 313 | 380 | 374 | 160 | 169 | 911 | 84 | 61 | 36 |
| | 25% | 24% | 26% | 28% | 31% | 28% | 28% | 19% | 29% | 30% | 23% | 16% | 25% | 24% | 28% | 27% |
| | | | | e | e | e | e | | cd | cd | d | | | | | |
| Amazon Fire TV (plug in stick, plug in box or cube) | 828 | 379 | 443 | 121 | 191 | 160 | 157 | 199 | 264 | 239 | 144 | 175 | 671 | 84 | 48 | 25 |
| | 19% | 18% | 20% | 23% | 24% | 24% | 22% | 12% | 20% | 19% | 21% | 17% | 18% | 24% | 22% | 19% |
| | | | | e | e | e | e | | | | | | | a | | |
| Virgin Media (cable TV subscription) | 664 | 316 | 343 | 99 | 143 | 134 | 115 | 171 | 198 | 198 | 115 | 147 | 572 | 49 | 21 | 22 |
| | 15% | 15% | 16% | 19% | 18% | 20% | 16% | 11% | 15% | 16% | 16% | 14% | 16% | 14% | 10% | 17% |
| | | | | e | e | e | e | | | | | | c | | | c |
| NOW TV | 428 | 200 | 223 | 67 | 115 | 90 | 71 | 86 | 154 | 114 | 79 | 78 | 353 | 42 | 24 | 9 |
| | 10% | 10% | 10% | 13% | 15% | 13% | 10% | 5% | 12% | 9% | 11% | 7% | 10% | 12% | 11% | 7% |
| | | | | e | e | e | e | | d | | | | | | | |
| BT TV | 392 | 205 | 181 | 80 | 75 | 49 | 49 | 138 | 169 | 87 | 65 | 68 | 328 | 33 | 20 | 10 |
| | 9% | 10% | 8% | 15% | 9% | 7% | 7% | 8% | 13% | 7% | 9% | 7% | 9% | 10% | 9% | 8% |
| | | | | bcde | | | | | bd | | | | | | | |
| Freesat (satellite TV with no subscription) | 334 | 178 | 153 | 26 | 45 | 45 | 62 | 153 | 126 | 87 | 44 | 74 | 283 | 19 | 21 | 11 |
| | 8% | 8% | 7% | 5% | 6% | 7% | 9% | 9% | 10% | 7% | 6% | 7% | 8% | 6% | 10% | 8% |
| | | | | | | | | ab | | | | | | | | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Google Chromecast | 234 | 136 | 95 | 34 | 68 | 52 | 36 | 44 | 101 | 72 | 25 | 33 | 195 | 17 | 11 | 11 |
| | 5% | 6% | 4% | 6% | 9% | 8% | 5% | 3% | 8% | 6% | 4% | 3% | 5% | 5% | 5% | 8% |
| | | b | | e | e | e | | | cd | d | | | | | | |
| TalkTalk TV | 175 | 89 | 81 | 36 | 54 | 27 | 19 | 40 | 56 | 43 | 31 | 43 | 152 | 12 | 8 | 2 |
| | 4% | 4% | 4% | 7% | 7% | 4% | 3% | 2% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 2% |
| | | | | de | de | | | | | | | | | | | |
| Roku | 135 | 67 | 63 | 28 | 32 | 19 | 26 | 31 | 51 | 42 | 15 | 27 | 113 | 9 | 8 | 5 |
| | 3% | 3% | 3% | 5% | 4% | 3% | 4% | 2% | 4% | 3% | 2% | 3% | 3% | 3% | 4% | 4% |
| | | | | e | e | | | | | | | | | | | |
| YouView | 118 | 59 | 57 | 12 | 29 | 20 | 19 | 37 | 46 | 27 | 13 | 28 | 103 | 6 | 7 | 1 |
| | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 2% | 4% | 2% | 2% | 3% | 3% | 2% | 3% | 1% |
| EE TV | 74 | 37 | 37 | 20 | 31 | 14 | 5 | 4 | 34 | 18 | 11 | 11 | 66 | 3 | 4 | 1 |
| | 2% | 2% | 2% | 4% | 4% | 2% | 1% | *% | 3% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | de | de | e | | | | | | | | | | |
| Other | 86 | 42 | 43 | 11 | 10 | 15 | 17 | 33 | 22 | 21 | 21 | 21 | 77 | 2 | 5 | 2 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 1% |
| No-one watches broadcast TV channels in the household | 211 | 114 | 95 | 31 | 58 | 57 | 27 | 38 | 44 | 81 | 23 | 61 | 163 | 29 | 10 | 9 |
| | 5% | 5% | 4% | 6% | 7% | 8% | 4% | 2% | 3% | 7% | 3% | 6% | 4% | 8% | 5% | 7% |
| | | | | e | e | de | | | | ac | | | | a | | |
| Don't know | 67 | 21 | 44 | 29 | 9 | 14 | 7 | 8 | 8 | 23 | 8 | 20 | 59 | 3 | 4 | 1 |
| | 2% | 1% | 2% | 6% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 1% |
| | | | | bcde | | e | | | | | | | | | | |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| FREE BROADCAST TV SERVICE | 2047 | 1047 | 986 | 148 | 278 | 254 | 335 | 1012 | 661 | 540 | 313 | 494 | 1732 | 148 | 107 | 60 |
| | 47% | 50% | 45% | 28% | 35% | 38% | 48% | 62% | 51% | 44% | 45% | 47% | 47% | 43% | 49% | 46% |
| | | b | | | | a | abc | abcd | b | | | | | | | |
| PAID BROADCAST TV SERVICE | 2602 | 1254 | 1326 | 332 | 525 | 433 | 440 | 865 | 829 | 724 | 443 | 584 | 2188 | 208 | 132 | 73 |
| | 60% | 60% | 60% | 63% | 66% | 64% | 63% | 53% | 64% | 59% | 64% | 56% | 60% | 60% | 61% | 56% |
| | | | | e | e | e | e | | d | | d | | | | | |

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

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

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

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| STREAMING TV PLAYER | 1066 | 511 | 539 | 163 | 248 | 200 | 199 | 255 | 354 | 324 | 172 | 209 | 873 | 99 | 59 | 34 |
| | 25% | 24% | 24% | 31% | 31% | 30% | 28% | 16% | 27% | 26% | 25% | 20% | 24% | 28% | 27% | 26% |
| | | | | e | e | e | e | | d | d | | | | | | |
| BROADCASTER APPS | 1091 | 504 | 575 | 145 | 245 | 192 | 194 | 313 | 380 | 374 | 160 | 169 | 911 | 84 | 61 | 36 |
| | 25% | 24% | 26% | 28% | 31% | 28% | 28% | 19% | 29% | 30% | 23% | 16% | 25% | 24% | 28% | 27% |
| | | | | e | e | e | e | | cd | cd | d | | | | | |

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

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Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Freeview or Freeview Play (free TV via an aerial) | 1832 | 1503 | 227 | 432 | 1370 | 395 | 1405 | 154 | 176 | 177 | 395 | 1020 | 765 |
| | 42% | 42% | 50% | 31% | 48% | 33% | 46% | 31% | 32% | 34% | 33% | 38% | 50% |
| | | | a | | a | | a | | | | | | a |
| Sky (satellite TV with a monthly subscription) | 1375 | 1088 | 177 | 509 | 837 | 437 | 905 | 173 | 212 | 206 | 437 | 912 | 434 |
| | 32% | 31% | 39% | 37% | 29% | 37% | 30% | 35% | 39% | 40% | 37% | 34% | 28% |
| | | | a | b | | b | | | | | | b | |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 1091 | 891 | 143 | 383 | 693 | 334 | 736 | 152 | 150 | 138 | 334 | 739 | 328 |
| | 25% | 25% | 31% | 28% | 24% | 28% | 24% | 31% | 28% | 26% | 28% | 27% | 21% |
| | | | | | | | | | | | | b | |
| Amazon Fire TV (plug in stick, plug in box or cube) | 828 | 679 | 82 | 361 | 452 | 308 | 504 | 130 | 137 | 142 | 308 | 599 | 207 |
| | 19% | 19% | 18% | 26% | 16% | 26% | 16% | 26% | 25% | 27% | 26% | 22% | 13% |
| | | | | b | | b | | | | | | b | |
| Virgin Media (cable TV subscription) | 664 | 583 | 10 | 275 | 376 | 243 | 405 | 90 | 112 | 117 | 243 | 478 | 174 |
| | 15% | 16% | 2% | 20% | 13% | 20% | 13% | 18% | 21% | 22% | 20% | 18% | 11% |
| | | b | | b | | b | | | | | | b | |
| NOW TV | 428 | 350 | 42 | 197 | 226 | 173 | 249 | 70 | 78 | 75 | 173 | 316 | 102 |
| | 10% | 10% | 9% | 14% | 8% | 14% | 8% | 14% | 14% | 14% | 14% | 12% | 7% |
| | | | | b | | b | | | | | | b | |
| BT TV | 392 | 296 | 50 | 141 | 245 | 118 | 266 | 45 | 41 | 54 | 118 | 264 | 120 |
| | 9% | 8% | 11% | 10% | 9% | 10% | 9% | 9% | 8% | 10% | 10% | 10% | 8% |
| Freesat (satellite TV with no subscription) | 334 | 247 | 59 | 107 | 221 | 102 | 226 | 30 | 48 | 53 | 102 | 188 | 136 |
| | 8% | 7% | 13% | 8% | 8% | 9% | 7% | 6% | 9% | 10% | 9% | 7% | 9% |
| | | | a | | | | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 1

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Google Chromecast | 234 | 201 | 21 | 111 | 121 | 99 | 132 | 45 | 42 | 43 | 99 | 188 | 42 |
| | 5% | 6% | 4% | 8% | 4% | 8% | 4% | 9% | 8% | 8% | 8% | 7% | 3% |
| | | | | b | | b | | | | | | b | |
| TalkTalk TV | 175 | 143 | 6 | 78 | 92 | 67 | 102 | 34 | 26 | 28 | 67 | 121 | 52 |
| | 4% | 4% | 1% | 6% | 3% | 6% | 3% | 7% | 5% | 5% | 6% | 4% | 3% |
| | | b | | b | | b | | | | | | | |
| Roku | 135 | 104 | 16 | 63 | 68 | 54 | 76 | 29 | 30 | 21 | 54 | 93 | 41 |
| | 3% | 3% | 3% | 5% | 2% | 5% | 3% | 6% | 5% | 4% | 5% | 3% | 3% |
| | | | | b | | b | | | | | | | |
| YouView | 118 | 105 | 5 | 50 | 67 | 46 | 70 | 19 | 26 | 20 | 46 | 80 | 38 |
| | 3% | 3% | 1% | 4% | 2% | 4% | 2% | 4% | 5% | 4% | 4% | 3% | 2% |
| EE TV | 74 | 52 | 2 | 46 | 23 | 40 | 29 | 18 | 17 | 17 | 40 | 66 | 8 |
| | 2% | 1% | *% | 3% | 1% | 3% | 1% | 4% | 3% | 3% | 3% | 2% | 1% |
| | | | | b | | b | | | | | | b | |
| Other | 86 | 75 | 9 | 30 | 54 | 26 | 57 | 9 | 8 | 17 | 26 | 57 | 23 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% |
| No-one watches broadcast TV channels in the household | 211 | 182 | 17 | 57 | 149 | 48 | 156 | 22 | 30 | 18 | 48 | 135 | 66 |
| | 5% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 6% | 3% | 4% | 5% | 4% |
| Don't know | 67 | 44 | 6 | 22 | 37 | 12 | 47 | 8 | 5 | 1 | 12 | 26 | 31 |
| | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | *% | 1% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| FREE BROADCAST TV SERVICE | 2047 | 1655 | 267 | 501 | 1511 | 461 | 1548 | 171 | 211 | 210 | 461 | 1152 | 845 |
| | 47% | 47% | 58% | 36% | 52% | 39% | 51% | 35% | 39% | 40% | 39% | 43% | 55% |
| | | | a | | a | | a | | | | | | a |
| PAID BROADCAST TV SERVICE | 2602 | 2126 | 246 | 972 | 1580 | 842 | 1700 | 336 | 391 | 384 | 842 | 1748 | 802 |
| | 60% | 60% | 54% | 71% | 55% | 71% | 56% | 68% | 72% | 73% | 71% | 65% | 52% |
| | | | | b | | b | | | | | | b | |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| STREAMING TV PLAYER | 1066 | 869 | 111 | 454 | 593 | 389 | 654 | 165 | 176 | 174 | 389 | 774 | 266 |
| | 25% | 24% | 24% | 33% | 21% | 33% | 21% | 33% | 32% | 33% | 33% | 29% | 17% |
| | | | | b | | b | | | | | | b | |
| BROADCASTER APPS | 1091 | 891 | 143 | 383 | 693 | 334 | 736 | 152 | 150 | 138 | 334 | 739 | 328 |
| | 25% | 25% | 31% | 28% | 24% | 28% | 24% | 31% | 28% | 26% | 28% | 27% | 21% |
| | | | | | | | | | | | | b | |

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

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

**A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Freeview or Freeview Play (free TV via an aerial) | 1832 | 1554 | 1271 | 561 | 278 | 1832 | 1740 | 1189 | 1043 | 368 | 1773 | 59 | 269 | 415 | 1148 |
| | 42% | 41% | 38% | 55% | 52% | 42% | 46% | 45% | 42% | 50% | 44% | 16% | 34% | 41% | 45% |
| | | | | abe | abe | b | cf | f | f | cf | f | | | a | a |
| Sky (satellite TV with a monthly subscription) | 1375 | 1261 | 1139 | 236 | 114 | 1375 | 1264 | 841 | 844 | 248 | 1309 | 66 | 245 | 328 | 803 |
| | 32% | 33% | 34% | 23% | 21% | 32% | 33% | 32% | 34% | 34% | 33% | 18% | 31% | 32% | 32% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 1091 | 1083 | 1007 | 84 | 7 | 1091 | 1049 | 758 | 803 | 280 | 1065 | 26 | 121 | 208 | 762 |
| | 25% | 28% | 30% | 8% | 1% | 25% | 28% | 29% | 32% | 38% | 27% | 7% | 15% | 20% | 30% |
| | | cde | cde | d | | cd | f | f | aef | abcef | f | | | a | ab |
| Amazon Fire TV (plug in stick, plug in box or cube) | 828 | 821 | 798 | 30 | 7 | 828 | 763 | 543 | 574 | 175 | 782 | 46 | 135 | 181 | 512 |
| | 19% | 22% | 24% | 3% | 1% | 19% | 20% | 21% | 23% | 24% | 20% | 13% | 17% | 18% | 20% |
| | | cd | cde | | | cd | f | f | ef | f | f | | | | |
| Virgin Media (cable TV subscription) | 664 | 635 | 583 | 81 | 28 | 664 | 616 | 431 | 449 | 154 | 634 | 30 | 114 | 156 | 393 |
| | 15% | 17% | 17% | 8% | 5% | 15% | 16% | 16% | 18% | 21% | 16% | 8% | 14% | 15% | 16% |
| | | cd | cd | | | cd | f | f | f | aef | f | | | | |
| NOW TV | 428 | 426 | 421 | 7 | 3 | 428 | 396 | 294 | 306 | 94 | 408 | 20 | 52 | 87 | 290 |
| | 10% | 11% | 13% | 1% | *% | 10% | 10% | 11% | 12% | 13% | 10% | 6% | 6% | 9% | 11% |
| | | cd | cde | | | cd | f | f | f | f | f | | | | a |
| BT TV | 392 | 354 | 319 | 72 | 37 | 392 | 380 | 307 | 278 | 101 | 388 | 3 | 50 | 94 | 247 |
| | 9% | 9% | 10% | 7% | 7% | 9% | 10% | 12% | 11% | 14% | 10% | 1% | 6% | 9% | 10% |
| | | | | | | | f | f | f | aef | f | | | | a |
| Freesat (satellite TV with no subscription) | 334 | 296 | 236 | 98 | 38 | 334 | 313 | 236 | 230 | 77 | 325 | 10 | 52 | 69 | 213 |
| | 8% | 8% | 7% | 10% | 7% | 8% | 8% | 9% | 9% | 10% | 8% | 3% | 6% | 7% | 8% |
| | | | | | | | f | f | f | f | f | | | | |

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

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

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

Base : All respondents

| | Total | VOD USERS ANY (a) | SVOD (b) | NOT SVOD (c) | NONE (d) | TOTAL (e) | BBC CONTENT IN LAST 3 MONTHS TV (a) | RADIO (b) | APPS/ SITES (c) | SOUNDS (d) | ANY (e) | NONE (f) | BBC FAVOURABILITY 1-4 (a) | 5-6 (b) | 7-10 (c) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Google Chromecast | 234 5% | 234 6% cd | 228 7% cd | 6 1% | - -% | 234 5% cd | 211 6% | 169 6% | 185 7% ae | 74 10% abef | 218 5% | 16 4% | 28 4% | 57 6% | 148 6% |
| TalkTalk TV | 175 4% | 168 4% cd | 154 5% cd | 21 2% | 7 1% | 175 4% | 158 4% | 132 5% | 127 5% | 38 5% | 165 4% | 10 3% | 21 3% | 43 4% | 111 4% |
| Roku | 135 3% | 134 4% cd | 133 4% cd | 2 *% | 1 *% | 135 3% cd | 121 3% | 99 4% | 97 4% | 37 5% | 126 3% | 9 3% | 16 2% | 28 3% | 91 4% |
| YouView | 118 3% | 113 3% | 102 3% | 16 2% | 5 1% | 118 3% | 109 3% | 87 3% | 90 4% | 33 4% | 113 3% | 5 1% | 15 2% | 22 2% | 80 3% |
| EE TV | 74 2% | 74 2% c | 74 2% cd | - -% | - -% | 74 2% c | 69 2% | 70 3% | 69 3% | 22 3% f | 73 2% | 1 *% | 11 1% | 14 1% | 49 2% |
| Other | 86 2% | 82 2% | 78 2% c | 8 1% | 4 1% | 86 2% | 69 2% | 49 2% | 47 2% | 14 2% | 77 2% | 9 3% | 22 3% | 19 2% | 46 2% |
| No-one watches broadcast TV channels in the household | 211 5% | 144 4% | 140 4% | 72 7% ab | 67 13% abce | 211 5% | 43 1% | 54 2% a | 63 3% a | 16 2% | 102 3% a | 109 30% abcde | 90 11% bc | 53 5% c | 68 3% |
| Don't know | 67 2% | 45 1% | 41 1% | 26 3% ab | 23 4% abe | 67 2% | 33 1% | 26 1% | 20 1% | 3 *% | 40 1% | 27 7% abcde | 11 1% | 28 3% c | 28 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| FREE BROADCAST TV SERVICE | 2047 47% | 1746 46% | 1426 43% | 621 61% abe | 301 56% abe | 2047 47% b | 1936 51% f | 1337 51% f | 1190 48% f | 404 55% cf | 1974 50% f | 72 20% | 311 39% | 462 45% | 1274 50% a |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 1

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**A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| PAID BROADCAST TV SERVICE | 2602 | 2422 | 2204 | 398 | 180 | 2602 | 2397 | 1649 | 1654 | 494 | 2482 | 121 | 441 | 600 | 1562 |
| | 60% | 63% | 66% | 39% | 34% | 60% | 63% | 63% | 66% | 67% | 62% | 33% | 55% | 59% | 62% |
| | | cde | cde | | | cd | f | f | ef | f | f | | | | a |
| STREAMING TV PLAYER | 1066 | 1058 | 1029 | 37 | 8 | 1066 | 971 | 713 | 752 | 240 | 999 | 67 | 166 | 234 | 667 |
| | 25% | 28% | 31% | 4% | 2% | 25% | 26% | 27% | 30% | 32% | 25% | 18% | 21% | 23% | 26% |
| | | cde | acde | | | cd | f | f | aef | aef | | | | | a |
| BROADCASTER APPS | 1091 | 1083 | 1007 | 84 | 7 | 1091 | 1049 | 758 | 803 | 280 | 1065 | 26 | 121 | 208 | 762 |
| | 25% | 28% | 30% | 8% | 1% | 25% | 28% | 29% | 32% | 38% | 27% | 7% | 15% | 20% | 30% |
| | | cde | cde | d | | cd | f | f | aef | abcef | f | | | a | ab |

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

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

**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Yes | 4143 | 2009 | 2095 | 500 | 765 | 657 | 677 | 1524 | 1276 | 1191 | 675 | 953 | 3477 | 329 | 213 | 125 |
| | 95% | 95% | 95% | 95% | 97% | 97% | 96% | 94% | 98% | 96% | 97% | 91% | 95% | 94% | 98% | 95% |
| | | | | | e | e | | | d | d | d | | | | b | |
| No | 181 | 91 | 90 | 19 | 19 | 18 | 24 | 95 | 26 | 38 | 20 | 82 | 154 | 18 | 5 | 5 |
| | 4% | 4% | 4% | 4% | 2% | 3% | 3% | 6% | 2% | 3% | 3% | 8% | 4% | 5% | 2% | 3% |
| | | | | | | | | bc | | | | abc | | | | |
| Don't know | 26 | 5 | 17 | 8 | 7 | 3 | 2 | 6 | 2 | 6 | 1 | 9 | 23 | 2 | - | 1 |
| | 1% | *% | 1% | 2% | 1% | *% | *% | *% | *% | *% | *% | 1% | 1% | *% | -% | 1% |
| | | | | e | | | | | | | | | | | | |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Yes | 4143 | 3394 | 435 | 1342 | 2715 | 1167 | 2876 | 484 | 537 | 511 | 1167 | 2612 | 1426 |
| | 95% | 96% | 95% | 97% | 94% | 98% | 94% | 98% | 99% | 98% | 98% | 97% | 93% |
| | | | | b | | b | | | | | | b | |
| No | 181 | 139 | 24 | 31 | 148 | 22 | 156 | 12 | 6 | 11 | 22 | 77 | 96 |
| | 4% | 4% | 5% | 2% | 5% | 2% | 5% | 2% | 1% | 2% | 2% | 3% | 6% |
| | | | | | a | | a | | | | | | a |
| Don't know | 26 | 18 | - | 5 | 17 | 1 | 21 | * | - | 1 | 1 | 9 | 14 |
| | 1% | *% | -% | *% | 1% | *% | 1% | *% | -% | *% | *% | *% | 1% |

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

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

**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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Yes | 4143 | 3736 | 3264 | 879 | 406 | 4143 | 3618 | 2524 | 2437 | 729 | 3807 | 335 | 770 | 951 | 2421 |
| | 95% | 98% | 98% | 86% | 76% | 95% | 96% | 96% | 98% | 99% | 96% | 92% | 96% | 93% | 96% |
| | | cde | cde | d | | cd | | f | abef | abef | | | | | b |
| No | 181 | 62 | 50 | 131 | 119 | 181 | 148 | 82 | 38 | 9 | 157 | 25 | 30 | 55 | 96 |
| | 4% | 2% | 2% | 13% | 22% | 4% | 4% | 3% | 2% | 1% | 4% | 7% | 4% | 5% | 4% |
| | | | | abe | abce | ab | cd | cd | | | cd | bcd | | | |
| Don't know | 26 | 18 | 18 | 8 | 8 | 26 | 19 | 9 | 15 | 1 | 23 | 3 | 2 | 12 | 12 |
| | 1% | *% | 1% | 1% | 2% | 1% | *% | *% | 1% | *% | 1% | 1% | *% | 1% | *% |

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

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

**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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4024 | 1846 | 2142 | 550 | 778 | 717 | 631 | 1348 | 1199 | 1124 | 697 | 968 | 2710 | 518 | 431 | 365 |
| Effective Weighted Sample | 3214 | 1472 | 1725 | 460 | 639 | 578 | 504 | 1049 | 974 | 903 | 563 | 749 | 2442 | 481 | 402 | 346 |
| Total | 3949 | 1932 | 1982 | 499 | 765 | 655 | 666 | 1365 | 1219 | 1160 | 656 | 882 | 3317 | 316 | 198 | 117 |
| In the last 3 months | 144 | 65 | 77 | 41 | 55 | 21 | 19 | 8 | 47 | 36 | 37 | 23 | 128 | 6 | 6 | 3 |
| | 4% | 3% | 4% | 8% | 7% | 3% | 3% | 1% | 4% | 3% | 6% | 3% | 4% | 2% | 3% | 3% |
| | | | | cde | cde | e | e | | | | d | | | | | |
| In the last 4-6 months | 153 | 74 | 77 | 43 | 70 | 19 | 15 | 6 | 52 | 45 | 20 | 34 | 138 | 6 | 5 | 4 |
| | 4% | 4% | 4% | 9% | 9% | 3% | 2% | *% | 4% | 4% | 3% | 4% | 4% | 2% | 3% | 4% |
| | | | | cde | cde | e | e | | | | | | | | | |
| In the last 7-12 months | 149 | 85 | 60 | 40 | 53 | 29 | 13 | 14 | 31 | 35 | 30 | 54 | 134 | 9 | 4 | 2 |
| | 4% | 4% | 3% | 8% | 7% | 4% | 2% | 1% | 3% | 3% | 5% | 6% | 4% | 3% | 2% | 2% |
| | | | | de | de | e | | | | | | ab | | | | |
| In the last 1-5 years | 448 | 210 | 234 | 82 | 142 | 104 | 48 | 71 | 117 | 122 | 84 | 121 | 376 | 34 | 26 | 12 |
| | 11% | 11% | 12% | 16% | 19% | 16% | 7% | 5% | 10% | 10% | 13% | 14% | 11% | 11% | 13% | 10% |
| | | | | de | de | de | | | | | | a | | | | |
| In the last 6-10 years | 679 | 323 | 352 | 86 | 139 | 125 | 117 | 212 | 160 | 184 | 148 | 181 | 573 | 51 | 38 | 17 |
| | 17% | 17% | 18% | 17% | 18% | 19% | 18% | 16% | 13% | 16% | 23% | 20% | 17% | 16% | 19% | 15% |
| | | | | | | | | | | | ab | a | | | | |
| Over 10 years | 2261 | 1126 | 1116 | 159 | 290 | 340 | 439 | 1034 | 800 | 700 | 322 | 429 | 1866 | 206 | 113 | 77 |
| | 57% | 58% | 56% | 32% | 38% | 52% | 66% | 76% | 66% | 60% | 49% | 49% | 56% | 65% | 57% | 66% |
| | | | | | | ab | abc | abcd | cd | cd | | | | a | | a |
| Don't know | 111 | 46 | 65 | 48 | 16 | 17 | 16 | 15 | 12 | 37 | 16 | 38 | 99 | 4 | 6 | 2 |
| | 3% | 2% | 3% | 10% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 4% | 3% | 1% | 3% | 2% |
| | | | | bcde | | | | | | a | | a | | | | |

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

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

**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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4024 | 3252 | 460 | 1397 | 2541 | 1202 | 2721 | 499 | 560 | 529 | 1202 | 2398 | 1498 |
| Effective Weighted Sample | 3214 | 2599 | 355 | 1140 | 2006 | 980 | 2152 | 413 | 455 | 425 | 980 | 1977 | 1160 |
| Total | 3949 | 3222 | 413 | 1340 | 2525 | 1165 | 2686 | 483 | 535 | 510 | 1165 | 2578 | 1275 |
| In the last 3 months | 144 | 107 | 11 | 80 | 61 | 72 | 69 | 39 | 33 | 19 | 72 | 118 | 25 |
| | 4% | 3% | 3% | 6% | 2% | 6% | 3% | 8% | 6% | 4% | 6% | 5% | 2% |
| | | | | b | | b | | | | | | b | |
| In the last 4-6 months | 153 | 124 | 6 | 88 | 55 | 74 | 69 | 33 | 33 | 34 | 74 | 123 | 28 |
| | 4% | 4% | 1% | 7% | 2% | 6% | 3% | 7% | 6% | 7% | 6% | 5% | 2% |
| | | | | b | | b | | | | | | b | |
| In the last 7-12 months | 149 | 114 | 2 | 67 | 79 | 62 | 83 | 26 | 29 | 15 | 62 | 119 | 28 |
| | 4% | 4% | *% | 5% | 3% | 5% | 3% | 5% | 5% | 3% | 5% | 5% | 2% |
| | | b | | b | | b | | | | | | b | |
| In the last 1-5 years | 448 | 365 | 39 | 209 | 226 | 184 | 248 | 100 | 85 | 55 | 184 | 340 | 98 |
| | 11% | 11% | 9% | 16% | 9% | 16% | 9% | 21% | 16% | 11% | 16% | 13% | 8% |
| | | | | b | | b | | c | | | | b | |
| In the last 6-10 years | 679 | 564 | 60 | 270 | 402 | 234 | 433 | 97 | 113 | 108 | 234 | 447 | 216 |
| | 17% | 17% | 15% | 20% | 16% | 20% | 16% | 20% | 21% | 21% | 20% | 17% | 17% |
| | | | | b | | b | | | | | | | |
| Over 10 years | 2261 | 1879 | 282 | 596 | 1631 | 528 | 1696 | 185 | 238 | 271 | 528 | 1381 | 825 |
| | 57% | 58% | 68% | 44% | 65% | 45% | 63% | 38% | 44% | 53% | 45% | 54% | 65% |
| | | | a | | a | | a | | | ad | | | a |
| Don't know | 111 | 70 | 10 | 30 | 66 | 11 | 84 | 2 | 4 | 8 | 11 | 51 | 53 |
| | 3% | 2% | 2% | 2% | 3% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | 4% |
| | | | | | | | a | | | | | | a |

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

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

**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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4024 | 3774 | 3359 | 665 | 250 | 4024 | 3476 | 2416 | 2442 | 705 | 3674 | 350 | 746 | 911 | 2367 |
| Effective Weighted Sample | 3214 | 3055 | 2722 | 513 | 192 | 3214 | 2787 | 1942 | 1993 | 575 | 2945 | 269 | 579 | 737 | 1898 |
| Total | 3949 | 3622 | 3207 | 742 | 327 | 3949 | 3433 | 2384 | 2388 | 714 | 3617 | 331 | 730 | 904 | 2314 |
| In the last 3 months | 144 | 136 | 134 | 10 | 8 | 144 | 123 | 107 | 105 | 28 | 127 | 16 | 14 | 50 | 80 |
| | 4% | 4% | 4% | 1% | 2% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 2% | 5% | 3% |
| | | c | c | | | c | | | | | | | | a | |
| In the last 4-6 months | 153 | 149 | 147 | 6 | 4 | 153 | 136 | 122 | 118 | 29 | 144 | 9 | 26 | 50 | 78 |
| | 4% | 4% | 5% | 1% | 1% | 4% | 4% | 5% | 5% | 4% | 4% | 3% | 4% | 5% | 3% |
| | | c | c | | | c | | | | | | | | | |
| In the last 7-12 months | 149 | 142 | 132 | 17 | 7 | 149 | 120 | 109 | 106 | 31 | 133 | 16 | 18 | 48 | 83 |
| | 4% | 4% | 4% | 2% | 2% | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 3% | 5% | 4% |
| In the last 1-5 years | 448 | 421 | 390 | 58 | 26 | 448 | 372 | 252 | 260 | 70 | 398 | 50 | 77 | 99 | 272 |
| | 11% | 12% | 12% | 8% | 8% | 11% | 11% | 11% | 11% | 10% | 11% | 15% | 11% | 11% | 12% |
| | | | c | | | | | | | | | | | | |
| In the last 6-10 years | 679 | 607 | 543 | 136 | 72 | 679 | 586 | 403 | 360 | 105 | 613 | 66 | 116 | 142 | 421 |
| | 17% | 17% | 17% | 18% | 22% | 17% | 17% | 17% | 15% | 15% | 17% | 20% | 16% | 16% | 18% |
| Over 10 years | 2261 | 2075 | 1779 | 482 | 187 | 2261 | 2011 | 1347 | 1396 | 435 | 2108 | 153 | 459 | 470 | 1332 |
| | 57% | 57% | 55% | 65% | 57% | 57% | 59% | 57% | 58% | 61% | 58% | 46% | 63% | 52% | 58% |
| | | | | abe | | | f | f | f | f | f | | b | | b |
| Don't know | 111 | 89 | 80 | 31 | 22 | 111 | 80 | 39 | 41 | 14 | 90 | 21 | 20 | 45 | 47 |
| | 3% | 2% | 2% | 4% | 7% | 3% | 2% | 2% | 2% | 2% | 2% | 6% | 3% | 5% | 2% |
| | | | | abe | abe | | | | | | | abcde | | c | |

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

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

**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 completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4133 | 1891 | 2201 | 573 | 801 | 735 | 649 | 1375 | 1214 | 1158 | 709 | 1010 | 2786 | 539 | 435 | 373 |
| Effective Weighted Sample | 3298 | 1508 | 1768 | 479 | 658 | 590 | 518 | 1070 | 987 | 928 | 573 | 781 | 2507 | 500 | 406 | 354 |
| Total | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| TV set | 3064 | 1488 | 1557 | 312 | 571 | 517 | 556 | 1110 | 992 | 898 | 518 | 636 | 2554 | 258 | 156 | 96 |
| | 75% | 75% | 76% | 60% | 72% | 76% | 81% | 79% | 80% | 75% | 77% | 68% | 75% | 78% | 78% | 80% |
| | | | | | a | a | ab | ab | bd | d | d | | | | | |
| Smartphone | 1767 | 845 | 904 | 352 | 497 | 388 | 291 | 239 | 537 | 560 | 312 | 342 | 1479 | 142 | 86 | 60 |
| | 43% | 43% | 44% | 67% | 63% | 57% | 42% | 17% | 43% | 47% | 47% | 37% | 43% | 43% | 43% | 50% |
| | | | | cde | de | de | e | | d | d | d | | | | | |
| Laptop | 1468 | 692 | 761 | 296 | 369 | 250 | 242 | 311 | 509 | 473 | 229 | 240 | 1246 | 108 | 68 | 46 |
| | 36% | 35% | 37% | 57% | 47% | 37% | 35% | 22% | 41% | 40% | 34% | 26% | 36% | 33% | 34% | 38% |
| | | | | bcde | cde | e | e | | cd | d | d | | | | | |
| Tablet | 1379 | 650 | 719 | 194 | 298 | 247 | 260 | 381 | 487 | 431 | 205 | 240 | 1151 | 116 | 68 | 44 |
| | 34% | 33% | 35% | 37% | 38% | 37% | 38% | 27% | 39% | 36% | 31% | 26% | 34% | 35% | 34% | 37% |
| | | | | e | e | e | e | | cd | d | | | | | | |
| Games console | 680 | 359 | 306 | 145 | 244 | 149 | 106 | 35 | 200 | 204 | 128 | 138 | 581 | 51 | 31 | 17 |
| | 17% | 18% | 15% | 28% | 31% | 22% | 15% | 3% | 16% | 17% | 19% | 15% | 17% | 16% | 15% | 14% |
| | | | | de | cde | de | e | | | | | | | | | |
| Desktop computer | 663 | 419 | 235 | 107 | 155 | 116 | 120 | 165 | 241 | 215 | 95 | 107 | 564 | 47 | 35 | 16 |
| | 16% | 21% | 11% | 20% | 20% | 17% | 17% | 12% | 19% | 18% | 14% | 12% | 16% | 14% | 18% | 13% |
| | | b | | e | e | e | e | | cd | d | | | | | | |
| Any other device | 48 | 31 | 18 | 5 | 13 | 10 | 11 | 10 | 15 | 21 | 5 | 6 | 41 | 4 | 3 | 1 |
| | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| No-one watches catch-up or on-demand services | 262 | 145 | 115 | 12 | 20 | 29 | 37 | 164 | 50 | 65 | 44 | 100 | 215 | 22 | 17 | 7 |
| | 6% | 7% | 6% | 2% | 3% | 4% | 5% | 12% | 4% | 5% | 7% | 11% | 6% | 7% | 8% | 6% |
| | | | | | | | b | abcd | | | | abc | | | | |
| Don't know | 36 | 15 | 19 | 6 | 9 | 2 | 10 | 9 | 6 | 4 | 2 | 20 | 31 | 2 | 2 | 1 |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | *% | *% | 2% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | | | abc | | | | |

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

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

**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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4133 | 3334 | 465 | 1423 | 2617 | 1221 | 2803 | 509 | 565 | 538 | 1221 | 2454 | 1546 |
| Effective Weighted Sample | 3298 | 2662 | 360 | 1161 | 2065 | 995 | 2216 | 420 | 460 | 432 | 995 | 2021 | 1197 |
| Total | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| TV set | 3064 | 2529 | 336 | 1045 | 1974 | 933 | 2076 | 379 | 419 | 430 | 933 | 2023 | 969 |
| | 75% | 76% | 80% | 76% | 76% | 79% | 75% | 77% | 77% | 82% | 79% | 76% | 73% |
| Smartphone | 1767 | 1431 | 149 | 838 | 902 | 720 | 1008 | 326 | 329 | 303 | 720 | 1367 | 364 |
| | 43% | 43% | 36% | 61% | 35% | 61% | 36% | 66% | 61% | 58% | 61% | 52% | 28% |
| | | b | | b | | b | | | | | | b | |
| Laptop | 1468 | 1183 | 146 | 588 | 854 | 482 | 952 | 209 | 209 | 226 | 482 | 1091 | 348 |
| | 36% | 36% | 35% | 43% | 33% | 41% | 34% | 42% | 39% | 43% | 41% | 41% | 26% |
| | | | | b | | b | | | | | | b | |
| Tablet | 1379 | 1126 | 141 | 608 | 753 | 532 | 821 | 233 | 258 | 231 | 532 | 1006 | 345 |
| | 34% | 34% | 34% | 44% | 29% | 45% | 30% | 47% | 48% | 44% | 45% | 38% | 26% |
| | | | | b | | b | | | | | | b | |
| Games console | 680 | 574 | 48 | 379 | 284 | 337 | 321 | 146 | 148 | 166 | 337 | 548 | 115 |
| | 17% | 17% | 11% | 28% | 11% | 28% | 12% | 29% | 27% | 32% | 28% | 21% | 9% |
| | | b | | b | | b | | | | | | b | |
| Desktop computer | 663 | 548 | 56 | 264 | 387 | 221 | 427 | 79 | 95 | 130 | 221 | 493 | 161 |
| | 16% | 17% | 13% | 19% | 15% | 19% | 15% | 16% | 18% | 25% | 19% | 19% | 12% |
| | | | | b | | | | | | abd | | b | |
| Any other device | 48 | 43 | 5 | 25 | 23 | 23 | 25 | 10 | 14 | 5 | 23 | 38 | 10 |
| | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 1% |
| No-one watches catch-up or on-demand services | 262 | 208 | 36 | 36 | 219 | 32 | 222 | 14 | 18 | 14 | 32 | 109 | 144 |
| | 6% | 6% | 8% | 3% | 8% | 3% | 8% | 3% | 3% | 3% | 3% | 4% | 11% |
| | | | | | a | | a | | | | | | a |
| Don't know | 36 | 25 | 4 | 9 | 18 | 7 | 20 | 6 | - | 1 | 7 | 19 | 12 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | *% | 1% | 1% | 1% |

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

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

**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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4133 | 3848 | 3426 | 707 | 285 | 4133 | 3553 | 2467 | 2488 | 712 | 3760 | 373 | 765 | 949 | 2419 |
| Effective Weighted Sample | 3298 | 3117 | 2778 | 545 | 220 | 3298 | 2848 | 1984 | 2031 | 581 | 3014 | 284 | 596 | 765 | 1937 |
| Total | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| TV set | 3064 | 2967 | 2642 | 423 | 97 | 3064 | 2784 | 1908 | 1946 | 613 | 2889 | 176 | 525 | 661 | 1878 |
| | 75% | 80% | 81% | 53% | 26% | 75% | 79% | 78% | 80% | 85% | 78% | 50% | 70% | 70% | 79% |
| | | cde | cde | d | | cd | f | f | f | abcef | f | | | | ab |
| Smartphone | 1767 | 1730 | 1647 | 120 | 37 | 1767 | 1541 | 1137 | 1218 | 347 | 1637 | 131 | 260 | 426 | 1081 |
| | 43% | 47% | 50% | 15% | 10% | 43% | 44% | 47% | 50% | 48% | 44% | 37% | 35% | 45% | 45% |
| | | cde | acde | | | cd | | f | aef | f | | | | a | a |
| Laptop | 1468 | 1437 | 1337 | 132 | 31 | 1468 | 1297 | 974 | 1055 | 336 | 1368 | 100 | 202 | 352 | 914 |
| | 36% | 39% | 41% | 16% | 8% | 36% | 37% | 40% | 43% | 46% | 37% | 28% | 27% | 37% | 38% |
| | | cd | cde | d | | cd | f | f | aef | abef | f | | | a | a |
| Tablet | 1379 | 1359 | 1262 | 117 | 20 | 1379 | 1240 | 929 | 978 | 339 | 1303 | 76 | 209 | 317 | 853 |
| | 34% | 37% | 39% | 15% | 5% | 34% | 35% | 38% | 40% | 47% | 35% | 22% | 28% | 34% | 36% |
| | | cd | cde | d | | cd | f | f | aef | abcef | f | | | | a |
| Games console | 680 | 670 | 658 | 21 | 10 | 680 | 591 | 428 | 473 | 119 | 625 | 55 | 101 | 167 | 411 |
| | 17% | 18% | 20% | 3% | 3% | 17% | 17% | 18% | 19% | 16% | 17% | 15% | 14% | 18% | 17% |
| | | cd | cde | | | cd | | | | | | | | | |
| Desktop computer | 663 | 652 | 597 | 66 | 11 | 663 | 591 | 451 | 507 | 160 | 624 | 38 | 93 | 146 | 424 |
| | 16% | 18% | 18% | 8% | 3% | 16% | 17% | 19% | 21% | 22% | 17% | 11% | 12% | 15% | 18% |
| | | cd | cd | d | | cd | | f | aef | aef | f | | | | a |
| Any other device | 48 | 45 | 45 | 4 | 4 | 48 | 41 | 27 | 30 | 13 | 41 | 7 | 11 | 4 | 33 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | *% | 1% |
| No-one watches catch-up or on-demand services | 262 | 54 | 41 | 221 | 208 | 262 | 172 | 94 | 59 | 8 | 202 | 60 | 98 | 53 | 111 |
| | 6% | 1% | 1% | 28% | 55% | 6% | 5% | 4% | 2% | 1% | 5% | 17% | 13% | 6% | 5% |
| | | | | abe | abce | ab | cd | cd | | | bcd | abcde | bc | | |
| Don't know | 36 | 9 | 8 | 28 | 27 | 36 | 16 | 9 | 3 | 1 | 18 | 18 | 7 | 21 | 8 |
| | 1% | *% | *% | 3% | 7% | 1% | *% | *% | *% | *% | *% | 5% | 1% | 2% | *% |
| | | | | abe | abe | ab | | | | | | abcde | | c | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 5

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC One | 3339 | 1622 | 1693 | 301 | 510 | 475 | 568 | 1466 | 1089 | 938 | 508 | 756 | 2795 | 267 | 177 | 99 |
| | 77% | 77% | 77% | 57% | 64% | 70% | 81% | 90% | 83% | 76% | 73% | 72% | 76% | 77% | 82% | 76% |
| | | | | | | a | abc | abcd | bcd | | | | | | | |
| Channel 4 | 2897 | 1391 | 1484 | 232 | 437 | 415 | 513 | 1283 | 952 | 799 | 466 | 638 | 2431 | 232 | 151 | 83 |
| | 67% | 66% | 67% | 44% | 55% | 61% | 73% | 79% | 73% | 65% | 67% | 61% | 67% | 67% | 69% | 64% |
| | | | | | a | a | abc | abcd | bd | | | | | | | |
| The main ITV/ STV/ UTV channel | 2878 | 1402 | 1460 | 217 | 381 | 384 | 502 | 1377 | 913 | 795 | 467 | 658 | 2405 | 227 | 157 | 88 |
| | 66% | 67% | 66% | 41% | 48% | 57% | 71% | 85% | 70% | 64% | 67% | 63% | 66% | 65% | 72% | 68% |
| | | | | | | ab | abc | abcd | bd | | | | | | a | |
| BBC Two | 2399 | 1273 | 1111 | 143 | 303 | 300 | 390 | 1248 | 892 | 654 | 335 | 478 | 2015 | 184 | 129 | 71 |
| | 55% | 61% | 50% | 27% | 38% | 44% | 56% | 77% | 68% | 53% | 48% | 46% | 55% | 53% | 59% | 55% |
| | | b | | | a | a | abc | abcd | bcd | d | | | | | | |
| Channel 5 | 2252 | 1084 | 1155 | 125 | 248 | 278 | 410 | 1175 | 724 | 579 | 367 | 549 | 1885 | 187 | 113 | 68 |
| | 52% | 51% | 52% | 24% | 31% | 41% | 58% | 72% | 55% | 47% | 53% | 53% | 52% | 54% | 52% | 52% |
| | | | | | a | ab | abc | abcd | b | | | | | | | |
| None of these | 490 | 252 | 228 | 100 | 132 | 108 | 73 | 72 | 86 | 161 | 67 | 166 | 404 | 47 | 19 | 20 |
| | 11% | 12% | 10% | 19% | 17% | 16% | 10% | 4% | 7% | 13% | 10% | 16% | 11% | 13% | 9% | 15% |
| | | | | de | de | de | e | | | a | | ac | | | | c |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC One | 3339 | 2746 | 402 | 981 | 2317 | 878 | 2412 | 356 | 395 | 398 | 878 | 2009 | 1251 |
| | 77% | 77% | 88% | 71% | 80% | 74% | 79% | 72% | 73% | 76% | 74% | 74% | 81% |
| | | | a | | a | | a | | | | | | a |
| Channel 4 | 2897 | 2370 | 350 | 854 | 2014 | 771 | 2091 | 297 | 353 | 358 | 771 | 1742 | 1088 |
| | 67% | 67% | 76% | 62% | 70% | 65% | 69% | 60% | 65% | 68% | 65% | 65% | 71% |
| | | | a | | a | | | | | a | | | a |
| The main ITV/ STV/ UTV channel | 2878 | 2365 | 347 | 817 | 2028 | 736 | 2104 | 285 | 334 | 352 | 736 | 1682 | 1121 |
| | 66% | 67% | 76% | 59% | 70% | 62% | 69% | 57% | 62% | 67% | 62% | 62% | 73% |
| | | | a | | a | | a | | | a | | | a |
| BBC Two | 2399 | 1954 | 318 | 604 | 1764 | 551 | 1811 | 195 | 238 | 266 | 551 | 1335 | 1009 |
| | 55% | 55% | 69% | 44% | 61% | 46% | 59% | 39% | 44% | 51% | 46% | 50% | 66% |
| | | | a | | a | | a | | | a | | | a |
| Channel 5 | 2252 | 1860 | 282 | 599 | 1628 | 541 | 1679 | 192 | 247 | 271 | 541 | 1248 | 948 |
| | 52% | 52% | 61% | 43% | 57% | 45% | 55% | 39% | 46% | 52% | 45% | 46% | 62% |
| | | | a | | a | | a | | | a | | | a |
| None of these | 490 | 410 | 29 | 169 | 289 | 131 | 324 | 72 | 68 | 49 | 131 | 311 | 152 |
| | 11% | 12% | 6% | 12% | 10% | 11% | 11% | 14% | 12% | 9% | 11% | 12% | 10% |
| | | b | | | | | | | | | | | |

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

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

**A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC One | 3339 | 2976 | 2528 | 810 | 363 | 3339 | 3339 | 2211 | 2067 | 671 | 3339 | - | 435 | 729 | 2176 |
| | 77% | 78% | 76% | 80% | 68% | 77% | 88% | 85% | 83% | 91% | 84% | -% | 54% | 72% | 86% |
| | | d | d | d | | d | bcef | f | f | bcef | f | | | a | ab |
| Channel 4 | 2897 | 2609 | 2211 | 686 | 288 | 2897 | 2777 | 1908 | 1780 | 601 | 2822 | 75 | 423 | 605 | 1870 |
| | 67% | 68% | 66% | 67% | 54% | 67% | 73% | 73% | 71% | 81% | 71% | 21% | 53% | 59% | 74% |
| | | d | d | d | | d | f | f | f | abcef | f | | | | ab |
| The main ITV/ STV/ UTV channel | 2878 | 2539 | 2137 | 741 | 339 | 2878 | 2753 | 1864 | 1702 | 529 | 2807 | 71 | 451 | 620 | 1807 |
| | 66% | 67% | 64% | 73% | 64% | 66% | 73% | 71% | 68% | 72% | 70% | 20% | 56% | 61% | 71% |
| | | | | abde | | | cf | f | f | f | f | | | | ab |
| BBC Two | 2399 | 2115 | 1739 | 661 | 284 | 2399 | 2399 | 1739 | 1558 | 572 | 2399 | - | 297 | 459 | 1642 |
| | 55% | 55% | 52% | 65% | 53% | 55% | 63% | 66% | 63% | 77% | 60% | -% | 37% | 45% | 65% |
| | | | | abde | | | ef | cef | f | abcef | f | | | a | ab |
| Channel 5 | 2252 | 1961 | 1608 | 644 | 291 | 2252 | 2178 | 1477 | 1332 | 418 | 2210 | 42 | 354 | 478 | 1420 |
| | 52% | 51% | 48% | 63% | 55% | 52% | 58% | 56% | 53% | 57% | 55% | 12% | 44% | 47% | 56% |
| | | | | abe | | b | cf | f | f | f | f | | | | ab |
| None of these | 490 | 361 | 348 | 141 | 129 | 490 | 114 | 118 | 125 | 23 | 232 | 258 | 199 | 145 | 146 |
| | 11% | 9% | 10% | 14% | 24% | 11% | 3% | 5% | 5% | 3% | 6% | 71% | 25% | 14% | 6% |
| | | | | a | abce | | | a | a | | ad | abcde | bc | c | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Other ITV channel (e.g. ITV2, ITV3, ITV Be) | 2256 | 1042 | 1203 | 191 | 346 | 323 | 404 | 976 | 669 | 634 | 387 | 524 | 1882 | 175 | 128 | 71 |
| | 52% | 50% | 55% | 36% | 44% | 48% | 57% | 60% | 51% | 51% | 56% | 50% | 52% | 50% | 59% | 54% |
| | | | a | | | a | abc | abc | | | | | | | ab | |
| Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) | 2102 | 973 | 1114 | 173 | 305 | 300 | 394 | 918 | 651 | 596 | 344 | 479 | 1757 | 168 | 110 | 67 |
| | 48% | 46% | 51% | 33% | 39% | 44% | 56% | 56% | 50% | 48% | 49% | 46% | 48% | 48% | 51% | 51% |
| | | | | | | a | abc | abc | | | | | | | | |
| Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) | 1552 | 811 | 730 | 61 | 185 | 201 | 291 | 804 | 492 | 437 | 271 | 331 | 1312 | 107 | 94 | 40 |
| | 36% | 39% | 33% | 12% | 23% | 30% | 41% | 49% | 38% | 35% | 39% | 32% | 36% | 31% | 43% | 31% |
| | | b | | | a | a | abc | abcd | d | | d | | | | abd | |
| BBC News channel | 1514 | 821 | 684 | 108 | 169 | 194 | 267 | 765 | 543 | 426 | 228 | 292 | 1278 | 111 | 81 | 43 |
| | 35% | 39% | 31% | 20% | 21% | 29% | 38% | 47% | 42% | 34% | 33% | 28% | 35% | 32% | 37% | 33% |
| | | b | | | | ab | abc | abcd | bcd | d | | | | | | |
| Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) | 1423 | 788 | 630 | 89 | 250 | 241 | 262 | 575 | 485 | 426 | 220 | 280 | 1175 | 125 | 81 | 42 |
| | 33% | 37% | 29% | 17% | 32% | 36% | 37% | 35% | 37% | 34% | 32% | 27% | 32% | 36% | 37% | 32% |
| | | b | | | a | a | a | a | d | d | | | | | | |
| BBC Four | 1341 | 754 | 576 | 74 | 137 | 153 | 206 | 761 | 540 | 347 | 181 | 247 | 1149 | 81 | 78 | 32 |
| | 31% | 36% | 26% | 14% | 17% | 23% | 29% | 47% | 41% | 28% | 26% | 24% | 31% | 23% | 36% | 25% |
| | | b | | | | a | abc | abcd | bcd | | | | bd | | bd | |
| Other Channel 5 channel (e.g. 5USA, 5Star) | 1150 | 549 | 590 | 65 | 137 | 174 | 235 | 534 | 313 | 302 | 215 | 305 | 953 | 100 | 63 | 35 |
| | 26% | 26% | 27% | 12% | 17% | 26% | 33% | 33% | 24% | 24% | 31% | 29% | 26% | 29% | 29% | 27% |
| | | | | | | ab | abc | abc | | | ab | | | | | |
| BBC Three | 1000 | 466 | 525 | 126 | 235 | 156 | 172 | 309 | 335 | 285 | 156 | 201 | 839 | 76 | 57 | 27 |
| | 23% | 22% | 24% | 24% | 30% | 23% | 24% | 19% | 26% | 23% | 22% | 19% | 23% | 22% | 26% | 21% |
| | | | | | ce | | | | d | | | | | | | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| CBeebies | 416 | 143 | 272 | 56 | 128 | 123 | 45 | 64 | 121 | 125 | 70 | 94 | 347 | 35 | 20 | 14 |
| | 10% | 7% | 12% a | 11% e | 16% ade | 18% ade | 6% | 4% | 9% | 10% | 10% | 9% | 9% | 10% | 9% | 11% |
| BBC Parliament | 363 | 235 | 124 | 28 | 53 | 40 | 48 | 193 | 148 | 91 | 48 | 74 | 301 | 26 | 25 | 11 |
| | 8% | 11% b | 6% | 5% | 7% | 6% | 7% | 12% abcd | 11% bcd | 7% | 7% | 7% | 8% | 7% | 11% | 8% |
| CBBC | 345 | 127 | 216 | 86 | 91 | 94 | 34 | 41 | 116 | 115 | 58 | 52 | 298 | 24 | 18 | 6 |
| | 8% | 6% | 10% a | 16% de | 11% de | 14% de | 5% | 3% | 9% d | 9% d | 8% | 5% | 8% | 7% | 8% | 5% |
| BBC Scotland TV channel (on air between 7pm and midnight) | 184 | 103 | 78 | 24 | 34 | 28 | 31 | 67 | 72 | 46 | 36 | 29 | 73 | 105 | 4 | 2 |
| | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 4% | 6% d | 4% | 5% | 3% | 2% | 30% acd | 2% | 1% |
| S4C (Welsh) | 122 | 77 | 43 | 15 | 33 | 26 | 13 | 34 | 49 | 26 | 22 | 23 | 71 | 4 | 47 | 1 |
| | 3% | 4% b | 2% | 3% | 4% | 4% | 2% | 2% | 4% | 2% | 3% | 2% | 2% | 1% | 22% abd | *% |
| BBC Alba (Scottish Gaelic) | 104 | 72 | 31 | 8 | 32 | 19 | 17 | 28 | 34 | 27 | 28 | 13 | 69 | 30 | 3 | 2 |
| | 2% | 3% b | 1% | 2% | 4% e | 3% | 2% | 2% | 3% | 2% | 4% d | 1% | 2% | 8% acd | 2% | 1% |
| Any other broadcast TV channels | 144 | 99 | 43 | 2 | 1 | 17 | 20 | 104 | 51 | 43 | 18 | 31 | 130 | 4 | 7 | 3 |
| | 3% | 5% b | 2% | *% | *% | 2% ab | 3% ab | 6% abcd | 4% | 3% | 3% | 3% | 4% b | 1% | 3% | 2% |
| None/ no others | 576 | 284 | 280 | 108 | 139 | 121 | 89 | 115 | 112 | 181 | 81 | 185 | 489 | 46 | 21 | 20 |
| | 13% | 13% | 13% | 21% de | 18% e | 18% e | 13% e | 7% | 9% | 15% a | 12% | 18% ac | 13% | 13% | 10% | 16% c |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Other ITV channel (e.g. ITV2, ITV3, ITV Be) | 2256 | 1856 | 263 | 671 | 1556 | 590 | 1633 | 225 | 258 | 286 | 590 | 1364 | 840 |
| | 52% | 52% | 57% | 49% | 54% | 50% | 53% | 45% | 48% | 55% | 50% | 51% | 55% |
| | | | | | a | | | | | a | | | |
| Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) | 2102 | 1728 | 242 | 631 | 1448 | 565 | 1509 | 214 | 261 | 272 | 565 | 1277 | 760 |
| | 48% | 49% | 53% | 46% | 50% | 47% | 49% | 43% | 48% | 52% | 47% | 47% | 49% |
| | | | | | | | | | | a | | | |
| Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) | 1552 | 1300 | 190 | 405 | 1131 | 374 | 1159 | 130 | 152 | 195 | 374 | 893 | 620 |
| | 36% | 37% | 41% | 29% | 39% | 31% | 38% | 26% | 28% | 37% | 31% | 33% | 40% |
| | | | | | a | | a | | | ab | | | a |
| BBC News channel | 1514 | 1245 | 189 | 413 | 1083 | 373 | 1119 | 128 | 157 | 186 | 373 | 876 | 603 |
| | 35% | 35% | 41% | 30% | 38% | 31% | 37% | 26% | 29% | 36% | 31% | 32% | 39% |
| | | | | | a | | a | | | a | | | a |
| Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) | 1423 | 1188 | 171 | 467 | 936 | 431 | 969 | 179 | 198 | 195 | 431 | 937 | 455 |
| | 33% | 33% | 37% | 34% | 33% | 36% | 32% | 36% | 36% | 37% | 36% | 35% | 30% |
| | | | | | | | | | | | | b | |
| BBC Four | 1341 | 1098 | 178 | 314 | 1005 | 289 | 1029 | 93 | 118 | 150 | 289 | 711 | 596 |
| | 31% | 31% | 39% | 23% | 35% | 24% | 34% | 19% | 22% | 29% | 24% | 26% | 39% |
| | | | a | | a | | a | | | a | | | a |
| Other Channel 5 channel (e.g. 5USA, 5Star) | 1150 | 975 | 118 | 340 | 793 | 317 | 815 | 104 | 143 | 167 | 317 | 694 | 417 |
| | 26% | 27% | 26% | 25% | 28% | 27% | 27% | 21% | 26% | 32% | 27% | 26% | 27% |
| | | | | | | | | | | a | | | |
| BBC Three | 1000 | 840 | 96 | 376 | 599 | 332 | 641 | 146 | 159 | 142 | 332 | 670 | 304 |
| | 23% | 24% | 21% | 27% | 21% | 28% | 21% | 29% | 29% | 27% | 28% | 25% | 20% |
| | | | | b | | b | | | | | | b | |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| CBeebies | 416 | 345 | 35 | 317 | 95 | 291 | 117 | 208 | 152 | 64 | 291 | 307 | 100 |
| | 10% | 10% | 8% | 23%<br>b | 3% | 24%<br>b | 4% | 42%<br>bcd | 28%<br>c | 12% | 24%<br>c | 11%<br>b | 7% |
| BBC Parliament | 363 | 307 | 41 | 106 | 255 | 90 | 270 | 32 | 46 | 45 | 90 | 205 | 153 |
| | 8% | 9% | 9% | 8% | 9% | 8% | 9% | 7% | 8% | 9% | 8% | 8% | 10% |
| CBBC | 345 | 284 | 27 | 246 | 95 | 201 | 135 | 113 | 117 | 65 | 201 | 252 | 88 |
| | 8% | 8% | 6% | 18%<br>b | 3% | 17%<br>b | 4% | 23%<br>cd | 22%<br>c | 12% | 17% | 9%<br>b | 6% |
| BBC Scotland TV channel (on air between 7pm and midnight) | 184 | 150 | 25 | 73 | 108 | 66 | 114 | 22 | 33 | 30 | 66 | 116 | 64 |
| | 4% | 4% | 5% | 5% | 4% | 6% | 4% | 4% | 6% | 6% | 6% | 4% | 4% |
| S4C (Welsh) | 122 | 99 | 12 | 63 | 59 | 59 | 63 | 19 | 33 | 28 | 59 | 88 | 31 |
| | 3% | 3% | 3% | 5%<br>b | 2% | 5%<br>b | 2% | 4% | 6% | 5% | 5% | 3% | 2% |
| BBC Alba (Scottish Gaelic) | 104 | 84 | 10 | 51 | 52 | 47 | 56 | 19 | 20 | 24 | 47 | 80 | 21 |
| | 2% | 2% | 2% | 4%<br>b | 2% | 4%<br>b | 2% | 4% | 4% | 5% | 4% | 3%<br>b | 1% |
| Any other broadcast TV channels | 144 | 125 | 15 | 15 | 129 | 15 | 130 | 7 | 6 | 8 | 15 | 58 | 82 |
| | 3% | 4% | 3% | 1% | 4%<br>a | 1% | 4%<br>a | 1% | 1% | 2% | 1% | 2% | 5%<br>a |
| None/ no others | 576 | 464 | 52 | 167 | 382 | 134 | 410 | 63 | 66 | 51 | 134 | 366 | 182 |
| | 13% | 13% | 11% | 12% | 13% | 11% | 13% | 13% | 12% | 10% | 11% | 14% | 12% |

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

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

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

Base : All respondents

| | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Other ITV channel (e.g. ITV2, ITV3, ITV Be) | 2256 52% | 2022 53% d | 1723 52% | 533 52% | 234 44% | 2256 52% d | 2144 57% f | 1451 55% f | 1332 53% f | 405 55% f | 2194 55% f | 62 17% | 355 44% | 476 47% | 1424 56% ab |
| Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) | 2102 48% | 1901 50% d | 1622 49% d | 480 47% d | 200 38% | 2102 48% d | 1987 53% f | 1390 53% f | 1310 53% f | 443 60% abcef | 2032 51% f | 70 19% | 338 42% | 455 45% | 1309 52% ab |
| Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) | 1552 36% | 1359 36% | 1132 34% | 420 41% abe | 193 36% | 1552 36% | 1486 39% f | 1050 40% f | 945 38% f | 329 45% cef | 1512 38% f | 40 11% | 261 33% | 337 33% | 954 38% |
| BBC News channel | 1514 35% | 1355 36% | 1153 35% | 361 35% | 158 30% | 1514 35% | 1514 40% f | 1111 42% ef | 1044 42% ef | 372 50% abcef | 1514 38% f | - -% | 174 22% | 309 30% a | 1030 41% ab |
| Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) | 1423 33% | 1329 35% cd | 1186 36% cd | 237 23% | 94 18% | 1423 33% cd | 1354 36% f | 934 36% f | 964 39% ef | 302 41% ef | 1387 35% f | 37 10% | 242 30% | 304 30% | 877 35% |
| BBC Four | 1341 31% | 1191 31% | 944 28% | 397 39% abde | 150 28% | 1341 31% | 1341 35% f | 1035 40% aef | 891 36% f | 397 54% abcef | 1341 34% f | - -% | 155 19% | 268 26% a | 917 36% ab |
| Other Channel 5 channel (e.g. 5USA, 5Star) | 1150 26% | 985 26% | 835 25% | 315 31% ab | 165 31% | 1150 26% | 1097 29% f | 737 28% f | 679 27% f | 210 28% f | 1124 28% f | 26 7% | 178 22% | 269 26% | 702 28% a |
| BBC Three | 1000 23% | 929 24% cd | 844 25% cd | 156 15% | 71 13% | 1000 23% cd | 1000 26% f | 743 28% ef | 695 28% f | 236 32% aef | 1000 25% f | - -% | 90 11% | 202 20% a | 708 28% ab |

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

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

**A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| CBeebies | 416 | 402 | 389 | 27 | 14 | 416 | 416 | 295 | 300 | 92 | 416 | - | 55 | 83 | 278 |
| | 10% | 11% | 12% | 3% | 3% | 10% | 11% | 11% | 12% | 13% | 10% | -% | 7% | 8% | 11% |
| | | cd | cde | | | cd | f | f | f | f | f | | | | a |
| BBC Parliament | 363 | 336 | 284 | 78 | 26 | 363 | 363 | 293 | 280 | 121 | 363 | - | 55 | 69 | 238 |
| | 8% | 9% | 9% | 8% | 5% | 8% | 10% | 11% | 11% | 16% | 9% | -% | 7% | 7% | 9% |
| | | | | | | | f | f | f | abcef | f | | | | |
| CBBC | 345 | 337 | 324 | 22 | 8 | 345 | 345 | 267 | 276 | 79 | 345 | - | 26 | 76 | 243 |
| | 8% | 9% | 10% | 2% | 2% | 8% | 9% | 10% | 11% | 11% | 9% | -% | 3% | 7% | 10% |
| | | cd | cd | | | cd | f | f | ef | f | f | | | a | a |
| BBC Scotland TV channel (on air between 7pm and midnight) | 184 | 174 | 150 | 34 | 10 | 184 | 184 | 153 | 142 | 63 | 184 | - | 25 | 30 | 128 |
| | 4% | 5% | 4% | 3% | 2% | 4% | 5% | 6% | 6% | 9% | 5% | -% | 3% | 3% | 5% |
| | | | | | | | f | f | f | aef | f | | | | |
| S4C (Welsh) | 122 | 113 | 105 | 17 | 9 | 122 | 122 | 109 | 102 | 45 | 122 | - | 12 | 18 | 92 |
| | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 4% | 4% | 6% | 3% | -% | 1% | 2% | 4% |
| | | | | | | | f | f | f | aef | f | | | | a |
| BBC Alba (Scottish Gaelic) | 104 | 100 | 93 | 11 | 4 | 104 | 104 | 97 | 92 | 38 | 104 | - | 12 | 15 | 77 |
| | 2% | 3% | 3% | 1% | 1% | 2% | 3% | 4% | 4% | 5% | 3% | -% | 2% | 1% | 3% |
| | | | c | | | | f | f | f | aef | f | | | | |
| Any other broadcast TV channels | 144 | 115 | 84 | 60 | 29 | 144 | 135 | 94 | 75 | 38 | 138 | 7 | 35 | 26 | 83 |
| | 3% | 3% | 3% | 6% | 5% | 3% | 4% | 4% | 3% | 5% | 3% | 2% | 4% | 3% | 3% |
| | | | | abe | b | | | | | | | | | | |
| None/ no others | 576 | 427 | 403 | 173 | 149 | 576 | 224 | 167 | 170 | 41 | 332 | 244 | 196 | 155 | 225 |
| | 13% | 11% | 12% | 17% | 28% | 13% | 6% | 6% | 7% | 6% | 8% | 67% | 24% | 15% | 9% |
| | | | | ab | abce | | | | | | ab | abcde | bc | c | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| ANY BBC TV CHANNELS | 3676 | 1774 | 1874 | 395 | 629 | 526 | 599 | 1507 | 1181 | 1034 | 576 | 834 | 3096 | 288 | 189 | 104 |
| | 85% | 84% | 85% | 75% | 80% | 78% | 85% | 93% | 90% | 84% | 83% | 80% | 85% | 83% | 87% | 80% |
| | | | | | | | ac | abcd | bcd | | | | | | d | |
| ANY ITV CHANNELS | 3213 | 1540 | 1654 | 288 | 468 | 443 | 549 | 1447 | 1017 | 879 | 529 | 739 | 2691 | 250 | 173 | 99 |
| | 74% | 73% | 75% | 55% | 59% | 65% | 78% | 89% | 78% | 71% | 76% | 71% | 74% | 72% | 79% | 76% |
| | | | | | | a | abc | abcd | bd | | | | | | b | |
| ANY CHANNEL 4 CHANNELS | 3125 | 1489 | 1611 | 282 | 484 | 453 | 541 | 1347 | 1002 | 865 | 512 | 700 | 2623 | 251 | 161 | 90 |
| | 72% | 71% | 73% | 54% | 61% | 67% | 77% | 83% | 77% | 70% | 74% | 67% | 72% | 72% | 74% | 69% |
| | | | | | a | a | abc | abcd | bd | | d | | | | | |
| ANY CHANNEL 5 CHANNELS | 2423 | 1163 | 1244 | 152 | 280 | 317 | 441 | 1217 | 763 | 633 | 397 | 596 | 2027 | 198 | 126 | 73 |
| | 56% | 55% | 56% | 29% | 35% | 47% | 63% | 75% | 58% | 51% | 57% | 57% | 55% | 57% | 58% | 56% |
| | | | | | | ab | abc | abcd | b | | | | | | | |
| ANY OTHER CHANNELS | 2349 | 1242 | 1090 | 141 | 340 | 347 | 424 | 1083 | 763 | 667 | 384 | 508 | 1962 | 179 | 144 | 64 |
| | 54% | 59% | 49% | 27% | 43% | 51% | 60% | 67% | 58% | 54% | 55% | 49% | 54% | 51% | 66% | 49% |
| | | b | | | a | ab | abc | abc | d | | | | | | abd | |
| NONE | 352 | 191 | 154 | 68 | 92 | 87 | 52 | 51 | 69 | 117 | 42 | 115 | 288 | 36 | 13 | 14 |
| | 8% | 9% | 7% | 13% | 12% | 13% | 7% | 3% | 5% | 9% | 6% | 11% | 8% | 10% | 6% | 11% |
| | | | | de | e | de | e | | | a | | ac | | | | |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| ANY BBC TV CHANNELS | 3676 | 2996 | 419 | 1155 | 2461 | 1015 | 2589 | 423 | 460 | 446 | 1015 | 2263 | 1329 |
| | 85% | 84% | 91% | 84% | 85% | 85% | 85% | 85% | 85% | 85% | 85% | 84% | 87% |
| | | | a | | | | | | | | | | |
| ANY ITV CHANNELS | 3213 | 2631 | 378 | 948 | 2225 | 838 | 2327 | 331 | 375 | 392 | 838 | 1926 | 1209 |
| | 74% | 74% | 82% | 69% | 77% | 70% | 76% | 67% | 69% | 75% | 70% | 71% | 79% |
| | | | a | | a | | a | | | a | | | a |
| ANY CHANNEL 4 CHANNELS | 3125 | 2551 | 367 | 944 | 2146 | 844 | 2240 | 328 | 390 | 391 | 844 | 1896 | 1153 |
| | 72% | 72% | 80% | 69% | 75% | 71% | 73% | 66% | 72% | 75% | 71% | 70% | 75% |
| | | | a | | a | | | | | a | | | a |
| ANY CHANNEL 5 CHANNELS | 2423 | 2006 | 294 | 680 | 1716 | 616 | 1772 | 219 | 282 | 306 | 616 | 1364 | 1000 |
| | 56% | 56% | 64% | 49% | 60% | 52% | 58% | 44% | 52% | 59% | 52% | 51% | 65% |
| | | | a | | a | | a | | | a | a | | a |
| ANY OTHER CHANNELS | 2349 | 1975 | 260 | 678 | 1642 | 623 | 1691 | 236 | 281 | 299 | 623 | 1431 | 860 |
| | 54% | 56% | 57% | 49% | 57% | 52% | 55% | 47% | 52% | 57% | 52% | 53% | 56% |
| | | | | | a | | | | | a | | | |
| NONE | 352 | 293 | 26 | 106 | 223 | 84 | 242 | 44 | 47 | 31 | 84 | 216 | 112 |
| | 8% | 8% | 6% | 8% | 8% | 7% | 8% | 9% | 9% | 6% | 7% | 8% | 7% |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| ANY BBC TV CHANNELS | 3676 | 3290 | 2833 | 843 | 386 | 3676 | 3676 | 2435 | 2298 | 711 | 3676 | - | 516 | 829 | 2332 |
| | 85% | 86% | 85% | 83% | 72% | 85% | 97% | 93% | 92% | 96% | 92% | -% | 64% | 81% | 92% |
| | | d | d | d | | d | bcef | f | f | bcef | f | | | a | ab |
| ANY ITV CHANNELS | 3213 | 2855 | 2423 | 791 | 358 | 3213 | 3053 | 2067 | 1917 | 581 | 3122 | 91 | 502 | 709 | 2003 |
| | 74% | 75% | 73% | 78% | 67% | 74% | 81% | 79% | 77% | 79% | 78% | 25% | 63% | 70% | 79% |
| | | d | | d | | | cf | f | f | f | f | | | a | ab |
| ANY CHANNEL 4 CHANNELS | 3125 | 2812 | 2395 | 729 | 313 | 3125 | 2973 | 2051 | 1921 | 625 | 3034 | 91 | 478 | 665 | 1981 |
| | 72% | 74% | 72% | 72% | 59% | 72% | 79% | 78% | 77% | 85% | 76% | 25% | 60% | 65% | 78% |
| | | d | d | d | | d | f | f | f | abcef | f | | | | ab |
| ANY CHANNEL 5 CHANNELS | 2423 | 2114 | 1744 | 680 | 310 | 2423 | 2333 | 1592 | 1440 | 446 | 2376 | 47 | 382 | 531 | 1510 |
| | 56% | 55% | 52% | 67% | 58% | 56% | 62% | 61% | 58% | 60% | 60% | 13% | 48% | 52% | 60% |
| | | | | abde | | b | cf | f | f | f | f | | | | ab |
| ANY OTHER CHANNELS | 2349 | 2104 | 1807 | 542 | 245 | 2349 | 2232 | 1548 | 1482 | 469 | 2281 | 68 | 401 | 512 | 1437 |
| | 54% | 55% | 54% | 53% | 46% | 54% | 59% | 59% | 60% | 64% | 57% | 19% | 50% | 50% | 57% |
| | | d | d | | | d | f | f | f | ef | f | | | | ab |
| NONE | 352 | 237 | 232 | 120 | 116 | 352 | 34 | 75 | 81 | 18 | 132 | 221 | 136 | 110 | 106 |
| | 8% | 6% | 7% | 12% | 22% | 8% | 1% | 3% | 3% | 2% | 3% | 61% | 17% | 11% | 4% |
| | | | | abe | abce | a | | a | a | a | a | abcde | bc | c | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 8

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

**A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3118 | 1445 | 1653 | 332 | 514 | 514 | 529 | 1229 | 1019 | 860 | 519 | 696 | 2093 | 403 | 347 | 275 |
| Effective Weighted Sample | 2486 | 1148 | 1329 | 275 | 426 | 415 | 421 | 959 | 823 | 691 | 419 | 538 | 1884 | 370 | 323 | 261 |
| Total | 3086 | 1515 | 1548 | 301 | 510 | 473 | 556 | 1246 | 1023 | 902 | 488 | 653 | 2587 | 249 | 162 | 88 |
| At least daily | 1751 | 887 | 858 | 98 | 201 | 226 | 328 | 900 | 623 | 469 | 262 | 388 | 1461 | 143 | 95 | 53 |
| | 57% | 59% | 55% | 32% | 39% | 48% | 59% | 72% | 61% | 52% | 54% | 59% | 56% | 57% | 59% | 60% |
| | | | | | | a | abc | abcd | b | | | b | | | | |
| At least weekly | 952 | 451 | 493 | 117 | 209 | 179 | 184 | 264 | 292 | 303 | 166 | 182 | 790 | 85 | 51 | 26 |
| | 31% | 30% | 32% | 39% | 41% | 38% | 33% | 21% | 29% | 34% | 34% | 28% | 31% | 34% | 31% | 30% |
| | | | | e | e | e | e | | | | | | | | | |
| At least monthly | 241 | 100 | 136 | 59 | 65 | 41 | 32 | 45 | 74 | 88 | 33 | 46 | 212 | 13 | 11 | 5 |
| | 8% | 7% | 9% | 19% | 13% | 9% | 6% | 4% | 7% | 10% | 7% | 7% | 8% | 5% | 7% | 6% |
| | | | | cde | de | e | | | | | | | | | | |
| Less often | 105 | 52 | 51 | 21 | 32 | 22 | 10 | 20 | 25 | 32 | 22 | 25 | 91 | 6 | 5 | 4 |
| | 3% | 3% | 3% | 7% | 6% | 5% | 2% | 2% | 2% | 4% | 4% | 4% | 4% | 2% | 3% | 4% |
| | | | | de | de | e | | | | | | | | | | |
| Don't know/ can't remember | 33 | 24 | 9 | 7 | 3 | 5 | 2 | 15 | 10 | 8 | 6 | 9 | 30 | 3 | * | * |
| | 1% | 2% | 1% | 2% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 1751 | 887 | 858 | 98 | 201 | 226 | 328 | 900 | 623 | 469 | 262 | 388 | 1461 | 143 | 95 | 53 |
| | 57% | 59% | 55% | 32% | 39% | 48% | 59% | 72% | 61% | 52% | 54% | 59% | 56% | 57% | 59% | 60% |
| | | | | | | a | abc | abcd | b | | | b | | | | |
| WEEKLY | 2703 | 1338 | 1351 | 214 | 409 | 404 | 512 | 1163 | 915 | 772 | 428 | 571 | 2251 | 227 | 146 | 79 |
| | 88% | 88% | 87% | 71% | 80% | 86% | 92% | 93% | 89% | 86% | 88% | 87% | 87% | 91% | 90% | 89% |
| | | | | | a | | a | abc | abc | | | | | | | |
| MONTHLY | 2944 | 1438 | 1487 | 273 | 474 | 445 | 544 | 1208 | 988 | 860 | 461 | 617 | 2463 | 241 | 157 | 84 |
| | 95% | 95% | 96% | 91% | 93% | 94% | 98% | 97% | 97% | 95% | 94% | 94% | 95% | 97% | 97% | 95% |
| | | | | | | | abc | ab | | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 8

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

**A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3118 | 2535 | 393 | 1015 | 2061 | 899 | 2169 | 371 | 413 | 404 | 899 | 1827 | 1198 |
| Effective Weighted Sample | 2486 | 2024 | 306 | 827 | 1627 | 733 | 1713 | 305 | 336 | 325 | 733 | 1507 | 920 |
| Total | 3086 | 2533 | 362 | 980 | 2068 | 877 | 2164 | 355 | 395 | 398 | 877 | 1976 | 1045 |
| At least daily | 1751 | 1437 | 223 | 492 | 1240 | 456 | 1273 | 163 | 207 | 222 | 456 | 1016 | 696 |
| | 57% | 57% | 62% | 50% | 60% a | 52% | 59% a | 46% | 53% | 56% | 52% | 51% | 67% a |
| At least weekly | 952 | 775 | 104 | 351 | 586 | 313 | 624 | 137 | 139 | 135 | 313 | 691 | 243 |
| | 31% | 31% | 29% | 36% b | 28% | 36% b | 29% | 39% | 35% | 34% | 36% | 35% b | 23% |
| At least monthly | 241 | 207 | 18 | 85 | 154 | 66 | 171 | 33 | 27 | 28 | 66 | 183 | 55 |
| | 8% | 8% | 5% | 9% | 7% | 7% | 8% | 9% | 7% | 7% | 7% | 9% b | 5% |
| Less often | 105 | 86 | 12 | 39 | 64 | 34 | 68 | 19 | 15 | 9 | 34 | 70 | 33 |
| | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 5% | 4% | 2% | 4% | 4% | 3% |
| Don't know/ can't remember | 33 | 29 | - | 11 | 21 | 9 | 23 | 4 | 6 | 4 | 9 | 15 | 15 |
| | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 1751 | 1437 | 223 | 492 | 1240 | 456 | 1273 | 163 | 207 | 222 | 456 | 1016 | 696 |
| | 57% | 57% | 62% | 50% | 60% a | 52% | 59% a | 46% | 53% | 56% | 52% | 51% | 67% a |
| WEEKLY | 2703 | 2211 | 328 | 844 | 1826 | 769 | 1897 | 299 | 347 | 356 | 769 | 1707 | 939 |
| | 88% | 87% | 91% | 86% | 88% | 88% | 88% | 84% | 88% | 89% | 88% | 86% | 90% |
| MONTHLY | 2944 | 2418 | 346 | 929 | 1980 | 834 | 2068 | 332 | 374 | 385 | 834 | 1890 | 993 |
| | 95% | 95% | 96% | 95% | 96% | 95% | 96% | 94% | 95% | 97% | 95% | 96% | 95% |

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

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

**A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 3118 | 2953 | 2568 | 550 | 165 | 3118 | 3118 | 2073 | 2071 | 649 | 3118 | - | 385 | 664 | 2069 |
| Effective Weighted Sample | 2486 | 2385 | 2076 | 424 | 125 | 2486 | 2486 | 1660 | 1679 | 528 | 2486 | - | 301 | 534 | 1653 |
| Total | 3086 | 2865 | 2476 | 610 | 221 | 3086 | 3086 | 2040 | 2016 | 656 | 3086 | - | 395 | 666 | 2025 |
| At least daily | 1751 | 1608 | 1333 | 419 | 143 | 1751 | 1751 | 1190 | 1138 | 405 | 1751 | ** | 175 | 338 | 1238 |
| | 57% | 56% | 54% | 69% abe | 65% | 57% | 57% | 58% | 56% | 62% | 57% | ** | 44% | 51% | 61% ab |
| At least weekly | 952 | 903 | 806 | 146 | 49 | 952 | 952 | 612 | 638 | 187 | 952 | ** | 144 | 234 | 574 |
| | 31% | 32% c | 33% c | 24% | 22% | 31% | 31% | 30% | 32% | 29% | 31% | ** | 36% c | 35% c | 28% |
| At least monthly | 241 | 230 | 221 | 20 | 11 | 241 | 241 | 156 | 158 | 45 | 241 | ** | 43 | 47 | 152 |
| | 8% | 8% c | 9% c | 3% | 5% | 8% c | 8% | 8% | 8% | 7% | 8% | ** | 11% | 7% | 7% |
| Less often | 105 | 97 | 90 | 15 | 8 | 105 | 105 | 56 | 55 | 13 | 105 | ** | 27 | 33 | 45 |
| | 3% | 3% | 4% | 2% | 4% | 3% | 3% | 3% | 3% | 2% | 3% | ** | 7% c | 5% c | 2% |
| Don't know/ can't remember | 33 | 25 | 24 | 9 | 7 | 33 | 33 | 23 | 24 | 4 | 33 | ** | 6 | 11 | 15 |
| | 1% | 1% | 1% | 1% | 3% a | 1% | 1% | 1% | 1% | 1% | 1% | ** | 2% | 2% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 1751 | 1608 | 1333 | 419 | 143 | 1751 | 1751 | 1190 | 1138 | 405 | 1751 | ** | 175 | 338 | 1238 |
| | 57% | 56% | 54% | 69% abe | 65% | 57% | 57% | 58% | 56% | 62% | 57% | ** | 44% | 51% | 61% ab |
| WEEKLY | 2703 | 2510 | 2139 | 564 | 193 | 2703 | 2703 | 1802 | 1776 | 592 | 2703 | ** | 319 | 573 | 1812 |
| | 88% | 88% | 86% | 92% abe | 87% | 88% | 88% | 88% | 88% | 90% | 88% | ** | 81% | 86% | 89% a |
| MONTHLY | 2944 | 2740 | 2360 | 585 | 204 | 2944 | 2944 | 1958 | 1935 | 637 | 2944 | ** | 362 | 619 | 1963 |
| | 95% | 96% | 95% | 96% | 92% | 95% | 95% | 96% | 96% | 97% | 95% | ** | 92% | 93% | 97% ab |

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

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

**A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2162 | 1118 | 1029 | 163 | 301 | 319 | 367 | 1012 | 822 | 580 | 334 | 409 | 1470 | 264 | 238 | 190 |
| Effective Weighted Sample | 1725 | 888 | 829 | 136 | 250 | 260 | 292 | 794 | 663 | 465 | 272 | 315 | 1320 | 237 | 220 | 180 |
| Total | 2175 | 1180 | 980 | 143 | 303 | 299 | 382 | 1048 | 834 | 619 | 320 | 388 | 1833 | 168 | 113 | 62 |
| At least daily | 572 | 332 | 236 | 23 | 57 | 78 | 79 | 334 | 231 | 143 | 83 | 109 | 478 | 47 | 34 | 12 |
| | 26% | 28% | 24% | 16% | 19% | 26% | 21% | 32% abd | 28% | 23% | 26% | 28% | 26% | 28% | 30% | 20% |
| At least weekly | 1140 | 637 | 496 | 59 | 154 | 134 | 226 | 567 | 453 | 329 | 167 | 188 | 973 | 79 | 57 | 31 |
| | 52% | 54% | 51% | 42% | 51% | 45% | 59% ac | 54% ac | 54% | 53% | 52% | 49% | 53% | 47% | 50% | 50% |
| At least monthly | 321 | 145 | 174 | 38 | 73 | 58 | 54 | 98 | 111 | 94 | 48 | 64 | 262 | 30 | 17 | 13 |
| | 15% | 12% | 18% a | 27% de | 24% de | 19% e | 14% | 9% | 13% | 15% | 15% | 17% | 14% | 18% | 15% | 21% |
| Less often | 120 | 53 | 64 | 19 | 18 | 24 | 20 | 39 | 34 | 43 | 17 | 24 | 99 | 10 | 5 | 6 |
| | 6% | 5% | 7% | 13% de | 6% | 8% e | 5% | 4% | 4% | 7% | 5% | 6% | 5% | 6% | 4% | 10% |
| Don't know/ can't remember | 23 | 13 | 10 | 3 | 1 | 5 | 3 | 10 | 5 | 10 | 5 | 3 | 19 | 2 | 1 | - |
| | 1% | 1% | 1% | 2% | *% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 572 | 332 | 236 | 23 | 57 | 78 | 79 | 334 | 231 | 143 | 83 | 109 | 478 | 47 | 34 | 12 |
| | 26% | 28% | 24% | 16% | 19% | 26% | 21% | 32% abd | 28% | 23% | 26% | 28% | 26% | 28% | 30% | 20% |
| WEEKLY | 1712 | 969 | 732 | 83 | 211 | 212 | 305 | 901 | 684 | 472 | 250 | 297 | 1452 | 127 | 91 | 43 |
| | 79% | 82% b | 75% | 58% | 70% | 71% | 80% ab | 86% abc | 82% | 76% | 78% | 77% | 79% d | 75% | 80% | 70% |
| MONTHLY | 2033 | 1114 | 906 | 121 | 284 | 270 | 359 | 999 | 795 | 566 | 298 | 361 | 1714 | 156 | 107 | 56 |
| | 93% | 94% | 92% | 85% | 94% a | 90% | 94% a | 95% ac | 95% b | 91% | 93% | 93% | 94% | 93% | 95% | 90% |

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

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

**A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2162 | 1745 | 298 | 613 | 1519 | 551 | 1575 | 207 | 240 | 258 | 551 | 1211 | 888 |
| Effective Weighted Sample | 1725 | 1392 | 235 | 502 | 1200 | 452 | 1244 | 170 | 199 | 211 | 452 | 999 | 682 |
| Total | 2175 | 1768 | 280 | 602 | 1544 | 549 | 1591 | 194 | 238 | 266 | 549 | 1312 | 817 |
| At least daily | 572 | 472 | 69 | 144 | 421 | 139 | 424 | 32 | 67 | 72 | 139 | 320 | 240 |
| | 26% | 27% | 24% | 24% | 27% | 25% | 27% | 16% | 28% a | 27% | 25% | 24% | 29% |
| At least weekly | 1140 | 923 | 155 | 317 | 807 | 292 | 831 | 110 | 122 | 145 | 292 | 677 | 440 |
| | 52% | 52% | 55% | 53% | 52% | 53% | 52% | 57% | 51% | 54% | 53% | 52% | 54% |
| At least monthly | 321 | 251 | 42 | 106 | 211 | 89 | 225 | 40 | 39 | 33 | 89 | 228 | 87 |
| | 15% | 14% | 15% | 18% | 14% | 16% | 14% | 21% | 16% | 12% | 16% | 17% b | 11% |
| Less often | 120 | 102 | 12 | 29 | 89 | 24 | 94 | 10 | 7 | 14 | 24 | 76 | 40 |
| | 6% | 6% | 4% | 5% | 6% | 4% | 6% | 5% | 3% | 5% | 4% | 6% | 5% |
| Don't know/ can't remember | 23 | 20 | 2 | 6 | 16 | 6 | 17 | 2 | 3 | 3 | 6 | 12 | 9 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 572 | 472 | 69 | 144 | 421 | 139 | 424 | 32 | 67 | 72 | 139 | 320 | 240 |
| | 26% | 27% | 24% | 24% | 27% | 25% | 27% | 16% | 28% a | 27% | 25% | 24% | 29% |
| WEEKLY | 1712 | 1395 | 223 | 461 | 1228 | 431 | 1255 | 142 | 189 | 217 | 431 | 997 | 681 |
| | 79% | 79% | 80% | 76% | 80% | 78% | 79% | 73% | 80% | 81% | 78% | 76% | 83% a |
| MONTHLY | 2033 | 1645 | 265 | 567 | 1439 | 520 | 1480 | 182 | 228 | 249 | 520 | 1224 | 767 |
| | 93% | 93% | 95% | 94% | 93% | 95% | 93% | 94% | 96% | 94% | 95% | 93% | 94% |

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

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

**A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2162 | 2041 | 1733 | 429 | 121 | 2162 | 2162 | 1590 | 1539 | 556 | 2162 | - | 251 | 413 | 1498 |
| Effective Weighted Sample | 1725 | 1653 | 1405 | 331 | 90 | 1725 | 1725 | 1273 | 1249 | 451 | 1725 | - | 198 | 331 | 1197 |
| Total | 2175 | 2013 | 1692 | 483 | 162 | 2175 | 2175 | 1582 | 1511 | 558 | 2175 | - | 265 | 412 | 1498 |
| At least daily | 572 | 522 | 425 | 146 | 50 | 572 | 572 | 437 | 371 | 167 | 572 | ** | 50 | 100 | 421 |
| | 26% | 26% | 25% | 30% | 31% | 26% | 26% | 28% | 25% | 30% | 26% | ** | 19% | 24% | 28% a |
| At least weekly | 1140 | 1056 | 877 | 263 | 84 | 1140 | 1140 | 832 | 822 | 306 | 1140 | ** | 141 | 215 | 784 |
| | 52% | 52% | 52% | 54% | 52% | 52% | 52% | 53% | 54% | 55% | 52% | ** | 53% | 52% | 52% |
| At least monthly | 321 | 301 | 273 | 48 | 20 | 321 | 321 | 222 | 228 | 59 | 321 | ** | 54 | 58 | 209 |
| | 15% | 15% | 16% c | 10% | 12% | 15% | 15% | 14% | 15% | 11% | 15% | ** | 20% | 14% | 14% |
| Less often | 120 | 115 | 101 | 19 | 4 | 120 | 120 | 75 | 79 | 24 | 120 | ** | 19 | 26 | 75 |
| | 6% | 6% | 6% | 4% | 3% | 6% | 6% | 5% | 5% | 4% | 6% | ** | 7% | 6% | 5% |
| Don't know/ can't remember | 23 | 19 | 16 | 7 | 4 | 23 | 23 | 16 | 12 | 2 | 23 | ** | 1 | 13 | 8 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | *% | 1% | ** | 1% | 3% c | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 572 | 522 | 425 | 146 | 50 | 572 | 572 | 437 | 371 | 167 | 572 | ** | 50 | 100 | 421 |
| | 26% | 26% | 25% | 30% | 31% | 26% | 26% | 28% | 25% | 30% | 26% | ** | 19% | 24% | 28% a |
| WEEKLY | 1712 | 1578 | 1302 | 409 | 134 | 1712 | 1712 | 1269 | 1193 | 473 | 1712 | ** | 191 | 315 | 1205 |
| | 79% | 78% | 77% | 85% ab | 83% | 79% | 79% | 80% | 79% | 85% ace | 79% | ** | 72% | 76% | 80% a |
| MONTHLY | 2033 | 1879 | 1576 | 457 | 154 | 2033 | 2033 | 1491 | 1420 | 533 | 2033 | ** | 245 | 373 | 1415 |
| | 93% | 93% | 93% | 95% | 95% | 93% | 93% | 94% | 94% | 95% | 93% | ** | 92% | 90% | 94% b |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 10

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

**A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 2691 | 1247 | 1430 | 242 | 399 | 424 | 473 | 1153 | 850 | 731 | 477 | 614 | 1788 | 343 | 316 | 244 |
| Effective Weighted Sample | 2126 | 983 | 1138 | 202 | 326 | 336 | 377 | 896 | 681 | 581 | 381 | 471 | 1603 | 317 | 294 | 231 |
| Total | 2646 | 1298 | 1333 | 217 | 381 | 382 | 492 | 1174 | 861 | 761 | 447 | 562 | 2212 | 212 | 144 | 78 |
| At least daily | 1287 49% | 593 46% | 689 52% a | 67 31% | 145 38% | 150 39% | 256 52% abc | 668 57% abc | 349 41% | 343 45% | 239 53% a | 346 62% ab | 1054 48% | 111 53% | 77 54% | 44 57% |
| At least weekly | 984 37% | 507 39% | 471 35% | 90 41% | 151 40% | 162 42% e | 184 37% | 396 34% | 366 43% cd | 294 39% d | 153 34% | 167 30% | 832 38% | 80 38% | 47 33% | 25 32% |
| At least monthly | 263 10% | 140 11% | 122 9% | 44 20% de | 62 16% de | 46 12% e | 36 7% | 76 6% | 113 13% d | 81 11% d | 39 9% | 28 5% | 230 10% b | 12 6% | 14 10% | 7 9% |
| Less often | 97 4% | 48 4% | 46 3% | 11 5% | 23 6% e | 23 6% e | 13 3% | 26 2% | 30 3% | 37 5% | 12 3% | 18 3% | 85 4% | 6 3% | 4 3% | 1 2% |
| Don't know/ can't remember | 16 1% | 10 1% | 6 *% | 5 2% b | - -% | 1 *% | 2 *% | 7 1% | 3 *% | 6 1% | 4 1% | 3 1% | 12 1% | 2 1% | 1 1% | * *% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 1287 49% | 593 46% | 689 52% a | 67 31% | 145 38% | 150 39% | 256 52% abc | 668 57% abc | 349 41% | 343 45% | 239 53% a | 346 62% ab | 1054 48% | 111 53% | 77 54% | 44 57% |
| WEEKLY | 2270 86% | 1100 85% | 1160 87% | 157 72% | 296 78% | 312 82% a | 440 90% abc | 1065 91% abc | 716 83% | 637 84% | 392 88% | 513 91% ab | 1886 85% | 191 90% | 124 87% | 69 89% |
| MONTHLY | 2533 96% | 1240 96% | 1282 96% | 201 92% | 358 94% | 358 94% | 476 97% | 1141 97% abc | 828 96% | 718 94% | 431 96% | 541 96% | 2116 96% | 203 96% | 138 96% | 77 98% |

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

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

**A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2691 | 2191 | 339 | 850 | 1813 | 758 | 1900 | 301 | 345 | 359 | 758 | 1545 | 1062 |
| Effective Weighted Sample | 2126 | 1730 | 263 | 685 | 1418 | 611 | 1487 | 244 | 277 | 288 | 611 | 1265 | 805 |
| Total | 2646 | 2170 | 310 | 816 | 1800 | 734 | 1876 | 285 | 334 | 352 | 734 | 1652 | 934 |
| At least daily | 1287 | 1060 | 155 | 365 | 908 | 334 | 936 | 110 | 154 | 168 | 334 | 745 | 508 |
| | 49% | 49% | 50% | 45% | 50% | 45% | 50% | 39% | 46% | 48% | 45% | 45% | 54% a |
| At least weekly | 984 | 800 | 120 | 317 | 659 | 285 | 692 | 115 | 134 | 139 | 285 | 644 | 323 |
| | 37% | 37% | 39% | 39% | 37% | 39% | 37% | 40% | 40% | 39% | 39% | 39% | 35% |
| At least monthly | 263 | 218 | 21 | 92 | 166 | 81 | 175 | 39 | 32 | 37 | 81 | 194 | 65 |
| | 10% | 10% | 7% | 11% | 9% | 11% | 9% | 14% | 10% | 11% | 11% | 12% b | 7% |
| Less often | 97 | 85 | 10 | 38 | 55 | 34 | 58 | 21 | 14 | 7 | 34 | 61 | 30 |
| | 4% | 4% | 3% | 5% | 3% | 5% | 3% | 7% c | 4% | 2% | 5% | 4% | 3% |
| Don't know/ can't remember | 16 | 7 | 4 | 4 | 11 | 2 | 14 | - | - | 2 | 2 | 7 | 7 |
| | 1% | *% | 1% | 1% | 1% | *% | 1% | -% | -% | *% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 1287 | 1060 | 155 | 365 | 908 | 334 | 936 | 110 | 154 | 168 | 334 | 745 | 508 |
| | 49% | 49% | 50% | 45% | 50% | 45% | 50% | 39% | 46% | 48% | 45% | 45% | 54% a |
| WEEKLY | 2270 | 1860 | 275 | 682 | 1567 | 618 | 1628 | 225 | 288 | 306 | 618 | 1389 | 831 |
| | 86% | 86% | 89% | 84% | 87% | 84% | 87% | 79% | 86% | 87% | 84% | 84% | 89% a |
| MONTHLY | 2533 | 2078 | 296 | 774 | 1733 | 699 | 1804 | 263 | 320 | 344 | 699 | 1583 | 896 |
| | 96% | 96% | 96% | 95% | 96% | 95% | 96% | 93% | 96% | 98% a | 95% | 96% | 96% |

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

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

**A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 2691 | 2538 | 2192 | 499 | 153 | 2691 | 2560 | 1739 | 1701 | 513 | 2612 | 79 | 415 | 572 | 1704 |
| Effective Weighted Sample | 2126 | 2035 | 1756 | 383 | 117 | 2126 | 2025 | 1383 | 1375 | 415 | 2068 | 58 | 319 | 457 | 1351 |
| Total | 2646 | 2436 | 2090 | 556 | 210 | 2646 | 2523 | 1706 | 1654 | 514 | 2575 | 71 | 415 | 564 | 1667 |
| At least daily | 1287 49% | 1153 47% | 963 46% | 324 58% abe | 134 64% abe | 1287 49% | 1231 49% cd | 790 46% d | 712 43% | 187 36% | 1250 49% cd | ** ** | 207 50% | 266 47% | 813 49% |
| At least weekly | 984 37% | 920 38% | 798 38% | 186 33% | 64 30% | 984 37% | 944 37% | 655 38% | 676 41% | 217 42% | 965 37% | ** ** | 152 37% | 225 40% | 606 36% |
| At least monthly | 263 10% | 258 11% cd | 230 11% cd | 33 6% | 5 2% | 263 10% d | 247 10% | 195 11% | 191 12% | 85 16% abce | 256 10% | ** ** | 34 8% | 49 9% | 179 11% |
| Less often | 97 4% | 92 4% | 89 4% c | 7 1% | 5 2% | 97 4% | 88 3% | 57 3% | 64 4% | 24 5% | 89 3% | ** ** | 16 4% | 20 4% | 61 4% |
| Don't know/ can't remember | 16 1% | 13 1% | 9 *% | 6 1% | 3 1% | 16 1% | 14 1% | 8 *% | 11 1% | 2 *% | 14 1% | ** ** | 5 1% | 3 1% | 8 *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 1287 49% | 1153 47% | 963 46% | 324 58% abe | 134 64% abe | 1287 49% | 1231 49% cd | 790 46% d | 712 43% | 187 36% | 1250 49% cd | ** ** | 207 50% | 266 47% | 813 49% |
| WEEKLY | 2270 86% | 2073 85% | 1761 84% | 509 92% abe | 198 94% ab | 2270 86% | 2174 86% d | 1445 85% d | 1388 84% | 403 78% | 2216 86% d | ** ** | 360 87% | 491 87% | 1419 85% |
| MONTHLY | 2533 96% | 2331 96% | 1991 95% | 542 98% | 203 96% | 2533 96% | 2421 96% | 1641 96% | 1579 95% | 488 95% | 2471 96% | ** ** | 394 95% | 540 96% | 1599 96% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c    Prepared by Critical Research : 0203 643 9043    Page 39

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

**A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER MAN a | WOMAN b | AGE 16-24 a | 25-34 b | 35-44 c | 45-54 d | 55+ e | SEG AB a | C1 b | C2 c | DE d | NATION ENGLAND a | SCOTLAND b | WALES c | N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 2730 | 1234 | 1476 | 264 | 459 | 453 | 484 | 1070 | 898 | 740 | 470 | 604 | 1831 | 355 | 306 | 238 |
| Effective Weighted Sample | 2174 | 986 | 1180 | 220 | 377 | 361 | 382 | 846 | 730 | 586 | 380 | 467 | 1649 | 328 | 285 | 227 |
| Total | 2683 | 1301 | 1361 | 232 | 437 | 413 | 503 | 1098 | 899 | 768 | 448 | 552 | 2251 | 217 | 140 | 75 |
| At least daily | 668 25% | 333 26% | 330 24% | 61 26% | 104 24% | 103 25% | 122 24% | 277 25% | 193 21% | 160 21% | 133 30% ab | 177 32% ab | 553 25% | 63 29% | 34 24% | 18 25% |
| At least weekly | 1466 55% | 711 55% | 749 55% | 102 44% | 214 49% | 214 52% | 296 59% ab | 640 58% ab | 508 57% | 445 58% d | 232 52% | 272 49% | 1225 54% | 119 55% | 79 57% | 43 58% |
| At least monthly | 404 15% | 194 15% | 203 15% | 44 19% e | 94 21% de | 69 17% | 66 13% | 131 12% | 155 17% | 123 16% | 55 12% | 68 12% | 349 16% | 27 12% | 19 13% | 9 12% |
| Less often | 125 5% | 53 4% | 68 5% | 22 9% de | 20 5% | 24 6% | 15 3% | 44 4% | 38 4% | 35 5% | 24 5% | 27 5% | 107 5% | 7 3% | 8 6% | 4 6% |
| Don't know/ can't remember | 20 1% | 9 1% | 11 1% | 3 1% | 4 1% | 3 1% | 3 1% | 6 1% | 5 1% | 4 *% | 3 1% | 7 1% | 17 1% | 2 1% | * *% | - -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 668 25% | 333 26% | 330 24% | 61 26% | 104 24% | 103 25% | 122 24% | 277 25% | 193 21% | 160 21% | 133 30% ab | 177 32% ab | 553 25% | 63 29% | 34 24% | 18 25% |
| WEEKLY | 2134 80% | 1045 80% | 1079 79% | 162 70% | 318 73% | 317 77% | 419 83% ab | 917 84% abc | 701 78% | 605 79% | 365 82% | 449 81% | 1778 79% | 182 84% | 113 81% | 61 82% |
| MONTHLY | 2538 95% | 1239 95% | 1282 94% | 207 89% | 412 94% | 386 93% | 485 96% a | 1048 96% a | 856 95% | 728 95% | 420 94% | 517 94% | 2127 95% | 209 96% | 132 94% | 70 94% |

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

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

**A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2730 | 2217 | 341 | 891 | 1810 | 796 | 1900 | 317 | 366 | 369 | 796 | 1597 | 1057 |
| Effective Weighted Sample | 2174 | 1763 | 271 | 723 | 1430 | 645 | 1502 | 260 | 297 | 293 | 645 | 1310 | 818 |
| Total | 2683 | 2191 | 315 | 852 | 1803 | 770 | 1880 | 296 | 353 | 358 | 770 | 1711 | 916 |
| At least daily | 668 | 553 | 72 | 230 | 432 | 215 | 447 | 77 | 103 | 96 | 215 | 432 | 226 |
| | 25% | 25% | 23% | 27% | 24% | 28% | 24% | 26% | 29% | 27% | 28% | 25% | 25% |
| At least weekly | 1466 | 1206 | 166 | 451 | 998 | 410 | 1035 | 152 | 195 | 198 | 410 | 917 | 517 |
| | 55% | 55% | 53% | 53% | 55% | 53% | 55% | 51% | 55% | 55% | 53% | 54% | 56% |
| At least monthly | 404 | 318 | 56 | 131 | 270 | 112 | 289 | 51 | 45 | 48 | 112 | 279 | 118 |
| | 15% | 14% | 18% | 15% | 15% | 15% | 15% | 17% | 13% | 13% | 15% | 16% | 13% |
| Less often | 125 | 102 | 19 | 35 | 88 | 29 | 95 | 16 | 9 | 12 | 29 | 76 | 45 |
| | 5% | 5% | 6% | 4% | 5% | 4% | 5% | 5% | 2% | 3% | 4% | 4% | 5% |
| Don't know/ can't remember | 20 | 13 | 2 | 5 | 15 | 5 | 15 | 1 | 1 | 4 | 5 | 8 | 10 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 668 | 553 | 72 | 230 | 432 | 215 | 447 | 77 | 103 | 96 | 215 | 432 | 226 |
| | 25% | 25% | 23% | 27% | 24% | 28% | 24% | 26% | 29% | 27% | 28% | 25% | 25% |
| WEEKLY | 2134 | 1758 | 238 | 681 | 1430 | 625 | 1482 | 228 | 298 | 294 | 625 | 1349 | 743 |
| | 80% | 80% | 76% | 80% | 79% | 81% | 79% | 77% | 84% | 82% | 81% | 79% | 81% |
| MONTHLY | 2538 | 2076 | 294 | 813 | 1700 | 737 | 1771 | 279 | 343 | 342 | 737 | 1627 | 862 |
| | 95% | 95% | 93% | 95% | 94% | 96% | 94% | 94% | 97% | 96% | 96% | 95% | 94% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 11

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

**A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2730 | 2597 | 2259 | 471 | 133 | 2730 | 2599 | 1791 | 1776 | 580 | 2648 | 82 | 391 | 559 | 1780 |
| Effective Weighted Sample | 2174 | 2092 | 1820 | 366 | 101 | 2174 | 2076 | 1437 | 1443 | 471 | 2115 | 60 | 304 | 447 | 1424 |
| Total | 2683 | 2506 | 2160 | 522 | 177 | 2683 | 2563 | 1760 | 1732 | 587 | 2608 | 75 | 383 | 560 | 1739 |
| At least daily | 668 | 613 | 535 | 133 | 55 | 668 | 645 | 446 | 401 | 130 | 653 | ** | 102 | 130 | 435 |
| | 25% | 24% | 25% | 25% | 31% | 25% | 25% | 25% | 23% | 22% | 25% | ** | 27% | 23% | 25% |
| At least weekly | 1466 | 1367 | 1164 | 302 | 99 | 1466 | 1414 | 960 | 963 | 331 | 1433 | ** | 201 | 308 | 958 |
| | 55% | 55% | 54% | 58% | 56% | 55% | 55% | 55% | 56% | 56% | 55% | ** | 52% | 55% | 55% |
| At least monthly | 404 | 391 | 349 | 55 | 13 | 404 | 380 | 264 | 283 | 98 | 390 | ** | 61 | 87 | 256 |
| | 15% | 16% | 16% c | 10% | 7% | 15% | 15% | 15% | 16% | 17% | 15% | ** | 16% | 16% | 15% |
| Less often | 125 | 117 | 96 | 29 | 8 | 125 | 108 | 78 | 78 | 26 | 115 | ** | 17 | 25 | 84 |
| | 5% | 5% | 4% | 6% | 5% | 5% | 4% | 4% | 5% | 4% | 4% | ** | 4% | 4% | 5% |
| Don't know/ can't remember | 20 | 19 | 15 | 4 | 1 | 20 | 17 | 12 | 8 | 2 | 17 | ** | 4 | 9 | 7 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | ** | 1% | 2% c | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 668 | 613 | 535 | 133 | 55 | 668 | 645 | 446 | 401 | 130 | 653 | ** | 102 | 130 | 435 |
| | 25% | 24% | 25% | 25% | 31% | 25% | 25% | 25% | 23% | 22% | 25% | ** | 27% | 23% | 25% |
| WEEKLY | 2134 | 1980 | 1699 | 434 | 154 | 2134 | 2059 | 1406 | 1363 | 461 | 2086 | ** | 302 | 438 | 1393 |
| | 80% | 79% | 79% | 83% | 87% | 80% | 80% | 80% | 79% | 79% | 80% | ** | 79% | 78% | 80% |
| MONTHLY | 2538 | 2371 | 2049 | 489 | 167 | 2538 | 2438 | 1669 | 1646 | 559 | 2476 | ** | 363 | 526 | 1649 |
| | 95% | 95% | 95% | 94% | 95% | 95% | 95% | 95% | 95% | 95% | 95% | ** | 95% | 94% | 95% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 12

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

**A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2075 | 954 | 1109 | 140 | 267 | 317 | 386 | 965 | 674 | 526 | 366 | 497 | 1386 | 279 | 224 | 186 |
| Effective Weighted Sample | 1638 | 752 | 881 | 118 | 219 | 250 | 307 | 756 | 536 | 418 | 297 | 382 | 1237 | 254 | 209 | 177 |
| Total | 2045 | 997 | 1036 | 125 | 248 | 277 | 401 | 994 | 676 | 551 | 349 | 459 | 1711 | 173 | 103 | 59 |
| At least daily | 416 | 185 | 229 | 30 | 58 | 61 | 81 | 185 | 104 | 83 | 95 | 131 | 342 | 46 | 18 | 10 |
| | 20% | 19% | 22% | 24% | 23% | 22% | 20% | 19% | 15% | 15% | 27% ab | 29% ab | 20% | 26% | 18% | 17% |
| At least weekly | 1011 | 514 | 490 | 37 | 111 | 119 | 198 | 546 | 347 | 268 | 172 | 220 | 840 | 89 | 50 | 32 |
| | 49% | 52% | 47% | 29% | 45% a | 43% | 49% a | 55% abc | 51% | 49% | 49% | 48% | 49% | 51% | 49% | 55% |
| At least monthly | 418 | 203 | 212 | 35 | 56 | 64 | 85 | 179 | 152 | 142 | 53 | 70 | 351 | 29 | 27 | 11 |
| | 20% | 20% | 21% | 28% | 23% | 23% | 21% | 18% | 22% d | 26% cd | 15% | 15% | 21% | 17% | 27% | 18% |
| Less often | 185 | 87 | 97 | 22 | 21 | 32 | 35 | 75 | 67 | 53 | 27 | 37 | 165 | 9 | 6 | 5 |
| | 9% | 9% | 9% | 18% de | 9% | 12% | 9% | 8% | 10% | 10% | 8% | 8% | 10% | 5% | 6% | 8% |
| Don't know/ can't remember | 16 | 9 | 7 | 1 | 1 | 1 | 3 | 9 | 6 | 5 | 3 | 2 | 13 | 1 | * | 1 |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 416 | 185 | 229 | 30 | 58 | 61 | 81 | 185 | 104 | 83 | 95 | 131 | 342 | 46 | 18 | 10 |
| | 20% | 19% | 22% | 24% | 23% | 22% | 20% | 19% | 15% | 15% | 27% ab | 29% ab | 20% | 26% | 18% | 17% |
| WEEKLY | 1427 | 699 | 719 | 67 | 169 | 180 | 278 | 732 | 451 | 351 | 266 | 351 | 1181 | 134 | 68 | 42 |
| | 70% | 70% | 69% | 54% | 68% a | 65% | 69% a | 74% ac | 67% | 64% | 76% ab | 76% ab | 69% ac | 78% | 67% | 72% |
| MONTHLY | 1844 | 901 | 932 | 102 | 225 | 244 | 363 | 910 | 603 | 493 | 319 | 421 | 1532 | 163 | 96 | 53 |
| | 90% | 90% | 90% | 81% | 91% | 88% | 91% a | 92% a | 89% | 89% | 91% | 92% | 90% | 94% | 93% | 90% |

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

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

**A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2075 | 1703 | 269 | 626 | 1427 | 560 | 1487 | 210 | 255 | 271 | 560 | 1143 | 867 |
| Effective Weighted Sample | 1638 | 1345 | 211 | 507 | 1115 | 454 | 1162 | 174 | 208 | 217 | 454 | 931 | 663 |
| Total | 2045 | 1686 | 249 | 598 | 1425 | 540 | 1476 | 191 | 247 | 271 | 540 | 1221 | 777 |
| At least daily | 416 | 345 | 39 | 133 | 274 | 120 | 285 | 45 | 53 | 59 | 120 | 254 | 152 |
| | 20% | 20% | 15% | 22% | 19% | 22% | 19% | 24% | 22% | 22% | 22% | 21% | 20% |
| At least weekly | 1011 | 831 | 126 | 277 | 727 | 255 | 748 | 75 | 115 | 143 | 255 | 582 | 409 |
| | 49% | 49% | 50% | 46% | 51% | 47% | 51% | 39% | 47% | 53% | 47% | 48% | 53% |
| | | | | | | | | | | a | | | |
| At least monthly | 418 | 341 | 57 | 121 | 293 | 106 | 304 | 38 | 55 | 49 | 106 | 270 | 139 |
| | 20% | 20% | 23% | 20% | 21% | 20% | 21% | 20% | 22% | 18% | 20% | 22% | 18% |
| Less often | 185 | 156 | 27 | 62 | 120 | 55 | 127 | 32 | 22 | 16 | 55 | 109 | 69 |
| | 9% | 9% | 11% | 10% | 8% | 10% | 9% | 17% | 9% | 6% | 10% | 9% | 9% |
| | | | | | | | | c | | | | | |
| Don't know/ can't remember | 16 | 13 | 1 | 5 | 11 | 4 | 12 | 1 | 1 | 4 | 4 | 6 | 8 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 416 | 345 | 39 | 133 | 274 | 120 | 285 | 45 | 53 | 59 | 120 | 254 | 152 |
| | 20% | 20% | 15% | 22% | 19% | 22% | 19% | 24% | 22% | 22% | 22% | 21% | 20% |
| WEEKLY | 1427 | 1176 | 164 | 410 | 1001 | 375 | 1034 | 120 | 169 | 202 | 375 | 835 | 561 |
| | 70% | 70% | 66% | 69% | 70% | 69% | 70% | 63% | 68% | 75% | 69% | 68% | 72% |
| MONTHLY | 1844 | 1517 | 221 | 531 | 1294 | 481 | 1337 | 159 | 224 | 251 | 481 | 1105 | 700 |
| | 90% | 90% | 89% | 89% | 91% | 89% | 91% | 83% | 91% | 93% | 89% | 91% | 90% |
| | | | | | | | | | | a | | | |

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

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

**A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2075 | 1948 | 1652 | 423 | 127 | 2075 | 1998 | 1363 | 1334 | 413 | 2031 | 44 | 311 | 429 | 1335 |
| Effective Weighted Sample | 1638 | 1563 | 1324 | 329 | 98 | 1638 | 1580 | 1085 | 1077 | 331 | 1606 | 32 | 241 | 342 | 1056 |
| Total | 2045 | 1868 | 1563 | 482 | 178 | 2045 | 1970 | 1333 | 1290 | 408 | 2003 | 42 | 319 | 430 | 1296 |
| At least daily | 416 | 370 | 308 | 108 | 46 | 416 | 399 | 258 | 228 | 68 | 405 | ** | 70 | 81 | 265 |
| | 20% | 20% | 20% | 22% | 26% | 20% | 20% | 19% | 18% | 17% | 20% | ** | 22% | 19% | 20% |
| At least weekly | 1011 | 912 | 745 | 265 | 99 | 1011 | 980 | 661 | 632 | 197 | 996 | ** | 159 | 213 | 639 |
| | 49% | 49% | 48% | 55% | 56% | 49% | 50% | 50% | 49% | 48% | 50% | ** | 50% | 50% | 49% |
| At least monthly | 418 | 397 | 344 | 74 | 21 | 418 | 403 | 278 | 292 | 90 | 408 | ** | 61 | 91 | 266 |
| | 20% | 21% | 22% c | 15% | 12% | 20% | 20% | 21% | 23% | 22% | 20% | ** | 19% | 21% | 21% |
| Less often | 185 | 178 | 159 | 26 | 7 | 185 | 175 | 127 | 132 | 52 | 181 | ** | 27 | 40 | 118 |
| | 9% | 10% | 10% c | 5% | 4% | 9% | 9% | 10% | 10% | 13% | 9% | ** | 8% | 9% | 9% |
| Don't know/ can't remember | 16 | 12 | 7 | 9 | 4 | 16 | 13 | 10 | 5 | 1 | 13 | ** | 3 | 5 | 8 |
| | 1% | 1% | *% | 2% | 2% | 1% | 1% | 1% | *% | *% | 1% | ** | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 416 | 370 | 308 | 108 | 46 | 416 | 399 | 258 | 228 | 68 | 405 | ** | 70 | 81 | 265 |
| | 20% | 20% | 20% | 22% | 26% | 20% | 20% | 19% | 18% | 17% | 20% | ** | 22% | 19% | 20% |
| WEEKLY | 1427 | 1281 | 1054 | 373 | 145 | 1427 | 1379 | 918 | 860 | 265 | 1401 | ** | 229 | 294 | 904 |
| | 70% | 69% | 67% | 77% abe | 82% ab | 70% | 70% | 69% | 67% | 65% | 70% | ** | 72% | 68% | 70% |
| MONTHLY | 1844 | 1678 | 1397 | 447 | 166 | 1844 | 1782 | 1196 | 1152 | 355 | 1809 | ** | 290 | 385 | 1170 |
| | 90% | 90% | 89% | 93% | 93% | 90% | 90% | 90% | 89% | 87% | 90% | ** | 91% | 90% | 90% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 13

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

**A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 938 | 424 | 506 | 144 | 239 | 161 | 162 | 232 | 317 | 264 | 159 | 186 | 628 | 120 | 116 | 74 |
| Effective Weighted Sample | 753 | 336 | 414 | 119 | 198 | 132 | 128 | 182 | 266 | 208 | 132 | 139 | 573 | 111 | 110 | 71 |
| Total | 931 | 443 | 480 | 126 | 235 | 155 | 168 | 246 | 324 | 275 | 151 | 172 | 784 | 72 | 53 | 23 |
| At least daily | 142 | 75 | 68 | 21 | 53 | 30 | 15 | 24 | 52 | 35 | 22 | 33 | 123 | 12 | 5 | ** |
| | 15% | 17% | 14% | 17% | 22% de | 19% | 9% | 10% | 16% | 13% | 14% | 20% | 16% | 17% | 9% | ** |
| At least weekly | 339 | 165 | 172 | 51 | 87 | 45 | 64 | 92 | 101 | 83 | 85 | 66 | 278 | 27 | 25 | ** |
| | 36% | 37% | 36% | 41% | 37% | 29% | 38% | 38% | 31% | 30% | 56% abd | 39% | 35% | 38% | 48% | ** |
| At least monthly | 288 | 138 | 145 | 33 | 66 | 42 | 73 | 74 | 112 | 103 | 27 | 41 | 248 | 20 | 14 | ** |
| | 31% | 31% | 30% | 26% | 28% | 27% | 43% abc | 30% | 34% c | 38% cd | 18% | 24% | 32% | 28% | 26% | ** |
| Less often | 141 | 58 | 82 | 21 | 26 | 35 | 14 | 45 | 54 | 46 | 14 | 26 | 117 | 10 | 9 | ** |
| | 15% | 13% | 17% | 16% | 11% | 22% bd | 8% | 18% | 17% | 17% | 10% | 15% | 15% | 13% | 17% | ** |
| Don't know/ can't remember | 20 | 7 | 13 | * | 4 | 3 | 2 | 11 | 6 | 8 | 3 | 5 | 18 | 2 | - | ** |
| | 2% | 2% | 3% | *% | 2% | 2% | 1% | 4% | 2% | 3% | 2% | 3% | 2% | 3% | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 142 | 75 | 68 | 21 | 53 | 30 | 15 | 24 | 52 | 35 | 22 | 33 | 123 | 12 | 5 | ** |
| | 15% | 17% | 14% | 17% | 22% de | 19% | 9% | 10% | 16% | 13% | 14% | 20% | 16% | 17% | 9% | ** |
| WEEKLY | 481 | 240 | 240 | 72 | 139 | 75 | 79 | 116 | 153 | 118 | 107 | 100 | 401 | 40 | 30 | ** |
| | 52% | 54% | 50% | 57% | 59% | 48% | 47% | 47% | 47% | 43% | 71% ab | 58% b | 51% | 56% | 57% | ** |
| MONTHLY | 769 | 377 | 385 | 105 | 205 | 117 | 152 | 190 | 264 | 221 | 134 | 141 | 649 | 60 | 44 | ** |
| | 83% | 85% | 80% | 84% | 87% c | 75% | 90% ce | 77% | 82% | 80% | 89% | 82% | 83% | 84% | 83% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 13

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

**A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 938 | 792 | 85 | 376 | 541 | 324 | 591 | 144 | 159 | 136 | 324 | 628 | 282 |
| Effective Weighted Sample | 753 | 635 | 67 | 313 | 424 | 271 | 463 | 122 | 131 | 114 | 271 | 517 | 217 |
| Total | 931 | 783 | 84 | 376 | 533 | 331 | 574 | 146 | 159 | 142 | 331 | 664 | 248 |
| At least daily | 142 | 126 | ** | 74 | 65 | 69 | 70 | 28 | 38 | 32 | 69 | 112 | 29 |
| | 15% | 16% | ** | 20% | 12% | 21% | 12% | 19% | 24% | 23% | 21% | 17% | 12% |
| | | | | b | | b | | | | | | | |
| At least weekly | 339 | 281 | ** | 141 | 186 | 122 | 203 | 53 | 59 | 53 | 122 | 243 | 89 |
| | 36% | 36% | ** | 37% | 35% | 37% | 35% | 36% | 37% | 38% | 37% | 37% | 36% |
| At least monthly | 288 | 241 | ** | 112 | 172 | 99 | 185 | 43 | 46 | 43 | 99 | 204 | 78 |
| | 31% | 31% | ** | 30% | 32% | 30% | 32% | 29% | 29% | 30% | 30% | 31% | 31% |
| Less often | 141 | 122 | ** | 46 | 93 | 39 | 100 | 19 | 15 | 14 | 39 | 95 | 41 |
| | 15% | 16% | ** | 12% | 17% | 12% | 17% | 13% | 10% | 10% | 12% | 14% | 17% |
| Don't know/ can't remember | 20 | 13 | ** | 3 | 18 | 3 | 18 | 3 | 1 | - | 3 | 9 | 11 |
| | 2% | 2% | ** | 1% | 3% | 1% | 3% | 2% | 1% | -% | 1% | 1% | 4% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 142 | 126 | ** | 74 | 65 | 69 | 70 | 28 | 38 | 32 | 69 | 112 | 29 |
| | 15% | 16% | ** | 20% | 12% | 21% | 12% | 19% | 24% | 23% | 21% | 17% | 12% |
| | | | | b | | b | | | | | | | |
| WEEKLY | 481 | 407 | ** | 214 | 251 | 191 | 272 | 81 | 97 | 85 | 191 | 356 | 118 |
| | 52% | 52% | ** | 57% | 47% | 58% | 47% | 56% | 61% | 60% | 58% | 54% | 48% |
| | | | | b | | b | | | | | | | |
| MONTHLY | 769 | 648 | ** | 327 | 422 | 289 | 457 | 124 | 143 | 128 | 289 | 560 | 196 |
| | 83% | 83% | ** | 87% | 79% | 87% | 80% | 85% | 90% | 90% | 87% | 84% | 79% |
| | | | | b | | b | | | | | | | |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 13

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

**A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 938 | 913 | 841 | 97 | 25 | 938 | 938 | 704 | 689 | 227 | 938 | - | 81 | 192 | 665 |
| Effective Weighted Sample | 753 | 746 | 686 | 72 | 19 | 753 | 753 | 567 | 570 | 190 | 753 | - | 61 | 157 | 535 |
| Total | 931 | 891 | 822 | 108 | 40 | 931 | 931 | 691 | 682 | 230 | 931 | - | 80 | 188 | 663 |
| At least daily | 142 | 133 | 128 | ** | ** | 142 | 142 | 113 | 110 | 44 | 142 | ** | ** | 26 | 103 |
| | 15% | 15% | 16% | ** | ** | 15% | 15% | 16% | 16% | 19% | 15% | ** | ** | 14% | 16% |
| At least weekly | 339 | 321 | 292 | ** | ** | 339 | 339 | 250 | 236 | 81 | 339 | ** | ** | 78 | 224 |
| | 36% | 36% | 36% | ** | ** | 36% | 36% | 36% | 35% | 35% | 36% | ** | ** | 41% | 34% |
| At least monthly | 288 | 278 | 259 | ** | ** | 288 | 288 | 220 | 217 | 68 | 288 | ** | ** | 45 | 225 |
| | 31% | 31% | 32% | ** | ** | 31% | 31% | 32% | 32% | 29% | 31% | ** | ** | 24% | 34% |
| Less often | 141 | 139 | 129 | ** | ** | 141 | 141 | 96 | 109 | 35 | 141 | ** | ** | 34 | 99 |
| | 15% | 16% | 16% | ** | ** | 15% | 15% | 14% | 16% | 15% | 15% | ** | ** | 18% | 15% |
| Don't know/ can't remember | 20 | 20 | 13 | ** | ** | 20 | 20 | 13 | 10 | 3 | 20 | ** | ** | 5 | 12 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | 1% | 2% | ** | ** | 3% | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 142 | 133 | 128 | ** | ** | 142 | 142 | 113 | 110 | 44 | 142 | ** | ** | 26 | 103 |
| | 15% | 15% | 16% | ** | ** | 15% | 15% | 16% | 16% | 19% | 15% | ** | ** | 14% | 16% |
| WEEKLY | 481 | 454 | 420 | ** | ** | 481 | 481 | 362 | 346 | 125 | 481 | ** | ** | 104 | 327 |
| | 52% | 51% | 51% | ** | ** | 52% | 52% | 52% | 51% | 54% | 52% | ** | ** | 55% | 49% |
| MONTHLY | 769 | 732 | 679 | ** | ** | 769 | 769 | 582 | 563 | 193 | 769 | ** | ** | 149 | 551 |
| | 83% | 82% | 83% | ** | ** | 83% | 83% | 84% | 83% | 84% | 83% | ** | ** | 79% | 83% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 14

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

**A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 ~a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | N IRELAND ~d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 1151 | 632 | 507 | 83 | 137 | 153 | 189 | 589 | 480 | 298 | 168 | 194 | 806 | 113 | 143 | 89 |
| Effective Weighted Sample | 918 | 503 | 407 | 69 | 114 | 126 | 152 | 461 | 389 | 238 | 137 | 147 | 723 | 99 | 131 | 86 |
| Total | 1196 | 685 | 500 | 74 | 137 | 153 | 202 | 630 | 500 | 330 | 169 | 189 | 1027 | 74 | 68 | 27 |
| At least daily | 166 | 97 | 68 | ** | 35 | 26 | 28 | 61 | 46 | 45 | 39 | 36 | 146 | 10 | 7 | ** |
| | 14% | 14% | 14% | ** | 26% e | 17% | 14% | 10% | 9% | 14% | 23% a | 19% a | 14% | 13% | 11% | ** |
| At least weekly | 493 | 288 | 202 | ** | 46 | 58 | 77 | 292 | 224 | 135 | 59 | 74 | 415 | 33 | 33 | ** |
| | 41% | 42% | 40% | ** | 33% | 38% | 38% | 46% | 45% | 41% | 35% | 39% | 40% | 44% | 49% | ** |
| At least monthly | 350 | 193 | 153 | ** | 30 | 42 | 70 | 188 | 153 | 105 | 45 | 45 | 304 | 19 | 18 | ** |
| | 29% | 28% | 31% | ** | 22% | 28% | 35% | 30% | 31% | 32% | 27% | 24% | 30% | 26% | 26% | ** |
| Less often | 165 | 97 | 67 | ** | 24 | 25 | 28 | 76 | 70 | 38 | 22 | 31 | 141 | 11 | 9 | ** |
| | 14% | 14% | 13% | ** | 18% | 16% | 14% | 12% | 14% | 12% | 13% | 17% | 14% | 14% | 13% | ** |
| Don't know/ can't remember | 22 | 10 | 11 | ** | 2 | 2 | - | 13 | 7 | 7 | 4 | 3 | 20 | 2 | * | ** |
| | 2% | 1% | 2% | ** | 1% | 1% | -% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 166 | 97 | 68 | ** | 35 | 26 | 28 | 61 | 46 | 45 | 39 | 36 | 146 | 10 | 7 | ** |
| | 14% | 14% | 14% | ** | 26% e | 17% | 14% | 10% | 9% | 14% | 23% a | 19% a | 14% | 13% | 11% | ** |
| WEEKLY | 659 | 385 | 270 | ** | 81 | 83 | 104 | 353 | 270 | 180 | 98 | 110 | 562 | 43 | 41 | ** |
| | 55% | 56% | 54% | ** | 59% | 55% | 52% | 56% | 54% | 55% | 58% | 58% | 55% | 58% | 60% | ** |
| MONTHLY | 1008 | 578 | 423 | ** | 111 | 126 | 174 | 541 | 423 | 285 | 143 | 155 | 866 | 61 | 59 | ** |
| | 84% | 84% | 84% | ** | 81% | 82% | 86% | 86% | 85% | 86% | 85% | 82% | 84% | 83% | 86% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 14

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

**A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 1151 | 928 | 158 | 308 | 822 | 277 | 851 | 88 | 118 | 146 | 277 | 623 | 492 |
| Effective Weighted Sample | 918 | 735 | 128 | 252 | 650 | 228 | 672 | 74 | 96 | 117 | 228 | 518 | 374 |
| Total | 1196 | 973 | 158 | 313 | 862 | 288 | 886 | 92 | 118 | 150 | 288 | 700 | 469 |
| At least daily | 166 | 137 | 14 | 61 | 98 | 56 | 103 | ** | 22 | 29 | 56 | 118 | 43 |
| | 14% | 14% | 9% | 20% | 11% | 19% | 12% | ** | 19% | 20% | 19% | 17% | 9% |
| | | | | b | | b | | | | | | b | |
| At least weekly | 493 | 405 | 61 | 110 | 377 | 102 | 384 | ** | 53 | 58 | 102 | 267 | 214 |
| | 41% | 42% | 39% | 35% | 44% | 36% | 43% | ** | 45% | 38% | 36% | 38% | 46% |
| At least monthly | 350 | 285 | 54 | 91 | 256 | 82 | 264 | ** | 26 | 45 | 82 | 203 | 141 |
| | 29% | 29% | 34% | 29% | 30% | 29% | 30% | ** | 22% | 30% | 29% | 29% | 30% |
| Less often | 165 | 128 | 27 | 48 | 114 | 46 | 115 | ** | 17 | 18 | 46 | 99 | 63 |
| | 14% | 13% | 17% | 15% | 13% | 16% | 13% | ** | 14% | 12% | 16% | 14% | 13% |
| Don't know/ can't remember | 22 | 18 | 2 | 3 | 17 | 1 | 19 | ** | - | - | 1 | 13 | 9 |
| | 2% | 2% | 1% | 1% | 2% | *% | 2% | ** | -% | -% | *% | 2% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 166 | 137 | 14 | 61 | 98 | 56 | 103 | ** | 22 | 29 | 56 | 118 | 43 |
| | 14% | 14% | 9% | 20% | 11% | 19% | 12% | ** | 19% | 20% | 19% | 17% | 9% |
| | | | | b | | b | | | | | | b | |
| WEEKLY | 659 | 542 | 75 | 171 | 475 | 158 | 487 | ** | 75 | 87 | 158 | 385 | 257 |
| | 55% | 56% | 48% | 55% | 55% | 55% | 55% | ** | 63% | 58% | 55% | 55% | 55% |
| MONTHLY | 1008 | 827 | 129 | 262 | 731 | 241 | 752 | ** | 101 | 132 | 241 | 588 | 398 |
| | 84% | 85% | 81% | 84% | 85% | 84% | 85% | ** | 86% | 88% | 84% | 84% | 85% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

**A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1151 | 1091 | 900 | 251 | 60 | 1151 | 1151 | 900 | 859 | 376 | 1151 | - | 134 | 222 | 795 |
| Effective Weighted Sample | 918 | 879 | 727 | 194 | 44 | 918 | 918 | 717 | 697 | 307 | 918 | - | 103 | 176 | 638 |
| Total | 1196 | 1118 | 915 | 280 | 78 | 1196 | 1196 | 924 | 859 | 387 | 1196 | - | 140 | 238 | 818 |
| At least daily | 166 | 156 | 131 | 36 | ** | 166 | 166 | 133 | 115 | 59 | 166 | ** | 13 | 19 | 134 |
| | 14% | 14% | 14% | 13% | ** | 14% | 14% | 14% | 13% | 15% | 14% | ** | 9% | 8% | 16% b |
| At least weekly | 493 | 468 | 373 | 120 | ** | 493 | 493 | 385 | 352 | 173 | 493 | ** | 60 | 91 | 342 |
| | 41% | 42% | 41% | 43% | ** | 41% | 41% | 42% | 41% | 45% | 41% | ** | 43% | 38% | 42% |
| At least monthly | 350 | 328 | 268 | 82 | ** | 350 | 350 | 269 | 260 | 102 | 350 | ** | 38 | 76 | 235 |
| | 29% | 29% | 29% | 29% | ** | 29% | 29% | 29% | 30% | 26% | 29% | ** | 27% | 32% | 29% |
| Less often | 165 | 146 | 127 | 38 | ** | 165 | 165 | 123 | 115 | 50 | 165 | ** | 26 | 46 | 93 |
| | 14% | 13% | 14% | 14% | ** | 14% | 14% | 13% | 13% | 13% | 14% | ** | 18% | 19% c | 11% |
| Don't know/ can't remember | 22 | 21 | 18 | 5 | ** | 22 | 22 | 13 | 18 | 4 | 22 | ** | 3 | 6 | 14 |
| | 2% | 2% | 2% | 2% | ** | 2% | 2% | 1% | 2% | 1% | 2% | ** | 2% | 2% | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 166 | 156 | 131 | 36 | ** | 166 | 166 | 133 | 115 | 59 | 166 | ** | 13 | 19 | 134 |
| | 14% | 14% | 14% | 13% | ** | 14% | 14% | 14% | 13% | 15% | 14% | ** | 9% | 8% | 16% b |
| WEEKLY | 659 | 623 | 503 | 155 | ** | 659 | 659 | 518 | 466 | 232 | 659 | ** | 73 | 109 | 476 |
| | 55% | 56% | 55% | 55% | ** | 55% | 55% | 56% | 54% | 60% | 55% | ** | 52% | 46% | 58% b |
| MONTHLY | 1008 | 951 | 771 | 237 | ** | 1008 | 1008 | 788 | 726 | 333 | 1008 | ** | 111 | 186 | 711 |
| | 84% | 85% | 84% | 85% | ** | 84% | 84% | 85% | 84% | 86% | 84% | ** | 79% | 78% | 87% b |

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

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

**A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2139 | 926 | 1203 | 215 | 360 | 353 | 389 | 822 | 644 | 573 | 399 | 502 | 1402 | 273 | 259 | 205 |
| Effective Weighted Sample | 1687 | 729 | 955 | 179 | 294 | 283 | 309 | 631 | 520 | 459 | 317 | 378 | 1263 | 250 | 242 | 195 |
| Total | 2093 | 963 | 1120 | 191 | 346 | 322 | 399 | 836 | 642 | 609 | 370 | 455 | 1743 | 167 | 119 | 64 |
| At least daily | 466 | 198 | 266 | 43 | 77 | 70 | 102 | 174 | 110 | 112 | 95 | 147 | 384 | 40 | 28 | 13 |
| | 22% | 21% | 24% | 23% | 22% | 22% | 26% | 21% | 17% | 18% | 26% a | 32% ab | 22% | 24% | 24% | 20% |
| At least weekly | 959 | 457 | 499 | 65 | 160 | 142 | 184 | 407 | 275 | 286 | 184 | 206 | 786 | 87 | 55 | 31 |
| | 46% | 47% | 45% | 34% | 46% | 44% | 46% | 49% a | 43% | 47% | 50% | 45% | 45% | 52% | 46% | 49% |
| At least monthly | 472 | 229 | 239 | 64 | 69 | 74 | 84 | 181 | 192 | 141 | 64 | 70 | 403 | 28 | 26 | 15 |
| | 23% | 24% | 21% | 34% bde | 20% | 23% | 21% | 22% | 30% cd | 23% d | 17% | 15% | 23% | 17% | 22% | 24% |
| Less often | 165 | 62 | 102 | 15 | 37 | 31 | 25 | 58 | 53 | 62 | 24 | 23 | 140 | 11 | 10 | 4 |
| | 8% | 6% | 9% | 8% | 11% | 9% | 6% | 7% | 8% | 10% d | 7% | 5% | 8% | 7% | 8% | 7% |
| Don't know/ can't remember | 32 | 17 | 15 | 3 | 4 | 4 | 4 | 16 | 12 | 9 | 3 | 8 | 29 | 2 | * | * |
| | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 466 | 198 | 266 | 43 | 77 | 70 | 102 | 174 | 110 | 112 | 95 | 147 | 384 | 40 | 28 | 13 |
| | 22% | 21% | 24% | 23% | 22% | 22% | 26% | 21% | 17% | 18% | 26% a | 32% ab | 22% | 24% | 24% | 20% |
| WEEKLY | 1425 | 655 | 765 | 109 | 237 | 213 | 286 | 581 | 385 | 398 | 279 | 353 | 1171 | 127 | 83 | 44 |
| | 68% | 68% | 68% | 57% | 68% | 66% | 72% a | 70% a | 60% | 65% | 75% ab | 78% ab | 67% | 76% a | 70% | 69% |
| MONTHLY | 1897 | 884 | 1003 | 173 | 306 | 287 | 369 | 762 | 577 | 538 | 343 | 423 | 1574 | 154 | 109 | 60 |
| | 91% | 92% | 90% | 90% | 88% | 89% | 93% | 91% | 90% | 88% | 93% | 93% | 90% | 92% | 92% | 93% |

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

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

**A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2139 | 1744 | 255 | 706 | 1408 | 617 | 1493 | 241 | 278 | 295 | 617 | 1256 | 822 |
| Effective Weighted Sample | 1687 | 1376 | 195 | 571 | 1099 | 497 | 1167 | 198 | 222 | 235 | 497 | 1026 | 623 |
| Total | 2093 | 1720 | 236 | 671 | 1397 | 590 | 1473 | 225 | 258 | 286 | 590 | 1340 | 713 |
| At least daily | 466 | 387 | 44 | 162 | 293 | 151 | 303 | 53 | 67 | 80 | 151 | 301 | 153 |
| | 22% | 23% | 19% | 24% | 21% | 26% | 21% | 23% | 26% | 28% | 26% | 22% | 21% |
| At least weekly | 959 | 788 | 97 | 295 | 655 | 265 | 684 | 87 | 122 | 135 | 265 | 616 | 327 |
| | 46% | 46% | 41% | 44% | 47% | 45% | 46% | 39% | 47% | 47% | 45% | 46% | 46% |
| At least monthly | 472 | 379 | 71 | 157 | 310 | 129 | 337 | 63 | 52 | 56 | 129 | 299 | 165 |
| | 23% | 22% | 30% | 23% | 22% | 22% | 23% | 28% | 20% | 20% | 22% | 22% | 23% |
| Less often | 165 | 138 | 21 | 51 | 113 | 41 | 122 | 22 | 17 | 10 | 41 | 108 | 52 |
| | 8% | 8% | 9% | 8% | 8% | 7% | 8% | 10% c | 6% | 4% | 7% | 8% | 7% |
| Don't know/ can't remember | 32 | 28 | 2 | 6 | 26 | 4 | 27 | - | - | 4 | 4 | 15 | 16 |
| | 2% | 2% | 1% | 1% | 2% | 1% | 2% | -% | -% | 1% | 1% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 466 | 387 | 44 | 162 | 293 | 151 | 303 | 53 | 67 | 80 | 151 | 301 | 153 |
| | 22% | 23% | 19% | 24% | 21% | 26% | 21% | 23% | 26% | 28% | 26% | 22% | 21% |
| WEEKLY | 1425 | 1175 | 141 | 457 | 948 | 416 | 987 | 140 | 189 | 215 | 416 | 918 | 480 |
| | 68% | 68% | 60% | 68% | 68% | 70% | 67% | 62% | 73% | 75% a | 70% | 68% | 67% |
| MONTHLY | 1897 | 1554 | 212 | 614 | 1258 | 545 | 1324 | 203 | 241 | 271 | 545 | 1217 | 644 |
| | 91% | 90% | 90% | 92% | 90% | 92% | 90% | 90% | 94% | 95% | 92% | 91% | 90% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 15**

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

**A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2139 | 2035 | 1773 | 366 | 104 | 2139 | 2013 | 1365 | 1323 | 391 | 2065 | 74 | 329 | 444 | 1366 |
| Effective Weighted Sample | 1687 | 1623 | 1412 | 284 | 80 | 1687 | 1594 | 1081 | 1068 | 315 | 1635 | 53 | 251 | 353 | 1084 |
| Total | 2093 | 1952 | 1690 | 403 | 142 | 2093 | 1983 | 1341 | 1299 | 396 | 2032 | 62 | 328 | 441 | 1324 |
| At least daily | 466 | 428 | 377 | 89 | 38 | 466 | 435 | 284 | 279 | 68 | 449 | ** | 77 | 92 | 297 |
| | 22% | 22% | 22% | 22% | 27% | 22% | 22% | 21% | 21% | 17% | 22% | ** | 23% | 21% | 22% |
| At least weekly | 959 | 889 | 752 | 207 | 70 | 959 | 911 | 587 | 557 | 154 | 935 | ** | 153 | 220 | 586 |
| | 46% | 46% | 44% | 51% | 49% | 46% | 46% | 44% | 43% | 39% | 46% | ** | 47% | 50% | 44% |
| At least monthly | 472 | 448 | 402 | 71 | 24 | 472 | 460 | 338 | 331 | 116 | 465 | ** | 68 | 93 | 311 |
| | 23% | 23% | 24% | 17% | 17% | 23% | 23% | 25% | 26% | 29% | 23% | ** | 21% | 21% | 24% |
| Less often | 165 | 156 | 134 | 30 | 9 | 165 | 148 | 115 | 112 | 48 | 155 | ** | 23 | 27 | 114 |
| | 8% | 8% | 8% | 8% | 6% | 8% | 7% | 9% | 9% | 12% ae | 8% | ** | 7% | 6% | 9% |
| Don't know/ can't remember | 32 | 31 | 25 | 6 | 1 | 32 | 29 | 17 | 19 | 10 | 29 | ** | 7 | 9 | 16 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | ** | 2% | 2% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 466 | 428 | 377 | 89 | 38 | 466 | 435 | 284 | 279 | 68 | 449 | ** | 77 | 92 | 297 |
| | 22% | 22% | 22% | 22% | 27% | 22% | 22% | 21% | 21% | 17% | 22% | ** | 23% | 21% | 22% |
| WEEKLY | 1425 | 1317 | 1129 | 296 | 108 | 1425 | 1346 | 871 | 836 | 222 | 1383 | ** | 230 | 312 | 883 |
| | 68% | 67% | 67% | 73% | 76% | 68% | 68% d | 65% d | 64% d | 56% | 68% d | ** | 70% | 71% | 67% |
| MONTHLY | 1897 | 1765 | 1530 | 366 | 132 | 1897 | 1806 | 1209 | 1167 | 338 | 1848 | ** | 298 | 404 | 1194 |
| | 91% | 90% | 91% | 91% | 93% | 91% | 91% d | 90% | 90% | 85% | 91% d | ** | 91% | 92% | 90% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 16

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

**A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER MAN a | WOMAN b | AGE 16-24 a | 25-34 b | 35-44 c | 45-54 d | 55+ e | SEG AB a | C1 b | C2 c | DE d | NATION ENGLAND a | SCOTLAND b | WALES c | N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 2027 | 877 | 1135 | 194 | 328 | 331 | 380 | 794 | 635 | 566 | 347 | 462 | 1336 | 262 | 231 | 198 |
| Effective Weighted Sample | 1597 | 690 | 901 | 161 | 266 | 261 | 302 | 616 | 510 | 446 | 278 | 352 | 1199 | 248 | 214 | 189 |
| Total | 1967 | 907 | 1047 | 173 | 305 | 298 | 388 | 803 | 630 | 578 | 325 | 421 | 1643 | 157 | 105 | 62 |
| At least daily | 353 18% | 154 17% | 198 19% | 40 23% e | 66 22% e | 67 22% e | 77 20% e | 103 13% | 94 15% | 92 16% | 73 22% a | 92 22% a | 289 18% | 38 24% c | 14 13% | 13 20% |
| At least weekly | 928 47% | 444 49% | 477 46% | 67 39% | 139 46% | 137 46% | 179 46% | 406 51% a | 272 43% | 281 49% | 175 54% a | 197 47% | 763 46% | 73 46% | 59 56% a | 33 54% |
| At least monthly | 495 25% | 220 24% | 273 26% | 47 27% | 71 23% | 70 23% | 95 25% | 212 26% | 192 30% cd | 148 26% | 60 19% | 90 21% | 426 26% | 32 21% | 25 24% | 11 18% |
| Less often | 166 8% | 77 9% | 87 8% | 15 9% | 26 9% | 22 8% | 36 9% | 67 8% | 66 11% c | 50 9% | 16 5% | 32 8% | 144 9% | 12 7% | 6 6% | 5 7% |
| Don't know/ can't remember | 24 1% | 12 1% | 12 1% | 4 2% | 2 1% | 2 1% | 1 *% | 15 2% | 6 1% | 7 1% | 1 *% | 10 2% | 20 1% | 3 2% | 1 1% | - -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 353 18% | 154 17% | 198 19% | 40 23% e | 66 22% e | 67 22% e | 77 20% e | 103 13% | 94 15% | 92 16% | 73 22% a | 92 22% a | 289 18% | 38 24% c | 14 13% | 13 20% |
| WEEKLY | 1282 65% | 597 66% | 675 64% | 107 62% | 206 67% | 204 68% | 256 66% | 509 63% | 366 58% | 373 65% | 247 76% ab | 289 69% a | 1052 64% | 111 70% | 73 70% | 46 74% a |
| MONTHLY | 1777 90% | 817 90% | 948 91% | 155 89% | 277 91% | 273 92% | 351 91% | 721 90% | 558 89% | 521 90% | 308 95% a | 379 90% | 1478 90% | 143 91% | 98 94% | 58 93% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 16

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

**A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2027 | 1650 | 249 | 671 | 1334 | 594 | 1407 | 226 | 276 | 286 | 594 | 1186 | 770 |
| Effective Weighted Sample | 1597 | 1300 | 193 | 540 | 1042 | 478 | 1098 | 183 | 223 | 228 | 478 | 963 | 588 |
| Total | 1967 | 1609 | 228 | 630 | 1316 | 564 | 1376 | 213 | 260 | 272 | 564 | 1252 | 663 |
| At least daily | 353 | 294 | 30 | 151 | 197 | 136 | 212 | 49 | 66 | 70 | 136 | 244 | 99 |
| | 18% | 18% | 13% | 24% b | 15% | 24% b | 15% | 23% | 25% | 26% | 24% | 19% | 15% |
| At least weekly | 928 | 771 | 95 | 273 | 644 | 256 | 658 | 86 | 126 | 125 | 256 | 595 | 312 |
| | 47% | 48% | 42% | 43% | 49% | 45% | 48% | 40% | 48% | 46% | 45% | 47% | 47% |
| At least monthly | 495 | 398 | 67 | 154 | 337 | 130 | 360 | 57 | 54 | 60 | 130 | 307 | 174 |
| | 25% | 25% | 29% | 24% | 26% | 23% | 26% | 27% | 21% | 22% | 23% | 25% | 26% |
| Less often | 166 | 130 | 34 | 47 | 119 | 40 | 125 | 20 | 14 | 16 | 40 | 99 | 63 |
| | 8% | 8% | 15% a | 8% | 9% | 7% | 9% | 9% | 5% | 6% | 7% | 8% | 10% |
| Don't know/ can't remember | 24 | 15 | 2 | 4 | 20 | 2 | 22 | 2 | 1 | - | 2 | 8 | 15 |
| | 1% | 1% | 1% | 1% | 1% | *% | 2% | 1% | *% | -% | *% | 1% | 2% a |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 353 | 294 | 30 | 151 | 197 | 136 | 212 | 49 | 66 | 70 | 136 | 244 | 99 |
| | 18% | 18% | 13% | 24% b | 15% | 24% b | 15% | 23% | 25% | 26% | 24% | 19% | 15% |
| WEEKLY | 1282 | 1065 | 125 | 424 | 841 | 392 | 870 | 135 | 192 | 195 | 392 | 838 | 411 |
| | 65% | 66% b | 55% | 67% | 64% | 69% | 63% | 63% | 74% | 72% | 69% | 67% | 62% |
| MONTHLY | 1777 | 1463 | 192 | 578 | 1178 | 522 | 1230 | 192 | 245 | 256 | 522 | 1146 | 586 |
| | 90% | 91% b | 84% | 92% | 89% | 92% | 89% | 90% | 94% | 94% | 92% | 91% | 88% |

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

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

**A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2027 | 1931 | 1688 | 339 | 96 | 2027 | 1903 | 1340 | 1319 | 436 | 1949 | 78 | 318 | 434 | 1275 |
| Effective Weighted Sample | 1597 | 1546 | 1345 | 263 | 73 | 1597 | 1503 | 1062 | 1066 | 352 | 1540 | 57 | 245 | 345 | 1008 |
| Total | 1967 | 1831 | 1588 | 380 | 136 | 1967 | 1855 | 1292 | 1275 | 434 | 1898 | 70 | 314 | 431 | 1222 |
| At least daily | 353 | 322 | 292 | 62 | ** | 353 | 329 | 222 | 212 | 58 | 337 | ** | 56 | 72 | 226 |
| | 18% | 18% | 18% | 16% | ** | 18% | 18% | 17% | 17% | 13% | 18% | ** | 18% | 17% | 18% |
| At least weekly | 928 | 865 | 745 | 183 | ** | 928 | 881 | 596 | 586 | 181 | 902 | ** | 154 | 207 | 568 |
| | 47% | 47% | 47% | 48% | ** | 47% | 47% | 46% | 46% | 42% | 48% | ** | 49% | 48% | 46% |
| At least monthly | 495 | 472 | 403 | 93 | ** | 495 | 466 | 333 | 350 | 138 | 477 | ** | 67 | 112 | 317 |
| | 25% | 26% | 25% | 24% | ** | 25% | 25% | 26% | 27% | 32% | 25% | ** | 21% | 26% | 26% |
| | | | | | | | | | | e | | | | | |
| Less often | 166 | 156 | 137 | 29 | ** | 166 | 158 | 128 | 120 | 57 | 161 | ** | 30 | 30 | 105 |
| | 8% | 9% | 9% | 8% | ** | 8% | 9% | 10% | 9% | 13% | 8% | ** | 10% | 7% | 9% |
| | | | | | | | | | | ae | | | | | |
| Don't know/ can't remember | 24 | 15 | 12 | 12 | ** | 24 | 21 | 13 | 7 | 1 | 21 | ** | 7 | 11 | 6 |
| | 1% | 1% | 1% | 3% | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | 2% | 3% | *% |
| | | | | ab | | | | | | | | | c | c | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 353 | 322 | 292 | 62 | ** | 353 | 329 | 222 | 212 | 58 | 337 | ** | 56 | 72 | 226 |
| | 18% | 18% | 18% | 16% | ** | 18% | 18% | 17% | 17% | 13% | 18% | ** | 18% | 17% | 18% |
| WEEKLY | 1282 | 1187 | 1037 | 245 | ** | 1282 | 1209 | 818 | 798 | 238 | 1239 | ** | 210 | 278 | 794 |
| | 65% | 65% | 65% | 65% | ** | 65% | 65% | 63% | 63% | 55% | 65% | ** | 67% | 64% | 65% |
| | | | | | | | d | d | | | d | | | | |
| MONTHLY | 1777 | 1659 | 1439 | 338 | ** | 1777 | 1676 | 1151 | 1148 | 377 | 1716 | ** | 277 | 390 | 1111 |
| | 90% | 91% | 91% | 89% | ** | 90% | 90% | 89% | 90% | 87% | 90% | ** | 88% | 90% | 91% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 17

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

**A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 1087 | 481 | 596 | 67 | 153 | 196 | 229 | 442 | 297 | 271 | 216 | 297 | 705 | 153 | 132 | 97 |
| Effective Weighted Sample | 853 | 378 | 469 | 58 | 123 | 156 | 181 | 340 | 241 | 210 | 175 | 226 | 632 | 141 | 123 | 93 |
| Total | 1060 | 504 | 546 | 65 | 137 | 174 | 228 | 456 | 300 | 286 | 201 | 269 | 878 | 92 | 60 | 31 |
| At least daily | 201 | 84 | 114 | ** | 28 | 39 | 45 | 73 | 52 | 36 | 54 | 59 | 163 | 20 | 13 | ** |
| | 19% | 17% | 21% | ** | 20% | 23% | 20% | 16% | 17% | 13% | 27% | 22% | 19% | 21% | 22% | ** |
| | | | | | | | | | | | b | b | | | | |
| At least weekly | 476 | 236 | 236 | ** | 66 | 74 | 118 | 197 | 126 | 121 | 98 | 129 | 387 | 43 | 30 | ** |
| | 45% | 47% | 43% | ** | 48% | 42% | 52% | 43% | 42% | 42% | 49% | 48% | 44% | 47% | 50% | ** |
| At least monthly | 242 | 120 | 122 | ** | 23 | 35 | 44 | 122 | 74 | 85 | 34 | 47 | 203 | 20 | 12 | ** |
| | 23% | 24% | 22% | ** | 17% | 20% | 19% | 27% | 25% | 30% | 17% | 17% | 23% | 22% | 21% | ** |
| | | | | | | | | | | cd | | | | | | |
| Less often | 127 | 58 | 67 | ** | 20 | 23 | 20 | 53 | 44 | 42 | 13 | 27 | 112 | 7 | 5 | ** |
| | 12% | 11% | 12% | ** | 15% | 13% | 9% | 12% | 15% | 15% | 7% | 10% | 13% | 8% | 8% | ** |
| Don't know/ can't remember | 14 | 7 | 7 | ** | - | 3 | 1 | 10 | 4 | 2 | 1 | 6 | 13 | 1 | - | ** |
| | 1% | 1% | 1% | ** | -% | 2% | *% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 201 | 84 | 114 | ** | 28 | 39 | 45 | 73 | 52 | 36 | 54 | 59 | 163 | 20 | 13 | ** |
| | 19% | 17% | 21% | ** | 20% | 23% | 20% | 16% | 17% | 13% | 27% | 22% | 19% | 21% | 22% | ** |
| | | | | | | | | | | | b | b | | | | |
| WEEKLY | 677 | 320 | 350 | ** | 94 | 113 | 163 | 271 | 177 | 157 | 152 | 189 | 550 | 63 | 43 | ** |
| | 64% | 63% | 64% | ** | 69% | 65% | 72% | 59% | 59% | 55% | 76% | 70% | 63% | 69% | 72% | ** |
| | | | | | | | e | | | | ab | b | | | | |
| MONTHLY | 919 | 440 | 472 | ** | 117 | 148 | 208 | 393 | 252 | 242 | 186 | 236 | 753 | 83 | 56 | ** |
| | 87% | 87% | 86% | ** | 85% | 85% | 91% | 86% | 84% | 85% | 93% | 88% | 86% | 91% | 92% | ** |
| | | | | | | | | | | | a | | | | | |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 17

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

**A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1087 | 911 | 118 | 356 | 716 | 332 | 739 | 112 | 150 | 171 | 332 | 642 | 400 |
| Effective Weighted Sample | 853 | 713 | 92 | 291 | 550 | 271 | 569 | 93 | 125 | 138 | 271 | 517 | 305 |
| Total | 1060 | 892 | 111 | 340 | 704 | 317 | 726 | 104 | 143 | 167 | 317 | 678 | 352 |
| At least daily | 201 | 166 | 19 | 76 | 118 | 73 | 121 | 21 | 35 | 38 | 73 | 136 | 61 |
| | 19% | 19% | 17% | 22% | 17% | 23% | 17% | 21% | 25% | 23% | 23% | 20% | 17% |
| At least weekly | 476 | 408 | 38 | 168 | 304 | 157 | 314 | 52 | 72 | 82 | 157 | 310 | 151 |
| | 45% | 46% | 34% | 49% | 43% | 49% | 43% | 50% | 50% | 49% | 49% | 46% | 43% |
| At least monthly | 242 | 202 | 33 | 65 | 175 | 61 | 179 | 14 | 24 | 41 | 61 | 142 | 94 |
| | 23% | 23% | 30% | 19% | 25% | 19% | 25% | 13% | 17% | 24% | 19% | 21% | 27% |
| Less often | 127 | 102 | 21 | 29 | 95 | 23 | 101 | 15 | 11 | 5 | 23 | 85 | 38 |
| | 12% | 11% | 19% | 9% | 14% | 7% | 14% | 14% | 8% | 3% | 7% | 13% | 11% |
| | | | | | | | a | c | | | | | |
| Don't know/ can't remember | 14 | 14 | - | 3 | 11 | 3 | 11 | 2 | 1 | 1 | 3 | 5 | 7 |
| | 1% | 2% | -% | 1% | 2% | 1% | 2% | 2% | 1% | *% | 1% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 201 | 166 | 19 | 76 | 118 | 73 | 121 | 21 | 35 | 38 | 73 | 136 | 61 |
| | 19% | 19% | 17% | 22% | 17% | 23% | 17% | 21% | 25% | 23% | 23% | 20% | 17% |
| WEEKLY | 677 | 574 | 57 | 243 | 422 | 230 | 435 | 73 | 107 | 120 | 230 | 446 | 212 |
| | 64% | 64% | 51% | 72% | 60% | 73% | 60% | 70% | 75% | 72% | 73% | 66% | 60% |
| | | | | b | | b | | | | | | | |
| MONTHLY | 919 | 776 | 90 | 308 | 598 | 291 | 614 | 87 | 131 | 161 | 291 | 587 | 306 |
| | 87% | 87% | 81% | 91% | 85% | 92% | 85% | 84% | 91% | 97% | 92% | 87% | 87% |
| | | | | | | b | | | | a | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 17

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

**A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1087 | 1010 | 871 | 216 | 77 | 1087 | 1033 | 695 | 680 | 197 | 1058 | 29 | 168 | 253 | 666 |
| Effective Weighted Sample | 853 | 806 | 691 | 169 | 60 | 853 | 810 | 549 | 550 | 161 | 833 | 20 | 130 | 201 | 522 |
| Total | 1060 | 953 | 813 | 247 | 107 | 1060 | 1007 | 675 | 661 | 206 | 1034 | 26 | 161 | 250 | 649 |
| At least daily | 201 | 184 | 154 | 47 | ** | 201 | 187 | 118 | 116 | 33 | 195 | ** | 38 | 47 | 116 |
| | 19% | 19% | 19% | 19% | ** | 19% | 19% | 17% | 18% | 16% | 19% | ** | 24% | 19% | 18% |
| At least weekly | 476 | 417 | 349 | 127 | ** | 476 | 451 | 307 | 274 | 81 | 466 | ** | 68 | 113 | 295 |
| | 45% | 44% | 43% | 51% | ** | 45% | 45% | 45% | 41% | 39% | 45% | ** | 42% | 45% | 45% |
| At least monthly | 242 | 224 | 198 | 45 | ** | 242 | 236 | 153 | 173 | 62 | 239 | ** | 30 | 59 | 154 |
| | 23% | 24% | 24% | 18% | ** | 23% | 23% | 23% | 26% | 30% | 23% | ** | 18% | 24% | 24% |
| Less often | 127 | 114 | 99 | 28 | ** | 127 | 119 | 88 | 95 | 26 | 122 | ** | 23 | 29 | 76 |
| | 12% | 12% | 12% | 11% | ** | 12% | 12% | 13% | 14% | 12% | 12% | ** | 14% | 11% | 12% |
| Don't know/ can't remember | 14 | 14 | 13 | 1 | ** | 14 | 13 | 10 | 4 | 4 | 13 | ** | 3 | 2 | 8 |
| | 1% | 1% | 2% | *% | ** | 1% | 1% | 1% | 1% | 2% | 1% | ** | 2% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 201 | 184 | 154 | 47 | ** | 201 | 187 | 118 | 116 | 33 | 195 | ** | 38 | 47 | 116 |
| | 19% | 19% | 19% | 19% | ** | 19% | 19% | 17% | 18% | 16% | 19% | ** | 24% | 19% | 18% |
| WEEKLY | 677 | 601 | 504 | 174 | ** | 677 | 639 | 425 | 390 | 114 | 660 | ** | 106 | 160 | 411 |
| | 64% | 63% | 62% | 70% | ** | 64% | 63% | 63% | 59% | 55% | 64% | ** | 66% | 64% | 63% |
| MONTHLY | 919 | 825 | 701 | 218 | ** | 919 | 875 | 578 | 563 | 176 | 899 | ** | 135 | 220 | 565 |
| | 87% | 87% | 86% | 88% | ** | 87% | 87% | 86% | 85% | 86% | 87% | ** | 84% | 88% | 87% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 18

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

**A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1419 | 729 | 679 | 71 | 183 | 217 | 281 | 667 | 462 | 381 | 262 | 306 | 957 | 163 | 185 | 114 |
| Effective Weighted Sample | 1128 | 575 | 546 | 57 | 154 | 176 | 226 | 519 | 370 | 306 | 211 | 239 | 861 | 151 | 171 | 109 |
| Total | 1417 | 754 | 652 | 61 | 185 | 199 | 288 | 684 | 464 | 410 | 258 | 279 | 1195 | 99 | 87 | 37 |
| At least daily | 288 | 154 | 132 | ** | 39 | 42 | 55 | 138 | 72 | 82 | 65 | 67 | 236 | 28 | 17 | 6 |
| | 20% | 20% | 20% | ** | 21% | 21% | 19% | 20% | 16% | 20% | 25% a | 24% a | 20% | 28% | 20% | 17% |
| At least weekly | 633 | 342 | 286 | ** | 79 | 82 | 130 | 323 | 210 | 170 | 121 | 130 | 531 | 42 | 40 | 20 |
| | 45% | 45% | 44% | ** | 43% | 41% | 45% | 47% | 45% | 41% | 47% | 47% | 44% | 43% | 46% | 56% |
| At least monthly | 341 | 189 | 149 | ** | 49 | 53 | 68 | 150 | 123 | 111 | 55 | 50 | 289 | 23 | 23 | 7 |
| | 24% | 25% | 23% | ** | 26% | 27% | 24% | 22% | 26% | 27% | 21% | 18% | 24% | 23% | 27% | 19% |
| Less often | 145 | 65 | 79 | ** | 15 | 19 | 34 | 69 | 55 | 43 | 17 | 29 | 131 | 6 | 5 | 3 |
| | 10% | 9% | 12% | ** | 8% | 10% | 12% | 10% | 12% | 11% | 7% | 10% | 11% | 6% | 6% | 9% |
| Don't know/ can't remember | 10 | 4 | 5 | ** | 3 | 2 | - | 5 | 3 | 4 | - | 3 | 9 | - | 1 | - |
| | 1% | *% | 1% | ** | 1% | 1% | -% | 1% | 1% | 1% | -% | 1% | 1% | -% | 1% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 288 | 154 | 132 | ** | 39 | 42 | 55 | 138 | 72 | 82 | 65 | 67 | 236 | 28 | 17 | 6 |
| | 20% | 20% | 20% | ** | 21% | 21% | 19% | 20% | 16% | 20% | 25% a | 24% a | 20% | 28% | 20% | 17% |
| WEEKLY | 920 | 496 | 418 | ** | 119 | 125 | 185 | 461 | 282 | 252 | 186 | 197 | 767 | 70 | 57 | 27 |
| | 65% | 66% | 64% | ** | 64% | 63% | 64% | 67% | 61% | 61% | 72% a | 71% | 64% | 71% | 66% | 73% |
| MONTHLY | 1261 | 685 | 568 | ** | 168 | 178 | 254 | 611 | 405 | 363 | 241 | 247 | 1055 | 92 | 80 | 33 |
| | 89% | 91% | 87% | ** | 90% | 89% | 88% | 89% | 87% | 88% | 93% | 89% | 88% | 94% | 93% | 91% |

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

**A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1419 | 1170 | 185 | 409 | 997 | 373 | 1030 | 127 | 160 | 196 | 373 | 797 | 578 |
| Effective Weighted Sample | 1128 | 931 | 145 | 334 | 784 | 306 | 809 | 106 | 129 | 159 | 306 | 660 | 439 |
| Total | 1417 | 1177 | 177 | 405 | 999 | 374 | 1027 | 130 | 152 | 195 | 374 | 867 | 519 |
| At least daily | 288 | 249 | 27 | 95 | 191 | 90 | 194 | 31 | 35 | 49 | 90 | 175 | 109 |
| | 20% | 21% | 15% | 24% | 19% | 24% | 19% | 24% | 23% | 25% | 24% | 20% | 21% |
| At least weekly | 633 | 523 | 79 | 160 | 467 | 148 | 478 | 46 | 63 | 83 | 148 | 380 | 240 |
| | 45% | 44% | 44% | 39% | 47% | 40% | 47% | 35% | 42% | 43% | 40% | 44% | 46% |
| At least monthly | 341 | 272 | 51 | 109 | 228 | 101 | 237 | 41 | 44 | 45 | 101 | 219 | 113 |
| | 24% | 23% | 29% | 27% | 23% | 27% | 23% | 31% | 29% | 23% | 27% | 25% | 22% |
| Less often | 145 | 125 | 19 | 36 | 106 | 32 | 110 | 10 | 9 | 17 | 32 | 88 | 53 |
| | 10% | 11% | 11% | 9% | 11% | 9% | 11% | 7% | 6% | 9% | 9% | 10% | 10% |
| Don't know/ can't remember | 10 | 8 | 2 | 4 | 6 | 2 | 8 | 2 | 1 | 1 | 2 | 5 | 5 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | *% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 288 | 249 | 27 | 95 | 191 | 90 | 194 | 31 | 35 | 49 | 90 | 175 | 109 |
| | 20% | 21% | 15% | 24% | 19% | 24% | 19% | 24% | 23% | 25% | 24% | 20% | 21% |
| WEEKLY | 920 | 771 | 105 | 255 | 658 | 238 | 672 | 77 | 99 | 132 | 238 | 555 | 348 |
| | 65% | 66% | 59% | 63% | 66% | 64% | 65% | 59% | 65% | 68% | 64% | 64% | 67% |
| MONTHLY | 1261 | 1044 | 156 | 365 | 886 | 339 | 909 | 118 | 142 | 177 | 339 | 774 | 461 |
| | 89% | 89% | 88% | 90% | 89% | 91% | 88% | 91% | 94% | 91% | 91% | 89% | 89% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 18

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

**A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1419 | 1330 | 1136 | 283 | 89 | 1419 | 1350 | 958 | 935 | 317 | 1372 | 47 | 242 | 295 | 882 |
| Effective Weighted Sample | 1128 | 1071 | 915 | 220 | 69 | 1128 | 1074 | 760 | 757 | 255 | 1093 | 36 | 188 | 235 | 706 |
| Total | 1417 | 1296 | 1101 | 316 | 122 | 1417 | 1352 | 952 | 913 | 319 | 1377 | 40 | 240 | 309 | 869 |
| At least daily | 288 | 245 | 206 | 81 | ** | 288 | 274 | 184 | 173 | 58 | 278 | ** | 60 | 59 | 169 |
| | 20% | 19% | 19% | 26% | ** | 20% | 20% | 19% | 19% | 18% | 20% | ** | 25% | 19% | 19% |
| At least weekly | 633 | 578 | 483 | 149 | ** | 633 | 599 | 405 | 404 | 127 | 615 | ** | 103 | 142 | 387 |
| | 45% | 45% | 44% | 47% | ** | 45% | 44% | 43% | 44% | 40% | 45% | ** | 43% | 46% | 45% |
| At least monthly | 341 | 317 | 278 | 63 | ** | 341 | 330 | 243 | 224 | 77 | 333 | ** | 58 | 71 | 212 |
| | 24% | 24% | 25% | 20% | ** | 24% | 24% | 26% | 25% | 24% | 24% | ** | 24% | 23% | 24% |
| Less often | 145 | 145 | 123 | 22 | ** | 145 | 141 | 112 | 107 | 57 | 142 | ** | 16 | 35 | 94 |
| | 10% | 11% | 11% | 7% | ** | 10% | 10% | 12% | 12% | 18% | 10% | ** | 7% | 11% | 11% |
| | | | | | | | | | | ae | | | | | |
| Don't know/ can't remember | 10 | 10 | 10 | - | ** | 10 | 8 | 7 | 4 | 1 | 9 | ** | 1 | 2 | 7 |
| | 1% | 1% | 1% | -% | ** | 1% | 1% | 1% | *% | *% | 1% | ** | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 288 | 245 | 206 | 81 | ** | 288 | 274 | 184 | 173 | 58 | 278 | ** | 60 | 59 | 169 |
| | 20% | 19% | 19% | 26% | ** | 20% | 20% | 19% | 19% | 18% | 20% | ** | 25% | 19% | 19% |
| WEEKLY | 920 | 823 | 690 | 231 | ** | 920 | 873 | 589 | 577 | 185 | 893 | ** | 163 | 201 | 556 |
| | 65% | 64% | 63% | 73% | ** | 65% | 65% | 62% | 63% | 58% | 65% | ** | 68% | 65% | 64% |
| | | | | ab | | | | | | | | | | | |
| MONTHLY | 1261 | 1140 | 968 | 294 | ** | 1261 | 1203 | 832 | 801 | 262 | 1226 | ** | 222 | 272 | 768 |
| | 89% | 88% | 88% | 93% | ** | 89% | 89% | 87% | 88% | 82% | 89% | ** | 93% | 88% | 88% |
| | | | | | | | d | | | | d | | | | |

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

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

**A5L. How often in the past 3 months have you watched Any Sky channel (e.g. 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 completing a paper questionnaire)

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 ~a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1389 | 737 | 648 | 96 | 253 | 259 | 251 | 530 | 478 | 404 | 222 | 279 | 903 | 194 | 167 | 125 |
| Effective Weighted Sample | 1106 | 588 | 517 | 79 | 209 | 212 | 197 | 411 | 385 | 326 | 183 | 208 | 818 | 183 | 157 | 119 |
| Total | 1353 | 752 | 597 | 89 | 250 | 239 | 256 | 518 | 469 | 415 | 212 | 250 | 1118 | 118 | 76 | 40 |
| At least daily | 512 | 319 | 192 | ** | 63 | 95 | 99 | 231 | 162 | 150 | 81 | 119 | 423 | 47 | 28 | 13 |
| | 38% | 43% b | 32% | ** | 25% | 40% b | 39% b | 45% b | 35% | 36% | 38% | 48% ab | 38% | 40% | 37% | 33% |
| At least weekly | 597 | 317 | 278 | ** | 126 | 104 | 122 | 214 | 218 | 178 | 101 | 96 | 495 | 51 | 31 | 19 |
| | 44% | 42% | 46% | ** | 50% | 44% | 48% | 41% | 46% | 43% | 48% | 38% | 44% | 43% | 41% | 48% |
| At least monthly | 176 | 77 | 98 | ** | 52 | 32 | 25 | 45 | 61 | 64 | 19 | 30 | 140 | 16 | 15 | 5 |
| | 13% | 10% | 16% a | ** | 21% de | 13% | 10% | 9% | 13% | 15% | 9% | 12% | 12% | 14% | 19% | 13% |
| Less often | 62 | 33 | 29 | ** | 9 | 8 | 8 | 28 | 26 | 21 | 10 | 5 | 55 | 3 | 2 | 2 |
| | 5% | 4% | 5% | ** | 4% | 3% | 3% | 5% | 6% | 5% | 5% | 2% | 5% | 3% | 3% | 5% |
| Don't know/ can't remember | 6 | 5 | 1 | ** | * | - | 2 | - | 2 | 2 | 2 | - | 5 | 1 | - | * |
| | *% | 1% | *% | ** | *% | -% | 1% | -% | *% | *% | 1% | -% | *% | *% | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 512 | 319 | 192 | ** | 63 | 95 | 99 | 231 | 162 | 150 | 81 | 119 | 423 | 47 | 28 | 13 |
| | 38% | 43% b | 32% | ** | 25% | 40% b | 39% b | 45% b | 35% | 36% | 38% | 48% ab | 38% | 40% | 37% | 33% |
| WEEKLY | 1109 | 636 | 470 | ** | 189 | 199 | 221 | 446 | 380 | 327 | 181 | 215 | 919 | 98 | 60 | 33 |
| | 82% | 85% b | 79% | ** | 76% | 83% | 86% b | 86% b | 81% | 79% | 86% | 86% | 82% | 83% | 78% | 81% |
| MONTHLY | 1285 | 714 | 568 | ** | 241 | 231 | 246 | 490 | 441 | 391 | 201 | 245 | 1058 | 114 | 74 | 38 |
| | 95% | 95% | 95% | ** | 96% | 97% | 96% | 95% | 94% | 94% | 95% | 98% | 95% | 97% | 97% | 94% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 19

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

**A5L. How often in the past 3 months have you watched Any Sky channel (e.g. 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1389 | 1157 | 167 | 481 | 890 | 438 | 930 | 176 | 199 | 206 | 438 | 873 | 477 |
| Effective Weighted Sample | 1106 | 921 | 130 | 394 | 697 | 360 | 728 | 148 | 166 | 165 | 360 | 717 | 365 |
| Total | 1353 | 1128 | 161 | 466 | 867 | 430 | 899 | 178 | 198 | 195 | 430 | 921 | 404 |
| At least daily | 512 | 421 | 62 | 161 | 341 | 148 | 354 | 50 | 67 | 73 | 148 | 347 | 159 |
| | 38% | 37% | 38% | 35% | 39% | 34% | 39% | 28% | 34% | 38% | 34% | 38% | 39% |
| At least weekly | 597 | 504 | 75 | 214 | 379 | 205 | 388 | 86 | 96 | 91 | 205 | 406 | 175 |
| | 44% | 45% | 47% | 46% | 44% | 48% | 43% | 48% | 48% | 47% | 48% | 44% | 43% |
| At least monthly | 176 | 146 | 16 | 70 | 103 | 60 | 111 | 35 | 28 | 21 | 60 | 128 | 44 |
| | 13% | 13% | 10% | 15% | 12% | 14% | 12% | 19% | 14% | 11% | 14% | 14% | 11% |
| Less often | 62 | 51 | 8 | 18 | 43 | 15 | 45 | 8 | 5 | 8 | 15 | 37 | 23 |
| | 5% | 5% | 5% | 4% | 5% | 4% | 5% | 4% | 2% | 4% | 4% | 4% | 6% |
| Don't know/ can't remember | 6 | 5 | - | 4 | 1 | 3 | 1 | - | 3 | * | 3 | 3 | 3 |
| | *% | *% | -% | 1% | *% | 1% | *% | -% | 1% | *% | 1% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 512 | 421 | 62 | 161 | 341 | 148 | 354 | 50 | 67 | 73 | 148 | 347 | 159 |
| | 38% | 37% | 38% | 35% | 39% | 34% | 39% | 28% | 34% | 38% | 34% | 38% | 39% |
| WEEKLY | 1109 | 925 | 136 | 375 | 720 | 352 | 742 | 136 | 162 | 165 | 352 | 753 | 334 |
| | 82% | 82% | 85% | 80% | 83% | 82% | 83% | 76% | 82% | 85% | 82% | 82% | 83% |
| MONTHLY | 1285 | 1071 | 152 | 444 | 823 | 412 | 854 | 171 | 190 | 186 | 412 | 881 | 378 |
| | 95% | 95% | 95% | 95% | 95% | 96% | 95% | 96% | 96% | 95% | 96% | 96% | 94% |

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

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

**A5L. How often in the past 3 months have you watched Any Sky channel (e.g. 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1389 | 1340 | 1207 | 182 | 49 | 1389 | 1316 | 924 | 974 | 306 | 1346 | 43 | 218 | 290 | 881 |
| Effective Weighted Sample | 1106 | 1080 | 973 | 137 | 36 | 1106 | 1048 | 736 | 793 | 244 | 1073 | 33 | 170 | 234 | 704 |
| Total | 1353 | 1286 | 1159 | 194 | 67 | 1353 | 1285 | 899 | 946 | 298 | 1316 | 37 | 219 | 290 | 844 |
| At least daily | 512 | 479 | 431 | 81 | ** | 512 | 491 | 339 | 354 | 100 | 499 | ** | 103 | 99 | 310 |
| | 38% | 37% | 37% | 42% | ** | 38% | 38% | 38% | 37% | 34% | 38% | ** | 47% b | 34% | 37% |
| At least weekly | 597 | 572 | 513 | 84 | ** | 597 | 562 | 390 | 412 | 136 | 579 | ** | 73 | 135 | 389 |
| | 44% | 44% | 44% | 43% | ** | 44% | 44% | 43% | 44% | 46% | 44% | ** | 33% | 47% a | 46% a |
| At least monthly | 176 | 168 | 157 | 19 | ** | 176 | 169 | 126 | 125 | 39 | 172 | ** | 27 | 40 | 109 |
| | 13% | 13% | 14% | 10% | ** | 13% | 13% | 14% | 13% | 13% | 13% | ** | 12% | 14% | 13% |
| Less often | 62 | 61 | 53 | 10 | ** | 62 | 58 | 39 | 49 | 21 | 60 | ** | 15 | 11 | 36 |
| | 5% | 5% | 5% | 5% | ** | 5% | 4% | 4% | 5% | 7% | 5% | ** | 7% | 4% | 4% |
| Don't know/ can't remember | 6 | 6 | 6 | - | ** | 6 | 6 | 5 | 6 | 2 | 6 | ** | - | 5 | 1 |
| | *% | *% | *% | -% | ** | *% | *% | 1% | 1% | 1% | *% | ** | -% | 2% c | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 512 | 479 | 431 | 81 | ** | 512 | 491 | 339 | 354 | 100 | 499 | ** | 103 | 99 | 310 |
| | 38% | 37% | 37% | 42% | ** | 38% | 38% | 38% | 37% | 34% | 38% | ** | 47% b | 34% | 37% |
| WEEKLY | 1109 | 1051 | 944 | 165 | ** | 1109 | 1052 | 730 | 766 | 236 | 1078 | ** | 177 | 234 | 699 |
| | 82% | 82% | 81% | 85% | ** | 82% | 82% | 81% | 81% | 79% | 82% | ** | 81% | 81% | 83% |
| MONTHLY | 1285 | 1220 | 1100 | 184 | ** | 1285 | 1222 | 855 | 891 | 275 | 1250 | ** | 204 | 273 | 807 |
| | 95% | 95% | 95% | 95% | ** | 95% | 95% | 95% | 94% | 92% | 95% | ** | 93% | 94% | 96% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 20

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

**A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 152 | 92 | 58 | 17 | 36 | 34 | 19 | 46 | 60 | 33 | 28 | 28 | 55 | 7 | 88 | 2 |
| Effective Weighted Sample | 116 | 70 | 44 | 14 | 28 | 27 | 13 | 36 | 46 | 26 | 21 | 21 | 53 | 7 | 83 | 2 |
| Total | 115 | 73 | 40 | 15 | 33 | 26 | 13 | 27 | 49 | 25 | 21 | 19 | 70 | 4 | 41 | 1 |
| At least daily | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | 40 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | 63 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 55% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | 88 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 76% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 20

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

**A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 152 | 118 | 19 | 76 | 76 | 70 | 82 | 21 | 37 | 35 | 70 | 105 | 42 |
| Effective Weighted Sample | 116 | 89 | 17 | 59 | 58 | 54 | 63 | 16 | 30 | 26 | 54 | 81 | 33 |
| Total | 115 | 93 | 11 | 63 | 52 | 59 | 56 | 19 | 33 | 28 | 59 | 87 | 25 |
| At least daily | 23 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | 20% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** |
| At least weekly | 40 | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** |
| | 35% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** |
| At least monthly | 25 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20 | ** |
| | 22% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** |
| Less often | 21 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** |
| | 18% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** |
| Don't know/ can't remember | 6 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** |
| | 5% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 23 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | 20% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** |
| WEEKLY | 63 | 52 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 48 | ** |
| | 55% | 57% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 55% | ** |
| MONTHLY | 88 | 73 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** |
| | 76% | 79% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78% | ** |

Minimum Base: 30 (^)

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 20

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

**A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 152 | 145 | 132 | 20 | 7 | 152 | 152 | 134 | 127 | 54 | 152 | - | 12 | 23 | 117 |
| Effective Weighted Sample | 116 | 110 | 100 | 16 | 7 | 116 | 116 | 103 | 97 | 43 | 116 | - | 10 | 18 | 88 |
| Total | 115 | 110 | 102 | 13 | 5 | 115 | 115 | 102 | 99 | 45 | 115 | - | 11 | 16 | 88 |
| At least daily | 23 | 21 | 18 | ** | ** | 23 | 23 | 22 | 19 | ** | 23 | ** | ** | ** | 19 |
| | 20% | 19% | 18% | ** | ** | 20% | 20% | 22% | 19% | ** | 20% | ** | ** | ** | 22% |
| At least weekly | 40 | 38 | 36 | ** | ** | 40 | 40 | 34 | 35 | ** | 40 | ** | ** | ** | 28 |
| | 35% | 34% | 35% | ** | ** | 35% | 35% | 33% | 35% | ** | 35% | ** | ** | ** | 32% |
| At least monthly | 25 | 25 | 24 | ** | ** | 25 | 25 | 22 | 23 | ** | 25 | ** | ** | ** | 19 |
| | 22% | 22% | 23% | ** | ** | 22% | 22% | 22% | 23% | ** | 22% | ** | ** | ** | 21% |
| Less often | 21 | 21 | 18 | ** | ** | 21 | 21 | 19 | 18 | ** | 21 | ** | ** | ** | 17 |
| | 18% | 19% | 18% | ** | ** | 18% | 18% | 19% | 18% | ** | 18% | ** | ** | ** | 20% |
| Don't know/ can't remember | 6 | 6 | 6 | ** | ** | 6 | 6 | 4 | 4 | ** | 6 | ** | ** | ** | 5 |
| | 5% | 5% | 6% | ** | ** | 5% | 5% | 4% | 5% | ** | 5% | ** | ** | ** | 6% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 23 | 21 | 18 | ** | ** | 23 | 23 | 22 | 19 | ** | 23 | ** | ** | ** | 19 |
| | 20% | 19% | 18% | ** | ** | 20% | 20% | 22% | 19% | ** | 20% | ** | ** | ** | 22% |
| WEEKLY | 63 | 59 | 54 | ** | ** | 63 | 63 | 57 | 54 | ** | 63 | ** | ** | ** | 47 |
| | 55% | 53% | 53% | ** | ** | 55% | 55% | 55% | 54% | ** | 55% | ** | ** | ** | 54% |
| MONTHLY | 88 | 84 | 78 | ** | ** | 88 | 88 | 79 | 77 | ** | 88 | ** | ** | ** | 66 |
| | 76% | 76% | 76% | ** | ** | 76% | 76% | 77% | 77% | ** | 76% | ** | ** | ** | 75% |

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

**A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1389 | 732 | 648 | 115 | 172 | 201 | 249 | 652 | 507 | 383 | 230 | 261 | 947 | 163 | 160 | 119 |
| Effective Weighted Sample | 1105 | 582 | 518 | 94 | 142 | 165 | 202 | 506 | 405 | 306 | 186 | 204 | 851 | 148 | 149 | 113 |
| Total | 1410 | 776 | 625 | 106 | 169 | 194 | 265 | 676 | 519 | 413 | 218 | 253 | 1195 | 102 | 74 | 39 |
| At least daily | 587 | 335 | 250 | 31 | 67 | 72 | 117 | 300 | 207 | 153 | 103 | 122 | 489 | 45 | 34 | 18 |
| | 42% | 43% | 40% | 29% | 40% | 37% | 44% | 44% a | 40% | 37% | 47% | 48% | 41% | 44% | 46% | 48% |
| At least weekly | 501 | 280 | 218 | 36 | 59 | 72 | 81 | 253 | 182 | 145 | 83 | 89 | 422 | 42 | 25 | 13 |
| | 36% | 36% | 35% | 34% | 35% | 37% | 30% | 37% | 35% | 35% | 38% | 35% | 35% | 41% | 34% | 33% |
| At least monthly | 207 | 102 | 103 | 22 | 26 | 32 | 49 | 78 | 94 | 65 | 22 | 23 | 179 | 13 | 9 | 5 |
| | 15% | 13% | 16% | 21% | 16% | 16% | 18% | 12% | 18% d | 16% | 10% | 9% | 15% | 13% | 12% | 14% |
| Less often | 106 | 54 | 52 | 17 | 16 | 16 | 16 | 41 | 32 | 49 | 8 | 17 | 96 | 2 | 6 | 2 |
| | 8% | 7% | 8% | 16% de | 10% | 8% | 6% | 6% | 6% | 12% ac | 4% | 7% | 8% b | 2% | 8% | 5% |
| Don't know/ can't remember | 9 | 6 | 3 | - | 1 | 1 | 3 | 4 | 5 | 1 | 1 | 2 | 9 | - | - | - |
| | 1% | 1% | *% | -% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | -% | -% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 587 | 335 | 250 | 31 | 67 | 72 | 117 | 300 | 207 | 153 | 103 | 122 | 489 | 45 | 34 | 18 |
| | 42% | 43% | 40% | 29% | 40% | 37% | 44% | 44% a | 40% | 37% | 47% | 48% | 41% | 44% | 46% | 48% |
| WEEKLY | 1088 | 615 | 468 | 68 | 126 | 144 | 197 | 553 | 389 | 298 | 186 | 210 | 911 | 87 | 59 | 31 |
| | 77% | 79% | 75% | 63% | 74% | 75% | 75% | 82% a | 75% | 72% | 86% ab | 83% b | 76% | 85% | 80% | 80% |
| MONTHLY | 1295 | 717 | 570 | 90 | 152 | 176 | 246 | 631 | 483 | 362 | 209 | 234 | 1090 | 100 | 68 | 36 |
| | 92% | 92% | 91% | 84% | 90% | 91% | 93% | 93% a | 93% | 88% | 96% b | 92% | 91% | 98% a | 92% | 95% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 21

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

**A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1389 | 1130 | 182 | 412 | 957 | 366 | 999 | 130 | 153 | 183 | 366 | 786 | 558 |
| Effective Weighted Sample | 1105 | 894 | 145 | 335 | 754 | 299 | 787 | 107 | 124 | 147 | 299 | 648 | 424 |
| Total | 1410 | 1154 | 177 | 413 | 980 | 373 | 1016 | 128 | 157 | 186 | 373 | 861 | 516 |
| At least daily | 587 | 480 | 76 | 182 | 401 | 167 | 415 | 45 | 71 | 89 | 167 | 350 | 225 |
| | 42% | 42% | 43% | 44% | 41% | 45% | 41% | 35% | 45% | 48% | 45% | 41% | 44% |
| At least weekly | 501 | 408 | 59 | 130 | 361 | 121 | 370 | 42 | 52 | 65 | 121 | 304 | 185 |
| | 36% | 35% | 33% | 32% | 37% | 32% | 36% | 32% | 33% | 35% | 32% | 35% | 36% |
| At least monthly | 207 | 173 | 27 | 69 | 135 | 57 | 144 | 23 | 24 | 23 | 57 | 135 | 66 |
| | 15% | 15% | 15% | 17% | 14% | 15% | 14% | 18% | 16% | 12% | 15% | 16% | 13% |
| Less often | 106 | 85 | 13 | 28 | 78 | 24 | 82 | 17 | 10 | 5 | 24 | 66 | 38 |
| | 8% | 7% | 7% | 7% | 8% | 6% | 8% | 13% c | 6% | 3% | 6% | 8% | 7% |
| Don't know/ can't remember | 9 | 8 | 2 | 4 | 5 | 4 | 5 | 1 | - | 3 | 4 | 6 | 3 |
| | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | -% | 2% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 587 | 480 | 76 | 182 | 401 | 167 | 415 | 45 | 71 | 89 | 167 | 350 | 225 |
| | 42% | 42% | 43% | 44% | 41% | 45% | 41% | 35% | 45% | 48% | 45% | 41% | 44% |
| WEEKLY | 1088 | 888 | 135 | 312 | 763 | 288 | 785 | 86 | 123 | 155 | 288 | 653 | 409 |
| | 77% | 77% | 76% | 76% | 78% | 77% | 77% | 67% | 78% | 83% a | 77% | 76% | 79% |
| MONTHLY | 1295 | 1061 | 162 | 381 | 898 | 345 | 929 | 110 | 147 | 178 | 345 | 788 | 475 |
| | 92% | 92% | 92% | 92% | 92% | 93% | 91% | 86% | 94% | 96% a | 93% | 92% | 92% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 21

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

**A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1389 | 1317 | 1152 | 237 | 72 | 1389 | 1389 | 1016 | 1037 | 358 | 1389 | - | 156 | 273 | 960 |
| Effective Weighted Sample | 1105 | 1065 | 932 | 181 | 54 | 1105 | 1105 | 810 | 842 | 290 | 1105 | - | 119 | 219 | 768 |
| Total | 1410 | 1309 | 1134 | 276 | 101 | 1410 | 1410 | 1026 | 1017 | 364 | 1410 | - | 163 | 281 | 966 |
| At least daily | 587 | 537 | 467 | 120 | ** | 587 | 587 | 416 | 429 | 144 | 587 | ** | 62 | 115 | 411 |
| | 42% | 41% | 41% | 43% | ** | 42% | 42% | 41% | 42% | 40% | 42% | ** | 38% | 41% | 43% |
| At least weekly | 501 | 465 | 390 | 111 | ** | 501 | 501 | 366 | 345 | 122 | 501 | ** | 62 | 98 | 341 |
| | 36% | 36% | 34% | 40% | ** | 36% | 36% | 36% | 34% | 34% | 36% | ** | 38% | 35% | 35% |
| At least monthly | 207 | 201 | 183 | 24 | ** | 207 | 207 | 155 | 159 | 60 | 207 | ** | 24 | 34 | 149 |
| | 15% | 15% | 16% c | 9% | ** | 15% | 15% | 15% | 16% | 17% | 15% | ** | 15% | 12% | 15% |
| Less often | 106 | 98 | 86 | 20 | ** | 106 | 106 | 83 | 79 | 33 | 106 | ** | 13 | 30 | 63 |
| | 8% | 8% | 8% | 7% | ** | 8% | 8% | 8% | 8% | 9% | 8% | ** | 8% | 11% | 6% |
| Don't know/ can't remember | 9 | 8 | 8 | 2 | ** | 9 | 9 | 6 | 5 | 4 | 9 | ** | 2 | 4 | 3 |
| | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | *% | 1% | 1% | ** | 1% | 2% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 587 | 537 | 467 | 120 | ** | 587 | 587 | 416 | 429 | 144 | 587 | ** | 62 | 115 | 411 |
| | 42% | 41% | 41% | 43% | ** | 42% | 42% | 41% | 42% | 40% | 42% | ** | 38% | 41% | 43% |
| WEEKLY | 1088 | 1002 | 857 | 231 | ** | 1088 | 1088 | 782 | 775 | 267 | 1088 | ** | 124 | 212 | 751 |
| | 77% | 77% | 76% | 84% | ** | 77% | 77% | 76% | 76% | 73% | 77% | ** | 76% | 76% | 78% |
| MONTHLY | 1295 | 1203 | 1040 | 255 | ** | 1295 | 1295 | 937 | 934 | 327 | 1295 | ** | 148 | 246 | 900 |
| | 92% | 92% | 92% | 92% | ** | 92% | 92% | 91% | 92% | 90% | 92% | ** | 91% | 88% | 93% b |

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

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

**A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 324 | 197 | 124 | 29 | 49 | 40 | 46 | 160 | 136 | 84 | 48 | 55 | 214 | 41 | 42 | 27 |
| Effective Weighted Sample | 255 | 155 | 99 | 24 | 41 | 35 | 37 | 120 | 107 | 67 | 40 | 41 | 193 | 40 | 39 | 25 |
| Total | 331 | 213 | 114 | 28 | 53 | 40 | 47 | 164 | 142 | 87 | 46 | 55 | 278 | 24 | 20 | 9 |
| At least daily | 42 | 32 | 10 | ** | ** | ** | ** | 15 | 16 | ** | ** | ** | 38 | ** | ** | ** |
| | 13% | 15% | 9% | ** | ** | ** | ** | 9% | 11% | ** | ** | ** | 14% | ** | ** | ** |
| At least weekly | 125 | 84 | 40 | ** | ** | ** | ** | 69 | 59 | ** | ** | ** | 102 | ** | ** | ** |
| | 38% | 39% | 35% | ** | ** | ** | ** | 42% | 41% | ** | ** | ** | 37% | ** | ** | ** |
| At least monthly | 96 | 56 | 39 | ** | ** | ** | ** | 42 | 43 | ** | ** | ** | 79 | ** | ** | ** |
| | 29% | 26% | 34% | ** | ** | ** | ** | 26% | 31% | ** | ** | ** | 29% | ** | ** | ** |
| Less often | 59 | 37 | 20 | ** | ** | ** | ** | 33 | 20 | ** | ** | ** | 50 | ** | ** | ** |
| | 18% | 17% | 18% | ** | ** | ** | ** | 20% | 14% | ** | ** | ** | 18% | ** | ** | ** |
| Don't know/ can't remember | 9 | 5 | 4 | ** | ** | ** | ** | 5 | 4 | ** | ** | ** | 8 | ** | ** | ** |
| | 3% | 2% | 4% | ** | ** | ** | ** | 3% | 3% | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 42 | 32 | 10 | ** | ** | ** | ** | 15 | 16 | ** | ** | ** | 38 | ** | ** | ** |
| | 13% | 15% | 9% | ** | ** | ** | ** | 9% | 11% | ** | ** | ** | 14% | ** | ** | ** |
| WEEKLY | 167 | 116 | 50 | ** | ** | ** | ** | 84 | 74 | ** | ** | ** | 140 | ** | ** | ** |
| | 50% | 54% | 44% | ** | ** | ** | ** | 51% | 52% | ** | ** | ** | 50% | ** | ** | ** |
| MONTHLY | 263 | 172 | 89 | ** | ** | ** | ** | 126 | 118 | ** | ** | ** | 219 | ** | ** | ** |
| | 80% | 80% | 78% | ** | ** | ** | ** | 77% | 83% | ** | ** | ** | 79% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 22**

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

**A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | b |
| Unweighted total | 324 | 271 | 36 | 100 | 221 | 86 | 235 | 30 | 44 | 43 | 86 | 184 | 135 |
| Effective Weighted Sample | 255 | 213 | 29 | 84 | 169 | 72 | 181 | 25 | 37 | 36 | 72 | 153 | 99 |
| Total | 331 | 279 | 38 | 105 | 223 | 90 | 239 | 32 | 45 | 45 | 90 | 204 | 123 |
| At least daily | 42 | 34 | ** | 17 | 25 | ** | 27 | ** | ** | ** | ** | 28 | 13 |
| | 13% | 12% | ** | 16% | 11% | ** | 11% | ** | ** | ** | ** | 14% | 10% |
| At least weekly | 125 | 109 | ** | 42 | 83 | ** | 86 | ** | ** | ** | ** | 81 | 43 |
| | 38% | 39% | ** | 40% | 37% | ** | 36% | ** | ** | ** | ** | 39% | 35% |
| At least monthly | 96 | 88 | ** | 32 | 64 | ** | 71 | ** | ** | ** | ** | 60 | 36 |
| | 29% | 32% | ** | 31% | 29% | ** | 30% | ** | ** | ** | ** | 29% | 29% |
| Less often | 59 | 41 | ** | 10 | 47 | ** | 48 | ** | ** | ** | ** | 30 | 28 |
| | 18% | 15% | ** | 10% | 21% | ** | 20% | ** | ** | ** | ** | 15% | 23% |
| Don't know/ can't remember | 9 | 7 | ** | 4 | 5 | ** | 6 | ** | ** | ** | ** | 5 | 4 |
| | 3% | 3% | ** | 4% | 2% | ** | 3% | ** | ** | ** | ** | 3% | 3% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 42 | 34 | ** | 17 | 25 | ** | 27 | ** | ** | ** | ** | 28 | 13 |
| | 13% | 12% | ** | 16% | 11% | ** | 11% | ** | ** | ** | ** | 14% | 10% |
| WEEKLY | 167 | 143 | ** | 59 | 107 | ** | 113 | ** | ** | ** | ** | 109 | 55 |
| | 50% | 51% | ** | 56% | 48% | ** | 48% | ** | ** | ** | ** | 53% | 45% |
| MONTHLY | 263 | 231 | ** | 91 | 171 | ** | 184 | ** | ** | ** | ** | 169 | 91 |
| | 80% | 83% | ** | 87% | 77% | ** | 77% | ** | ** | ** | ** | 83% | 74% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 22

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

**A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 324 | 310 | 273 | 51 | 14 | 324 | 324 | 259 | 269 | 114 | 324 | - | 42 | 60 | 222 |
| Effective Weighted Sample | 255 | 249 | 220 | 37 | 9 | 255 | 255 | 204 | 219 | 93 | 255 | - | 34 | 45 | 177 |
| Total | 331 | 313 | 273 | 58 | 18 | 331 | 331 | 269 | 268 | 118 | 331 | - | 51 | 62 | 218 |
| At least daily | 42 | 39 | 33 | ** | ** | 42 | 42 | 34 | 31 | 15 | 42 | ** | ** | ** | 22 |
| | 13% | 12% | 12% | ** | ** | 13% | 13% | 13% | 11% | 12% | 13% | ** | ** | ** | 10% |
| At least weekly | 125 | 116 | 106 | ** | ** | 125 | 125 | 104 | 102 | 50 | 125 | ** | ** | ** | 93 |
| | 38% | 37% | 39% | ** | ** | 38% | 38% | 39% | 38% | 43% | 38% | ** | ** | ** | 43% |
| At least monthly | 96 | 95 | 85 | ** | ** | 96 | 96 | 81 | 81 | 33 | 96 | ** | ** | ** | 58 |
| | 29% | 30% | 31% | ** | ** | 29% | 29% | 30% | 30% | 28% | 29% | ** | ** | ** | 27% |
| Less often | 59 | 54 | 44 | ** | ** | 59 | 59 | 45 | 48 | 18 | 59 | ** | ** | ** | 37 |
| | 18% | 17% | 16% | ** | ** | 18% | 18% | 17% | 18% | 15% | 18% | ** | ** | ** | 17% |
| Don't know/ can't remember | 9 | 9 | 5 | ** | ** | 9 | 9 | 5 | 6 | 1 | 9 | ** | ** | ** | 7 |
| | 3% | 3% | 2% | ** | ** | 3% | 3% | 2% | 2% | 1% | 3% | ** | ** | ** | 3% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 42 | 39 | 33 | ** | ** | 42 | 42 | 34 | 31 | 15 | 42 | ** | ** | ** | 22 |
| | 13% | 12% | 12% | ** | ** | 13% | 13% | 13% | 11% | 12% | 13% | ** | ** | ** | 10% |
| WEEKLY | 167 | 154 | 139 | ** | ** | 167 | 167 | 138 | 133 | 65 | 167 | ** | ** | ** | 116 |
| | 50% | 49% | 51% | ** | ** | 50% | 50% | 51% | 50% | 55% | 50% | ** | ** | ** | 53% |
| MONTHLY | 263 | 250 | 224 | ** | ** | 263 | 263 | 219 | 214 | 98 | 263 | ** | ** | ** | 174 |
| | 80% | 80% | 82% | ** | ** | 80% | 80% | 81% | 80% | 83% | 80% | ** | ** | ** | 80% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 23

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

**A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 112 | 74 | 37 | 11 | 32 | 20 | 18 | 31 | 37 | 31 | 29 | 14 | 55 | 46 | 7 | 4 |
| Effective Weighted Sample | 93 | 61 | 32 | 9 | 28 | 17 | 15 | 25 | 32 | 25 | 24 | 11 | 52 | 44 | 7 | 4 |
| Total | 101 | 70 | 30 | 8 | 32 | 19 | 17 | 25 | 34 | 27 | 27 | 12 | 68 | 28 | 3 | 1 |
| At least daily | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 28% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | 52 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | 81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 80% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

**A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 112 | 90 | 11 | 51 | 60 | 47 | 64 | 19 | 20 | 24 | 47 | 86 | 23 |
| Effective Weighted Sample | 93 | 74 | 9 | 43 | 49 | 40 | 52 | 17 | 17 | 20 | 40 | 72 | 19 |
| Total | 101 | 81 | 10 | 51 | 49 | 47 | 53 | 19 | 20 | 24 | 47 | 80 | 18 |
| At least daily | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 28% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | 52 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | 81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 80% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 23

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

**A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | APPS/SITES | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | ~b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | ~c |
| Unweighted total | 112 | 108 | 99 | 13 | 4 | 112 | 112 | 104 | 102 | 43 | 112 | - | 12 | 17 | 83 |
| Effective Weighted Sample | 93 | 89 | 82 | 12 | 4 | 93 | 93 | 87 | 85 | 37 | 93 | - | 9 | 15 | 70 |
| Total | 101 | 98 | 92 | 9 | 3 | 101 | 101 | 96 | 92 | 38 | 101 | - | 12 | 15 | 74 |
| At least daily | 17 | 17 | ** | ** | ** | 17 | 17 | 17 | 17 | ** | 17 | ** | ** | ** | ** |
| | 17% | 18% | ** | ** | ** | 17% | 17% | 18% | 19% | ** | 17% | ** | ** | ** | ** |
| At least weekly | 35 | 34 | ** | ** | ** | 35 | 35 | 35 | 34 | ** | 35 | ** | ** | ** | ** |
| | 35% | 35% | ** | ** | ** | 35% | 35% | 36% | 37% | ** | 35% | ** | ** | ** | ** |
| At least monthly | 28 | 28 | ** | ** | ** | 28 | 28 | 24 | 26 | ** | 28 | ** | ** | ** | ** |
| | 28% | 29% | ** | ** | ** | 28% | 28% | 25% | 28% | ** | 28% | ** | ** | ** | ** |
| Less often | 17 | 15 | ** | ** | ** | 17 | 17 | 16 | 12 | ** | 17 | ** | ** | ** | ** |
| | 16% | 16% | ** | ** | ** | 16% | 16% | 17% | 13% | ** | 16% | ** | ** | ** | ** |
| Don't know/ can't remember | 4 | 3 | ** | ** | ** | 4 | 4 | 4 | 3 | ** | 4 | ** | ** | ** | ** |
| | 4% | 3% | ** | ** | ** | 4% | 4% | 4% | 3% | ** | 4% | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 17 | 17 | ** | ** | ** | 17 | 17 | 17 | 17 | ** | 17 | ** | ** | ** | ** |
| | 17% | 18% | ** | ** | ** | 17% | 17% | 18% | 19% | ** | 17% | ** | ** | ** | ** |
| WEEKLY | 52 | 52 | ** | ** | ** | 52 | 52 | 52 | 52 | ** | 52 | ** | ** | ** | ** |
| | 52% | 53% | ** | ** | ** | 52% | 52% | 54% | 56% | ** | 52% | ** | ** | ** | ** |
| MONTHLY | 81 | 80 | ** | ** | ** | 81 | 81 | 76 | 77 | ** | 81 | ** | ** | ** | ** |
| | 80% | 81% | ** | ** | ** | 80% | 80% | 80% | 84% | ** | 80% | ** | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 24

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

**A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | b | ~c | ~d |
| Unweighted total | 231 | 126 | 102 | 29 | 38 | 41 | 41 | 82 | 86 | 60 | 48 | 37 | 62 | 157 | 7 | 5 |
| Effective Weighted Sample | 195 | 106 | 87 | 25 | 32 | 34 | 35 | 71 | 72 | 53 | 41 | 30 | 59 | 143 | 6 | 5 |
| Total | 177 | 100 | 75 | 24 | 34 | 28 | 31 | 61 | 68 | 46 | 35 | 28 | 72 | 100 | 4 | 2 |
| At least daily | 41 | 25 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** | ** |
| | 23% | 25% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** |
| At least weekly | 75 | 43 | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | ** |
| | 42% | 43% | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46% | ** | ** |
| At least monthly | 35 | 20 | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** |
| | 20% | 20% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** |
| Less often | 21 | 10 | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** |
| | 12% | 10% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** |
| Don't know/ can't remember | 5 | 3 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** |
| | 3% | 3% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 41 | 25 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** | ** |
| | 23% | 25% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** |
| WEEKLY | 116 | 68 | 48 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** | ** |
| | 65% | 67% | 65% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | ** |
| MONTHLY | 151 | 88 | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91 | ** | ** |
| | 85% | 88% | 83% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | ** |

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

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

**A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 231 | 190 | 31 | 86 | 144 | 77 | 152 | 26 | 39 | 34 | 77 | 143 | 83 |
| Effective Weighted Sample | 195 | 160 | 26 | 71 | 125 | 64 | 132 | 21 | 32 | 28 | 64 | 120 | 72 |
| Total | 177 | 145 | 24 | 73 | 103 | 66 | 109 | 22 | 33 | 30 | 66 | 116 | 58 |
| At least daily | 41 | 34 | ** | ** | 23 | ** | 24 | ** | ** | ** | ** | 28 | ** |
| | 23% | 24% | ** | ** | 22% | ** | 22% | ** | ** | ** | ** | 24% | ** |
| At least weekly | 75 | 60 | ** | ** | 45 | ** | 47 | ** | ** | ** | ** | 46 | ** |
| | 42% | 41% | ** | ** | 43% | ** | 43% | ** | ** | ** | ** | 40% | ** |
| At least monthly | 35 | 31 | ** | ** | 21 | ** | 22 | ** | ** | ** | ** | 24 | ** |
| | 20% | 21% | ** | ** | 20% | ** | 20% | ** | ** | ** | ** | 20% | ** |
| Less often | 21 | 18 | ** | ** | 11 | ** | 12 | ** | ** | ** | ** | 16 | ** |
| | 12% | 13% | ** | ** | 10% | ** | 11% | ** | ** | ** | ** | 13% | ** |
| Don't know/ can't remember | 5 | 2 | ** | ** | 4 | ** | 5 | ** | ** | ** | ** | 2 | ** |
| | 3% | 1% | ** | ** | 4% | ** | 4% | ** | ** | ** | ** | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 41 | 34 | ** | ** | 23 | ** | 24 | ** | ** | ** | ** | 28 | ** |
| | 23% | 24% | ** | ** | 22% | ** | 22% | ** | ** | ** | ** | 24% | ** |
| WEEKLY | 116 | 94 | ** | ** | 67 | ** | 70 | ** | ** | ** | ** | 74 | ** |
| | 65% | 65% | ** | ** | 65% | ** | 65% | ** | ** | ** | ** | 64% | ** |
| MONTHLY | 151 | 125 | ** | ** | 88 | ** | 92 | ** | ** | ** | ** | 98 | ** |
| | 85% | 86% | ** | ** | 86% | ** | 85% | ** | ** | ** | ** | 85% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

**A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 231 | 225 | 198 | 33 | 6 | 231 | 231 | 189 | 184 | 74 | 231 | - | 30 | 44 | 157 |
| Effective Weighted Sample | 195 | 190 | 167 | 28 | 6 | 195 | 195 | 161 | 155 | 63 | 195 | - | 25 | 38 | 133 |
| Total | 177 | 170 | 150 | 28 | 7 | 177 | 177 | 147 | 142 | 61 | 177 | - | 25 | 30 | 122 |
| At least daily | 41 | 40 | 32 | ** | ** | 41 | 41 | 35 | 32 | ** | 41 | ** | ** | ** | 30 |
| | 23% | 23% | 22% | ** | ** | 23% | 23% | 24% | 23% | ** | 23% | ** | ** | ** | 25% |
| At least weekly | 75 | 70 | 62 | ** | ** | 75 | 75 | 62 | 57 | ** | 75 | ** | ** | ** | 50 |
| | 42% | 41% | 42% | ** | ** | 42% | 42% | 42% | 40% | ** | 42% | ** | ** | ** | 41% |
| At least monthly | 35 | 35 | 32 | ** | ** | 35 | 35 | 29 | 32 | ** | 35 | ** | ** | ** | 25 |
| | 20% | 21% | 22% | ** | ** | 20% | 20% | 19% | 23% | ** | 20% | ** | ** | ** | 21% |
| Less often | 21 | 21 | 19 | ** | ** | 21 | 21 | 17 | 17 | ** | 21 | ** | ** | ** | 15 |
| | 12% | 12% | 13% | ** | ** | 12% | 12% | 11% | 12% | ** | 12% | ** | ** | ** | 12% |
| Don't know/ can't remember | 5 | 4 | 4 | ** | ** | 5 | 5 | 5 | 4 | ** | 5 | ** | ** | ** | 2 |
| | 3% | 2% | 2% | ** | ** | 3% | 3% | 3% | 3% | ** | 3% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 41 | 40 | 32 | ** | ** | 41 | 41 | 35 | 32 | ** | 41 | ** | ** | ** | 30 |
| | 23% | 23% | 22% | ** | ** | 23% | 23% | 24% | 23% | ** | 23% | ** | ** | ** | 25% |
| WEEKLY | 116 | 110 | 95 | ** | ** | 116 | 116 | 97 | 89 | ** | 116 | ** | ** | ** | 80 |
| | 65% | 65% | 63% | ** | ** | 65% | 65% | 66% | 63% | ** | 65% | ** | ** | ** | 65% |
| MONTHLY | 151 | 145 | 127 | ** | ** | 151 | 151 | 126 | 121 | ** | 151 | ** | ** | ** | 105 |
| | 85% | 85% | 85% | ** | ** | 85% | 85% | 85% | 85% | ** | 85% | ** | ** | ** | 86% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 25

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

**A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | c | ~d | ~e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 354 | 124 | 227 | 91 | 89 | 101 | 32 | 41 | 114 | 111 | 63 | 62 | 253 | 41 | 40 | 20 |
| Effective Weighted Sample | 295 | 101 | 193 | 77 | 78 | 81 | 26 | 32 | 97 | 92 | 53 | 51 | 233 | 39 | 38 | 19 |
| Total | 342 | 127 | 213 | 86 | 91 | 94 | 34 | 38 | 116 | 113 | 58 | 51 | 294 | 24 | 18 | 6 |
| At least daily | 88 | 33 | 55 | ** | ** | 35 | ** | ** | 26 | 27 | ** | ** | 77 | ** | ** | ** |
| | 26% | 26% | 26% | ** | ** | 37% | ** | ** | 22% | 24% | ** | ** | 26% | ** | ** | ** |
| At least weekly | 122 | 52 | 70 | ** | ** | 35 | ** | ** | 50 | 43 | ** | ** | 102 | ** | ** | ** |
| | 36% | 41% | 33% | ** | ** | 38% | ** | ** | 43% | 38% | ** | ** | 35% | ** | ** | ** |
| At least monthly | 73 | 20 | 52 | ** | ** | 14 | ** | ** | 29 | 22 | ** | ** | 65 | ** | ** | ** |
| | 21% | 15% | 24% | ** | ** | 15% | ** | ** | 25% | 20% | ** | ** | 22% | ** | ** | ** |
| Less often | 55 | 22 | 33 | ** | ** | 9 | ** | ** | 10 | 20 | ** | ** | 48 | ** | ** | ** |
| | 16% | 17% | 15% | ** | ** | 10% | ** | ** | 9% | 18% | ** | ** | 16% | ** | ** | ** |
| Don't know/ can't remember | 5 | 1 | 3 | ** | ** | 1 | ** | ** | 1 | 1 | ** | ** | 3 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | 1% | ** | ** | 1% | 1% | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 88 | 33 | 55 | ** | ** | 35 | ** | ** | 26 | 27 | ** | ** | 77 | ** | ** | ** |
| | 26% | 26% | 26% | ** | ** | 37% | ** | ** | 22% | 24% | ** | ** | 26% | ** | ** | ** |
| WEEKLY | 211 | 85 | 126 | ** | ** | 70 | ** | ** | 75 | 70 | ** | ** | 179 | ** | ** | ** |
| | 62% | 67% | 59% | ** | ** | 74% | ** | ** | 65% | 62% | ** | ** | 61% | ** | ** | ** |
| MONTHLY | 283 | 105 | 177 | ** | ** | 84 | ** | ** | 104 | 92 | ** | ** | 244 | ** | ** | ** |
| | 83% | 82% | 83% | ** | ** | 89% | ** | ** | 90% | 81% | ** | ** | 83% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 25

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

**A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | a | ~b | a | ~b | a | b | a | b | ~c | d | a | b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Unweighted total | 354 | 287 | 29 | 257 | 92 | 208 | 136 | 112 | 127 | 69 | 208 | 231 | 115 |
| Effective Weighted Sample | 295 | 240 | 23 | 213 | 77 | 172 | 114 | 95 | 104 | 56 | 172 | 199 | 99 |
| Total | 342 | 280 | 27 | 246 | 92 | 201 | 131 | 113 | 117 | 65 | 201 | 252 | 85 |
| At least daily | 88 | 70 | ** | 75 | ** | 69 | 17 | 43 | 41 | ** | 69 | 75 | 12 |
| | 26% | 25% | ** | 31% | ** | 34% b | 13% | 38% | 35% | ** | 34% | 30% b | 15% |
| At least weekly | 122 | 103 | ** | 99 | ** | 84 | 36 | 47 | 52 | ** | 84 | 93 | 28 |
| | 36% | 37% | ** | 40% | ** | 42% | 28% | 41% | 44% | ** | 42% | 37% | 33% |
| At least monthly | 73 | 60 | ** | 42 | ** | 30 | 39 | 13 | 19 | ** | 30 | 49 | 20 |
| | 21% | 21% | ** | 17% | ** | 15% | 30% a | 11% | 16% | ** | 15% | 20% | 24% |
| Less often | 55 | 44 | ** | 27 | ** | 17 | 36 | 10 | 5 | ** | 17 | 33 | 22 |
| | 16% | 16% | ** | 11% | ** | 9% | 27% a | 9% | 4% | ** | 9% | 13% | 26% a |
| Don't know/ can't remember | 5 | 3 | ** | 2 | ** | 1 | 4 | - | - | ** | 1 | 2 | 3 |
| | 1% | 1% | ** | 1% | ** | 1% | 3% | -% | -% | ** | 1% | 1% | 3% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 88 | 70 | ** | 75 | ** | 69 | 17 | 43 | 41 | ** | 69 | 75 | 12 |
| | 26% | 25% | ** | 31% | ** | 34% b | 13% | 38% | 35% | ** | 34% | 30% b | 15% |
| WEEKLY | 211 | 173 | ** | 175 | ** | 153 | 53 | 90 | 94 | ** | 153 | 168 | 40 |
| | 62% | 62% | ** | 71% | ** | 76% b | 41% | 80% | 80% | ** | 76% | 67% b | 48% |
| MONTHLY | 283 | 233 | ** | 217 | ** | 183 | 92 | 103 | 112 | ** | 183 | 218 | 60 |
| | 83% | 83% | ** | 88% | ** | 91% b | 70% | 91% | 96% | ** | 91% | 86% b | 71% |

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

**A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 354 | 349 | 334 | 20 | 5 | 354 | 354 | 264 | 277 | 79 | 354 | - | 30 | 79 | 245 |
| Effective Weighted Sample | 295 | 290 | 279 | 16 | 4 | 295 | 295 | 221 | 234 | 65 | 295 | - | 24 | 67 | 204 |
| Total | 342 | 337 | 324 | 19 | 5 | 342 | 342 | 264 | 276 | 79 | 342 | - | 26 | 76 | 240 |
| At least daily | 88 | 87 | 84 | ** | ** | 88 | 88 | 68 | 74 | ** | 88 | ** | ** | ** | 68 |
| | 26% | 26% | 26% | ** | ** | 26% | 26% | 26% | 27% | ** | 26% | ** | ** | ** | 28% |
| At least weekly | 122 | 121 | 119 | ** | ** | 122 | 122 | 101 | 101 | ** | 122 | ** | ** | ** | 90 |
| | 36% | 36% | 37% | ** | ** | 36% | 36% | 38% | 36% | ** | 36% | ** | ** | ** | 38% |
| At least monthly | 73 | 71 | 66 | ** | ** | 73 | 73 | 53 | 56 | ** | 73 | ** | ** | ** | 47 |
| | 21% | 21% | 20% | ** | ** | 21% | 21% | 20% | 20% | ** | 21% | ** | ** | ** | 20% |
| Less often | 55 | 55 | 50 | ** | ** | 55 | 55 | 40 | 44 | ** | 55 | ** | ** | ** | 31 |
| | 16% | 16% | 15% | ** | ** | 16% | 16% | 15% | 16% | ** | 16% | ** | ** | ** | 13% |
| Don't know/ can't remember | 5 | 5 | 4 | ** | ** | 5 | 5 | 2 | 2 | ** | 5 | ** | ** | ** | 3 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 88 | 87 | 84 | ** | ** | 88 | 88 | 68 | 74 | ** | 88 | ** | ** | ** | 68 |
| | 26% | 26% | 26% | ** | ** | 26% | 26% | 26% | 27% | ** | 26% | ** | ** | ** | 28% |
| WEEKLY | 211 | 207 | 204 | ** | ** | 211 | 211 | 169 | 174 | ** | 211 | ** | ** | ** | 158 |
| | 62% | 62% | 63% | ** | ** | 62% | 62% | 64% | 63% | ** | 62% | ** | ** | ** | 66% |
| MONTHLY | 283 | 278 | 270 | ** | ** | 283 | 283 | 222 | 230 | ** | 283 | ** | ** | ** | 205 |
| | 83% | 82% | 83% | ** | ** | 83% | 83% | 84% | 83% | ** | 83% | ** | ** | ** | 86% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c　　　　Prepared by Critical Research : 0203 643 9043

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

**A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | ~d | ~e | a | b | ~c | d | a | ~b | ~c | ~d |
| Unweighted total | 450 | 144 | 305 | 60 | 145 | 142 | 41 | 62 | 134 | 120 | 79 | 112 | 297 | 63 | 46 | 44 |
| Effective Weighted Sample | 362 | 117 | 245 | 49 | 121 | 114 | 33 | 48 | 109 | 98 | 66 | 87 | 270 | 62 | 44 | 42 |
| Total | 412 | 143 | 268 | 56 | 128 | 123 | 45 | 60 | 120 | 122 | 70 | 94 | 343 | 35 | 20 | 14 |
| At least daily | 172 | 53 | 119 | ** | 68 | 65 | ** | ** | 45 | 43 | ** | 47 | 139 | ** | ** | ** |
| | 42% | 37% | 44% | ** | 53% | 53% | ** | ** | 38% | 36% | ** | 50% | 41% | ** | ** | ** |
| At least weekly | 135 | 59 | 76 | ** | 37 | 42 | ** | ** | 48 | 41 | ** | 22 | 112 | ** | ** | ** |
| | 33% | 41% | 28% | ** | 29% | 34% | ** | ** | 40% | 33% | ** | 23% | 33% | ** | ** | ** |
| At least monthly | 53 | 18 | 34 | ** | 10 | 7 | ** | ** | 16 | 15 | ** | 12 | 45 | ** | ** | ** |
| | 13% | 13% | 13% | ** | 8% | 5% | ** | ** | 13% | 12% | ** | 13% | 13% | ** | ** | ** |
| Less often | 47 | 12 | 35 | ** | 13 | 7 | ** | ** | 10 | 21 | ** | 11 | 43 | ** | ** | ** |
| | 12% | 8% | 13% | ** | 10% | 6% | ** | ** | 9% | 17% | ** | 12% | 13% | ** | ** | ** |
| Don't know/ can't remember | 5 | 1 | 4 | ** | - | 2 | ** | ** | 1 | 2 | ** | 2 | 4 | ** | ** | ** |
| | 1% | 1% | 1% | ** | -% | 2% | ** | ** | 1% | 2% | ** | 2% | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 172 | 53 | 119 | ** | 68 | 65 | ** | ** | 45 | 43 | ** | 47 | 139 | ** | ** | ** |
| | 42% | 37% | 44% | ** | 53% | 53% | ** | ** | 38% | 36% | ** | 50% | 41% | ** | ** | ** |
| WEEKLY | 307 | 112 | 195 | ** | 105 | 107 | ** | ** | 93 | 84 | ** | 69 | 250 | ** | ** | ** |
| | 75% | 78% | 73% | ** | 82% | 87% | ** | ** | 78% | 69% | ** | 73% | 73% | ** | ** | ** |
| MONTHLY | 360 | 130 | 230 | ** | 115 | 113 | ** | ** | 109 | 99 | ** | 81 | 296 | ** | ** | ** |
| | 87% | 91% | 86% | ** | 90% | 92% | ** | ** | 91% | 81% | ** | 87% | 86% | ** | ** | ** |

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

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

**A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | a | b | a | b | ~c | d | a | b |
| Unweighted total | 450 | 365 | 45 | 352 | 93 | 323 | 118 | 235 | 163 | 69 | 323 | 299 | 137 |
| Effective Weighted Sample | 362 | 294 | 36 | 286 | 73 | 262 | 93 | 191 | 134 | 56 | 262 | 251 | 107 |
| Total | 412 | 341 | 35 | 317 | 91 | 291 | 113 | 207 | 152 | 64 | 291 | 306 | 96 |
| At least daily | 172 | 145 | ** | 159 | ** | 155 | 16 | 125 | 74 | ** | 155 | 136 | 34 |
| | 42% | 42% | ** | 50% | ** | 53% b | 14% | 60% | 49% | ** | 53% | 44% | 35% |
| At least weekly | 135 | 112 | ** | 103 | ** | 92 | 41 | 56 | 51 | ** | 92 | 109 | 25 |
| | 33% | 33% | ** | 32% | ** | 32% | 36% | 27% | 34% | ** | 32% | 36% | 26% |
| At least monthly | 53 | 43 | ** | 27 | ** | 22 | 30 | 13 | 16 | ** | 22 | 29 | 21 |
| | 13% | 13% | ** | 9% | ** | 8% | 26% a | 6% | 10% | ** | 8% | 9% | 22% a |
| Less often | 47 | 40 | ** | 24 | ** | 20 | 24 | 12 | 10 | ** | 20 | 30 | 15 |
| | 12% | 12% | ** | 8% | ** | 7% | 22% a | 6% | 7% | ** | 7% | 10% | 16% |
| Don't know/ can't remember | 5 | 2 | ** | 3 | ** | 2 | 2 | 1 | 1 | ** | 2 | 3 | 1 |
| | 1% | *% | ** | 1% | ** | 1% | 2% | *% | 1% | ** | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 172 | 145 | ** | 159 | ** | 155 | 16 | 125 | 74 | ** | 155 | 136 | 34 |
| | 42% | 42% | ** | 50% | ** | 53% b | 14% | 60% | 49% | ** | 53% | 44% | 35% |
| WEEKLY | 307 | 257 | ** | 262 | ** | 247 | 57 | 182 | 125 | ** | 247 | 245 | 58 |
| | 75% | 75% | ** | 83% | ** | 85% b | 50% | 88% | 82% | ** | 85% | 80% b | 60% |
| MONTHLY | 360 | 300 | ** | 290 | ** | 269 | 86 | 195 | 140 | ** | 269 | 274 | 80 |
| | 87% | 88% | ** | 91% | ** | 93% b | 76% | 94% | 93% | ** | 93% | 89% | 83% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 26

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

**A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 450 | 441 | 426 | 24 | 9 | 450 | 450 | 304 | 317 | 94 | 450 | - | 62 | 94 | 294 |
| Effective Weighted Sample | 362 | 358 | 346 | 17 | 7 | 362 | 362 | 252 | 259 | 77 | 362 | - | 49 | 76 | 238 |
| Total | 412 | 400 | 388 | 24 | 12 | 412 | 412 | 290 | 298 | 91 | 412 | - | 54 | 83 | 275 |
| At least daily | 172 | 167 | 165 | ** | ** | 172 | 172 | 116 | 121 | ** | 172 | ** | ** | ** | 122 |
| | 42% | 42% | 43% | ** | ** | 42% | 42% | 40% | 41% | ** | 42% | ** | ** | ** | 45% |
| At least weekly | 135 | 133 | 130 | ** | ** | 135 | 135 | 104 | 103 | ** | 135 | ** | ** | ** | 87 |
| | 33% | 33% | 34% | ** | ** | 33% | 33% | 36% | 35% | ** | 33% | ** | ** | ** | 32% |
| At least monthly | 53 | 47 | 46 | ** | ** | 53 | 53 | 38 | 37 | ** | 53 | ** | ** | ** | 32 |
| | 13% | 12% | 12% | ** | ** | 13% | 13% | 13% | 12% | ** | 13% | ** | ** | ** | 11% |
| Less often | 47 | 47 | 43 | ** | ** | 47 | 47 | 29 | 34 | ** | 47 | ** | ** | ** | 31 |
| | 12% | 12% | 11% | ** | ** | 12% | 12% | 10% | 11% | ** | 12% | ** | ** | ** | 11% |
| Don't know/ can't remember | 5 | 5 | 4 | ** | ** | 5 | 5 | 3 | 3 | ** | 5 | ** | ** | ** | 3 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 172 | 167 | 165 | ** | ** | 172 | 172 | 116 | 121 | ** | 172 | ** | ** | ** | 122 |
| | 42% | 42% | 43% | ** | ** | 42% | 42% | 40% | 41% | ** | 42% | ** | ** | ** | 45% |
| WEEKLY | 307 | 300 | 296 | ** | ** | 307 | 307 | 220 | 224 | ** | 307 | ** | ** | ** | 210 |
| | 75% | 75% | 76% | ** | ** | 75% | 75% | 76% | 75% | ** | 75% | ** | ** | ** | 76% |
| MONTHLY | 360 | 347 | 341 | ** | ** | 360 | 360 | 257 | 261 | ** | 360 | ** | ** | ** | 241 |
| | 87% | 87% | 88% | ** | ** | 87% | 87% | 89% | 88% | ** | 87% | ** | ** | ** | 88% |

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

**A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| ANY BBC TV CHANNELS | 3068 | 1509 | 1542 | 296 | 520 | 473 | 545 | 1234 | 1025 | 873 | 497 | 652 | 2577 | 250 | 156 | 85 |
| | 71% | 72% | 70% | 56% | 66% | 70% | 78% | 76% | 79% | 71% | 71% | 62% | 71% | 72% | 72% | 65% |
| | | | | | a | a | abc | abc | bcd | d | d | | | | | |
| ANY ITV CHANNELS | 2518 | 1211 | 1296 | 207 | 359 | 355 | 479 | 1117 | 778 | 704 | 442 | 580 | 2093 | 213 | 135 | 77 |
| | 58% | 58% | 59% | 39% | 45% | 52% | 68% | 69% | 60% | 57% | 63% | 56% | 57% | 61% | 62% | 59% |
| | | | | | | a | abc | abc | | | d | | | | | |
| ANY CHANNEL 4 CHANNELS | 2338 | 1140 | 1185 | 198 | 358 | 357 | 450 | 975 | 750 | 665 | 406 | 505 | 1948 | 199 | 122 | 69 |
| | 54% | 54% | 54% | 37% | 45% | 53% | 64% | 60% | 57% | 54% | 58% | 48% | 53% | 57% | 56% | 53% |
| | | | | | a | ab | abc | abc | d | | d | | | | | |
| ANY CHANNEL 5 CHANNELS | 1568 | 768 | 788 | 84 | 192 | 215 | 307 | 770 | 491 | 389 | 291 | 392 | 1297 | 145 | 80 | 47 |
| | 36% | 36% | 36% | 16% | 24% | 32% | 44% | 47% | 38% | 31% | 42% | 38% | 35% | 42% | 37% | 36% |
| | | | | | a | ab | abc | abc | b | | b | b | | | | |
| ANY OTHER CHANNELS | 1664 | 912 | 743 | 82 | 255 | 269 | 325 | 733 | 538 | 477 | 295 | 348 | 1385 | 131 | 103 | 45 |
| | 38% | 43% | 34% | 16% | 32% | 40% | 46% | 45% | 41% | 39% | 42% | 33% | 38% | 38% | 47% | 34% |
| | | b | | | a | ab | ab | ab | d | | d | | | | abd | |
| NONE | 883 | 414 | 450 | 148 | 175 | 142 | 87 | 306 | 199 | 254 | 105 | 281 | 736 | 69 | 44 | 34 |
| | 20% | 20% | 20% | 28% | 22% | 21% | 12% | 19% | 15% | 21% | 15% | 27% | 20% | 20% | 20% | 26% |
| | | | | cde | d | d | | d | | ac | | abc | | | | a |

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

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

**A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| ANY BBC TV CHANNELS | 3068 | 2496 | 355 | 1032 | 1985 | 927 | 2083 | 379 | 424 | 414 | 927 | 1978 | 1026 |
| | 71% | 70% | 77% | 75% | 69% | 78% | 68% | 76% | 78% | 79% | 78% | 73% | 67% |
| | | | a | b | | b | | | | | | b | |
| ANY ITV CHANNELS | 2518 | 2050 | 299 | 782 | 1708 | 701 | 1785 | 258 | 321 | 343 | 701 | 1571 | 893 |
| | 58% | 58% | 65% | 57% | 59% | 59% | 58% | 52% | 59% | 66% | 59% | 58% | 58% |
| | | | a | | | | | | | a | | | |
| ANY CHANNEL 4 CHANNELS | 2338 | 1916 | 260 | 759 | 1551 | 695 | 1609 | 257 | 339 | 331 | 695 | 1488 | 800 |
| | 54% | 54% | 57% | 55% | 54% | 58% | 53% | 52% | 62% | 63% | 58% | 55% | 52% |
| | | | | | | b | | | a | a | | | |
| ANY CHANNEL 5 CHANNELS | 1568 | 1292 | 177 | 473 | 1075 | 437 | 1109 | 142 | 199 | 229 | 437 | 934 | 598 |
| | 36% | 36% | 39% | 34% | 37% | 37% | 36% | 29% | 37% | 44% | 37% | 35% | 39% |
| | | | | | | | | | | a | a | | |
| ANY OTHER CHANNELS | 1664 | 1404 | 183 | 515 | 1132 | 481 | 1163 | 180 | 221 | 227 | 481 | 1068 | 562 |
| | 38% | 40% | 40% | 37% | 39% | 40% | 38% | 36% | 41% | 43% | 40% | 40% | 37% |
| NONE | 883 | 726 | 84 | 207 | 644 | 152 | 692 | 78 | 71 | 55 | 152 | 446 | 392 |
| | 20% | 20% | 18% | 15% | 22% | 13% | 23% | 16% | 13% | 11% | 13% | 17% | 26% |
| | | | | | a | | a | | | | | | a |

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

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

**A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| ANY BBC TV CHANNELS | 3068 | 2847 | 2460 | 608 | 221 | 3068 | 3068 | 2063 | 2039 | 650 | 3068 | - | 390 | 673 | 2005 |
| | 71% | 75% | 74% | 60% | 41% | 71% | 81% | 79% | 82% | 88% | 77% | -% | 49% | 66% | 79% |
| | | cde | cde | d | | cd | ef | f | ef | abcef | f | | | a | ab |
| ANY ITV CHANNELS | 2518 | 2311 | 1975 | 543 | 208 | 2518 | 2400 | 1587 | 1538 | 435 | 2451 | 67 | 390 | 559 | 1569 |
| | 58% | 61% | 59% | 53% | 39% | 58% | 63% | 61% | 62% | 59% | 61% | 18% | 49% | 55% | 62% |
| | | cd | cd | d | | d | f | f | f | f | f | | | | ab |
| ANY CHANNEL 4 CHANNELS | 2338 | 2166 | 1875 | 463 | 172 | 2338 | 2242 | 1528 | 1496 | 492 | 2280 | 58 | 344 | 488 | 1506 |
| | 54% | 57% | 56% | 45% | 32% | 54% | 59% | 58% | 60% | 67% | 57% | 16% | 43% | 48% | 60% |
| | | cd | cd | d | | cd | f | f | f | abcef | f | | | | ab |
| ANY CHANNEL 5 CHANNELS | 1568 | 1409 | 1167 | 400 | 159 | 1568 | 1508 | 1014 | 948 | 291 | 1537 | 31 | 252 | 331 | 985 |
| | 36% | 37% | 35% | 39% | 30% | 36% | 40% | 39% | 38% | 39% | 39% | 8% | 31% | 33% | 39% |
| | | | | d | | | f | f | f | f | f | | | | ab |
| ANY OTHER CHANNELS | 1664 | 1530 | 1340 | 324 | 134 | 1664 | 1579 | 1080 | 1101 | 340 | 1616 | 48 | 278 | 355 | 1031 |
| | 38% | 40% | 40% | 32% | 25% | 38% | 42% | 41% | 44% | 46% | 41% | 13% | 35% | 35% | 41% |
| | | cd | cd | | | cd | f | f | ef | f | f | | | | ab |
| NONE | 883 | 608 | 529 | 354 | 275 | 883 | 496 | 395 | 277 | 70 | 622 | 262 | 258 | 242 | 383 |
| | 20% | 16% | 16% | 35% | 52% | 20% | 13% | 15% | 11% | 9% | 16% | 72% | 32% | 24% | 15% |
| | | | | abe | abce | ab | | cd | | | acd | abcde | bc | c | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 28

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC iPlayer | 2719 | 1289 | 1411 | 299 | 476 | 431 | 472 | 1036 | 923 | 813 | 414 | 541 | 2292 | 209 | 139 | 78 |
| | 63% | 61% | 64% | 57% | 60% | 64% | 67% | 64% | 71% | 66% | 59% | 52% | 63% | 60% | 64% | 60% |
| | | | | | | | a | a | cd | d | d | | | | | |
| ITV Hub or ITV Hub+ | 1840 | 810 | 1021 | 206 | 313 | 274 | 321 | 724 | 585 | 548 | 291 | 398 | 1586 | 96 | 101 | 57 |
| | 42% | 38% | 46% | 39% | 40% | 41% | 46% | 45% | 45% | 44% | 42% | 38% | 43% | 27% | 47% | 44% |
| | | | a | | | | | | d | d | | | b | | b | b |
| All4 (previously 4OD) | 1183 | 553 | 616 | 133 | 253 | 211 | 218 | 367 | 403 | 361 | 193 | 215 | 990 | 97 | 61 | 34 |
| | 27% | 26% | 28% | 25% | 32% | 31% | 31% | 23% | 31% | 29% | 28% | 21% | 27% | 28% | 28% | 26% |
| | | | | | e | e | e | | d | d | d | | | | | |
| My5 (previously Demand 5) | 840 | 375 | 456 | 51 | 139 | 127 | 165 | 358 | 284 | 216 | 146 | 187 | 712 | 65 | 39 | 24 |
| | 19% | 18% | 21% | 10% | 18% | 19% | 23% | 22% | 22% | 17% | 21% | 18% | 19% | 19% | 18% | 19% |
| | | | | | a | a | a | a | | | | | | | | |
| Sky On Demand or Sky Go | 772 | 406 | 361 | 81 | 171 | 145 | 140 | 233 | 280 | 233 | 131 | 119 | 635 | 70 | 46 | 22 |
| | 18% | 19% | 16% | 15% | 22% | 21% | 20% | 14% | 21% | 19% | 19% | 11% | 17% | 20% | 21% | 17% |
| | | | | | ae | e | e | | d | d | d | | | | | |
| BBC TV programmes and content on YouTube | 407 | 206 | 196 | 49 | 82 | 70 | 68 | 139 | 128 | 134 | 66 | 77 | 341 | 32 | 20 | 14 |
| | 9% | 10% | 9% | 9% | 10% | 10% | 10% | 9% | 10% | 11% | 9% | 7% | 9% | 9% | 9% | 11% |
| | | | | | | | | | | d | | | | | | |
| UKTV Play | 310 | 183 | 124 | 36 | 62 | 57 | 50 | 104 | 97 | 93 | 70 | 47 | 266 | 22 | 15 | 7 |
| | 7% | 9% | 6% | 7% | 8% | 8% | 7% | 6% | 7% | 8% | 10% | 5% | 7% | 6% | 7% | 5% |
| | | b | | | | | | | d | d | d | | | | | |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 137 | 152 | 28 | 59 | 68 | 59 | 76 | 89 | 79 | 55 | 66 | 250 | 21 | 6 | 13 |
| | 7% | 6% | 7% | 5% | 7% | 10% | 8% | 5% | 7% | 6% | 8% | 6% | 7% | 6% | 3% | 10% |
| | | | | | | ae | e | | | | | | c | | | c |
| STV Player (Scotland) | 261 | 127 | 133 | 47 | 63 | 53 | 34 | 64 | 86 | 74 | 53 | 46 | 128 | 128 | 3 | 2 |
| | 6% | 6% | 6% | 9% | 8% | 8% | 5% | 4% | 7% | 6% | 8% | 4% | 4% | 37% | 1% | 2% |
| | | | | e | e | e | | | | | | | | acd | | |
| Dplay/ Discovery+ | 165 | 100 | 63 | 18 | 50 | 38 | 29 | 30 | 55 | 51 | 25 | 32 | 133 | 18 | 9 | 5 |
| | 4% | 5% | 3% | 3% | 6% | 6% | 4% | 2% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% |
| | | b | | | e | e | e | | | | | | | | | |

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

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| S4C Clic (Welsh language) | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| | 2% | 2% | 2% | 3% | 6% | 2% | 1% | *% | 3% | 2% | 3% | 2% | 2% | 1% | 5% | 1% |
| | | | | e | cde | e | | | | | | | | | abd | |
| None of these | 931 | 480 | 438 | 95 | 132 | 111 | 131 | 443 | 198 | 225 | 133 | 341 | 773 | 75 | 51 | 30 |
| | 21% | 23% | 20% | 18% | 17% | 16% | 19% | 27% | 15% | 18% | 19% | 33% | 21% | 22% | 24% | 23% |
| | | | | | | | | abcd | | | | abc | | | | |

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

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC iPlayer | 2719 | 2225 | 314 | 875 | 1804 | 765 | 1907 | 320 | 349 | 345 | 765 | 1752 | 908 |
| | 63% | 63% | 68% | 64% | 63% | 64% | 62% | 64% | 64% | 66% | 64% | 65% b | 59% |
| ITV Hub or ITV Hub+ | 1840 | 1521 | 200 | 618 | 1205 | 539 | 1280 | 219 | 241 | 251 | 539 | 1191 | 612 |
| | 42% | 43% | 44% | 45% | 42% | 45% | 42% | 44% | 44% | 48% | 45% | 44% | 40% |
| All4 (previously 4OD) | 1183 | 987 | 126 | 425 | 745 | 383 | 783 | 160 | 186 | 175 | 383 | 818 | 346 |
| | 27% | 28% | 27% | 31% b | 26% | 32% b | 26% | 32% | 34% | 33% | 32% | 30% b | 23% |
| My5 (previously Demand 5) | 840 | 681 | 102 | 295 | 533 | 275 | 551 | 104 | 120 | 139 | 275 | 516 | 305 |
| | 19% | 19% | 22% | 21% | 19% | 23% b | 18% | 21% | 22% | 27% | 23% | 19% | 20% |
| Sky On Demand or Sky Go | 772 | 627 | 97 | 323 | 438 | 286 | 473 | 112 | 128 | 136 | 286 | 561 | 193 |
| | 18% | 18% | 21% | 23% b | 15% | 24% b | 15% | 23% | 24% | 26% | 24% | 21% b | 13% |
| BBC TV programmes and content on YouTube | 407 | 350 | 30 | 147 | 253 | 129 | 270 | 70 | 54 | 49 | 129 | 280 | 116 |
| | 9% | 10% | 7% | 11% | 9% | 11% | 9% | 14% | 10% | 9% | 11% | 10% b | 8% |
| UKTV Play | 310 | 251 | 32 | 138 | 169 | 128 | 179 | 44 | 61 | 59 | 128 | 214 | 90 |
| | 7% | 7% | 7% | 10% b | 6% | 11% b | 6% | 9% | 11% | 11% | 11% | 8% | 6% |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 263 | 5 | 139 | 149 | 128 | 157 | 50 | 61 | 66 | 128 | 213 | 73 |
| | 7% | 7% b | 1% | 10% b | 5% | 11% b | 5% | 10% | 11% | 13% | 11% | 8% b | 5% |
| STV Player (Scotland) | 261 | 214 | 25 | 111 | 145 | 96 | 161 | 42 | 49 | 35 | 96 | 194 | 65 |
| | 6% | 6% | 5% | 8% b | 5% | 8% b | 5% | 9% | 9% | 7% | 8% | 7% b | 4% |
| Dplay/ Discovery+ | 165 | 142 | 14 | 86 | 75 | 72 | 90 | 29 | 24 | 36 | 72 | 127 | 34 |
| | 4% | 4% | 3% | 6% b | 3% | 6% b | 3% | 6% | 4% | 7% | 6% | 5% b | 2% |

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

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| S4C Clic (Welsh language) | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| | 2% | 2% | 1% | 4% | 1% | 4% | 1% | 3% | 4% | 5% | 4% | 3% | 1% |
| | | | | b | | b | | | | | | b | |
| None of these | 931 | 771 | 88 | 188 | 710 | 156 | 737 | 72 | 80 | 58 | 156 | 429 | 460 |
| | 21% | 22% | 19% | 14% | 25% | 13% | 24% | 15% | 15% | 11% | 13% | 16% | 30% |
| | | | | | a | | a | | | | | | a |

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

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC iPlayer | 2719 | 2719 | 2301 | 418 | - | 2719 | 2719 | 1833 | 1868 | 644 | 2719 | - | 283 | 574 | 1862 |
| | 63% | 71% | 69% | 41% | -% | 63% | 72% | 70% | 75% | 87% | 68% | -% | 35% | 56% | 74% |
| | | cde | cde | d | | cd | ef | f | bef | abcef | f | | | a | ab |
| ITV Hub or ITV Hub+ | 1840 | 1840 | 1594 | 246 | - | 1840 | 1761 | 1229 | 1205 | 396 | 1794 | 46 | 227 | 380 | 1233 |
| | 42% | 48% | 48% | 24% | -% | 42% | 47% | 47% | 48% | 54% | 45% | 13% | 28% | 37% | 49% |
| | | cde | cde | d | | cd | f | f | f | abef | f | | | a | ab |
| All4 (previously 4OD) | 1183 | 1183 | 1055 | 128 | - | 1183 | 1112 | 804 | 840 | 335 | 1143 | 40 | 155 | 218 | 810 |
| | 27% | 31% | 32% | 13% | -% | 27% | 29% | 31% | 34% | 45% | 29% | 11% | 19% | 21% | 32% |
| | | cde | cde | d | | cd | f | f | aef | abcef | f | | | | ab |
| My5 (previously Demand 5) | 840 | 840 | 718 | 123 | - | 840 | 803 | 588 | 575 | 201 | 823 | 17 | 115 | 177 | 547 |
| | 19% | 22% | 22% | 12% | -% | 19% | 21% | 22% | 23% | 27% | 21% | 5% | 14% | 17% | 22% |
| | | cde | cd | d | | cd | f | f | f | aef | f | | | | a |
| Sky On Demand or Sky Go | 772 | 772 | 727 | 46 | - | 772 | 719 | 490 | 537 | 169 | 748 | 24 | 135 | 158 | 478 |
| | 18% | 20% | 22% | 4% | -% | 18% | 19% | 19% | 22% | 23% | 19% | 7% | 17% | 16% | 19% |
| | | cde | cde | d | | cd | f | f | f | f | f | | | | |
| BBC TV programmes and content on YouTube | 407 | 407 | 364 | 43 | - | 407 | 407 | 309 | 320 | 109 | 407 | - | 37 | 83 | 288 |
| | 9% | 11% | 11% | 4% | -% | 9% | 11% | 12% | 13% | 15% | 10% | -% | 5% | 8% | 11% |
| | | cd | cd | d | | cd | f | f | ef | aef | f | | | a | a |
| UKTV Play | 310 | 310 | 275 | 35 | - | 310 | 295 | 231 | 233 | 104 | 300 | 10 | 46 | 57 | 207 |
| | 7% | 8% | 8% | 3% | -% | 7% | 8% | 9% | 9% | 14% | 8% | 3% | 6% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | abcef | f | | | | |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 290 | 274 | 17 | - | 290 | 273 | 208 | 217 | 85 | 280 | 10 | 51 | 67 | 172 |
| | 7% | 8% | 8% | 2% | -% | 7% | 7% | 8% | 9% | 12% | 7% | 3% | 6% | 7% | 7% |
| | | cd | cd | | | cd | f | f | f | abef | f | | | | |
| STV Player (Scotland) | 261 | 261 | 236 | 26 | - | 261 | 247 | 204 | 211 | 65 | 257 | 4 | 40 | 67 | 154 |
| | 6% | 7% | 7% | 3% | -% | 6% | 7% | 8% | 8% | 9% | 6% | 1% | 5% | 7% | 6% |
| | | cd | cd | d | | cd | f | f | aef | f | f | | | | |
| Dplay/ Discovery+ | 165 | 165 | 165 | - | - | 165 | 149 | 129 | 121 | 38 | 158 | 7 | 19 | 36 | 110 |
| | 4% | 4% | 5% | -% | -% | 4% | 4% | 5% | 5% | 5% | 4% | 2% | 2% | 4% | 4% |
| | | cd | cd | | | cd | | | | | | | | | |

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

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

**A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| S4C Clic (Welsh language) | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| | 2% | 2% | 3% | *% | -% | 2% | 2% | 3% | 4% | 4% | 2% | -% | *% | 3% | 2% |
| | | cd | cd | | | c | f | f | aef | f | f | | | a | a |
| None of these | 931 | 397 | 397 | 534 | 534 | 931 | 553 | 347 | 201 | 36 | 664 | 267 | 296 | 260 | 374 |
| | 21% | 10% | 12% | 52% | 100% | 21% | 15% | 13% | 8% | 5% | 17% | 73% | 37% | 26% | 15% |
| | | | | abe | abce | ab | cd | cd | d | | bcd | abcde | bc | c | |

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

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

**A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Netflix | 2863 | 1301 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 553 | 2399 | 227 | 143 | 95 |
| | 66% | 62% | 70% a | 86% cde | 84% de | 79% de | 71% e | 44% | 69% d | 73% d | 69% d | 53% | 66% | 65% | 66% | 72% a |
| Amazon Prime Video | 2154 | 1055 | 1083 | 278 | 485 | 433 | 413 | 543 | 722 | 692 | 352 | 371 | 1793 | 183 | 114 | 64 |
| | 50% | 50% | 49% | 53% e | 61% ae | 64% ae | 59% e | 33% | 55% d | 56% d | 51% d | 36% | 49% | 53% | 52% | 49% |
| YouTube channels | 1428 | 739 | 674 | 257 | 334 | 250 | 229 | 353 | 429 | 427 | 258 | 295 | 1197 | 119 | 68 | 44 |
| | 33% | 35% b | 31% | 49% cde | 42% de | 37% e | 33% e | 22% | 33% | 35% d | 37% d | 28% | 33% | 34% | 31% | 34% |
| Disney+ | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| | 29% | 26% | 32% a | 47% de | 49% de | 44% de | 27% e | 9% | 31% d | 33% d | 32% d | 22% | 29% | 34% | 31% | 34% |
| NOW TV | 584 | 268 | 310 | 87 | 161 | 118 | 101 | 116 | 201 | 161 | 111 | 104 | 487 | 55 | 29 | 13 |
| | 13% | 13% | 14% | 17% e | 20% de | 17% e | 14% e | 7% | 15% d | 13% | 16% d | 10% | 13% | 16% d | 14% | 10% |
| Apple TV Plus | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| | 6% | 8% b | 5% | 11% de | 9% e | 10% e | 6% e | 2% | 9% cd | 7% d | 5% | 3% | 6% | 7% | 4% | 5% |
| BritBox | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| | 3% | 3% | 3% | 5% e | 6% e | 3% | 3% | 2% | 4% | 4% | 4% | 2% | 3% | 4% | 4% | 1% |
| Hayu | 110 | 30 | 79 | 18 | 49 | 21 | 17 | 5 | 37 | 39 | 20 | 15 | 88 | 15 | 6 | 2 |
| | 3% | 1% | 4% a | 3% e | 6% cde | 3% e | 2% e | *% | 3% | 3% | 3% | 1% | 2% | 4% | 3% | 1% |
| Any other catch-up, on-demand or streaming services | 70 | 41 | 26 | 1 | 10 | 10 | 10 | 40 | 27 | 13 | 7 | 20 | 59 | 3 | 4 | 4 |
| | 2% | 2% | 1% | *% | 1% | 1% | 1% | 2% a | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 3% |
| None/ no others | 839 | 419 | 413 | 19 | 33 | 47 | 96 | 624 | 222 | 162 | 106 | 314 | 708 | 70 | 38 | 23 |
| | 19% | 20% | 19% | 4% | 4% | 7% | 14% abc | 38% abcd | 17% | 13% | 15% | 30% abc | 19% | 20% | 18% | 17% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Netflix | 2863 | 2350 | 274 | 1150 | 1660 | 994 | 1804 | 427 | 449 | 438 | 994 | 2066 | 738 |
| | 66% | 66% | 60% | 83% | 58% | 83% | 59% | 86% | 83% | 84% | 83% | 77% | 48% |
| | | | | b | | b | | | | | | b | |
| Amazon Prime Video | 2154 | 1788 | 237 | 854 | 1265 | 754 | 1357 | 317 | 336 | 340 | 754 | 1559 | 545 |
| | 50% | 50% | 52% | 62% | 44% | 63% | 44% | 64% | 62% | 65% | 63% | 58% | 35% |
| | | | | b | | b | | | | | | b | |
| YouTube channels | 1428 | 1209 | 120 | 544 | 857 | 450 | 941 | 218 | 203 | 193 | 450 | 981 | 407 |
| | 33% | 34% | 26% | 39% | 30% | 38% | 31% | 44% | 37% | 37% | 38% | 36% | 26% |
| | | b | | b | | b | | | | | | b | |
| Disney+ | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| | 29% | 29% | 23% | 52% | 19% | 52% | 21% | 56% | 56% | 50% | 52% | 38% | 15% |
| | | b | | b | | b | | | | | | b | |
| NOW TV | 584 | 478 | 43 | 270 | 307 | 238 | 337 | 96 | 112 | 101 | 238 | 438 | 136 |
| | 13% | 13% | 9% | 20% | 11% | 20% | 11% | 19% | 21% | 19% | 20% | 16% | 9% |
| | | | | b | | b | | | | | | b | |
| Apple TV Plus | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| | 6% | 6% | 4% | 10% | 4% | 10% | 5% | 11% | 11% | 9% | 10% | 8% | 3% |
| | | | | b | | b | | | | | | b | |
| BritBox | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| | 3% | 4% | 2% | 5% | 3% | 5% | 3% | 5% | 5% | 6% | 5% | 4% | 2% |
| | | | | b | | b | | | | | | b | |
| Hayu | 110 | 91 | 6 | 68 | 40 | 64 | 44 | 27 | 32 | 29 | 64 | 100 | 8 |
| | 3% | 3% | 1% | 5% | 1% | 5% | 1% | 5% | 6% | 5% | 5% | 4% | 1% |
| | | | | b | | b | | | | | | b | |
| Any other catch-up, on-demand or streaming services | 70 | 54 | 14 | 13 | 54 | 13 | 55 | 7 | 4 | 4 | 13 | 30 | 36 |
| | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| | | | | | | | | | | | | | a |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| None/ no others | 839 | 671 | 114 | 67 | 757 | 57 | 767 | 18 | 20 | 30 | 57 | 263 | 543 |
| | 19% | 19% | 25% | 5% | 26% | 5% | 25% | 4% | 4% | 6% | 5% | 10% | 35% |
| | | | a | | a | | a | | | | | | a |

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

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

**A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Netflix | 2863 | 2863 | 2863 | - | - | 2863 | 2513 | 1752 | 1845 | 551 | 2650 | 213 | 479 | 624 | 1760 |
| | 66% | 75% | 86% | -% | -% | 66% | 66% | 67% | 74% | 75% | 66% | 59% | 60% | 61% | 70% |
| | | cde | acde | | | cd | f | f | abef | abef | f | | | | ab |
| Amazon Prime Video | 2154 | 2154 | 2154 | - | - | 2154 | 1892 | 1378 | 1446 | 458 | 1996 | 158 | 389 | 443 | 1322 |
| | 50% | 56% | 65% | -% | -% | 50% | 50% | 53% | 58% | 62% | 50% | 43% | 48% | 44% | 52% |
| | | cde | acde | | | cd | | f | abef | abef | | | | | b |
| YouTube channels | 1428 | 1384 | 1262 | 166 | 44 | 1428 | 1225 | 857 | 925 | 266 | 1305 | 123 | 264 | 306 | 858 |
| | 33% | 36% | 38% | 16% | 8% | 33% | 32% | 33% | 37% | 36% | 33% | 34% | 33% | 30% | 34% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| Disney+ | 1273 | 1273 | 1273 | - | - | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| | 29% | 33% | 38% | -% | -% | 29% | 29% | 30% | 35% | 34% | 29% | 28% | 24% | 28% | 31% |
| | | cde | acde | | | cd | | | abe | | | | | | a |
| NOW TV | 584 | 584 | 584 | - | - | 584 | 529 | 410 | 424 | 133 | 554 | 31 | 80 | 121 | 383 |
| | 13% | 15% | 18% | -% | -% | 13% | 14% | 16% | 17% | 18% | 14% | 8% | 10% | 12% | 15% |
| | | cd | cde | | | cd | f | f | aef | ef | f | | | | a |
| Apple TV Plus | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| | 6% | 7% | 8% | -% | -% | 6% | 7% | 8% | 9% | 9% | 6% | 3% | 5% | 6% | 7% |
| | | cd | cde | | | cd | f | f | aef | f | | | | | |
| BritBox | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| | 3% | 4% | 5% | -% | -% | 3% | 4% | 4% | 5% | 7% | 4% | 1% | 2% | 3% | 4% |
| | | cd | cd | | | cd | | | f | aef | | | | | |
| Hayu | 110 | 110 | 110 | - | - | 110 | 98 | 83 | 80 | 22 | 106 | 4 | 19 | 25 | 67 |
| | 3% | 3% | 3% | -% | -% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 2% | 2% | 3% |
| | | cd | cd | | | cd | | | | | | | | | |
| Any other catch-up, on-demand or streaming services | 70 | 69 | 51 | 19 | 1 | 70 | 60 | 40 | 38 | 11 | 65 | 5 | 19 | 10 | 41 |
| | 2% | 2% | 2% | 2% | *% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| None/ no others | 839 | 350 | 3 | 836 | 489 | 839 | 708 | 439 | 224 | 62 | 744 | 95 | 190 | 216 | 433 |
| | 19% | 9% | *% | 82% | 92% | 19% | 19% | 17% | 9% | 8% | 19% | 26% | 24% | 21% | 17% |
| | | b | | abe | abce | ab | cd | cd | | | cd | abcde | c | | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Netflix | 2863 | 1301 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 553 | 2399 | 227 | 143 | 95 |
| | 66% | 62% | 70% | 86% | 84% | 79% | 71% | 44% | 69% | 73% | 69% | 53% | 66% | 65% | 66% | 72% |
| | | | a | cde | de | de | e | | d | d | d | | | | | a |
| BBC iPlayer | 2719 | 1289 | 1411 | 299 | 476 | 431 | 472 | 1036 | 923 | 813 | 414 | 541 | 2292 | 209 | 139 | 78 |
| | 63% | 61% | 64% | 57% | 60% | 64% | 67% | 64% | 71% | 66% | 59% | 52% | 63% | 60% | 64% | 60% |
| | | | | | | | a | a | cd | d | d | | | | | |
| Amazon Prime Video | 2154 | 1055 | 1083 | 278 | 485 | 433 | 413 | 543 | 722 | 692 | 352 | 371 | 1793 | 183 | 114 | 64 |
| | 50% | 50% | 49% | 53% | 61% | 64% | 59% | 33% | 55% | 56% | 51% | 36% | 49% | 53% | 52% | 49% |
| | | | | e | ae | ae | e | | d | d | d | | | | | |
| ITV Hub or ITV Hub+ | 1840 | 810 | 1021 | 206 | 313 | 274 | 321 | 724 | 585 | 548 | 291 | 398 | 1586 | 96 | 101 | 57 |
| | 42% | 38% | 46% | 39% | 40% | 41% | 46% | 45% | 45% | 44% | 42% | 38% | 43% | 27% | 47% | 44% |
| | | | a | | | | | | d | d | | | b | | b | b |
| YouTube channels | 1428 | 739 | 674 | 257 | 334 | 250 | 229 | 353 | 429 | 427 | 258 | 295 | 1197 | 119 | 68 | 44 |
| | 33% | 35% | 31% | 49% | 42% | 37% | 33% | 22% | 33% | 35% | 37% | 28% | 33% | 34% | 31% | 34% |
| | | b | | cde | de | e | e | | | d | d | | | | | |
| Disney+ | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| | 29% | 26% | 32% | 47% | 49% | 44% | 27% | 9% | 31% | 33% | 32% | 22% | 29% | 34% | 31% | 34% |
| | | | a | de | de | de | e | | d | d | d | | | | | |
| All4 (previously 4OD) | 1183 | 553 | 616 | 133 | 253 | 211 | 218 | 367 | 403 | 361 | 193 | 215 | 990 | 97 | 61 | 34 |
| | 27% | 26% | 28% | 25% | 32% | 31% | 31% | 23% | 31% | 29% | 28% | 21% | 27% | 28% | 28% | 26% |
| | | | | | e | e | e | | d | d | d | | | | | |
| My5 (previously Demand 5) | 840 | 375 | 456 | 51 | 139 | 127 | 165 | 358 | 284 | 216 | 146 | 187 | 712 | 65 | 39 | 24 |
| | 19% | 18% | 21% | 10% | 18% | 19% | 23% | 22% | 22% | 17% | 21% | 18% | 19% | 19% | 18% | 19% |
| | | | | | a | a | a | a | | | | | | | | |
| Sky On Demand or Sky Go | 772 | 406 | 361 | 81 | 171 | 145 | 140 | 233 | 280 | 233 | 131 | 119 | 635 | 70 | 46 | 22 |
| | 18% | 19% | 16% | 15% | 22% | 21% | 20% | 14% | 21% | 19% | 19% | 11% | 17% | 20% | 21% | 17% |
| | | | | | ae | e | e | | d | d | d | | | | | |
| NOW TV | 584 | 268 | 310 | 87 | 161 | 118 | 101 | 116 | 201 | 161 | 111 | 104 | 487 | 55 | 29 | 13 |
| | 13% | 13% | 14% | 17% | 20% | 17% | 14% | 7% | 15% | 13% | 16% | 10% | 13% | 16% | 14% | 10% |
| | | | | e | de | e | e | | d | | d | | | d | | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC TV programmes and content on YouTube | 407 | 206 | 196 | 49 | 82 | 70 | 68 | 139 | 128 | 134 | 66 | 77 | 341 | 32 | 20 | 14 |
| | 9% | 10% | 9% | 9% | 10% | 10% | 10% | 9% | 10% | 11% d | 9% | 7% | 9% | 9% | 9% | 11% |
| UKTV Play | 310 | 183 | 124 | 36 | 62 | 57 | 50 | 104 | 97 | 93 | 70 | 47 | 266 | 22 | 15 | 7 |
| | 7% | 9% b | 6% | 7% | 8% | 8% | 7% | 6% | 7% d | 8% d | 10% d | 5% | 7% | 6% | 7% | 5% |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 137 | 152 | 28 | 59 | 68 | 59 | 76 | 89 | 79 | 55 | 66 | 250 | 21 | 6 | 13 |
| | 7% | 6% | 7% | 5% | 7% | 10% ae | 8% e | 5% | 7% | 6% | 8% | 6% | 7% c | 6% | 3% | 10% c |
| Apple TV Plus | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| | 6% | 8% b | 5% | 11% de | 9% e | 10% e | 6% e | 2% | 9% cd | 7% d | 5% | 3% | 6% | 7% | 4% | 5% |
| STV Player (Scotland) | 261 | 127 | 133 | 47 | 63 | 53 | 34 | 64 | 86 | 74 | 53 | 46 | 128 | 128 | 3 | 2 |
| | 6% | 6% | 6% | 9% e | 8% e | 8% e | 5% | 4% | 7% | 6% | 8% | 4% | 4% | 37% acd | 1% | 2% |
| Dplay/ Discovery+ | 165 | 100 | 63 | 18 | 50 | 38 | 29 | 30 | 55 | 51 | 25 | 32 | 133 | 18 | 9 | 5 |
| | 4% | 5% b | 3% | 3% | 6% e | 6% e | 4% e | 2% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% |
| BritBox | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| | 3% | 3% | 3% | 5% e | 6% e | 3% | 3% | 2% | 4% | 4% | 4% | 2% | 3% | 4% | 4% | 1% |
| Hayu | 110 | 30 | 79 | 18 | 49 | 21 | 17 | 5 | 37 | 39 | 20 | 15 | 88 | 15 | 6 | 2 |
| | 3% | 1% | 4% a | 3% e | 6% cde | 3% e | 2% e | *% | 3% | 3% | 3% | 1% | 2% | 4% | 3% | 1% |
| S4C Clic (Welsh language) | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| | 2% | 2% | 2% | 3% e | 6% cde | 2% e | 1% | *% | 3% | 2% | 3% | 2% | 2% | 1% | 5% abd | 1% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 30

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any other catch-up, on-demand or streaming services | 70 | 41 | 26 | 1 | 10 | 10 | 10 | 40 | 27 | 13 | 7 | 20 | 59 | 3 | 4 | 4 |
| | 2% | 2% | 1% | *% | 1% | 1% | 1% | 2% a | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 3% |
| None | 489 | 256 | 229 | 18 | 27 | 30 | 49 | 348 | 111 | 87 | 65 | 199 | 411 | 36 | 27 | 15 |
| | 11% | 12% | 10% | 3% | 3% | 4% | 7% b | 21% abcd | 9% | 7% | 9% | 19% abc | 11% | 10% | 12% | 12% |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of VoD services in the past 3 months (out of 19) | 3.8 | 3.7 | 3.9 | 4.0 e | 4.5 ade | 4.4 ade | 4.1 e | 2.9 | 4.2 d | 4.0 d | 3.9 d | 3.0 | 3.7 | 4.0 | 3.8 | 3.7 |
| Standard deviation | 2.51 | 2.58 | 2.44 | 2.17 | 2.63 | 2.48 | 2.38 | 2.35 | 2.56 | 2.33 | 2.50 | 2.45 | 2.48 | 2.73 | 2.57 | 2.48 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .09 | .06 | .07 | .07 | .09 | .07 | .05 | .12 | .12 | .12 |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Netflix | 2863 | 2350 | 274 | 1150 | 1660 | 994 | 1804 | 427 | 449 | 438 | 994 | 2066 | 738 |
| | 66% | 66% | 60% | 83% b | 58% | 83% b | 59% | 86% | 83% | 84% | 83% | 77% b | 48% |
| BBC iPlayer | 2719 | 2225 | 314 | 875 | 1804 | 765 | 1907 | 320 | 349 | 345 | 765 | 1752 | 908 |
| | 63% | 63% | 68% | 64% | 63% | 64% | 62% | 64% | 64% | 66% | 64% | 65% b | 59% |
| Amazon Prime Video | 2154 | 1788 | 237 | 854 | 1265 | 754 | 1357 | 317 | 336 | 340 | 754 | 1559 | 545 |
| | 50% | 50% | 52% | 62% b | 44% | 63% b | 44% | 64% | 62% | 65% | 63% | 58% b | 35% |
| ITV Hub or ITV Hub+ | 1840 | 1521 | 200 | 618 | 1205 | 539 | 1280 | 219 | 241 | 251 | 539 | 1191 | 612 |
| | 42% | 43% | 44% | 45% | 42% | 45% | 42% | 44% | 44% | 48% | 45% | 44% | 40% |
| YouTube channels | 1428 | 1209 | 120 | 544 | 857 | 450 | 941 | 218 | 203 | 193 | 450 | 981 | 407 |
| | 33% | 34% b | 26% | 39% b | 30% | 38% b | 31% | 44% | 37% | 37% | 38% | 36% b | 26% |
| Disney+ | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| | 29% | 29% b | 23% | 52% b | 19% | 52% b | 21% | 56% | 56% | 50% | 52% | 38% b | 15% |
| All4 (previously 4OD) | 1183 | 987 | 126 | 425 | 745 | 383 | 783 | 160 | 186 | 175 | 383 | 818 | 346 |
| | 27% | 28% | 27% | 31% b | 26% | 32% b | 26% | 32% | 34% | 33% | 32% | 30% b | 23% |
| My5 (previously Demand 5) | 840 | 681 | 102 | 295 | 533 | 275 | 551 | 104 | 120 | 139 | 275 | 516 | 305 |
| | 19% | 19% | 22% | 21% | 19% | 23% b | 18% | 21% | 22% | 27% | 23% | 19% | 20% |
| Sky On Demand or Sky Go | 772 | 627 | 97 | 323 | 438 | 286 | 473 | 112 | 128 | 136 | 286 | 561 | 193 |
| | 18% | 18% | 21% | 23% b | 15% | 24% b | 15% | 23% | 24% | 26% | 24% | 21% b | 13% |
| NOW TV | 584 | 478 | 43 | 270 | 307 | 238 | 337 | 96 | 112 | 101 | 238 | 438 | 136 |
| | 13% | 13% | 9% | 20% b | 11% | 20% b | 11% | 19% | 21% | 19% | 20% | 16% b | 9% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC TV programmes and content on YouTube | 407 | 350 | 30 | 147 | 253 | 129 | 270 | 70 | 54 | 49 | 129 | 280 | 116 |
| | 9% | 10% | 7% | 11% | 9% | 11% | 9% | 14% | 10% | 9% | 11% | 10% b | 8% |
| UKTV Play | 310 | 251 | 32 | 138 | 169 | 128 | 179 | 44 | 61 | 59 | 128 | 214 | 90 |
| | 7% | 7% | 7% | 10% b | 6% | 11% b | 6% | 9% | 11% | 11% | 11% | 8% | 6% |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 263 | 5 | 139 | 149 | 128 | 157 | 50 | 61 | 66 | 128 | 213 | 73 |
| | 7% | 7% b | 1% | 10% b | 5% | 11% b | 5% | 10% | 11% | 13% | 11% | 8% b | 5% |
| Apple TV Plus | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| | 6% | 6% | 4% | 10% b | 4% | 10% b | 5% | 11% | 11% | 9% | 10% | 8% b | 3% |
| STV Player (Scotland) | 261 | 214 | 25 | 111 | 145 | 96 | 161 | 42 | 49 | 35 | 96 | 194 | 65 |
| | 6% | 6% | 5% | 8% b | 5% | 8% b | 5% | 9% | 9% | 7% | 8% | 7% b | 4% |
| Dplay/ Discovery+ | 165 | 142 | 14 | 86 | 75 | 72 | 90 | 29 | 24 | 36 | 72 | 127 | 34 |
| | 4% | 4% | 3% | 6% b | 3% | 6% b | 3% | 6% | 4% | 7% | 6% | 5% b | 2% |
| BritBox | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| | 3% | 4% | 2% | 5% b | 3% | 5% b | 3% | 5% | 5% | 6% | 5% | 4% | 2% |
| Hayu | 110 | 91 | 6 | 68 | 40 | 64 | 44 | 27 | 32 | 29 | 64 | 100 | 8 |
| | 3% | 3% | 1% | 5% b | 1% | 5% b | 1% | 5% | 6% | 5% | 5% | 4% b | 1% |
| S4C Clic (Welsh language) | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| | 2% | 2% | 1% | 4% b | 1% | 4% b | 1% | 3% | 4% | 5% | 4% | 3% b | 1% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 30

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Any other catch-up, on-demand or streaming services | 70 | 54 | 14 | 13 | 54 | 13 | 55 | 7 | 4 | 4 | 13 | 30 | 36 |
| | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% a |
| None | 489 | 395 | 62 | 45 | 433 | 35 | 441 | 15 | 17 | 13 | 35 | 156 | 309 |
| | 11% | 11% | 13% | 3% | 15% a | 3% | 14% a | 3% | 3% | 3% | 3% | 6% | 20% a |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of VoD services in the past 3 months (out of 19) | 3.8 | 3.8 | 3.6 | 4.7 b | 3.3 | 4.8 b | 3.4 | 4.8 | 4.8 | 4.9 | 4.8 | 4.3 b | 3.0 |
| Standard deviation | 2.51 | 2.54 | 2.39 | 2.50 | 2.39 | 2.54 | 2.38 | 2.67 | 2.60 | 2.51 | 2.54 | 2.47 | 2.34 |
| Standard error | .04 | .04 | .11 | .07 | .04 | .07 | .04 | .12 | .11 | .11 | .07 | .05 | .06 |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Netflix | 2863 | 2863 | 2863 | - | - | 2863 | 2513 | 1752 | 1845 | 551 | 2650 | 213 | 479 | 624 | 1760 |
| | 66% | 75% | 86% | -% | -% | 66% | 66% | 67% | 74% | 75% | 66% | 59% | 60% | 61% | 70% |
| | | cde | acde | | | cd | f | f | abef | abef | f | | | | ab |
| BBC iPlayer | 2719 | 2719 | 2301 | 418 | - | 2719 | 2719 | 1833 | 1868 | 644 | 2719 | - | 283 | 574 | 1862 |
| | 63% | 71% | 69% | 41% | -% | 63% | 72% | 70% | 75% | 87% | 68% | -% | 35% | 56% | 74% |
| | | cde | cde | d | | cd | ef | f | bef | abcef | f | | | a | ab |
| Amazon Prime Video | 2154 | 2154 | 2154 | - | - | 2154 | 1892 | 1378 | 1446 | 458 | 1996 | 158 | 389 | 443 | 1322 |
| | 50% | 56% | 65% | -% | -% | 50% | 50% | 53% | 58% | 62% | 50% | 43% | 48% | 44% | 52% |
| | | cde | acde | | | cd | | f | abef | abef | | | | | b |
| ITV Hub or ITV Hub+ | 1840 | 1840 | 1594 | 246 | - | 1840 | 1761 | 1229 | 1205 | 396 | 1794 | 46 | 227 | 380 | 1233 |
| | 42% | 48% | 48% | 24% | -% | 42% | 47% | 47% | 48% | 54% | 45% | 13% | 28% | 37% | 49% |
| | | cde | cde | d | | cd | f | f | f | abef | f | | | a | ab |
| YouTube channels | 1428 | 1384 | 1262 | 166 | 44 | 1428 | 1225 | 857 | 925 | 266 | 1305 | 123 | 264 | 306 | 858 |
| | 33% | 36% | 38% | 16% | 8% | 33% | 32% | 33% | 37% | 36% | 33% | 34% | 33% | 30% | 34% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| Disney+ | 1273 | 1273 | 1273 | - | - | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| | 29% | 33% | 38% | -% | -% | 29% | 29% | 30% | 35% | 34% | 29% | 28% | 24% | 28% | 31% |
| | | cde | acde | | | cd | | | abe | | | | | | a |
| All4 (previously 4OD) | 1183 | 1183 | 1055 | 128 | - | 1183 | 1112 | 804 | 840 | 335 | 1143 | 40 | 155 | 218 | 810 |
| | 27% | 31% | 32% | 13% | -% | 27% | 29% | 31% | 34% | 45% | 29% | 11% | 19% | 21% | 32% |
| | | cde | cde | d | | cd | f | f | aef | abcef | f | | | | ab |
| My5 (previously Demand 5) | 840 | 840 | 718 | 123 | - | 840 | 803 | 588 | 575 | 201 | 823 | 17 | 115 | 177 | 547 |
| | 19% | 22% | 22% | 12% | -% | 19% | 21% | 22% | 23% | 27% | 21% | 5% | 14% | 17% | 22% |
| | | cde | cd | d | | cd | f | f | f | aef | f | | | | a |
| Sky On Demand or Sky Go | 772 | 772 | 727 | 46 | - | 772 | 719 | 490 | 537 | 169 | 748 | 24 | 135 | 158 | 478 |
| | 18% | 20% | 22% | 4% | -% | 18% | 19% | 19% | 22% | 23% | 19% | 7% | 17% | 16% | 19% |
| | | cde | cde | d | | cd | f | f | f | f | f | | | | |
| NOW TV | 584 | 584 | 584 | - | - | 584 | 529 | 410 | 424 | 133 | 554 | 31 | 80 | 121 | 383 |
| | 13% | 15% | 18% | -% | -% | 13% | 14% | 16% | 17% | 18% | 14% | 8% | 10% | 12% | 15% |
| | | cd | cde | | | cd | f | f | aef | ef | f | | | | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC TV programmes and content on YouTube | 407 | 407 | 364 | 43 | - | 407 | 407 | 309 | 320 | 109 | 407 | - | 37 | 83 | 288 |
| | 9% | 11% | 11% | 4% | -% | 9% | 11% | 12% | 13% | 15% | 10% | -% | 5% | 8% | 11% |
| | | cd | cd | d | | cd | f | f | ef | aef | f | | | a | a |
| UKTV Play | 310 | 310 | 275 | 35 | - | 310 | 295 | 231 | 233 | 104 | 300 | 10 | 46 | 57 | 207 |
| | 7% | 8% | 8% | 3% | -% | 7% | 8% | 9% | 9% | 14% | 8% | 3% | 6% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | abcef | f | | | | |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 290 | 274 | 17 | - | 290 | 273 | 208 | 217 | 85 | 280 | 10 | 51 | 67 | 172 |
| | 7% | 8% | 8% | 2% | -% | 7% | 7% | 8% | 9% | 12% | 7% | 3% | 6% | 7% | 7% |
| | | cd | cd | | | cd | f | f | f | abef | f | | | | |
| Apple TV Plus | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| | 6% | 7% | 8% | -% | -% | 6% | 7% | 8% | 9% | 9% | 6% | 3% | 5% | 6% | 7% |
| | | cd | cde | | | cd | f | f | aef | f | | | | | |
| STV Player (Scotland) | 261 | 261 | 236 | 26 | - | 261 | 247 | 204 | 211 | 65 | 257 | 4 | 40 | 67 | 154 |
| | 6% | 7% | 7% | 3% | -% | 6% | 7% | 8% | 8% | 9% | 6% | 1% | 5% | 7% | 6% |
| | | cd | cd | d | | cd | f | f | aef | f | f | | | | |
| Dplay/ Discovery+ | 165 | 165 | 165 | - | - | 165 | 149 | 129 | 121 | 38 | 158 | 7 | 19 | 36 | 110 |
| | 4% | 4% | 5% | -% | -% | 4% | 4% | 5% | 5% | 5% | 4% | 2% | 2% | 4% | 4% |
| | | cd | cd | | | cd | | | | | | | | | |
| BritBox | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| | 3% | 4% | 5% | -% | -% | 3% | 4% | 4% | 5% | 7% | 4% | 1% | 2% | 3% | 4% |
| | | cd | cd | | | cd | | | f | aef | | | | | |
| Hayu | 110 | 110 | 110 | - | - | 110 | 98 | 83 | 80 | 22 | 106 | 4 | 19 | 25 | 67 |
| | 3% | 3% | 3% | -% | -% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 2% | 2% | 3% |
| | | cd | cd | | | cd | | | | | | | | | |
| S4C Clic (Welsh language) | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| | 2% | 2% | 3% | *% | -% | 2% | 2% | 3% | 4% | 4% | 2% | -% | *% | 3% | 2% |
| | | cd | cd | | | c | f | f | aef | f | f | | | a | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Any other catch-up, on-demand or streaming services | 70 | 69 | 51 | 19 | 1 | 70 | 60 | 40 | 38 | 11 | 65 | 5 | 19 | 10 | 41 |
| | 2% | 2% | 2% | 2% | *% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| None | 489 | - | - | 489 | 489 | 489 | 367 | 222 | 72 | 15 | 403 | 87 | 131 | 140 | 218 |
| | 11% | -% | -% | 48% | 92% | 11% | 10% | 8% | 3% | 2% | 10% | 24% | 16% | 14% | 9% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of VoD services in the past 3 months (out of 19) | 3.8 | 4.3 | 4.6 | 1.1 | * | 3.8 | 4.0 | 4.2 | 4.5 | 5.0 | 3.9 | 1.9 | 2.9 | 3.4 | 4.2 |
| | | cde | acde | d | | cd | f | ef | abef | abcef | f | | | a | ab |
| Standard deviation | 2.51 | 2.22 | 2.17 | 1.47 | .03 | 2.51 | 2.51 | 2.55 | 2.36 | 2.58 | 2.50 | 1.77 | 2.23 | 2.40 | 2.55 |
| Standard error | .04 | .04 | .04 | .05 | * | .04 | .04 | .05 | .05 | .10 | .04 | .09 | .08 | .08 | .05 |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Netflix | 2863 | 1301 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 553 | 2399 | 227 | 143 | 95 |
| | 66% | 62% | 70% | 86% | 84% | 79% | 71% | 44% | 69% | 73% | 69% | 53% | 66% | 65% | 66% | 72% |
| | | | a | cde | de | de | e | | d | d | d | | | | | a |
| BBC iPlayer | 2719 | 1289 | 1411 | 299 | 476 | 431 | 472 | 1036 | 923 | 813 | 414 | 541 | 2292 | 209 | 139 | 78 |
| | 63% | 61% | 64% | 57% | 60% | 64% | 67% | 64% | 71% | 66% | 59% | 52% | 63% | 60% | 64% | 60% |
| | | | | | | | a | a | cd | d | d | | | | | |
| Amazon Prime Video | 2154 | 1055 | 1083 | 278 | 485 | 433 | 413 | 543 | 722 | 692 | 352 | 371 | 1793 | 183 | 114 | 64 |
| | 50% | 50% | 49% | 53% | 61% | 64% | 59% | 33% | 55% | 56% | 51% | 36% | 49% | 53% | 52% | 49% |
| | | | | e | ae | ae | e | | d | d | d | | | | | |
| ITV Hub or ITV Hub+ | 1840 | 810 | 1021 | 206 | 313 | 274 | 321 | 724 | 585 | 548 | 291 | 398 | 1586 | 96 | 101 | 57 |
| | 42% | 38% | 46% | 39% | 40% | 41% | 46% | 45% | 45% | 44% | 42% | 38% | 43% | 27% | 47% | 44% |
| | | | a | | | | | | d | d | | | b | | b | b |
| YouTube channels | 1428 | 739 | 674 | 257 | 334 | 250 | 229 | 353 | 429 | 427 | 258 | 295 | 1197 | 119 | 68 | 44 |
| | 33% | 35% | 31% | 49% | 42% | 37% | 33% | 22% | 33% | 35% | 37% | 28% | 33% | 34% | 31% | 34% |
| | | b | | cde | de | e | e | | | d | d | | | | | |
| Disney+ | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| | 29% | 26% | 32% | 47% | 49% | 44% | 27% | 9% | 31% | 33% | 32% | 22% | 29% | 34% | 31% | 34% |
| | | | a | de | de | de | e | | d | d | d | | | | | |
| All4 (previously 4OD) | 1183 | 553 | 616 | 133 | 253 | 211 | 218 | 367 | 403 | 361 | 193 | 215 | 990 | 97 | 61 | 34 |
| | 27% | 26% | 28% | 25% | 32% | 31% | 31% | 23% | 31% | 29% | 28% | 21% | 27% | 28% | 28% | 26% |
| | | | | | e | e | e | | d | d | d | | | | | |
| My5 (previously Demand 5) | 840 | 375 | 456 | 51 | 139 | 127 | 165 | 358 | 284 | 216 | 146 | 187 | 712 | 65 | 39 | 24 |
| | 19% | 18% | 21% | 10% | 18% | 19% | 23% | 22% | 22% | 17% | 21% | 18% | 19% | 19% | 18% | 19% |
| | | | | | a | a | a | a | | | | | | | | |
| Sky On Demand or Sky Go | 772 | 406 | 361 | 81 | 171 | 145 | 140 | 233 | 280 | 233 | 131 | 119 | 635 | 70 | 46 | 22 |
| | 18% | 19% | 16% | 15% | 22% | 21% | 20% | 14% | 21% | 19% | 19% | 11% | 17% | 20% | 21% | 17% |
| | | | | | ae | e | e | | d | d | d | | | | | |
| NOW TV | 584 | 268 | 310 | 87 | 161 | 118 | 101 | 116 | 201 | 161 | 111 | 104 | 487 | 55 | 29 | 13 |
| | 13% | 13% | 14% | 17% | 20% | 17% | 14% | 7% | 15% | 13% | 16% | 10% | 13% | 16% | 14% | 10% |
| | | | | e | de | e | e | | d | | d | | | d | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 32

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC TV programmes and content on YouTube | 407 | 206 | 196 | 49 | 82 | 70 | 68 | 139 | 128 | 134 | 66 | 77 | 341 | 32 | 20 | 14 |
| | 9% | 10% | 9% | 9% | 10% | 10% | 10% | 9% | 10% | 11% d | 9% | 7% | 9% | 9% | 9% | 11% |
| UKTV Play | 310 | 183 | 124 | 36 | 62 | 57 | 50 | 104 | 97 | 93 | 70 | 47 | 266 | 22 | 15 | 7 |
| | 7% | 9% b | 6% | 7% | 8% | 8% | 7% | 6% | 7% d | 8% d | 10% d | 5% | 7% | 6% | 7% | 5% |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 137 | 152 | 28 | 59 | 68 | 59 | 76 | 89 | 79 | 55 | 66 | 250 | 21 | 6 | 13 |
| | 7% | 6% | 7% | 5% | 7% | 10% ae | 8% e | 5% | 7% | 6% | 8% | 6% | 7% c | 6% | 3% | 10% c |
| Apple TV Plus | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| | 6% | 8% b | 5% | 11% de | 9% e | 10% e | 6% e | 2% | 9% cd | 7% d | 5% | 3% | 6% | 7% | 4% | 5% |
| STV Player (Scotland) | 261 | 127 | 133 | 47 | 63 | 53 | 34 | 64 | 86 | 74 | 53 | 46 | 128 | 128 | 3 | 2 |
| | 6% | 6% | 6% | 9% e | 8% e | 8% e | 5% | 4% | 7% | 6% | 8% | 4% | 4% | 37% acd | 1% | 2% |
| Dplay/ Discovery+ | 165 | 100 | 63 | 18 | 50 | 38 | 29 | 30 | 55 | 51 | 25 | 32 | 133 | 18 | 9 | 5 |
| | 4% | 5% b | 3% | 3% | 6% e | 6% e | 4% e | 2% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% |
| BritBox | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| | 3% | 3% | 3% | 5% e | 6% e | 3% | 3% | 2% | 4% | 4% | 4% | 2% | 3% | 4% | 4% | 1% |
| Hayu | 110 | 30 | 79 | 18 | 49 | 21 | 17 | 5 | 37 | 39 | 20 | 15 | 88 | 15 | 6 | 2 |
| | 3% | 1% | 4% a | 3% e | 6% cde | 3% e | 2% e | *% | 3% | 3% | 3% | 1% | 2% | 4% | 3% | 1% |
| S4C Clic (Welsh language) | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| | 2% | 2% | 2% | 3% e | 6% cde | 2% e | 1% | *% | 3% | 2% | 3% | 2% | 2% | 1% | 5% abd | 1% |

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

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

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

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any other catch-up, on-demand or streaming services | 70 | 41 | 26 | 1 | 10 | 10 | 10 | 40 | 27 | 13 | 7 | 20 | 59 | 3 | 4 | 4 |
| | 2% | 2% | 1% | *% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 3% |
| | | | | | | | | a | | | | | | | | |
| None | 489 | 256 | 229 | 18 | 27 | 30 | 49 | 348 | 111 | 87 | 65 | 199 | 411 | 36 | 27 | 15 |
| | 11% | 12% | 10% | 3% | 3% | 4% | 7% | 21% | 9% | 7% | 9% | 19% | 11% | 10% | 12% | 12% |
| | | | | | | | b | abcd | | | | abc | | | | |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of SVoD services in the past 3 months (out of 8) | 1.7 | 1.7 | 1.8 | 2.2 | 2.4 | 2.3 | 1.9 | 1.0 | 1.9 | 1.9 | 1.8 | 1.3 | 1.7 | 1.9 | 1.8 | 1.8 |
| | | | a | de | de | de | e | | d | d | d | | | | | |
| Standard deviation | 1.38 | 1.39 | 1.37 | 1.26 | 1.34 | 1.34 | 1.27 | 1.10 | 1.43 | 1.33 | 1.35 | 1.29 | 1.37 | 1.50 | 1.38 | 1.30 |
| Standard error | .02 | .03 | .03 | .05 | .05 | .05 | .05 | .03 | .04 | .04 | .05 | .04 | .03 | .06 | .06 | .07 |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Netflix | 2863 | 2350 | 274 | 1150 | 1660 | 994 | 1804 | 427 | 449 | 438 | 994 | 2066 | 738 |
| | 66% | 66% | 60% | 83% b | 58% | 83% b | 59% | 86% | 83% | 84% | 83% | 77% b | 48% |
| BBC iPlayer | 2719 | 2225 | 314 | 875 | 1804 | 765 | 1907 | 320 | 349 | 345 | 765 | 1752 | 908 |
| | 63% | 63% | 68% | 64% | 63% | 64% | 62% | 64% | 64% | 66% | 64% | 65% b | 59% |
| Amazon Prime Video | 2154 | 1788 | 237 | 854 | 1265 | 754 | 1357 | 317 | 336 | 340 | 754 | 1559 | 545 |
| | 50% | 50% | 52% | 62% b | 44% | 63% b | 44% | 64% | 62% | 65% | 63% | 58% b | 35% |
| ITV Hub or ITV Hub+ | 1840 | 1521 | 200 | 618 | 1205 | 539 | 1280 | 219 | 241 | 251 | 539 | 1191 | 612 |
| | 42% | 43% | 44% | 45% | 42% | 45% | 42% | 44% | 44% | 48% | 45% | 44% | 40% |
| YouTube channels | 1428 | 1209 | 120 | 544 | 857 | 450 | 941 | 218 | 203 | 193 | 450 | 981 | 407 |
| | 33% | 34% b | 26% | 39% b | 30% | 38% b | 31% | 44% | 37% | 37% | 38% | 36% b | 26% |
| Disney+ | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| | 29% | 29% b | 23% | 52% b | 19% | 52% b | 21% | 56% | 56% | 50% | 52% | 38% b | 15% |
| All4 (previously 4OD) | 1183 | 987 | 126 | 425 | 745 | 383 | 783 | 160 | 186 | 175 | 383 | 818 | 346 |
| | 27% | 28% | 27% | 31% b | 26% | 32% b | 26% | 32% | 34% | 33% | 32% | 30% b | 23% |
| My5 (previously Demand 5) | 840 | 681 | 102 | 295 | 533 | 275 | 551 | 104 | 120 | 139 | 275 | 516 | 305 |
| | 19% | 19% | 22% | 21% | 19% | 23% b | 18% | 21% | 22% | 27% | 23% | 19% | 20% |
| Sky On Demand or Sky Go | 772 | 627 | 97 | 323 | 438 | 286 | 473 | 112 | 128 | 136 | 286 | 561 | 193 |
| | 18% | 18% | 21% | 23% b | 15% | 24% b | 15% | 23% | 24% | 26% | 24% | 21% b | 13% |
| NOW TV | 584 | 478 | 43 | 270 | 307 | 238 | 337 | 96 | 112 | 101 | 238 | 438 | 136 |
| | 13% | 13% | 9% | 20% b | 11% | 20% b | 11% | 19% | 21% | 19% | 20% | 16% b | 9% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 32

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC TV programmes and content on YouTube | 407 | 350 | 30 | 147 | 253 | 129 | 270 | 70 | 54 | 49 | 129 | 280 | 116 |
| | 9% | 10% | 7% | 11% | 9% | 11% | 9% | 14% | 10% | 9% | 11% | 10% b | 8% |
| UKTV Play | 310 | 251 | 32 | 138 | 169 | 128 | 179 | 44 | 61 | 59 | 128 | 214 | 90 |
| | 7% | 7% | 7% | 10% b | 6% | 11% b | 6% | 9% | 11% | 11% | 11% | 8% | 6% |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 263 | 5 | 139 | 149 | 128 | 157 | 50 | 61 | 66 | 128 | 213 | 73 |
| | 7% | 7% b | 1% | 10% b | 5% | 11% b | 5% | 10% | 11% | 13% | 11% | 8% b | 5% |
| Apple TV Plus | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| | 6% | 6% | 4% | 10% b | 4% | 10% b | 5% | 11% | 11% | 9% | 10% | 8% b | 3% |
| STV Player (Scotland) | 261 | 214 | 25 | 111 | 145 | 96 | 161 | 42 | 49 | 35 | 96 | 194 | 65 |
| | 6% | 6% | 5% | 8% b | 5% | 8% b | 5% | 9% | 9% | 7% | 8% | 7% b | 4% |
| Dplay/ Discovery+ | 165 | 142 | 14 | 86 | 75 | 72 | 90 | 29 | 24 | 36 | 72 | 127 | 34 |
| | 4% | 4% | 3% | 6% b | 3% | 6% b | 3% | 6% | 4% | 7% | 6% | 5% b | 2% |
| BritBox | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| | 3% | 4% | 2% | 5% b | 3% | 5% b | 3% | 5% | 5% | 6% | 5% | 4% | 2% |
| Hayu | 110 | 91 | 6 | 68 | 40 | 64 | 44 | 27 | 32 | 29 | 64 | 100 | 8 |
| | 3% | 3% | 1% | 5% b | 1% | 5% b | 1% | 5% | 6% | 5% | 5% | 4% b | 1% |
| S4C Clic (Welsh language) | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| | 2% | 2% | 1% | 4% b | 1% | 4% b | 1% | 3% | 4% | 5% | 4% | 3% b | 1% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Any other catch-up, on-demand or streaming services | 70 | 54 | 14 | 13 | 54 | 13 | 55 | 7 | 4 | 4 | 13 | 30 | 36 |
| | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| | | | | | | | | | | | | | a |
| None | 489 | 395 | 62 | 45 | 433 | 35 | 441 | 15 | 17 | 13 | 35 | 156 | 309 |
| | 11% | 11% | 13% | 3% | 15% | 3% | 14% | 3% | 3% | 3% | 3% | 6% | 20% |
| | | | | | a | | a | | | | | | a |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of SVoD services in the past 3 months (out of 8) | 1.7 | 1.8 | 1.5 | 2.4 | 1.4 | 2.4 | 1.5 | 2.5 | 2.5 | 2.5 | 2.4 | 2.1 | 1.2 |
| | | b | | b | | b | | | | | | b | |
| Standard deviation | 1.38 | 1.38 | 1.34 | 1.33 | 1.29 | 1.34 | 1.30 | 1.34 | 1.32 | 1.36 | 1.34 | 1.35 | 1.22 |
| Standard error | .02 | .02 | .06 | .04 | .02 | .04 | .02 | .06 | .06 | .06 | .04 | .03 | .03 |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Netflix | 2863 | 2863 | 2863 | - | - | 2863 | 2513 | 1752 | 1845 | 551 | 2650 | 213 | 479 | 624 | 1760 |
| | 66% | 75% | 86% | -% | -% | 66% | 66% | 67% | 74% | 75% | 66% | 59% | 60% | 61% | 70% |
| | | cde | acde | | | cd | f | f | abef | abef | f | | | | ab |
| BBC iPlayer | 2719 | 2719 | 2301 | 418 | - | 2719 | 2719 | 1833 | 1868 | 644 | 2719 | - | 283 | 574 | 1862 |
| | 63% | 71% | 69% | 41% | -% | 63% | 72% | 70% | 75% | 87% | 68% | -% | 35% | 56% | 74% |
| | | cde | cde | d | | cd | ef | f | bef | abcef | f | | | a | ab |
| Amazon Prime Video | 2154 | 2154 | 2154 | - | - | 2154 | 1892 | 1378 | 1446 | 458 | 1996 | 158 | 389 | 443 | 1322 |
| | 50% | 56% | 65% | -% | -% | 50% | 50% | 53% | 58% | 62% | 50% | 43% | 48% | 44% | 52% |
| | | cde | acde | | | cd | | f | abef | abef | | | | | b |
| ITV Hub or ITV Hub+ | 1840 | 1840 | 1594 | 246 | - | 1840 | 1761 | 1229 | 1205 | 396 | 1794 | 46 | 227 | 380 | 1233 |
| | 42% | 48% | 48% | 24% | -% | 42% | 47% | 47% | 48% | 54% | 45% | 13% | 28% | 37% | 49% |
| | | cde | cde | d | | cd | f | f | f | abef | f | | | a | ab |
| YouTube channels | 1428 | 1384 | 1262 | 166 | 44 | 1428 | 1225 | 857 | 925 | 266 | 1305 | 123 | 264 | 306 | 858 |
| | 33% | 36% | 38% | 16% | 8% | 33% | 32% | 33% | 37% | 36% | 33% | 34% | 33% | 30% | 34% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| Disney+ | 1273 | 1273 | 1273 | - | - | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| | 29% | 33% | 38% | -% | -% | 29% | 29% | 30% | 35% | 34% | 29% | 28% | 24% | 28% | 31% |
| | | cde | acde | | | cd | | | abe | | | | | | a |
| All4 (previously 4OD) | 1183 | 1183 | 1055 | 128 | - | 1183 | 1112 | 804 | 840 | 335 | 1143 | 40 | 155 | 218 | 810 |
| | 27% | 31% | 32% | 13% | -% | 27% | 29% | 31% | 34% | 45% | 29% | 11% | 19% | 21% | 32% |
| | | cde | cde | d | | cd | f | f | aef | abcef | f | | | | ab |
| My5 (previously Demand 5) | 840 | 840 | 718 | 123 | - | 840 | 803 | 588 | 575 | 201 | 823 | 17 | 115 | 177 | 547 |
| | 19% | 22% | 22% | 12% | -% | 19% | 21% | 22% | 23% | 27% | 21% | 5% | 14% | 17% | 22% |
| | | cde | cd | d | | cd | f | f | f | aef | f | | | | a |
| Sky On Demand or Sky Go | 772 | 772 | 727 | 46 | - | 772 | 719 | 490 | 537 | 169 | 748 | 24 | 135 | 158 | 478 |
| | 18% | 20% | 22% | 4% | -% | 18% | 19% | 19% | 22% | 23% | 19% | 7% | 17% | 16% | 19% |
| | | cde | cde | d | | cd | f | f | f | f | f | | | | |
| NOW TV | 584 | 584 | 584 | - | - | 584 | 529 | 410 | 424 | 133 | 554 | 31 | 80 | 121 | 383 |
| | 13% | 15% | 18% | -% | -% | 13% | 14% | 16% | 17% | 18% | 14% | 8% | 10% | 12% | 15% |
| | | cd | cde | | | cd | f | f | aef | ef | f | | | | a |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 32

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC TV programmes and content on YouTube | 407 | 407 | 364 | 43 | - | 407 | 407 | 309 | 320 | 109 | 407 | - | 37 | 83 | 288 |
| | 9% | 11% | 11% | 4% | -% | 9% | 11% | 12% | 13% | 15% | 10% | -% | 5% | 8% | 11% |
| | | cd | cd | d | | cd | f | f | ef | aef | f | | | a | a |
| UKTV Play | 310 | 310 | 275 | 35 | - | 310 | 295 | 231 | 233 | 104 | 300 | 10 | 46 | 57 | 207 |
| | 7% | 8% | 8% | 3% | -% | 7% | 8% | 9% | 9% | 14% | 8% | 3% | 6% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | abcef | f | | | | |
| Virgin TV Catch-up or Virgin Media Anywhere | 290 | 290 | 274 | 17 | - | 290 | 273 | 208 | 217 | 85 | 280 | 10 | 51 | 67 | 172 |
| | 7% | 8% | 8% | 2% | -% | 7% | 7% | 8% | 9% | 12% | 7% | 3% | 6% | 7% | 7% |
| | | cd | cd | | | cd | f | f | f | abef | f | | | | |
| Apple TV Plus | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| | 6% | 7% | 8% | -% | -% | 6% | 7% | 8% | 9% | 9% | 6% | 3% | 5% | 6% | 7% |
| | | cd | cde | | | cd | f | f | aef | f | | | | | |
| STV Player (Scotland) | 261 | 261 | 236 | 26 | - | 261 | 247 | 204 | 211 | 65 | 257 | 4 | 40 | 67 | 154 |
| | 6% | 7% | 7% | 3% | -% | 6% | 7% | 8% | 8% | 9% | 6% | 1% | 5% | 7% | 6% |
| | | cd | cd | d | | cd | f | f | aef | f | f | | | | |
| Dplay/ Discovery+ | 165 | 165 | 165 | - | - | 165 | 149 | 129 | 121 | 38 | 158 | 7 | 19 | 36 | 110 |
| | 4% | 4% | 5% | -% | -% | 4% | 4% | 5% | 5% | 5% | 4% | 2% | 2% | 4% | 4% |
| | | cd | cd | | | cd | | | | | | | | | |
| BritBox | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| | 3% | 4% | 5% | -% | -% | 3% | 4% | 4% | 5% | 7% | 4% | 1% | 2% | 3% | 4% |
| | | cd | cd | | | cd | | | f | aef | | | | | |
| Hayu | 110 | 110 | 110 | - | - | 110 | 98 | 83 | 80 | 22 | 106 | 4 | 19 | 25 | 67 |
| | 3% | 3% | 3% | -% | -% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 2% | 2% | 3% |
| | | cd | cd | | | cd | | | | | | | | | |
| S4C Clic (Welsh language) | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| | 2% | 2% | 3% | *% | -% | 2% | 2% | 3% | 4% | 4% | 2% | -% | *% | 3% | 2% |
| | | cd | cd | | | c | f | f | aef | f | f | | | a | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Any other catch-up, on-demand or streaming services | 70 | 69 | 51 | 19 | 1 | 70 | 60 | 40 | 38 | 11 | 65 | 5 | 19 | 10 | 41 |
| | 2% | 2% | 2% | 2% | *% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| None | 489 | - | - | 489 | 489 | 489 | 367 | 222 | 72 | 15 | 403 | 87 | 131 | 140 | 218 |
| | 11% | -% | -% | 48% | 92% | 11% | 10% | 8% | 3% | 2% | 10% | 24% | 16% | 14% | 9% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of SVoD services in the past 3 months (out of 8) | 1.7 | 2.0 | 2.3 | - | - | 1.7 | 1.8 | 1.9 | 2.1 | 2.1 | 1.8 | 1.5 | 1.5 | 1.6 | 1.9 |
| | | e | ae | | | | f | aef | abef | abef | f | | | | ab |
| Standard deviation | 1.38 | 1.30 | 1.13 | - | - | 1.38 | 1.39 | 1.40 | 1.34 | 1.44 | 1.38 | 1.34 | 1.30 | 1.33 | 1.41 |
| Standard error | .02 | .02 | .02 | - | - | .02 | .02 | .03 | .03 | .05 | .02 | .07 | .05 | .04 | .03 |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2706 | 1218 | 1471 | 330 | 488 | 469 | 447 | 972 | 915 | 762 | 442 | 564 | 1834 | 339 | 295 | 238 |
| Effective Weighted Sample | 2188 | 987 | 1193 | 275 | 402 | 380 | 360 | 778 | 744 | 618 | 366 | 450 | 1673 | 322 | 279 | 229 |
| Total | 2628 | 1253 | 1358 | 299 | 476 | 429 | 466 | 958 | 905 | 795 | 406 | 503 | 2218 | 203 | 132 | 75 |
| At least daily | 475 | 230 | 243 | 80 | 111 | 102 | 71 | 111 | 166 | 124 | 78 | 100 | 398 | 43 | 23 | 11 |
| | 18% | 18% | 18% | 27% de | 23% de | 24% de | 15% | 12% | 18% | 16% | 19% | 20% | 18% | 21% | 18% | 14% |
| At least weekly | 1227 | 608 | 615 | 116 | 224 | 182 | 224 | 480 | 439 | 341 | 205 | 233 | 1032 | 94 | 63 | 37 |
| | 47% | 49% | 45% | 39% | 47% | 42% | 48% | 50% a | 48% | 43% | 51% | 46% | 47% | 46% | 48% | 49% |
| At least monthly | 676 | 298 | 369 | 80 | 100 | 104 | 136 | 256 | 227 | 237 | 94 | 116 | 578 | 47 | 31 | 20 |
| | 26% | 24% | 27% | 27% | 21% | 24% | 29% b | 27% | 25% | 30% | 23% | 23% | 26% | 23% | 24% | 26% |
| Less often | 224 | 108 | 116 | 21 | 38 | 38 | 35 | 93 | 66 | 83 | 28 | 46 | 187 | 18 | 13 | 6 |
| | 9% | 9% | 9% | 7% | 8% | 9% | 8% | 10% | 7% | 10% | 7% | 9% | 8% | 9% | 10% | 9% |
| Don't know/ can't remember | 24 | 9 | 14 | 3 | 3 | 3 | * | 16 | 7 | 8 | * | 9 | 20 | 2 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | *% | 2% | 1% | 1% | *% | 2% | 1% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 475 | 230 | 243 | 80 | 111 | 102 | 71 | 111 | 166 | 124 | 78 | 100 | 398 | 43 | 23 | 11 |
| | 18% | 18% | 18% | 27% de | 23% de | 24% de | 15% | 12% | 18% | 16% | 19% | 20% | 18% | 21% | 18% | 14% |
| WEEKLY | 1701 | 838 | 858 | 196 | 336 | 284 | 294 | 591 | 604 | 465 | 283 | 333 | 1430 | 137 | 86 | 48 |
| | 65% | 67% | 63% | 65% | 71% e | 66% | 63% | 62% | 67% b | 58% | 70% b | 66% | 64% | 67% | 65% | 64% |
| MONTHLY | 2377 | 1136 | 1227 | 276 | 435 | 388 | 431 | 847 | 831 | 702 | 378 | 449 | 2008 | 183 | 118 | 68 |
| | 90% | 91% | 90% | 92% | 91% | 91% | 92% | 88% | 92% | 88% | 93% | 89% | 91% | 90% | 89% | 90% |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2706 | 2187 | 331 | 911 | 1753 | 791 | 1866 | 337 | 368 | 355 | 791 | 1632 | 1000 |
| Effective Weighted Sample | 2188 | 1771 | 260 | 742 | 1413 | 643 | 1505 | 276 | 301 | 284 | 643 | 1353 | 798 |
| Total | 2628 | 2151 | 297 | 875 | 1715 | 764 | 1818 | 319 | 349 | 345 | 764 | 1742 | 835 |
| At least daily | 475 | 392 | 38 | 234 | 238 | 207 | 265 | 106 | 88 | 81 | 207 | 337 | 128 |
| | 18% | 18% | 13% | 27%<br>b | 14% | 27%<br>b | 15% | 33% | 25% | 23% | 27% | 19% | 15% |
| At least weekly | 1227 | 1013 | 137 | 386 | 822 | 341 | 864 | 133 | 164 | 161 | 341 | 819 | 391 |
| | 47% | 47% | 46% | 44% | 48% | 45% | 47% | 42% | 47% | 47% | 45% | 47% | 47% |
| At least monthly | 676 | 545 | 89 | 196 | 470 | 170 | 494 | 64 | 74 | 85 | 170 | 439 | 220 |
| | 26% | 25% | 30% | 22% | 27% | 22% | 27% | 20% | 21% | 25% | 22% | 25% | 26% |
| Less often | 224 | 181 | 29 | 52 | 167 | 42 | 176 | 13 | 19 | 19 | 42 | 136 | 82 |
| | 9% | 8% | 10% | 6% | 10%<br>a | 5% | 10%<br>a | 4% | 5% | 5% | 5% | 8% | 10% |
| Don't know/ can't remember | 24 | 20 | 2 | 6 | 16 | 5 | 17 | 4 | 3 | - | 5 | 11 | 12 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 475 | 392 | 38 | 234 | 238 | 207 | 265 | 106 | 88 | 81 | 207 | 337 | 128 |
| | 18% | 18% | 13% | 27%<br>b | 14% | 27%<br>b | 15% | 33% | 25% | 23% | 27% | 19% | 15% |
| WEEKLY | 1701 | 1405 | 175 | 620 | 1060 | 548 | 1129 | 239 | 252 | 242 | 548 | 1156 | 520 |
| | 65% | 65% | 59% | 71%<br>b | 62% | 72%<br>b | 62% | 75% | 72% | 70% | 72% | 66% | 62% |
| MONTHLY | 2377 | 1950 | 264 | 816 | 1530 | 718 | 1623 | 303 | 326 | 327 | 718 | 1595 | 740 |
| | 90% | 91% | 89% | 93%<br>b | 89% | 94%<br>b | 89% | 95% | 94% | 95% | 94% | 92% | 89% |

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

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2706 | 2706 | 2349 | 357 | - | 2706 | 2706 | 1829 | 1883 | 633 | 2706 | - | 288 | 561 | 1857 |
| Effective Weighted Sample | 2188 | 2188 | 1901 | 288 | - | 2188 | 2188 | 1476 | 1529 | 515 | 2188 | - | 231 | 458 | 1500 |
| Total | 2628 | 2628 | 2262 | 366 | - | 2628 | 2628 | 1769 | 1834 | 633 | 2628 | - | 271 | 558 | 1799 |
| At least daily | 475 | 475 | 433 | 41 | ** | 475 | 475 | 337 | 369 | 153 | 475 | ** | 22 | 82 | 370 |
| | 18% | 18% | 19% | 11% | ** | 18% | 18% | 19% | 20% | 24% | 18% | ** | 8% | 15% | 21% |
| | | c | c | | | c | | | | ae | | | | | ab |
| At least weekly | 1227 | 1227 | 1069 | 157 | ** | 1227 | 1227 | 849 | 840 | 317 | 1227 | ** | 110 | 241 | 875 |
| | 47% | 47% | 47% | 43% | ** | 47% | 47% | 48% | 46% | 50% | 47% | ** | 41% | 43% | 49% |
| At least monthly | 676 | 676 | 569 | 107 | ** | 676 | 676 | 438 | 463 | 133 | 676 | ** | 84 | 168 | 425 |
| | 26% | 26% | 25% | 29% | ** | 26% | 26% | 25% | 25% | 21% | 26% | ** | 31% | 30% | 24% |
| | | | | | | | | | | | | | | | c |
| Less often | 224 | 224 | 175 | 50 | ** | 224 | 224 | 130 | 146 | 26 | 224 | ** | 48 | 58 | 119 |
| | 9% | 9% | 8% | 14% | ** | 9% | 9% | 7% | 8% | 4% | 9% | ** | 18% | 10% | 7% |
| | | | | abe | | | d | | d | | d | | bc | c | |
| Don't know/ can't remember | 24 | 24 | 13 | 11 | ** | 24 | 24 | 13 | 14 | 1 | 24 | ** | 6 | 7 | 11 |
| | 1% | 1% | 1% | 3% | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | 2% | 1% | 1% |
| | | | | abe | | | | | | | | | | | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 475 | 475 | 433 | 41 | ** | 475 | 475 | 337 | 369 | 153 | 475 | ** | 22 | 82 | 370 |
| | 18% | 18% | 19% | 11% | ** | 18% | 18% | 19% | 20% | 24% | 18% | ** | 8% | 15% | 21% |
| | | c | c | | | c | | | | ae | | | | | ab |
| WEEKLY | 1701 | 1701 | 1503 | 199 | ** | 1701 | 1701 | 1186 | 1209 | 470 | 1701 | ** | 133 | 324 | 1245 |
| | 65% | 65% | 66% | 54% | ** | 65% | 65% | 67% | 66% | 74% | 65% | ** | 49% | 58% | 69% |
| | | c | c | | | c | | | | abce | | | | | ab |
| MONTHLY | 2377 | 2377 | 2072 | 305 | ** | 2377 | 2377 | 1624 | 1672 | 604 | 2377 | ** | 217 | 491 | 1669 |
| | 90% | 90% | 92% | 83% | ** | 90% | 90% | 92% | 91% | 95% | 90% | ** | 80% | 88% | 93% |
| | | c | c | | | c | | | | abce | | | | a | ab |

Minimum Base: 30 (^)

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

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

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

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1835 | 761 | 1064 | 224 | 324 | 300 | 310 | 677 | 571 | 517 | 310 | 424 | 1271 | 158 | 225 | 181 |
| Effective Weighted Sample | 1481 | 616 | 861 | 186 | 267 | 242 | 248 | 543 | 464 | 417 | 256 | 338 | 1163 | 150 | 216 | 174 |
| Total | 1788 | 793 | 986 | 206 | 313 | 273 | 318 | 678 | 574 | 537 | 290 | 375 | 1539 | 94 | 99 | 56 |
| At least daily | 227 | 97 | 129 | 32 | 71 | 39 | 34 | 51 | 53 | 45 | 49 | 76 | 196 | 12 | 14 | 5 |
| | 13% | 12% | 13% | 16% e | 23% de | 14% e | 11% | 8% | 9% | 8% | 17% ab | 20% ab | 13% | 13% | 14% | 9% |
| At least weekly | 729 | 309 | 417 | 82 | 116 | 120 | 128 | 284 | 225 | 212 | 135 | 153 | 612 | 40 | 48 | 30 |
| | 41% | 39% | 42% | 40% | 37% | 44% | 40% | 42% | 39% | 39% | 47% | 41% | 40% | 42% | 48% | 53% a |
| At least monthly | 611 | 275 | 333 | 68 | 98 | 69 | 111 | 265 | 219 | 211 | 75 | 104 | 535 | 36 | 26 | 15 |
| | 34% | 35% | 34% | 33% | 31% | 25% | 35% | 39% c | 38% cd | 39% cd | 26% | 28% | 35% | 38% | 26% | 26% |
| Less often | 198 | 101 | 96 | 19 | 27 | 45 | 40 | 67 | 73 | 66 | 28 | 31 | 178 | 3 | 11 | 6 |
| | 11% | 13% | 10% | 9% | 9% | 16% be | 13% | 10% | 13% | 12% | 10% | 8% | 12% b | 4% | 11% b | 10% |
| Don't know/ can't remember | 22 | 11 | 11 | 5 | 1 | 1 | 5 | 10 | 5 | 4 | 3 | 11 | 19 | 2 | * | 1 |
| | 1% | 1% | 1% | 2% | *% | *% | 2% | 2% | 1% | 1% | 1% | 3% | 1% | 2% | *% | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 227 | 97 | 129 | 32 | 71 | 39 | 34 | 51 | 53 | 45 | 49 | 76 | 196 | 12 | 14 | 5 |
| | 13% | 12% | 13% | 16% e | 23% de | 14% e | 11% | 8% | 9% | 8% | 17% ab | 20% ab | 13% | 13% | 14% | 9% |
| WEEKLY | 956 | 405 | 546 | 114 | 187 | 159 | 161 | 335 | 278 | 257 | 185 | 229 | 808 | 52 | 62 | 35 |
| | 53% | 51% | 55% | 55% | 60% e | 58% | 51% | 49% | 48% | 48% | 64% ab | 61% ab | 52% | 56% | 62% a | 62% |
| MONTHLY | 1567 | 680 | 879 | 182 | 285 | 227 | 273 | 600 | 497 | 467 | 259 | 333 | 1342 | 88 | 88 | 49 |
| | 88% | 86% | 89% | 89% | 91% c | 83% | 86% | 89% | 86% | 87% | 90% | 89% | 87% | 94% | 88% | 88% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 35

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1835 | 1503 | 213 | 647 | 1170 | 556 | 1257 | 225 | 253 | 260 | 556 | 1106 | 681 |
| Effective Weighted Sample | 1481 | 1213 | 167 | 525 | 942 | 452 | 1011 | 187 | 207 | 207 | 452 | 916 | 540 |
| Total | 1788 | 1481 | 189 | 618 | 1153 | 539 | 1228 | 219 | 241 | 251 | 539 | 1184 | 570 |
| At least daily | 227 | 189 | 9 | 114 | 111 | 100 | 125 | 44 | 48 | 53 | 100 | 169 | 54 |
| | 13% | 13% | 5% | 18% | 10% | 19% | 10% | 20% | 20% | 21% | 19% | 14% | 9% |
| | | b | | b | | b | | | | | | b | |
| At least weekly | 729 | 610 | 81 | 257 | 465 | 228 | 492 | 90 | 105 | 111 | 228 | 470 | 248 |
| | 41% | 41% | 43% | 42% | 40% | 42% | 40% | 41% | 44% | 44% | 42% | 40% | 43% |
| At least monthly | 611 | 499 | 73 | 179 | 427 | 150 | 455 | 56 | 65 | 62 | 150 | 401 | 196 |
| | 34% | 34% | 38% | 29% | 37% | 28% | 37% | 25% | 27% | 25% | 28% | 34% | 34% |
| | | | | | a | | a | | | | | | |
| Less often | 198 | 165 | 24 | 62 | 133 | 59 | 136 | 28 | 23 | 23 | 59 | 137 | 58 |
| | 11% | 11% | 13% | 10% | 12% | 11% | 11% | 13% | 9% | 9% | 11% | 12% | 10% |
| Don't know/ can't remember | 22 | 18 | 2 | 6 | 17 | 2 | 20 | 1 | - | 1 | 2 | 7 | 14 |
| | 1% | 1% | 1% | 1% | 1% | *% | 2% | 1% | -% | 1% | *% | 1% | 3% |
| | | | | | | | | | | | | | a |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 227 | 189 | 9 | 114 | 111 | 100 | 125 | 44 | 48 | 53 | 100 | 169 | 54 |
| | 13% | 13% | 5% | 18% | 10% | 19% | 10% | 20% | 20% | 21% | 19% | 14% | 9% |
| | | b | | b | | b | | | | | | b | |
| WEEKLY | 956 | 799 | 90 | 371 | 576 | 328 | 617 | 134 | 153 | 165 | 328 | 639 | 301 |
| | 53% | 54% | 48% | 60% | 50% | 61% | 50% | 61% | 64% | 66% | 61% | 54% | 53% |
| | | | | b | | b | | | | | | | |
| MONTHLY | 1567 | 1298 | 163 | 550 | 1003 | 478 | 1072 | 190 | 218 | 226 | 478 | 1040 | 498 |
| | 88% | 88% | 86% | 89% | 87% | 89% | 87% | 87% | 91% | 90% | 89% | 88% | 87% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 35

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1835 | 1835 | 1620 | 215 | - | 1835 | 1741 | 1227 | 1199 | 379 | 1780 | 55 | 239 | 380 | 1216 |
| Effective Weighted Sample | 1481 | 1481 | 1303 | 178 | - | 1481 | 1410 | 989 | 975 | 308 | 1440 | 42 | 190 | 311 | 981 |
| Total | 1788 | 1788 | 1570 | 218 | - | 1788 | 1709 | 1198 | 1183 | 389 | 1742 | 46 | 219 | 374 | 1196 |
| At least daily | 227 | 227 | 208 | 19 | ** | 227 | 218 | 146 | 156 | 45 | 220 | ** | 21 | 47 | 159 |
| | 13% | 13% | 13% | 9% | ** | 13% | 13% | 12% | 13% | 11% | 13% | ** | 10% | 12% | 13% |
| At least weekly | 729 | 729 | 645 | 85 | ** | 729 | 696 | 494 | 451 | 150 | 711 | ** | 79 | 161 | 489 |
| | 41% | 41% | 41% | 39% | ** | 41% | 41% | 41% | 38% | 39% | 41% | ** | 36% | 43% | 41% |
| At least monthly | 611 | 611 | 534 | 77 | ** | 611 | 587 | 410 | 427 | 147 | 599 | ** | 81 | 116 | 415 |
| | 34% | 34% | 34% | 35% | ** | 34% | 34% | 34% | 36% | 38% | 34% | ** | 37% | 31% | 35% |
| Less often | 198 | 198 | 168 | 30 | ** | 198 | 191 | 136 | 138 | 42 | 192 | ** | 35 | 43 | 121 |
| | 11% | 11% | 11% | 14% | ** | 11% | 11% | 11% | 12% | 11% | 11% | ** | 16% | 11% | 10% |
| Don't know/ can't remember | 22 | 22 | 15 | 7 | ** | 22 | 19 | 13 | 11 | 5 | 20 | ** | 4 | 7 | 12 |
| | 1% | 1% | 1% | 3% | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 2% | 2% | 1% |
| | | | | b | | | | | | | | | | | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 227 | 227 | 208 | 19 | ** | 227 | 218 | 146 | 156 | 45 | 220 | ** | 21 | 47 | 159 |
| | 13% | 13% | 13% | 9% | ** | 13% | 13% | 12% | 13% | 11% | 13% | ** | 10% | 12% | 13% |
| WEEKLY | 956 | 956 | 852 | 104 | ** | 956 | 913 | 640 | 607 | 195 | 932 | ** | 100 | 208 | 649 |
| | 53% | 53% | 54% | 48% | ** | 53% | 53% | 53% | 51% | 50% | 53% | ** | 46% | 56% | 54% |
| MONTHLY | 1567 | 1567 | 1386 | 181 | ** | 1567 | 1500 | 1050 | 1034 | 342 | 1531 | ** | 180 | 324 | 1063 |
| | 88% | 88% | 88% | 83% | ** | 88% | 88% | 88% | 87% | 88% | 88% | ** | 82% | 87% | 89% |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | b | ~c | ~d |
| Unweighted total | 323 | 141 | 180 | 53 | 77 | 67 | 48 | 78 | 102 | 92 | 63 | 65 | 103 | 208 | 5 | 7 |
| Effective Weighted Sample | 266 | 117 | 150 | 44 | 63 | 56 | 40 | 65 | 86 | 75 | 52 | 57 | 97 | 201 | 5 | 7 |
| Total | 254 | 122 | 130 | 47 | 63 | 53 | 34 | 58 | 85 | 74 | 50 | 43 | 126 | 123 | 3 | 2 |
| At least daily | 52 | 31 | 21 | ** | ** | ** | ** | ** | 19 | ** | ** | ** | 33 | 19 | ** | ** |
| | 20% | 26% | 16% | ** | ** | ** | ** | ** | 23% | ** | ** | ** | 26% | 15% | ** | ** |
| At least weekly | 98 | 47 | 51 | ** | ** | ** | ** | ** | 34 | ** | ** | ** | 46 | 49 | ** | ** |
| | 39% | 39% | 39% | ** | ** | ** | ** | ** | 40% | ** | ** | ** | 36% | 40% | ** | ** |
| At least monthly | 67 | 26 | 39 | ** | ** | ** | ** | ** | 22 | ** | ** | ** | 26 | 40 | ** | ** |
| | 26% | 21% | 30% | ** | ** | ** | ** | ** | 25% | ** | ** | ** | 20% | 33% | ** | ** |
| Less often | 30 | 13 | 16 | ** | ** | ** | ** | ** | 10 | ** | ** | ** | 16 | 13 | ** | ** |
| | 12% | 11% | 12% | ** | ** | ** | ** | ** | 11% | ** | ** | ** | 12% | 10% | ** | ** |
| Don't know/ can't remember | 8 | 4 | 4 | ** | ** | ** | ** | ** | - | ** | ** | ** | 6 | 2 | ** | ** |
| | 3% | 3% | 3% | ** | ** | ** | ** | ** | -% | ** | ** | ** | 5% | 1% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 52 | 31 | 21 | ** | ** | ** | ** | ** | 19 | ** | ** | ** | 33 | 19 | ** | ** |
| | 20% | 26% | 16% | ** | ** | ** | ** | ** | 23% | ** | ** | ** | 26% | 15% | ** | ** |
| WEEKLY | 150 | 79 | 71 | ** | ** | ** | ** | ** | 54 | ** | ** | ** | 79 | 68 | ** | ** |
| | 59% | 64% | 55% | ** | ** | ** | ** | ** | 63% | ** | ** | ** | 62% | 55% | ** | ** |
| MONTHLY | 217 | 104 | 110 | ** | ** | ** | ** | ** | 75 | ** | ** | ** | 104 | 109 | ** | ** |
| | 85% | 86% | 85% | ** | ** | ** | ** | ** | 89% | ** | ** | ** | 83% | 88% | ** | ** |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 323 | 264 | 34 | 136 | 182 | 117 | 201 | 50 | 59 | 44 | 117 | 237 | 83 |
| Effective Weighted Sample | 266 | 218 | 29 | 114 | 148 | 98 | 164 | 42 | 49 | 37 | 98 | 196 | 70 |
| Total | 254 | 209 | 23 | 111 | 139 | 96 | 154 | 42 | 49 | 35 | 96 | 194 | 58 |
| At least daily | 52 | 45 | ** | 29 | 22 | 24 | 27 | ** | ** | ** | 24 | 41 | ** |
| | 20% | 21% | ** | 26% | 16% | 25% | 17% | ** | ** | ** | 25% | 21% | ** |
| At least weekly | 98 | 84 | ** | 49 | 49 | 47 | 51 | ** | ** | ** | 47 | 77 | ** |
| | 39% | 40% | ** | 44% | 35% | 49%<br>b | 33% | ** | ** | ** | 49% | 39% | ** |
| At least monthly | 67 | 53 | ** | 28 | 36 | 21 | 43 | ** | ** | ** | 21 | 52 | ** |
| | 26% | 26% | ** | 25% | 26% | 22% | 28% | ** | ** | ** | 22% | 27% | ** |
| Less often | 30 | 22 | ** | 5 | 24 | 4 | 25 | ** | ** | ** | 4 | 21 | ** |
| | 12% | 11% | ** | 5% | 17%<br>a | 4% | 16%<br>a | ** | ** | ** | 4% | 11% | ** |
| Don't know/ can't remember | 8 | 5 | ** | - | 8 | - | 8 | ** | ** | ** | - | 4 | ** |
| | 3% | 2% | ** | -% | 6% | -% | 5% | ** | ** | ** | -% | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 52 | 45 | ** | 29 | 22 | 24 | 27 | ** | ** | ** | 24 | 41 | ** |
| | 20% | 21% | ** | 26% | 16% | 25% | 17% | ** | ** | ** | 25% | 21% | ** |
| WEEKLY | 150 | 129 | ** | 78 | 71 | 71 | 78 | ** | ** | ** | 71 | 117 | ** |
| | 59% | 62% | ** | 70%<br>b | 51% | 75%<br>b | 50% | ** | ** | ** | 75% | 60% | ** |
| MONTHLY | 217 | 182 | ** | 106 | 107 | 92 | 121 | ** | ** | ** | 92 | 169 | ** |
| | 85% | 87% | ** | 95%<br>b | 77% | 96%<br>b | 78% | ** | ** | ** | 96% | 87% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 323 | 323 | 295 | 28 | - | 323 | 304 | 236 | 255 | 76 | 316 | 7 | 48 | 81 | 194 |
| Effective Weighted Sample | 266 | 266 | 242 | 24 | - | 266 | 250 | 197 | 210 | 64 | 261 | 7 | 40 | 68 | 158 |
| Total | 254 | 254 | 232 | 22 | - | 254 | 240 | 197 | 209 | 63 | 250 | 4 | 39 | 67 | 149 |
| At least daily | 52 | 52 | 49 | ** | ** | 52 | 49 | 43 | 46 | ** | 50 | ** | ** | ** | 34 |
| | 20% | 20% | 21% | ** | ** | 20% | 20% | 22% | 22% | ** | 20% | ** | ** | ** | 23% |
| At least weekly | 98 | 98 | 89 | ** | ** | 98 | 96 | 76 | 79 | ** | 97 | ** | ** | ** | 59 |
| | 39% | 39% | 38% | ** | ** | 39% | 40% | 38% | 38% | ** | 39% | ** | ** | ** | 40% |
| At least monthly | 67 | 67 | 61 | ** | ** | 67 | 60 | 53 | 56 | ** | 66 | ** | ** | ** | 33 |
| | 26% | 26% | 26% | ** | ** | 26% | 25% | 27% | 27% | ** | 26% | ** | ** | ** | 22% |
| Less often | 30 | 30 | 27 | ** | ** | 30 | 27 | 20 | 21 | ** | 30 | ** | ** | ** | 16 |
| | 12% | 12% | 11% | ** | ** | 12% | 11% | 10% | 10% | ** | 12% | ** | ** | ** | 11% |
| Don't know/ can't remember | 8 | 8 | 7 | ** | ** | 8 | 8 | 5 | 7 | ** | 8 | ** | ** | ** | 6 |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | 3% | ** | ** | ** | 4% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 52 | 52 | 49 | ** | ** | 52 | 49 | 43 | 46 | ** | 50 | ** | ** | ** | 34 |
| | 20% | 20% | 21% | ** | ** | 20% | 20% | 22% | 22% | ** | 20% | ** | ** | ** | 23% |
| WEEKLY | 150 | 150 | 138 | ** | ** | 150 | 145 | 119 | 124 | ** | 147 | ** | ** | ** | 93 |
| | 59% | 59% | 60% | ** | ** | 59% | 61% | 60% | 60% | ** | 59% | ** | ** | ** | 63% |
| MONTHLY | 217 | 217 | 199 | ** | ** | 217 | 205 | 171 | 180 | ** | 213 | ** | ** | ** | 126 |
| | 85% | 85% | 86% | ** | ** | 85% | 85% | 87% | 86% | ** | 85% | ** | ** | ** | 85% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 37

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 97 | 50 | 45 | 15 | 43 | 18 | 11 | 10 | 35 | 21 | 19 | 21 | 60 | 7 | 27 | 3 |
| Effective Weighted Sample | 79 | 39 | 38 | 13 | 38 | 15 | 8 | 8 | 29 | 17 | 16 | 17 | 57 | 7 | 26 | 3 |
| Total | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 97 | 72 | 8 | 61 | 35 | 52 | 44 | 13 | 24 | 25 | 52 | 76 | 20 |
| Effective Weighted Sample | 79 | 60 | 6 | 51 | 27 | 44 | 34 | 12 | 20 | 21 | 44 | 65 | 16 |
| Total | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 37**

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 97 | 97 | 93 | 4 | - | 97 | 94 | 91 | 92 | 29 | 97 | - | 4 | 26 | 67 |
| Effective Weighted Sample | 79 | 79 | 77 | 4 | - | 79 | 76 | 75 | 76 | 23 | 79 | - | 3 | 23 | 53 |
| Total | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1225 | 535 | 677 | 150 | 268 | 235 | 214 | 358 | 405 | 361 | 211 | 239 | 810 | 165 | 141 | 109 |
| Effective Weighted Sample | 990 | 435 | 548 | 125 | 220 | 187 | 171 | 291 | 333 | 287 | 175 | 190 | 745 | 160 | 136 | 105 |
| Total | 1166 | 548 | 604 | 133 | 253 | 210 | 215 | 356 | 399 | 360 | 190 | 208 | 975 | 96 | 61 | 34 |
| At least daily | 107 | 37 | 69 | 22 | 33 | 22 | 18 | 12 | 26 | 33 | 23 | 26 | 88 | 12 | 5 | 3 |
| | 9% | 7% | 11% | 17% e | 13% e | 11% e | 8% | 3% | 7% | 9% | 12% | 12% | 9% | 12% | 8% | 8% |
| At least weekly | 496 | 245 | 249 | 49 | 111 | 89 | 91 | 156 | 153 | 159 | 94 | 85 | 416 | 34 | 30 | 17 |
| | 43% | 45% | 41% | 37% | 44% | 42% | 42% | 44% | 38% | 44% | 50% | 41% | 43% | 35% | 49% | 51% b |
| At least monthly | 427 | 199 | 223 | 48 | 85 | 68 | 80 | 146 | 170 | 134 | 55 | 64 | 357 | 40 | 21 | 9 |
| | 37% | 36% | 37% | 36% | 34% | 32% | 37% | 41% | 43% cd | 37% | 29% | 31% | 37% | 42% | 34% | 27% |
| Less often | 125 | 63 | 57 | 10 | 23 | 28 | 24 | 39 | 48 | 34 | 17 | 26 | 105 | 10 | 5 | 5 |
| | 11% | 12% | 9% | 8% | 9% | 14% | 11% | 11% | 12% | 10% | 9% | 12% | 11% | 11% | 8% | 14% |
| Don't know/ can't remember | 10 | 4 | 6 | 3 | - | 2 | 3 | 3 | 2 | - | 1 | 7 | 10 | - | * | - |
| | 1% | 1% | 1% | 2% | -% | 1% | 1% | 1% | *% | -% | *% | 4% ab | 1% | -% | 1% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 107 | 37 | 69 | 22 | 33 | 22 | 18 | 12 | 26 | 33 | 23 | 26 | 88 | 12 | 5 | 3 |
| | 9% | 7% | 11% | 17% e | 13% e | 11% e | 8% | 3% | 7% | 9% | 12% | 12% | 9% | 12% | 8% | 8% |
| WEEKLY | 604 | 282 | 318 | 71 | 144 | 111 | 109 | 168 | 180 | 191 | 117 | 111 | 503 | 45 | 35 | 20 |
| | 52% | 51% | 53% | 54% | 57% | 53% | 51% | 47% | 45% | 53% | 62% a | 53% | 52% | 47% | 57% | 59% |
| MONTHLY | 1031 | 481 | 541 | 120 | 229 | 179 | 189 | 314 | 350 | 326 | 172 | 175 | 860 | 86 | 56 | 29 |
| | 88% | 88% | 89% | 90% | 91% | 85% | 88% | 88% | 88% | 90% | 91% | 84% | 88% | 89% | 92% | 86% |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1225 | 1009 | 142 | 443 | 768 | 397 | 810 | 173 | 197 | 171 | 397 | 775 | 425 |
| Effective Weighted Sample | 990 | 816 | 111 | 363 | 616 | 325 | 651 | 144 | 161 | 138 | 325 | 644 | 339 |
| Total | 1166 | 973 | 122 | 425 | 729 | 383 | 766 | 160 | 186 | 175 | 383 | 813 | 337 |
| At least daily | 107 | 96 | 4 | 61 | 45 | 54 | 52 | 24 | 22 | 23 | 54 | 85 | 22 |
| | 9% | 10% | 3% | 14% b | 6% | 14% b | 7% | 15% | 12% | 13% | 14% | 10% | 6% |
| At least weekly | 496 | 415 | 49 | 185 | 306 | 168 | 321 | 73 | 85 | 78 | 168 | 347 | 144 |
| | 43% | 43% | 40% | 43% | 42% | 44% | 42% | 46% | 46% | 45% | 44% | 43% | 43% |
| At least monthly | 427 | 341 | 61 | 137 | 288 | 123 | 300 | 45 | 59 | 59 | 123 | 293 | 129 |
| | 37% | 35% | 50% a | 32% | 39% | 32% | 39% | 28% | 32% | 34% | 32% | 36% | 38% |
| Less often | 125 | 113 | 9 | 40 | 82 | 38 | 83 | 18 | 18 | 15 | 38 | 86 | 37 |
| | 11% | 12% | 7% | 9% | 11% | 10% | 11% | 11% | 10% | 9% | 10% | 11% | 11% |
| Don't know/ can't remember | 10 | 8 | - | 2 | 8 | - | 10 | - | - | - | - | 4 | 5 |
| | 1% | 1% | -% | *% | 1% | -% | 1% | -% | -% | -% | -% | *% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 107 | 96 | 4 | 61 | 45 | 54 | 52 | 24 | 22 | 23 | 54 | 85 | 22 |
| | 9% | 10% | 3% | 14% b | 6% | 14% b | 7% | 15% | 12% | 13% | 14% | 10% | 6% |
| WEEKLY | 604 | 511 | 53 | 246 | 351 | 222 | 373 | 97 | 108 | 101 | 222 | 431 | 165 |
| | 52% | 53% | 43% | 58% b | 48% | 58% b | 49% | 61% | 58% | 58% | 58% | 53% | 49% |
| MONTHLY | 1031 | 852 | 114 | 383 | 639 | 345 | 673 | 142 | 167 | 159 | 345 | 724 | 294 |
| | 88% | 88% | 93% | 90% | 88% | 90% | 88% | 89% | 90% | 91% | 90% | 89% | 87% |

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

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1225 | 1225 | 1110 | 115 | - | 1225 | 1140 | 823 | 859 | 329 | 1174 | 51 | 172 | 229 | 824 |
| Effective Weighted Sample | 990 | 990 | 896 | 94 | - | 990 | 925 | 668 | 699 | 271 | 952 | 39 | 132 | 188 | 670 |
| Total | 1166 | 1166 | 1048 | 117 | - | 1166 | 1095 | 797 | 833 | 332 | 1126 | 40 | 152 | 216 | 798 |
| At least daily | 107 | 107 | 99 | 8 | ** | 107 | 103 | 74 | 79 | 32 | 103 | ** | 10 | 18 | 79 |
| | 9% | 9% | 9% | 7% | ** | 9% | 9% | 9% | 9% | 9% | 9% | ** | 7% | 9% | 10% |
| At least weekly | 496 | 496 | 448 | 48 | ** | 496 | 474 | 342 | 346 | 149 | 484 | ** | 50 | 106 | 341 |
| | 43% | 43% | 43% | 41% | ** | 43% | 43% | 43% | 42% | 45% | 43% | ** | 33% | 49%<br>a | 43% |
| At least monthly | 427 | 427 | 383 | 44 | ** | 427 | 401 | 288 | 315 | 116 | 413 | ** | 62 | 66 | 298 |
| | 37% | 37% | 36% | 38% | ** | 37% | 37% | 36% | 38% | 35% | 37% | ** | 41% | 31% | 37% |
| Less often | 125 | 125 | 110 | 15 | ** | 125 | 108 | 89 | 86 | 32 | 116 | ** | 27 | 23 | 75 |
| | 11% | 11% | 11% | 12% | ** | 11% | 10% | 11% | 10% | 10% | 10% | ** | 18%<br>c | 11% | 9% |
| Don't know/ can't remember | 10 | 10 | 8 | 2 | ** | 10 | 9 | 3 | 7 | 2 | 9 | ** | 3 | 3 | 5 |
| | 1% | 1% | 1% | 2% | ** | 1% | 1% | *% | 1% | 1% | 1% | ** | 2% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 107 | 107 | 99 | 8 | ** | 107 | 103 | 74 | 79 | 32 | 103 | ** | 10 | 18 | 79 |
| | 9% | 9% | 9% | 7% | ** | 9% | 9% | 9% | 9% | 9% | 9% | ** | 7% | 9% | 10% |
| WEEKLY | 604 | 604 | 547 | 57 | ** | 604 | 577 | 415 | 425 | 181 | 587 | ** | 60 | 124 | 420 |
| | 52% | 52% | 52% | 48% | ** | 52% | 53% | 52% | 51% | 54% | 52% | ** | 40% | 57%<br>a | 53%<br>a |
| MONTHLY | 1031 | 1031 | 930 | 101 | ** | 1031 | 978 | 704 | 740 | 297 | 1000 | ** | 122 | 190 | 718 |
| | 88% | 88% | 89% | 86% | ** | 88% | 89% | 88% | 89% | 90% | 89% | ** | 81% | 88% | 90%<br>a |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 844 | 343 | 492 | 60 | 143 | 149 | 163 | 329 | 268 | 207 | 159 | 205 | 576 | 107 | 85 | 76 |
| Effective Weighted Sample | 680 | 283 | 392 | 50 | 121 | 120 | 130 | 264 | 222 | 164 | 131 | 162 | 524 | 102 | 82 | 73 |
| Total | 817 | 366 | 442 | 51 | 139 | 126 | 165 | 336 | 282 | 210 | 144 | 175 | 694 | 62 | 37 | 23 |
| At least daily | 77 | 29 | 46 | ** | 23 | 21 | 12 | 12 | 24 | 13 | 14 | 27 | 61 | 10 | ** | ** |
| | 9% | 8% | 10% | ** | 16% e | 17% e | 7% | 3% | 8% | 6% | 9% | 16% b | 9% | 16% | ** | ** |
| At least weekly | 310 | 132 | 174 | ** | 59 | 52 | 67 | 112 | 92 | 87 | 64 | 64 | 262 | 19 | ** | ** |
| | 38% | 36% | 39% | ** | 42% | 41% | 41% | 33% | 33% | 42% | 45% | 37% | 38% | 31% | ** | ** |
| At least monthly | 291 | 141 | 148 | ** | 44 | 35 | 55 | 149 | 109 | 82 | 43 | 54 | 250 | 23 | ** | ** |
| | 36% | 38% | 34% | ** | 32% | 27% | 33% | 44% c | 38% | 39% | 30% | 31% | 36% | 37% | ** | ** |
| Less often | 126 | 58 | 67 | ** | 14 | 18 | 28 | 58 | 52 | 25 | 21 | 28 | 110 | 10 | ** | ** |
| | 15% | 16% | 15% | ** | 10% | 14% | 17% | 17% | 18% | 12% | 14% | 16% | 16% | 16% | ** | ** |
| Don't know/ can't remember | 12 | 5 | 7 | ** | - | 1 | 3 | 5 | 6 | 2 | 2 | 2 | 11 | - | ** | ** |
| | 1% | 1% | 2% | ** | -% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | -% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 77 | 29 | 46 | ** | 23 | 21 | 12 | 12 | 24 | 13 | 14 | 27 | 61 | 10 | ** | ** |
| | 9% | 8% | 10% | ** | 16% e | 17% e | 7% | 3% | 8% | 6% | 9% | 16% b | 9% | 16% | ** | ** |
| WEEKLY | 387 | 161 | 220 | ** | 81 | 73 | 79 | 124 | 116 | 100 | 78 | 91 | 322 | 29 | ** | ** |
| | 47% | 44% | 50% | ** | 58% e | 58% e | 48% | 37% | 41% | 48% | 54% | 52% | 46% | 47% | ** | ** |
| MONTHLY | 678 | 302 | 369 | ** | 125 | 107 | 134 | 272 | 224 | 182 | 121 | 145 | 572 | 52 | ** | ** |
| | 83% | 83% | 83% | ** | 90% | 85% | 81% | 81% | 80% | 87% | 84% | 83% | 82% | 84% | ** | ** |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 844 | 680 | 107 | 302 | 530 | 280 | 551 | 111 | 124 | 132 | 280 | 488 | 332 |
| Effective Weighted Sample | 680 | 548 | 83 | 248 | 422 | 229 | 440 | 93 | 103 | 108 | 229 | 404 | 261 |
| Total | 817 | 665 | 95 | 295 | 511 | 275 | 529 | 104 | 120 | 139 | 275 | 515 | 284 |
| At least daily | 77 | 68 | 4 | 50 | 28 | 46 | 32 | 15 | 26 | 19 | 46 | 58 | 19 |
| | 9% | 10% | 4% | 17% | 5% | 17% | 6% | 14% | 22% | 14% | 17% | 11% | 7% |
| | | | | b | | b | | | | | | | |
| At least weekly | 310 | 255 | 30 | 128 | 177 | 118 | 186 | 44 | 55 | 60 | 118 | 213 | 92 |
| | 38% | 38% | 32% | 43% | 35% | 43% | 35% | 42% | 46% | 43% | 43% | 41% | 32% |
| At least monthly | 291 | 232 | 43 | 82 | 207 | 77 | 211 | 31 | 25 | 42 | 77 | 168 | 117 |
| | 36% | 35% | 45% | 28% | 41% | 28% | 40% | 30% | 21% | 30% | 28% | 33% | 41% |
| | | | | | a | | a | | | | | | |
| Less often | 126 | 99 | 19 | 32 | 90 | 32 | 90 | 14 | 14 | 17 | 32 | 74 | 49 |
| | 15% | 15% | 20% | 11% | 18% | 12% | 17% | 13% | 12% | 12% | 12% | 14% | 17% |
| Don't know/ can't remember | 12 | 11 | - | 4 | 9 | 2 | 10 | * | - | 2 | 2 | 3 | 8 |
| | 1% | 2% | -% | 1% | 2% | 1% | 2% | *% | -% | 1% | 1% | 1% | 3% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 77 | 68 | 4 | 50 | 28 | 46 | 32 | 15 | 26 | 19 | 46 | 58 | 19 |
| | 9% | 10% | 4% | 17% | 5% | 17% | 6% | 14% | 22% | 14% | 17% | 11% | 7% |
| | | | | b | | b | | | | | | | |
| WEEKLY | 387 | 323 | 33 | 177 | 204 | 164 | 218 | 59 | 81 | 79 | 164 | 270 | 111 |
| | 47% | 49% | 35% | 60% | 40% | 59% | 41% | 57% | 67% | 57% | 59% | 52% | 39% |
| | | | | b | | b | | | | | | b | |
| MONTHLY | 678 | 555 | 76 | 259 | 412 | 241 | 429 | 90 | 106 | 121 | 241 | 438 | 228 |
| | 83% | 84% | 80% | 88% | 81% | 88% | 81% | 86% | 88% | 87% | 88% | 85% | 80% |

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

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

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

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

| | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 844 | 844 | 739 | 105 | - | 844 | 799 | 571 | 575 | 189 | 820 | 24 | 118 | 182 | 544 |
| Effective Weighted Sample | 680 | 680 | 594 | 86 | - | 680 | 645 | 466 | 469 | 153 | 663 | 17 | 92 | 151 | 437 |
| Total | 817 | 817 | 707 | 110 | - | 817 | 779 | 570 | 568 | 196 | 800 | 17 | 112 | 173 | 532 |
| At least daily | 77 | 77 | 69 | 9 | ** | 77 | 73 | 57 | 63 | 21 | 76 | ** | 8 | 21 | 49 |
| | 9% | 9% | 10% | 8% | ** | 9% | 9% | 10% | 11% | 11% | 10% | ** | 7% | 12% | 9% |
| At least weekly | 310 | 310 | 268 | 41 | ** | 310 | 291 | 208 | 215 | 62 | 300 | ** | 44 | 64 | 202 |
| | 38% | 38% | 38% | 38% | ** | 38% | 37% | 37% | 38% | 32% | 37% | ** | 39% | 37% | 38% |
| At least monthly | 291 | 291 | 247 | 45 | ** | 291 | 285 | 205 | 207 | 80 | 290 | ** | 37 | 58 | 197 |
| | 36% | 36% | 35% | 41% | ** | 36% | 37% | 36% | 36% | 41% | 36% | ** | 33% | 33% | 37% |
| Less often | 126 | 126 | 111 | 15 | ** | 126 | 119 | 92 | 77 | 28 | 122 | ** | 22 | 23 | 81 |
| | 15% | 15% | 16% | 14% | ** | 15% | 15% | 16% | 13% | 15% | 15% | ** | 20% | 13% | 15% |
| Don't know/ can't remember | 12 | 12 | 12 | - | ** | 12 | 11 | 8 | 7 | 4 | 11 | ** | 1 | 7 | 4 |
| | 1% | 1% | 2% | -% | ** | 1% | 1% | 1% | 1% | 2% | 1% | ** | 1% | 4% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 77 | 77 | 69 | 9 | ** | 77 | 73 | 57 | 63 | 21 | 76 | ** | 8 | 21 | 49 |
| | 9% | 9% | 10% | 8% | ** | 9% | 9% | 10% | 11% | 11% | 10% | ** | 7% | 12% | 9% |
| WEEKLY | 387 | 387 | 337 | 50 | ** | 387 | 364 | 265 | 277 | 83 | 376 | ** | 52 | 85 | 250 |
| | 47% | 47% | 48% | 46% | ** | 47% | 47% | 47% | 49% | 43% | 47% | ** | 46% | 49% | 47% |
| MONTHLY | 678 | 678 | 583 | 95 | ** | 678 | 649 | 470 | 484 | 164 | 666 | ** | 88 | 143 | 447 |
| | 83% | 83% | 83% | 86% | ** | 83% | 83% | 83% | 85% | 84% | 83% | ** | 79% | 83% | 84% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 40

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 790 | 397 | 390 | 88 | 175 | 154 | 135 | 238 | 278 | 225 | 140 | 136 | 506 | 119 | 98 | 67 |
| Effective Weighted Sample | 637 | 321 | 315 | 73 | 146 | 126 | 107 | 187 | 228 | 180 | 117 | 107 | 466 | 117 | 92 | 63 |
| Total | 756 | 398 | 354 | 81 | 171 | 145 | 138 | 221 | 275 | 230 | 128 | 113 | 620 | 69 | 45 | 22 |
| At least daily | 181 | 97 | 85 | ** | 53 | 33 | 38 | 33 | 60 | 48 | 43 | 27 | 141 | 25 | ** | ** |
| | 24% | 24% | 24% | ** | 31% e | 23% | 27% | 15% | 22% | 21% | 33% | 24% | 23% | 36% a | ** | ** |
| At least weekly | 349 | 194 | 151 | ** | 73 | 75 | 61 | 113 | 136 | 108 | 51 | 51 | 292 | 24 | ** | ** |
| | 46% | 49% | 43% | ** | 42% | 52% | 44% | 51% | 49% | 47% | 40% | 45% | 47% | 35% | ** | ** |
| At least monthly | 171 | 75 | 96 | ** | 36 | 30 | 28 | 57 | 63 | 55 | 27 | 23 | 146 | 15 | ** | ** |
| | 23% | 19% | 27% | ** | 21% | 20% | 20% | 26% | 23% | 24% | 21% | 21% | 24% | 22% | ** | ** |
| Less often | 46 | 27 | 19 | ** | 9 | 7 | 10 | 15 | 14 | 17 | 5 | 10 | 35 | 3 | ** | ** |
| | 6% | 7% | 5% | ** | 5% | 5% | 7% | 7% | 5% | 7% | 4% | 9% | 6% | 5% | ** | ** |
| Don't know/ can't remember | 8 | 5 | 3 | ** | - | - | 2 | 2 | 2 | 3 | 2 | 1 | 7 | 1 | ** | ** |
| | 1% | 1% | 1% | ** | -% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 181 | 97 | 85 | ** | 53 | 33 | 38 | 33 | 60 | 48 | 43 | 27 | 141 | 25 | ** | ** |
| | 24% | 24% | 24% | ** | 31% e | 23% | 27% | 15% | 22% | 21% | 33% | 24% | 23% | 36% a | ** | ** |
| WEEKLY | 530 | 291 | 235 | ** | 126 | 108 | 99 | 146 | 195 | 156 | 94 | 78 | 432 | 49 | ** | ** |
| | 70% | 73% | 67% | ** | 73% | 74% | 71% | 66% | 71% | 68% | 73% | 69% | 70% | 71% | ** | ** |
| MONTHLY | 702 | 366 | 332 | ** | 162 | 137 | 127 | 204 | 259 | 211 | 121 | 102 | 578 | 64 | ** | ** |
| | 93% | 92% | 94% | ** | 95% | 95% | 92% | 92% | 94% | 91% | 94% | 90% | 93% | 93% | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 40

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 790 | 646 | 99 | 333 | 446 | 292 | 484 | 108 | 138 | 138 | 292 | 527 | 238 |
| Effective Weighted Sample | 637 | 521 | 79 | 272 | 355 | 239 | 386 | 93 | 112 | 111 | 239 | 434 | 194 |
| Total | 756 | 613 | 95 | 323 | 422 | 285 | 457 | 111 | 128 | 136 | 285 | 554 | 185 |
| At least daily | 181 | 153 | ** | 97 | 82 | 88 | 89 | 36 | 36 | 44 | 88 | 141 | 35 |
| | 24% | 25% | ** | 30% | 19% | 31% | 19% | 33% | 28% | 33% | 31% | 26% | 19% |
| | | | | b | | b | | | | | | | |
| At least weekly | 349 | 284 | ** | 142 | 201 | 123 | 219 | 44 | 64 | 59 | 123 | 259 | 82 |
| | 46% | 46% | ** | 44% | 48% | 43% | 48% | 40% | 49% | 44% | 43% | 47% | 44% |
| At least monthly | 171 | 134 | ** | 68 | 103 | 58 | 113 | 25 | 23 | 25 | 58 | 115 | 52 |
| | 23% | 22% | ** | 21% | 25% | 20% | 25% | 22% | 18% | 18% | 20% | 21% | 28% |
| Less often | 46 | 38 | ** | 16 | 29 | 16 | 29 | 6 | 6 | 7 | 16 | 33 | 13 |
| | 6% | 6% | ** | 5% | 7% | 6% | 6% | 6% | 5% | 5% | 6% | 6% | 7% |
| Don't know/ can't remember | 8 | 6 | ** | 1 | 7 | 1 | 7 | - | - | 1 | 1 | 5 | 3 |
| | 1% | 1% | ** | *% | 2% | *% | 1% | -% | -% | *% | *% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 181 | 153 | ** | 97 | 82 | 88 | 89 | 36 | 36 | 44 | 88 | 141 | 35 |
| | 24% | 25% | ** | 30% | 19% | 31% | 19% | 33% | 28% | 33% | 31% | 26% | 19% |
| | | | | b | | b | | | | | | | |
| WEEKLY | 530 | 437 | ** | 239 | 283 | 211 | 308 | 81 | 100 | 104 | 211 | 400 | 117 |
| | 70% | 71% | ** | 74% | 67% | 74% | 67% | 72% | 78% | 76% | 74% | 72% | 63% |
| MONTHLY | 702 | 570 | ** | 306 | 387 | 269 | 421 | 105 | 123 | 128 | 269 | 515 | 169 |
| | 93% | 93% | ** | 95% | 92% | 94% | 92% | 94% | 95% | 95% | 94% | 93% | 91% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 40

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 790 | 790 | 746 | 44 | - | 790 | 737 | 506 | 547 | 166 | 762 | 28 | 128 | 165 | 497 |
| Effective Weighted Sample | 637 | 637 | 602 | 36 | - | 637 | 593 | 408 | 443 | 132 | 616 | 22 | 103 | 133 | 401 |
| Total | 756 | 756 | 716 | 39 | - | 756 | 705 | 483 | 532 | 167 | 731 | 24 | 126 | 158 | 472 |
| At least daily | 181 | 181 | 176 | ** | ** | 181 | 170 | 118 | 124 | 42 | 174 | ** | 31 | 40 | 110 |
| | 24% | 24% | 25% | ** | ** | 24% | 24% | 24% | 23% | 25% | 24% | ** | 25% | 25% | 23% |
| At least weekly | 349 | 349 | 335 | ** | ** | 349 | 329 | 224 | 258 | 72 | 340 | ** | 55 | 68 | 226 |
| | 46% | 46% | 47% | ** | ** | 46% | 47% | 46% | 48% | 43% | 46% | ** | 44% | 43% | 48% |
| At least monthly | 171 | 171 | 158 | ** | ** | 171 | 159 | 110 | 115 | 41 | 165 | ** | 26 | 38 | 108 |
| | 23% | 23% | 22% | ** | ** | 23% | 22% | 23% | 22% | 25% | 22% | ** | 20% | 24% | 23% |
| Less often | 46 | 46 | 43 | ** | ** | 46 | 41 | 27 | 30 | 11 | 45 | ** | 10 | 8 | 28 |
| | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 6% | 7% | 6% | ** | 8% | 5% | 6% |
| Don't know/ can't remember | 8 | 8 | 4 | ** | ** | 8 | 6 | 4 | 5 | 1 | 7 | ** | 4 | 3 | 1 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | 3% | 2% | *% |
| | | | | | | | | | | | | | c | | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 181 | 181 | 176 | ** | ** | 181 | 170 | 118 | 124 | 42 | 174 | ** | 31 | 40 | 110 |
| | 24% | 24% | 25% | ** | ** | 24% | 24% | 24% | 23% | 25% | 24% | ** | 25% | 25% | 23% |
| WEEKLY | 530 | 530 | 511 | ** | ** | 530 | 500 | 342 | 381 | 114 | 514 | ** | 87 | 108 | 336 |
| | 70% | 70% | 71% | ** | ** | 70% | 71% | 71% | 72% | 68% | 70% | ** | 69% | 69% | 71% |
| MONTHLY | 702 | 702 | 669 | ** | ** | 702 | 658 | 452 | 497 | 155 | 679 | ** | 112 | 146 | 444 |
| | 93% | 93% | 93% | ** | ** | 93% | 93% | 94% | 93% | 93% | 93% | ** | 89% | 93% | 94% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 41**

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 303 | 176 | 124 | 36 | 61 | 56 | 48 | 102 | 91 | 83 | 74 | 53 | 212 | 34 | 34 | 23 |
| Effective Weighted Sample | 250 | 144 | 103 | 32 | 53 | 47 | 39 | 79 | 78 | 69 | 61 | 42 | 197 | 32 | 33 | 23 |
| Total | 304 | 180 | 121 | 36 | 62 | 57 | 50 | 98 | 97 | 92 | 70 | 43 | 262 | 20 | 15 | 7 |
| At least daily | 49 | 22 | 26 | ** | ** | ** | ** | 13 | ** | ** | ** | ** | 43 | ** | ** | ** |
| | 16% | 12% | 22% | ** | ** | ** | ** | 13% | ** | ** | ** | ** | 16% | ** | ** | ** |
| At least weekly | 105 | 66 | 37 | ** | ** | ** | ** | 26 | ** | ** | ** | ** | 89 | ** | ** | ** |
| | 35% | 37% | 31% | ** | ** | ** | ** | 27% | ** | ** | ** | ** | 34% | ** | ** | ** |
| At least monthly | 85 | 55 | 31 | ** | ** | ** | ** | 33 | ** | ** | ** | ** | 72 | ** | ** | ** |
| | 28% | 30% | 25% | ** | ** | ** | ** | 34% | ** | ** | ** | ** | 28% | ** | ** | ** |
| Less often | 51 | 32 | 19 | ** | ** | ** | ** | 18 | ** | ** | ** | ** | 45 | ** | ** | ** |
| | 17% | 18% | 16% | ** | ** | ** | ** | 19% | ** | ** | ** | ** | 17% | ** | ** | ** |
| Don't know/ can't remember | 13 | 5 | 8 | ** | ** | ** | ** | 7 | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 4% | 3% | 6% | ** | ** | ** | ** | 7% | ** | ** | ** | ** | 5% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 49 | 22 | 26 | ** | ** | ** | ** | 13 | ** | ** | ** | ** | 43 | ** | ** | ** |
| | 16% | 12% | 22% | ** | ** | ** | ** | 13% | ** | ** | ** | ** | 16% | ** | ** | ** |
| WEEKLY | 155 | 88 | 64 | ** | ** | ** | ** | 39 | ** | ** | ** | ** | 132 | ** | ** | ** |
| | 51% | 49% | 52% | ** | ** | ** | ** | 40% | ** | ** | ** | ** | 51% | ** | ** | ** |
| MONTHLY | 240 | 143 | 94 | ** | ** | ** | ** | 72 | ** | ** | ** | ** | 205 | ** | ** | ** |
| | 79% | 80% | 78% | ** | ** | ** | ** | 74% | ** | ** | ** | ** | 78% | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 303 | 243 | 31 | 130 | 170 | 118 | 182 | 43 | 59 | 51 | 118 | 193 | 104 |
| Effective Weighted Sample | 250 | 200 | 25 | 112 | 135 | 103 | 145 | 37 | 51 | 45 | 103 | 166 | 82 |
| Total | 304 | 245 | 31 | 138 | 163 | 128 | 173 | 44 | 61 | 59 | 128 | 214 | 86 |
| At least daily | 49 | 43 | ** | 26 | 22 | 25 | 24 | ** | ** | ** | 25 | 39 | 10 |
| | 16% | 18% | ** | 19% | 14% | 19% | 14% | ** | ** | ** | 19% | 18% | 12% |
| At least weekly | 105 | 82 | ** | 60 | 45 | 56 | 50 | ** | ** | ** | 56 | 80 | 25 |
| | 35% | 34% | ** | 44% | 28% | 43% | 29% | ** | ** | ** | 43% | 37% | 30% |
| At least monthly | 85 | 68 | ** | 31 | 53 | 30 | 54 | ** | ** | ** | 30 | 55 | 28 |
| | 28% | 28% | ** | 23% | 32% | 23% | 31% | ** | ** | ** | 23% | 26% | 33% |
| Less often | 51 | 41 | ** | 19 | 32 | 16 | 35 | ** | ** | ** | 16 | 36 | 15 |
| | 17% | 17% | ** | 14% | 20% | 13% | 20% | ** | ** | ** | 13% | 17% | 17% |
| Don't know/ can't remember | 13 | 11 | ** | 1 | 11 | 1 | 11 | ** | ** | ** | 1 | 4 | 7 |
| | 4% | 4% | ** | 1% | 6% | 1% | 6% | ** | ** | ** | 1% | 2% | 8% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 49 | 43 | ** | 26 | 22 | 25 | 24 | ** | ** | ** | 25 | 39 | 10 |
| | 16% | 18% | ** | 19% | 14% | 19% | 14% | ** | ** | ** | 19% | 18% | 12% |
| WEEKLY | 155 | 125 | ** | 86 | 68 | 80 | 74 | ** | ** | ** | 80 | 118 | 36 |
| | 51% | 51% | ** | 62% | 42% | 63% | 43% | ** | ** | ** | 63% | 55% | 42% |
| | | | | b | | b | | | | | | | |
| MONTHLY | 240 | 193 | ** | 118 | 120 | 110 | 128 | ** | ** | ** | 110 | 173 | 64 |
| | 79% | 79% | ** | 85% | 74% | 86% | 74% | ** | ** | ** | 86% | 81% | 75% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 41

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 303 | 303 | 266 | 37 | - | 303 | 287 | 222 | 223 | 99 | 292 | 11 | 48 | 56 | 199 |
| Effective Weighted Sample | 250 | 250 | 221 | 29 | - | 250 | 237 | 186 | 185 | 82 | 241 | 9 | 38 | 48 | 164 |
| Total | 304 | 304 | 270 | 34 | - | 304 | 288 | 228 | 229 | 103 | 294 | 10 | 45 | 56 | 203 |
| At least daily | 49 | 49 | 44 | ** | ** | 49 | 46 | 38 | 36 | ** | 48 | ** | ** | ** | 34 |
| | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 16% | ** | 16% | ** | ** | ** | 17% |
| At least weekly | 105 | 105 | 98 | ** | ** | 105 | 100 | 84 | 85 | ** | 102 | ** | ** | ** | 76 |
| | 35% | 35% | 36% | ** | ** | 35% | 35% | 37% | 37% | ** | 35% | ** | ** | ** | 37% |
| At least monthly | 85 | 85 | 73 | ** | ** | 85 | 85 | 62 | 64 | ** | 85 | ** | ** | ** | 56 |
| | 28% | 28% | 27% | ** | ** | 28% | 29% | 27% | 28% | ** | 29% | ** | ** | ** | 28% |
| Less often | 51 | 51 | 45 | ** | ** | 51 | 46 | 38 | 36 | ** | 48 | ** | ** | ** | 30 |
| | 17% | 17% | 17% | ** | ** | 17% | 16% | 17% | 16% | ** | 16% | ** | ** | ** | 15% |
| Don't know/ can't remember | 13 | 13 | 10 | ** | ** | 13 | 11 | 6 | 8 | ** | 11 | ** | ** | ** | 7 |
| | 4% | 4% | 4% | ** | ** | 4% | 4% | 3% | 3% | ** | 4% | ** | ** | ** | 3% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 49 | 49 | 44 | ** | ** | 49 | 46 | 38 | 36 | ** | 48 | ** | ** | ** | 34 |
| | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 16% | ** | 16% | ** | ** | ** | 17% |
| WEEKLY | 155 | 155 | 142 | ** | ** | 155 | 146 | 122 | 121 | ** | 150 | ** | ** | ** | 110 |
| | 51% | 51% | 53% | ** | ** | 51% | 51% | 53% | 53% | ** | 51% | ** | ** | ** | 54% |
| MONTHLY | 240 | 240 | 215 | ** | ** | 240 | 231 | 184 | 185 | ** | 235 | ** | ** | ** | 166 |
| | 79% | 79% | 79% | ** | ** | 79% | 80% | 81% | 81% | ** | 80% | ** | ** | ** | 82% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 42

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 176 | 99 | 75 | 19 | 50 | 41 | 30 | 36 | 54 | 52 | 31 | 38 | 109 | 31 | 20 | 16 |
| Effective Weighted Sample | 142 | 80 | 61 | 17 | 42 | 34 | 22 | 29 | 46 | 41 | 25 | 30 | 101 | 31 | 20 | 15 |
| Total | 165 | 100 | 63 | 18 | 50 | 38 | 29 | 30 | 55 | 51 | 25 | 32 | 133 | 18 | 9 | 5 |
| At least daily | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** | ** | ** |
| | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| At least weekly | 67 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** | ** | ** |
| At least monthly | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | ** | ** |
| | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| Less often | 22 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20 | ** | ** | ** |
| | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| Don't know/ can't remember | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** | ** | ** |
| | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| WEEKLY | 101 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80 | ** | ** | ** |
| | 61% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60% | ** | ** | ** |
| MONTHLY | 140 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 111 | ** | ** | ** |
| | 85% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 42**

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 176 | 148 | 20 | 91 | 82 | 75 | 98 | 28 | 27 | 37 | 75 | 124 | 46 |
| Effective Weighted Sample | 142 | 120 | 16 | 75 | 65 | 62 | 77 | 24 | 23 | 30 | 62 | 101 | 40 |
| Total | 165 | 142 | 14 | 86 | 75 | 72 | 90 | 29 | 24 | 36 | 72 | 127 | 34 |
| At least daily | 34 | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** |
| | 21% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** |
| At least weekly | 67 | 61 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 53 | ** |
| | 41% | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42% | ** |
| At least monthly | 39 | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** |
| | 24% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** |
| Less often | 22 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** |
| | 13% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** |
| Don't know/ can't remember | 3 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** |
| | 2% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 34 | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** |
| | 21% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** |
| WEEKLY | 101 | 89 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83 | ** |
| | 61% | 63% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 65% | ** |
| MONTHLY | 140 | 120 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 109 | ** |
| | 85% | 84% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 42

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 176 | 176 | 176 | - | - | 176 | 157 | 130 | 125 | 39 | 166 | 10 | 24 | 41 | 111 |
| Effective Weighted Sample | 142 | 142 | 142 | - | - | 142 | 127 | 107 | 103 | 33 | 135 | 7 | 18 | 34 | 90 |
| Total | 165 | 165 | 165 | - | - | 165 | 149 | 129 | 121 | 38 | 158 | 7 | 19 | 36 | 110 |
| At least daily | 34 | 34 | 34 | ** | ** | 34 | 29 | 29 | 30 | ** | 33 | ** | ** | ** | 29 |
| | 21% | 21% | 21% | ** | ** | 21% | 20% | 22% | 25% | ** | 21% | ** | ** | ** | 26% |
| At least weekly | 67 | 67 | 67 | ** | ** | 67 | 63 | 51 | 51 | ** | 64 | ** | ** | ** | 43 |
| | 41% | 41% | 41% | ** | ** | 41% | 42% | 39% | 42% | ** | 41% | ** | ** | ** | 39% |
| At least monthly | 39 | 39 | 39 | ** | ** | 39 | 33 | 34 | 23 | ** | 36 | ** | ** | ** | 23 |
| | 24% | 24% | 24% | ** | ** | 24% | 22% | 26% | 19% | ** | 23% | ** | ** | ** | 21% |
| Less often | 22 | 22 | 22 | ** | ** | 22 | 21 | 14 | 15 | ** | 22 | ** | ** | ** | 14 |
| | 13% | 13% | 13% | ** | ** | 13% | 14% | 11% | 12% | ** | 14% | ** | ** | ** | 13% |
| Don't know/ can't remember | 3 | 3 | 3 | ** | ** | 3 | 3 | 2 | 2 | ** | 3 | ** | ** | ** | * |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 1% | ** | 2% | ** | ** | ** | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 34 | 34 | 34 | ** | ** | 34 | 29 | 29 | 30 | ** | 33 | ** | ** | ** | 29 |
| | 21% | 21% | 21% | ** | ** | 21% | 20% | 22% | 25% | ** | 21% | ** | ** | ** | 26% |
| WEEKLY | 101 | 101 | 101 | ** | ** | 101 | 92 | 79 | 80 | ** | 97 | ** | ** | ** | 72 |
| | 61% | 61% | 61% | ** | ** | 61% | 62% | 61% | 67% | ** | 61% | ** | ** | ** | 65% |
| MONTHLY | 140 | 140 | 140 | ** | ** | 140 | 126 | 113 | 104 | ** | 133 | ** | ** | ** | 95 |
| | 85% | 85% | 85% | ** | ** | 85% | 84% | 88% | 86% | ** | 84% | ** | ** | ** | 86% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 43

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

**A7J. How often in the past 3 months have you watched programmes or films using Virgin TV 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 293 | 135 | 157 | 30 | 57 | 73 | 56 | 77 | 87 | 80 | 55 | 69 | 201 | 36 | 15 | 41 |
| Effective Weighted Sample | 238 | 108 | 129 | 26 | 48 | 59 | 45 | 59 | 71 | 63 | 47 | 55 | 186 | 34 | 15 | 40 |
| Total | 283 | 133 | 148 | 28 | 59 | 68 | 58 | 70 | 87 | 76 | 54 | 65 | 242 | 21 | 6 | 13 |
| At least daily | 77 | 39 | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66 | ** | ** | ** |
| | 27% | 30% | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27% | ** | ** | ** |
| At least weekly | 116 | 55 | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97 | ** | ** | ** |
| | 41% | 41% | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| At least monthly | 65 | 31 | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 56 | ** | ** | ** |
| | 23% | 23% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| Less often | 20 | 6 | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20 | ** | ** | ** |
| | 7% | 5% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 4 | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 77 | 39 | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66 | ** | ** | ** |
| | 27% | 30% | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27% | ** | ** | ** |
| WEEKLY | 194 | 94 | 100 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 163 | ** | ** | ** |
| | 68% | 71% | 67% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 67% | ** | ** | ** |
| MONTHLY | 259 | 125 | 134 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 219 | ** | ** | ** |
| | 91% | 94% | 90% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ** |

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

**A7J. How often in the past 3 months have you watched programmes or films using Virgin TV 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 293 | 267 | 4 | 138 | 152 | 127 | 161 | 54 | 58 | 65 | 127 | 200 | 86 |
| Effective Weighted Sample | 238 | 214 | 3 | 115 | 120 | 105 | 128 | 43 | 49 | 54 | 105 | 167 | 67 |
| Total | 283 | 256 | 4 | 139 | 141 | 128 | 150 | 50 | 61 | 66 | 128 | 212 | 66 |
| At least daily | 77 | 69 | ** | 44 | 32 | 43 | 32 | ** | ** | ** | 43 | 58 | ** |
| | 27% | 27% | ** | 32% | 22% | 34% | 22% | ** | ** | ** | 34% | 27% | ** |
| At least weekly | 116 | 107 | ** | 52 | 63 | 48 | 67 | ** | ** | ** | 48 | 89 | ** |
| | 41% | 42% | ** | 38% | 45% | 38% | 45% | ** | ** | ** | 38% | 42% | ** |
| At least monthly | 65 | 58 | ** | 29 | 35 | 27 | 37 | ** | ** | ** | 27 | 47 | ** |
| | 23% | 23% | ** | 21% | 25% | 21% | 25% | ** | ** | ** | 21% | 22% | ** |
| Less often | 20 | 19 | ** | 10 | 10 | 8 | 13 | ** | ** | ** | 8 | 14 | ** |
| | 7% | 8% | ** | 7% | 7% | 6% | 8% | ** | ** | ** | 6% | 7% | ** |
| Don't know/ can't remember | 4 | 3 | ** | 3 | 1 | 2 | 1 | ** | ** | ** | 2 | 3 | ** |
| | 1% | 1% | ** | 2% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 77 | 69 | ** | 44 | 32 | 43 | 32 | ** | ** | ** | 43 | 58 | ** |
| | 27% | 27% | ** | 32% | 22% | 34% | 22% | ** | ** | ** | 34% | 27% | ** |
| WEEKLY | 194 | 176 | ** | 97 | 95 | 91 | 100 | ** | ** | ** | 91 | 147 | ** |
| | 68% | 69% | ** | 70% | 67% | 71% | 66% | ** | ** | ** | 71% | 70% | ** |
| MONTHLY | 259 | 234 | ** | 126 | 130 | 118 | 137 | ** | ** | ** | 118 | 195 | ** |
| | 91% | 91% | ** | 91% | 92% | 93% | 91% | ** | ** | ** | 93% | 92% | ** |

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

**A7J. How often in the past 3 months have you watched programmes or films using Virgin TV 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 293 | 293 | 280 | 13 | - | 293 | 273 | 203 | 215 | 77 | 280 | 13 | 52 | 63 | 178 |
| Effective Weighted Sample | 238 | 238 | 227 | 11 | - | 238 | 222 | 167 | 179 | 64 | 228 | 10 | 41 | 53 | 144 |
| Total | 283 | 283 | 269 | 13 | - | 283 | 265 | 201 | 214 | 82 | 272 | 10 | 49 | 64 | 169 |
| At least daily | 77 | 77 | 77 | ** | ** | 77 | 76 | 56 | 64 | ** | 76 | ** | ** | ** | 49 |
| | 27% | 27% | 29% | ** | ** | 27% | 29% | 28% | 30% | ** | 28% | ** | ** | ** | 29% |
| At least weekly | 116 | 116 | 109 | ** | ** | 116 | 110 | 88 | 84 | ** | 111 | ** | ** | ** | 69 |
| | 41% | 41% | 41% | ** | ** | 41% | 41% | 44% | 39% | ** | 41% | ** | ** | ** | 41% |
| At least monthly | 65 | 65 | 59 | ** | ** | 65 | 57 | 45 | 47 | ** | 62 | ** | ** | ** | 36 |
| | 23% | 23% | 22% | ** | ** | 23% | 22% | 23% | 22% | ** | 23% | ** | ** | ** | 21% |
| Less often | 20 | 20 | 20 | ** | ** | 20 | 18 | 11 | 16 | ** | 19 | ** | ** | ** | 16 |
| | 7% | 7% | 8% | ** | ** | 7% | 7% | 6% | 7% | ** | 7% | ** | ** | ** | 9% |
| Don't know/ can't remember | 4 | 4 | 4 | ** | ** | 4 | 4 | 1 | 4 | ** | 4 | ** | ** | ** | - |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | *% | 2% | ** | 1% | ** | ** | ** | -% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 77 | 77 | 77 | ** | ** | 77 | 76 | 56 | 64 | ** | 76 | ** | ** | ** | 49 |
| | 27% | 27% | 29% | ** | ** | 27% | 29% | 28% | 30% | ** | 28% | ** | ** | ** | 29% |
| WEEKLY | 194 | 194 | 186 | ** | ** | 194 | 186 | 144 | 148 | ** | 188 | ** | ** | ** | 118 |
| | 68% | 68% | 69% | ** | ** | 68% | 70% | 71% | 69% | ** | 69% | ** | ** | ** | 70% |
| MONTHLY | 259 | 259 | 245 | ** | ** | 259 | 244 | 189 | 195 | ** | 250 | ** | ** | ** | 153 |
| | 91% | 91% | 91% | ** | ** | 91% | 92% | 94% | 91% | ** | 92% | ** | ** | ** | 91% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 44

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 416 | 210 | 201 | 56 | 84 | 74 | 68 | 134 | 138 | 130 | 67 | 77 | 277 | 55 | 42 | 42 |
| Effective Weighted Sample | 337 | 171 | 162 | 44 | 70 | 61 | 55 | 108 | 111 | 105 | 56 | 63 | 255 | 53 | 40 | 40 |
| Total | 404 | 206 | 193 | 49 | 82 | 70 | 68 | 136 | 126 | 134 | 66 | 75 | 339 | 32 | 19 | 14 |
| At least daily | 118 | 48 | 66 | ** | ** | ** | ** | 27 | 28 | 39 | ** | ** | 103 | ** | ** | ** |
| | 29% | 24% | 34% | ** | ** | ** | ** | 20% | 22% | 29% | ** | ** | 31% | ** | ** | ** |
| At least weekly | 162 | 86 | 75 | ** | ** | ** | ** | 55 | 54 | 57 | ** | ** | 132 | ** | ** | ** |
| | 40% | 42% | 39% | ** | ** | ** | ** | 41% | 43% | 42% | ** | ** | 39% | ** | ** | ** |
| At least monthly | 81 | 51 | 30 | ** | ** | ** | ** | 34 | 27 | 25 | ** | ** | 68 | ** | ** | ** |
| | 20% | 25% | 15% | ** | ** | ** | ** | 25% | 22% | 19% | ** | ** | 20% | ** | ** | ** |
| Less often | 39 | 18 | 20 | ** | ** | ** | ** | 19 | 16 | 10 | ** | ** | 32 | ** | ** | ** |
| | 10% | 9% | 11% | ** | ** | ** | ** | 14% | 13% | 7% | ** | ** | 9% | ** | ** | ** |
| Don't know/ can't remember | 4 | 2 | 2 | ** | ** | ** | ** | 1 | * | 4 | ** | ** | 4 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | ** | ** | *% | *% | 3% | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 118 | 48 | 66 | ** | ** | ** | ** | 27 | 28 | 39 | ** | ** | 103 | ** | ** | ** |
| | 29% | 24% | 34% | ** | ** | ** | ** | 20% | 22% | 29% | ** | ** | 31% | ** | ** | ** |
| WEEKLY | 280 | 134 | 141 | ** | ** | ** | ** | 82 | 82 | 96 | ** | ** | 235 | ** | ** | ** |
| | 69% | 65% | 73% | ** | ** | ** | ** | 60% | 65% | 71% | ** | ** | 70% | ** | ** | ** |
| MONTHLY | 361 | 186 | 170 | ** | ** | ** | ** | 116 | 110 | 121 | ** | ** | 303 | ** | ** | ** |
| | 89% | 90% | 88% | ** | ** | ** | ** | 85% | 87% | 90% | ** | ** | 89% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 44

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 416 | 350 | 39 | 152 | 257 | 131 | 278 | 68 | 53 | 53 | 131 | 265 | 136 |
| Effective Weighted Sample | 337 | 285 | 30 | 126 | 206 | 110 | 222 | 58 | 44 | 44 | 110 | 221 | 106 |
| Total | 404 | 347 | 30 | 147 | 250 | 129 | 268 | 69 | 54 | 49 | 129 | 280 | 113 |
| At least daily | 118 | 108 | ** | 49 | 69 | 45 | 73 | ** | ** | ** | 45 | 86 | 30 |
| | 29% | 31% | ** | 34% | 28% | 35% | 27% | ** | ** | ** | 35% | 31% | 27% |
| At least weekly | 162 | 139 | ** | 58 | 103 | 53 | 108 | ** | ** | ** | 53 | 113 | 46 |
| | 40% | 40% | ** | 39% | 41% | 41% | 40% | ** | ** | ** | 41% | 40% | 40% |
| At least monthly | 81 | 64 | ** | 28 | 51 | 19 | 59 | ** | ** | ** | 19 | 56 | 23 |
| | 20% | 19% | ** | 19% | 20% | 15% | 22% | ** | ** | ** | 15% | 20% | 21% |
| Less often | 39 | 34 | ** | 12 | 23 | 12 | 23 | ** | ** | ** | 12 | 25 | 12 |
| | 10% | 10% | ** | 8% | 9% | 10% | 9% | ** | ** | ** | 10% | 9% | 10% |
| Don't know/ can't remember | 4 | 2 | ** | - | 4 | - | 4 | ** | ** | ** | - | - | 2 |
| | 1% | 1% | ** | -% | 2% | -% | 2% | ** | ** | ** | -% | -% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 118 | 108 | ** | 49 | 69 | 45 | 73 | ** | ** | ** | 45 | 86 | 30 |
| | 29% | 31% | ** | 34% | 28% | 35% | 27% | ** | ** | ** | 35% | 31% | 27% |
| WEEKLY | 280 | 247 | ** | 107 | 172 | 97 | 181 | ** | ** | ** | 97 | 198 | 76 |
| | 69% | 71% | ** | 73% | 69% | 75% | 68% | ** | ** | ** | 75% | 71% | 67% |
| MONTHLY | 361 | 312 | ** | 134 | 223 | 117 | 240 | ** | ** | ** | 117 | 255 | 99 |
| | 89% | 90% | ** | 92% | 89% | 90% | 90% | ** | ** | ** | 90% | 91% | 88% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 44

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 416 | 416 | 373 | 43 | - | 416 | 416 | 316 | 330 | 118 | 416 | - | 42 | 81 | 293 |
| Effective Weighted Sample | 337 | 337 | 303 | 34 | - | 337 | 337 | 254 | 268 | 94 | 337 | - | 33 | 68 | 236 |
| Total | 404 | 404 | 363 | 41 | - | 404 | 404 | 305 | 319 | 109 | 404 | - | 37 | 83 | 285 |
| At least daily | 118 | 118 | 107 | ** | ** | 118 | 118 | 83 | 90 | 32 | 118 | ** | ** | ** | 82 |
| | 29% | 29% | 29% | ** | ** | 29% | 29% | 27% | 28% | 29% | 29% | ** | ** | ** | 29% |
| At least weekly | 162 | 162 | 143 | ** | ** | 162 | 162 | 130 | 133 | 46 | 162 | ** | ** | ** | 118 |
| | 40% | 40% | 39% | ** | ** | 40% | 40% | 43% | 42% | 42% | 40% | ** | ** | ** | 41% |
| At least monthly | 81 | 81 | 76 | ** | ** | 81 | 81 | 61 | 69 | 17 | 81 | ** | ** | ** | 59 |
| | 20% | 20% | 21% | ** | ** | 20% | 20% | 20% | 22% | 16% | 20% | ** | ** | ** | 21% |
| Less often | 39 | 39 | 33 | ** | ** | 39 | 39 | 30 | 25 | 14 | 39 | ** | ** | ** | 25 |
| | 10% | 10% | 9% | ** | ** | 10% | 10% | 10% | 8% | 13% | 10% | ** | ** | ** | 9% |
| Don't know/ can't remember | 4 | 4 | 3 | ** | ** | 4 | 4 | 2 | 2 | * | 4 | ** | ** | ** | 1 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | *% | *% | 1% | ** | ** | ** | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 118 | 118 | 107 | ** | ** | 118 | 118 | 83 | 90 | 32 | 118 | ** | ** | ** | 82 |
| | 29% | 29% | 29% | ** | ** | 29% | 29% | 27% | 28% | 29% | 29% | ** | ** | ** | 29% |
| WEEKLY | 280 | 280 | 250 | ** | ** | 280 | 280 | 213 | 223 | 78 | 280 | ** | ** | ** | 200 |
| | 69% | 69% | 69% | ** | ** | 69% | 69% | 70% | 70% | 72% | 69% | ** | ** | ** | 70% |
| MONTHLY | 361 | 361 | 326 | ** | ** | 361 | 361 | 274 | 292 | 95 | 361 | ** | ** | ** | 259 |
| | 89% | 89% | 90% | ** | ** | 89% | 89% | 90% | 92% | 87% | 89% | ** | ** | ** | 91% |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2962 | 1270 | 1668 | 507 | 685 | 586 | 471 | 713 | 902 | 882 | 526 | 627 | 1963 | 390 | 317 | 292 |
| Effective Weighted Sample | 2399 | 1030 | 1355 | 423 | 562 | 476 | 379 | 567 | 744 | 711 | 430 | 502 | 1808 | 383 | 305 | 280 |
| Total | 2817 | 1284 | 1510 | 451 | 666 | 533 | 492 | 675 | 896 | 888 | 480 | 530 | 2361 | 225 | 139 | 93 |
| At least daily | 1241 | 532 | 701 | 254 | 365 | 277 | 194 | 151 | 358 | 386 | 224 | 265 | 1038 | 101 | 63 | 39 |
| | 44% | 41% | 46% | 56% de | 55% de | 52% de | 39% e | 22% | 40% | 43% | 47% | 50% a | 44% | 45% | 46% | 42% |
| At least weekly | 1143 | 565 | 568 | 135 | 230 | 204 | 210 | 362 | 409 | 361 | 196 | 168 | 948 | 96 | 57 | 41 |
| | 41% | 44% b | 38% | 30% | 35% | 38% a | 43% a | 54% abcd | 46% d | 41% d | 41% d | 32% | 40% | 43% | 41% | 45% |
| At least monthly | 335 | 139 | 193 | 47 | 64 | 39 | 69 | 116 | 100 | 114 | 49 | 67 | 289 | 21 | 16 | 9 |
| | 12% | 11% | 13% | 10% | 10% | 7% | 14% c | 17% abc | 11% | 13% | 10% | 13% | 12% | 9% | 12% | 9% |
| Less often | 86 | 41 | 45 | 9 | 6 | 11 | 16 | 44 | 26 | 25 | 11 | 23 | 75 | 6 | 2 | 3 |
| | 3% | 3% | 3% | 2% | 1% | 2% | 3% b | 7% abc | 3% | 3% | 2% | 4% | 3% | 3% | 1% | 3% |
| Don't know/ can't remember | 12 | 7 | 4 | 5 | 1 | 1 | 2 | 2 | 2 | 3 | * | 7 | 10 | 1 | - | 1 |
| | *% | 1% | *% | 1% | *% | *% | 1% | *% | *% | *% | *% | 1% | *% | *% | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 1241 | 532 | 701 | 254 | 365 | 277 | 194 | 151 | 358 | 386 | 224 | 265 | 1038 | 101 | 63 | 39 |
| | 44% | 41% | 46% | 56% de | 55% de | 52% de | 39% e | 22% | 40% | 43% | 47% | 50% a | 44% | 45% | 46% | 42% |
| WEEKLY | 2384 | 1097 | 1268 | 390 | 595 | 482 | 405 | 513 | 767 | 747 | 420 | 433 | 1986 | 197 | 121 | 80 |
| | 85% | 85% | 84% | 86% e | 89% de | 90% de | 82% | 76% | 86% | 84% | 88% | 82% | 84% | 88% | 87% | 87% |
| MONTHLY | 2720 | 1236 | 1462 | 437 | 659 | 521 | 473 | 629 | 867 | 861 | 469 | 500 | 2275 | 218 | 137 | 89 |
| | 97% | 96% | 97% | 97% e | 99% de | 98% e | 96% | 93% | 97% | 97% | 98% d | 94% | 96% | 97% | 99% | 96% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 45**

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2962 | 2404 | 311 | 1213 | 1691 | 1040 | 1851 | 448 | 478 | 458 | 1040 | 1954 | 928 |
| Effective Weighted Sample | 2399 | 1951 | 239 | 989 | 1363 | 847 | 1494 | 369 | 391 | 367 | 847 | 1618 | 763 |
| Total | 2817 | 2308 | 270 | 1148 | 1618 | 992 | 1761 | 427 | 448 | 437 | 992 | 2055 | 707 |
| At least daily | 1241 | 1029 | 94 | 634 | 582 | 547 | 662 | 256 | 260 | 229 | 547 | 961 | 259 |
| | 44% | 45% | 35% | 55% | 36% | 55% | 38% | 60% | 58% | 52% | 55% | 47% | 37% |
| | | b | | b | | b | | | | | | b | |
| At least weekly | 1143 | 936 | 131 | 378 | 750 | 331 | 792 | 123 | 145 | 156 | 331 | 814 | 307 |
| | 41% | 41% | 48% | 33% | 46% | 33% | 45% | 29% | 32% | 36% | 33% | 40% | 43% |
| | | | | | a | | a | | | | | | |
| At least monthly | 335 | 270 | 36 | 107 | 220 | 90 | 235 | 40 | 33 | 39 | 90 | 231 | 97 |
| | 12% | 12% | 13% | 9% | 14% | 9% | 13% | 9% | 7% | 9% | 9% | 11% | 14% |
| | | | | | a | | a | | | | | | |
| Less often | 86 | 67 | 9 | 24 | 60 | 20 | 63 | 5 | 9 | 12 | 20 | 43 | 40 |
| | 3% | 3% | 3% | 2% | 4% | 2% | 4% | 1% | 2% | 3% | 2% | 2% | 6% |
| | | | | | | | | | | | | | a |
| Don't know/ can't remember | 12 | 6 | - | 5 | 5 | 2 | 8 | 2 | 1 | 1 | 2 | 6 | 5 |
| | *% | *% | -% | *% | *% | *% | *% | 1% | *% | *% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 1241 | 1029 | 94 | 634 | 582 | 547 | 662 | 256 | 260 | 229 | 547 | 961 | 259 |
| | 44% | 45% | 35% | 55% | 36% | 55% | 38% | 60% | 58% | 52% | 55% | 47% | 37% |
| | | b | | b | | b | | | | | | b | |
| WEEKLY | 2384 | 1965 | 225 | 1012 | 1333 | 879 | 1454 | 379 | 405 | 385 | 879 | 1775 | 566 |
| | 85% | 85% | 83% | 88% | 82% | 89% | 83% | 89% | 90% | 88% | 89% | 86% | 80% |
| | | | | b | | b | | | | | | b | |
| MONTHLY | 2720 | 2235 | 260 | 1119 | 1552 | 969 | 1690 | 419 | 438 | 423 | 969 | 2006 | 662 |
| | 97% | 97% | 97% | 98% | 96% | 98% | 96% | 98% | 98% | 97% | 98% | 98% | 94% |
| | | | | | | | | | | | | b | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 45**

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 2962 | 2962 | 2962 | - | - | 2962 | 2560 | 1787 | 1865 | 534 | 2710 | 252 | 512 | 652 | 1798 |
| Effective Weighted Sample | 2399 | 2399 | 2399 | - | - | 2399 | 2081 | 1454 | 1525 | 438 | 2202 | 199 | 407 | 534 | 1458 |
| Total | 2817 | 2817 | 2817 | - | - | 2817 | 2470 | 1731 | 1826 | 545 | 2605 | 212 | 464 | 619 | 1734 |
| At least daily | 1241 | 1241 | 1241 | ** | ** | 1241 | 1070 | 725 | 769 | 202 | 1137 | 105 | 208 | 280 | 753 |
| | 44% | 44% | 44% | ** | ** | 44% | 43% | 42% | 42% | 37% | 44% | 49% d | 45% | 45% | 43% |
| At least weekly | 1143 | 1143 | 1143 | ** | ** | 1143 | 1013 | 723 | 770 | 240 | 1066 | 76 | 190 | 228 | 725 |
| | 41% | 41% | 41% | ** | ** | 41% | 41% | 42% | 42% | 44% | 41% | 36% | 41% | 37% | 42% |
| At least monthly | 335 | 335 | 335 | ** | ** | 335 | 303 | 220 | 236 | 84 | 313 | 23 | 48 | 81 | 207 |
| | 12% | 12% | 12% | ** | ** | 12% | 12% | 13% | 13% | 15% | 12% | 11% | 10% | 13% | 12% |
| Less often | 86 | 86 | 86 | ** | ** | 86 | 73 | 55 | 45 | 17 | 78 | 7 | 16 | 24 | 46 |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 4% | 3% |
| Don't know/ can't remember | 12 | 12 | 12 | ** | ** | 12 | 11 | 8 | 6 | 3 | 11 | 1 | 2 | 7 | 3 |
| | *% | *% | *% | ** | ** | *% | *% | *% | *% | 1% | *% | *% | *% | 1% c | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 1241 | 1241 | 1241 | ** | ** | 1241 | 1070 | 725 | 769 | 202 | 1137 | 105 | 208 | 280 | 753 |
| | 44% | 44% | 44% | ** | ** | 44% | 43% | 42% | 42% | 37% | 44% | 49% d | 45% | 45% | 43% |
| WEEKLY | 2384 | 2384 | 2384 | ** | ** | 2384 | 2084 | 1448 | 1539 | 441 | 2203 | 181 | 398 | 508 | 1478 |
| | 85% | 85% | 85% | ** | ** | 85% | 84% | 84% | 84% | 81% | 85% | 85% | 86% | 82% | 85% |
| MONTHLY | 2720 | 2720 | 2720 | ** | ** | 2720 | 2387 | 1668 | 1775 | 525 | 2516 | 204 | 446 | 589 | 1685 |
| | 97% | 97% | 97% | ** | ** | 97% | 97% | 96% | 97% | 96% | 97% | 96% | 96% | 95% | 97% |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2233 | 1027 | 1189 | 309 | 502 | 473 | 385 | 564 | 729 | 672 | 386 | 429 | 1470 | 312 | 251 | 200 |
| Effective Weighted Sample | 1806 | 835 | 962 | 255 | 412 | 382 | 312 | 451 | 597 | 544 | 314 | 344 | 1350 | 306 | 241 | 192 |
| Total | 2132 | 1043 | 1074 | 278 | 485 | 432 | 409 | 528 | 716 | 687 | 349 | 365 | 1777 | 180 | 111 | 64 |
| At least daily | 579 | 271 | 306 | 86 | 163 | 141 | 112 | 78 | 166 | 182 | 110 | 119 | 487 | 44 | 28 | 20 |
| | 27% | 26% | 29% | 31% | 34% | 33% | 27% | 15% | 23% | 27% | 32% | 32% | 27% | 24% | 25% | 31% |
| | | | | e | e | e | e | | | | a | a | | | | |
| At least weekly | 964 | 498 | 459 | 103 | 217 | 204 | 205 | 235 | 334 | 307 | 163 | 152 | 791 | 89 | 58 | 25 |
| | 45% | 48% | 43% | 37% | 45% | 47% | 50% | 45% | 47% | 45% | 47% | 41% | 45% | 50% | 52% | 39% |
| | | | | | | | a | | | | | | | | d | |
| At least monthly | 442 | 207 | 227 | 70 | 83 | 63 | 68 | 158 | 166 | 145 | 59 | 71 | 370 | 37 | 22 | 14 |
| | 21% | 20% | 21% | 25% | 17% | 15% | 17% | 30% | 23% | 21% | 17% | 19% | 21% | 20% | 19% | 22% |
| | | | | c | | | | bcd | | | | | | | | |
| Less often | 141 | 63 | 78 | 18 | 21 | 23 | 23 | 56 | 50 | 53 | 15 | 20 | 123 | 10 | 3 | 5 |
| | 7% | 6% | 7% | 6% | 4% | 5% | 6% | 11% | 7% | 8% | 4% | 6% | 7% | 5% | 3% | 7% |
| | | | | | | | | bc | | | | | | | | |
| Don't know/ can't remember | 7 | 3 | 4 | 2 | 1 | 2 | 1 | 1 | 1 | - | 1 | 4 | 6 | 1 | * | 1 |
| | *% | *% | *% | 1% | *% | 1% | *% | *% | *% | -% | *% | 1% | *% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 579 | 271 | 306 | 86 | 163 | 141 | 112 | 78 | 166 | 182 | 110 | 119 | 487 | 44 | 28 | 20 |
| | 27% | 26% | 29% | 31% | 34% | 33% | 27% | 15% | 23% | 27% | 32% | 32% | 27% | 24% | 25% | 31% |
| | | | | e | e | e | e | | | | a | a | | | | |
| WEEKLY | 1543 | 770 | 765 | 189 | 380 | 344 | 317 | 312 | 500 | 489 | 273 | 270 | 1279 | 133 | 86 | 45 |
| | 72% | 74% | 71% | 68% | 78% | 80% | 77% | 59% | 70% | 71% | 78% | 74% | 72% | 74% | 78% | 70% |
| | | | | | ae | ae | e | | | | a | | | | | |
| MONTHLY | 1985 | 977 | 992 | 258 | 463 | 407 | 385 | 471 | 665 | 634 | 332 | 341 | 1648 | 170 | 108 | 59 |
| | 93% | 94% | 92% | 93% | 95% | 94% | 94% | 89% | 93% | 92% | 95% | 93% | 93% | 94% | 97% | 92% |
| | | | | | e | e | | | | | | | | | | |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2233 | 1830 | 268 | 884 | 1310 | 781 | 1405 | 334 | 355 | 350 | 781 | 1476 | 690 |
| Effective Weighted Sample | 1806 | 1483 | 210 | 722 | 1053 | 636 | 1132 | 274 | 289 | 280 | 636 | 1221 | 562 |
| Total | 2132 | 1769 | 234 | 854 | 1244 | 753 | 1336 | 317 | 336 | 340 | 753 | 1554 | 531 |
| At least daily | 579 | 486 | 54 | 296 | 266 | 264 | 296 | 120 | 128 | 111 | 264 | 462 | 108 |
| | 27% | 27% | 23% | 35% b | 21% | 35% b | 22% | 38% | 38% | 33% | 35% | 30% b | 20% |
| At least weekly | 964 | 794 | 114 | 380 | 569 | 337 | 609 | 141 | 151 | 149 | 337 | 711 | 234 |
| | 45% | 45% | 49% | 44% | 46% | 45% | 46% | 44% | 45% | 44% | 45% | 46% | 44% |
| At least monthly | 442 | 367 | 53 | 130 | 308 | 110 | 326 | 43 | 38 | 59 | 110 | 299 | 131 |
| | 21% | 21% | 23% | 15% | 25% a | 15% | 24% a | 14% | 11% | 17% | 15% | 19% | 25% a |
| Less often | 141 | 116 | 14 | 45 | 95 | 40 | 101 | 13 | 17 | 19 | 40 | 80 | 55 |
| | 7% | 7% | 6% | 5% | 8% | 5% | 8% | 4% | 5% | 5% | 5% | 5% | 10% a |
| Don't know/ can't remember | 7 | 6 | - | 2 | 5 | 2 | 5 | - | 1 | 2 | 2 | 3 | 3 |
| | *% | *% | -% | *% | *% | *% | *% | -% | *% | 1% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 579 | 486 | 54 | 296 | 266 | 264 | 296 | 120 | 128 | 111 | 264 | 462 | 108 |
| | 27% | 27% | 23% | 35% b | 21% | 35% b | 22% | 38% | 38% | 33% | 35% | 30% b | 20% |
| WEEKLY | 1543 | 1280 | 167 | 676 | 835 | 602 | 905 | 260 | 279 | 260 | 602 | 1172 | 341 |
| | 72% | 72% | 72% | 79% b | 67% | 80% b | 68% | 82% | 83% | 76% | 80% | 75% b | 64% |
| MONTHLY | 1985 | 1647 | 220 | 807 | 1144 | 711 | 1231 | 303 | 318 | 319 | 711 | 1471 | 472 |
| | 93% | 93% | 94% | 94% | 92% | 94% | 92% | 96% | 95% | 94% | 94% | 95% b | 89% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 46

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 2233 | 2233 | 2233 | - | - | 2233 | 1933 | 1409 | 1467 | 454 | 2051 | 182 | 412 | 466 | 1355 |
| Effective Weighted Sample | 1806 | 1806 | 1806 | - | - | 1806 | 1569 | 1139 | 1195 | 370 | 1663 | 144 | 326 | 377 | 1103 |
| Total | 2132 | 2132 | 2132 | - | - | 2132 | 1870 | 1365 | 1434 | 455 | 1975 | 158 | 380 | 441 | 1311 |
| At least daily | 579 | 579 | 579 | ** | ** | 579 | 489 | 350 | 368 | 110 | 520 | 59 | 116 | 109 | 354 |
| | 27% | 27% | 27% | ** | ** | 27% | 26% | 26% | 26% | 24% | 26% | 37% abcde | 30% | 25% | 27% |
| At least weekly | 964 | 964 | 964 | ** | ** | 964 | 856 | 621 | 670 | 212 | 903 | 61 | 159 | 212 | 593 |
| | 45% | 45% | 45% | ** | ** | 45% | 46% | 45% | 47% | 47% | 46% | 38% | 42% | 48% | 45% |
| At least monthly | 442 | 442 | 442 | ** | ** | 442 | 397 | 301 | 304 | 104 | 414 | 28 | 76 | 88 | 278 |
| | 21% | 21% | 21% | ** | ** | 21% | 21% | 22% | 21% | 23% | 21% | 18% | 20% | 20% | 21% |
| Less often | 141 | 141 | 141 | ** | ** | 141 | 123 | 87 | 88 | 29 | 131 | 10 | 29 | 28 | 83 |
| | 7% | 7% | 7% | ** | ** | 7% | 7% | 6% | 6% | 6% | 7% | 6% | 8% | 6% | 6% |
| Don't know/ can't remember | 7 | 7 | 7 | ** | ** | 7 | 5 | 6 | 5 | - | 7 | * | * | 4 | 2 |
| | *% | *% | *% | ** | ** | *% | *% | *% | *% | -% | *% | *% | *% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 579 | 579 | 579 | ** | ** | 579 | 489 | 350 | 368 | 110 | 520 | 59 | 116 | 109 | 354 |
| | 27% | 27% | 27% | ** | ** | 27% | 26% | 26% | 26% | 24% | 26% | 37% abcde | 30% | 25% | 27% |
| WEEKLY | 1543 | 1543 | 1543 | ** | ** | 1543 | 1345 | 971 | 1037 | 322 | 1424 | 119 | 275 | 321 | 947 |
| | 72% | 72% | 72% | ** | ** | 72% | 72% | 71% | 72% | 71% | 72% | 76% | 72% | 73% | 72% |
| MONTHLY | 1985 | 1985 | 1985 | ** | ** | 1985 | 1743 | 1272 | 1341 | 426 | 1837 | 147 | 351 | 408 | 1226 |
| | 93% | 93% | 93% | ** | ** | 93% | 93% | 93% | 94% | 94% | 93% | 93% | 92% | 93% | 93% |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 610 | 263 | 342 | 97 | 158 | 133 | 100 | 122 | 192 | 164 | 118 | 128 | 407 | 95 | 67 | 41 |
| Effective Weighted Sample | 502 | 218 | 281 | 82 | 134 | 109 | 80 | 100 | 166 | 131 | 101 | 100 | 377 | 94 | 65 | 39 |
| Total | 579 | 265 | 308 | 87 | 161 | 118 | 101 | 111 | 201 | 157 | 111 | 102 | 483 | 54 | 29 | 13 |
| At least daily | 164 | 74 | 88 | ** | 54 | 44 | 23 | 23 | 44 | 41 | 39 | 39 | 137 | ** | ** | ** |
| | 28% | 28% | 29% | ** | 34% | 37% | 22% | 21% | 22% | 26% | 36% | 38% a | 28% | ** | ** | ** |
| At least weekly | 235 | 121 | 113 | ** | 67 | 52 | 51 | 39 | 92 | 56 | 46 | 38 | 200 | ** | ** | ** |
| | 41% | 46% | 37% | ** | 41% | 44% | 50% | 35% | 46% | 36% | 42% | 37% | 42% | ** | ** | ** |
| At least monthly | 116 | 47 | 66 | ** | 27 | 12 | 12 | 31 | 40 | 41 | 15 | 17 | 94 | ** | ** | ** |
| | 20% | 18% | 21% | ** | 17% | 10% | 12% | 28% c | 20% | 26% | 14% | 17% | 19% | ** | ** | ** |
| Less often | 59 | 22 | 38 | ** | 12 | 10 | 14 | 18 | 23 | 18 | 10 | 7 | 49 | ** | ** | ** |
| | 10% | 8% | 12% | ** | 8% | 9% | 13% | 16% | 11% | 11% | 9% | 7% | 10% | ** | ** | ** |
| Don't know/ can't remember | 4 | 2 | 3 | ** | 1 | 1 | 2 | 1 | 2 | 1 | - | 1 | 3 | ** | ** | ** |
| | 1% | 1% | 1% | ** | 1% | *% | 2% | *% | 1% | 1% | -% | 1% | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 164 | 74 | 88 | ** | 54 | 44 | 23 | 23 | 44 | 41 | 39 | 39 | 137 | ** | ** | ** |
| | 28% | 28% | 29% | ** | 34% | 37% | 22% | 21% | 22% | 26% | 36% | 38% a | 28% | ** | ** | ** |
| WEEKLY | 399 | 194 | 201 | ** | 121 | 96 | 73 | 62 | 136 | 97 | 85 | 77 | 337 | ** | ** | ** |
| | 69% | 73% | 65% | ** | 75% e | 81% e | 72% | 56% | 68% | 62% | 77% | 76% | 70% | ** | ** | ** |
| MONTHLY | 515 | 242 | 267 | ** | 148 | 108 | 86 | 93 | 176 | 138 | 101 | 94 | 431 | ** | ** | ** |
| | 89% | 91% | 87% | ** | 92% | 91% | 84% | 84% | 88% | 88% | 91% | 92% | 89% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 47

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 610 | 491 | 52 | 275 | 326 | 240 | 358 | 99 | 116 | 102 | 240 | 417 | 176 |
| Effective Weighted Sample | 502 | 404 | 43 | 231 | 265 | 201 | 292 | 83 | 97 | 84 | 201 | 351 | 149 |
| Total | 579 | 472 | 43 | 270 | 302 | 238 | 331 | 96 | 112 | 101 | 238 | 437 | 132 |
| At least daily | 164 | 135 | ** | 97 | 66 | 87 | 75 | ** | 43 | 32 | 87 | 125 | 37 |
| | 28% | 29% | ** | 36% b | 22% | 37% b | 23% | ** | 38% | 32% | 37% | 29% | 28% |
| At least weekly | 235 | 194 | ** | 109 | 123 | 100 | 131 | ** | 46 | 47 | 100 | 185 | 45 |
| | 41% | 41% | ** | 40% | 41% | 42% | 39% | ** | 41% | 47% | 42% | 42% | 34% |
| At least monthly | 116 | 91 | ** | 38 | 76 | 30 | 84 | ** | 13 | 11 | 30 | 83 | 31 |
| | 20% | 19% | ** | 14% | 25% a | 13% | 25% a | ** | 12% | 11% | 13% | 19% | 24% |
| Less often | 59 | 49 | ** | 24 | 34 | 20 | 39 | ** | 11 | 10 | 20 | 40 | 19 |
| | 10% | 10% | ** | 9% | 11% | 8% | 12% | ** | 9% | 10% | 8% | 9% | 14% |
| Don't know/ can't remember | 4 | 3 | ** | 1 | 3 | 1 | 3 | ** | - | 1 | 1 | 4 | 1 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | -% | 1% | 1% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 164 | 135 | ** | 97 | 66 | 87 | 75 | ** | 43 | 32 | 87 | 125 | 37 |
| | 28% | 29% | ** | 36% b | 22% | 37% b | 23% | ** | 38% | 32% | 37% | 29% | 28% |
| WEEKLY | 399 | 329 | ** | 206 | 189 | 187 | 206 | ** | 88 | 79 | 187 | 310 | 82 |
| | 69% | 70% | ** | 77% b | 62% | 79% b | 62% | ** | 79% | 79% | 79% | 71% | 62% |
| MONTHLY | 515 | 420 | ** | 244 | 265 | 217 | 289 | ** | 102 | 90 | 217 | 393 | 113 |
| | 89% | 89% | ** | 91% | 88% | 91% | 87% | ** | 91% | 90% | 91% | 90% | 85% |

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 610 | 610 | 610 | - | - | 610 | 545 | 420 | 434 | 135 | 571 | 39 | 90 | 123 | 397 |
| Effective Weighted Sample | 502 | 502 | 502 | - | - | 502 | 450 | 349 | 360 | 113 | 472 | 31 | 72 | 104 | 327 |
| Total | 579 | 579 | 579 | - | - | 579 | 524 | 407 | 422 | 131 | 548 | 31 | 79 | 121 | 379 |
| At least daily | 164 | 164 | 164 | ** | ** | 164 | 148 | 111 | 116 | 34 | 152 | ** | ** | 40 | 103 |
| | 28% | 28% | 28% | ** | ** | 28% | 28% | 27% | 28% | 26% | 28% | ** | ** | 33% | 27% |
| At least weekly | 235 | 235 | 235 | ** | ** | 235 | 217 | 168 | 172 | 58 | 226 | ** | ** | 52 | 160 |
| | 41% | 41% | 41% | ** | ** | 41% | 41% | 41% | 41% | 44% | 41% | ** | ** | 43% | 42% |
| At least monthly | 116 | 116 | 116 | ** | ** | 116 | 104 | 84 | 89 | 20 | 112 | ** | ** | 19 | 78 |
| | 20% | 20% | 20% | ** | ** | 20% | 20% | 21% | 21% | 15% | 20% | ** | ** | 16% | 21% |
| Less often | 59 | 59 | 59 | ** | ** | 59 | 51 | 40 | 41 | 17 | 54 | ** | ** | 7 | 37 |
| | 10% | 10% | 10% | ** | ** | 10% | 10% | 10% | 10% | 13% | 10% | ** | ** | 6% | 10% |
| Don't know/ can't remember | 4 | 4 | 4 | ** | ** | 4 | 4 | 4 | 4 | 2 | 4 | ** | ** | 3 | 1 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 2% | 1% | ** | ** | 2% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 164 | 164 | 164 | ** | ** | 164 | 148 | 111 | 116 | 34 | 152 | ** | ** | 40 | 103 |
| | 28% | 28% | 28% | ** | ** | 28% | 28% | 27% | 28% | 26% | 28% | ** | ** | 33% | 27% |
| WEEKLY | 399 | 399 | 399 | ** | ** | 399 | 364 | 279 | 288 | 92 | 377 | ** | ** | 91 | 262 |
| | 69% | 69% | 69% | ** | ** | 69% | 70% | 69% | 68% | 70% | 69% | ** | ** | 76% | 69% |
| MONTHLY | 515 | 515 | 515 | ** | ** | 515 | 468 | 364 | 377 | 112 | 490 | ** | ** | 111 | 340 |
| | 89% | 89% | 89% | ** | ** | 89% | 89% | 89% | 89% | 86% | 89% | ** | ** | 92% | 90% |

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

**A7O. How often in the past 3 months have you watched programmes or films using Disney+?**

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1364 | 548 | 799 | 285 | 411 | 332 | 186 | 150 | 420 | 423 | 242 | 269 | 865 | 209 | 149 | 141 |
| Effective Weighted Sample | 1104 | 443 | 650 | 233 | 337 | 268 | 149 | 122 | 348 | 334 | 201 | 217 | 804 | 207 | 145 | 136 |
| Total | 1269 | 544 | 710 | 244 | 391 | 300 | 192 | 142 | 410 | 405 | 222 | 223 | 1040 | 118 | 67 | 44 |
| At least daily | 315 | 136 | 174 | 74 | 121 | 70 | 32 | 18 | 89 | 87 | 61 | 75 | 253 | 35 | 17 | 10 |
| | 25% | 25% | 25% | 30% de | 31% de | 23% | 17% | 12% | 22% | 21% | 27% | 34% ab | 24% | 29% | 25% | 22% |
| At least weekly | 581 | 246 | 329 | 98 | 190 | 145 | 99 | 50 | 195 | 178 | 103 | 102 | 474 | 55 | 30 | 22 |
| | 46% | 45% | 46% | 40% | 49% | 48% | 52% e | 35% | 47% | 44% | 46% | 46% | 46% | 46% | 46% | 51% |
| At least monthly | 270 | 126 | 141 | 51 | 60 | 67 | 47 | 45 | 101 | 97 | 39 | 29 | 225 | 22 | 15 | 8 |
| | 21% | 23% | 20% | 21% | 15% | 22% | 24% | 32% b | 25% d | 24% d | 18% | 13% | 22% | 18% | 23% | 18% |
| Less often | 93 | 33 | 59 | 19 | 17 | 18 | 13 | 26 | 22 | 38 | 18 | 16 | 80 | 6 | 3 | 3 |
| | 7% | 6% | 8% | 8% | 4% | 6% | 7% | 18% abcd | 5% | 9% | 8% | 7% | 8% | 5% | 5% | 8% |
| Don't know/ can't remember | 10 | 3 | 6 | 3 | 2 | * | 1 | 4 | 3 | 4 | 1 | 1 | 8 | 1 | * | 1 |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | 2% | 1% | 1% | 1% | *% | 1% | *% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 315 | 136 | 174 | 74 | 121 | 70 | 32 | 18 | 89 | 87 | 61 | 75 | 253 | 35 | 17 | 10 |
| | 25% | 25% | 25% | 30% de | 31% de | 23% | 17% | 12% | 22% | 21% | 27% | 34% ab | 24% | 29% | 25% | 22% |
| WEEKLY | 896 | 382 | 503 | 171 | 311 | 215 | 131 | 68 | 283 | 265 | 164 | 177 | 727 | 90 | 47 | 32 |
| | 71% | 70% | 71% | 70% e | 80% de | 72% e | 68% e | 48% | 69% | 66% | 74% | 80% ab | 70% | 76% | 71% | 73% |
| MONTHLY | 1166 | 508 | 644 | 222 | 371 | 282 | 178 | 113 | 385 | 363 | 203 | 206 | 952 | 112 | 63 | 40 |
| | 92% | 93% | 91% | 91% e | 95% e | 94% e | 93% e | 79% | 94% | 90% | 91% | 93% | 92% | 94% | 94% | 91% |

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

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

**A7O. How often in the past 3 months have you watched programmes or films using Disney+?**

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1364 | 1120 | 121 | 757 | 586 | 649 | 685 | 294 | 325 | 273 | 649 | 1003 | 330 |
| Effective Weighted Sample | 1104 | 906 | 93 | 618 | 470 | 531 | 549 | 244 | 264 | 221 | 531 | 822 | 284 |
| Total | 1269 | 1043 | 105 | 713 | 539 | 616 | 628 | 278 | 303 | 261 | 616 | 1013 | 236 |
| At least daily | 315 | 263 | 15 | 202 | 110 | 178 | 131 | 91 | 87 | 68 | 178 | 257 | 53 |
| | 25% | 25% | 15% | 28% b | 20% | 29% b | 21% | 33% | 29% | 26% | 29% | 25% | 23% |
| At least weekly | 581 | 479 | 54 | 333 | 239 | 287 | 281 | 132 | 154 | 116 | 287 | 466 | 107 |
| | 46% | 46% | 52% | 47% | 44% | 47% | 45% | 47% | 51% | 45% | 47% | 46% | 45% |
| At least monthly | 270 | 222 | 23 | 145 | 122 | 126 | 139 | 47 | 56 | 62 | 126 | 217 | 47 |
| | 21% | 21% | 22% | 20% | 23% | 20% | 22% | 17% | 18% | 24% | 20% | 21% | 20% |
| Less often | 93 | 72 | 11 | 29 | 63 | 22 | 70 | 7 | 4 | 13 | 22 | 66 | 26 |
| | 7% | 7% | 11% | 4% | 12% a | 4% | 11% a | 3% | 1% | 5% | 4% | 6% | 11% |
| Don't know/ can't remember | 10 | 7 | 1 | 5 | 4 | 4 | 6 | 2 | * | 1 | 4 | 6 | 4 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 315 | 263 | 15 | 202 | 110 | 178 | 131 | 91 | 87 | 68 | 178 | 257 | 53 |
| | 25% | 25% | 15% | 28% b | 20% | 29% b | 21% | 33% | 29% | 26% | 29% | 25% | 23% |
| WEEKLY | 896 | 743 | 70 | 535 | 349 | 465 | 413 | 222 | 242 | 184 | 465 | 724 | 160 |
| | 71% | 71% | 66% | 75% b | 65% | 75% b | 66% | 80% | 80% | 71% | 75% | 71% | 68% |
| MONTHLY | 1166 | 964 | 93 | 679 | 471 | 590 | 551 | 269 | 298 | 246 | 590 | 941 | 207 |
| | 92% | 92% | 88% | 95% b | 87% | 96% b | 88% | 97% | 98% | 94% | 96% | 93% b | 88% |

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

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

**A7O. How often in the past 3 months have you watched programmes or films using Disney+?**

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1364 | 1364 | 1364 | - | - | 1364 | 1158 | 832 | 897 | 251 | 1242 | 122 | 230 | 298 | 836 |
| Effective Weighted Sample | 1104 | 1104 | 1104 | - | - | 1104 | 942 | 678 | 733 | 206 | 1008 | 97 | 182 | 246 | 678 |
| Total | 1269 | 1269 | 1269 | - | - | 1269 | 1100 | 789 | 861 | 248 | 1168 | 101 | 192 | 286 | 791 |
| At least daily | 315 | 315 | 315 | ** | ** | 315 | 270 | 189 | 211 | 56 | 285 | 29 | 50 | 70 | 195 |
| | 25% | 25% | 25% | ** | ** | 25% | 25% | 24% | 24% | 23% | 24% | 29% | 26% | 24% | 25% |
| At least weekly | 581 | 581 | 581 | ** | ** | 581 | 509 | 359 | 383 | 117 | 534 | 47 | 82 | 124 | 375 |
| | 46% | 46% | 46% | ** | ** | 46% | 46% | 46% | 44% | 47% | 46% | 47% | 43% | 43% | 47% |
| At least monthly | 270 | 270 | 270 | ** | ** | 270 | 234 | 174 | 190 | 54 | 253 | 16 | 46 | 63 | 160 |
| | 21% | 21% | 21% | ** | ** | 21% | 21% | 22% | 22% | 22% | 22% | 16% | 24% | 22% | 20% |
| Less often | 93 | 93 | 93 | ** | ** | 93 | 77 | 59 | 69 | 17 | 86 | 8 | 13 | 26 | 55 |
| | 7% | 7% | 7% | ** | ** | 7% | 7% | 7% | 8% | 7% | 7% | 8% | 7% | 9% | 7% |
| Don't know/ can't remember | 10 | 10 | 10 | ** | ** | 10 | 9 | 8 | 8 | 3 | 9 | * | * | 3 | 6 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 315 | 315 | 315 | ** | ** | 315 | 270 | 189 | 211 | 56 | 285 | 29 | 50 | 70 | 195 |
| | 25% | 25% | 25% | ** | ** | 25% | 25% | 24% | 24% | 23% | 24% | 29% | 26% | 24% | 25% |
| WEEKLY | 896 | 896 | 896 | ** | ** | 896 | 779 | 548 | 594 | 173 | 820 | 77 | 133 | 194 | 570 |
| | 71% | 71% | 71% | ** | ** | 71% | 71% | 69% | 69% | 70% | 70% | 76% | 69% | 68% | 72% |
| MONTHLY | 1166 | 1166 | 1166 | ** | ** | 1166 | 1013 | 722 | 783 | 227 | 1073 | 93 | 179 | 257 | 730 |
| | 92% | 92% | 92% | ** | ** | 92% | 92% | 92% | 91% | 92% | 92% | 92% | 93% | 90% | 92% |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 261 | 147 | 112 | 59 | 67 | 67 | 37 | 31 | 110 | 82 | 34 | 34 | 178 | 42 | 20 | 21 |
| Effective Weighted Sample | 219 | 125 | 92 | 51 | 57 | 57 | 29 | 25 | 92 | 69 | 30 | 28 | 169 | 41 | 20 | 21 |
| Total | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| At least daily | 49 | 31 | 18 | ** | ** | ** | ** | ** | 16 | ** | ** | ** | 44 | ** | ** | ** |
| | 19% | 20% | 17% | ** | ** | ** | ** | ** | 15% | ** | ** | ** | 20% | ** | ** | ** |
| At least weekly | 95 | 62 | 32 | ** | ** | ** | ** | ** | 47 | ** | ** | ** | 80 | ** | ** | ** |
| | 36% | 39% | 31% | ** | ** | ** | ** | ** | 42% | ** | ** | ** | 36% | ** | ** | ** |
| At least monthly | 86 | 46 | 40 | ** | ** | ** | ** | ** | 36 | ** | ** | ** | 70 | ** | ** | ** |
| | 32% | 29% | 38% | ** | ** | ** | ** | ** | 32% | ** | ** | ** | 31% | ** | ** | ** |
| Less often | 29 | 17 | 12 | ** | ** | ** | ** | ** | 13 | ** | ** | ** | 24 | ** | ** | ** |
| | 11% | 11% | 12% | ** | ** | ** | ** | ** | 11% | ** | ** | ** | 11% | ** | ** | ** |
| Don't know/ can't remember | 7 | 3 | 2 | ** | ** | ** | ** | ** | 1 | ** | ** | ** | 6 | ** | ** | ** |
| | 2% | 2% | 2% | ** | ** | ** | ** | ** | 1% | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 49 | 31 | 18 | ** | ** | ** | ** | ** | 16 | ** | ** | ** | 44 | ** | ** | ** |
| | 19% | 20% | 17% | ** | ** | ** | ** | ** | 15% | ** | ** | ** | 20% | ** | ** | ** |
| WEEKLY | 144 | 93 | 50 | ** | ** | ** | ** | ** | 64 | ** | ** | ** | 125 | ** | ** | ** |
| | 54% | 58% | 48% | ** | ** | ** | ** | ** | 57% | ** | ** | ** | 55% | ** | ** | ** |
| MONTHLY | 230 | 139 | 90 | ** | ** | ** | ** | ** | 99 | ** | ** | ** | 195 | ** | ** | ** |
| | 86% | 87% | 86% | ** | ** | ** | ** | ** | 88% | ** | ** | ** | 87% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 49

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 261 | 218 | 19 | 134 | 122 | 112 | 142 | 50 | 56 | 44 | 112 | 202 | 55 |
| Effective Weighted Sample | 219 | 182 | 15 | 114 | 101 | 95 | 118 | 42 | 48 | 38 | 95 | 172 | 48 |
| Total | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| At least daily | 49 | 46 | ** | 29 | 20 | 26 | 23 | ** | ** | ** | 26 | 41 | ** |
| | 19% | 21% | ** | 21% | 17% | 22% | 16% | ** | ** | ** | 22% | 19% | ** |
| At least weekly | 95 | 77 | ** | 47 | 45 | 41 | 49 | ** | ** | ** | 41 | 81 | ** |
| | 36% | 35% | ** | 34% | 37% | 35% | 35% | ** | ** | ** | 35% | 37% | ** |
| At least monthly | 86 | 72 | ** | 50 | 32 | 44 | 38 | ** | ** | ** | 44 | 73 | ** |
| | 32% | 32% | ** | 36% | 27% | 37% | 28% | ** | ** | ** | 37% | 33% | ** |
| Less often | 29 | 24 | ** | 8 | 21 | 5 | 24 | ** | ** | ** | 5 | 24 | ** |
| | 11% | 11% | ** | 6% | 18% | 5% | 17% | ** | ** | ** | 5% | 11% | ** |
| | | | | | a | | a | | | | | | |
| Don't know/ can't remember | 7 | 4 | ** | 5 | 2 | 1 | 5 | ** | ** | ** | 1 | 2 | ** |
| | 2% | 2% | ** | 3% | 2% | 1% | 3% | ** | ** | ** | 1% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 49 | 46 | ** | 29 | 20 | 26 | 23 | ** | ** | ** | 26 | 41 | ** |
| | 19% | 21% | ** | 21% | 17% | 22% | 16% | ** | ** | ** | 22% | 19% | ** |
| WEEKLY | 144 | 122 | ** | 76 | 65 | 68 | 72 | ** | ** | ** | 68 | 122 | ** |
| | 54% | 55% | ** | 55% | 54% | 57% | 52% | ** | ** | ** | 57% | 55% | ** |
| MONTHLY | 230 | 194 | ** | 126 | 97 | 112 | 110 | ** | ** | ** | 112 | 195 | ** |
| | 86% | 88% | ** | 91% | 81% | 94% | 79% | ** | ** | ** | 94% | 88% | ** |
| | | | | | | | b | | | | | | |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 49

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 261 | 261 | 261 | - | - | 261 | 239 | 197 | 211 | 68 | 250 | 11 | 41 | 60 | 160 |
| Effective Weighted Sample | 219 | 219 | 219 | - | - | 219 | 202 | 165 | 178 | 55 | 210 | 9 | 33 | 52 | 135 |
| Total | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| At least daily | 49 | 49 | 49 | ** | ** | 49 | 46 | 39 | 42 | ** | 47 | ** | ** | ** | 38 |
| | 19% | 19% | 19% | ** | ** | 19% | 19% | 20% | 19% | ** | 18% | ** | ** | ** | 23% |
| At least weekly | 95 | 95 | 95 | ** | ** | 95 | 89 | 72 | 75 | ** | 92 | ** | ** | ** | 63 |
| | 36% | 36% | 36% | ** | ** | 36% | 36% | 36% | 35% | ** | 36% | ** | ** | ** | 38% |
| At least monthly | 86 | 86 | 86 | ** | ** | 86 | 82 | 63 | 71 | ** | 83 | ** | ** | ** | 50 |
| | 32% | 32% | 32% | ** | ** | 32% | 33% | 32% | 33% | ** | 33% | ** | ** | ** | 30% |
| Less often | 29 | 29 | 29 | ** | ** | 29 | 26 | 20 | 24 | ** | 27 | ** | ** | ** | 13 |
| | 11% | 11% | 11% | ** | ** | 11% | 11% | 10% | 11% | ** | 11% | ** | ** | ** | 8% |
| Don't know/ can't remember | 7 | 7 | 7 | ** | ** | 7 | 5 | 5 | 6 | ** | 7 | ** | ** | ** | 2 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 3% | ** | 3% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 49 | 49 | 49 | ** | ** | 49 | 46 | 39 | 42 | ** | 47 | ** | ** | ** | 38 |
| | 19% | 19% | 19% | ** | ** | 19% | 19% | 20% | 19% | ** | 18% | ** | ** | ** | 23% |
| WEEKLY | 144 | 144 | 144 | ** | ** | 144 | 135 | 111 | 117 | ** | 139 | ** | ** | ** | 100 |
| | 54% | 54% | 54% | ** | ** | 54% | 54% | 56% | 54% | ** | 54% | ** | ** | ** | 61% |
| MONTHLY | 230 | 230 | 230 | ** | ** | 230 | 217 | 175 | 188 | ** | 222 | ** | ** | ** | 150 |
| | 86% | 86% | 86% | ** | ** | 86% | 88% | 87% | 86% | ** | 87% | ** | ** | ** | 91% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 50

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 154 | 66 | 83 | 31 | 47 | 23 | 23 | 30 | 56 | 42 | 28 | 27 | 108 | 23 | 18 | 5 |
| Effective Weighted Sample | 130 | 56 | 71 | 27 | 41 | 20 | 18 | 24 | 48 | 35 | 24 | 23 | 100 | 23 | 18 | 5 |
| Total | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| At least daily | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** | ** | ** |
| | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** | ** | ** |
| At least weekly | 63 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 42% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | ** | ** |
| At least monthly | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20 | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | ** | ** |
| Less often | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| Don't know/ can't remember | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** | ** | ** |
| | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** | ** | ** |
| WEEKLY | 100 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88 | ** | ** | ** |
| | 66% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69% | ** | ** | ** |
| MONTHLY | 125 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 108 | ** | ** | ** |
| | 83% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ~d |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 50

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 154 | 127 | 14 | 66 | 87 | 59 | 93 | 24 | 24 | 28 | 59 | 105 | 47 |
| Effective Weighted Sample | 130 | 107 | 11 | 57 | 72 | 51 | 76 | 22 | 22 | 24 | 51 | 89 | 41 |
| Total | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| At least daily | 36 | 30 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28 | ** |
| | 24% | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** |
| At least weekly | 63 | 51 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 50 | ** |
| | 42% | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45% | ** |
| At least monthly | 26 | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19 | ** |
| | 17% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** |
| Less often | 19 | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** |
| | 13% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| Don't know/ can't remember | 6 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** |
| | 4% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 36 | 30 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28 | ** |
| | 24% | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** |
| WEEKLY | 100 | 82 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79 | ** |
| | 66% | 65% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 71% | ** |
| MONTHLY | 125 | 105 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98 | ** |
| | 83% | 84% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 50

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 154 | 154 | 154 | - | - | 154 | 144 | 117 | 116 | 50 | 149 | 5 | 20 | 31 | 103 |
| Effective Weighted Sample | 130 | 130 | 130 | - | - | 130 | 121 | 99 | 96 | 41 | 125 | 4 | 17 | 27 | 86 |
| Total | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| At least daily | 36 | 36 | 36 | ** | ** | 36 | 35 | 27 | 27 | ** | 36 | ** | ** | ** | 26 |
| | 24% | 24% | 24% | ** | ** | 24% | 25% | 23% | 24% | ** | 25% | ** | ** | ** | 26% |
| At least weekly | 63 | 63 | 63 | ** | ** | 63 | 58 | 48 | 48 | ** | 60 | ** | ** | ** | 43 |
| | 42% | 42% | 42% | ** | ** | 42% | 42% | 41% | 43% | ** | 41% | ** | ** | ** | 43% |
| At least monthly | 26 | 26 | 26 | ** | ** | 26 | 25 | 22 | 20 | ** | 26 | ** | ** | ** | 15 |
| | 17% | 17% | 17% | ** | ** | 17% | 18% | 19% | 18% | ** | 18% | ** | ** | ** | 15% |
| Less often | 19 | 19 | 19 | ** | ** | 19 | 16 | 15 | 13 | ** | 18 | ** | ** | ** | 13 |
| | 13% | 13% | 13% | ** | ** | 13% | 11% | 13% | 12% | ** | 12% | ** | ** | ** | 13% |
| Don't know/ can't remember | 6 | 6 | 6 | ** | ** | 6 | 6 | 4 | 4 | ** | 6 | ** | ** | ** | 3 |
| | 4% | 4% | 4% | ** | ** | 4% | 4% | 4% | 4% | ** | 4% | ** | ** | ** | 3% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 36 | 36 | 36 | ** | ** | 36 | 35 | 27 | 27 | ** | 36 | ** | ** | ** | 26 |
| | 24% | 24% | 24% | ** | ** | 24% | 25% | 23% | 24% | ** | 25% | ** | ** | ** | 26% |
| WEEKLY | 100 | 100 | 100 | ** | ** | 100 | 93 | 75 | 76 | ** | 96 | ** | ** | ** | 69 |
| | 66% | 66% | 66% | ** | ** | 66% | 67% | 64% | 67% | ** | 66% | ** | ** | ** | 69% |
| MONTHLY | 125 | 125 | 125 | ** | ** | 125 | 118 | 97 | 96 | ** | 122 | ** | ** | ** | 84 |
| | 83% | 83% | 83% | ** | ** | 83% | 84% | 84% | 85% | ** | 84% | ** | ** | ** | 84% |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 116 | 24 | 91 | 19 | 47 | 26 | 17 | 7 | 37 | 39 | 21 | 19 | 71 | 26 | 13 | 6 |
| Effective Weighted Sample | 95 | 22 | 74 | 16 | 41 | 21 | 13 | 6 | 31 | 32 | 17 | 15 | 67 | 26 | 13 | 6 |
| Total | 110 | 30 | 79 | 18 | 49 | 21 | 17 | 5 | 37 | 39 | 20 | 15 | 88 | 15 | 6 | 2 |
| At least daily | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | 43 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | 78 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 71% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | 97 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 88% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 51**

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 116 | 94 | 8 | 68 | 45 | 62 | 51 | 25 | 32 | 28 | 62 | 101 | 13 |
| Effective Weighted Sample | 95 | 77 | 6 | 58 | 35 | 54 | 39 | 23 | 27 | 23 | 54 | 84 | 11 |
| Total | 110 | 90 | 6 | 68 | 39 | 64 | 44 | 27 | 32 | 29 | 64 | 100 | 8 |
| At least daily | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** |
| At least weekly | 43 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37 | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** |
| At least monthly | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19 | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| Less often | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** |
| Don't know/ can't remember | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** |
| WEEKLY | 78 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** |
| | 71% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** |
| MONTHLY | 97 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89 | ** |
| | 88% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** |

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | ~b | ~c | ~d | e | ~f | ~a | ~b | ~c |
| Unweighted total | 116 | 116 | 116 | - | - | 116 | 104 | 81 | 79 | 22 | 111 | 5 | 21 | 25 | 70 |
| Effective Weighted Sample | 95 | 95 | 95 | - | - | 95 | 86 | 69 | 67 | 19 | 91 | 4 | 17 | 21 | 57 |
| Total | 110 | 110 | 110 | - | - | 110 | 98 | 83 | 80 | 22 | 106 | 4 | 19 | 25 | 66 |
| At least daily | 35 | 35 | 35 | ** | ** | 35 | 33 | ** | ** | ** | 34 | ** | ** | ** | ** |
| | 32% | 32% | 32% | ** | ** | 32% | 33% | ** | ** | ** | 32% | ** | ** | ** | ** |
| At least weekly | 43 | 43 | 43 | ** | ** | 43 | 38 | ** | ** | ** | 43 | ** | ** | ** | ** |
| | 39% | 39% | 39% | ** | ** | 39% | 39% | ** | ** | ** | 40% | ** | ** | ** | ** |
| At least monthly | 19 | 19 | 19 | ** | ** | 19 | 15 | ** | ** | ** | 17 | ** | ** | ** | ** |
| | 17% | 17% | 17% | ** | ** | 17% | 16% | ** | ** | ** | 16% | ** | ** | ** | ** |
| Less often | 10 | 10 | 10 | ** | ** | 10 | 8 | ** | ** | ** | 9 | ** | ** | ** | ** |
| | 9% | 9% | 9% | ** | ** | 9% | 8% | ** | ** | ** | 9% | ** | ** | ** | ** |
| Don't know/ can't remember | 3 | 3 | 3 | ** | ** | 3 | 3 | ** | ** | ** | 3 | ** | ** | ** | ** |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | ** | ** | ** | 3% | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 35 | 35 | 35 | ** | ** | 35 | 33 | ** | ** | ** | 34 | ** | ** | ** | ** |
| | 32% | 32% | 32% | ** | ** | 32% | 33% | ** | ** | ** | 32% | ** | ** | ** | ** |
| WEEKLY | 78 | 78 | 78 | ** | ** | 78 | 71 | ** | ** | ** | 76 | ** | ** | ** | ** |
| | 71% | 71% | 71% | ** | ** | 71% | 73% | ** | ** | ** | 72% | ** | ** | ** | ** |
| MONTHLY | 97 | 97 | 97 | ** | ** | 97 | 86 | ** | ** | ** | 93 | ** | ** | ** | ** |
| | 88% | 88% | 88% | ** | ** | 88% | 88% | ** | ** | ** | 88% | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 52

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

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

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

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1477 | 734 | 726 | 297 | 353 | 264 | 217 | 346 | 422 | 427 | 272 | 333 | 985 | 202 | 152 | 138 |
| Effective Weighted Sample | 1199 | 592 | 596 | 245 | 286 | 216 | 179 | 277 | 349 | 343 | 224 | 270 | 905 | 197 | 147 | 132 |
| Total | 1404 | 723 | 667 | 256 | 334 | 250 | 227 | 337 | 423 | 426 | 253 | 284 | 1176 | 117 | 67 | 44 |
| At least daily | 698 | 382 | 306 | 156 | 189 | 130 | 114 | 108 | 172 | 212 | 142 | 162 | 583 | 62 | 28 | 25 |
| | 50% | 53% | 46% | 61% | 57% | 52% | 50% | 32% | 41% | 50% | 56% | 57% | 50% | 53% | 42% | 58% |
| | | | | e | e | e | e | | | | a | a | | | | c |
| At least weekly | 467 | 238 | 226 | 67 | 115 | 84 | 82 | 119 | 151 | 145 | 81 | 86 | 394 | 38 | 24 | 12 |
| | 33% | 33% | 34% | 26% | 35% | 34% | 36% | 35% | 36% | 34% | 32% | 30% | 33% | 33% | 36% | 26% |
| At least monthly | 142 | 55 | 87 | 23 | 20 | 25 | 18 | 56 | 61 | 37 | 22 | 19 | 117 | 10 | 11 | 5 |
| | 10% | 8% | 13% | 9% | 6% | 10% | 8% | 16% | 14% | 9% | 9% | 7% | 10% | 8% | 16% | 10% |
| | | | a | | | | | bd | d | | | | | | | |
| Less often | 91 | 45 | 46 | 6 | 9 | 11 | 11 | 54 | 38 | 29 | 8 | 14 | 78 | 6 | 4 | 2 |
| | 6% | 6% | 7% | 2% | 3% | 4% | 5% | 16% | 9% | 7% | 3% | 5% | 7% | 5% | 7% | 5% |
| | | | | | | | | abcd | c | | | | | | | |
| Don't know/ can't remember | 6 | 3 | 2 | 3 | * | - | 2 | 1 | 1 | 3 | - | 1 | 5 | 1 | - | * |
| | *% | *% | *% | 1% | *% | -% | 1% | *% | *% | 1% | -% | 1% | *% | 1% | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 698 | 382 | 306 | 156 | 189 | 130 | 114 | 108 | 172 | 212 | 142 | 162 | 583 | 62 | 28 | 25 |
| | 50% | 53% | 46% | 61% | 57% | 52% | 50% | 32% | 41% | 50% | 56% | 57% | 50% | 53% | 42% | 58% |
| | | | | e | e | e | e | | | | a | a | | | | c |
| WEEKLY | 1166 | 620 | 532 | 224 | 305 | 214 | 196 | 227 | 323 | 357 | 223 | 249 | 977 | 100 | 52 | 37 |
| | 83% | 86% | 80% | 87% | 91% | 86% | 86% | 67% | 76% | 84% | 88% | 88% | 83% | 86% | 77% | 84% |
| | | b | | e | e | e | e | | | | a | a | | | | |
| MONTHLY | 1308 | 675 | 618 | 247 | 325 | 239 | 214 | 283 | 384 | 394 | 245 | 268 | 1094 | 110 | 63 | 42 |
| | 93% | 93% | 93% | 97% | 97% | 96% | 94% | 84% | 91% | 92% | 97% | 94% | 93% | 94% | 93% | 95% |
| | | | | e | e | e | e | | | | a | | | | | |

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

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 52

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1477 | 1233 | 138 | 575 | 873 | 468 | 969 | 221 | 211 | 201 | 468 | 917 | 510 |
| Effective Weighted Sample | 1199 | 1001 | 109 | 473 | 704 | 385 | 783 | 184 | 175 | 164 | 385 | 761 | 421 |
| Total | 1404 | 1187 | 117 | 544 | 834 | 450 | 918 | 218 | 203 | 193 | 450 | 973 | 394 |
| At least daily | 698 | 589 | 48 | 295 | 389 | 240 | 439 | 123 | 108 | 99 | 240 | 502 | 181 |
| | 50% | 50% | 41% | 54% | 47% | 53% | 48% | 56% | 53% | 51% | 53% | 52% | 46% |
| At least weekly | 467 | 409 | 31 | 171 | 292 | 147 | 313 | 60 | 62 | 74 | 147 | 332 | 122 |
| | 33% | 34% | 26% | 31% | 35% | 33% | 34% | 28% | 31% | 38% | 33% | 34% | 31% |
| At least monthly | 142 | 113 | 22 | 51 | 86 | 42 | 95 | 25 | 21 | 13 | 42 | 83 | 52 |
| | 10% | 10% | 19% | 9% | 10% | 9% | 10% | 11% | 10% | 7% | 9% | 9% | 13% |
| | | | a | | | | | | | | | | |
| Less often | 91 | 71 | 17 | 23 | 65 | 19 | 68 | 9 | 12 | 6 | 19 | 53 | 36 |
| | 6% | 6% | 14% | 4% | 8% | 4% | 7% | 4% | 6% | 3% | 4% | 5% | 9% |
| | | | a | | | | | | | | | | |
| Don't know/ can't remember | 6 | 4 | - | 4 | 1 | 2 | 3 | 1 | - | 1 | 2 | 2 | 3 |
| | *% | *% | -% | 1% | *% | *% | *% | 1% | -% | *% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 698 | 589 | 48 | 295 | 389 | 240 | 439 | 123 | 108 | 99 | 240 | 502 | 181 |
| | 50% | 50% | 41% | 54% | 47% | 53% | 48% | 56% | 53% | 51% | 53% | 52% | 46% |
| WEEKLY | 1166 | 998 | 79 | 466 | 682 | 386 | 752 | 183 | 170 | 173 | 386 | 834 | 303 |
| | 83% | 84% | 67% | 86% | 82% | 86% | 82% | 84% | 84% | 90% | 86% | 86% | 77% |
| | | b | | | | | | | | | | b | |
| MONTHLY | 1308 | 1111 | 101 | 517 | 768 | 429 | 847 | 208 | 191 | 186 | 429 | 917 | 355 |
| | 93% | 94% | 86% | 95% | 92% | 95% | 92% | 95% | 94% | 96% | 95% | 94% | 90% |
| | | b | | | | | | | | | | b | |

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

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1477 | 1435 | 1315 | 162 | 42 | 1477 | 1250 | 886 | 951 | 268 | 1337 | 140 | 281 | 321 | 875 |
| Effective Weighted Sample | 1199 | 1165 | 1071 | 128 | 34 | 1199 | 1020 | 715 | 776 | 222 | 1089 | 111 | 221 | 262 | 716 |
| Total | 1404 | 1363 | 1254 | 150 | 40 | 1404 | 1206 | 841 | 919 | 264 | 1284 | 120 | 258 | 302 | 843 |
| At least daily | 698 | 685 | 641 | 58 | ** | 698 | 579 | 389 | 435 | 102 | 627 | 72 | 145 | 158 | 395 |
| | 50% | 50% | 51% c | 39% | ** | 50% | 48% | 46% | 47% | 39% | 49% d | 60% bd | 56% | 52% | 47% |
| At least weekly | 467 | 455 | 418 | 49 | ** | 467 | 410 | 300 | 312 | 97 | 434 | 33 | 74 | 97 | 296 |
| | 33% | 33% | 33% | 33% | ** | 33% | 34% | 36% | 34% | 37% | 34% | 28% | 29% | 32% | 35% |
| At least monthly | 142 | 135 | 121 | 21 | ** | 142 | 126 | 89 | 97 | 33 | 129 | 12 | 19 | 34 | 89 |
| | 10% | 10% | 10% | 14% | ** | 10% | 10% | 11% | 11% | 13% | 10% | 10% | 7% | 11% | 11% |
| Less often | 91 | 84 | 70 | 21 | ** | 91 | 87 | 61 | 71 | 30 | 89 | 2 | 19 | 12 | 59 |
| | 6% | 6% | 6% | 14% abe | ** | 6% | 7% | 7% | 8% | 12% f | 7% | 1% | 7% | 4% | 7% |
| Don't know/ can't remember | 6 | 5 | 5 | 1 | ** | 6 | 4 | 2 | 3 | 1 | 4 | 1 | * | 1 | 4 |
| | *% | *% | *% | 1% | ** | *% | *% | *% | *% | *% | *% | 1% | *% | *% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 698 | 685 | 641 | 58 | ** | 698 | 579 | 389 | 435 | 102 | 627 | 72 | 145 | 158 | 395 |
| | 50% | 50% | 51% c | 39% | ** | 50% | 48% | 46% | 47% | 39% | 49% d | 60% bd | 56% | 52% | 47% |
| WEEKLY | 1166 | 1139 | 1059 | 107 | ** | 1166 | 989 | 689 | 748 | 199 | 1061 | 105 | 220 | 255 | 691 |
| | 83% | 84% c | 84% c | 71% | ** | 83% c | 82% | 82% | 81% | 75% | 83% | 88% | 85% | 84% | 82% |
| MONTHLY | 1308 | 1274 | 1180 | 128 | ** | 1308 | 1115 | 778 | 845 | 232 | 1190 | 117 | 239 | 289 | 780 |
| | 93% | 93% c | 94% c | 85% | ** | 93% c | 92% | 92% | 92% | 88% | 93% | 98% d | 92% | 96% | 93% |

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Netflix | 2384 | 1097 | 1268 | 390 | 595 | 482 | 405 | 513 | 767 | 747 | 420 | 433 | 1986 | 197 | 121 | 80 |
| | 55% | 52% | 58% a | 74% de | 75% de | 71% de | 58% e | 32% | 59% d | 60% d | 60% d | 41% | 54% | 57% | 56% | 62% a |
| BBC iPlayer | 1701 | 838 | 858 | 196 | 336 | 284 | 294 | 591 | 604 | 465 | 283 | 333 | 1430 | 137 | 86 | 48 |
| | 39% | 40% | 39% | 37% | 42% | 42% | 42% | 36% | 46% bd | 38% | 41% d | 32% | 39% | 39% | 40% | 37% |
| Amazon Prime Video | 1543 | 770 | 765 | 189 | 380 | 344 | 317 | 312 | 500 | 489 | 273 | 270 | 1279 | 133 | 86 | 45 |
| | 35% | 37% | 35% | 36% e | 48% ae | 51% ae | 45% ae | 19% | 38% d | 40% d | 39% d | 26% | 35% | 38% | 40% | 34% |
| YouTube channels | 1166 | 620 | 532 | 224 | 305 | 214 | 196 | 227 | 323 | 357 | 223 | 249 | 977 | 100 | 52 | 37 |
| | 27% | 29% b | 24% | 42% cde | 39% de | 32% e | 28% e | 14% | 25% | 29% | 32% ad | 24% | 27% | 29% | 24% | 28% |
| ITV Hub or ITV Hub+ | 956 | 405 | 546 | 114 | 187 | 159 | 161 | 335 | 278 | 257 | 185 | 229 | 808 | 52 | 62 | 35 |
| | 22% | 19% | 25% a | 22% | 24% | 23% | 23% | 21% | 21% | 21% | 27% b | 22% | 22% b | 15% | 28% ab | 27% b |
| Disney+ | 896 | 382 | 503 | 171 | 311 | 215 | 131 | 68 | 283 | 265 | 164 | 177 | 727 | 90 | 47 | 32 |
| | 21% | 18% | 23% a | 32% de | 39% cde | 32% de | 19% e | 4% | 22% | 21% | 24% d | 17% | 20% a | 26% | 22% | 25% |
| All4 (previously 4OD) | 604 | 282 | 318 | 71 | 144 | 111 | 109 | 168 | 180 | 191 | 117 | 111 | 503 | 45 | 35 | 20 |
| | 14% | 13% | 14% | 14% | 18% e | 16% e | 16% e | 10% | 14% | 15% d | 17% d | 11% | 14% | 13% | 16% | 15% |
| Sky On Demand or Sky Go | 530 | 291 | 235 | 52 | 126 | 108 | 99 | 146 | 195 | 156 | 94 | 78 | 432 | 49 | 34 | 15 |
| | 12% | 14% b | 11% | 10% | 16% ae | 16% ae | 14% e | 9% | 15% d | 13% d | 14% d | 8% | 12% | 14% | 15% | 12% |
| NOW TV | 399 | 194 | 201 | 47 | 121 | 96 | 73 | 62 | 136 | 97 | 85 | 77 | 337 | 30 | 21 | 10 |
| | 9% | 9% | 9% | 9% e | 15% ae | 14% ae | 10% e | 4% | 10% | 8% | 12% bd | 7% | 9% | 9% | 10% | 8% |
| My5 (previously Demand 5) | 387 | 161 | 220 | 31 | 81 | 73 | 79 | 124 | 116 | 100 | 78 | 91 | 322 | 29 | 23 | 12 |
| | 9% | 8% | 10% | 6% | 10% a | 11% a | 11% a | 8% | 9% | 8% | 11% | 9% | 9% | 8% | 11% | 9% |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC TV programmes and content on YouTube | 280 | 134 | 141 | 34 | 65 | 50 | 49 | 82 | 82 | 96 | 46 | 55 | 235 | 24 | 13 | 9 |
| | 6% | 6% | 6% | 6% | 8% | 7% | 7% | 5% | 6% | 8% | 7% | 5% | 6% | 7% | 6% | 7% |
| | | | | | e | | | | | | | | | | | |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 | 94 | 100 | 15 | 39 | 50 | 36 | 54 | 60 | 45 | 43 | 46 | 163 | 16 | 5 | 10 |
| | 4% | 4% | 5% | 3% | 5% | 7% | 5% | 3% | 5% | 4% | 6% | 4% | 4% | 5% | 2% | 7% |
| | | | | | | ae | | | | | | | | | | c |
| UKTV Play | 155 | 88 | 64 | 17 | 38 | 37 | 24 | 39 | 56 | 41 | 35 | 20 | 132 | 10 | 8 | 3 |
| | 4% | 4% | 3% | 3% | 5% | 5% | 3% | 2% | 4% | 3% | 5% | 2% | 4% | 3% | 4% | 3% |
| | | | | | e | e | | | d | | d | | | | | |
| STV Player (Scotland) | 150 | 79 | 71 | 26 | 42 | 34 | 20 | 29 | 54 | 38 | 30 | 27 | 79 | 68 | 2 | 2 |
| | 3% | 4% | 3% | 5% | 5% | 5% | 3% | 2% | 4% | 3% | 4% | 3% | 2% | 20% | 1% | 1% |
| | | | | e | e | e | | | | | | | | acd | | |
| Apple TV Plus | 144 | 93 | 50 | 36 | 39 | 40 | 15 | 14 | 64 | 42 | 23 | 15 | 125 | 12 | 5 | 3 |
| | 3% | 4% | 2% | 7% | 5% | 6% | 2% | 1% | 5% | 3% | 3% | 1% | 3% | 3% | 2% | 2% |
| | | b | | de | e | de | | | d | d | | | | | | |
| Dplay/ Discovery+ | 101 | 60 | 41 | 9 | 34 | 22 | 18 | 18 | 36 | 29 | 18 | 16 | 80 | 12 | 5 | 4 |
| | 2% | 3% | 2% | 2% | 4% | 3% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 3% | 2% | 3% |
| | | | | | e | e | | | | | | | | | | |
| BritBox | 100 | 54 | 45 | 17 | 31 | 18 | 15 | 20 | 28 | 35 | 22 | 15 | 88 | 6 | 5 | 1 |
| | 2% | 3% | 2% | 3% | 4% | 3% | 2% | 1% | 2% | 3% | 3% | 1% | 2% | 2% | 2% | *% |
| | | | | e | e | | | | | | | | | | | |
| Hayu | 78 | 16 | 62 | 15 | 32 | 17 | 12 | 3 | 22 | 29 | 16 | 11 | 63 | 11 | 3 | 1 |
| | 2% | 1% | 3% | 3% | 4% | 2% | 2% | *% | 2% | 2% | 2% | 1% | 2% | 3% | 1% | 1% |
| | | | a | e | e | e | e | e | | | | | | | | |
| S4C Clic (Welsh language) | 58 | 31 | 26 | 7 | 32 | 9 | 5 | 5 | 23 | 15 | 10 | 9 | 47 | 3 | 8 | 1 |
| | 1% | 1% | 1% | 1% | 4% | 1% | 1% | *% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | *% |
| | | | | | acde | | | | | | | | | | abd | |
| None | 1004 | 504 | 488 | 46 | 70 | 63 | 117 | 682 | 256 | 223 | 137 | 347 | 848 | 75 | 50 | 31 |
| | 23% | 24% | 22% | 9% | 9% | 9% | 17% | 42% | 20% | 18% | 20% | 33% | 23% | 21% | 23% | 24% |
| | | | | | | | abc | abcd | | | | abc | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 53

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of VoD services at least weekly in the past 3 months (out of 19) | 2.7 | 2.6 | 2.7 | 2.8 | 3.4 | 3.3 | 2.8 | 2.0 | 2.9 | 2.7 | 3.0 | 2.3 | 2.7 | 2.9 | 2.8 | 2.8 |
| | | | | e | ade | ade | e | | d | d | bd | | | | | |
| Standard deviation | 2.01 | 2.02 | 1.99 | 1.83 | 2.35 | 2.26 | 1.90 | 1.55 | 2.09 | 1.90 | 2.14 | 1.87 | 1.98 | 2.19 | 2.09 | 1.96 |
| Standard error | .03 | .05 | .04 | .08 | .08 | .08 | .07 | .04 | .06 | .06 | .08 | .06 | .04 | .09 | .10 | .10 |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Netflix | 2384 | 1965 | 225 | 1012 | 1333 | 879 | 1454 | 379 | 405 | 385 | 879 | 1775 | 566 |
| | 55% | 55% | 49% | 73% b | 46% | 74% b | 48% | 76% | 75% | 74% | 74% | 66% b | 37% |
| BBC iPlayer | 1701 | 1405 | 175 | 620 | 1060 | 548 | 1129 | 239 | 252 | 242 | 548 | 1156 | 520 |
| | 39% | 40% | 38% | 45% b | 37% | 46% b | 37% | 48% | 46% | 46% | 46% | 43% b | 34% |
| Amazon Prime Video | 1543 | 1280 | 167 | 676 | 835 | 602 | 905 | 260 | 279 | 260 | 602 | 1172 | 341 |
| | 35% | 36% | 36% | 49% b | 29% | 51% b | 30% | 52% | 51% | 50% | 51% | 43% b | 22% |
| YouTube channels | 1166 | 998 | 79 | 466 | 682 | 386 | 752 | 183 | 170 | 173 | 386 | 834 | 303 |
| | 27% | 28% b | 17% | 34% b | 24% | 32% b | 25% | 37% | 31% | 33% | 32% | 31% b | 20% |
| ITV Hub or ITV Hub+ | 956 | 799 | 90 | 371 | 576 | 328 | 617 | 134 | 153 | 165 | 328 | 639 | 301 |
| | 22% | 23% b | 20% | 27% b | 20% | 28% b | 20% | 27% | 28% | 32% | 28% | 24% b | 20% |
| Disney+ | 896 | 743 | 70 | 535 | 349 | 465 | 413 | 222 | 242 | 184 | 465 | 724 | 160 |
| | 21% | 21% b | 15% | 39% b | 12% | 39% b | 14% | 45% c | 45% c | 35% | 39% | 27% b | 10% |
| All4 (previously 4OD) | 604 | 511 | 53 | 246 | 351 | 222 | 373 | 97 | 108 | 101 | 222 | 431 | 165 |
| | 14% | 14% | 12% | 18% b | 12% | 19% b | 12% | 20% | 20% | 19% | 19% | 16% b | 11% |
| Sky On Demand or Sky Go | 530 | 437 | 54 | 239 | 283 | 211 | 308 | 81 | 100 | 104 | 211 | 400 | 117 |
| | 12% | 12% | 12% | 17% b | 10% | 18% b | 10% | 16% | 18% | 20% | 18% | 15% b | 8% |
| NOW TV | 399 | 329 | 28 | 206 | 189 | 187 | 206 | 74 | 88 | 79 | 187 | 310 | 82 |
| | 9% | 9% | 6% | 15% b | 7% | 16% b | 7% | 15% | 16% | 15% | 16% | 12% b | 5% |
| My5 (previously Demand 5) | 387 | 323 | 33 | 177 | 204 | 164 | 218 | 59 | 81 | 79 | 164 | 270 | 111 |
| | 9% | 9% | 7% | 13% b | 7% | 14% b | 7% | 12% | 15% | 15% | 14% | 10% b | 7% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 53

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC TV programmes and content on YouTube | 280 | 247 | 17 | 107 | 172 | 97 | 181 | 54 | 44 | 35 | 97 | 198 | 76 |
| | 6% | 7% | 4% | 8% | 6% | 8% | 6% | 11% | 8% | 7% | 8% | 7% | 5% |
| | | | | | | | | | | | | b | |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 | 176 | 2 | 97 | 95 | 91 | 100 | 37 | 40 | 47 | 91 | 147 | 43 |
| | 4% | 5% | *% | 7% | 3% | 8% | 3% | 7% | 7% | 9% | 8% | 5% | 3% |
| | | b | | b | | b | | | | | | b | |
| UKTV Play | 155 | 125 | 17 | 86 | 68 | 80 | 74 | 27 | 41 | 37 | 80 | 118 | 36 |
| | 4% | 4% | 4% | 6% | 2% | 7% | 2% | 5% | 8% | 7% | 7% | 4% | 2% |
| | | | | b | | b | | | | | | b | |
| STV Player (Scotland) | 150 | 129 | 10 | 78 | 71 | 71 | 78 | 32 | 38 | 26 | 71 | 117 | 31 |
| | 3% | 4% | 2% | 6% | 2% | 6% | 3% | 7% | 7% | 5% | 6% | 4% | 2% |
| | | | | b | | b | | | | | | b | |
| Apple TV Plus | 144 | 122 | 6 | 76 | 65 | 68 | 72 | 30 | 35 | 31 | 68 | 122 | 19 |
| | 3% | 3% | 1% | 6% | 2% | 6% | 2% | 6% | 6% | 6% | 6% | 5% | 1% |
| | | | | b | | b | | | | | | b | |
| Dplay/ Discovery+ | 101 | 89 | 7 | 53 | 47 | 45 | 54 | 17 | 11 | 28 | 45 | 83 | 17 |
| | 2% | 3% | 2% | 4% | 2% | 4% | 2% | 3% | 2% | 5% | 4% | 3% | 1% |
| | | | | b | | b | | | | b | | b | |
| BritBox | 100 | 82 | 8 | 41 | 57 | 38 | 60 | 13 | 16 | 18 | 38 | 79 | 20 |
| | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 1% |
| | | | | | | | | | | | | b | |
| Hayu | 78 | 67 | 2 | 50 | 27 | 46 | 31 | 18 | 24 | 21 | 46 | 70 | 6 |
| | 2% | 2% | 1% | 4% | 1% | 4% | 1% | 4% | 4% | 4% | 4% | 3% | *% |
| | | | | b | | b | | | | | | b | |
| S4C Clic (Welsh language) | 58 | 42 | 6 | 39 | 17 | 34 | 22 | 12 | 15 | 19 | 34 | 51 | 7 |
| | 1% | 1% | 1% | 3% | 1% | 3% | 1% | 2% | 3% | 4% | 3% | 2% | *% |
| | | | | b | | b | | | | | | b | |
| None | 1004 | 802 | 138 | 109 | 866 | 88 | 885 | 35 | 34 | 37 | 88 | 362 | 593 |
| | 23% | 23% | 30% | 8% | 30% | 7% | 29% | 7% | 6% | 7% | 7% | 13% | 39% |
| | | | a | | a | | a | | | | | | a |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 53

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of VoD services at least weekly in the past 3 months (out of 19) | 2.7 | 2.7 | 2.4 | 3.5 | 2.3 | 3.6 | 2.4 | 3.7 | 3.7 | 3.6 | 3.6 | 3.0 | 2.1 |
| | | b | | b | | b | | | | | | b | |
| Standard deviation | 2.01 | 2.05 | 1.68 | 2.27 | 1.75 | 2.31 | 1.77 | 2.34 | 2.40 | 2.37 | 2.31 | 2.13 | 1.62 |
| Standard error | .03 | .03 | .08 | .06 | .03 | .07 | .03 | .10 | .10 | .10 | .07 | .04 | .04 |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Netflix | 2384 | 2384 | 2384 | - | - | 2384 | 2084 | 1448 | 1539 | 441 | 2203 | 181 | 398 | 508 | 1478 |
| | 55% | 62% | 72% | -% | -% | 55% | 55% | 55% | 62% | 60% | 55% | 50% | 50% | 50% | 58% |
| | | cde | acde | | | cd | | | abef | f | | | | | ab |
| BBC iPlayer | 1701 | 1701 | 1503 | 199 | - | 1701 | 1701 | 1186 | 1209 | 470 | 1701 | - | 133 | 324 | 1245 |
| | 39% | 45% | 45% | 19% | -% | 39% | 45% | 45% | 49% | 64% | 43% | -% | 17% | 32% | 49% |
| | | cde | cde | d | | cd | f | f | ef | abcef | f | | | a | ab |
| Amazon Prime Video | 1543 | 1543 | 1543 | - | - | 1543 | 1345 | 971 | 1037 | 322 | 1424 | 119 | 275 | 321 | 947 |
| | 35% | 40% | 46% | -% | -% | 35% | 36% | 37% | 42% | 44% | 36% | 33% | 34% | 31% | 37% |
| | | cde | acde | | | cd | | | abef | abef | | | | | b |
| YouTube channels | 1166 | 1139 | 1059 | 107 | 27 | 1166 | 989 | 689 | 748 | 199 | 1061 | 105 | 220 | 255 | 691 |
| | 27% | 30% | 32% | 10% | 5% | 27% | 26% | 26% | 30% | 27% | 27% | 29% | 27% | 25% | 27% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| ITV Hub or ITV Hub+ | 956 | 956 | 852 | 104 | - | 956 | 913 | 640 | 607 | 195 | 932 | 25 | 100 | 208 | 649 |
| | 22% | 25% | 26% | 10% | -% | 22% | 24% | 24% | 24% | 26% | 23% | 7% | 12% | 20% | 26% |
| | | cde | cde | d | | cd | f | f | f | f | f | | | a | ab |
| Disney+ | 896 | 896 | 896 | - | - | 896 | 779 | 548 | 594 | 173 | 820 | 77 | 133 | 194 | 570 |
| | 21% | 23% | 27% | -% | -% | 21% | 21% | 21% | 24% | 23% | 21% | 21% | 17% | 19% | 23% |
| | | cde | acde | | | cd | | | ae | | | | | | a |
| All4 (previously 4OD) | 604 | 604 | 547 | 57 | - | 604 | 577 | 415 | 425 | 181 | 587 | 16 | 60 | 124 | 420 |
| | 14% | 16% | 16% | 6% | -% | 14% | 15% | 16% | 17% | 24% | 15% | 5% | 7% | 12% | 17% |
| | | cd | cde | d | | cd | f | f | f | abcef | f | | | a | ab |
| Sky On Demand or Sky Go | 530 | 530 | 511 | 19 | - | 530 | 500 | 342 | 381 | 114 | 514 | 16 | 87 | 108 | 336 |
| | 12% | 14% | 15% | 2% | -% | 12% | 13% | 13% | 15% | 15% | 13% | 4% | 11% | 11% | 13% |
| | | cd | cde | | | cd | f | f | f | f | f | | | | |
| NOW TV | 399 | 399 | 399 | - | - | 399 | 364 | 279 | 288 | 92 | 377 | 22 | 45 | 91 | 262 |
| | 9% | 10% | 12% | -% | -% | 9% | 10% | 11% | 12% | 13% | 9% | 6% | 6% | 9% | 10% |
| | | cd | cde | | | cd | | | f | f | | | | | a |
| My5 (previously Demand 5) | 387 | 387 | 337 | 50 | - | 387 | 364 | 265 | 277 | 83 | 376 | 11 | 52 | 85 | 250 |
| | 9% | 10% | 10% | 5% | -% | 9% | 10% | 10% | 11% | 11% | 9% | 3% | 6% | 8% | 10% |
| | | cd | cd | d | | cd | f | f | f | f | f | | | | a |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC TV programmes and content on YouTube | 280 | 280 | 250 | 30 | - | 280 | 280 | 213 | 223 | 78 | 280 | - | 20 | 61 | 200 |
| | 6% | 7% | 8% | 3% | -% | 6% | 7% | 8% | 9% | 11% | 7% | -% | 2% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | aef | f | | | a | a |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 | 194 | 186 | 7 | - | 194 | 186 | 144 | 148 | 63 | 188 | 6 | 34 | 42 | 118 |
| | 4% | 5% | 6% | 1% | -% | 4% | 5% | 5% | 6% | 8% | 5% | 2% | 4% | 4% | 5% |
| | | cd | cd | | | cd | | f | f | abef | | | | | |
| UKTV Play | 155 | 155 | 142 | 13 | - | 155 | 146 | 122 | 121 | 52 | 150 | 5 | 20 | 25 | 110 |
| | 4% | 4% | 4% | 1% | -% | 4% | 4% | 5% | 5% | 7% | 4% | 1% | 2% | 2% | 4% |
| | | cd | cd | | | cd | | f | f | aef | | | | | |
| STV Player (Scotland) | 150 | 150 | 138 | 12 | - | 150 | 145 | 119 | 124 | 44 | 147 | 3 | 17 | 40 | 93 |
| | 3% | 4% | 4% | 1% | -% | 3% | 4% | 5% | 5% | 6% | 4% | 1% | 2% | 4% | 4% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| Apple TV Plus | 144 | 144 | 144 | - | - | 144 | 135 | 111 | 117 | 32 | 139 | 5 | 18 | 26 | 100 |
| | 3% | 4% | 4% | -% | -% | 3% | 4% | 4% | 5% | 4% | 3% | 1% | 2% | 3% | 4% |
| | | cd | cd | | | cd | | | | | | | | | |
| Dplay/ Discovery+ | 101 | 101 | 101 | - | - | 101 | 92 | 79 | 80 | 30 | 97 | 4 | 10 | 20 | 72 |
| | 2% | 3% | 3% | -% | -% | 2% | 2% | 3% | 3% | 4% | 2% | 1% | 1% | 2% | 3% |
| | | cd | cd | | | cd | | | | | | | | | |
| BritBox | 100 | 100 | 100 | - | - | 100 | 93 | 75 | 76 | 39 | 96 | 4 | 12 | 19 | 69 |
| | 2% | 3% | 3% | -% | -% | 2% | 2% | 3% | 3% | 5% | 2% | 1% | 2% | 2% | 3% |
| | | cd | cd | | | cd | | | | abcef | | | | | |
| Hayu | 78 | 78 | 78 | - | - | 78 | 71 | 55 | 56 | 16 | 76 | 2 | 13 | 18 | 47 |
| | 2% | 2% | 2% | -% | -% | 2% | 2% | 2% | 2% | 2% | 2% | *% | 2% | 2% | 2% |
| | | c | cd | | | c | | | | | | | | | |
| S4C Clic (Welsh language) | 58 | 58 | 56 | 2 | - | 58 | 58 | 57 | 55 | 20 | 58 | - | * | 16 | 41 |
| | 1% | 2% | 2% | *% | -% | 1% | 2% | 2% | 2% | 3% | 1% | -% | *% | 2% | 2% |
| | | c | c | | | c | | | | | f | | | a | a |
| None | 1004 | 496 | 278 | 726 | 508 | 1004 | 822 | 548 | 326 | 88 | 879 | 126 | 241 | 281 | 482 |
| | 23% | 13% | 8% | 71% | 95% | 23% | 22% | 21% | 13% | 12% | 22% | 35% | 30% | 28% | 19% |
| | | b | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of VoD services at least weekly in the past 3 months (out of 19) | 2.7 | 2.9 | 3.1 | 1.2 | 1.0 | 2.7 | 2.8 | 2.9 | 3.1 | 3.4 | 2.8 | 1.7 | 2.1 | 2.5 | 3.0 |
| | | cde | acde | d | | cd | f | ef | abef | abcef | f | | | a | ab |
| Standard deviation | 2.01 | 2.02 | 2.05 | .77 | .22 | 2.01 | 2.06 | 2.15 | 2.16 | 2.51 | 2.04 | 1.26 | 1.53 | 1.86 | 2.14 |
| Standard error | .03 | .03 | .03 | .03 | .01 | .03 | .03 | .04 | .04 | .09 | .03 | .06 | .05 | .06 | .04 |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Netflix | 2384 | 1097 | 1268 | 390 | 595 | 482 | 405 | 513 | 767 | 747 | 420 | 433 | 1986 | 197 | 121 | 80 |
| | 55% | 52% | 58% a | 74% de | 75% de | 71% de | 58% e | 32% | 59% d | 60% d | 60% d | 41% | 54% | 57% | 56% | 62% a |
| BBC iPlayer | 1701 | 838 | 858 | 196 | 336 | 284 | 294 | 591 | 604 | 465 | 283 | 333 | 1430 | 137 | 86 | 48 |
| | 39% | 40% | 39% | 37% | 42% | 42% | 42% | 36% | 46% bd | 38% | 41% d | 32% | 39% | 39% | 40% | 37% |
| Amazon Prime Video | 1543 | 770 | 765 | 189 | 380 | 344 | 317 | 312 | 500 | 489 | 273 | 270 | 1279 | 133 | 86 | 45 |
| | 35% | 37% | 35% | 36% e | 48% ae | 51% ae | 45% ae | 19% | 38% d | 40% d | 39% d | 26% | 35% | 38% | 40% | 34% |
| YouTube channels | 1166 | 620 | 532 | 224 | 305 | 214 | 196 | 227 | 323 | 357 | 223 | 249 | 977 | 100 | 52 | 37 |
| | 27% | 29% b | 24% | 42% cde | 39% de | 32% e | 28% e | 14% | 25% | 29% | 32% ad | 24% | 27% | 29% | 24% | 28% |
| ITV Hub or ITV Hub+ | 956 | 405 | 546 | 114 | 187 | 159 | 161 | 335 | 278 | 257 | 185 | 229 | 808 | 52 | 62 | 35 |
| | 22% | 19% | 25% a | 22% | 24% | 23% | 23% | 21% | 21% | 21% | 27% b | 22% | 22% b | 15% | 28% ab | 27% b |
| Disney+ | 896 | 382 | 503 | 171 | 311 | 215 | 131 | 68 | 283 | 265 | 164 | 177 | 727 | 90 | 47 | 32 |
| | 21% | 18% | 23% a | 32% de | 39% cde | 32% de | 19% e | 4% | 22% | 21% | 24% d | 17% | 20% a | 26% | 22% | 25% |
| All4 (previously 4OD) | 604 | 282 | 318 | 71 | 144 | 111 | 109 | 168 | 180 | 191 | 117 | 111 | 503 | 45 | 35 | 20 |
| | 14% | 13% | 14% | 14% | 18% e | 16% e | 16% e | 10% | 14% | 15% d | 17% d | 11% | 14% | 13% | 16% | 15% |
| Sky On Demand or Sky Go | 530 | 291 | 235 | 52 | 126 | 108 | 99 | 146 | 195 | 156 | 94 | 78 | 432 | 49 | 34 | 15 |
| | 12% | 14% b | 11% | 10% | 16% ae | 16% ae | 14% e | 9% | 15% d | 13% d | 14% d | 8% | 12% | 14% | 15% | 12% |
| NOW TV | 399 | 194 | 201 | 47 | 121 | 96 | 73 | 62 | 136 | 97 | 85 | 77 | 337 | 30 | 21 | 10 |
| | 9% | 9% | 9% | 9% e | 15% ae | 14% ae | 10% e | 4% | 10% | 8% | 12% bd | 7% | 9% | 9% | 10% | 8% |
| My5 (previously Demand 5) | 387 | 161 | 220 | 31 | 81 | 73 | 79 | 124 | 116 | 100 | 78 | 91 | 322 | 29 | 23 | 12 |
| | 9% | 8% | 10% | 6% | 10% a | 11% a | 11% a | 8% | 9% | 8% | 11% | 9% | 9% | 8% | 11% | 9% |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC TV programmes and content on YouTube | 280 6% | 134 6% | 141 6% | 34 6% | 65 8% e | 50 7% | 49 7% | 82 5% | 82 6% | 96 8% | 46 7% | 55 5% | 235 6% | 24 7% | 13 6% | 9 7% |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 4% | 94 4% | 100 5% | 15 3% | 39 5% | 50 7% ae | 36 5% | 54 3% | 60 5% | 45 4% | 43 6% | 46 4% | 163 4% | 16 5% | 5 2% | 10 7% c |
| UKTV Play | 155 4% | 88 4% | 64 3% | 17 3% | 38 5% e | 37 5% e | 24 3% | 39 2% | 56 4% d | 41 3% | 35 5% d | 20 2% | 132 4% | 10 3% | 8 4% | 3 3% |
| STV Player (Scotland) | 150 3% | 79 4% | 71 3% | 26 5% e | 42 5% e | 34 5% e | 20 3% | 29 2% | 54 4% | 38 3% | 30 4% | 27 3% | 79 2% | 68 20% acd | 2 1% | 2 1% |
| Apple TV Plus | 144 3% | 93 4% b | 50 2% | 36 7% de | 39 5% e | 40 6% de | 15 2% | 14 1% | 64 5% d | 42 3% d | 23 3% | 15 1% | 125 3% | 12 3% | 5 2% | 3 2% |
| Dplay/ Discovery+ | 101 2% | 60 3% | 41 2% | 9 2% | 34 4% e | 22 3% e | 18 3% | 18 1% | 36 3% | 29 2% | 18 3% | 16 2% | 80 2% | 12 3% | 5 2% | 4 3% |
| BritBox | 100 2% | 54 3% | 45 2% | 17 3% e | 31 4% e | 18 3% | 15 2% | 20 1% | 28 2% | 35 3% | 22 3% | 15 1% | 88 2% | 6 2% | 5 2% | 1 *% |
| Hayu | 78 2% | 16 1% | 62 3% a | 15 3% e | 32 4% e | 17 2% e | 12 2% e | 3 *% | 22 2% | 29 2% | 16 2% | 11 1% | 63 2% | 11 3% | 3 1% | 1 1% |
| S4C Clic (Welsh language) | 58 1% | 31 1% | 26 1% | 7 1% | 32 4% acde | 9 1% | 5 1% | 5 *% | 23 2% | 15 1% | 10 1% | 9 1% | 47 1% | 3 1% | 8 3% abd | 1 *% |
| None | 1004 23% | 504 24% | 488 22% | 46 9% | 70 9% | 63 9% | 117 17% abc | 682 42% abcd | 256 20% | 223 18% | 137 20% | 347 33% abc | 848 23% | 75 21% | 50 23% | 31 24% |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of SVoD services at least weekly in the past 3 months (out of 8) | 1.3 | 1.3 | 1.3 | 1.7 de | 1.9 ade | 1.8 de | 1.4 e | .6 | 1.4 d | 1.4 d | 1.5 d | 1.0 | 1.3 | 1.4 | 1.4 | 1.4 |
| Standard deviation | 1.27 | 1.27 | 1.27 | 1.17 | 1.32 | 1.34 | 1.16 | .92 | 1.32 | 1.24 | 1.30 | 1.18 | 1.26 | 1.36 | 1.28 | 1.24 |
| Standard error | .02 | .03 | .03 | .05 | .05 | .05 | .04 | .02 | .04 | .04 | .05 | .04 | .02 | .06 | .06 | .06 |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Netflix | 2384 | 1965 | 225 | 1012 | 1333 | 879 | 1454 | 379 | 405 | 385 | 879 | 1775 | 566 |
| | 55% | 55% | 49% | 73% b | 46% | 74% b | 48% | 76% | 75% | 74% | 74% | 66% b | 37% |
| BBC iPlayer | 1701 | 1405 | 175 | 620 | 1060 | 548 | 1129 | 239 | 252 | 242 | 548 | 1156 | 520 |
| | 39% | 40% | 38% | 45% b | 37% | 46% b | 37% | 48% | 46% | 46% | 46% | 43% b | 34% |
| Amazon Prime Video | 1543 | 1280 | 167 | 676 | 835 | 602 | 905 | 260 | 279 | 260 | 602 | 1172 | 341 |
| | 35% | 36% | 36% | 49% b | 29% | 51% b | 30% | 52% | 51% | 50% | 51% | 43% b | 22% |
| YouTube channels | 1166 | 998 | 79 | 466 | 682 | 386 | 752 | 183 | 170 | 173 | 386 | 834 | 303 |
| | 27% | 28% b | 17% | 34% b | 24% | 32% b | 25% | 37% | 31% | 33% | 32% | 31% b | 20% |
| ITV Hub or ITV Hub+ | 956 | 799 | 90 | 371 | 576 | 328 | 617 | 134 | 153 | 165 | 328 | 639 | 301 |
| | 22% | 23% | 20% | 27% b | 20% | 28% b | 20% | 27% | 28% | 32% | 28% | 24% b | 20% |
| Disney+ | 896 | 743 | 70 | 535 | 349 | 465 | 413 | 222 | 242 | 184 | 465 | 724 | 160 |
| | 21% | 21% b | 15% | 39% b | 12% | 39% b | 14% | 45% c | 45% c | 35% | 39% | 27% b | 10% |
| All4 (previously 4OD) | 604 | 511 | 53 | 246 | 351 | 222 | 373 | 97 | 108 | 101 | 222 | 431 | 165 |
| | 14% | 14% | 12% | 18% b | 12% | 19% b | 12% | 20% | 20% | 19% | 19% | 16% b | 11% |
| Sky On Demand or Sky Go | 530 | 437 | 54 | 239 | 283 | 211 | 308 | 81 | 100 | 104 | 211 | 400 | 117 |
| | 12% | 12% | 12% | 17% b | 10% | 18% b | 10% | 16% | 18% | 20% | 18% | 15% b | 8% |
| NOW TV | 399 | 329 | 28 | 206 | 189 | 187 | 206 | 74 | 88 | 79 | 187 | 310 | 82 |
| | 9% | 9% | 6% | 15% b | 7% | 16% b | 7% | 15% | 16% | 15% | 16% | 12% b | 5% |
| My5 (previously Demand 5) | 387 | 323 | 33 | 177 | 204 | 164 | 218 | 59 | 81 | 79 | 164 | 270 | 111 |
| | 9% | 9% | 7% | 13% b | 7% | 14% b | 7% | 12% | 15% | 15% | 14% | 10% b | 7% |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC TV programmes and content on YouTube | 280 | 247 | 17 | 107 | 172 | 97 | 181 | 54 | 44 | 35 | 97 | 198 | 76 |
| | 6% | 7% | 4% | 8% | 6% | 8% | 6% | 11% | 8% | 7% | 8% | 7%  b | 5% |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 | 176 | 2 | 97 | 95 | 91 | 100 | 37 | 40 | 47 | 91 | 147 | 43 |
| | 4% | 5%  b | *% | 7%  b | 3% | 8%  b | 3% | 7% | 7% | 9% | 8% | 5%  b | 3% |
| UKTV Play | 155 | 125 | 17 | 86 | 68 | 80 | 74 | 27 | 41 | 37 | 80 | 118 | 36 |
| | 4% | 4% | 4% | 6%  b | 2% | 7%  b | 2% | 5% | 8% | 7% | 7% | 4%  b | 2% |
| STV Player (Scotland) | 150 | 129 | 10 | 78 | 71 | 71 | 78 | 32 | 38 | 26 | 71 | 117 | 31 |
| | 3% | 4% | 2% | 6%  b | 2% | 6%  b | 3% | 7% | 7% | 5% | 6% | 4%  b | 2% |
| Apple TV Plus | 144 | 122 | 6 | 76 | 65 | 68 | 72 | 30 | 35 | 31 | 68 | 122 | 19 |
| | 3% | 3% | 1% | 6%  b | 2% | 6%  b | 2% | 6% | 6% | 6% | 6% | 5%  b | 1% |
| Dplay/ Discovery+ | 101 | 89 | 7 | 53 | 47 | 45 | 54 | 17 | 11 | 28 | 45 | 83 | 17 |
| | 2% | 3% | 2% | 4%  b | 2% | 4%  b | 2% | 3% | 2% | 5%  b | 4% | 3%  b | 1% |
| BritBox | 100 | 82 | 8 | 41 | 57 | 38 | 60 | 13 | 16 | 18 | 38 | 79 | 20 |
| | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 3% | 3%  b | 1% |
| Hayu | 78 | 67 | 2 | 50 | 27 | 46 | 31 | 18 | 24 | 21 | 46 | 70 | 6 |
| | 2% | 2% | 1% | 4%  b | 1% | 4%  b | 1% | 4% | 4% | 4% | 4% | 3%  b | *% |
| S4C Clic (Welsh language) | 58 | 42 | 6 | 39 | 17 | 34 | 22 | 12 | 15 | 19 | 34 | 51 | 7 |
| | 1% | 1% | 1% | 3%  b | 1% | 3%  b | 1% | 2% | 3% | 4% | 3% | 2%  b | *% |
| None | 1004 | 802 | 138 | 109 | 866 | 88 | 885 | 35 | 34 | 37 | 88 | 362 | 593 |
| | 23% | 23% | 30%  a | 8% | 30%  a | 7% | 29%  a | 7% | 6% | 7% | 7% | 13% | 39%  a |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of SVoD services at least weekly in the past 3 months (out of 8) | 1.3 | 1.3 | 1.1 | 1.9 | 1.0 | 2.0 | 1.0 | 2.0 | 2.0 | 1.9 | 2.0 | 1.6 | .8 |
| | | b | | b | | b | | | | | | b | |
| Standard deviation | 1.27 | 1.28 | 1.17 | 1.29 | 1.15 | 1.29 | 1.17 | 1.29 | 1.31 | 1.30 | 1.29 | 1.29 | 1.04 |
| Standard error | .02 | .02 | .05 | .03 | .02 | .04 | .02 | .06 | .06 | .06 | .04 | .03 | .03 |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Netflix | 2384 | 2384 | 2384 | - | - | 2384 | 2084 | 1448 | 1539 | 441 | 2203 | 181 | 398 | 508 | 1478 |
| | 55% | 62% | 72% | -% | -% | 55% | 55% | 55% | 62% | 60% | 55% | 50% | 50% | 50% | 58% |
| | | cde | acde | | | cd | | | abef | f | | | | | ab |
| BBC iPlayer | 1701 | 1701 | 1503 | 199 | - | 1701 | 1701 | 1186 | 1209 | 470 | 1701 | - | 133 | 324 | 1245 |
| | 39% | 45% | 45% | 19% | -% | 39% | 45% | 45% | 49% | 64% | 43% | -% | 17% | 32% | 49% |
| | | cde | cde | d | | cd | f | f | ef | abcef | f | | | a | ab |
| Amazon Prime Video | 1543 | 1543 | 1543 | - | - | 1543 | 1345 | 971 | 1037 | 322 | 1424 | 119 | 275 | 321 | 947 |
| | 35% | 40% | 46% | -% | -% | 35% | 36% | 37% | 42% | 44% | 36% | 33% | 34% | 31% | 37% |
| | | cde | acde | | | cd | | | abef | abef | | | | | b |
| YouTube channels | 1166 | 1139 | 1059 | 107 | 27 | 1166 | 989 | 689 | 748 | 199 | 1061 | 105 | 220 | 255 | 691 |
| | 27% | 30% | 32% | 10% | 5% | 27% | 26% | 26% | 30% | 27% | 27% | 29% | 27% | 25% | 27% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| ITV Hub or ITV Hub+ | 956 | 956 | 852 | 104 | - | 956 | 913 | 640 | 607 | 195 | 932 | 25 | 100 | 208 | 649 |
| | 22% | 25% | 26% | 10% | -% | 22% | 24% | 24% | 24% | 26% | 23% | 7% | 12% | 20% | 26% |
| | | cde | cde | d | | cd | f | f | f | f | f | | | a | ab |
| Disney+ | 896 | 896 | 896 | - | - | 896 | 779 | 548 | 594 | 173 | 820 | 77 | 133 | 194 | 570 |
| | 21% | 23% | 27% | -% | -% | 21% | 21% | 21% | 24% | 23% | 21% | 21% | 17% | 19% | 23% |
| | | cde | acde | | | cd | | | ae | | | | | | a |
| All4 (previously 4OD) | 604 | 604 | 547 | 57 | - | 604 | 577 | 415 | 425 | 181 | 587 | 16 | 60 | 124 | 420 |
| | 14% | 16% | 16% | 6% | -% | 14% | 15% | 16% | 17% | 24% | 15% | 5% | 7% | 12% | 17% |
| | | cd | cde | d | | cd | f | f | f | abcef | f | | | a | ab |
| Sky On Demand or Sky Go | 530 | 530 | 511 | 19 | - | 530 | 500 | 342 | 381 | 114 | 514 | 16 | 87 | 108 | 336 |
| | 12% | 14% | 15% | 2% | -% | 12% | 13% | 13% | 15% | 15% | 13% | 4% | 11% | 11% | 13% |
| | | cd | cde | | | cd | f | f | f | f | f | | | | |
| NOW TV | 399 | 399 | 399 | - | - | 399 | 364 | 279 | 288 | 92 | 377 | 22 | 45 | 91 | 262 |
| | 9% | 10% | 12% | -% | -% | 9% | 10% | 11% | 12% | 13% | 9% | 6% | 6% | 9% | 10% |
| | | cd | cde | | | cd | | | f | f | | | | | a |
| My5 (previously Demand 5) | 387 | 387 | 337 | 50 | - | 387 | 364 | 265 | 277 | 83 | 376 | 11 | 52 | 85 | 250 |
| | 9% | 10% | 10% | 5% | -% | 9% | 10% | 10% | 11% | 11% | 9% | 3% | 6% | 8% | 10% |
| | | cd | cd | d | | cd | f | f | f | f | f | | | | a |

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

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC TV programmes and content on YouTube | 280 | 280 | 250 | 30 | - | 280 | 280 | 213 | 223 | 78 | 280 | - | 20 | 61 | 200 |
| | 6% | 7% | 8% | 3% | -% | 6% | 7% | 8% | 9% | 11% | 7% | -% | 2% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | aef | f | | | a | a |
| Virgin TV Catch-up or Virgin Media Anywhere | 194 | 194 | 186 | 7 | - | 194 | 186 | 144 | 148 | 63 | 188 | 6 | 34 | 42 | 118 |
| | 4% | 5% | 6% | 1% | -% | 4% | 5% | 5% | 6% | 8% | 5% | 2% | 4% | 4% | 5% |
| | | cd | cd | | | cd | | f | f | abef | | | | | |
| UKTV Play | 155 | 155 | 142 | 13 | - | 155 | 146 | 122 | 121 | 52 | 150 | 5 | 20 | 25 | 110 |
| | 4% | 4% | 4% | 1% | -% | 4% | 4% | 5% | 5% | 7% | 4% | 1% | 2% | 2% | 4% |
| | | cd | cd | | | cd | | f | f | aef | | | | | |
| STV Player (Scotland) | 150 | 150 | 138 | 12 | - | 150 | 145 | 119 | 124 | 44 | 147 | 3 | 17 | 40 | 93 |
| | 3% | 4% | 4% | 1% | -% | 3% | 4% | 5% | 5% | 6% | 4% | 1% | 2% | 4% | 4% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| Apple TV Plus | 144 | 144 | 144 | - | - | 144 | 135 | 111 | 117 | 32 | 139 | 5 | 18 | 26 | 100 |
| | 3% | 4% | 4% | -% | -% | 3% | 4% | 4% | 5% | 4% | 3% | 1% | 2% | 3% | 4% |
| | | cd | cd | | | cd | | | | | | | | | |
| Dplay/ Discovery+ | 101 | 101 | 101 | - | - | 101 | 92 | 79 | 80 | 30 | 97 | 4 | 10 | 20 | 72 |
| | 2% | 3% | 3% | -% | -% | 2% | 2% | 3% | 3% | 4% | 2% | 1% | 1% | 2% | 3% |
| | | cd | cd | | | cd | | | | | | | | | |
| BritBox | 100 | 100 | 100 | - | - | 100 | 93 | 75 | 76 | 39 | 96 | 4 | 12 | 19 | 69 |
| | 2% | 3% | 3% | -% | -% | 2% | 2% | 3% | 3% | 5% | 2% | 1% | 2% | 2% | 3% |
| | | cd | cd | | | cd | | | | abcef | | | | | |
| Hayu | 78 | 78 | 78 | - | - | 78 | 71 | 55 | 56 | 16 | 76 | 2 | 13 | 18 | 47 |
| | 2% | 2% | 2% | -% | -% | 2% | 2% | 2% | 2% | 2% | 2% | *% | 2% | 2% | 2% |
| | | c | cd | | | c | | | | | | | | | |
| S4C Clic (Welsh language) | 58 | 58 | 56 | 2 | - | 58 | 58 | 57 | 55 | 20 | 58 | - | * | 16 | 41 |
| | 1% | 2% | 2% | *% | -% | 1% | 2% | 2% | 2% | 3% | 1% | -% | *% | 2% | 2% |
| | | c | c | | | c | | | | f | | | | a | a |
| None | 1004 | 496 | 278 | 726 | 508 | 1004 | 822 | 548 | 326 | 88 | 879 | 126 | 241 | 281 | 482 |
| | 23% | 13% | 8% | 71% | 95% | 23% | 22% | 21% | 13% | 12% | 22% | 35% | 30% | 28% | 19% |
| | | b | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |

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

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 55**

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

**A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS**

Base : All respondents

|  | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% |  | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of SVoD services at least weekly in the past 3 months (out of 8) | 1.3 | 1.5 | 1.7 | - | - | 1.3 | 1.3 | 1.4 | 1.5 | 1.6 | 1.3 | 1.1 | 1.1 | 1.2 | 1.4 |
|  |  | e | ae |  |  |  |  | f | abef | abef |  |  |  |  | ab |
| Standard deviation | 1.27 | 1.25 | 1.20 | - | - | 1.27 | 1.28 | 1.31 | 1.28 | 1.44 | 1.28 | 1.20 | 1.17 | 1.20 | 1.32 |
| Standard error | .02 | .02 | .02 | - | - | .02 | .02 | .03 | .03 | .05 | .02 | .06 | .04 | .04 | .03 |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 57**

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

**A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, 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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 2 | 1017 | 512 | 500 | 64 | 118 | 139 | 183 | 507 | 380 | 279 | 172 | 168 | 822 | 103 | 68 | 24 |
| | 23% | 24% | 23% | 12% | 15% | 21% | 26% | 31% | 29% | 23% | 25% | 16% | 23% | 30% | 31% | 18% |
| | | | | | | ab | ab | abc | bd | d | d | | | ad | ad | |
| BBC Radio 1 | 976 | 430 | 537 | 173 | 278 | 229 | 151 | 142 | 306 | 300 | 191 | 168 | 797 | 93 | 55 | 30 |
| | 22% | 20% | 24% | 33% | 35% | 34% | 22% | 9% | 23% | 24% | 27% | 16% | 22% | 27% | 25% | 23% |
| | | | a | de | de | de | e | | d | d | d | | | | | |
| BBC Radio 4 | 755 | 414 | 333 | 30 | 80 | 72 | 104 | 462 | 355 | 193 | 74 | 122 | 655 | 36 | 43 | 21 |
| | 17% | 20% | 15% | 6% | 10% | 11% | 15% | 28% | 27% | 16% | 11% | 12% | 18% | 10% | 20% | 16% |
| | | b | | | a | a | a | abcd | bcd | c | | | b | | b | |
| BBC Radio 5 live | 481 | 338 | 141 | 28 | 61 | 90 | 90 | 211 | 181 | 135 | 71 | 87 | 418 | 26 | 22 | 15 |
| | 11% | 16% | 6% | 5% | 8% | 13% | 13% | 13% | 14% | 11% | 10% | 8% | 11% | 8% | 10% | 12% |
| | | b | | | | ab | ab | ab | 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) | 324 | 188 | 131 | 19 | 31 | 31 | 37 | 201 | 103 | 68 | 58 | 88 | 234 | 39 | 24 | 28 |
| | 7% | 9% | 6% | 4% | 4% | 5% | 5% | 12% | 8% | 6% | 8% | 8% | 6% | 11% | 11% | 21% |
| | | b | | | | | | abcd | | | | | | a | a | abc |
| BBC Radio 3 | 277 | 166 | 107 | 38 | 60 | 33 | 23 | 120 | 137 | 53 | 37 | 43 | 243 | 16 | 12 | 6 |
| | 6% | 8% | 5% | 7% | 8% | 5% | 3% | 7% | 10% | 4% | 5% | 4% | 7% | 5% | 6% | 5% |
| | | b | | d | d | | | d | bcd | | | | | | | |
| BBC 6 Music | 260 | 156 | 98 | 39 | 52 | 55 | 52 | 62 | 104 | 74 | 39 | 42 | 222 | 21 | 14 | 3 |
| | 6% | 7% | 4% | 7% | 7% | 8% | 7% | 4% | 8% | 6% | 6% | 4% | 6% | 6% | 7% | 2% |
| | | b | | e | e | e | e | | d | | | | d | d | d | |
| BBC Radio 5 live sports extra | 243 | 186 | 55 | 14 | 41 | 42 | 41 | 104 | 93 | 43 | 49 | 55 | 206 | 19 | 14 | 4 |
| | 6% | 9% | 2% | 3% | 5% | 6% | 6% | 6% | 7% | 3% | 7% | 5% | 6% | 6% | 6% | 3% |
| | | b | | | | a | | a | b | | b | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 57

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

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

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 1Xtra | 189 | 84 | 105 | 57 | 67 | 46 | 12 | 5 | 69 | 47 | 40 | 31 | 170 | 8 | 8 | 3 |
| | 4% | 4% | 5% | 11% | 9% | 7% | 2% | *% | 5% | 4% | 6% | 3% | 5% | 2% | 4% | 2% |
| | | | | de | de | de | e | | | | d | | | | | |
| BBC Radio 4 Extra | 168 | 101 | 66 | 18 | 40 | 20 | 16 | 72 | 68 | 37 | 37 | 24 | 151 | 7 | 7 | 3 |
| | 4% | 5% | 3% | 3% | 5% | 3% | 2% | 4% | 5% | 3% | 5% | 2% | 4% | 2% | 3% | 2% |
| | | b | | | | | | | d | | d | | | | | |
| BBC World Service | 159 | 101 | 53 | 12 | 27 | 23 | 25 | 73 | 80 | 39 | 19 | 18 | 136 | 11 | 8 | 4 |
| | 4% | 5% | 2% | 2% | 3% | 3% | 4% | 4% | 6% | 3% | 3% | 2% | 4% | 3% | 4% | 3% |
| | | b | | | | | | | bcd | | | | | | | |
| BBC Asian Network | 115 | 54 | 56 | 28 | 38 | 29 | 16 | 4 | 48 | 29 | 15 | 23 | 111 | 3 | 1 | * |
| | 3% | 3% | 3% | 5% | 5% | 4% | 2% | *% | 4% | 2% | 2% | 2% | 3% | 1% | *% | *% |
| | | | | e | e | e | e | | | | | | bcd | | | |
| Any other BBC radio station | 72 | 41 | 29 | 2 | 3 | 9 | 12 | 46 | 24 | 17 | 17 | 15 | 57 | 5 | 5 | 5 |
| | 2% | 2% | 1% | *% | *% | 1% | 2% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 4% |
| | | | | | | | | ab | | | | | | | | a |
| None of these | 1734 | 773 | 942 | 223 | 337 | 280 | 303 | 581 | 387 | 497 | 266 | 550 | 1464 | 139 | 78 | 53 |
| | 40% | 37% | 43% | 42% | 43% | 41% | 43% | 36% | 30% | 40% | 38% | 53% | 40% | 40% | 36% | 40% |
| | | | a | | e | | e | | | a | a | abc | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 57**

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 2 | 1017 | 819 | 146 | 268 | 734 | 247 | 754 | 83 | 119 | 130 | 247 | 623 | 369 |
| | 23% | 23% | 32% a | 19% | 25% a | 21% | 25% | 17% | 22% | 25% a | 21% | 23% | 24% |
| BBC Radio 1 | 976 | 798 | 93 | 488 | 476 | 425 | 535 | 187 | 213 | 164 | 425 | 777 | 184 |
| | 22% | 22% | 20% | 35% b | 17% | 36% b | 18% | 38% | 39% | 31% | 36% | 29% b | 12% |
| BBC Radio 4 | 755 | 613 | 119 | 152 | 593 | 137 | 607 | 45 | 62 | 71 | 137 | 362 | 366 |
| | 17% | 17% | 26% a | 11% | 21% a | 11% | 20% a | 9% | 11% | 14% | 11% | 13% | 24% a |
| BBC Radio 5 live | 481 | 379 | 70 | 157 | 321 | 146 | 329 | 50 | 76 | 66 | 146 | 318 | 152 |
| | 11% | 11% | 15% a | 11% | 11% | 12% | 11% | 10% | 14% | 13% | 12% | 12% | 10% |
| 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) | 324 | 259 | 47 | 71 | 251 | 61 | 259 | 25 | 28 | 30 | 61 | 163 | 155 |
| | 7% | 7% | 10% | 5% | 9% a | 5% | 8% a | 5% | 5% | 6% | 5% | 6% | 10% a |
| BBC Radio 3 | 277 | 223 | 33 | 88 | 182 | 76 | 191 | 33 | 34 | 38 | 76 | 151 | 120 |
| | 6% | 6% | 7% | 6% | 6% | 6% | 6% | 7% | 6% | 7% | 6% | 6% | 8% |
| BBC 6 Music | 260 | 204 | 28 | 101 | 154 | 97 | 157 | 42 | 46 | 34 | 97 | 200 | 52 |
| | 6% | 6% | 6% | 7% | 5% | 8% b | 5% | 8% | 8% | 7% | 8% | 7% b | 3% |
| BBC Radio 5 live sports extra | 243 | 186 | 37 | 82 | 159 | 75 | 167 | 34 | 36 | 29 | 75 | 165 | 74 |
| | 6% | 5% | 8% | 6% | 6% | 6% | 5% | 7% | 7% | 6% | 6% | 6% | 5% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 57

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 1Xtra | 189 | 167 | 4 | 108 | 78 | 89 | 96 | 38 | 45 | 40 | 89 | 156 | 30 |
| | 4% | 5% | 1% | 8% | 3% | 7% | 3% | 8% | 8% | 8% | 7% | 6% | 2% |
| | | b | | b | | b | | | | | | b | |
| BBC Radio 4 Extra | 168 | 140 | 17 | 60 | 106 | 51 | 114 | 23 | 26 | 21 | 51 | 105 | 58 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 4% | 4% | 4% |
| BBC World Service | 159 | 130 | 15 | 46 | 107 | 41 | 111 | 14 | 15 | 19 | 41 | 93 | 59 |
| | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 4% |
| BBC Asian Network | 115 | 93 | 5 | 75 | 39 | 63 | 47 | 35 | 27 | 28 | 63 | 96 | 17 |
| | 3% | 3% | 1% | 5% | 1% | 5% | 2% | 7% | 5% | 5% | 5% | 4% | 1% |
| | | | | b | | b | | | | | | b | |
| Any other BBC radio station | 72 | 61 | 7 | 13 | 58 | 11 | 60 | 2 | 3 | 7 | 11 | 33 | 38 |
| | 2% | 2% | 2% | 1% | 2% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 2% |
| | | | | | | | | | | | | | a |
| None of these | 1734 | 1440 | 135 | 522 | 1164 | 441 | 1242 | 188 | 189 | 202 | 441 | 1037 | 639 |
| | 40% | 41% | 29% | 38% | 40% | 37% | 41% | 38% | 35% | 39% | 37% | 38% | 42% |
| | | b | | | | | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 57**

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

**A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, 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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 2 | 1017 | 925 | 785 | 232 | 93 | 1017 | 973 | 1017 | 709 | 314 | 1017 | - | 132 | 187 | 697 |
| | 23% | 24% | 24% | 23% | 17% | 23% | 26% | 39% | 28% | 43% | 26% | -% | 17% | 18% | 28% |
| | | d | | | | | f | acef | f | acef | f | | | | ab |
| BBC Radio 1 | 976 | 946 | 901 | 74 | 30 | 976 | 937 | 976 | 748 | 233 | 976 | - | 74 | 182 | 719 |
| | 22% | 25% | 27% | 7% | 6% | 22% | 25% | 37% | 30% | 31% | 24% | -% | 9% | 18% | 28% |
| | | cd | cde | | | cd | f | acdef | aef | aef | f | | | a | ab |
| BBC Radio 4 | 755 | 664 | 525 | 229 | 91 | 755 | 722 | 755 | 531 | 323 | 755 | - | 84 | 129 | 542 |
| | 17% | 17% | 16% | 23% | 17% | 17% | 19% | 29% | 21% | 44% | 19% | -% | 10% | 13% | 21% |
| | | | | abe | | | f | acef | f | abcef | f | | | | ab |
| BBC Radio 5 live | 481 | 440 | 382 | 99 | 41 | 481 | 462 | 481 | 379 | 191 | 481 | - | 40 | 93 | 348 |
| | 11% | 12% | 11% | 10% | 8% | 11% | 12% | 18% | 15% | 26% | 12% | -% | 5% | 9% | 14% |
| | | | | | | | f | acef | aef | abcef | f | | | a | 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) | 324 | 269 | 219 | 105 | 55 | 324 | 307 | 324 | 217 | 109 | 324 | - | 46 | 59 | 219 |
| | 7% | 7% | 7% | 10% | 10% | 7% | 8% | 12% | 9% | 15% | 8% | -% | 6% | 6% | 9% |
| | | | | ab | | | f | acef | f | acef | f | | | | |
| BBC Radio 3 | 277 | 246 | 206 | 72 | 32 | 277 | 269 | 277 | 217 | 107 | 277 | - | 27 | 68 | 183 |
| | 6% | 6% | 6% | 7% | 6% | 6% | 7% | 11% | 9% | 15% | 7% | -% | 3% | 7% | 7% |
| | | | | | | | f | aef | f | abcef | f | | | a | a |
| BBC 6 Music | 260 | 253 | 237 | 23 | 7 | 260 | 247 | 260 | 223 | 145 | 260 | - | 24 | 56 | 180 |
| | 6% | 7% | 7% | 2% | 1% | 6% | 7% | 10% | 9% | 20% | 7% | -% | 3% | 6% | 7% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | | a |
| BBC Radio 5 live sports extra | 243 | 217 | 201 | 41 | 26 | 243 | 228 | 243 | 198 | 98 | 243 | - | 22 | 53 | 168 |
| | 6% | 6% | 6% | 4% | 5% | 6% | 6% | 9% | 8% | 13% | 6% | -% | 3% | 5% | 7% |
| | | | | | | | f | aef | aef | abcef | f | | | | a |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 57

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

**A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, 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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 1Xtra | 189 | 187 | 184 | 6 | 2 | 189 | 176 | 189 | 151 | 41 | 189 | - | 16 | 38 | 135 |
| | 4% | 5% | 6% | 1% | *% | 4% | 5% | 7% | 6% | 6% | 5% | -% | 2% | 4% | 5% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | | a |
| BBC Radio 4 Extra | 168 | 160 | 138 | 31 | 9 | 168 | 159 | 168 | 134 | 87 | 168 | - | 12 | 35 | 122 |
| | 4% | 4% | 4% | 3% | 2% | 4% | 4% | 6% | 5% | 12% | 4% | -% | 1% | 3% | 5% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC World Service | 159 | 151 | 132 | 27 | 9 | 159 | 150 | 159 | 139 | 87 | 159 | - | 13 | 20 | 126 |
| | 4% | 4% | 4% | 3% | 2% | 4% | 4% | 6% | 6% | 12% | 4% | -% | 2% | 2% | 5% |
| | | | | | | | f | aef | aef | abcef | f | | | | ab |
| BBC Asian Network | 115 | 114 | 111 | 5 | 1 | 115 | 106 | 115 | 103 | 34 | 115 | - | 9 | 38 | 68 |
| | 3% | 3% | 3% | *% | *% | 3% | 3% | 4% | 4% | 5% | 3% | -% | 1% | 4% | 3% |
| | | cd | cd | | | cd | f | aef | af | f | f | | | a | |
| Any other BBC radio station | 72 | 56 | 42 | 30 | 16 | 72 | 66 | 72 | 44 | 28 | 72 | - | 12 | 13 | 47 |
| | 2% | 1% | 1% | 3% | 3% | 2% | 2% | 3% | 2% | 4% | 2% | -% | 1% | 1% | 2% |
| | | | | ab | | | | f | | acef | | | | | |
| None of these | 1734 | 1429 | 1243 | 490 | 304 | 1734 | 1310 | - | 634 | 43 | 1370 | 363 | 483 | 465 | 785 |
| | 40% | 37% | 37% | 48% | 57% | 40% | 35% | -% | 25% | 6% | 34% | 100% | 60% | 46% | 31% |
| | | | | abe | abe | | bcd | | bd | b | bcd | abcde | bc | c | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any Heart radio station | 907 | 344 | 554 | 107 | 182 | 176 | 173 | 264 | 272 | 258 | 171 | 194 | 773 | 61 | 61 | 11 |
| | 21% | 16% | 25% | 20% | 23% | 26% | 25% | 16% | 21% | 21% | 25% | 19% | 21% | 17% | 28% | 9% |
| | | | a | | e | e | e | | | | d | | d | d | abd | |
| Classic FM | 739 | 369 | 362 | 88 | 109 | 88 | 90 | 357 | 291 | 179 | 92 | 168 | 625 | 59 | 33 | 22 |
| | 17% | 18% | 16% | 17% | 14% | 13% | 13% | 22% | 22% | 15% | 13% | 16% | 17% | 17% | 15% | 17% |
| | | | | | | | | bcd | bcd | | | | | | | |
| Any Capital radio station | 711 | 258 | 448 | 157 | 201 | 150 | 105 | 98 | 219 | 213 | 144 | 129 | 598 | 61 | 44 | 8 |
| | 16% | 12% | 20% | 30% | 25% | 22% | 15% | 6% | 17% | 17% | 21% | 12% | 16% | 18% | 20% | 7% |
| | | | a | cde | de | de | e | | d | d | d | | d | d | d | |
| Any Smooth Radio station | 574 | 249 | 322 | 41 | 87 | 84 | 92 | 267 | 179 | 144 | 108 | 135 | 490 | 50 | 29 | 5 |
| | 13% | 12% | 15% | 8% | 11% | 12% | 13% | 16% | 14% | 12% | 16% | 13% | 13% | 14% | 13% | 4% |
| | | | | | | | a | ab | | | | | d | d | d | |
| talkSPORT or talkSPORT2 | 480 | 393 | 84 | 47 | 79 | 102 | 94 | 158 | 166 | 128 | 101 | 79 | 401 | 42 | 23 | 14 |
| | 11% | 19% | 4% | 9% | 10% | 15% | 13% | 10% | 13% | 10% | 14% | 8% | 11% | 12% | 11% | 10% |
| | | b | | | | abe | | | d | | d | | | | | |
| Any Kiss radio station | 476 | 186 | 286 | 106 | 140 | 106 | 69 | 54 | 153 | 125 | 104 | 92 | 416 | 27 | 26 | 7 |
| | 11% | 9% | 13% | 20% | 18% | 16% | 10% | 3% | 12% | 10% | 15% | 9% | 11% | 8% | 12% | 5% |
| | | | a | de | de | de | e | | | | bd | | d | | d | |
| Any Absolute Radio station | 461 | 269 | 189 | 41 | 87 | 92 | 135 | 102 | 140 | 131 | 108 | 71 | 385 | 44 | 19 | 13 |
| | 11% | 13% | 9% | 8% | 11% | 14% | 19% | 6% | 11% | 11% | 16% | 7% | 11% | 13% | 9% | 10% |
| | | b | | | e | ae | abe | | d | d | abd | | | | | |
| Any Magic radio station | 390 | 155 | 231 | 41 | 78 | 69 | 72 | 126 | 128 | 109 | 60 | 91 | 342 | 24 | 16 | 8 |
| | 9% | 7% | 11% | 8% | 10% | 10% | 10% | 8% | 10% | 9% | 9% | 9% | 9% | 7% | 7% | 6% |
| | | | a | | | | | | | | | | | | | |
| Any LBC radio station | 241 | 159 | 81 | 14 | 25 | 46 | 54 | 101 | 82 | 88 | 35 | 34 | 221 | 13 | 5 | 2 |
| | 6% | 8% | 4% | 3% | 3% | 7% | 8% | 6% | 6% | 7% | 5% | 3% | 6% | 4% | 2% | 2% |
| | | b | | | | ab | ab | ab | d | d | | | cd | | | |
| talkRADIO | 233 | 153 | 78 | 41 | 54 | 48 | 45 | 44 | 92 | 49 | 40 | 47 | 202 | 14 | 12 | 6 |
| | 5% | 7% | 4% | 8% | 7% | 7% | 6% | 3% | 7% | 4% | 6% | 4% | 6% | 4% | 5% | 4% |
| | | b | | e | e | e | e | | b | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 58

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Virgin Radio | 222 | 119 | 101 | 41 | 47 | 52 | 51 | 32 | 75 | 65 | 39 | 42 | 188 | 18 | 10 | 7 |
| | 5% | 6% | 5% | 8% | 6% | 8% | 7% | 2% | 6% | 5% | 6% | 4% | 5% | 5% | 5% | 5% |
| | | | | e | e | e | e | | | | | | | | | |
| Times Radio | 88 | 54 | 33 | 9 | 17 | 16 | 12 | 34 | 48 | 17 | 9 | 12 | 80 | 3 | 3 | 2 |
| | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| | | | | | | | | | bcd | | | | | | | |
| Any other commercial radio station | 280 | 159 | 121 | 11 | 30 | 40 | 67 | 133 | 84 | 77 | 55 | 61 | 207 | 38 | 12 | 24 |
| | 6% | 8% | 5% | 2% | 4% | 6% | 9% | 8% | 6% | 6% | 8% | 6% | 6% | 11% | 5% | 18% |
| | | | | | | a | ab | ab | | | | | | ac | | abc |
| None/ no others | 1539 | 710 | 809 | 176 | 290 | 209 | 205 | 647 | 382 | 467 | 201 | 454 | 1276 | 121 | 83 | 59 |
| | 35% | 34% | 37% | 33% | 37% | 31% | 29% | 40% | 29% | 38% | 29% | 43% | 35% | 35% | 38% | 45% |
| | | | | | d | | | cd | | ac | | ac | | | | ab |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Any Heart radio station | 907 | 764 | 81 | 375 | 512 | 330 | 555 | 141 | 141 | 160 | 330 | 663 | 222 |
| | 21% | 22% | 18% | 27% b | 18% | 28% b | 18% | 28% | 26% | 31% | 28% | 25% b | 14% |
| Classic FM | 739 | 604 | 89 | 211 | 515 | 179 | 544 | 69 | 80 | 83 | 179 | 404 | 320 |
| | 17% | 17% | 19% | 15% | 18% | 15% | 18% | 14% | 15% | 16% | 15% | 15% | 21% a |
| Any Capital radio station | 711 | 594 | 44 | 359 | 337 | 303 | 390 | 129 | 150 | 130 | 303 | 552 | 146 |
| | 16% | 17% b | 10% | 26% b | 12% | 25% b | 13% | 26% | 28% | 25% | 25% | 20% b | 10% |
| Any Smooth Radio station | 574 | 508 | 29 | 175 | 387 | 155 | 407 | 63 | 68 | 75 | 155 | 356 | 197 |
| | 13% | 14% b | 6% | 13% | 13% | 13% | 13% | 13% | 13% | 14% | 13% | 13% | 13% |
| talkSPORT or talkSPORT2 | 480 | 403 | 46 | 185 | 291 | 172 | 303 | 67 | 82 | 72 | 172 | 366 | 108 |
| | 11% | 11% | 10% | 13% b | 10% | 14% b | 10% | 13% | 15% | 14% | 14% | 14% b | 7% |
| Any Kiss radio station | 476 | 392 | 30 | 256 | 212 | 221 | 244 | 108 | 89 | 97 | 221 | 373 | 95 |
| | 11% | 11% b | 7% | 19% b | 7% | 19% b | 8% | 22% | 16% | 19% | 19% | 14% b | 6% |
| Any Absolute Radio station | 461 | 376 | 52 | 205 | 252 | 194 | 261 | 68 | 86 | 96 | 194 | 362 | 84 |
| | 11% | 11% | 11% | 15% b | 9% | 16% b | 9% | 14% | 16% | 18% | 16% | 13% b | 5% |
| Any Magic radio station | 390 | 333 | 33 | 154 | 229 | 138 | 245 | 59 | 59 | 76 | 138 | 273 | 107 |
| | 9% | 9% | 7% | 11% b | 8% | 12% b | 8% | 12% | 11% | 15% | 12% | 10% b | 7% |
| Any LBC radio station | 241 | 209 | 21 | 74 | 166 | 72 | 167 | 22 | 31 | 40 | 72 | 167 | 71 |
| | 6% | 6% | 5% | 5% | 6% | 6% | 5% | 5% | 6% | 8% | 6% | 6% | 5% |
| talkRADIO | 233 | 194 | 17 | 115 | 113 | 99 | 125 | 37 | 49 | 46 | 99 | 186 | 39 |
| | 5% | 5% | 4% | 8% b | 4% | 8% b | 4% | 7% | 9% | 9% | 8% | 7% b | 3% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 58**

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Virgin Radio | 222 | 170 | 23 | 109 | 107 | 96 | 120 | 38 | 35 | 48 | 96 | 178 | 39 |
| | 5% | 5% | 5% | 8% | 4% | 8% | 4% | 8% | 7% | 9% | 8% | 7% | 3% |
| | | | | b | | b | | | | | | b | |
| Times Radio | 88 | 62 | 17 | 37 | 49 | 29 | 56 | 8 | 18 | 15 | 29 | 61 | 25 |
| | 2% | 2% | 4% | 3% | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 2% |
| Any other commercial radio station | 280 | 221 | 46 | 58 | 221 | 56 | 224 | 23 | 28 | 30 | 56 | 176 | 97 |
| | 6% | 6% | 10% | 4% | 8% | 5% | 7% | 5% | 5% | 6% | 5% | 7% | 6% |
| | | | a | | a | | a | | | | | | |
| None/ no others | 1539 | 1246 | 173 | 375 | 1117 | 315 | 1172 | 145 | 155 | 119 | 315 | 813 | 670 |
| | 35% | 35% | 38% | 27% | 39% | 26% | 38% | 29% | 29% | 23% | 26% | 30% | 44% |
| | | | | | a | | a | | | | | | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Any Heart radio station | 907 | 850 | 784 | 122 | 57 | 907 | 824 | 602 | 598 | 142 | 871 | 35 | 127 | 195 | 585 |
| | 21% | 22% | 24% | 12% | 11% | 21% | 22% | 23% | 24% | 19% | 22% | 10% | 16% | 19% | 23% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | a |
| Classic FM | 739 | 650 | 540 | 199 | 90 | 739 | 689 | 604 | 525 | 201 | 724 | 15 | 113 | 135 | 491 |
| | 17% | 17% | 16% | 20% | 17% | 17% | 18% | 23% | 21% | 27% | 18% | 4% | 14% | 13% | 19% |
| | | | | | | | f | aef | ef | acef | f | | | | ab |
| Any Capital radio station | 711 | 691 | 661 | 49 | 20 | 711 | 649 | 498 | 489 | 110 | 685 | 26 | 89 | 150 | 472 |
| | 16% | 18% | 20% | 5% | 4% | 16% | 17% | 19% | 20% | 15% | 17% | 7% | 11% | 15% | 19% |
| | | cd | cde | | | cd | f | f | df | f | f | | | | a |
| Any Smooth Radio station | 574 | 526 | 470 | 104 | 48 | 574 | 536 | 411 | 364 | 102 | 558 | 16 | 91 | 126 | 357 |
| | 13% | 14% | 14% | 10% | 9% | 13% | 14% | 16% | 15% | 14% | 14% | 4% | 11% | 12% | 14% |
| | | | c | | | | f | f | f | f | f | | | | |
| talkSPORT or talkSPORT2 | 480 | 453 | 416 | 64 | 27 | 480 | 456 | 412 | 377 | 141 | 472 | 8 | 62 | 118 | 300 |
| | 11% | 12% | 12% | 6% | 5% | 11% | 12% | 16% | 15% | 19% | 12% | 2% | 8% | 12% | 12% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | | a |
| Any Kiss radio station | 476 | 460 | 442 | 34 | 16 | 476 | 432 | 370 | 336 | 80 | 463 | 13 | 43 | 111 | 323 |
| | 11% | 12% | 13% | 3% | 3% | 11% | 11% | 14% | 13% | 11% | 12% | 4% | 5% | 11% | 13% |
| | | cd | cde | | | cd | f | aef | f | f | f | | | a | a |
| Any Absolute Radio station | 461 | 429 | 396 | 65 | 32 | 461 | 432 | 374 | 329 | 116 | 445 | 16 | 73 | 113 | 275 |
| | 11% | 11% | 12% | 6% | 6% | 11% | 11% | 14% | 13% | 16% | 11% | 4% | 9% | 11% | 11% |
| | | cd | cd | | | c | f | aef | f | aef | f | | | | |
| Any Magic radio station | 390 | 366 | 346 | 44 | 24 | 390 | 351 | 263 | 260 | 73 | 374 | 16 | 67 | 79 | 244 |
| | 9% | 10% | 10% | 4% | 5% | 9% | 9% | 10% | 10% | 10% | 9% | 4% | 8% | 8% | 10% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| Any LBC radio station | 241 | 231 | 208 | 33 | 10 | 241 | 218 | 175 | 164 | 73 | 230 | 11 | 56 | 51 | 135 |
| | 6% | 6% | 6% | 3% | 2% | 6% | 6% | 7% | 7% | 10% | 6% | 3% | 7% | 5% | 5% |
| | | cd | cd | | | d | | | | abcef | | | | | |
| talkRADIO | 233 | 224 | 220 | 13 | 9 | 233 | 221 | 209 | 182 | 69 | 228 | 5 | 42 | 56 | 136 |
| | 5% | 6% | 7% | 1% | 2% | 5% | 6% | 8% | 7% | 9% | 6% | 1% | 5% | 5% | 5% |
| | | cd | cd | | | cd | f | aef | f | aef | f | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 58

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Virgin Radio | 222 | 214 | 201 | 21 | 8 | 222 | 200 | 191 | 181 | 73 | 215 | 7 | 24 | 64 | 134 |
| | 5% | 6% | 6% | 2% | 2% | 5% | 5% | 7% | 7% | 10% | 5% | 2% | 3% | 6% | 5% |
| | | cd | cd | | | cd | | aef | aef | aef | | | | a | |
| Times Radio | 88 | 85 | 79 | 9 | 3 | 88 | 82 | 84 | 78 | 39 | 85 | 3 | 12 | 18 | 58 |
| | 2% | 2% | 2% | 1% | *% | 2% | 2% | 3% | 3% | 5% | 2% | 1% | 2% | 2% | 2% |
| | | | | | | | | | | aef | | | | | |
| Any other commercial radio station | 280 | 253 | 211 | 70 | 27 | 280 | 258 | 166 | 174 | 65 | 263 | 17 | 61 | 58 | 162 |
| | 6% | 7% | 6% | 7% | 5% | 6% | 7% | 6% | 7% | 9% | 7% | 5% | 8% | 6% | 6% |
| None/ no others | 1539 | 1230 | 1026 | 513 | 310 | 1539 | 1221 | 634 | 624 | 198 | 1297 | 242 | 341 | 399 | 799 |
| | 35% | 32% | 31% | 50% | 58% | 35% | 32% | 24% | 25% | 27% | 33% | 67% | 42% | 39% | 32% |
| | | | | abe | abe | ab | bcd | | | | bcd | abcde | c | c | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 2 | 1017 | 512 | 500 | 64 | 118 | 139 | 183 | 507 | 380 | 279 | 172 | 168 | 822 | 103 | 68 | 24 |
| | 23% | 24% | 23% | 12% | 15% | 21% ab | 26% ab | 31% abc | 29% bd | 23% d | 25% d | 16% | 23% | 30% ad | 31% ad | 18% |
| BBC Radio 1 | 976 | 430 | 537 | 173 | 278 | 229 | 151 | 142 | 306 | 300 | 191 | 168 | 797 | 93 | 55 | 30 |
| | 22% | 20% | 24% a | 33% de | 35% de | 34% de | 22% e | 9% | 23% d | 24% d | 27% d | 16% | 22% | 27% | 25% | 23% |
| Any Heart radio station | 907 | 344 | 554 | 107 | 182 | 176 | 173 | 264 | 272 | 258 | 171 | 194 | 773 | 61 | 61 | 11 |
| | 21% | 16% | 25% a | 20% | 23% e | 26% e | 25% e | 16% | 21% | 21% | 25% d | 19% | 21% d | 17% d | 28% abd | 9% |
| BBC Radio 4 | 755 | 414 | 333 | 30 | 80 | 72 | 104 | 462 | 355 | 193 | 74 | 122 | 655 | 36 | 43 | 21 |
| | 17% | 20% b | 15% | 6% | 10% a | 11% a | 15% a | 28% abcd | 27% bcd | 16% c | 11% | 12% | 18% b | 10% | 20% b | 16% |
| Classic FM | 739 | 369 | 362 | 88 | 109 | 88 | 90 | 357 | 291 | 179 | 92 | 168 | 625 | 59 | 33 | 22 |
| | 17% | 18% | 16% | 17% | 14% | 13% | 13% | 22% bcd | 22% bcd | 15% | 13% | 16% | 17% | 17% | 15% | 17% |
| Any Capital radio station | 711 | 258 | 448 | 157 | 201 | 150 | 105 | 98 | 219 | 213 | 144 | 129 | 598 | 61 | 44 | 8 |
| | 16% | 12% | 20% a | 30% cde | 25% de | 22% de | 15% e | 6% | 17% d | 17% d | 21% d | 12% | 16% d | 18% d | 20% d | 7% |
| Any Smooth radio station | 574 | 249 | 322 | 41 | 87 | 84 | 92 | 267 | 179 | 144 | 108 | 135 | 490 | 50 | 29 | 5 |
| | 13% | 12% | 15% | 8% | 11% | 12% | 13% a | 16% ab | 14% | 12% | 16% | 13% | 13% d | 14% d | 13% d | 4% |
| BBC Radio 5 live | 481 | 338 | 141 | 28 | 61 | 90 | 90 | 211 | 181 | 135 | 71 | 87 | 418 | 26 | 22 | 15 |
| | 11% | 16% b | 6% | 5% | 8% | 13% ab | 13% ab | 13% ab | 14% d | 11% | 10% | 8% | 11% | 8% | 10% | 12% |
| talkSPORT or talkSPORT2 | 480 | 393 | 84 | 47 | 79 | 102 | 94 | 158 | 166 | 128 | 101 | 79 | 401 | 42 | 23 | 14 |
| | 11% | 19% b | 4% | 9% | 10% | 15% abe | 13% | 10% | 13% d | 10% | 14% d | 8% | 11% | 12% | 11% | 10% |
| Any Kiss radio station | 476 | 186 | 286 | 106 | 140 | 106 | 69 | 54 | 153 | 125 | 104 | 92 | 416 | 27 | 26 | 7 |
| | 11% | 9% | 13% a | 20% de | 18% de | 16% de | 10% e | 3% | 12% | 10% | 15% bd | 9% | 11% d | 8% | 12% d | 5% |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any Absolute Radio station | 461 | 269 | 189 | 41 | 87 | 92 | 135 | 102 | 140 | 131 | 108 | 71 | 385 | 44 | 19 | 13 |
| | 11% | 13% | 9% | 8% | 11% | 14% | 19% | 6% | 11% | 11% | 16% | 7% | 11% | 13% | 9% | 10% |
| | | b | | | e | ae | abe | | d | d | abd | | | | | |
| Any Magic radio station | 390 | 155 | 231 | 41 | 78 | 69 | 72 | 126 | 128 | 109 | 60 | 91 | 342 | 24 | 16 | 8 |
| | 9% | 7% | 11% | 8% | 10% | 10% | 10% | 8% | 10% | 9% | 9% | 9% | 9% | 7% | 7% | 6% |
| | | | a | | | | | | | | | | | | | |
| 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) | 324 | 188 | 131 | 19 | 31 | 31 | 37 | 201 | 103 | 68 | 58 | 88 | 234 | 39 | 24 | 28 |
| | 7% | 9% | 6% | 4% | 4% | 5% | 5% | 12% | 8% | 6% | 8% | 8% | 6% | 11% | 11% | 21% |
| | | b | | | | | | abcd | | | | | | a | a | abc |
| BBC Radio 3 | 277 | 166 | 107 | 38 | 60 | 33 | 23 | 120 | 137 | 53 | 37 | 43 | 243 | 16 | 12 | 6 |
| | 6% | 8% | 5% | 7% | 8% | 5% | 3% | 7% | 10% | 4% | 5% | 4% | 7% | 5% | 6% | 5% |
| | | b | | d | d | | | d | bcd | | | | | | | |
| BBC 6 Music | 260 | 156 | 98 | 39 | 52 | 55 | 52 | 62 | 104 | 74 | 39 | 42 | 222 | 21 | 14 | 3 |
| | 6% | 7% | 4% | 7% | 7% | 8% | 7% | 4% | 8% | 6% | 6% | 4% | 6% | 6% | 7% | 2% |
| | | b | | e | e | e | e | | d | | | | d | d | d | |
| BBC Radio 5 live sports extra | 243 | 186 | 55 | 14 | 41 | 42 | 41 | 104 | 93 | 43 | 49 | 55 | 206 | 19 | 14 | 4 |
| | 6% | 9% | 2% | 3% | 5% | 6% | 6% | 6% | 7% | 3% | 7% | 5% | 6% | 6% | 6% | 3% |
| | | b | | | | a | | a | b | | b | | | | | |
| Any LBC radio station | 241 | 159 | 81 | 14 | 25 | 46 | 54 | 101 | 82 | 88 | 35 | 34 | 221 | 13 | 5 | 2 |
| | 6% | 8% | 4% | 3% | 3% | 7% | 8% | 6% | 6% | 7% | 5% | 3% | 6% | 4% | 2% | 2% |
| | | b | | | | ab | ab | ab | d | d | | | cd | | | |
| talkRADIO | 233 | 153 | 78 | 41 | 54 | 48 | 45 | 44 | 92 | 49 | 40 | 47 | 202 | 14 | 12 | 6 |
| | 5% | 7% | 4% | 8% | 7% | 7% | 6% | 3% | 7% | 4% | 6% | 4% | 6% | 4% | 5% | 4% |
| | | b | | e | e | e | e | | b | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 59**

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Virgin Radio | 222 | 119 | 101 | 41 | 47 | 52 | 51 | 32 | 75 | 65 | 39 | 42 | 188 | 18 | 10 | 7 |
| | 5% | 6% | 5% | 8%<br>e | 6%<br>e | 8%<br>e | 7%<br>e | 2% | 6% | 5% | 6% | 4% | 5% | 5% | 5% | 5% |
| BBC Radio 1Xtra | 189 | 84 | 105 | 57 | 67 | 46 | 12 | 5 | 69 | 47 | 40 | 31 | 170 | 8 | 8 | 3 |
| | 4% | 4% | 5% | 11%<br>de | 9%<br>de | 7%<br>de | 2%<br>e | *% | 5% | 4% | 6%<br>d | 3% | 5% | 2% | 4% | 2% |
| BBC Radio 4 Extra | 168 | 101 | 66 | 18 | 40 | 20 | 16 | 72 | 68 | 37 | 37 | 24 | 151 | 7 | 7 | 3 |
| | 4% | 5%<br>b | 3% | 3% | 5% | 3% | 2% | 4% | 5%<br>d | 3% | 5%<br>d | 2% | 4% | 2% | 3% | 2% |
| BBC World Service | 159 | 101 | 53 | 12 | 27 | 23 | 25 | 73 | 80 | 39 | 19 | 18 | 136 | 11 | 8 | 4 |
| | 4% | 5%<br>b | 2% | 2% | 3% | 3% | 4% | 4% | 6%<br>bcd | 3% | 3% | 2% | 4% | 3% | 4% | 3% |
| BBC Asian Network | 115 | 54 | 56 | 28 | 38 | 29 | 16 | 4 | 48 | 29 | 15 | 23 | 111 | 3 | 1 | * |
| | 3% | 3% | 3% | 5%<br>e | 5%<br>e | 4%<br>e | 2%<br>e | *% | 4% | 2% | 2% | 2% | 3%<br>bcd | 1% | *% | *% |
| Times Radio | 88 | 54 | 33 | 9 | 17 | 16 | 12 | 34 | 48 | 17 | 9 | 12 | 80 | 3 | 3 | 2 |
| | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 4%<br>bcd | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| ANY BBC RADIO | 2616 | 1332 | 1260 | 304 | 454 | 398 | 399 | 1045 | 918 | 738 | 429 | 494 | 2189 | 209 | 140 | 78 |
| | 60% | 63%<br>b | 57% | 58% | 57% | 59% | 57% | 64%<br>bd | 70%<br>bcd | 60%<br>d | 62%<br>d | 47% | 60% | 60% | 64% | 60% |
| ANY COMMERCIAL RADIO | 2810 | 1394 | 1393 | 352 | 501 | 469 | 497 | 979 | 923 | 768 | 494 | 590 | 2377 | 227 | 134 | 71 |
| | 65% | 66% | 63% | 67% | 63% | 69%<br>e | 71%<br>be | 60% | 71%<br>bd | 62% | 71%<br>bd | 57% | 65%<br>d | 65%<br>d | 62% | 55% |
| None | 906 | 416 | 476 | 130 | 221 | 140 | 129 | 283 | 174 | 267 | 122 | 323 | 760 | 70 | 44 | 32 |
| | 21% | 20% | 22% | 25%<br>e | 28%<br>cde | 21% | 18% | 17% | 13% | 22%<br>a | 18% | 31%<br>abc | 21% | 20% | 20% | 25% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 2 | 1017 | 819 | 146 | 268 | 734 | 247 | 754 | 83 | 119 | 130 | 247 | 623 | 369 |
| | 23% | 23% | 32% a | 19% | 25% a | 21% | 25% | 17% | 22% | 25% a | 21% | 23% | 24% |
| BBC Radio 1 | 976 | 798 | 93 | 488 | 476 | 425 | 535 | 187 | 213 | 164 | 425 | 777 | 184 |
| | 22% | 22% | 20% | 35% b | 17% | 36% b | 18% | 38% | 39% | 31% | 36% | 29% b | 12% |
| Any Heart radio station | 907 | 764 | 81 | 375 | 512 | 330 | 555 | 141 | 141 | 160 | 330 | 663 | 222 |
| | 21% | 22% | 18% | 27% b | 18% | 28% b | 18% | 28% | 26% | 31% | 28% | 25% b | 14% |
| BBC Radio 4 | 755 | 613 | 119 | 152 | 593 | 137 | 607 | 45 | 62 | 71 | 137 | 362 | 366 |
| | 17% | 17% | 26% a | 11% | 21% a | 11% | 20% a | 9% | 11% | 14% | 11% | 13% | 24% a |
| Classic FM | 739 | 604 | 89 | 211 | 515 | 179 | 544 | 69 | 80 | 83 | 179 | 404 | 320 |
| | 17% | 17% | 19% | 15% | 18% | 15% | 18% | 14% | 15% | 16% | 15% | 15% | 21% a |
| Any Capital radio station | 711 | 594 | 44 | 359 | 337 | 303 | 390 | 129 | 150 | 130 | 303 | 552 | 146 |
| | 16% | 17% b | 10% | 26% b | 12% | 25% b | 13% | 26% | 28% | 25% | 25% | 20% b | 10% |
| Any Smooth radio station | 574 | 508 | 29 | 175 | 387 | 155 | 407 | 63 | 68 | 75 | 155 | 356 | 197 |
| | 13% | 14% b | 6% | 13% | 13% | 13% | 13% | 13% | 13% | 14% | 13% | 13% | 13% |
| BBC Radio 5 live | 481 | 379 | 70 | 157 | 321 | 146 | 329 | 50 | 76 | 66 | 146 | 318 | 152 |
| | 11% | 11% | 15% a | 11% | 11% | 12% | 11% | 10% | 14% | 13% | 12% | 12% | 10% |
| talkSPORT or talkSPORT2 | 480 | 403 | 46 | 185 | 291 | 172 | 303 | 67 | 82 | 72 | 172 | 366 | 108 |
| | 11% | 11% | 10% | 13% b | 10% | 14% b | 10% | 13% | 15% | 14% | 14% | 14% b | 7% |
| Any Kiss radio station | 476 | 392 | 30 | 256 | 212 | 221 | 244 | 108 | 89 | 97 | 221 | 373 | 95 |
| | 11% | 11% b | 7% | 19% b | 7% | 19% b | 8% | 22% | 16% | 19% | 19% | 14% b | 6% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Any Absolute Radio station | 461 | 376 | 52 | 205 | 252 | 194 | 261 | 68 | 86 | 96 | 194 | 362 | 84 |
| | 11% | 11% | 11% | 15% b | 9% | 16% b | 9% | 14% | 16% | 18% | 16% | 13% b | 5% |
| Any Magic radio station | 390 | 333 | 33 | 154 | 229 | 138 | 245 | 59 | 59 | 76 | 138 | 273 | 107 |
| | 9% | 9% | 7% | 11% b | 8% | 12% b | 8% | 12% | 11% | 15% | 12% | 10% b | 7% |
| 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) | 324 | 259 | 47 | 71 | 251 | 61 | 259 | 25 | 28 | 30 | 61 | 163 | 155 |
| | 7% | 7% | 10% | 5% | 9% a | 5% | 8% a | 5% | 5% | 6% | 5% | 6% | 10% a |
| BBC Radio 3 | 277 | 223 | 33 | 88 | 182 | 76 | 191 | 33 | 34 | 38 | 76 | 151 | 120 |
| | 6% | 6% | 7% | 6% | 6% | 6% | 6% | 7% | 6% | 7% | 6% | 6% | 8% |
| BBC 6 Music | 260 | 204 | 28 | 101 | 154 | 97 | 157 | 42 | 46 | 34 | 97 | 200 | 52 |
| | 6% | 6% | 6% | 7% | 5% | 8% b | 5% | 8% | 8% | 7% | 8% | 7% b | 3% |
| BBC Radio 5 live sports extra | 243 | 186 | 37 | 82 | 159 | 75 | 167 | 34 | 36 | 29 | 75 | 165 | 74 |
| | 6% | 5% | 8% | 6% | 6% | 6% | 5% | 7% | 7% | 6% | 6% | 6% | 5% |
| Any LBC radio station | 241 | 209 | 21 | 74 | 166 | 72 | 167 | 22 | 31 | 40 | 72 | 167 | 71 |
| | 6% | 6% | 5% | 5% | 6% | 6% | 5% | 5% | 6% | 8% | 6% | 6% | 5% |
| talkRADIO | 233 | 194 | 17 | 115 | 113 | 99 | 125 | 37 | 49 | 46 | 99 | 186 | 39 |
| | 5% | 5% | 4% | 8% b | 4% | 8% b | 4% | 7% | 9% | 9% | 8% | 7% b | 3% |

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

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Virgin Radio | 222 | 170 | 23 | 109 | 107 | 96 | 120 | 38 | 35 | 48 | 96 | 178 | 39 |
| | 5% | 5% | 5% | 8% | 4% | 8% | 4% | 8% | 7% | 9% | 8% | 7% | 3% |
| | | | | b | | b | | | | | | b | |
| BBC Radio 1Xtra | 189 | 167 | 4 | 108 | 78 | 89 | 96 | 38 | 45 | 40 | 89 | 156 | 30 |
| | 4% | 5% | 1% | 8% | 3% | 7% | 3% | 8% | 8% | 8% | 7% | 6% | 2% |
| | | b | | b | | b | | | | | | b | |
| BBC Radio 4 Extra | 168 | 140 | 17 | 60 | 106 | 51 | 114 | 23 | 26 | 21 | 51 | 105 | 58 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 4% | 4% | 4% |
| BBC World Service | 159 | 130 | 15 | 46 | 107 | 41 | 111 | 14 | 15 | 19 | 41 | 93 | 59 |
| | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 4% |
| BBC Asian Network | 115 | 93 | 5 | 75 | 39 | 63 | 47 | 35 | 27 | 28 | 63 | 96 | 17 |
| | 3% | 3% | 1% | 5% | 1% | 5% | 2% | 7% | 5% | 5% | 5% | 4% | 1% |
| | | | | b | | b | | | | | | b | |
| Times Radio | 88 | 62 | 17 | 37 | 49 | 29 | 56 | 8 | 18 | 15 | 29 | 61 | 25 |
| | 2% | 2% | 4% | 3% | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 2% |
| ANY BBC RADIO | 2616 | 2110 | 324 | 856 | 1715 | 750 | 1810 | 308 | 354 | 321 | 750 | 1660 | 896 |
| | 60% | 59% | 71% | 62% | 60% | 63% | 59% | 62% | 65% | 61% | 63% | 62% | 58% |
| | | | a | | | | | | | | | | |
| ANY COMMERCIAL RADIO | 2810 | 2304 | 286 | 1003 | 1762 | 875 | 1880 | 351 | 388 | 403 | 875 | 1884 | 865 |
| | 65% | 65% | 62% | 73% | 61% | 74% | 62% | 71% | 71% | 77% | 74% | 70% | 56% |
| | | | | b | | b | | | | | | b | |
| None | 906 | 742 | 67 | 249 | 620 | 206 | 661 | 98 | 96 | 76 | 206 | 501 | 370 |
| | 21% | 21% | 15% | 18% | 22% | 17% | 22% | 20% | 18% | 15% | 17% | 19% | 24% |
| | | b | | | | | a | | | | | | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 2 | 1017 | 925 | 785 | 232 | 93 | 1017 | 973 | 1017 | 709 | 314 | 1017 | - | 132 | 187 | 697 |
| | 23% | 24% | 24% | 23% | 17% | 23% | 26% | 39% | 28% | 43% | 26% | -% | 17% | 18% | 28% |
| | | d | | | | | f | acef | f | acef | f | | | | ab |
| BBC Radio 1 | 976 | 946 | 901 | 74 | 30 | 976 | 937 | 976 | 748 | 233 | 976 | - | 74 | 182 | 719 |
| | 22% | 25% | 27% | 7% | 6% | 22% | 25% | 37% | 30% | 31% | 24% | -% | 9% | 18% | 28% |
| | | cd | cde | | | cd | f | acdef | aef | aef | f | | | a | ab |
| Any Heart radio station | 907 | 850 | 784 | 122 | 57 | 907 | 824 | 602 | 598 | 142 | 871 | 35 | 127 | 195 | 585 |
| | 21% | 22% | 24% | 12% | 11% | 21% | 22% | 23% | 24% | 19% | 22% | 10% | 16% | 19% | 23% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | a |
| BBC Radio 4 | 755 | 664 | 525 | 229 | 91 | 755 | 722 | 755 | 531 | 323 | 755 | - | 84 | 129 | 542 |
| | 17% | 17% | 16% | 23% | 17% | 17% | 19% | 29% | 21% | 44% | 19% | -% | 10% | 13% | 21% |
| | | | | abe | | | f | acef | f | abcef | f | | | | ab |
| Classic FM | 739 | 650 | 540 | 199 | 90 | 739 | 689 | 604 | 525 | 201 | 724 | 15 | 113 | 135 | 491 |
| | 17% | 17% | 16% | 20% | 17% | 17% | 18% | 23% | 21% | 27% | 18% | 4% | 14% | 13% | 19% |
| | | | | | | | f | aef | ef | acef | f | | | | ab |
| Any Capital radio station | 711 | 691 | 661 | 49 | 20 | 711 | 649 | 498 | 489 | 110 | 685 | 26 | 89 | 150 | 472 |
| | 16% | 18% | 20% | 5% | 4% | 16% | 17% | 19% | 20% | 15% | 17% | 7% | 11% | 15% | 19% |
| | | cd | cde | | | cd | f | f | df | f | f | | | | a |
| Any Smooth radio station | 574 | 526 | 470 | 104 | 48 | 574 | 536 | 411 | 364 | 102 | 558 | 16 | 91 | 126 | 357 |
| | 13% | 14% | 14% | 10% | 9% | 13% | 14% | 16% | 15% | 14% | 14% | 4% | 11% | 12% | 14% |
| | | | c | | | | f | f | f | f | f | | | | |
| BBC Radio 5 live | 481 | 440 | 382 | 99 | 41 | 481 | 462 | 481 | 379 | 191 | 481 | - | 40 | 93 | 348 |
| | 11% | 12% | 11% | 10% | 8% | 11% | 12% | 18% | 15% | 26% | 12% | -% | 5% | 9% | 14% |
| | | | | | | | f | acef | aef | abcef | f | | | a | ab |
| talkSPORT or talkSPORT2 | 480 | 453 | 416 | 64 | 27 | 480 | 456 | 412 | 377 | 141 | 472 | 8 | 62 | 118 | 300 |
| | 11% | 12% | 12% | 6% | 5% | 11% | 12% | 16% | 15% | 19% | 12% | 2% | 8% | 12% | 12% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | | a |
| Any Kiss radio station | 476 | 460 | 442 | 34 | 16 | 476 | 432 | 370 | 336 | 80 | 463 | 13 | 43 | 111 | 323 |
| | 11% | 12% | 13% | 3% | 3% | 11% | 11% | 14% | 13% | 11% | 12% | 4% | 5% | 11% | 13% |
| | | cd | cde | | | cd | f | aef | f | f | f | | | a | a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Any Absolute Radio station | 461 | 429 | 396 | 65 | 32 | 461 | 432 | 374 | 329 | 116 | 445 | 16 | 73 | 113 | 275 |
| | 11% | 11% | 12% | 6% | 6% | 11% | 11% | 14% | 13% | 16% | 11% | 4% | 9% | 11% | 11% |
| | | cd | cd | | | c | f | aef | f | aef | f | | | | |
| Any Magic radio station | 390 | 366 | 346 | 44 | 24 | 390 | 351 | 263 | 260 | 73 | 374 | 16 | 67 | 79 | 244 |
| | 9% | 10% | 10% | 4% | 5% | 9% | 9% | 10% | 10% | 10% | 9% | 4% | 8% | 8% | 10% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| 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) | 324 | 269 | 219 | 105 | 55 | 324 | 307 | 324 | 217 | 109 | 324 | - | 46 | 59 | 219 |
| | 7% | 7% | 7% | 10% | 10% | 7% | 8% | 12% | 9% | 15% | 8% | -% | 6% | 6% | 9% |
| | | | | ab | | | f | acef | f | acef | f | | | | |
| BBC Radio 3 | 277 | 246 | 206 | 72 | 32 | 277 | 269 | 277 | 217 | 107 | 277 | - | 27 | 68 | 183 |
| | 6% | 6% | 6% | 7% | 6% | 6% | 7% | 11% | 9% | 15% | 7% | -% | 3% | 7% | 7% |
| | | | | | | | f | aef | f | abcef | f | | | a | a |
| BBC 6 Music | 260 | 253 | 237 | 23 | 7 | 260 | 247 | 260 | 223 | 145 | 260 | - | 24 | 56 | 180 |
| | 6% | 7% | 7% | 2% | 1% | 6% | 7% | 10% | 9% | 20% | 7% | -% | 3% | 6% | 7% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | | a |
| BBC Radio 5 live sports extra | 243 | 217 | 201 | 41 | 26 | 243 | 228 | 243 | 198 | 98 | 243 | - | 22 | 53 | 168 |
| | 6% | 6% | 6% | 4% | 5% | 6% | 6% | 9% | 8% | 13% | 6% | -% | 3% | 5% | 7% |
| | | | | | | | f | aef | aef | abcef | f | | | | a |
| Any LBC radio station | 241 | 231 | 208 | 33 | 10 | 241 | 218 | 175 | 164 | 73 | 230 | 11 | 56 | 51 | 135 |
| | 6% | 6% | 6% | 3% | 2% | 6% | 6% | 7% | 7% | 10% | 6% | 3% | 7% | 5% | 5% |
| | | cd | cd | | | d | | | | abcef | | | | | |
| talkRADIO | 233 | 224 | 220 | 13 | 9 | 233 | 221 | 209 | 182 | 69 | 228 | 5 | 42 | 56 | 136 |
| | 5% | 6% | 7% | 1% | 2% | 5% | 6% | 8% | 7% | 9% | 6% | 1% | 5% | 5% | 5% |
| | | cd | cd | | | cd | f | aef | f | aef | f | | | | |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Virgin Radio | 222 | 214 | 201 | 21 | 8 | 222 | 200 | 191 | 181 | 73 | 215 | 7 | 24 | 64 | 134 |
| | 5% | 6% | 6% | 2% | 2% | 5% | 5% | 7% | 7% | 10% | 5% | 2% | 3% | 6% | 5% |
| | | cd | cd | | | cd | | aef | aef | aef | | | | | a |
| BBC Radio 1Xtra | 189 | 187 | 184 | 6 | 2 | 189 | 176 | 189 | 151 | 41 | 189 | - | 16 | 38 | 135 |
| | 4% | 5% | 6% | 1% | *% | 4% | 5% | 7% | 6% | 6% | 5% | -% | 2% | 4% | 5% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | | a |
| BBC Radio 4 Extra | 168 | 160 | 138 | 31 | 9 | 168 | 159 | 168 | 134 | 87 | 168 | - | 12 | 35 | 122 |
| | 4% | 4% | 4% | 3% | 2% | 4% | 4% | 6% | 5% | 12% | 4% | -% | 1% | 3% | 5% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC World Service | 159 | 151 | 132 | 27 | 9 | 159 | 150 | 159 | 139 | 87 | 159 | - | 13 | 20 | 126 |
| | 4% | 4% | 4% | 3% | 2% | 4% | 4% | 6% | 6% | 12% | 4% | -% | 2% | 2% | 5% |
| | | | | | | | f | aef | aef | abcef | f | | | | ab |
| BBC Asian Network | 115 | 114 | 111 | 5 | 1 | 115 | 106 | 115 | 103 | 34 | 115 | - | 9 | 38 | 68 |
| | 3% | 3% | 3% | *% | *% | 3% | 3% | 4% | 4% | 5% | 3% | -% | 1% | 4% | 3% |
| | | cd | cd | | | cd | f | aef | af | f | f | | | | a |
| Times Radio | 88 | 85 | 79 | 9 | 3 | 88 | 82 | 84 | 78 | 39 | 85 | 3 | 12 | 18 | 58 |
| | 2% | 2% | 2% | 1% | *% | 2% | 2% | 3% | 3% | 5% | 2% | 1% | 2% | 2% | 2% |
| | | | | | | | | | | aef | | | | | |
| ANY BBC RADIO | 2616 | 2387 | 2088 | 527 | 229 | 2616 | 2473 | 2616 | 1856 | 695 | 2616 | - | 319 | 553 | 1744 |
| | 60% | 63% | 63% | 52% | 43% | 60% | 65% | 100% | 75% | 94% | 66% | -% | 40% | 54% | 69% |
| | | cd | cd | | | cd | f | acdef | aef | acef | f | | | a | ab |
| ANY COMMERCIAL RADIO | 2810 | 2586 | 2305 | 505 | 224 | 2810 | 2562 | 1982 | 1867 | 541 | 2689 | 121 | 461 | 619 | 1730 |
| | 65% | 68% | 69% | 50% | 42% | 65% | 68% | 76% | 75% | 73% | 67% | 33% | 57% | 61% | 68% |
| | | cde | cde | | | cd | f | aef | aef | aef | f | | | | ab |
| None | 906 | 704 | 616 | 290 | 203 | 906 | 633 | - | 281 | 16 | 664 | 242 | 247 | 274 | 385 |
| | 21% | 18% | 18% | 29% | 38% | 21% | 17% | -% | 11% | 2% | 17% | 67% | 31% | 27% | 15% |
| | | | | abe | abce | | bcd | | bd | b | bcd | abcde | c | c | |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 1006 | 419 | 580 | 190 | 288 | 245 | 151 | 132 | 308 | 305 | 203 | 185 | 639 | 157 | 119 | 91 |
| Effective Weighted Sample | 817 | 337 | 476 | 155 | 235 | 204 | 118 | 107 | 257 | 244 | 166 | 148 | 594 | 153 | 116 | 87 |
| Total | 948 | 417 | 524 | 173 | 278 | 227 | 151 | 119 | 302 | 299 | 185 | 159 | 776 | 91 | 53 | 29 |
| At least daily | 328 | 163 | 164 | 48 | 98 | 87 | 54 | 40 | 102 | 97 | 61 | 67 | 269 | 28 | 21 | ** |
| | 35% | 39% | 31% | 28% | 35% | 38% | 36% | 34% | 34% | 33% | 33% | 42% | 35% | 31% | 39% | ** |
| At least weekly | 371 | 158 | 210 | 64 | 121 | 76 | 60 | 50 | 114 | 118 | 79 | 58 | 295 | 40 | 22 | ** |
| | 39% | 38% | 40% | 37% | 43% | 34% | 40% | 42% | 38% | 39% | 43% | 37% | 38% | 44% | 42% | ** |
| At least monthly | 164 | 55 | 107 | 43 | 38 | 39 | 26 | 18 | 53 | 49 | 36 | 25 | 137 | 18 | 6 | ** |
| | 17% | 13% | 20% a | 25% b | 14% | 17% | 17% | 15% | 18% | 16% | 19% | 16% | 18% | 20% | 12% | ** |
| Less often | 72 | 33 | 39 | 13 | 20 | 21 | 8 | 11 | 32 | 30 | 6 | 5 | 64 | 3 | 3 | ** |
| | 8% | 8% | 7% | 8% | 7% | 9% | 5% | 9% | 11% cd | 10% cd | 3% | 3% | 8% | 4% | 6% | ** |
| Don't know/ can't remember | 13 | 9 | 5 | 5 | 1 | 4 | 3 | - | * | 5 | 4 | 4 | 11 | 2 | 1 | ** |
| | 1% | 2% | 1% | 3% | *% | 2% | 2% | -% | *% | 2% | 2% | 3% | 1% | 2% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 328 | 163 | 164 | 48 | 98 | 87 | 54 | 40 | 102 | 97 | 61 | 67 | 269 | 28 | 21 | ** |
| | 35% | 39% | 31% | 28% | 35% | 38% | 36% | 34% | 34% | 33% | 33% | 42% | 35% | 31% | 39% | ** |
| WEEKLY | 699 | 320 | 374 | 112 | 219 | 164 | 114 | 90 | 216 | 215 | 139 | 125 | 565 | 68 | 43 | ** |
| | 74% | 77% | 71% | 65% | 79% a | 72% | 76% | 76% | 72% | 72% | 76% | 79% | 73% | 75% | 81% | ** |
| MONTHLY | 863 | 375 | 480 | 154 | 257 | 203 | 140 | 108 | 270 | 264 | 175 | 150 | 701 | 86 | 49 | ** |
| | 91% | 90% | 92% | 89% | 92% | 89% | 93% | 91% | 89% | 88% | 95% | 94% | 90% | 94% | 93% | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1006 | 818 | 102 | 500 | 490 | 430 | 555 | 186 | 215 | 171 | 430 | 756 | 229 |
| Effective Weighted Sample | 817 | 665 | 78 | 417 | 387 | 361 | 439 | 161 | 181 | 138 | 361 | 623 | 194 |
| Total | 948 | 779 | 85 | 488 | 450 | 424 | 508 | 187 | 213 | 164 | 424 | 770 | 164 |
| At least daily | 328 | 269 | 29 | 174 | 150 | 160 | 162 | 68 | 77 | 61 | 160 | 284 | 40 |
| | 35% | 34% | 34% | 36% | 33% | 38% | 32% | 37% | 36% | 37% | 38% | 37% b | 25% |
| At least weekly | 371 | 309 | 34 | 185 | 181 | 163 | 200 | 68 | 87 | 62 | 163 | 295 | 72 |
| | 39% | 40% | 40% | 38% | 40% | 38% | 39% | 36% | 41% | 38% | 38% | 38% | 44% |
| At least monthly | 164 | 132 | 14 | 90 | 72 | 68 | 92 | 32 | 30 | 30 | 68 | 127 | 33 |
| | 17% | 17% | 17% | 18% | 16% | 16% | 18% | 17% | 14% | 19% | 16% | 16% | 20% |
| Less often | 72 | 57 | 7 | 34 | 38 | 29 | 43 | 17 | 18 | 9 | 29 | 57 | 15 |
| | 8% | 7% | 9% | 7% | 8% | 7% | 9% | 9% | 8% | 5% | 7% | 7% | 9% |
| Don't know/ can't remember | 13 | 12 | 1 | 4 | 9 | 3 | 10 | 1 | 1 | 2 | 3 | 8 | 4 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 3% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 328 | 269 | 29 | 174 | 150 | 160 | 162 | 68 | 77 | 61 | 160 | 284 | 40 |
| | 35% | 34% | 34% | 36% | 33% | 38% | 32% | 37% | 36% | 37% | 38% | 37% b | 25% |
| WEEKLY | 699 | 578 | 63 | 359 | 331 | 324 | 363 | 136 | 164 | 123 | 324 | 578 | 112 |
| | 74% | 74% | 74% | 74% | 74% | 76% | 71% | 73% | 77% | 75% | 76% | 75% | 68% |
| MONTHLY | 863 | 710 | 77 | 449 | 403 | 392 | 455 | 168 | 193 | 153 | 392 | 705 | 145 |
| | 91% | 91% | 91% | 92% | 90% | 92% | 90% | 90% | 91% | 94% | 92% | 92% | 88% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 60

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 1006 | 992 | 950 | 56 | 14 | 1006 | 959 | 1006 | 775 | 229 | 1006 | - | 84 | 181 | 741 |
| Effective Weighted Sample | 817 | 808 | 776 | 42 | 10 | 817 | 781 | 817 | 634 | 192 | 817 | - | 67 | 150 | 601 |
| Total | 948 | 935 | 897 | 51 | 14 | 948 | 911 | 948 | 740 | 232 | 948 | - | 72 | 176 | 700 |
| At least daily | 328 | 324 | 314 | ** | ** | 328 | 319 | 328 | 271 | 101 | 328 | ** | ** | 55 | 258 |
| | 35% | 35% | 35% | ** | ** | 35% | 35% | 35% | 37% | 44% | 35% | ** | ** | 31% | 37% |
| At least weekly | 371 | 365 | 347 | ** | ** | 371 | 357 | 371 | 287 | 73 | 371 | ** | ** | 69 | 274 |
| | 39% | 39% | 39% | ** | ** | 39% | 39% | 39% | 39% | 32% | 39% | ** | ** | 39% | 39% |
| At least monthly | 164 | 160 | 156 | ** | ** | 164 | 157 | 164 | 123 | 36 | 164 | ** | ** | 33 | 115 |
| | 17% | 17% | 17% | ** | ** | 17% | 17% | 17% | 17% | 15% | 17% | ** | ** | 18% | 16% |
| Less often | 72 | 72 | 69 | ** | ** | 72 | 67 | 72 | 54 | 20 | 72 | ** | ** | 14 | 49 |
| | 8% | 8% | 8% | ** | ** | 8% | 7% | 8% | 7% | 8% | 8% | ** | ** | 8% | 7% |
| Don't know/ can't remember | 13 | 13 | 11 | ** | ** | 13 | 12 | 13 | 5 | 2 | 13 | ** | ** | 5 | 5 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | ** | 3% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 328 | 324 | 314 | ** | ** | 328 | 319 | 328 | 271 | 101 | 328 | ** | ** | 55 | 258 |
| | 35% | 35% | 35% | ** | ** | 35% | 35% | 35% | 37% | 44% | 35% | ** | ** | 31% | 37% |
| WEEKLY | 699 | 689 | 661 | ** | ** | 699 | 676 | 699 | 558 | 174 | 699 | ** | ** | 124 | 532 |
| | 74% | 74% | 74% | ** | ** | 74% | 74% | 74% | 75% | 75% | 74% | ** | ** | 70% | 76% |
| MONTHLY | 863 | 849 | 817 | ** | ** | 863 | 833 | 863 | 681 | 210 | 863 | ** | ** | 156 | 647 |
| | 91% | 91% | 91% | ** | ** | 91% | 91% | 91% | 92% | 91% | 91% | ** | ** | 89% | 92% |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 975 | 479 | 490 | 78 | 121 | 155 | 176 | 445 | 379 | 254 | 178 | 158 | 621 | 149 | 138 | 67 |
| Effective Weighted Sample | 771 | 377 | 390 | 64 | 100 | 123 | 141 | 347 | 304 | 199 | 147 | 119 | 557 | 137 | 129 | 65 |
| Total | 946 | 479 | 462 | 64 | 118 | 138 | 182 | 444 | 369 | 262 | 166 | 144 | 767 | 95 | 63 | 20 |
| At least daily | 351 | 177 | 172 | ** | 41 | 39 | 70 | 184 | 128 | 89 | 70 | 63 | 275 | 40 | 30 | ** |
| | 37% | 37% | 37% | ** | 35% | 28% | 39% | 42% c | 35% | 34% | 42% | 44% | 36% | 42% | 48% | ** |
| At least weekly | 382 | 193 | 188 | ** | 50 | 61 | 69 | 177 | 145 | 104 | 72 | 60 | 315 | 38 | 20 | ** |
| | 40% | 40% | 41% | ** | 42% | 44% | 38% | 40% | 39% | 40% | 43% | 42% | 41% | 40% | 32% | ** |
| At least monthly | 137 | 68 | 67 | ** | 17 | 29 | 33 | 43 | 64 | 41 | 17 | 14 | 114 | 11 | 9 | ** |
| | 15% | 14% | 14% | ** | 15% | 21% e | 18% | 10% | 17% | 16% | 10% | 10% | 15% | 11% | 15% | ** |
| Less often | 67 | 34 | 33 | ** | 8 | 10 | 11 | 34 | 28 | 24 | 8 | 6 | 59 | 5 | 3 | ** |
| | 7% | 7% | 7% | ** | 7% | 7% | 6% | 8% | 8% | 9% | 5% | 4% | 8% | 6% | 5% | ** |
| Don't know/ can't remember | 8 | 6 | 2 | ** | 1 | - | - | 5 | 4 | 4 | - | - | 5 | 2 | 1 | ** |
| | 1% | 1% | *% | ** | 1% | -% | -% | 1% | 1% | 2% | -% | -% | 1% | 2% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 351 | 177 | 172 | ** | 41 | 39 | 70 | 184 | 128 | 89 | 70 | 63 | 275 | 40 | 30 | ** |
| | 37% | 37% | 37% | ** | 35% | 28% | 39% | 42% c | 35% | 34% | 42% | 44% | 36% | 42% | 48% | ** |
| WEEKLY | 734 | 370 | 360 | ** | 91 | 100 | 139 | 361 | 273 | 193 | 142 | 123 | 590 | 77 | 50 | ** |
| | 78% | 77% | 78% | ** | 78% | 72% | 76% | 81% | 74% | 73% | 85% ab | 86% a | 77% | 81% | 79% | ** |
| MONTHLY | 871 | 438 | 427 | ** | 109 | 129 | 171 | 405 | 337 | 234 | 158 | 137 | 704 | 88 | 59 | ** |
| | 92% | 92% | 92% | ** | 92% | 93% | 94% | 91% | 91% | 89% | 95% | 96% | 92% | 93% | 94% | ** |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 975 | 777 | 141 | 285 | 672 | 255 | 700 | 91 | 120 | 134 | 255 | 588 | 360 |
| Effective Weighted Sample | 771 | 609 | 115 | 231 | 528 | 208 | 548 | 73 | 98 | 108 | 208 | 480 | 272 |
| Total | 946 | 759 | 135 | 267 | 666 | 245 | 686 | 83 | 119 | 130 | 245 | 609 | 316 |
| At least daily | 351 | 278 | 58 | 93 | 251 | 87 | 256 | ** | 38 | 54 | 87 | 217 | 130 |
| | 37% | 37% | 43% | 35% | 38% | 36% | 37% | ** | 32% | 41% | 36% | 36% | 41% |
| At least weekly | 382 | 312 | 46 | 107 | 274 | 101 | 280 | ** | 54 | 53 | 101 | 259 | 113 |
| | 40% | 41% | 34% | 40% | 41% | 41% | 41% | ** | 45% | 41% | 41% | 42% | 36% |
| At least monthly | 137 | 107 | 19 | 54 | 80 | 49 | 85 | ** | 21 | 22 | 49 | 91 | 42 |
| | 15% | 14% | 14% | 20% | 12% | 20% | 12% | ** | 18% | 16% | 20% | 15% | 13% |
| | | | | b | | b | | | | | | | |
| Less often | 67 | 56 | 10 | 11 | 54 | 8 | 57 | ** | 6 | 2 | 8 | 38 | 27 |
| | 7% | 7% | 8% | 4% | 8% | 3% | 8% | ** | 5% | 1% | 3% | 6% | 8% |
| Don't know/ can't remember | 8 | 7 | 1 | 1 | 7 | 1 | 8 | ** | - | - | 1 | 4 | 4 |
| | 1% | 1% | 1% | *% | 1% | *% | 1% | ** | -% | -% | *% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 351 | 278 | 58 | 93 | 251 | 87 | 256 | ** | 38 | 54 | 87 | 217 | 130 |
| | 37% | 37% | 43% | 35% | 38% | 36% | 37% | ** | 32% | 41% | 36% | 36% | 41% |
| WEEKLY | 734 | 590 | 104 | 201 | 524 | 188 | 536 | ** | 92 | 107 | 188 | 476 | 243 |
| | 78% | 78% | 77% | 75% | 79% | 77% | 78% | ** | 77% | 82% | 77% | 78% | 77% |
| MONTHLY | 871 | 697 | 124 | 255 | 605 | 237 | 621 | ** | 113 | 129 | 237 | 567 | 285 |
| | 92% | 92% | 92% | 95% | 91% | 97% | 91% | ** | 95% | 99% | 97% | 93% | 90% |
| | | | | | | b | | | | | | | |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 975 | 931 | 810 | 165 | 44 | 975 | 930 | 975 | 734 | 317 | 975 | - | 127 | 170 | 678 |
| Effective Weighted Sample | 771 | 745 | 648 | 126 | 32 | 771 | 738 | 771 | 591 | 251 | 771 | - | 96 | 140 | 535 |
| Total | 946 | 891 | 768 | 178 | 55 | 946 | 905 | 946 | 690 | 309 | 946 | - | 122 | 171 | 653 |
| At least daily | 351 | 335 | 286 | 66 | ** | 351 | 339 | 351 | 251 | 145 | 351 | ** | 33 | 53 | 265 |
| | 37% | 38% | 37% | 37% | ** | 37% | 37% | 37% | 36% | 47% abce | 37% | ** | 27% | 31% | 41% |
| At least weekly | 382 | 363 | 311 | 72 | ** | 382 | 365 | 382 | 277 | 110 | 382 | ** | 44 | 73 | 265 |
| | 40% | 41% | 40% | 40% | ** | 40% | 40% | 40% | 40% | 36% | 40% | ** | 36% | 43% | 41% |
| At least monthly | 137 | 127 | 115 | 23 | ** | 137 | 129 | 137 | 111 | 41 | 137 | ** | 26 | 25 | 87 |
| | 15% | 14% | 15% | 13% | ** | 15% | 14% | 15% | 16% | 13% | 15% | ** | 21% | 14% | 13% |
| Less often | 67 | 59 | 51 | 17 | ** | 67 | 64 | 67 | 46 | 12 | 67 | ** | 17 | 19 | 31 |
| | 7% | 7% | 7% | 9% | ** | 7% | 7% | 7% | 7% | 4% | 7% | ** | 14% c | 11% c | 5% |
| Don't know/ can't remember | 8 | 7 | 7 | 1 | ** | 8 | 8 | 8 | 6 | 1 | 8 | ** | 2 | 2 | 4 |
| | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | 2% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 351 | 335 | 286 | 66 | ** | 351 | 339 | 351 | 251 | 145 | 351 | ** | 33 | 53 | 265 |
| | 37% | 38% | 37% | 37% | ** | 37% | 37% | 37% | 36% | 47% abce | 37% | ** | 27% | 31% | 41% |
| WEEKLY | 734 | 698 | 596 | 137 | ** | 734 | 704 | 734 | 528 | 256 | 734 | ** | 78 | 126 | 530 |
| | 78% | 78% | 78% | 77% | ** | 78% | 78% | 78% | 77% | 83% | 78% | ** | 63% | 74% | 81% a |
| MONTHLY | 871 | 825 | 711 | 160 | ** | 871 | 833 | 871 | 638 | 296 | 871 | ** | 103 | 150 | 617 |
| | 92% | 93% | 92% | 90% | ** | 92% | 92% | 92% | 93% | 96% | 92% | ** | 84% | 88% | 95% ab |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 62

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 228 | 137 | 87 | 40 | 58 | 32 | 20 | 78 | 110 | 47 | 35 | 34 | 172 | 21 | 17 | 18 |
| Effective Weighted Sample | 192 | 116 | 73 | 33 | 50 | 28 | 16 | 66 | 95 | 38 | 30 | 29 | 159 | 19 | 15 | 18 |
| Total | 242 | 152 | 86 | 38 | 60 | 33 | 22 | 88 | 117 | 51 | 36 | 36 | 214 | 13 | 9 | 6 |
| At least daily | 63 | 41 | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** | 54 | ** | ** | ** |
| | 26% | 27% | ** | ** | ** | ** | ** | ** | 26% | ** | ** | ** | 25% | ** | ** | ** |
| At least weekly | 97 | 64 | ** | ** | ** | ** | ** | ** | 52 | ** | ** | ** | 87 | ** | ** | ** |
| | 40% | 42% | ** | ** | ** | ** | ** | ** | 45% | ** | ** | ** | 41% | ** | ** | ** |
| At least monthly | 53 | 31 | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** | 48 | ** | ** | ** |
| | 22% | 20% | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** | 22% | ** | ** | ** |
| Less often | 24 | 13 | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** | 21 | ** | ** | ** |
| | 10% | 9% | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** | 10% | ** | ** | ** |
| Don't know/ can't remember | 5 | 4 | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** | 4 | ** | ** | ** |
| | 2% | 2% | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 63 | 41 | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** | 54 | ** | ** | ** |
| | 26% | 27% | ** | ** | ** | ** | ** | ** | 26% | ** | ** | ** | 25% | ** | ** | ** |
| WEEKLY | 160 | 104 | ** | ** | ** | ** | ** | ** | 83 | ** | ** | ** | 141 | ** | ** | ** |
| | 66% | 69% | ** | ** | ** | ** | ** | ** | 71% | ** | ** | ** | 66% | ** | ** | ** |
| MONTHLY | 213 | 135 | ** | ** | ** | ** | ** | ** | 107 | ** | ** | ** | 189 | ** | ** | ** |
| | 88% | 89% | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** | 88% | ** | ** | ~** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 62**

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 228 | 183 | 23 | 80 | 140 | 68 | 150 | 28 | 33 | 35 | 68 | 137 | 85 |
| Effective Weighted Sample | 192 | 154 | 19 | 71 | 114 | 61 | 122 | 26 | 30 | 31 | 61 | 118 | 69 |
| Total | 242 | 193 | 27 | 88 | 146 | 76 | 155 | 33 | 34 | 38 | 76 | 148 | 88 |
| At least daily | 63 | 55 | ** | ** | 35 | ** | 36 | ** | ** | ** | ** | 46 | ** |
| | 26% | 28% | ** | ** | 24% | ** | 23% | ** | ** | ** | ** | 31% | ** |
| At least weekly | 97 | 73 | ** | ** | 67 | ** | 69 | ** | ** | ** | ** | 55 | ** |
| | 40% | 38% | ** | ** | 46% | ** | 45% | ** | ** | ** | ** | 37% | ** |
| At least monthly | 53 | 45 | ** | ** | 27 | ** | 31 | ** | ** | ** | ** | 32 | ** |
| | 22% | 23% | ** | ** | 19% | ** | 20% | ** | ** | ** | ** | 22% | ** |
| Less often | 24 | 16 | ** | ** | 12 | ** | 14 | ** | ** | ** | ** | 14 | ** |
| | 10% | 8% | ** | ** | 8% | ** | 9% | ** | ** | ** | ** | 9% | ** |
| Don't know/ can't remember | 5 | 4 | ** | ** | 5 | ** | 5 | ** | ** | ** | ** | * | ** |
| | 2% | 2% | ** | ** | 3% | ** | 3% | ** | ** | ** | ** | *% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 63 | 55 | ** | ** | 35 | ** | 36 | ** | ** | ** | ** | 46 | ** |
| | 26% | 28% | ** | ** | 24% | ** | 23% | ** | ** | ** | ** | 31% | ** |
| WEEKLY | 160 | 128 | ** | ** | 102 | ** | 105 | ** | ** | ** | ** | 102 | ** |
| | 66% | 66% | ** | ** | 70% | ** | 68% | ** | ** | ** | ** | 69% | ** |
| MONTHLY | 213 | 173 | ** | ** | 129 | ** | 136 | ** | ** | ** | ** | 134 | ** |
| | 88% | 90% | ** | ** | 88% | ** | 88% | ** | ** | ** | ** | 91% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 62

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 228 | 219 | 191 | 37 | 9 | 228 | 218 | 228 | 200 | 96 | 228 | - | 24 | 51 | 153 |
| Effective Weighted Sample | 192 | 185 | 161 | 32 | 8 | 192 | 184 | 192 | 168 | 81 | 192 | - | 20 | 45 | 127 |
| Total | 242 | 233 | 201 | 41 | 9 | 242 | 233 | 242 | 213 | 102 | 242 | - | 25 | 57 | 160 |
| At least daily | 63 | 60 | 51 | ** | ** | 63 | 61 | 63 | 52 | ** | 63 | ** | ** | ** | 54 |
| | 26% | 26% | 25% | ** | ** | 26% | 26% | 26% | 24% | ** | 26% | ** | ** | ** | 34% |
| At least weekly | 97 | 94 | 80 | ** | ** | 97 | 95 | 97 | 85 | ** | 97 | ** | ** | ** | 60 |
| | 40% | 40% | 40% | ** | ** | 40% | 41% | 40% | 40% | ** | 40% | ** | ** | ** | 37% |
| At least monthly | 53 | 50 | 48 | ** | ** | 53 | 48 | 53 | 50 | ** | 53 | ** | ** | ** | 33 |
| | 22% | 22% | 24% | ** | ** | 22% | 21% | 22% | 24% | ** | 22% | ** | ** | ** | 21% |
| Less often | 24 | 24 | 18 | ** | ** | 24 | 24 | 24 | 21 | ** | 24 | ** | ** | ** | 12 |
| | 10% | 10% | 9% | ** | ** | 10% | 10% | 10% | 10% | ** | 10% | ** | ** | ** | 8% |
| Don't know/ can't remember | 5 | 5 | 5 | ** | ** | 5 | 5 | 5 | 5 | ** | 5 | ** | ** | ** | 1 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 63 | 60 | 51 | ** | ** | 63 | 61 | 63 | 52 | ** | 63 | ** | ** | ** | 54 |
| | 26% | 26% | 25% | ** | ** | 26% | 26% | 26% | 24% | ** | 26% | ** | ** | ** | 34% |
| WEEKLY | 160 | 154 | 130 | ** | ** | 160 | 157 | 160 | 137 | ** | 160 | ** | ** | ** | 114 |
| | 66% | 66% | 65% | ** | ** | 66% | 67% | 66% | 64% | ** | 66% | ** | ** | ** | 71% |
| MONTHLY | 213 | 204 | 178 | ** | ** | 213 | 205 | 213 | 187 | ** | 213 | ** | ** | ** | 147 |
| | 88% | 88% | 89% | ** | ** | 88% | 88% | 88% | 88% | ** | 88% | ** | ** | ** | 92% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 63

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 626 | 342 | 277 | 31 | 79 | 78 | 92 | 346 | 307 | 162 | 69 | 84 | 453 | 47 | 72 | 54 |
| Effective Weighted Sample | 504 | 274 | 225 | 26 | 66 | 64 | 75 | 276 | 250 | 132 | 56 | 63 | 407 | 42 | 65 | 51 |
| Total | 661 | 378 | 276 | 30 | 80 | 72 | 104 | 376 | 320 | 182 | 70 | 85 | 577 | 32 | 35 | 17 |
| At least daily | 298 | 184 | 113 | ** | ** | ** | ** | 220 | 155 | 75 | ** | ** | 256 | ** | ** | ** |
| | 45% | 49% | 41% | ** | ** | ** | ** | 58% | 49% | 41% | ** | ** | 44% | ** | ** | ** |
| At least weekly | 231 | 124 | 106 | ** | ** | ** | ** | 110 | 110 | 58 | ** | ** | 200 | ** | ** | ** |
| | 35% | 33% | 38% | ** | ** | ** | ** | 29% | 35% | 32% | ** | ** | 35% | ** | ** | ** |
| At least monthly | 90 | 46 | 39 | ** | ** | ** | ** | 28 | 39 | 35 | ** | ** | 81 | ** | ** | ** |
| | 14% | 12% | 14% | ** | ** | ** | ** | 7% | 12% | 19% | ** | ** | 14% | ** | ** | ** |
| Less often | 36 | 19 | 17 | ** | ** | ** | ** | 14 | 12 | 12 | ** | ** | 35 | ** | ** | ** |
| | 5% | 5% | 6% | ** | ** | ** | ** | 4% | 4% | 7% | ** | ** | 6% | ** | ** | ** |
| Don't know/ can't remember | 6 | 5 | 1 | ** | ** | ** | ** | 5 | 4 | 2 | ** | ** | 5 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | ** | ** | 1% | 1% | 1% | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 298 | 184 | 113 | ** | ** | ** | ** | 220 | 155 | 75 | ** | ** | 256 | ** | ** | ** |
| | 45% | 49% | 41% | ** | ** | ** | ** | 58% | 49% | 41% | ** | ** | 44% | ** | ** | ** |
| WEEKLY | 528 | 308 | 219 | ** | ** | ** | ** | 329 | 266 | 133 | ** | ** | 456 | ** | ** | ** |
| | 80% | 81% | 79% | ** | ** | ** | ** | 88% | 83% | 73% | ** | ** | 79% | ** | ** | ** |
| MONTHLY | 619 | 354 | 258 | ** | ** | ** | ** | 357 | 305 | 168 | ** | ** | 537 | ** | ** | ** |
| | 94% | 94% | 93% | ** | ** | ** | ** | 95% | 95% | 92% | ** | ** | 93% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 63

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 626 | 489 | 113 | 149 | 468 | 132 | 484 | 46 | 61 | 68 | 132 | 322 | 279 |
| Effective Weighted Sample | 504 | 394 | 91 | 123 | 374 | 109 | 387 | 38 | 51 | 55 | 109 | 269 | 214 |
| Total | 661 | 525 | 113 | 151 | 499 | 136 | 513 | 44 | 62 | 71 | 136 | 356 | 282 |
| At least daily | 298 | 234 | 60 | 39 | 256 | 38 | 257 | ** | ** | ** | 38 | 126 | 163 |
| | 45% | 45% | 53% | 26% | 51% | 28% | 50% | ** | ** | ** | 28% | 35% | 58% |
| | | | | | a | | a | | | | | | a |
| At least weekly | 231 | 181 | 39 | 75 | 152 | 65 | 161 | ** | ** | ** | 65 | 146 | 77 |
| | 35% | 34% | 34% | 50% | 30% | 48% | 31% | ** | ** | ** | 48% | 41% | 27% |
| | | | | b | | b | | | | | | b | |
| At least monthly | 90 | 77 | 8 | 33 | 54 | 30 | 57 | ** | ** | ** | 30 | 61 | 26 |
| | 14% | 15% | 7% | 22% | 11% | 22% | 11% | ** | ** | ** | 22% | 17% | 9% |
| | | | | b | | b | | | | | | | |
| Less often | 36 | 28 | 6 | 4 | 32 | 4 | 32 | ** | ** | ** | 4 | 20 | 14 |
| | 5% | 5% | 5% | 3% | 6% | 3% | 6% | ** | ** | ** | 3% | 6% | 5% |
| Don't know/ can't remember | 6 | 5 | 1 | - | 6 | - | 6 | ** | ** | ** | - | 3 | 2 |
| | 1% | 1% | 1% | -% | 1% | -% | 1% | ** | ** | ** | -% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 298 | 234 | 60 | 39 | 256 | 38 | 257 | ** | ** | ** | 38 | 126 | 163 |
| | 45% | 45% | 53% | 26% | 51% | 28% | 50% | ** | ** | ** | 28% | 35% | 58% |
| | | | | | a | | a | | | | | | a |
| WEEKLY | 528 | 415 | 98 | 114 | 408 | 102 | 418 | ** | ** | ** | 102 | 272 | 239 |
| | 80% | 79% | 87% | 75% | 82% | 75% | 82% | ** | ** | ** | 75% | 76% | 85% |
| MONTHLY | 619 | 492 | 106 | 147 | 462 | 132 | 475 | ** | ** | ** | 132 | 333 | 265 |
| | 94% | 94% | 94% | 97% | 92% | 97% | 93% | ** | ** | ** | 97% | 94% | 94% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 63

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 626 | 594 | 495 | 131 | 32 | 626 | 597 | 626 | 505 | 301 | 626 | - | 65 | 100 | 461 |
| Effective Weighted Sample | 504 | 485 | 403 | 103 | 22 | 504 | 480 | 504 | 412 | 248 | 504 | - | 49 | 77 | 380 |
| Total | 661 | 620 | 511 | 150 | 41 | 661 | 630 | 661 | 515 | 311 | 661 | - | 75 | 107 | 479 |
| At least daily | 298 | 276 | 213 | 84 | ** | 298 | 286 | 298 | 219 | 166 | 298 | ** | ** | 43 | 229 |
| | 45% | 45% | 42% | 56% b | ** | 45% | 45% | 45% | 43% | 54% c | 45% | ** | ** | 40% | 48% |
| At least weekly | 231 | 222 | 188 | 43 | ** | 231 | 220 | 231 | 180 | 99 | 231 | ** | ** | 38 | 170 |
| | 35% | 36% | 37% | 29% | ** | 35% | 35% | 35% | 35% | 32% | 35% | ** | ** | 35% | 35% |
| At least monthly | 90 | 86 | 77 | 14 | ** | 90 | 85 | 90 | 81 | 39 | 90 | ** | ** | 14 | 59 |
| | 14% | 14% | 15% | 9% | ** | 14% | 14% | 14% | 16% | 13% | 14% | ** | ** | 13% | 12% |
| Less often | 36 | 31 | 28 | 8 | ** | 36 | 32 | 36 | 30 | 6 | 36 | ** | ** | 11 | 19 |
| | 5% | 5% | 5% | 5% | ** | 5% | 5% | 5% | 6% | 2% | 5% | ** | ** | 10% | 4% |
| Don't know/ can't remember | 6 | 5 | 5 | 1 | ** | 6 | 6 | 6 | 5 | - | 6 | ** | ** | 2 | 1 |
| | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | -% | 1% | ** | ** | 2% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 298 | 276 | 213 | 84 | ** | 298 | 286 | 298 | 219 | 166 | 298 | ** | ** | 43 | 229 |
| | 45% | 45% | 42% | 56% b | ** | 45% | 45% | 45% | 43% | 54% c | 45% | ** | ** | 40% | 48% |
| WEEKLY | 528 | 498 | 401 | 127 | ** | 528 | 506 | 528 | 399 | 265 | 528 | ** | ** | 81 | 399 |
| | 80% | 80% | 79% | 85% | ** | 80% | 80% | 80% | 77% | 85% | 80% | ** | ** | 75% | 83% |
| MONTHLY | 619 | 584 | 478 | 141 | ** | 619 | 592 | 619 | 480 | 304 | 619 | ** | ** | 95 | 458 |
| | 94% | 94% | 94% | 94% | ** | 94% | 94% | 94% | 93% | 98% bce | 94% | ** | ** | 88% | 96% b |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 64

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 443 | 306 | 135 | 34 | 61 | 89 | 77 | 182 | 181 | 118 | 70 | 71 | 316 | 40 | 45 | 42 |
| Effective Weighted Sample | 356 | 243 | 113 | 28 | 52 | 75 | 64 | 140 | 146 | 97 | 58 | 55 | 284 | 37 | 43 | 40 |
| Total | 454 | 324 | 128 | 28 | 61 | 89 | 90 | 185 | 176 | 130 | 68 | 77 | 394 | 25 | 21 | 14 |
| At least daily | 125 | 85 | 40 | ** | ** | ** | ** | 63 | 38 | 42 | ** | ** | 109 | ** | ** | ** |
| | 28% | 26% | 32% | ** | ** | ** | ** | 34% | 21% | 32% | ** | ** | 28% | ** | ** | ** |
| At least weekly | 210 | 154 | 55 | ** | ** | ** | ** | 86 | 88 | 55 | ** | ** | 181 | ** | ** | ** |
| | 46% | 48% | 43% | ** | ** | ** | ** | 46% | 50% | 42% | ** | ** | 46% | ** | ** | ** |
| At least monthly | 83 | 62 | 20 | ** | ** | ** | ** | 24 | 30 | 26 | ** | ** | 71 | ** | ** | ** |
| | 18% | 19% | 15% | ** | ** | ** | ** | 13% | 17% | 20% | ** | ** | 18% | ** | ** | ** |
| Less often | 33 | 22 | 11 | ** | ** | ** | ** | 11 | 18 | 8 | ** | ** | 31 | ** | ** | ** |
| | 7% | 7% | 9% | ** | ** | ** | ** | 6% | 11% | 6% | ** | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 2 | 1 | 1 | ** | ** | ** | ** | 1 | 2 | - | ** | ** | 2 | ** | ** | ** |
| | 1% | *% | 1% | ** | ** | ** | ** | 1% | 1% | -% | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 125 | 85 | 40 | ** | ** | ** | ** | 63 | 38 | 42 | ** | ** | 109 | ** | ** | ** |
| | 28% | 26% | 32% | ** | ** | ** | ** | 34% | 21% | 32% | ** | ** | 28% | ** | ** | ** |
| WEEKLY | 336 | 239 | 96 | ** | ** | ** | ** | 149 | 125 | 96 | ** | ** | 290 | ** | ** | ** |
| | 74% | 74% | 75% | ** | ** | ** | ** | 81% | 71% | 74% | ** | ** | 74% | ** | ** | ** |
| MONTHLY | 419 | 301 | 115 | ** | ** | ** | ** | 173 | 155 | 122 | ** | ** | 361 | ** | ** | ** |
| | 92% | 93% | 90% | ** | ** | ** | ** | 94% | 88% | 94% | ** | ** | 92% | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 443 | 347 | 66 | 151 | 290 | 138 | 300 | 50 | 75 | 62 | 138 | 283 | 149 |
| Effective Weighted Sample | 356 | 279 | 51 | 126 | 229 | 115 | 237 | 42 | 63 | 52 | 115 | 238 | 112 |
| Total | 454 | 354 | 67 | 156 | 295 | 145 | 304 | 50 | 75 | 66 | 145 | 316 | 130 |
| At least daily | 125 | 97 | ** | 37 | 88 | 37 | 88 | ** | ** | ** | 37 | 88 | 36 |
| | 28% | 27% | ** | 23% | 30% | 25% | 29% | ** | ** | ** | 25% | 28% | 27% |
| At least weekly | 210 | 170 | ** | 77 | 133 | 72 | 137 | ** | ** | ** | 72 | 152 | 55 |
| | 46% | 48% | ** | 49% | 45% | 50% | 45% | ** | ** | ** | 50% | 48% | 43% |
| At least monthly | 83 | 61 | ** | 36 | 48 | 30 | 53 | ** | ** | ** | 30 | 55 | 26 |
| | 18% | 17% | ** | 23% | 16% | 21% | 17% | ** | ** | ** | 21% | 17% | 20% |
| Less often | 33 | 24 | ** | 6 | 25 | 5 | 25 | ** | ** | ** | 5 | 21 | 12 |
| | 7% | 7% | ** | 4% | 9% | 3% | 8% | ** | ** | ** | 3% | 7% | 9% |
| Don't know/ can't remember | 2 | 2 | ** | 1 | 1 | 1 | 1 | ** | ** | ** | 1 | 1 | 1 |
| | 1% | 1% | ** | 1% | *% | 1% | *% | ** | ** | ** | 1% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 125 | 97 | ** | 37 | 88 | 37 | 88 | ** | ** | ** | 37 | 88 | 36 |
| | 28% | 27% | ** | 23% | 30% | 25% | 29% | ** | ** | ** | 25% | 28% | 27% |
| WEEKLY | 336 | 267 | ** | 114 | 221 | 109 | 225 | ** | ** | ** | 109 | 240 | 91 |
| | 74% | 75% | ** | 73% | 75% | 75% | 74% | ** | ** | ** | 75% | 76% | 70% |
| MONTHLY | 419 | 328 | ** | 149 | 269 | 139 | 277 | ** | ** | ** | 139 | 294 | 117 |
| | 92% | 93% | ** | 96% | 91% | 96% | 91% | ** | ** | ** | 96% | 93% | 90% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 64

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 443 | 427 | 378 | 65 | 16 | 443 | 426 | 443 | 381 | 179 | 443 | - | 38 | 81 | 324 |
| Effective Weighted Sample | 356 | 350 | 310 | 49 | 12 | 356 | 344 | 356 | 313 | 147 | 356 | - | 30 | 63 | 264 |
| Total | 454 | 430 | 378 | 76 | 24 | 454 | 435 | 454 | 378 | 185 | 454 | - | 39 | 87 | 328 |
| At least daily | 125 | 115 | 103 | ** | ** | 125 | 121 | 125 | 105 | 75 | 125 | ** | ** | ** | 97 |
| | 28% | 27% | 27% | ** | ** | 28% | 28% | 28% | 28% | 41% abce | 28% | ** | ** | ** | 30% |
| At least weekly | 210 | 203 | 173 | ** | ** | 210 | 201 | 210 | 174 | 73 | 210 | ** | ** | ** | 151 |
| | 46% | 47% | 46% | ** | ** | 46% | 46% | 46% | 46% | 39% | 46% | ** | ** | ** | 46% |
| At least monthly | 83 | 79 | 75 | ** | ** | 83 | 78 | 83 | 71 | 29 | 83 | ** | ** | ** | 57 |
| | 18% | 18% | 20% | ** | ** | 18% | 18% | 18% | 19% | 15% | 18% | ** | ** | ** | 17% |
| Less often | 33 | 30 | 26 | ** | ** | 33 | 33 | 33 | 26 | 9 | 33 | ** | ** | ** | 20 |
| | 7% | 7% | 7% | ** | ** | 7% | 8% | 7% | 7% | 5% | 7% | ** | ** | ** | 6% |
| Don't know/ can't remember | 2 | 2 | 1 | ** | ** | 2 | 2 | 2 | 1 | - | 2 | ** | ** | ** | 2 |
| | 1% | 1% | *% | ** | ** | 1% | 1% | 1% | *% | -% | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 125 | 115 | 103 | ** | ** | 125 | 121 | 125 | 105 | 75 | 125 | ** | ** | ** | 97 |
| | 28% | 27% | 27% | ** | ** | 28% | 28% | 28% | 28% | 41% abce | 28% | ** | ** | ** | 30% |
| WEEKLY | 336 | 318 | 276 | ** | ** | 336 | 322 | 336 | 279 | 148 | 336 | ** | ** | ** | 248 |
| | 74% | 74% | 73% | ** | ** | 74% | 74% | 74% | 74% | 80% | 74% | ** | ** | ** | 76% |
| MONTHLY | 419 | 398 | 351 | ** | ** | 419 | 399 | 419 | 350 | 176 | 419 | ** | ** | ** | 305 |
| | 92% | 93% | 93% | ** | ** | 92% | 92% | 92% | 93% | 95% | 92% | ** | ** | ** | 93% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 65

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 243 | 144 | 93 | 37 | 47 | 59 | 47 | 53 | 104 | 58 | 40 | 39 | 170 | 34 | 29 | 10 |
| Effective Weighted Sample | 202 | 118 | 78 | 33 | 41 | 48 | 39 | 42 | 87 | 50 | 33 | 32 | 158 | 34 | 28 | 10 |
| Total | 251 | 148 | 97 | 39 | 52 | 55 | 52 | 53 | 104 | 70 | 38 | 37 | 215 | 19 | 13 | 3 |
| At least daily | 59 | 40 | ** | ** | ** | ** | ** | ** | 28 | ** | ** | ** | 49 | ** | ** | ** |
| | 24% | 27% | ** | ** | ** | ** | ** | ** | 27% | ** | ** | ** | 23% | ** | ** | ** |
| At least weekly | 101 | 63 | ** | ** | ** | ** | ** | ** | 47 | ** | ** | ** | 84 | ** | ** | ** |
| | 40% | 42% | ** | ** | ** | ** | ** | ** | 45% | ** | ** | ** | 39% | ** | ** | ** |
| At least monthly | 63 | 32 | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** | 59 | ** | ** | ** |
| | 25% | 22% | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** | 28% | ** | ** | ** |
| Less often | 24 | 11 | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** | 21 | ** | ** | ** |
| | 9% | 7% | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** | 10% | ** | ** | ** |
| Don't know/ can't remember | 3 | 2 | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | 3 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | ** | ** | ** | *% | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 59 | 40 | ** | ** | ** | ** | ** | ** | 28 | ** | ** | ** | 49 | ** | ** | ** |
| | 24% | 27% | ** | ** | ** | ** | ** | ** | 27% | ** | ** | ** | 23% | ** | ** | ** |
| WEEKLY | 160 | 103 | ** | ** | ** | ** | ** | ** | 75 | ** | ** | ** | 133 | ** | ** | ** |
| | 64% | 70% | ** | ** | ** | ** | ** | ** | 72% | ** | ** | ** | 62% | ** | ** | ** |
| MONTHLY | 223 | 136 | ** | ** | ** | ** | ** | ** | 100 | ** | ** | ** | 192 | ** | ** | ** |
| | 89% | 91% | ** | ** | ** | ** | ** | ** | 96% | ** | ** | ** | 89% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 65**

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 243 | 189 | 27 | 98 | 140 | 94 | 143 | 42 | 48 | 33 | 94 | 178 | 55 |
| Effective Weighted Sample | 202 | 157 | 21 | 82 | 115 | 79 | 118 | 35 | 39 | 27 | 79 | 154 | 42 |
| Total | 251 | 195 | 27 | 101 | 145 | 97 | 148 | 41 | 46 | 34 | 97 | 200 | 43 |
| At least daily | 59 | 49 | ** | ** | 30 | ** | 32 | ** | ** | ** | ** | 54 | ** |
| | 24% | 25% | ** | ** | 21% | ** | 21% | ** | ** | ** | ** | 27% | ** |
| At least weekly | 101 | 82 | ** | ** | 59 | ** | 61 | ** | ** | ** | ** | 82 | ** |
| | 40% | 42% | ** | ** | 41% | ** | 41% | ** | ** | ** | ** | 41% | ** |
| At least monthly | 63 | 45 | ** | ** | 36 | ** | 36 | ** | ** | ** | ** | 48 | ** |
| | 25% | 23% | ** | ** | 25% | ** | 24% | ** | ** | ** | ** | 24% | ** |
| Less often | 24 | 18 | ** | ** | 19 | ** | 19 | ** | ** | ** | ** | 14 | ** |
| | 9% | 9% | ** | ** | 13% | ** | 13% | ** | ** | ** | ** | 7% | ** |
| Don't know/ can't remember | 3 | * | ** | ** | * | ** | * | ** | ** | ** | ** | 3 | ** |
| | 1% | *% | ** | ** | *% | ** | *% | ** | ** | ** | ** | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 59 | 49 | ** | ** | 30 | ** | 32 | ** | ** | ** | ** | 54 | ** |
| | 24% | 25% | ** | ** | 21% | ** | 21% | ** | ** | ** | ** | 27% | ** |
| WEEKLY | 160 | 131 | ** | ** | 89 | ** | 92 | ** | ** | ** | ** | 136 | ** |
| | 64% | 67% | ** | ** | 62% | ** | 62% | ** | ** | ** | ** | 68% | ** |
| MONTHLY | 223 | 177 | ** | ** | 126 | ** | 129 | ** | ** | ** | ** | 183 | ** |
| | 89% | 90% | ** | ** | 87% | ** | 87% | ** | ** | ** | ** | 92% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 65

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 243 | 241 | 223 | 20 | 2 | 243 | 232 | 243 | 216 | 133 | 243 | - | 20 | 51 | 172 |
| Effective Weighted Sample | 202 | 200 | 187 | 15 | 2 | 202 | 192 | 202 | 179 | 111 | 202 | - | 17 | 42 | 143 |
| Total | 251 | 249 | 234 | 17 | 2 | 251 | 238 | 251 | 222 | 141 | 251 | - | 24 | 53 | 173 |
| At least daily | 59 | 59 | 56 | ** | ** | 59 | 58 | 59 | 53 | 41 | 59 | ** | ** | ** | 49 |
| | 24% | 24% | 24% | ** | ** | 24% | 25% | 24% | 24% | 29% | 24% | ** | ** | ** | 28% |
| At least weekly | 101 | 99 | 92 | ** | ** | 101 | 94 | 101 | 92 | 62 | 101 | ** | ** | ** | 73 |
| | 40% | 40% | 39% | ** | ** | 40% | 40% | 40% | 41% | 44% | 40% | ** | ** | ** | 42% |
| At least monthly | 63 | 63 | 60 | ** | ** | 63 | 60 | 63 | 55 | 33 | 63 | ** | ** | ** | 40 |
| | 25% | 25% | 25% | ** | ** | 25% | 25% | 25% | 25% | 24% | 25% | ** | ** | ** | 23% |
| Less often | 24 | 24 | 23 | ** | ** | 24 | 24 | 24 | 19 | 4 | 24 | ** | ** | ** | 9 |
| | 9% | 10% | 10% | ** | ** | 9% | 10% | 9% | 8% | 3% | 9% | ** | ** | ** | 5% |
| Don't know/ can't remember | 3 | 3 | 3 | ** | ** | 3 | 2 | 3 | 3 | 1 | 3 | ** | ** | ** | 2 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 2% | *% | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 59 | 59 | 56 | ** | ** | 59 | 58 | 59 | 53 | 41 | 59 | ** | ** | ** | 49 |
| | 24% | 24% | 24% | ** | ** | 24% | 25% | 24% | 24% | 29% | 24% | ** | ** | ** | 28% |
| WEEKLY | 160 | 158 | 148 | ** | ** | 160 | 152 | 160 | 145 | 103 | 160 | ** | ** | ** | 122 |
| | 64% | 64% | 63% | ** | ** | 64% | 64% | 64% | 65% | 73% | 64% | ** | ** | ** | 71% |
| MONTHLY | 223 | 222 | 207 | ** | ** | 223 | 212 | 223 | 200 | 137 | 223 | ** | ** | ** | 162 |
| | 89% | 89% | 89% | ** | ** | 89% | 89% | 89% | 90% | 97% | 89% | ** | ** | ** | 94% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 66**

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 98 | 44 | 50 | 28 | 31 | 24 | 11 | 4 | 38 | 25 | 14 | 21 | 90 | 6 | 1 | 1 |
| Effective Weighted Sample | 90 | 40 | 46 | 25 | 29 | 23 | 11 | 4 | 36 | 23 | 13 | 19 | 85 | 6 | 1 | 1 |
| Total | 115 | 54 | 56 | 28 | 38 | 29 | 16 | 4 | 48 | 29 | 15 | 23 | 111 | 3 | 1 | * |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 98 | 81 | 4 | 62 | 35 | 49 | 44 | 27 | 20 | 22 | 49 | 74 | 21 |
| Effective Weighted Sample | 90 | 74 | 4 | 57 | 32 | 46 | 39 | 25 | 19 | 21 | 46 | 70 | 20 |
| Total | 115 | 93 | 5 | 75 | 39 | 63 | 47 | 35 | 27 | 28 | 63 | 96 | 17 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 98 | 97 | 94 | 4 | 1 | 98 | 90 | 98 | 88 | 29 | 98 | - | 7 | 31 | 60 |
| Effective Weighted Sample | 90 | 89 | 86 | 4 | 1 | 90 | 82 | 90 | 80 | 26 | 90 | - | 6 | 29 | 54 |
| Total | 115 | 114 | 111 | 5 | 1 | 115 | 106 | 115 | 103 | 34 | 115 | - | 9 | 38 | 68 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 182 | 77 | 105 | 55 | 68 | 43 | 11 | 5 | 63 | 42 | 40 | 35 | 139 | 15 | 19 | 9 |
| Effective Weighted Sample | 157 | 66 | 91 | 49 | 58 | 38 | 9 | 5 | 55 | 37 | 34 | 30 | 132 | 15 | 19 | 9 |
| Total | 186 | 83 | 103 | 57 | 67 | 45 | 12 | 4 | 67 | 47 | 38 | 31 | 167 | 8 | 8 | 3 |
| At least daily | 51 | ** | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47 | ** | ** | ** |
| | 28% | ** | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28% | ** | ** | ** |
| At least weekly | 68 | ** | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62 | ** | ** | ** |
| | 37% | ** | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** | ** | ** |
| At least monthly | 47 | ** | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** | ** | ** |
| | 25% | ** | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| Less often | 17 | ** | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | ** | ** |
| | 9% | ** | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| Don't know/ can't remember | 2 | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 1% | ** | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 51 | ** | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47 | ** | ** | ** |
| | 28% | ** | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28% | ** | ** | ** |
| WEEKLY | 120 | ** | 61 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 109 | ** | ** | ** |
| | 64% | ** | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66% | ** | ** | ** |
| MONTHLY | 166 | ** | 88 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 149 | ** | ** | ** |
| | 90% | ** | 85% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 182 | 160 | 4 | 101 | 77 | 83 | 94 | 34 | 42 | 37 | 83 | 139 | 39 |
| Effective Weighted Sample | 157 | 137 | 3 | 90 | 64 | 74 | 79 | 32 | 37 | 32 | 74 | 123 | 34 |
| Total | 186 | 163 | 4 | 108 | 75 | 89 | 92 | 38 | 45 | 40 | 89 | 154 | 29 |
| At least daily | 51 | 48 | ** | 26 | ** | ** | ** | ** | ** | ** | ** | 43 | ** |
| | 28% | 29% | ** | 25% | ** | ** | ** | ** | ** | ** | ** | 28% | ** |
| At least weekly | 68 | 60 | ** | 45 | ** | ** | ** | ** | ** | ** | ** | 58 | ** |
| | 37% | 37% | ** | 42% | ** | ** | ** | ** | ** | ** | ** | 38% | ** |
| At least monthly | 47 | 41 | ** | 23 | ** | ** | ** | ** | ** | ** | ** | 39 | ** |
| | 25% | 25% | ** | 22% | ** | ** | ** | ** | ** | ** | ** | 25% | ** |
| Less often | 17 | 12 | ** | 10 | ** | ** | ** | ** | ** | ** | ** | 14 | ** |
| | 9% | 8% | ** | 10% | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| Don't know/ can't remember | 2 | 2 | ** | 2 | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | 1% | 1% | ** | 2% | ** | ** | ** | ** | ** | ** | ** | *% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 51 | 48 | ** | 26 | ** | ** | ** | ** | ** | ** | ** | 43 | ** |
| | 28% | 29% | ** | 25% | ** | ** | ** | ** | ** | ** | ** | 28% | ** |
| WEEKLY | 120 | 108 | ** | 72 | ** | ** | ** | ** | ** | ** | ** | 101 | ** |
| | 64% | 66% | ** | 67% | ** | ** | ** | ** | ** | ** | ** | 66% | ** |
| MONTHLY | 166 | 148 | ** | 95 | ** | ** | ** | ** | ** | ** | ** | 140 | ** |
| | 90% | 91% | ** | 88% | ** | ** | ** | ** | ** | ** | ** | 91% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 67**

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 182 | 181 | 178 | 4 | 1 | 182 | 167 | 182 | 144 | 37 | 182 | - | 15 | 38 | 129 |
| Effective Weighted Sample | 157 | 156 | 154 | 4 | 1 | 157 | 145 | 157 | 125 | 32 | 157 | - | 14 | 32 | 112 |
| Total | 186 | 185 | 182 | 3 | 1 | 186 | 174 | 186 | 150 | 40 | 186 | - | 15 | 37 | 134 |
| At least daily | 51 | 51 | 51 | ** | ** | 51 | 46 | 51 | 45 | ** | 51 | ** | ** | ** | 44 |
| | 28% | 28% | 28% | ** | ** | 28% | 26% | 28% | 30% | ** | 28% | ** | ** | ** | 33% |
| At least weekly | 68 | 68 | 67 | ** | ** | 68 | 67 | 68 | 57 | ** | 68 | ** | ** | ** | 44 |
| | 37% | 37% | 37% | ** | ** | 37% | 39% | 37% | 38% | ** | 37% | ** | ** | ** | 33% |
| At least monthly | 47 | 47 | 45 | ** | ** | 47 | 42 | 47 | 35 | ** | 47 | ** | ** | ** | 31 |
| | 25% | 25% | 25% | ** | ** | 25% | 24% | 25% | 23% | ** | 25% | ** | ** | ** | 23% |
| Less often | 17 | 17 | 17 | ** | ** | 17 | 17 | 17 | 12 | ** | 17 | ** | ** | ** | 14 |
| | 9% | 9% | 9% | ** | ** | 9% | 10% | 9% | 8% | ** | 9% | ** | ** | ** | 10% |
| Don't know/ can't remember | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 1 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 51 | 51 | 51 | ** | ** | 51 | 46 | 51 | 45 | ** | 51 | ** | ** | ** | 44 |
| | 28% | 28% | 28% | ** | ** | 28% | 26% | 28% | 30% | ** | 28% | ** | ** | ** | 33% |
| WEEKLY | 120 | 119 | 118 | ** | ** | 120 | 113 | 120 | 102 | ** | 120 | ** | ** | ** | 88 |
| | 64% | 64% | 65% | ** | ** | 64% | 65% | 64% | 68% | ** | 64% | ** | ** | ** | 66% |
| MONTHLY | 166 | 166 | 163 | ** | ** | 166 | 155 | 166 | 136 | ** | 166 | ** | ** | ** | 119 |
| | 90% | 90% | 89% | ** | ** | 90% | 89% | 90% | 91% | ** | 90% | ** | ** | ** | 89% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 68

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 156 | 89 | 65 | 21 | 33 | 20 | 17 | 65 | 69 | 34 | 31 | 22 | 123 | 7 | 16 | 10 |
| Effective Weighted Sample | 130 | 76 | 53 | 18 | 31 | 17 | 13 | 52 | 57 | 29 | 28 | 18 | 112 | 6 | 16 | 10 |
| Total | 160 | 97 | 62 | 18 | 40 | 20 | 16 | 67 | 67 | 36 | 36 | 21 | 145 | 5 | 7 | 3 |
| At least daily | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 58 | ** | ** | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| At least weekly | 52 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45 | ** | ** | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | ** | ** |
| At least monthly | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32 | ** | ** | ** |
| | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| Less often | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| Don't know/ can't remember | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 58 | ** | ** | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| WEEKLY | 114 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 103 | ** | ** | ** |
| | 71% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 71% | ** | ** | ** |
| MONTHLY | 149 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 135 | ** | ** | ** |
| | 93% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 156 | 128 | 16 | 55 | 98 | 46 | 106 | 21 | 23 | 19 | 46 | 86 | 64 |
| Effective Weighted Sample | 130 | 107 | 13 | 49 | 79 | 42 | 86 | 19 | 21 | 17 | 42 | 76 | 51 |
| Total | 160 | 132 | 17 | 60 | 98 | 51 | 106 | 23 | 26 | 21 | 51 | 102 | 53 |
| At least daily | 62 | 50 | ** | ** | ** | ** | 47 | ** | ** | ** | ** | ** | ** |
| | 39% | 37% | ** | ** | ** | ** | 44% | ** | ** | ** | ** | ** | ** |
| At least weekly | 52 | 44 | ** | ** | ** | ** | 30 | ** | ** | ** | ** | ** | ** |
| | 32% | 33% | ** | ** | ** | ** | 28% | ** | ** | ** | ** | ** | ** |
| At least monthly | 35 | 29 | ** | ** | ** | ** | 22 | ** | ** | ** | ** | ** | ** |
| | 22% | 22% | ** | ** | ** | ** | 21% | ** | ** | ** | ** | ** | ** |
| Less often | 9 | 8 | ** | ** | ** | ** | 7 | ** | ** | ** | ** | ** | ** |
| | 6% | 6% | ** | ** | ** | ** | 6% | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 3 | 3 | ** | ** | ** | ** | 1 | ** | ** | ** | ** | ** | ** |
| | 2% | 2% | ** | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 62 | 50 | ** | ** | ** | ** | 47 | ** | ** | ** | ** | ** | ** |
| | 39% | 37% | ** | ** | ** | ** | 44% | ** | ** | ** | ** | ** | ** |
| WEEKLY | 114 | 93 | ** | ** | ** | ** | 77 | ** | ** | ** | ** | ** | ** |
| | 71% | 71% | ** | ** | ** | ** | 72% | ** | ** | ** | ** | ** | ** |
| MONTHLY | 149 | 122 | ** | ** | ** | ** | 99 | ** | ** | ** | ** | ** | ** |
| | 93% | 92% | ** | ** | ** | ** | 93% | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 68

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 156 | 152 | 131 | 25 | 4 | 156 | 146 | 156 | 132 | 85 | 156 | - | 10 | 36 | 110 |
| Effective Weighted Sample | 130 | 126 | 109 | 21 | 4 | 130 | 121 | 130 | 112 | 71 | 130 | - | 8 | 30 | 93 |
| Total | 160 | 157 | 136 | 25 | 4 | 160 | 151 | 160 | 133 | 84 | 160 | - | 12 | 33 | 115 |
| At least daily | 62 | 59 | 51 | ** | ** | 62 | 59 | 62 | 53 | ** | 62 | ** | ** | ** | 49 |
| | 39% | 38% | 37% | ** | ** | 39% | 39% | 39% | 40% | ** | 39% | ** | ** | ** | 42% |
| At least weekly | 52 | 51 | 46 | ** | ** | 52 | 48 | 52 | 43 | ** | 52 | ** | ** | ** | 37 |
| | 32% | 32% | 34% | ** | ** | 32% | 32% | 32% | 32% | ** | 32% | ** | ** | ** | 32% |
| At least monthly | 35 | 35 | 28 | ** | ** | 35 | 32 | 35 | 30 | ** | 35 | ** | ** | ** | 25 |
| | 22% | 22% | 20% | ** | ** | 22% | 21% | 22% | 23% | ** | 22% | ** | ** | ** | 22% |
| Less often | 9 | 9 | 9 | ** | ** | 9 | 9 | 9 | 5 | ** | 9 | ** | ** | ** | 4 |
| | 6% | 6% | 7% | ** | ** | 6% | 6% | 6% | 4% | ** | 6% | ** | ** | ** | 4% |
| Don't know/ can't remember | 3 | 3 | 2 | ** | ** | 3 | 3 | 3 | 2 | ** | 3 | ** | ** | ** | 1 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 62 | 59 | 51 | ** | ** | 62 | 59 | 62 | 53 | ** | 62 | ** | ** | ** | 49 |
| | 39% | 38% | 37% | ** | ** | 39% | 39% | 39% | 40% | ** | 39% | ** | ** | ** | 42% |
| WEEKLY | 114 | 110 | 96 | ** | ** | 114 | 107 | 114 | 96 | ** | 114 | ** | ** | ** | 85 |
| | 71% | 70% | 71% | ** | ** | 71% | 71% | 71% | 72% | ** | 71% | ** | ** | ** | 74% |
| MONTHLY | 149 | 145 | 124 | ** | ** | 149 | 139 | 149 | 126 | ** | 149 | ** | ** | ** | 110 |
| | 93% | 92% | 91% | ** | ** | 93% | 92% | 93% | 95% | ** | 93% | ** | ** | ** | 96% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 69

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 223 | 169 | 52 | 15 | 40 | 42 | 36 | 90 | 87 | 40 | 49 | 46 | 159 | 27 | 27 | 10 |
| Effective Weighted Sample | 184 | 138 | 45 | 13 | 34 | 36 | 30 | 72 | 75 | 34 | 41 | 34 | 143 | 24 | 25 | 10 |
| Total | 232 | 179 | 51 | 14 | 41 | 42 | 40 | 95 | 91 | 43 | 47 | 50 | 197 | 18 | 14 | 3 |
| At least daily | 43 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** | ** | ** |
| | 19% | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | ** |
| At least weekly | 100 | 85 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78 | ** | ** | ** |
| | 43% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| At least monthly | 62 | 46 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 56 | ** | ** | ** |
| | 27% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28% | ** | ** | ** |
| Less often | 26 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** | ** | ** |
| | 11% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| Don't know/ can't remember | * | * | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | - | ** | ** | ** |
| | *% | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | -% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 43 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** | ** | ** |
| | 19% | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | ** |
| WEEKLY | 143 | 112 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 117 | ** | ** | ** |
| | 62% | 62% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 59% | ** | ** | ** |
| MONTHLY | 206 | 158 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 173 | ** | ** | ** |
| | 89% | 88% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 69

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 223 | 170 | 34 | 83 | 139 | 74 | 148 | 31 | 35 | 31 | 74 | 150 | 70 |
| Effective Weighted Sample | 184 | 141 | 27 | 71 | 112 | 64 | 119 | 27 | 31 | 26 | 64 | 127 | 54 |
| Total | 232 | 176 | 37 | 82 | 149 | 74 | 157 | 34 | 36 | 29 | 74 | 164 | 65 |
| At least daily | 43 | 31 | ** | ** | 22 | ** | 24 | ** | ** | ** | ** | 38 | ** |
| | 19% | 18% | ** | ** | 14% | ** | 15% | ** | ** | ** | ** | 23% | ** |
| At least weekly | 100 | 76 | ** | ** | 63 | ** | 66 | ** | ** | ** | ** | 72 | ** |
| | 43% | 43% | ** | ** | 42% | ** | 42% | ** | ** | ** | ** | 44% | ** |
| At least monthly | 62 | 50 | ** | ** | 43 | ** | 44 | ** | ** | ** | ** | 38 | ** |
| | 27% | 29% | ** | ** | 29% | ** | 28% | ** | ** | ** | ** | 23% | ** |
| Less often | 26 | 18 | ** | ** | 21 | ** | 23 | ** | ** | ** | ** | 16 | ** |
| | 11% | 10% | ** | ** | 14% | ** | 15% | ** | ** | ** | ** | 10% | ** |
| Don't know/ can't remember | * | * | ** | ** | * | ** | * | ** | ** | ** | ** | - | ** |
| | *% | *% | ** | ** | *% | ** | *% | ** | ** | ** | ** | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 43 | 31 | ** | ** | 22 | ** | 24 | ** | ** | ** | ** | 38 | ** |
| | 19% | 18% | ** | ** | 14% | ** | 15% | ** | ** | ** | ** | 23% | ** |
| WEEKLY | 143 | 107 | ** | ** | 85 | ** | 89 | ** | ** | ** | ** | 109 | ** |
| | 62% | 61% | ** | ** | 57% | ** | 57% | ** | ** | ** | ** | 67% | ** |
| MONTHLY | 206 | 158 | ** | ** | 128 | ** | 134 | ** | ** | ** | ** | 148 | ** |
| | 89% | 90% | ** | ** | 86% | ** | 85% | ** | ** | ** | ** | 90% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 69**

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 223 | 211 | 198 | 25 | 12 | 223 | 213 | 223 | 195 | 91 | 223 | - | 20 | 52 | 151 |
| Effective Weighted Sample | 184 | 177 | 167 | 20 | 10 | 184 | 176 | 184 | 164 | 76 | 184 | - | 17 | 41 | 125 |
| Total | 232 | 213 | 199 | 33 | 19 | 232 | 218 | 232 | 197 | 97 | 232 | - | 21 | 53 | 159 |
| At least daily | 43 | 41 | 40 | ** | ** | 43 | 43 | 43 | 37 | ** | 43 | ** | ** | ** | 31 |
| | 19% | 19% | 20% | ** | ** | 19% | 20% | 19% | 19% | ** | 19% | ** | ** | ** | 19% |
| At least weekly | 100 | 89 | 83 | ** | ** | 100 | 93 | 100 | 83 | ** | 100 | ** | ** | ** | 72 |
| | 43% | 42% | 42% | ** | ** | 43% | 43% | 43% | 42% | ** | 43% | ** | ** | ** | 46% |
| At least monthly | 62 | 58 | 54 | ** | ** | 62 | 57 | 62 | 53 | ** | 62 | ** | ** | ** | 39 |
| | 27% | 27% | 27% | ** | ** | 27% | 26% | 27% | 27% | ** | 27% | ** | ** | ** | 25% |
| Less often | 26 | 24 | 22 | ** | ** | 26 | 25 | 26 | 24 | ** | 26 | ** | ** | ** | 17 |
| | 11% | 11% | 11% | ** | ** | 11% | 11% | 11% | 12% | ** | 11% | ** | ** | ** | 10% |
| Don't know/ can't remember | * | * | * | ** | ** | * | * | * | * | ** | * | ** | ** | ** | * |
| | *% | *% | *% | ** | ** | *% | *% | *% | *% | ** | *% | ** | ** | ** | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 43 | 41 | 40 | ** | ** | 43 | 43 | 43 | 37 | ** | 43 | ** | ** | ** | 31 |
| | 19% | 19% | 20% | ** | ** | 19% | 20% | 19% | 19% | ** | 19% | ** | ** | ** | 19% |
| WEEKLY | 143 | 130 | 123 | ** | ** | 143 | 136 | 143 | 120 | ** | 143 | ** | ** | ** | 103 |
| | 62% | 61% | 62% | ** | ** | 62% | 62% | 62% | 61% | ** | 62% | ** | ** | ** | 65% |
| MONTHLY | 206 | 188 | 177 | ** | ** | 206 | 193 | 206 | 173 | ** | 206 | ** | ** | ** | 142 |
| | 89% | 88% | 89% | ** | ** | 89% | 89% | 89% | 88% | ** | 89% | ** | ** | ** | 89% |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 141 | 86 | 50 | 10 | 23 | 20 | 22 | 66 | 73 | 31 | 19 | 17 | 106 | 14 | 12 | 9 |
| Effective Weighted Sample | 120 | 72 | 44 | 9 | 21 | 18 | 18 | 55 | 63 | 27 | 17 | 13 | 98 | 13 | 11 | 9 |
| Total | 150 | 94 | 51 | 12 | 27 | 23 | 25 | 64 | 76 | 39 | 19 | 14 | 132 | 9 | 6 | 3 |
| At least daily | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| At least weekly | 76 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** | ** | ** |
| | 50% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 51% | ** | ** | ** |
| At least monthly | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** | ** |
| | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | ** | ** |
| Less often | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| WEEKLY | 111 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97 | ** | ** | ** |
| | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 73% | ** | ** | ** |
| MONTHLY | 134 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 117 | ** | ** | ** |
| | 89% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |

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

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 141 | 114 | 16 | 41 | 95 | 37 | 98 | 12 | 14 | 19 | 37 | 78 | 56 |
| Effective Weighted Sample | 120 | 97 | 13 | 35 | 80 | 32 | 83 | 11 | 12 | 15 | 32 | 69 | 47 |
| Total | 150 | 122 | 15 | 46 | 99 | 41 | 102 | 14 | 15 | 19 | 41 | 93 | 50 |
| At least daily | 35 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 23% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | 76 | 69 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 50% | 56% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | 24 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 16% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | 11 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 7% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | 5 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 35 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 23% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | 111 | 96 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 74% | 79% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | 134 | 113 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 89% | 93% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 70

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 141 | 135 | 119 | 22 | 6 | 141 | 133 | 141 | 127 | 84 | 141 | - | 9 | 19 | 113 |
| Effective Weighted Sample | 120 | 115 | 101 | 19 | 5 | 120 | 113 | 120 | 108 | 71 | 120 | - | 8 | 17 | 95 |
| Total | 150 | 145 | 127 | 23 | 5 | 150 | 143 | 150 | 136 | 83 | 150 | - | 11 | 19 | 120 |
| At least daily | 35 | 32 | 30 | ** | ** | 35 | 31 | 35 | 32 | ** | 35 | ** | ** | ** | 29 |
| | 23% | 22% | 24% | ** | ** | 23% | 22% | 23% | 24% | ** | 23% | ** | ** | ** | 24% |
| At least weekly | 76 | 74 | 66 | ** | ** | 76 | 74 | 76 | 66 | ** | 76 | ** | ** | ** | 61 |
| | 50% | 51% | 52% | ** | ** | 50% | 52% | 50% | 49% | ** | 50% | ** | ** | ** | 51% |
| At least monthly | 24 | 24 | 20 | ** | ** | 24 | 22 | 24 | 24 | ** | 24 | ** | ** | ** | 20 |
| | 16% | 16% | 16% | ** | ** | 16% | 15% | 16% | 17% | ** | 16% | ** | ** | ** | 17% |
| Less often | 11 | 11 | 9 | ** | ** | 11 | 11 | 11 | 11 | ** | 11 | ** | ** | ** | 7 |
| | 7% | 7% | 7% | ** | ** | 7% | 8% | 7% | 8% | ** | 7% | ** | ** | ** | 6% |
| Don't know/ can't remember | 5 | 4 | 2 | ** | ** | 5 | 5 | 5 | 3 | ** | 5 | ** | ** | ** | 3 |
| | 3% | 3% | 2% | ** | ** | 3% | 4% | 3% | 2% | ** | 3% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 35 | 32 | 30 | ** | ** | 35 | 31 | 35 | 32 | ** | 35 | ** | ** | ** | 29 |
| | 23% | 22% | 24% | ** | ** | 23% | 22% | 23% | 24% | ** | 23% | ** | ** | ** | 24% |
| WEEKLY | 111 | 107 | 96 | ** | ** | 111 | 105 | 111 | 99 | ** | 111 | ** | ** | ** | 90 |
| | 74% | 73% | 75% | ** | ** | 74% | 73% | 74% | 73% | ** | 74% | ** | ** | ** | 75% |
| MONTHLY | 134 | 130 | 116 | ** | ** | 134 | 127 | 134 | 122 | ** | 134 | ** | ** | ** | 110 |
| | 89% | 90% | 91% | ** | ** | 89% | 89% | 89% | 90% | ** | 89% | ** | ** | ** | 92% |

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

**A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 338 | 193 | 141 | 21 | 37 | 40 | 47 | 193 | 117 | 81 | 63 | 76 | 171 | 48 | 43 | 76 |
| Effective Weighted Sample | 247 | 140 | 104 | 16 | 28 | 29 | 32 | 141 | 87 | 61 | 47 | 53 | 152 | 43 | 40 | 73 |
| Total | 289 | 169 | 115 | 19 | 31 | 31 | 37 | 171 | 98 | 68 | 53 | 69 | 212 | 33 | 20 | 24 |
| At least daily | 107 | 63 | 44 | ** | ** | ** | ** | 71 | 39 | ** | ** | ** | 74 | ** | ** | ** |
| | 37% | 37% | 38% | ** | ** | ** | ** | 42% | 40% | ** | ** | ** | 35% | ** | ** | ** |
| At least weekly | 114 | 69 | 42 | ** | ** | ** | ** | 70 | 35 | ** | ** | ** | 85 | ** | ** | ** |
| | 39% | 41% | 36% | ** | ** | ** | ** | 41% | 35% | ** | ** | ** | 40% | ** | ** | ** |
| At least monthly | 50 | 28 | 22 | ** | ** | ** | ** | 22 | 15 | ** | ** | ** | 40 | ** | ** | ** |
| | 17% | 16% | 19% | ** | ** | ** | ** | 13% | 15% | ** | ** | ** | 19% | ** | ** | ** |
| Less often | 13 | 6 | 7 | ** | ** | ** | ** | 7 | 7 | ** | ** | ** | 9 | ** | ** | ** |
| | 4% | 3% | 6% | ** | ** | ** | ** | 4% | 7% | ** | ** | ** | 4% | ** | ** | ** |
| Don't know/ can't remember | 5 | 4 | - | ** | ** | ** | ** | 1 | 2 | ** | ** | ** | 4 | ** | ** | ** |
| | 2% | 2% | -% | ** | ** | ** | ** | 1% | 3% | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 107 | 63 | 44 | ** | ** | ** | ** | 71 | 39 | ** | ** | ** | 74 | ** | ** | ** |
| | 37% | 37% | 38% | ** | ** | ** | ** | 42% | 40% | ** | ** | ** | 35% | ** | ** | ** |
| WEEKLY | 221 | 132 | 86 | ** | ** | ** | ** | 141 | 74 | ** | ** | ** | 159 | ** | ** | ** |
| | 76% | 78% | 75% | ** | ** | ** | ** | 83% | 75% | ** | ** | ** | 75% | ** | ** | ** |
| MONTHLY | 271 | 159 | 108 | ** | ** | ** | ** | 163 | 89 | ** | ** | ** | 199 | ** | ** | ** |
| | 94% | 94% | 94% | ** | ** | ** | ** | 95% | 91% | ** | ** | ** | 94% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 71

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

**A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | b |
| Unweighted total | 338 | 271 | 49 | 83 | 253 | 71 | 263 | 28 | 31 | 33 | 71 | 176 | 156 |
| Effective Weighted Sample | 247 | 200 | 33 | 62 | 184 | 53 | 190 | 21 | 24 | 25 | 53 | 136 | 107 |
| Total | 289 | 231 | 40 | 71 | 217 | 61 | 224 | 25 | 28 | 30 | 61 | 162 | 123 |
| At least daily | 107 | 86 | ** | ** | 89 | ** | 91 | ** | ** | ** | ** | 51 | 55 |
| | 37% | 37% | ** | ** | 41% | ** | 41% | ** | ** | ** | ** | 32% | 45% |
| At least weekly | 114 | 92 | ** | ** | 83 | ** | 83 | ** | ** | ** | ** | 69 | 44 |
| | 39% | 40% | ** | ** | 38% | ** | 37% | ** | ** | ** | ** | 43% | 35% |
| At least monthly | 50 | 42 | ** | ** | 33 | ** | 35 | ** | ** | ** | ** | 31 | 17 |
| | 17% | 18% | ** | ** | 15% | ** | 16% | ** | ** | ** | ** | 19% | 14% |
| Less often | 13 | 9 | ** | ** | 9 | ** | 10 | ** | ** | ** | ** | 6 | 7 |
| | 4% | 4% | ** | ** | 4% | ** | 5% | ** | ** | ** | ** | 4% | 6% |
| Don't know/ can't remember | 5 | 2 | ** | ** | 2 | ** | 4 | ** | ** | ** | ** | 5 | * |
| | 2% | 1% | ** | ** | 1% | ** | 2% | ** | ** | ** | ** | 3% | *% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 107 | 86 | ** | ** | 89 | ** | 91 | ** | ** | ** | ** | 51 | 55 |
| | 37% | 37% | ** | ** | 41% | ** | 41% | ** | ** | ** | ** | 32% | 45% |
| WEEKLY | 221 | 178 | ** | ** | 172 | ** | 175 | ** | ** | ** | ** | 120 | 99 |
| | 76% | 77% | ** | ** | 79% | ** | 78% | ** | ** | ** | ** | 74% | 80% |
| MONTHLY | 271 | 221 | ** | ** | 205 | ** | 210 | ** | ** | ** | ** | 151 | 116 |
| | 94% | 95% | ** | ** | 95% | ** | 94% | ** | ** | ** | ** | 93% | 94% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

**A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 338 | 314 | 263 | 75 | 24 | 338 | 326 | 338 | 261 | 125 | 338 | - | 39 | 61 | 238 |
| Effective Weighted Sample | 247 | 232 | 195 | 54 | 17 | 247 | 239 | 247 | 196 | 92 | 247 | - | 27 | 44 | 178 |
| Total | 289 | 262 | 216 | 73 | 27 | 289 | 273 | 289 | 213 | 108 | 289 | - | 40 | 49 | 200 |
| At least daily | 107 | 97 | 76 | ** | ** | 107 | 104 | 107 | 71 | 44 | 107 | ** | ** | ** | 74 |
| | 37% | 37% | 35% | ** | ** | 37% | 38% | 37% | 33% | 41% | 37% | ** | ** | ** | 37% |
| At least weekly | 114 | 102 | 89 | ** | ** | 114 | 107 | 114 | 91 | 39 | 114 | ** | ** | ** | 74 |
| | 39% | 39% | 41% | ** | ** | 39% | 39% | 39% | 43% | 36% | 39% | ** | ** | ** | 37% |
| At least monthly | 50 | 47 | 37 | ** | ** | 50 | 46 | 50 | 40 | 18 | 50 | ** | ** | ** | 40 |
| | 17% | 18% | 17% | ** | ** | 17% | 17% | 17% | 19% | 16% | 17% | ** | ** | ** | 20% |
| Less often | 13 | 12 | 11 | ** | ** | 13 | 12 | 13 | 10 | 7 | 13 | ** | ** | ** | 10 |
| | 4% | 4% | 5% | ** | ** | 4% | 4% | 4% | 5% | 6% | 4% | ** | ** | ** | 5% |
| Don't know/ can't remember | 5 | 4 | 4 | ** | ** | 5 | 5 | 5 | * | - | 5 | ** | ** | ** | 3 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | *% | -% | 2% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 107 | 97 | 76 | ** | ** | 107 | 104 | 107 | 71 | 44 | 107 | ** | ** | ** | 74 |
| | 37% | 37% | 35% | ** | ** | 37% | 38% | 37% | 33% | 41% | 37% | ** | ** | ** | 37% |
| WEEKLY | 221 | 199 | 164 | ** | ** | 221 | 211 | 221 | 162 | 83 | 221 | ** | ** | ** | 148 |
| | 76% | 76% | 76% | ** | ** | 76% | 77% | 76% | 76% | 77% | 76% | ** | ** | ** | 74% |
| MONTHLY | 271 | 246 | 201 | ** | ** | 271 | 256 | 271 | 203 | 101 | 271 | ** | ** | ** | 188 |
| | 94% | 94% | 93% | ** | ** | 94% | 94% | 94% | 95% | 94% | 94% | ** | ** | ** | 94% |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | c | ~d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 456 | 372 | 82 | 46 | 77 | 106 | 86 | 141 | 156 | 116 | 109 | 71 | 302 | 67 | 46 | 41 |
| Effective Weighted Sample | 369 | 298 | 69 | 38 | 64 | 88 | 70 | 111 | 128 | 94 | 88 | 57 | 278 | 63 | 44 | 39 |
| Total | 468 | 384 | 81 | 47 | 79 | 101 | 94 | 147 | 166 | 125 | 101 | 72 | 391 | 42 | 22 | 13 |
| At least daily | 141 | 126 | ** | ** | ** | 32 | ** | 39 | 39 | 45 | 31 | ** | 119 | ** | ** | ** |
| | 30% | 33% | ** | ** | ** | 32% | ** | 26% | 24% | 36% | 30% | ** | 30% | ** | ** | ** |
| At least weekly | 213 | 170 | ** | ** | ** | 49 | ** | 66 | 93 | 43 | 43 | ** | 174 | ** | ** | ** |
| | 46% | 44% | ** | ** | ** | 48% | ** | 45% | 56% b | 35% | 43% | ** | 44% | ** | ** | ** |
| At least monthly | 82 | 62 | ** | ** | ** | 19 | ** | 24 | 24 | 27 | 19 | ** | 70 | ** | ** | ** |
| | 18% | 16% | ** | ** | ** | 18% | ** | 16% | 14% | 21% | 19% | ** | 18% | ** | ** | ** |
| Less often | 28 | 22 | ** | ** | ** | 2 | ** | 18 | 10 | 7 | 7 | ** | 26 | ** | ** | ** |
| | 6% | 6% | ** | ** | ** | 2% | ** | 12% c | 6% | 6% | 7% | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 4 | 4 | ** | ** | ** | - | ** | * | * | 2 | 1 | ** | 3 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | -% | ** | *% | *% | 2% | 1% | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 141 | 126 | ** | ** | ** | 32 | ** | 39 | 39 | 45 | 31 | ** | 119 | ** | ** | ** |
| | 30% | 33% | ** | ** | ** | 32% | ** | 26% | 24% | 36% | 30% | ** | 30% | ** | ** | ** |
| WEEKLY | 354 | 296 | ** | ** | ** | 81 | ** | 105 | 132 | 89 | 74 | ** | 292 | ** | ** | ** |
| | 76% | 77% | ** | ** | ** | 80% | ** | 71% | 79% | 71% | 73% | ** | 75% | ** | ** | ** |
| MONTHLY | 436 | 358 | ** | ** | ** | 100 | ** | 128 | 155 | 115 | 93 | ** | 362 | ** | ** | ** |
| | 93% | 93% | ** | ** | ** | 98% e | ** | 88% | 93% | 92% | 92% | ** | 93% | ** | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 456 | 378 | 47 | 181 | 271 | 166 | 284 | 59 | 78 | 74 | 166 | 332 | 117 |
| Effective Weighted Sample | 369 | 307 | 36 | 150 | 216 | 138 | 226 | 51 | 67 | 61 | 138 | 276 | 91 |
| Total | 468 | 391 | 46 | 185 | 281 | 171 | 292 | 66 | 82 | 72 | 171 | 366 | 96 |
| At least daily | 141 | 117 | ** | 65 | 75 | 64 | 76 | ** | ** | ** | 64 | 126 | 13 |
| | 30% | 30% | ** | 35% | 27% | 38% | 26% | ** | ** | ** | 38% | 35% b | 14% |
| At least weekly | 213 | 183 | ** | 85 | 127 | 79 | 133 | ** | ** | ** | 79 | 159 | 52 |
| | 46% | 47% | ** | 46% | 45% | 46% | 46% | ** | ** | ** | 46% | 43% | 54% |
| At least monthly | 82 | 61 | ** | 30 | 52 | 25 | 55 | ** | ** | ** | 25 | 60 | 22 |
| | 18% | 16% | ** | 16% | 19% | 15% | 19% | ** | ** | ** | 15% | 16% | 23% |
| Less often | 28 | 27 | ** | 4 | 24 | 3 | 26 | ** | ** | ** | 3 | 19 | 8 |
| | 6% | 7% | ** | 2% | 9% | 2% | 9% a | ** | ** | ** | 2% | 5% | 8% |
| Don't know/ can't remember | 4 | 2 | ** | * | 2 | * | 2 | ** | ** | ** | * | 2 | 1 |
| | 1% | 1% | ** | *% | 1% | *% | 1% | ** | ** | ** | *% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 141 | 117 | ** | 65 | 75 | 64 | 76 | ** | ** | ** | 64 | 126 | 13 |
| | 30% | 30% | ** | 35% | 27% | 38% | 26% | ** | ** | ** | 38% | 35% b | 14% |
| WEEKLY | 354 | 301 | ** | 150 | 202 | 143 | 209 | ** | ** | ** | 143 | 285 | 65 |
| | 76% | 77% | ** | 81% | 72% | 83% | 72% | ** | ** | ** | 83% | 78% | 67% |
| MONTHLY | 436 | 361 | ** | 180 | 254 | 168 | 264 | ** | ** | ** | 168 | 345 | 87 |
| | 93% | 93% | ** | 97% b | 91% | 98% b | 90% | ** | ** | ** | 98% | 94% | 90% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 456 | 441 | 406 | 50 | 15 | 456 | 430 | 390 | 370 | 137 | 449 | 7 | 62 | 104 | 290 |
| Effective Weighted Sample | 369 | 360 | 333 | 37 | 11 | 369 | 349 | 315 | 305 | 113 | 363 | 6 | 49 | 84 | 237 |
| Total | 468 | 448 | 415 | 53 | 20 | 468 | 444 | 401 | 375 | 139 | 460 | 8 | 61 | 117 | 290 |
| At least daily | 141 | 134 | 130 | ** | ** | 141 | 132 | 120 | 104 | 49 | 138 | ** | ** | 36 | 84 |
| | 30% | 30% | 31% | ** | ** | 30% | 30% | 30% | 28% | 35% | 30% | ** | ** | 31% | 29% |
| At least weekly | 213 | 204 | 189 | ** | ** | 213 | 203 | 180 | 174 | 59 | 208 | ** | ** | 49 | 137 |
| | 46% | 45% | 46% | ** | ** | 46% | 46% | 45% | 46% | 43% | 45% | ** | ** | 42% | 47% |
| At least monthly | 82 | 78 | 71 | ** | ** | 82 | 78 | 75 | 68 | 25 | 82 | ** | ** | 23 | 49 |
| | 18% | 17% | 17% | ** | ** | 18% | 18% | 19% | 18% | 18% | 18% | ** | ** | 20% | 17% |
| Less often | 28 | 28 | 24 | ** | ** | 28 | 28 | 23 | 24 | 6 | 28 | ** | ** | 5 | 19 |
| | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 7% | 4% | 6% | ** | ** | 4% | 7% |
| Don't know/ can't remember | 4 | 4 | 2 | ** | ** | 4 | 2 | 3 | 3 | * | 4 | ** | ** | 3 | * |
| | 1% | 1% | *% | ** | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | ** | 3% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 141 | 134 | 130 | ** | ** | 141 | 132 | 120 | 104 | 49 | 138 | ** | ** | 36 | 84 |
| | 30% | 30% | 31% | ** | ** | 30% | 30% | 30% | 28% | 35% | 30% | ** | ** | 31% | 29% |
| WEEKLY | 354 | 338 | 319 | ** | ** | 354 | 336 | 300 | 279 | 108 | 346 | ** | ** | 86 | 221 |
| | 76% | 75% | 77% | ** | ** | 76% | 76% | 75% | 74% | 77% | 75% | ** | ** | 73% | 76% |
| MONTHLY | 436 | 416 | 390 | ** | ** | 436 | 414 | 375 | 347 | 133 | 428 | ** | ** | 109 | 270 |
| | 93% | 93% | 94% | ** | ** | 93% | 93% | 93% | 93% | 95% | 93% | ** | ** | 93% | 93% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 73**

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

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

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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 218 | 144 | 71 | 42 | 50 | 47 | 42 | 37 | 84 | 46 | 41 | 45 | 155 | 24 | 24 | 15 |
| Effective Weighted Sample | 183 | 118 | 62 | 35 | 44 | 40 | 35 | 29 | 72 | 37 | 33 | 39 | 145 | 24 | 23 | 15 |
| Total | 226 | 147 | 76 | 41 | 54 | 48 | 45 | 37 | 92 | 47 | 38 | 46 | 196 | 14 | 12 | 5 |
| At least daily | 78 | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 67 | ** | ** | ** |
| | 34% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** | ** | ** |
| At least weekly | 98 | 69 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85 | ** | ** | ** |
| | 44% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | ** | ** |
| At least monthly | 34 | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** |
| | 15% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| Less often | 14 | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | 6% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 2 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 78 | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 67 | ** | ** | ** |
| | 34% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** | ** | ** |
| WEEKLY | 176 | 124 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 152 | ** | ** | ** |
| | 78% | 84% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78% | ** | ** | ** |
| MONTHLY | 210 | 143 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 181 | ** | ** | ** |
| | 93% | 97% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 73

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 218 | 179 | 18 | 115 | 97 | 97 | 110 | 32 | 48 | 48 | 97 | 163 | 49 |
| Effective Weighted Sample | 183 | 151 | 14 | 97 | 82 | 81 | 92 | 29 | 41 | 39 | 81 | 140 | 40 |
| Total | 226 | 187 | 17 | 114 | 107 | 98 | 118 | 37 | 49 | 46 | 98 | 184 | 37 |
| At least daily | 78 | 61 | ** | 35 | ** | ** | 42 | ** | ** | ** | ** | 64 | ** |
| | 34% | 33% | ** | 30% | ** | ** | 36% | ** | ** | ** | ** | 35% | ** |
| At least weekly | 98 | 87 | ** | 49 | ** | ** | 51 | ** | ** | ** | ** | 84 | ** |
| | 44% | 46% | ** | 42% | ** | ** | 43% | ** | ** | ** | ** | 46% | ** |
| At least monthly | 34 | 29 | ** | 21 | ** | ** | 16 | ** | ** | ** | ** | 22 | ** |
| | 15% | 15% | ** | 19% | ** | ** | 14% | ** | ** | ** | ** | 12% | ** |
| Less often | 14 | 10 | ** | 8 | ** | ** | 8 | ** | ** | ** | ** | 13 | ** |
| | 6% | 5% | ** | 7% | ** | ** | 7% | ** | ** | ** | ** | 7% | ** |
| Don't know/ can't remember | 2 | 1 | ** | 2 | ** | ** | 1 | ** | ** | ** | ** | 1 | ** |
| | 1% | *% | ** | 1% | ** | ** | *% | ** | ** | ** | ** | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 78 | 61 | ** | 35 | ** | ** | 42 | ** | ** | ** | ** | 64 | ** |
| | 34% | 33% | ** | 30% | ** | ** | 36% | ** | ** | ** | ** | 35% | ** |
| WEEKLY | 176 | 148 | ** | 83 | ** | ** | 93 | ** | ** | ** | ** | 148 | ** |
| | 78% | 79% | ** | 73% | ** | ** | 79% | ** | ** | ** | ** | 81% | ** |
| MONTHLY | 210 | 177 | ** | 104 | ** | ** | 109 | ** | ** | ** | ** | 170 | ** |
| | 93% | 94% | ** | 91% | ** | ** | 93% | ** | ** | ** | ** | 92% | ** |

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 218 | 215 | 210 | 8 | 3 | 218 | 205 | 195 | 172 | 67 | 213 | 5 | 42 | 50 | 126 |
| Effective Weighted Sample | 183 | 181 | 178 | 5 | 2 | 183 | 172 | 164 | 145 | 56 | 178 | 5 | 33 | 44 | 105 |
| Total | 226 | 222 | 219 | 7 | 4 | 226 | 214 | 204 | 181 | 69 | 221 | 5 | 41 | 53 | 131 |
| At least daily | 78 | 75 | 75 | ** | ** | 78 | 73 | 65 | 57 | ** | 75 | ** | ** | ** | 42 |
| | 34% | 34% | 34% | ** | ** | 34% | 34% | 32% | 32% | ** | 34% | ** | ** | ** | 32% |
| At least weekly | 98 | 98 | 96 | ** | ** | 98 | 94 | 93 | 82 | ** | 97 | ** | ** | ** | 61 |
| | 44% | 44% | 44% | ** | ** | 44% | 44% | 46% | 45% | ** | 44% | ** | ** | ** | 47% |
| At least monthly | 34 | 34 | 33 | ** | ** | 34 | 31 | 32 | 28 | ** | 33 | ** | ** | ** | 15 |
| | 15% | 15% | 15% | ** | ** | 15% | 14% | 16% | 16% | ** | 15% | ** | ** | ** | 11% |
| Less often | 14 | 14 | 14 | ** | ** | 14 | 14 | 12 | 13 | ** | 14 | ** | ** | ** | 11 |
| | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 7% | ** | 6% | ** | ** | ** | 8% |
| Don't know/ can't remember | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 1 | ** | 2 | ** | ** | ** | 2 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | *% | ** | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 78 | 75 | 75 | ** | ** | 78 | 73 | 65 | 57 | ** | 75 | ** | ** | ** | 42 |
| | 34% | 34% | 34% | ** | ** | 34% | 34% | 32% | 32% | ** | 34% | ** | ** | ** | 32% |
| WEEKLY | 176 | 172 | 170 | ** | ** | 176 | 168 | 158 | 139 | ** | 172 | ** | ** | ** | 103 |
| | 78% | 78% | 78% | ** | ** | 78% | 78% | 77% | 77% | ** | 78% | ** | ** | ** | 79% |
| MONTHLY | 210 | 207 | 204 | ** | ** | 210 | 198 | 190 | 167 | ** | 205 | ** | ** | ** | 118 |
| | 93% | 93% | 93% | ** | ** | 93% | 93% | 93% | 93% | ** | 93% | ** | ** | ** | 90% |

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

**A9O. How often in the past 3 months have you listened to Classic FM?**

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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | ~c | ~d | e | a | b | ~c | d | a | ~b | ~c | ~d |
| Unweighted total | 654 | 320 | 326 | 104 | 108 | 89 | 85 | 268 | 267 | 167 | 84 | 135 | 448 | 83 | 61 | 62 |
| Effective Weighted Sample | 527 | 258 | 262 | 88 | 90 | 75 | 66 | 214 | 213 | 136 | 69 | 108 | 406 | 70 | 56 | 58 |
| Total | 667 | 341 | 317 | 88 | 109 | 88 | 88 | 293 | 271 | 174 | 84 | 136 | 562 | 56 | 29 | 20 |
| At least daily | 189 | 102 | 86 | 20 | 29 | ** | ** | 91 | 79 | 44 | ** | 39 | 163 | ** | ** | ** |
| | 28% | 30% | 27% | 23% | 27% | ** | ** | 31% | 29% | 25% | ** | 29% | 29% | ** | ** | ** |
| At least weekly | 261 | 139 | 117 | 34 | 41 | ** | ** | 113 | 115 | 60 | ** | 56 | 218 | ** | ** | ** |
| | 39% | 41% | 37% | 38% | 38% | ** | ** | 38% | 42% | 35% | ** | 41% | 39% | ** | ** | ** |
| At least monthly | 142 | 69 | 72 | 21 | 22 | ** | ** | 62 | 52 | 44 | ** | 26 | 120 | ** | ** | ** |
| | 21% | 20% | 23% | 24% | 20% | ** | ** | 21% | 19% | 25% | ** | 19% | 21% | ** | ** | ** |
| Less often | 67 | 29 | 38 | 10 | 14 | ** | ** | 26 | 22 | 22 | ** | 15 | 53 | ** | ** | ** |
| | 10% | 9% | 12% | 12% | 13% | ** | ** | 9% | 8% | 13% | ** | 11% | 9% | ** | ** | ** |
| Don't know/ can't remember | 8 | 1 | 4 | 3 | 2 | ** | ** | 1 | 3 | 3 | ** | - | 7 | ** | ** | ** |
| | 1% | *% | 1% | 4% | 2% | ** | ** | *% | 1% | 2% | ** | -% | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 189 | 102 | 86 | 20 | 29 | ** | ** | 91 | 79 | 44 | ** | 39 | 163 | ** | ** | ** |
| | 28% | 30% | 27% | 23% | 27% | ** | ** | 31% | 29% | 25% | ** | 29% | 29% | ** | ** | ** |
| WEEKLY | 450 | 241 | 203 | 54 | 71 | ** | ** | 204 | 194 | 105 | ** | 95 | 381 | ** | ** | ** |
| | 68% | 71% | 64% | 61% | 65% | ** | ** | 70% | 72% | 60% | ** | 70% | 68% | ** | ** | ** |
| MONTHLY | 592 | 311 | 275 | 75 | 92 | ** | ** | 266 | 247 | 149 | ** | 121 | 502 | ** | ** | ** |
| | 89% | 91% | 87% | 85% | 85% | ** | ** | 91% | 91% | 86% | ** | 89% | 89% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 74

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

**A9O. How often in the past 3 months have you listened to Classic FM?**

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 654 | 524 | 77 | 220 | 419 | 183 | 453 | 70 | 84 | 85 | 183 | 374 | 263 |
| Effective Weighted Sample | 527 | 422 | 64 | 181 | 335 | 151 | 362 | 58 | 69 | 69 | 151 | 310 | 204 |
| Total | 667 | 539 | 81 | 211 | 443 | 179 | 471 | 69 | 80 | 83 | 179 | 394 | 260 |
| At least daily | 189 | 151 | ** | 66 | 120 | 58 | 127 | ** | ** | ** | 58 | 107 | 80 |
| | 28% | 28% | ** | 31% | 27% | 32% | 27% | ** | ** | ** | 32% | 27% | 31% |
| At least weekly | 261 | 216 | ** | 78 | 177 | 69 | 184 | ** | ** | ** | 69 | 161 | 95 |
| | 39% | 40% | ** | 37% | 40% | 39% | 39% | ** | ** | ** | 39% | 41% | 36% |
| At least monthly | 142 | 116 | ** | 43 | 97 | 30 | 109 | ** | ** | ** | 30 | 80 | 59 |
| | 21% | 22% | ** | 21% | 22% | 17% | 23% | ** | ** | ** | 17% | 20% | 23% |
| Less often | 67 | 49 | ** | 21 | 45 | 20 | 46 | ** | ** | ** | 20 | 40 | 25 |
| | 10% | 9% | ** | 10% | 10% | 11% | 10% | ** | ** | ** | 11% | 10% | 10% |
| Don't know/ can't remember | 8 | 7 | ** | 3 | 4 | 1 | 4 | ** | ** | ** | 1 | 5 | 2 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 189 | 151 | ** | 66 | 120 | 58 | 127 | ** | ** | ** | 58 | 107 | 80 |
| | 28% | 28% | ** | 31% | 27% | 32% | 27% | ** | ** | ** | 32% | 27% | 31% |
| WEEKLY | 450 | 367 | ** | 143 | 297 | 127 | 312 | ** | ** | ** | 127 | 268 | 175 |
| | 68% | 68% | ** | 68% | 67% | 71% | 66% | ** | ** | ** | 71% | 68% | 67% |
| MONTHLY | 592 | 484 | ** | 187 | 394 | 158 | 421 | ** | ** | ** | 158 | 348 | 234 |
| | 89% | 90% | ** | 89% | 89% | 88% | 89% | ** | ** | ** | 88% | 88% | 90% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 74

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

**A9O. How often in the past 3 months have you listened to Classic FM?**

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 654 | 609 | 536 | 118 | 45 | 654 | 605 | 546 | 510 | 193 | 640 | 14 | 99 | 117 | 438 |
| Effective Weighted Sample | 527 | 493 | 434 | 97 | 35 | 527 | 486 | 441 | 414 | 159 | 514 | 13 | 77 | 96 | 355 |
| Total | 667 | 611 | 523 | 144 | 55 | 667 | 616 | 543 | 507 | 195 | 651 | 15 | 103 | 114 | 449 |
| At least daily | 189 | 166 | 144 | 44 | ** | 189 | 174 | 141 | 126 | 47 | 181 | ** | ** | 27 | 130 |
| | 28% | 27% | 28% | 31% | ** | 28% | 28% | 26% | 25% | 24% | 28% | ** | ** | 24% | 29% |
| At least weekly | 261 | 238 | 202 | 59 | ** | 261 | 245 | 220 | 202 | 70 | 260 | ** | ** | 55 | 170 |
| | 39% | 39% | 39% | 41% | ** | 39% | 40% | 40% | 40% | 36% | 40% | ** | ** | 48% | 38% |
| At least monthly | 142 | 137 | 116 | 25 | ** | 142 | 130 | 121 | 119 | 55 | 138 | ** | ** | 22 | 102 |
| | 21% | 22% | 22% | 18% | ** | 21% | 21% | 22% | 23% | 28% | 21% | ** | ** | 19% | 23% |
| Less often | 67 | 62 | 52 | 15 | ** | 67 | 59 | 53 | 54 | 22 | 64 | ** | ** | 11 | 42 |
| | 10% | 10% | 10% | 10% | ** | 10% | 10% | 10% | 11% | 11% | 10% | ** | ** | 10% | 9% |
| Don't know/ can't remember | 8 | 8 | 8 | - | ** | 8 | 8 | 8 | 6 | 1 | 8 | ** | ** | - | 5 |
| | 1% | 1% | 2% | -% | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | ** | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 189 | 166 | 144 | 44 | ** | 189 | 174 | 141 | 126 | 47 | 181 | ** | ** | 27 | 130 |
| | 28% | 27% | 28% | 31% | ** | 28% | 28% | 26% | 25% | 24% | 28% | ** | ** | 24% | 29% |
| WEEKLY | 450 | 404 | 346 | 104 | ** | 450 | 419 | 361 | 328 | 118 | 441 | ** | ** | 82 | 300 |
| | 68% | 66% | 66% | 72% | ** | 68% | 68% | 66% | 65% | 60% | 68% | ** | ** | 71% | 67% |
| MONTHLY | 592 | 541 | 463 | 129 | ** | 592 | 549 | 482 | 447 | 173 | 579 | ** | ** | 103 | 402 |
| | 89% | 89% | 89% | 90% | ** | 89% | 89% | 89% | 88% | 89% | 89% | ** | ** | 90% | 89% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 75

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | d | ~e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 449 | 250 | 196 | 42 | 95 | 94 | 129 | 89 | 139 | 119 | 116 | 72 | 291 | 73 | 43 | 42 |
| Effective Weighted Sample | 358 | 199 | 158 | 36 | 75 | 78 | 102 | 68 | 115 | 95 | 95 | 52 | 266 | 72 | 41 | 40 |
| Total | 445 | 259 | 183 | 41 | 87 | 92 | 135 | 90 | 140 | 128 | 105 | 69 | 370 | 43 | 19 | 13 |
| At least daily | 123 | 75 | 47 | ** | ** | ** | 47 | ** | 39 | 27 | 34 | ** | 104 | ** | ** | ** |
| | 28% | 29% | 26% | ** | ** | ** | 35% | ** | 28% | 21% | 33% | ** | 28% | ** | ** | ** |
| At least weekly | 193 | 114 | 78 | ** | ** | ** | 53 | ** | 60 | 58 | 41 | ** | 152 | ** | ** | ** |
| | 43% | 44% | 43% | ** | ** | ** | 39% | ** | 43% | 45% | 39% | ** | 41% | ** | ** | ** |
| At least monthly | 104 | 58 | 44 | ** | ** | ** | 32 | ** | 37 | 32 | 22 | ** | 90 | ** | ** | ** |
| | 23% | 22% | 24% | ** | ** | ** | 24% | ** | 26% | 25% | 20% | ** | 24% | ** | ** | ** |
| Less often | 22 | 9 | 13 | ** | ** | ** | 1 | ** | 4 | 9 | 6 | ** | 20 | ** | ** | ** |
| | 5% | 4% | 7% | ** | ** | ** | 1% | ** | 3% | 7% | 6% | ** | 5% | ** | ** | ** |
| Don't know/ can't remember | 4 | 3 | * | ** | ** | ** | 1 | ** | * | 1 | 2 | ** | 3 | ** | ** | ** |
| | 1% | 1% | *% | ** | ** | ** | 1% | ** | *% | 1% | 2% | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 123 | 75 | 47 | ** | ** | ** | 47 | ** | 39 | 27 | 34 | ** | 104 | ** | ** | ** |
| | 28% | 29% | 26% | ** | ** | ** | 35% | ** | 28% | 21% | 33% | ** | 28% | ** | ** | ** |
| WEEKLY | 316 | 189 | 125 | ** | ** | ** | 100 | ** | 99 | 85 | 75 | ** | 257 | ** | ** | ** |
| | 71% | 73% | 69% | ** | ** | ** | 74% | ** | 71% | 67% | 72% | ** | 69% | ** | ** | ** |
| MONTHLY | 419 | 246 | 170 | ** | ** | ** | 132 | ** | 135 | 118 | 97 | ** | 347 | ** | ** | ** |
| | 94% | 95% | 93% | ** | ** | ** | 98% | ** | 97% | 92% | 92% | ** | 94% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 75

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 449 | 365 | 51 | 200 | 244 | 188 | 255 | 69 | 80 | 90 | 188 | 340 | 92 |
| Effective Weighted Sample | 358 | 292 | 38 | 166 | 188 | 157 | 196 | 57 | 69 | 76 | 157 | 278 | 69 |
| Total | 445 | 359 | 52 | 205 | 236 | 194 | 245 | 68 | 86 | 96 | 194 | 357 | 77 |
| At least daily | 123 | 107 | ** | 61 | 62 | 60 | 62 | ** | ** | ** | 60 | 105 | ** |
| | 28% | 30% | ** | 30% | 26% | 31% | 25% | ** | ** | ** | 31% | 30% | ** |
| At least weekly | 193 | 150 | ** | 84 | 108 | 80 | 112 | ** | ** | ** | 80 | 150 | ** |
| | 43% | 42% | ** | 41% | 46% | 41% | 46% | ** | ** | ** | 41% | 42% | ** |
| At least monthly | 104 | 80 | ** | 48 | 53 | 43 | 59 | ** | ** | ** | 43 | 83 | ** |
| | 23% | 22% | ** | 23% | 23% | 22% | 24% | ** | ** | ** | 22% | 23% | ** |
| Less often | 22 | 19 | ** | 10 | 11 | 8 | 11 | ** | ** | ** | 8 | 16 | ** |
| | 5% | 5% | ** | 5% | 5% | 4% | 4% | ** | ** | ** | 4% | 4% | ** |
| Don't know/ can't remember | 4 | 4 | ** | 2 | 1 | 2 | 1 | ** | ** | ** | 2 | 3 | ** |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 123 | 107 | ** | 61 | 62 | 60 | 62 | ** | ** | ** | 60 | 105 | ** |
| | 28% | 30% | ** | 30% | 26% | 31% | 25% | ** | ** | ** | 31% | 30% | ** |
| WEEKLY | 316 | 257 | ** | 144 | 170 | 140 | 174 | ** | ** | ** | 140 | 255 | ** |
| | 71% | 71% | ** | 71% | 72% | 72% | 71% | ** | ** | ** | 72% | 72% | ** |
| MONTHLY | 419 | 337 | ** | 193 | 223 | 183 | 233 | ** | ** | ** | 183 | 338 | ** |
| | 94% | 94% | ** | 94% | 95% | 95% | 95% | ** | ** | ** | 95% | 95% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 75**

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 449 | 435 | 403 | 46 | 14 | 449 | 417 | 364 | 331 | 120 | 433 | 16 | 71 | 110 | 268 |
| Effective Weighted Sample | 358 | 352 | 326 | 34 | 11 | 358 | 332 | 293 | 270 | 96 | 345 | 13 | 52 | 89 | 217 |
| Total | 445 | 422 | 392 | 52 | 23 | 445 | 415 | 359 | 325 | 114 | 429 | 16 | 69 | 110 | 265 |
| At least daily | 123 | 117 | 112 | ** | ** | 123 | 112 | 89 | 81 | 28 | 116 | ** | ** | 30 | 70 |
| | 28% | 28% | 28% | ** | ** | 28% | 27% | 25% | 25% | 25% | 27% | ** | ** | 28% | 26% |
| At least weekly | 193 | 181 | 169 | ** | ** | 193 | 181 | 163 | 143 | 47 | 187 | ** | ** | 47 | 112 |
| | 43% | 43% | 43% | ** | ** | 43% | 44% | 45% | 44% | 41% | 44% | ** | ** | 43% | 42% |
| At least monthly | 104 | 100 | 91 | ** | ** | 104 | 97 | 83 | 80 | 33 | 100 | ** | ** | 26 | 65 |
| | 23% | 24% | 23% | ** | ** | 23% | 23% | 23% | 25% | 29% | 23% | ** | ** | 24% | 25% |
| Less often | 22 | 21 | 17 | ** | ** | 22 | 21 | 21 | 19 | 4 | 22 | ** | ** | 5 | 16 |
| | 5% | 5% | 4% | ** | ** | 5% | 5% | 6% | 6% | 4% | 5% | ** | ** | 4% | 6% |
| Don't know/ can't remember | 4 | 4 | 4 | ** | ** | 4 | 4 | 4 | 1 | 1 | 4 | ** | ** | 1 | 3 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | *% | 1% | 1% | ** | ** | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 123 | 117 | 112 | ** | ** | 123 | 112 | 89 | 81 | 28 | 116 | ** | ** | 30 | 70 |
| | 28% | 28% | 28% | ** | ** | 28% | 27% | 25% | 25% | 25% | 27% | ** | ** | 28% | 26% |
| WEEKLY | 316 | 298 | 281 | ** | ** | 316 | 294 | 252 | 224 | 75 | 303 | ** | ** | 78 | 182 |
| | 71% | 71% | 72% | ** | ** | 71% | 71% | 70% | 69% | 66% | 71% | ** | ** | 71% | 68% |
| MONTHLY | 419 | 398 | 372 | ** | ** | 419 | 391 | 335 | 304 | 109 | 403 | ** | ** | 104 | 247 |
| | 94% | 94% | 95% | ** | ** | 94% | 94% | 93% | 94% | 95% | 94% | ** | ** | 95% | 93% |

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

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 723 | 246 | 471 | 171 | 204 | 159 | 95 | 94 | 217 | 199 | 160 | 143 | 490 | 108 | 99 | 26 |
| Effective Weighted Sample | 600 | 202 | 395 | 143 | 170 | 132 | 80 | 77 | 182 | 166 | 132 | 119 | 455 | 107 | 96 | 25 |
| Total | 702 | 255 | 442 | 157 | 201 | 149 | 103 | 93 | 216 | 212 | 143 | 127 | 590 | 61 | 43 | 8 |
| At least daily | 195 | 57 | 138 | 42 | 67 | 41 | ** | ** | 56 | 57 | 42 | 38 | 152 | 22 | ** | ** |
| | 28% | 22% | 31% | 27% | 33% | 27% | ** | ** | 26% | 27% | 29% | 30% | 26% | 36% | ** | ** |
| At least weekly | 338 | 133 | 203 | 69 | 87 | 77 | ** | ** | 104 | 102 | 69 | 62 | 289 | 28 | ** | ** |
| | 48% | 52% | 46% | 44% | 43% | 52% | ** | ** | 48% | 48% | 48% | 49% | 49% | 45% | ** | ** |
| At least monthly | 126 | 47 | 76 | 31 | 38 | 26 | ** | ** | 43 | 36 | 23 | 23 | 112 | 9 | ** | ** |
| | 18% | 18% | 17% | 20% | 19% | 18% | ** | ** | 20% | 17% | 16% | 18% | 19% | 14% | ** | ** |
| Less often | 36 | 14 | 22 | 9 | 8 | 5 | ** | ** | 14 | 12 | 7 | 3 | 29 | 3 | ** | ** |
| | 5% | 6% | 5% | 6% | 4% | 3% | ** | ** | 6% | 6% | 5% | 3% | 5% | 5% | ** | ** |
| Don't know/ can't remember | 8 | 5 | 3 | 6 | 1 | - | ** | ** | - | 5 | 2 | * | 7 | - | ** | ** |
| | 1% | 2% | 1% | 4% | 1% | -% | ** | ** | -% | 3% | 1% | *% | 1% | -% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 195 | 57 | 138 | 42 | 67 | 41 | ** | ** | 56 | 57 | 42 | 38 | 152 | 22 | ** | ** |
| | 28% | 22% | 31% | 27% | 33% | 27% | ** | ** | 26% | 27% | 29% | 30% | 26% | 36% | ** | ** |
| WEEKLY | 532 | 190 | 341 | 111 | 154 | 118 | ** | ** | 159 | 158 | 111 | 100 | 442 | 50 | ** | ** |
| | 76% | 74% | 77% | 71% | 77% | 79% | ** | ** | 74% | 75% | 77% | 79% | 75% | 81% | ** | ** |
| MONTHLY | 658 | 236 | 417 | 142 | 191 | 144 | ** | ** | 202 | 195 | 134 | 123 | 554 | 58 | ** | ** |
| | 94% | 93% | 94% | 91% | 95% | 97% | ** | ** | 94% | 92% | 94% | 97% | 94% | 95% | ** | ** |

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 723 | 599 | 48 | 364 | 344 | 301 | 405 | 128 | 149 | 126 | 301 | 523 | 187 |
| Effective Weighted Sample | 600 | 497 | 38 | 305 | 283 | 254 | 331 | 110 | 126 | 106 | 254 | 439 | 163 |
| Total | 702 | 586 | 44 | 359 | 329 | 303 | 382 | 129 | 150 | 130 | 303 | 551 | 141 |
| At least daily | 195 | 165 | ** | 109 | 85 | 98 | 93 | 37 | 52 | 49 | 98 | 155 | 37 |
| | 28% | 28% | ** | 30% | 26% | 32% | 24% | 29% | 35% | 38% | 32% | 28% | 27% |
| At least weekly | 338 | 285 | ** | 171 | 159 | 147 | 182 | 69 | 67 | 58 | 147 | 270 | 61 |
| | 48% | 49% | ** | 48% | 48% | 48% | 48% | 53% | 45% | 45% | 48% | 49% | 43% |
| At least monthly | 126 | 101 | ** | 57 | 63 | 46 | 74 | 19 | 24 | 18 | 46 | 97 | 27 |
| | 18% | 17% | ** | 16% | 19% | 15% | 19% | 14% | 16% | 14% | 15% | 18% | 19% |
| Less often | 36 | 29 | ** | 18 | 18 | 11 | 25 | 4 | 7 | 3 | 11 | 24 | 12 |
| | 5% | 5% | ** | 5% | 6% | 4% | 7% | 3% | 5% | 2% | 4% | 4% | 9% |
| Don't know/ can't remember | 8 | 6 | ** | 4 | 4 | 1 | 7 | - | - | 1 | 1 | 4 | 3 |
| | 1% | 1% | ** | 1% | 1% | *% | 2% | -% | -% | 1% | *% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 195 | 165 | ** | 109 | 85 | 98 | 93 | 37 | 52 | 49 | 98 | 155 | 37 |
| | 28% | 28% | ** | 30% | 26% | 32% | 24% | 29% | 35% | 38% | 32% | 28% | 27% |
| WEEKLY | 532 | 450 | ** | 280 | 244 | 245 | 275 | 106 | 119 | 107 | 245 | 425 | 98 |
| | 76% | 77% | ** | 78% | 74% | 81% | 72% | 82% | 79% | 83% | 81% | 77% | 70% |
| MONTHLY | 658 | 551 | ** | 337 | 306 | 291 | 350 | 125 | 142 | 126 | 291 | 522 | 125 |
| | 94% | 94% | ** | 94% | 93% | 96% | 92% | 97% | 95% | 97% | 96% | 95% | 89% |

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 723 | 711 | 684 | 39 | 12 | 723 | 656 | 512 | 496 | 107 | 694 | 29 | 96 | 153 | 474 |
| Effective Weighted Sample | 600 | 591 | 567 | 33 | 10 | 600 | 546 | 428 | 413 | 90 | 578 | 22 | 77 | 129 | 395 |
| Total | 702 | 687 | 658 | 44 | 16 | 702 | 640 | 493 | 487 | 110 | 677 | 26 | 87 | 149 | 467 |
| At least daily | 195 | 193 | 188 | ** | ** | 195 | 177 | 132 | 138 | 34 | 186 | ** | ** | 37 | 139 |
| | 28% | 28% | 28% | ** | ** | 28% | 28% | 27% | 28% | 30% | 28% | ** | ** | 25% | 30% |
| At least weekly | 338 | 324 | 312 | ** | ** | 338 | 308 | 228 | 223 | 42 | 325 | ** | ** | 71 | 228 |
| | 48% | 47% | 47% | ** | ** | 48% | 48% | 46% | 46% | 38% | 48% | ** | ** | 47% | 49% |
| At least monthly | 126 | 126 | 119 | ** | ** | 126 | 113 | 101 | 94 | 27 | 122 | ** | ** | 32 | 72 |
| | 18% | 18% | 18% | ** | ** | 18% | 18% | 20% | 19% | 24% | 18% | ** | ** | 22% | 15% |
| Less often | 36 | 36 | 35 | ** | ** | 36 | 35 | 24 | 27 | 8 | 36 | ** | ** | 4 | 25 |
| | 5% | 5% | 5% | ** | ** | 5% | 5% | 5% | 6% | 7% | 5% | ** | ** | 3% | 5% |
| Don't know/ can't remember | 8 | 8 | 6 | ** | ** | 8 | 8 | 8 | 5 | - | 8 | ** | ** | 5 | 3 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 1% | -% | 1% | ** | ** | 3% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 195 | 193 | 188 | ** | ** | 195 | 177 | 132 | 138 | 34 | 186 | ** | ** | 37 | 139 |
| | 28% | 28% | 28% | ** | ** | 28% | 28% | 27% | 28% | 30% | 28% | ** | ** | 25% | 30% |
| WEEKLY | 532 | 517 | 499 | ** | ** | 532 | 485 | 360 | 362 | 76 | 511 | ** | ** | 107 | 367 |
| | 76% | 75% | 76% | ** | ** | 76% | 76% | 73% | 74% | 69% | 75% | ** | ** | 72% | 79% |
| MONTHLY | 658 | 642 | 618 | ** | ** | 658 | 598 | 461 | 455 | 103 | 633 | ** | ** | 140 | 439 |
| | 94% | 94% | 94% | ** | ** | 94% | 93% | 94% | 93% | 93% | 94% | ** | ** | 94% | 94% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c　　　　Prepared by Critical Research : 0203 643 9043

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

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

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 894 | 314 | 573 | 125 | 186 | 185 | 163 | 235 | 261 | 253 | 177 | 195 | 614 | 104 | 139 | 37 |
| Effective Weighted Sample | 731 | 254 | 473 | 104 | 155 | 154 | 131 | 190 | 220 | 206 | 144 | 156 | 562 | 103 | 134 | 36 |
| Total | 870 | 324 | 539 | 107 | 182 | 176 | 169 | 235 | 266 | 256 | 164 | 178 | 738 | 59 | 61 | 11 |
| At least daily | 261 | 89 | 170 | 30 | 55 | 56 | 62 | 59 | 75 | 78 | 44 | 63 | 222 | 15 | 21 | ** |
| | 30% | 27% | 32% | 28% | 30% | 32% | 37% | 25% | 28% | 31% | 27% | 35% | 30% | 25% | 34% | ** |
| At least weekly | 386 | 154 | 230 | 42 | 86 | 78 | 73 | 108 | 120 | 111 | 88 | 64 | 333 | 25 | 24 | ** |
| | 44% | 47% | 43% | 39% | 47% | 44% | 43% | 46% | 45% | 44% | 54% | 36% | 45% | 42% | 39% | ** |
| | | | | | | | | | | | d | | | | | |
| At least monthly | 165 | 65 | 98 | 21 | 37 | 29 | 28 | 50 | 50 | 46 | 26 | 41 | 136 | 13 | 13 | ** |
| | 19% | 20% | 18% | 20% | 20% | 17% | 16% | 21% | 19% | 18% | 16% | 23% | 18% | 23% | 21% | ** |
| Less often | 55 | 14 | 40 | 14 | 4 | 11 | 7 | 18 | 21 | 18 | 7 | 9 | 44 | 6 | 3 | ** |
| | 6% | 4% | 7% | 13% | 2% | 6% | 4% | 8% | 8% | 7% | 4% | 5% | 6% | 11% | 5% | ** |
| | | | | bd | | | | | | | | | | | | |
| Don't know/ can't remember | 3 | 2 | 1 | - | 1 | 1 | - | 1 | * | 2 | - | 1 | 3 | - | - | ** |
| | *% | 1% | *% | -% | 1% | 1% | -% | *% | *% | 1% | -% | 1% | *% | -% | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 261 | 89 | 170 | 30 | 55 | 56 | 62 | 59 | 75 | 78 | 44 | 63 | 222 | 15 | 21 | ** |
| | 30% | 27% | 32% | 28% | 30% | 32% | 37% | 25% | 28% | 31% | 27% | 35% | 30% | 25% | 34% | ** |
| WEEKLY | 647 | 243 | 400 | 71 | 140 | 134 | 135 | 167 | 195 | 190 | 132 | 127 | 555 | 40 | 45 | ** |
| | 74% | 75% | 74% | 67% | 77% | 76% | 80% | 71% | 73% | 74% | 80% | 71% | 75% | 67% | 74% | ** |
| MONTHLY | 812 | 307 | 498 | 93 | 177 | 163 | 162 | 216 | 245 | 236 | 157 | 168 | 691 | 53 | 57 | ** |
| | 93% | 95% | 92% | 87% | 97% | 93% | 96% | 92% | 92% | 92% | 96% | 94% | 94% | 89% | 95% | ** |
| | | | | | a | | a | | | | | | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 77

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 894 | 744 | 92 | 377 | 500 | 325 | 550 | 139 | 136 | 150 | 325 | 609 | 263 |
| Effective Weighted Sample | 731 | 609 | 73 | 314 | 403 | 272 | 443 | 120 | 114 | 125 | 272 | 510 | 217 |
| Total | 870 | 728 | 81 | 375 | 477 | 330 | 520 | 141 | 141 | 160 | 330 | 652 | 201 |
| At least daily | 261 | 215 | ** | 118 | 135 | 114 | 138 | 45 | 51 | 58 | 114 | 215 | 42 |
| | 30% | 29% | ** | 31% | 28% | 34% | 27% | 32% | 36% | 37% | 34% | 33% b | 21% |
| At least weekly | 386 | 333 | ** | 168 | 213 | 142 | 238 | 61 | 64 | 65 | 142 | 291 | 89 |
| | 44% | 46% | ** | 45% | 45% | 43% | 46% | 43% | 45% | 40% | 43% | 45% | 44% |
| At least monthly | 165 | 135 | ** | 69 | 92 | 61 | 100 | 24 | 21 | 34 | 61 | 109 | 51 |
| | 19% | 19% | ** | 18% | 19% | 19% | 19% | 17% | 15% | 21% | 19% | 17% | 25% a |
| Less often | 55 | 42 | ** | 20 | 35 | 14 | 41 | 11 | 6 | 3 | 14 | 36 | 17 |
| | 6% | 6% | ** | 5% | 7% | 4% | 8% | 8% | 4% | 2% | 4% | 6% | 9% |
| Don't know/ can't remember | 3 | 3 | ** | * | 3 | - | 3 | - | - | - | - | * | 2 |
| | *% | *% | ** | *% | 1% | -% | 1% | -% | -% | -% | -% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 261 | 215 | ** | 118 | 135 | 114 | 138 | 45 | 51 | 58 | 114 | 215 | 42 |
| | 30% | 29% | ** | 31% | 28% | 34% | 27% | 32% | 36% | 37% | 34% | 33% b | 21% |
| WEEKLY | 647 | 548 | ** | 285 | 348 | 256 | 376 | 106 | 115 | 123 | 256 | 506 | 131 |
| | 74% | 75% | ** | 76% | 73% | 77% | 72% | 75% | 81% | 77% | 77% | 78% b | 65% |
| MONTHLY | 812 | 683 | ** | 355 | 440 | 317 | 476 | 130 | 135 | 158 | 317 | 615 | 182 |
| | 93% | 94% | ** | 95% | 92% | 96% | 92% | 92% | 96% | 98% | 96% | 94% | 90% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 894 | 864 | 805 | 89 | 30 | 894 | 816 | 599 | 596 | 145 | 860 | 34 | 125 | 189 | 580 |
| Effective Weighted Sample | 731 | 709 | 661 | 71 | 24 | 731 | 668 | 494 | 492 | 120 | 703 | 28 | 98 | 156 | 477 |
| Total | 870 | 833 | 773 | 96 | 37 | 870 | 793 | 577 | 588 | 140 | 834 | 35 | 117 | 186 | 567 |
| At least daily | 261 | 253 | 238 | ** | ** | 261 | 241 | 164 | 171 | 45 | 248 | ** | 41 | 42 | 179 |
| | 30% | 30% | 31% | ** | ** | 30% | 30% | 28% | 29% | 32% | 30% | ** | 35% | 22% | 32% |
| At least weekly | 386 | 368 | 344 | ** | ** | 386 | 349 | 249 | 260 | 52 | 371 | ** | 44 | 91 | 251 |
| | 44% | 44% | 45% | ** | ** | 44% | 44% | 43% | 44% | 37% | 44% | ** | 38% | 49% | 44% |
| At least monthly | 165 | 158 | 144 | ** | ** | 165 | 151 | 127 | 117 | 33 | 162 | ** | 24 | 37 | 103 |
| | 19% | 19% | 19% | ** | ** | 19% | 19% | 22% | 20% | 24% | 19% | ** | 21% | 20% | 18% |
| Less often | 55 | 51 | 46 | ** | ** | 55 | 49 | 35 | 39 | 9 | 51 | ** | 8 | 14 | 32 |
| | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 7% | 6% | 6% | ** | 7% | 8% | 6% |
| Don't know/ can't remember | 3 | 3 | 2 | ** | ** | 3 | 3 | 3 | 1 | 1 | 3 | ** | - | 1 | 2 |
| | *% | *% | *% | ** | ** | *% | *% | 1% | *% | 1% | *% | ** | -% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 261 | 253 | 238 | ** | ** | 261 | 241 | 164 | 171 | 45 | 248 | ** | 41 | 42 | 179 |
| | 30% | 30% | 31% | ** | ** | 30% | 30% | 28% | 29% | 32% | 30% | ** | 35% | 22% | 32% |
| WEEKLY | 647 | 620 | 582 | ** | ** | 647 | 590 | 413 | 431 | 97 | 619 | ** | 85 | 133 | 430 |
| | 74% | 75% | 75% | ** | ** | 74% | 74% | 71% | 73% | 69% | 74% | ** | 73% | 72% | 76% |
| MONTHLY | 812 | 779 | 726 | ** | ** | 812 | 741 | 540 | 547 | 131 | 780 | ** | 109 | 170 | 533 |
| | 93% | 94% | 94% | ** | ** | 93% | 93% | 93% | 93% | 93% | 93% | ** | 93% | 92% | 94% |

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

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

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

|  | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  | a | b | ~a | ~b | ~c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 546 | 221 | 323 | 48 | 87 | 86 | 89 | 236 | 172 | 132 | 109 | 128 | 385 | 79 | 65 | 17 |
| Effective Weighted Sample | 452 | 182 | 269 | 40 | 75 | 73 | 74 | 192 | 141 | 109 | 91 | 108 | 352 | 77 | 61 | 17 |
| Total | 540 | 230 | 309 | 41 | 87 | 84 | 90 | 238 | 176 | 138 | 105 | 117 | 461 | 46 | 28 | 5 |
| At least daily | 151 | 80 | 70 | ** | ** | ** | ** | 64 | 44 | 34 | 28 | 45 | 129 | ** | ** | ** |
|  | 28% | 35% b | 23% | ** | ** | ** | ** | 27% | 25% | 25% | 26% | 38% | 28% | ** | ** | ** |
| At least weekly | 239 | 94 | 144 | ** | ** | ** | ** | 111 | 78 | 59 | 51 | 50 | 204 | ** | ** | ** |
|  | 44% | 41% | 47% | ** | ** | ** | ** | 46% | 44% | 43% | 48% | 42% | 44% | ** | ** | ** |
| At least monthly | 119 | 44 | 75 | ** | ** | ** | ** | 46 | 37 | 37 | 24 | 20 | 100 | ** | ** | ** |
|  | 22% | 19% | 24% | ** | ** | ** | ** | 19% | 21% | 27% | 23% | 17% | 22% | ** | ** | ** |
| Less often | 29 | 12 | 17 | ** | ** | ** | ** | 16 | 16 | 8 | 3 | 1 | 26 | ** | ** | ** |
|  | 5% | 5% | 6% | ** | ** | ** | ** | 7% | 9% d | 6% | 3% | *% | 6% | ** | ** | ** |
| Don't know/ can't remember | 3 | - | 3 | ** | ** | ** | ** | 2 | 1 | - | - | 2 | 3 | ** | ** | ** |
|  | *% | -% | 1% | ** | ** | ** | ** | 1% | *% | -% | -% | 2% | 1% | ** | ** | ** |
| **SUMMARY** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DAILY | 151 | 80 | 70 | ** | ** | ** | ** | 64 | 44 | 34 | 28 | 45 | 129 | ** | ** | ** |
|  | 28% | 35% b | 23% | ** | ** | ** | ** | 27% | 25% | 25% | 26% | 38% | 28% | ** | ** | ** |
| WEEKLY | 390 | 174 | 214 | ** | ** | ** | ** | 175 | 122 | 93 | 78 | 95 | 333 | ** | ** | ** |
|  | 72% | 76% | 69% | ** | ** | ** | ** | 73% | 69% | 67% | 75% | 81% | 72% | ** | ** | ** |
| MONTHLY | 508 | 218 | 289 | ** | ** | ** | ** | 221 | 159 | 130 | 102 | 115 | 433 | ** | ** | ** |
|  | 94% | 95% | 94% | ** | ** | ** | ** | 93% | 91% | 94% | 97% | 98% | 94% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 78

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

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

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 546 | 475 | 33 | 180 | 358 | 156 | 382 | 65 | 65 | 76 | 156 | 316 | 208 |
| Effective Weighted Sample | 452 | 394 | 26 | 152 | 293 | 132 | 313 | 57 | 57 | 63 | 132 | 272 | 166 |
| Total | 540 | 476 | 27 | 175 | 356 | 155 | 376 | 63 | 68 | 75 | 155 | 349 | 175 |
| At least daily | 151 | 136 | ** | 60 | 88 | 55 | 92 | ** | ** | ** | 55 | 102 | 44 |
| | 28% | 29% | ** | 34% | 25% | 36% | 25% | ** | ** | ** | 36% | 29% | 25% |
| At least weekly | 239 | 212 | ** | 73 | 163 | 66 | 170 | ** | ** | ** | 66 | 152 | 79 |
| | 44% | 45% | ** | 41% | 46% | 43% | 45% | ** | ** | ** | 43% | 43% | 45% |
| At least monthly | 119 | 99 | ** | 34 | 82 | 27 | 89 | ** | ** | ** | 27 | 79 | 38 |
| | 22% | 21% | ** | 20% | 23% | 17% | 24% | ** | ** | ** | 17% | 23% | 22% |
| Less often | 29 | 26 | ** | 8 | 21 | 6 | 23 | ** | ** | ** | 6 | 17 | 10 |
| | 5% | 5% | ** | 5% | 6% | 4% | 6% | ** | ** | ** | 4% | 5% | 6% |
| Don't know/ can't remember | 3 | 3 | ** | 1 | 2 | 1 | 2 | ** | ** | ** | 1 | - | 3 |
| | *% | 1% | ** | *% | 1% | 1% | *% | ** | ** | ** | 1% | -% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 151 | 136 | ** | 60 | 88 | 55 | 92 | ** | ** | ** | 55 | 102 | 44 |
| | 28% | 29% | ** | 34% | 25% | 36% | 25% | ** | ** | ** | 36% | 29% | 25% |
| WEEKLY | 390 | 348 | ** | 132 | 252 | 122 | 262 | ** | ** | ** | 122 | 254 | 124 |
| | 72% | 73% | ** | 75% | 71% | 79% | 70% | ** | ** | ** | 79% | 73% | 71% |
| MONTHLY | 508 | 448 | ** | 167 | 333 | 148 | 352 | ** | ** | ** | 148 | 333 | 162 |
| | 94% | 94% | ** | 95% | 94% | 96% | 93% | ** | ** | ** | 96% | 95% | 93% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

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

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | b | c |
| Unweighted total | 546 | 522 | 466 | 80 | 24 | 546 | 510 | 394 | 364 | 98 | 530 | 16 | 88 | 114 | 344 |
| Effective Weighted Sample | 452 | 434 | 387 | 65 | 20 | 452 | 423 | 326 | 307 | 82 | 440 | 12 | 73 | 94 | 285 |
| Total | 540 | 511 | 460 | 81 | 29 | 540 | 506 | 388 | 360 | 100 | 524 | 16 | 84 | 116 | 340 |
| At least daily | 151 | 142 | 133 | ** | ** | 151 | 141 | 100 | 99 | ** | 142 | ** | ** | 27 | 101 |
| | 28% | 28% | 29% | ** | ** | 28% | 28% | 26% | 27% | ** | 27% | ** | ** | 24% | 30% |
| At least weekly | 239 | 225 | 200 | ** | ** | 239 | 221 | 160 | 162 | ** | 232 | ** | ** | 61 | 139 |
| | 44% | 44% | 44% | ** | ** | 44% | 44% | 41% | 45% | ** | 44% | ** | ** | 52% | 41% |
| At least monthly | 119 | 114 | 102 | ** | ** | 119 | 113 | 98 | 77 | ** | 118 | ** | ** | 21 | 79 |
| | 22% | 22% | 22% | ** | ** | 22% | 22% | 25% | 21% | ** | 22% | ** | ** | 18% | 23% |
| Less often | 29 | 28 | 22 | ** | ** | 29 | 28 | 27 | 22 | ** | 29 | ** | ** | 7 | 19 |
| | 5% | 6% | 5% | ** | ** | 5% | 6% | 7% | 6% | ** | 6% | ** | ** | 6% | 6% |
| Don't know/ can't remember | 3 | 3 | 3 | ** | ** | 3 | 3 | 3 | 1 | ** | 3 | ** | ** | - | 3 |
| | *% | 1% | 1% | ** | ** | *% | 1% | 1% | *% | ** | 1% | ** | ** | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 151 | 142 | 133 | ** | ** | 151 | 141 | 100 | 99 | ** | 142 | ** | ** | 27 | 101 |
| | 28% | 28% | 29% | ** | ** | 28% | 28% | 26% | 27% | ** | 27% | ** | ** | 24% | 30% |
| WEEKLY | 390 | 366 | 333 | ** | ** | 390 | 363 | 260 | 261 | ** | 375 | ** | ** | 88 | 239 |
| | 72% | 72% | 72% | ** | ** | 72% | 72% | 67% | 72% | ** | 71% | ** | ** | 76% | 70% |
| MONTHLY | 508 | 480 | 435 | ** | ** | 508 | 475 | 359 | 337 | ** | 492 | ** | ** | 109 | 318 |
| | 94% | 94% | 95% | ** | ** | 94% | 94% | 92% | 94% | ** | 94% | ** | ** | 94% | 94% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 79

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

**A9T. How often in the past 3 months have you listened to Any Kiss radio station?**

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 473 | 161 | 307 | 121 | 142 | 105 | 58 | 47 | 144 | 118 | 106 | 102 | 344 | 46 | 61 | 22 |
| Effective Weighted Sample | 393 | 134 | 258 | 102 | 118 | 91 | 49 | 36 | 124 | 98 | 91 | 79 | 316 | 46 | 59 | 21 |
| Total | 468 | 180 | 283 | 106 | 140 | 105 | 67 | 49 | 153 | 125 | 100 | 88 | 409 | 26 | 26 | 7 |
| At least daily | 113 | 45 | 68 | 19 | 39 | 40 | ** | ** | 32 | 25 | 26 | 29 | 98 | ** | ** | ** |
| | 24% | 25% | 24% | 18% | 28% | 38% a | ** | ** | 21% | 20% | 26% | 33% | 24% | ** | ** | ** |
| At least weekly | 202 | 69 | 131 | 45 | 66 | 36 | ** | ** | 66 | 57 | 49 | 29 | 175 | ** | ** | ** |
| | 43% | 38% | 46% | 42% | 47% | 35% | ** | ** | 43% | 46% | 49% | 33% | 43% | ** | ** | ** |
| At least monthly | 110 | 42 | 64 | 26 | 26 | 26 | ** | ** | 40 | 29 | 20 | 21 | 98 | ** | ** | ** |
| | 23% | 24% | 23% | 24% | 19% | 25% | ** | ** | 26% | 23% | 20% | 24% | 24% | ** | ** | ** |
| Less often | 34 | 15 | 19 | 13 | 7 | 2 | ** | ** | 13 | 11 | 5 | 5 | 30 | ** | ** | ** |
| | 7% | 9% | 7% | 13% c | 5% | 2% | ** | ** | 8% | 9% | 5% | 6% | 7% | ** | ** | ** |
| Don't know/ can't remember | 9 | 8 | 1 | 3 | 1 | 1 | ** | ** | 2 | 2 | 1 | 4 | 8 | ** | ** | ** |
| | 2% | 4% b | *% | 3% | 1% | 1% | ** | ** | 1% | 2% | 1% | 5% | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 113 | 45 | 68 | 19 | 39 | 40 | ** | ** | 32 | 25 | 26 | 29 | 98 | ** | ** | ** |
| | 24% | 25% | 24% | 18% | 28% | 38% a | ** | ** | 21% | 20% | 26% | 33% | 24% | ** | ** | ** |
| WEEKLY | 315 | 114 | 200 | 64 | 106 | 76 | ** | ** | 98 | 82 | 74 | 57 | 273 | ** | ** | ** |
| | 67% | 63% | 70% | 60% | 75% | 73% | ** | ** | 64% | 66% | 74% | 66% | 67% | ** | ** | ** |
| MONTHLY | 425 | 156 | 264 | 90 | 132 | 102 | ** | ** | 138 | 111 | 94 | 78 | 371 | ** | ** | ** |
| | 91% | 87% | 93% | 85% | 94% | 97% a | ** | ** | 91% | 89% | 94% | 89% | 91% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 79

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

**A9T. How often in the past 3 months have you listened to Any Kiss radio station?**

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | 473 | 387 | 32 | 258 | 206 | 220 | 241 | 111 | 94 | 89 | 220 | 336 | 126 |
| Effective Weighted Sample | 393 | 320 | 26 | 220 | 166 | 188 | 195 | 96 | 80 | 77 | 188 | 290 | 101 |
| Total | 468 | 384 | 30 | 256 | 203 | 221 | 235 | 108 | 89 | 97 | 221 | 369 | 91 |
| At least daily | 113 | 95 | ** | 77 | 36 | 69 | 44 | 33 | ** | ** | 69 | 93 | 19 |
| | 24% | 25% | ** | 30% b | 18% | 31% b | 19% | 30% | ** | ** | 31% | 25% | 21% |
| At least weekly | 202 | 165 | ** | 114 | 87 | 101 | 99 | 52 | ** | ** | 101 | 167 | 30 |
| | 43% | 43% | ** | 44% | 43% | 46% | 42% | 48% | ** | ** | 46% | 45% | 33% |
| At least monthly | 110 | 88 | ** | 52 | 53 | 41 | 62 | 17 | ** | ** | 41 | 85 | 24 |
| | 23% | 23% | ** | 20% | 26% | 19% | 26% | 16% | ** | ** | 19% | 23% | 26% |
| Less often | 34 | 28 | ** | 11 | 21 | 8 | 23 | 4 | ** | ** | 8 | 20 | 14 |
| | 7% | 7% | ** | 4% | 10% | 4% | 10% | 4% | ** | ** | 4% | 6% | 15% a |
| Don't know/ can't remember | 9 | 8 | ** | 2 | 7 | 1 | 7 | 1 | ** | ** | 1 | 3 | 5 |
| | 2% | 2% | ** | 1% | 3% | 1% | 3% | 1% | ** | ** | 1% | 1% | 5% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 113 | 95 | ** | 77 | 36 | 69 | 44 | 33 | ** | ** | 69 | 93 | 19 |
| | 24% | 25% | ** | 30% b | 18% | 31% b | 19% | 30% | ** | ** | 31% | 25% | 21% |
| WEEKLY | 315 | 260 | ** | 191 | 123 | 170 | 143 | 85 | ** | ** | 170 | 260 | 49 |
| | 67% | 68% | ** | 74% b | 60% | 77% b | 61% | 79% | ** | ** | 77% | 70% b | 54% |
| MONTHLY | 425 | 348 | ** | 243 | 176 | 211 | 205 | 103 | ** | ** | 211 | 345 | 73 |
| | 91% | 91% | ** | 95% b | 86% | 96% b | 87% | 95% | ** | ** | 96% | 94% b | 80% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 79

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

**A9T. How often in the past 3 months have you listened to Any Kiss radio station?**

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | b | c |
| Unweighted total | 473 | 466 | 450 | 23 | 7 | 473 | 430 | 363 | 331 | 76 | 461 | 12 | 44 | 108 | 321 |
| Effective Weighted Sample | 393 | 390 | 376 | 18 | 5 | 393 | 356 | 303 | 280 | 64 | 382 | 10 | 33 | 90 | 270 |
| Total | 468 | 458 | 441 | 27 | 10 | 468 | 424 | 364 | 333 | 80 | 454 | 13 | 43 | 107 | 318 |
| At least daily | 113 | 113 | 110 | ** | ** | 113 | 102 | 90 | 76 | ** | 109 | ** | ** | 20 | 83 |
| | 24% | 25% | 25% | ** | ** | 24% | 24% | 25% | 23% | ** | 24% | ** | ** | 19% | 26% |
| At least weekly | 202 | 197 | 195 | ** | ** | 202 | 183 | 152 | 141 | ** | 197 | ** | ** | 48 | 135 |
| | 43% | 43% | 44% | ** | ** | 43% | 43% | 42% | 42% | ** | 43% | ** | ** | 45% | 43% |
| At least monthly | 110 | 110 | 102 | ** | ** | 110 | 99 | 86 | 86 | ** | 106 | ** | ** | 23 | 78 |
| | 23% | 24% | 23% | ** | ** | 23% | 23% | 24% | 26% | ** | 23% | ** | ** | 21% | 25% |
| Less often | 34 | 33 | 30 | ** | ** | 34 | 31 | 27 | 27 | ** | 34 | ** | ** | 13 | 19 |
| | 7% | 7% | 7% | ** | ** | 7% | 7% | 7% | 8% | ** | 7% | ** | ** | 12% | 6% |
| Don't know/ can't remember | 9 | 5 | 3 | ** | ** | 9 | 9 | 9 | 4 | ** | 9 | ** | ** | 3 | 2 |
| | 2% | 1% | 1% | ** | ** | 2% | 2% | 2% | 1% | ** | 2% | ** | ** | 3% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 113 | 113 | 110 | ** | ** | 113 | 102 | 90 | 76 | ** | 109 | ** | ** | 20 | 83 |
| | 24% | 25% | 25% | ** | ** | 24% | 24% | 25% | 23% | ** | 24% | ** | ** | 19% | 26% |
| WEEKLY | 315 | 311 | 305 | ** | ** | 315 | 285 | 242 | 217 | ** | 305 | ** | ** | 69 | 219 |
| | 67% | 68% | 69% | ** | ** | 67% | 67% | 67% | 65% | ** | 67% | ** | ** | 64% | 69% |
| MONTHLY | 425 | 420 | 408 | ** | ** | 425 | 384 | 328 | 303 | ** | 412 | ** | ** | 92 | 297 |
| | 91% | 92% | 92% | ** | ** | 91% | 91% | 90% | 91% | ** | 91% | ** | ** | 85% | 93% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 80

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

**A9U. How often in the past 3 months have you listened to Any Magic radio station?**

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 358 | 129 | 225 | 46 | 79 | 73 | 58 | 102 | 112 | 103 | 61 | 81 | 259 | 39 | 36 | 24 |
| Effective Weighted Sample | 292 | 106 | 184 | 39 | 67 | 61 | 49 | 80 | 96 | 83 | 50 | 61 | 235 | 39 | 35 | 23 |
| Total | 368 | 143 | 222 | 41 | 78 | 69 | 70 | 110 | 125 | 105 | 60 | 77 | 323 | 22 | 16 | 7 |
| At least daily | 93 | 27 | 66 | ** | ** | ** | ** | 23 | 31 | 23 | ** | ** | 83 | ** | ** | ** |
| | 25% | 19% | 30% | ** | ** | ** | ** | 21% | 25% | 22% | ** | ** | 26% | ** | ** | ** |
| At least weekly | 159 | 68 | 89 | ** | ** | ** | ** | 53 | 52 | 43 | ** | ** | 140 | ** | ** | ** |
| | 43% | 48% | 40% | ** | ** | ** | ** | 48% | 42% | 41% | ** | ** | 44% | ** | ** | ** |
| At least monthly | 85 | 38 | 46 | ** | ** | ** | ** | 19 | 31 | 30 | ** | ** | 72 | ** | ** | ** |
| | 23% | 26% | 21% | ** | ** | ** | ** | 18% | 25% | 29% | ** | ** | 22% | ** | ** | ** |
| Less often | 22 | 3 | 18 | ** | ** | ** | ** | 10 | 9 | 7 | ** | ** | 19 | ** | ** | ** |
| | 6% | 2% | 8% | ** | ** | ** | ** | 9% | 7% | 6% | ** | ** | 6% | ** | ** | ** |
| Don't know/ can't remember | 9 | 7 | 2 | ** | ** | ** | ** | 5 | 1 | 2 | ** | ** | 8 | ** | ** | ** |
| | 2% | 5% | 1% | ** | ** | ** | ** | 5% | 1% | 2% | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 93 | 27 | 66 | ** | ** | ** | ** | 23 | 31 | 23 | ** | ** | 83 | ** | ** | ** |
| | 25% | 19% | 30% | ** | ** | ** | ** | 21% | 25% | 22% | ** | ** | 26% | ** | ** | ** |
| WEEKLY | 252 | 95 | 156 | ** | ** | ** | ** | 76 | 84 | 66 | ** | ** | 224 | ** | ** | ** |
| | 69% | 67% | 70% | ** | ** | ** | ** | 69% | 67% | 63% | ** | ** | 69% | ** | ** | ** |
| MONTHLY | 337 | 133 | 202 | ** | ** | ** | ** | 95 | 115 | 96 | ** | ** | 295 | ** | ** | ** |
| | 92% | 93% | 91% | ** | ** | ** | ** | 87% | 91% | 92% | ** | ** | 92% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 80

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

**A9U. How often in the past 3 months have you listened to Any Magic radio station?**

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 358 | 301 | 33 | 153 | 201 | 133 | 221 | 61 | 58 | 68 | 133 | 239 | 109 |
| Effective Weighted Sample | 292 | 245 | 26 | 128 | 160 | 112 | 176 | 50 | 48 | 59 | 112 | 203 | 82 |
| Total | 368 | 313 | 32 | 154 | 210 | 138 | 225 | 59 | 59 | 76 | 138 | 269 | 91 |
| At least daily | 93 | 75 | ** | 46 | 45 | 42 | 50 | ** | ** | ** | 42 | 72 | 22 |
| | 25% | 24% | ** | 30% | 22% | 30% | 22% | ** | ** | ** | 30% | 27% | 24% |
| At least weekly | 159 | 145 | ** | 63 | 93 | 57 | 99 | ** | ** | ** | 57 | 114 | 39 |
| | 43% | 46% | ** | 41% | 44% | 41% | 44% | ** | ** | ** | 41% | 42% | 43% |
| At least monthly | 85 | 71 | ** | 40 | 45 | 35 | 49 | ** | ** | ** | 35 | 67 | 15 |
| | 23% | 23% | ** | 26% | 22% | 26% | 22% | ** | ** | ** | 26% | 25% | 17% |
| Less often | 22 | 16 | ** | 4 | 18 | 4 | 18 | ** | ** | ** | 4 | 13 | 9 |
| | 6% | 5% | ** | 2% | 9% | 3% | 8% | ** | ** | ** | 3% | 5% | 10% |
| Don't know/ can't remember | 9 | 6 | ** | 1 | 8 | - | 9 | ** | ** | ** | - | 2 | 6 |
| | 2% | 2% | ** | 1% | 4% | -% | 4% | ** | ** | ** | -% | 1% | 7% |
| | | | | | | | | | | | | | a |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 93 | 75 | ** | 46 | 45 | 42 | 50 | ** | ** | ** | 42 | 72 | 22 |
| | 25% | 24% | ** | 30% | 22% | 30% | 22% | ** | ** | ** | 30% | 27% | 24% |
| WEEKLY | 252 | 220 | ** | 109 | 138 | 99 | 149 | ** | ** | ** | 99 | 186 | 61 |
| | 69% | 70% | ** | 71% | 66% | 72% | 66% | ** | ** | ** | 72% | 69% | 66% |
| MONTHLY | 337 | 290 | ** | 149 | 183 | 134 | 198 | ** | ** | ** | 134 | 253 | 76 |
| | 92% | 93% | ** | 97% | 88% | 97% | 88% | ** | ** | ** | 97% | 94% | 83% |
| | | | | b | | b | | | | | | | b |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 80

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

**A9U. How often in the past 3 months have you listened to Any Magic radio station?**

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 358 | 349 | 330 | 28 | 9 | 358 | 323 | 249 | 243 | 69 | 345 | 13 | 61 | 70 | 227 |
| Effective Weighted Sample | 292 | 288 | 272 | 21 | 7 | 292 | 263 | 201 | 204 | 58 | 281 | 11 | 45 | 57 | 190 |
| Total | 368 | 354 | 336 | 33 | 15 | 368 | 329 | 253 | 253 | 71 | 352 | 16 | 63 | 72 | 233 |
| At least daily | 93 | 93 | 91 | ** | ** | 93 | 84 | 53 | 62 | ** | 87 | ** | ** | ** | 58 |
| | 25% | 26% | 27% | ** | ** | 25% | 26% | 21% | 25% | ** | 25% | ** | ** | ** | 25% |
| At least weekly | 159 | 153 | 147 | ** | ** | 159 | 145 | 107 | 110 | ** | 156 | ** | ** | ** | 101 |
| | 43% | 43% | 44% | ** | ** | 43% | 44% | 42% | 43% | ** | 44% | ** | ** | ** | 43% |
| At least monthly | 85 | 82 | 76 | ** | ** | 85 | 75 | 71 | 66 | ** | 82 | ** | ** | ** | 60 |
| | 23% | 23% | 23% | ** | ** | 23% | 23% | 28% | 26% | ** | 23% | ** | ** | ** | 26% |
| Less often | 22 | 20 | 17 | ** | ** | 22 | 20 | 16 | 13 | ** | 21 | ** | ** | ** | 12 |
| | 6% | 6% | 5% | ** | ** | 6% | 6% | 6% | 5% | ** | 6% | ** | ** | ** | 5% |
| Don't know/ can't remember | 9 | 5 | 4 | ** | ** | 9 | 6 | 6 | 2 | ** | 6 | ** | ** | ** | 1 |
| | 2% | 2% | 1% | ** | ** | 2% | 2% | 2% | 1% | ** | 2% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 93 | 93 | 91 | ** | ** | 93 | 84 | 53 | 62 | ** | 87 | ** | ** | ** | 58 |
| | 25% | 26% | 27% | ** | ** | 25% | 26% | 21% | 25% | ** | 25% | ** | ** | ** | 25% |
| WEEKLY | 252 | 246 | 237 | ** | ** | 252 | 229 | 160 | 172 | ** | 243 | ** | ** | ** | 159 |
| | 69% | 70% | 71% | ** | ** | 69% | 70% | 63% | 68% | ** | 69% | ** | ** | ** | 68% |
| MONTHLY | 337 | 328 | 314 | ** | ** | 337 | 303 | 231 | 238 | ** | 325 | ** | ** | ** | 219 |
| | 92% | 93% | 94% | ** | ** | 92% | 92% | 91% | 94% | ** | 92% | ** | ** | ** | 94% |

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

**A9V. How often in the past 3 months have you listened to Virgin Radio?**

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 221 | 115 | 104 | 39 | 44 | 53 | 48 | 37 | 76 | 57 | 39 | 46 | 148 | 30 | 21 | 22 |
| Effective Weighted Sample | 182 | 93 | 87 | 34 | 38 | 42 | 39 | 30 | 63 | 46 | 34 | 38 | 139 | 30 | 20 | 21 |
| Total | 219 | 116 | 101 | 41 | 47 | 52 | 51 | 29 | 75 | 63 | 38 | 41 | 184 | 18 | 10 | 7 |
| At least daily | 64 | 33 | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 29% | 29% | 31% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29% | ** | ** | ** |
| At least weekly | 96 | 53 | 43 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82 | ** | ** | ** |
| | 44% | 46% | 42% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44% | ** | ** | ** |
| At least monthly | 36 | 18 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** |
| | 16% | 15% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | ** | ** |
| Less often | 17 | 9 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | 8% | 8% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 6 | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | 3% | 2% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 64 | 33 | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 29% | 29% | 31% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29% | ** | ** | ** |
| WEEKLY | 160 | 87 | 74 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 135 | ** | ** | ** |
| | 73% | 75% | 73% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 73% | ** | ** | ** |
| MONTHLY | 196 | 104 | 92 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 165 | ** | ** | ** |
| | 90% | 90% | 92% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |

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

**A9V. How often in the past 3 months have you listened to Virgin Radio?**

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 221 | 170 | 24 | 107 | 108 | 95 | 120 | 40 | 36 | 47 | 95 | 167 | 47 |
| Effective Weighted Sample | 182 | 139 | 20 | 89 | 87 | 78 | 98 | 32 | 29 | 39 | 78 | 140 | 39 |
| Total | 219 | 167 | 23 | 109 | 104 | 96 | 117 | 38 | 35 | 48 | 96 | 178 | 36 |
| At least daily | 64 | 50 | ** | 41 | 24 | ** | 24 | ** | ** | ** | ** | 53 | ** |
| | 29% | 30% | ** | 37% | 23% | ** | 20% | ** | ** | ** | ** | 30% | ** |
| At least weekly | 96 | 72 | ** | 38 | 55 | ** | 60 | ** | ** | ** | ** | 78 | ** |
| | 44% | 44% | ** | 35% | 53% | ** | 52% | ** | ** | ** | ** | 44% | ** |
| At least monthly | 36 | 26 | ** | 15 | 19 | ** | 22 | ** | ** | ** | ** | 28 | ** |
| | 16% | 16% | ** | 14% | 18% | ** | 19% | ** | ** | ** | ** | 16% | ** |
| Less often | 17 | 14 | ** | 11 | 5 | ** | 7 | ** | ** | ** | ** | 13 | ** |
| | 8% | 8% | ** | 10% | 5% | ** | 6% | ** | ** | ** | ** | 7% | ** |
| Don't know/ can't remember | 6 | 4 | ** | 5 | 1 | ** | 3 | ** | ** | ** | ** | 6 | ** |
| | 3% | 3% | ** | 4% | 1% | ** | 3% | ** | ** | ** | ** | 3% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 64 | 50 | ** | 41 | 24 | ** | 24 | ** | ** | ** | ** | 53 | ** |
| | 29% | 30% | ** | 37% | 23% | ** | 20% | ** | ** | ** | ** | 30% | ** |
| WEEKLY | 160 | 122 | ** | 78 | 79 | ** | 84 | ** | ** | ** | ** | 132 | ** |
| | 73% | 74% | ** | 72% | 76% | ** | 72% | ** | ** | ** | ** | 74% | ** |
| MONTHLY | 196 | 148 | ** | 93 | 98 | ** | 107 | ** | ** | ** | ** | 160 | ** |
| | 90% | 89% | ** | 86% | 94% | ** | 91% | ** | ** | ** | ** | 90% | ** |

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

**A9V. How often in the past 3 months have you listened to Virgin Radio?**

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 221 | 216 | 202 | 19 | 5 | 221 | 200 | 188 | 181 | 75 | 213 | 8 | 26 | 63 | 132 |
| Effective Weighted Sample | 182 | 178 | 167 | 15 | 4 | 182 | 164 | 157 | 151 | 62 | 176 | 6 | 21 | 54 | 107 |
| Total | 219 | 212 | 199 | 19 | 6 | 219 | 197 | 188 | 181 | 72 | 212 | 7 | 24 | 64 | 131 |
| At least daily | 64 | 64 | 62 | ** | ** | 64 | 57 | 55 | 53 | ** | 60 | ** | ** | ** | 42 |
| | 29% | 30% | 31% | ** | ** | 29% | 29% | 29% | 29% | ** | 28% | ** | ** | ** | 32% |
| At least weekly | 96 | 93 | 87 | ** | ** | 96 | 88 | 82 | 78 | ** | 95 | ** | ** | ** | 60 |
| | 44% | 44% | 43% | ** | ** | 44% | 45% | 44% | 43% | ** | 45% | ** | ** | ** | 45% |
| At least monthly | 36 | 33 | 31 | ** | ** | 36 | 31 | 32 | 28 | ** | 35 | ** | ** | ** | 20 |
| | 16% | 15% | 15% | ** | ** | 16% | 16% | 17% | 16% | ** | 16% | ** | ** | ** | 15% |
| Less often | 17 | 17 | 16 | ** | ** | 17 | 17 | 14 | 17 | ** | 17 | ** | ** | ** | 9 |
| | 8% | 8% | 8% | ** | ** | 8% | 9% | 8% | 9% | ** | 8% | ** | ** | ** | 7% |
| Don't know/ can't remember | 6 | 6 | 5 | ** | ** | 6 | 5 | 5 | 5 | ** | 6 | ** | ** | ** | 1 |
| | 3% | 3% | 2% | ** | ** | 3% | 2% | 2% | 3% | ** | 3% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 64 | 64 | 62 | ** | ** | 64 | 57 | 55 | 53 | ** | 60 | ** | ** | ** | 42 |
| | 29% | 30% | 31% | ** | ** | 29% | 29% | 29% | 29% | ** | 28% | ** | ** | ** | 32% |
| WEEKLY | 160 | 157 | 148 | ** | ** | 160 | 145 | 137 | 131 | ** | 155 | ** | ** | ** | 102 |
| | 73% | 74% | 74% | ** | ** | 73% | 74% | 73% | 73% | ** | 73% | ** | ** | ** | 77% |
| MONTHLY | 196 | 190 | 179 | ** | ** | 196 | 175 | 169 | 160 | ** | 189 | ** | ** | ** | 122 |
| | 90% | 89% | 90% | ** | ** | 90% | 89% | 90% | 88% | ** | 89% | ** | ** | ** | 93% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 82

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

**A9W. How often in the past 3 months have you listened to Any LBC radio station?**

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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 204 | 135 | 67 | 14 | 23 | 44 | 39 | 84 | 72 | 68 | 33 | 30 | 166 | 19 | 12 | 7 |
| Effective Weighted Sample | 175 | 114 | 60 | 12 | 20 | 37 | 36 | 72 | 63 | 59 | 28 | 26 | 153 | 19 | 12 | 7 |
| Total | 236 | 156 | 79 | 14 | 25 | 46 | 54 | 97 | 82 | 88 | 34 | 30 | 217 | 11 | 5 | 2 |
| At least daily | 113 | 74 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 107 | ** | ** | ** |
| | 48% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 49% | ** | ** | ** |
| At least weekly | 78 | 53 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72 | ** | ** | ** |
| | 33% | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** | ** | ** |
| At least monthly | 31 | 22 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** |
| | 13% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| Less often | 13 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | 5% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| Don't know/ can't remember | 1 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | *% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 113 | 74 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 107 | ** | ** | ** |
| | 48% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 49% | ** | ** | ** |
| WEEKLY | 192 | 126 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 179 | ** | ** | ** |
| | 81% | 81% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | ** | ** |
| MONTHLY | 223 | 148 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 205 | ** | ** | ** |
| | 94% | 95% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 94% | ** | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 82**

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

**A9W. How often in the past 3 months have you listened to Any LBC radio station?**

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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 204 | 176 | 17 | 66 | 137 | 64 | 139 | 20 | 28 | 34 | 64 | 136 | 66 |
| Effective Weighted Sample | 175 | 152 | 14 | 57 | 118 | 55 | 119 | 18 | 24 | 30 | 55 | 119 | 55 |
| Total | 236 | 205 | 21 | 73 | 162 | 72 | 163 | 22 | 31 | 40 | 72 | 167 | 68 |
| At least daily | 113 | 103 | ** | ** | 75 | ** | 75 | ** | ** | ** | ** | 82 | ** |
| | 48% | 50% | ** | ** | 47% | ** | 46% | ** | ** | ** | ** | 49% | ** |
| At least weekly | 78 | 69 | ** | ** | 56 | ** | 57 | ** | ** | ** | ** | 59 | ** |
| | 33% | 34% | ** | ** | 34% | ** | 35% | ** | ** | ** | ** | 35% | ** |
| At least monthly | 31 | 23 | ** | ** | 21 | ** | 21 | ** | ** | ** | ** | 16 | ** |
| | 13% | 11% | ** | ** | 13% | ** | 13% | ** | ** | ** | ** | 10% | ** |
| Less often | 13 | 10 | ** | ** | 9 | ** | 9 | ** | ** | ** | ** | 10 | ** |
| | 5% | 5% | ** | ** | 5% | ** | 5% | ** | ** | ** | ** | 6% | ** |
| Don't know/ can't remember | 1 | - | ** | ** | 1 | ** | 1 | ** | ** | ** | ** | - | ** |
| | *% | -% | ** | ** | 1% | ** | 1% | ** | ** | ** | ** | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 113 | 103 | ** | ** | 75 | ** | 75 | ** | ** | ** | ** | 82 | ** |
| | 48% | 50% | ** | ** | 47% | ** | 46% | ** | ** | ** | ** | 49% | ** |
| WEEKLY | 192 | 171 | ** | ** | 131 | ** | 132 | ** | ** | ** | ** | 141 | ** |
| | 81% | 84% | ** | ** | 81% | ** | 81% | ** | ** | ** | ** | 84% | ** |
| MONTHLY | 223 | 194 | ** | ** | 152 | ** | 154 | ** | ** | ** | ** | 157 | ** |
| | 94% | 95% | ** | ** | 94% | ** | 94% | ** | ** | ** | ** | 94% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 82

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

**A9W. How often in the past 3 months have you listened to Any LBC radio station?**

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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 204 | 197 | 178 | 26 | 7 | 204 | 182 | 151 | 143 | 63 | 193 | 11 | 48 | 43 | 113 |
| Effective Weighted Sample | 175 | 170 | 153 | 22 | 6 | 175 | 156 | 127 | 122 | 53 | 166 | 10 | 41 | 37 | 97 |
| Total | 236 | 227 | 204 | 32 | 9 | 236 | 214 | 172 | 162 | 71 | 225 | 11 | 56 | 49 | 132 |
| At least daily | 113 | 107 | 97 | ** | ** | 113 | 106 | 75 | 70 | ** | 108 | ** | ** | ** | 60 |
| | 48% | 47% | 47% | ** | ** | 48% | 50% | 44% | 43% | ** | 48% | ** | ** | ** | 46% |
| At least weekly | 78 | 77 | 69 | ** | ** | 78 | 70 | 58 | 57 | ** | 75 | ** | ** | ** | 48 |
| | 33% | 34% | 34% | ** | ** | 33% | 33% | 34% | 35% | ** | 33% | ** | ** | ** | 37% |
| At least monthly | 31 | 29 | 27 | ** | ** | 31 | 24 | 24 | 23 | ** | 29 | ** | ** | ** | 16 |
| | 13% | 13% | 13% | ** | ** | 13% | 11% | 14% | 14% | ** | 13% | ** | ** | ** | 12% |
| Less often | 13 | 13 | 11 | ** | ** | 13 | 13 | 13 | 11 | ** | 13 | ** | ** | ** | 7 |
| | 5% | 6% | 5% | ** | ** | 5% | 6% | 7% | 7% | ** | 6% | ** | ** | ** | 5% |
| Don't know/ can't remember | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | - |
| | *% | 1% | 1% | ** | ** | *% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | -% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 113 | 107 | 97 | ** | ** | 113 | 106 | 75 | 70 | ** | 108 | ** | ** | ** | 60 |
| | 48% | 47% | 47% | ** | ** | 48% | 50% | 44% | 43% | ** | 48% | ** | ** | ** | 46% |
| WEEKLY | 192 | 185 | 166 | ** | ** | 192 | 176 | 133 | 127 | ** | 183 | ** | ** | ** | 109 |
| | 81% | 81% | 81% | ** | ** | 81% | 82% | 78% | 78% | ** | 81% | ** | ** | ** | 83% |
| MONTHLY | 223 | 213 | 192 | ** | ** | 223 | 200 | 158 | 150 | ** | 212 | ** | ** | ** | 125 |
| | 94% | 94% | 94% | ** | ** | 94% | 94% | 92% | 92% | ** | 94% | ** | ** | ** | 95% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 83**

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

**A9X. How often in the past 3 months have you listened to Times Radio?**

Base : Those who have personally listened to Times Radio in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 80 | 48 | 31 | 9 | 15 | 16 | 10 | 30 | 42 | 16 | 8 | 12 | 64 | 5 | 6 | 5 |
| Effective Weighted Sample | 69 | 40 | 28 | 8 | 14 | 14 | 9 | 25 | 36 | 14 | 7 | 10 | 59 | 5 | 5 | 5 |
| Total | 88 | 54 | 33 | 9 | 17 | 16 | 12 | 34 | 48 | 17 | 9 | 12 | 80 | 3 | 3 | 2 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

**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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 80 | 57 | 14 | 34 | 44 | 27 | 50 | 8 | 15 | 14 | 27 | 51 | 26 |
| Effective Weighted Sample | 69 | 48 | 12 | 29 | 37 | 23 | 43 | 7 | 14 | 12 | 23 | 45 | 21 |
| Total | 88 | 61 | 17 | 37 | 48 | 29 | 55 | 8 | 18 | 15 | 29 | 61 | 25 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ~b |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 83**

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

**A9X. How often in the past 3 months have you listened to Times Radio?**

Base : Those who have personally listened to Times Radio in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 80 | 78 | 72 | 8 | 2 | 80 | 74 | 76 | 70 | 32 | 77 | 3 | 10 | 18 | 52 |
| Effective Weighted Sample | 69 | 67 | 61 | 7 | 2 | 69 | 63 | 65 | 60 | 29 | 66 | 2 | 9 | 15 | 45 |
| Total | 88 | 85 | 79 | 9 | 2 | 88 | 82 | 84 | 77 | 39 | 85 | 3 | 12 | 18 | 58 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 2 | 734 | 370 | 360 | 42 | 91 | 100 | 139 | 361 | 273 | 193 | 142 | 123 | 590 | 77 | 50 | 16 |
| | 17% | 18% | 16% | 8% | 12% | 15% | 20% | 22% | 21% | 16% | 20% | 12% | 16% | 22% | 23% | 12% |
| | | | | | | a | ab | abc | bd | | d | | | ad | ad | |
| BBC Radio 1 | 699 | 320 | 374 | 112 | 219 | 164 | 114 | 90 | 216 | 215 | 139 | 125 | 565 | 68 | 43 | 24 |
| | 16% | 15% | 17% | 21% | 28% | 24% | 16% | 6% | 17% | 17% | 20% | 12% | 15% | 19% | 20% | 18% |
| | | | | e | de | de | e | | d | d | d | | | | | |
| Any Heart radio station | 647 | 243 | 400 | 71 | 140 | 134 | 135 | 167 | 195 | 190 | 132 | 127 | 555 | 40 | 45 | 8 |
| | 15% | 12% | 18% | 14% | 18% | 20% | 19% | 10% | 15% | 15% | 19% | 12% | 15% | 11% | 20% | 6% |
| | | | a | | e | ae | e | | | | d | | d | | abd | |
| Any Capital radio station | 532 | 190 | 341 | 111 | 154 | 118 | 79 | 72 | 159 | 158 | 111 | 100 | 442 | 50 | 35 | 6 |
| | 12% | 9% | 15% | 21% | 19% | 17% | 11% | 4% | 12% | 13% | 16% | 10% | 12% | 14% | 16% | 4% |
| | | | a | de | de | de | e | | | | d | | d | d | d | |
| BBC Radio 4 | 528 | 308 | 219 | 19 | 56 | 46 | 78 | 329 | 266 | 133 | 56 | 70 | 456 | 27 | 32 | 14 |
| | 12% | 15% | 10% | 4% | 7% | 7% | 11% | 20% | 20% | 11% | 8% | 7% | 12% | 8% | 15% | 10% |
| | | b | | | | | a | abcd | bcd | d | | | b | | b | |
| Classic FM | 450 | 241 | 203 | 54 | 71 | 58 | 63 | 204 | 194 | 105 | 56 | 95 | 381 | 39 | 17 | 13 |
| | 10% | 11% | 9% | 10% | 9% | 9% | 9% | 13% | 15% | 8% | 8% | 9% | 10% | 11% | 8% | 10% |
| | | | | | | | | | bcd | | | | | | | |
| Any Smooth radio station | 390 | 174 | 214 | 24 | 60 | 64 | 67 | 175 | 122 | 93 | 78 | 95 | 333 | 32 | 22 | 3 |
| | 9% | 8% | 10% | 4% | 8% | 9% | 10% | 11% | 9% | 8% | 11% | 9% | 9% | 9% | 10% | 2% |
| | | | | | | a | a | a | | | | | d | d | d | |
| talkSPORT or talkSPORT2 | 354 | 296 | 56 | 25 | 67 | 81 | 76 | 105 | 132 | 89 | 74 | 57 | 292 | 32 | 18 | 12 |
| | 8% | 14% | 3% | 5% | 8% | 12% | 11% | 6% | 10% | 7% | 11% | 5% | 8% | 9% | 8% | 9% |
| | | b | | | | ae | ae | | d | | d | | | | | |
| BBC Radio 5 live | 336 | 239 | 96 | 15 | 46 | 54 | 71 | 149 | 125 | 96 | 53 | 59 | 290 | 18 | 17 | 11 |
| | 8% | 11% | 4% | 3% | 6% | 8% | 10% | 9% | 10% | 8% | 8% | 6% | 8% | 5% | 8% | 8% |
| | | b | | | | a | ab | a | d | | | | | | | |
| Any Absolute Radio station | 316 | 189 | 125 | 26 | 60 | 65 | 100 | 64 | 99 | 85 | 75 | 54 | 257 | 33 | 16 | 11 |
| | 7% | 9% | 6% | 5% | 8% | 10% | 14% | 4% | 8% | 7% | 11% | 5% | 7% | 9% | 7% | 8% |
| | | b | | | e | ae | abe | | | | bd | | | | | |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any Kiss radio station | 315 | 114 | 200 | 64 | 106 | 76 | 46 | 23 | 98 | 82 | 74 | 57 | 273 | 19 | 20 | 4 |
| | 7% | 5% | 9% | 12% | 13% | 11% | 7% | 1% | 8% | 7% | 11% | 6% | 7% | 5% | 9% | 3% |
| | | | a | de | de | de | e | | | | bd | | d | | d | |
| Any Magic radio station | 252 | 95 | 156 | 26 | 51 | 55 | 43 | 76 | 84 | 66 | 40 | 61 | 224 | 16 | 8 | 5 |
| | 6% | 5% | 7% | 5% | 6% | 8% | 6% | 5% | 6% | 5% | 6% | 6% | 6% | 4% | 4% | 4% |
| | | | a | | | e | | | | | | | | | | |
| 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) | 221 | 132 | 86 | 8 | 23 | 20 | 29 | 141 | 74 | 52 | 37 | 57 | 159 | 27 | 14 | 22 |
| | 5% | 6% | 4% | 2% | 3% | 3% | 4% | 9% | 6% | 4% | 5% | 6% | 4% | 8% | 6% | 17% |
| | | b | | | | | | abcd | | | | | | a | | abc |
| Any LBC radio station | 192 | 126 | 64 | 5 | 23 | 37 | 46 | 81 | 68 | 70 | 26 | 25 | 179 | 7 | 4 | 2 |
| | 4% | 6% | 3% | 1% | 3% | 5% | 7% | 5% | 5% | 6% | 4% | 2% | 5% | 2% | 2% | 1% |
| | | b | | | | a | ab | a | d | d | | | bcd | | | |
| talkRADIO | 176 | 124 | 51 | 26 | 41 | 37 | 38 | 33 | 73 | 39 | 27 | 36 | 152 | 12 | 9 | 4 |
| | 4% | 6% | 2% | 5% | 5% | 6% | 5% | 2% | 6% | 3% | 4% | 3% | 4% | 3% | 4% | 3% |
| | | b | | e | e | e | e | | b | | | | | | | |
| Virgin Radio | 160 | 87 | 74 | 24 | 37 | 41 | 38 | 20 | 59 | 42 | 26 | 31 | 135 | 13 | 7 | 5 |
| | 4% | 4% | 3% | 5% | 5% | 6% | 5% | 1% | 5% | 3% | 4% | 3% | 4% | 4% | 3% | 4% |
| | | | | e | e | e | e | | | | | | | | | |
| BBC Radio 3 | 160 | 104 | 54 | 18 | 44 | 24 | 17 | 57 | 83 | 31 | 20 | 25 | 141 | 9 | 6 | 3 |
| | 4% | 5% | 2% | 3% | 6% | 4% | 2% | 4% | 6% | 2% | 3% | 2% | 4% | 3% | 3% | 3% |
| | | b | | | d | | | | bcd | | | | | | | |
| BBC 6 Music | 160 | 103 | 55 | 25 | 31 | 34 | 36 | 35 | 75 | 45 | 19 | 21 | 133 | 15 | 9 | 3 |
| | 4% | 5% | 2% | 5% | 4% | 5% | 5% | 2% | 6% | 4% | 3% | 2% | 4% | 4% | 4% | 2% |
| | | b | | e | | e | e | | cd | | | | | | | |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 5 live sports extra | 143 | 112 | 30 | 11 | 29 | 28 | 22 | 54 | 55 | 25 | 33 | 31 | 117 | 15 | 10 | 2 |
| | 3% | 5% b | 1% | 2% | 4% | 4% | 3% | 3% | 4% b | 2% | 5% b | 3% | 3% | 4% | 4% | 2% |
| BBC Radio 1Xtra | 120 | 58 | 61 | 37 | 48 | 27 | 6 | 1 | 44 | 29 | 26 | 18 | 109 | 3 | 5 | 2 |
| | 3% | 3% | 3% | 7% de | 6% de | 4% de | 1% e | *% | 3% | 2% | 4% | 2% | 3% | 1% | 2% | 1% |
| BBC Radio 4 Extra | 114 | 68 | 45 | 12 | 31 | 11 | 10 | 51 | 47 | 27 | 24 | 16 | 103 | 4 | 5 | 2 |
| | 3% | 3% | 2% | 2% | 4% d | 2% | 1% | 3% | 4% d | 2% | 3% | 2% | 3% | 1% | 2% | 1% |
| BBC World Service | 111 | 68 | 39 | 5 | 19 | 17 | 20 | 49 | 55 | 30 | 16 | 11 | 97 | 7 | 4 | 2 |
| | 3% | 3% b | 2% | 1% | 2% | 3% | 3% | 3% | 4% d | 2% | 2% | 1% | 3% | 2% | 2% | 2% |
| BBC Asian Network | 75 | 37 | 36 | 17 | 25 | 19 | 10 | 4 | 25 | 19 | 10 | 21 | 72 | 2 | 1 | * |
| | 2% | 2% | 2% | 3% e | 3% e | 3% e | 1% e | *% | 2% | 2% | 1% | 2% | 2% | 1% | *% | *% |
| Times Radio | 56 | 30 | 26 | 3 | 11 | 7 | 9 | 26 | 32 | 11 | 4 | 9 | 51 | 2 | 3 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% bcd | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| ANY BBC RADIO | 1943 | 1018 | 910 | 195 | 355 | 297 | 332 | 765 | 704 | 554 | 332 | 344 | 1613 | 159 | 112 | 59 |
| | 45% | 48% b | 41% | 37% | 45% a | 44% | 47% a | 47% a | 54% bd | 45% d | 48% d | 33% | 44% | 46% | 52% a | 46% |
| ANY COMMERCIAL RADIO | 2037 | 1024 | 998 | 250 | 395 | 359 | 387 | 646 | 693 | 551 | 370 | 414 | 1742 | 150 | 103 | 41 |
| | 47% | 49% | 45% | 47% e | 50% e | 53% e | 55% e | 40% | 53% bd | 45% | 53% bd | 40% | 48% d | 43% d | 47% d | 31% |
| None | 1589 | 722 | 844 | 227 | 303 | 227 | 205 | 602 | 344 | 456 | 224 | 508 | 1329 | 131 | 69 | 61 |
| | 37% | 34% | 38% | 43% cd | 38% d | 33% | 29% | 37% d | 26% | 37% a | 32% | 49% abc | 36% | 38% | 32% | 46% abc |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 2 | 734 | 590 | 104 | 201 | 524 | 188 | 536 | 59 | 92 | 107 | 188 | 476 | 243 |
| | 17% | 17% | 23% a | 15% | 18% a | 16% | 18% | 12% | 17% | 20% a | 16% | 18% | 16% |
| BBC Radio 1 | 699 | 578 | 63 | 359 | 331 | 324 | 363 | 136 | 164 | 123 | 324 | 578 | 112 |
| | 16% | 16% | 14% | 26% b | 11% | 27% b | 12% | 27% | 30% | 24% | 27% | 21% b | 7% |
| Any Heart radio station | 647 | 548 | 60 | 285 | 348 | 256 | 376 | 106 | 115 | 123 | 256 | 506 | 131 |
| | 15% | 15% | 13% | 21% b | 12% | 21% b | 12% | 21% | 21% | 24% | 21% | 19% b | 9% |
| Any Capital radio station | 532 | 450 | 33 | 280 | 244 | 245 | 275 | 106 | 119 | 107 | 245 | 425 | 98 |
| | 12% | 13% b | 7% | 20% b | 8% | 21% b | 9% | 21% | 22% | 21% | 21% | 16% b | 6% |
| BBC Radio 4 | 528 | 415 | 98 | 114 | 408 | 102 | 418 | 30 | 48 | 58 | 102 | 272 | 239 |
| | 12% | 12% | 21% a | 8% | 14% a | 9% | 14% a | 6% | 9% | 11% | 9% | 10% | 16% a |
| Classic FM | 450 | 367 | 51 | 143 | 297 | 127 | 312 | 47 | 60 | 62 | 127 | 268 | 175 |
| | 10% | 10% | 11% | 10% | 10% | 11% | 10% | 10% | 11% | 12% | 11% | 10% | 11% |
| Any Smooth radio station | 390 | 348 | 18 | 132 | 252 | 122 | 262 | 46 | 54 | 59 | 122 | 254 | 124 |
| | 9% | 10% b | 4% | 10% | 9% | 10% | 9% | 9% | 10% | 11% | 10% | 9% | 8% |
| talkSPORT or talkSPORT2 | 354 | 301 | 32 | 150 | 202 | 143 | 209 | 51 | 72 | 61 | 143 | 285 | 65 |
| | 8% | 8% | 7% | 11% b | 7% | 12% b | 7% | 10% | 13% | 12% | 12% | 11% b | 4% |
| BBC Radio 5 live | 336 | 267 | 49 | 114 | 221 | 109 | 225 | 36 | 54 | 50 | 109 | 240 | 91 |
| | 8% | 8% | 11% | 8% | 8% | 9% | 7% | 7% | 10% | 10% | 9% | 9% b | 6% |
| Any Absolute Radio station | 316 | 257 | 39 | 144 | 170 | 140 | 174 | 46 | 65 | 69 | 140 | 255 | 53 |
| | 7% | 7% | 8% | 10% b | 6% | 12% b | 6% | 9% | 12% | 13% | 12% | 9% b | 3% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 84

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Any Kiss radio station | 315 | 260 | 21 | 191 | 123 | 170 | 143 | 85 | 69 | 77 | 170 | 260 | 49 |
| | 7% | 7% | 5% | 14%<br>b | 4% | 14%<br>b | 5% | 17% | 13% | 15% | 14% | 10%<br>b | 3% |
| Any Magic radio station | 252 | 220 | 22 | 109 | 138 | 99 | 149 | 42 | 42 | 53 | 99 | 186 | 61 |
| | 6% | 6% | 5% | 8%<br>b | 5% | 8%<br>b | 5% | 8% | 8% | 10% | 8% | 7%<br>b | 4% |
| 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) | 221 | 178 | 32 | 48 | 172 | 43 | 175 | 18 | 21 | 19 | 43 | 120 | 99 |
| | 5% | 5% | 7% | 3% | 6%<br>a | 4% | 6% | 4% | 4% | 4% | 4% | 4% | 6% |
| Any LBC radio station | 192 | 171 | 14 | 59 | 131 | 58 | 132 | 21 | 21 | 34 | 58 | 141 | 49 |
| | 4% | 5% | 3% | 4% | 5% | 5% | 4% | 4% | 4% | 6% | 5% | 5%<br>b | 3% |
| talkRADIO | 176 | 148 | 15 | 83 | 89 | 79 | 93 | 28 | 40 | 37 | 79 | 148 | 25 |
| | 4% | 4% | 3% | 6%<br>b | 3% | 7%<br>b | 3% | 6% | 7% | 7% | 7% | 5%<br>b | 2% |
| Virgin Radio | 160 | 122 | 19 | 78 | 79 | 73 | 84 | 34 | 26 | 33 | 73 | 132 | 26 |
| | 4% | 3% | 4% | 6%<br>b | 3% | 6%<br>b | 3% | 7% | 5% | 6% | 6% | 5%<br>b | 2% |
| BBC Radio 3 | 160 | 128 | 18 | 54 | 102 | 51 | 105 | 20 | 25 | 26 | 51 | 102 | 54 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 5% | 4% | 4% | 4% |
| BBC 6 Music | 160 | 131 | 13 | 69 | 89 | 66 | 92 | 28 | 32 | 24 | 66 | 136 | 21 |
| | 4% | 4% | 3% | 5%<br>b | 3% | 6%<br>b | 3% | 6% | 6% | 5% | 6% | 5%<br>b | 1% |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 5 live sports extra | 143 | 107 | 23 | 57 | 85 | 52 | 89 | 24 | 27 | 20 | 52 | 109 | 33 |
| | 3% | 3% | 5% | 4% | 3% | 4% | 3% | 5% | 5% | 4% | 4% | 4% | 2% |
| | | | | | | | | | | | | b | |
| BBC Radio 1Xtra | 120 | 108 | 1 | 72 | 45 | 63 | 54 | 26 | 32 | 28 | 63 | 101 | 17 |
| | 3% | 3% | *% | 5% | 2% | 5% | 2% | 5% | 6% | 5% | 5% | 4% | 1% |
| | | b | | b | | b | | | | | | b | |
| BBC Radio 4 Extra | 114 | 93 | 14 | 42 | 71 | 36 | 77 | 17 | 17 | 15 | 36 | 76 | 34 |
| | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% |
| BBC World Service | 111 | 96 | 10 | 33 | 76 | 30 | 78 | 7 | 10 | 16 | 30 | 72 | 35 |
| | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 2% |
| BBC Asian Network | 75 | 65 | 3 | 50 | 24 | 42 | 30 | 22 | 16 | 18 | 42 | 62 | 10 |
| | 2% | 2% | 1% | 4% | 1% | 4% | 1% | 4% | 3% | 3% | 4% | 2% | 1% |
| | | | | b | | b | | | | | | b | |
| Times Radio | 56 | 39 | 14 | 24 | 31 | 20 | 35 | 4 | 15 | 9 | 20 | 37 | 19 |
| | 1% | 1% | 3% | 2% | 1% | 2% | 1% | 1% | 3% | 2% | 2% | 1% | 1% |
| | | | a | | | | | | | | | | |
| ANY BBC RADIO | 1943 | 1576 | 245 | 675 | 1238 | 613 | 1294 | 242 | 287 | 268 | 613 | 1302 | 603 |
| | 45% | 44% | 53% | 49% | 43% | 51% | 42% | 49% | 53% | 51% | 51% | 48% | 39% |
| | | | a | b | | b | | | | | | b | |
| ANY COMMERCIAL RADIO | 2037 | 1687 | 199 | 802 | 1206 | 720 | 1283 | 288 | 320 | 328 | 720 | 1455 | 546 |
| | 47% | 48% | 43% | 58% | 42% | 60% | 42% | 58% | 59% | 63% | 60% | 54% | 36% |
| | | | | b | | b | | | | | | b | |
| None | 1589 | 1290 | 148 | 408 | 1130 | 320 | 1212 | 152 | 150 | 128 | 320 | 823 | 707 |
| | 37% | 36% | 32% | 30% | 39% | 27% | 40% | 31% | 28% | 25% | 27% | 30% | 46% |
| | | | | | a | | a | | | | | | a |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 2 | 734 | 698 | 596 | 137 | 36 | 734 | 704 | 734 | 528 | 256 | 734 | - | 78 | 126 | 530 |
| | 17% | 18% | 18% | 13% | 7% | 17% | 19% | 28% | 21% | 35% | 18% | -% | 10% | 12% | 21% |
| | | cd | cd | d | | d | f | acef | f | abcef | f | | | | ab |
| BBC Radio 1 | 699 | 689 | 661 | 37 | 10 | 699 | 676 | 699 | 558 | 174 | 699 | - | 43 | 124 | 532 |
| | 16% | 18% | 20% | 4% | 2% | 16% | 18% | 27% | 22% | 24% | 18% | -% | 5% | 12% | 21% |
| | | cd | cde | | | cd | f | acef | aef | aef | f | | | a | ab |
| Any Heart radio station | 647 | 620 | 582 | 65 | 27 | 647 | 590 | 413 | 431 | 97 | 619 | 29 | 85 | 133 | 430 |
| | 15% | 16% | 17% | 6% | 5% | 15% | 16% | 16% | 17% | 13% | 16% | 8% | 11% | 13% | 17% |
| | | cd | cde | | | cd | f | f | f | | f | | | | ab |
| Any Capital radio station | 532 | 517 | 499 | 33 | 16 | 532 | 485 | 360 | 362 | 76 | 511 | 22 | 58 | 107 | 367 |
| | 12% | 14% | 15% | 3% | 3% | 12% | 13% | 14% | 15% | 10% | 13% | 6% | 7% | 11% | 15% |
| | | cd | cde | | | cd | f | f | df | | f | | | | ab |
| BBC Radio 4 | 528 | 498 | 401 | 127 | 30 | 528 | 506 | 528 | 399 | 265 | 528 | - | 48 | 81 | 399 |
| | 12% | 13% | 12% | 12% | 6% | 12% | 13% | 20% | 16% | 36% | 13% | -% | 6% | 8% | 16% |
| | | d | d | d | | d | f | acef | aef | abcef | f | | | | ab |
| Classic FM | 450 | 404 | 346 | 104 | 46 | 450 | 419 | 361 | 328 | 118 | 441 | 9 | 69 | 82 | 300 |
| | 10% | 11% | 10% | 10% | 9% | 10% | 11% | 14% | 13% | 16% | 11% | 2% | 9% | 8% | 12% |
| | | | | | | | f | aef | f | aef | f | | | | b |
| Any Smooth radio station | 390 | 366 | 333 | 57 | 23 | 390 | 363 | 260 | 261 | 70 | 375 | 15 | 62 | 88 | 239 |
| | 9% | 10% | 10% | 6% | 4% | 9% | 10% | 10% | 10% | 10% | 9% | 4% | 8% | 9% | 9% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | |
| talkSPORT or talkSPORT2 | 354 | 338 | 319 | 35 | 16 | 354 | 336 | 300 | 279 | 108 | 346 | 8 | 47 | 86 | 221 |
| | 8% | 9% | 10% | 3% | 3% | 8% | 9% | 11% | 11% | 15% | 9% | 2% | 6% | 8% | 9% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | | |
| BBC Radio 5 live | 336 | 318 | 276 | 60 | 17 | 336 | 322 | 336 | 279 | 148 | 336 | - | 30 | 57 | 248 |
| | 8% | 8% | 8% | 6% | 3% | 8% | 8% | 13% | 11% | 20% | 8% | -% | 4% | 6% | 10% |
| | | d | d | | | d | f | aef | aef | abcef | f | | | | ab |
| Any Absolute Radio station | 316 | 298 | 281 | 35 | 18 | 316 | 294 | 252 | 224 | 75 | 303 | 13 | 56 | 78 | 182 |
| | 7% | 8% | 8% | 3% | 3% | 7% | 8% | 10% | 9% | 10% | 8% | 3% | 7% | 8% | 7% |
| | | cd | cd | | | c | f | f | f | f | f | | | | |

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

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Any Kiss radio station | 315 | 311 | 305 | 10 | 5 | 315 | 285 | 242 | 217 | 49 | 305 | 10 | 28 | 69 | 219 |
| | 7% | 8% | 9% | 1% | 1% | 7% | 8% | 9% | 9% | 7% | 8% | 3% | 3% | 7% | 9% |
| | | cd | cde | | | cd | f | f | f | | f | | | a | a |
| Any Magic radio station | 252 | 246 | 237 | 15 | 7 | 252 | 229 | 160 | 172 | 46 | 243 | 9 | 40 | 53 | 159 |
| | 6% | 6% | 7% | 1% | 1% | 6% | 6% | 6% | 7% | 6% | 6% | 3% | 5% | 5% | 6% |
| | | cd | cd | | | cd | | | f | | | | | | |
| 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) | 221 | 199 | 164 | 56 | 22 | 221 | 211 | 221 | 162 | 83 | 221 | - | 33 | 40 | 148 |
| | 5% | 5% | 5% | 6% | 4% | 5% | 6% | 8% | 7% | 11% | 6% | -% | 4% | 4% | 6% |
| | | | | | | | f | aef | f | acef | f | | | | |
| Any LBC radio station | 192 | 185 | 166 | 26 | 7 | 192 | 176 | 133 | 127 | 58 | 183 | 9 | 48 | 35 | 109 |
| | 4% | 5% | 5% | 3% | 1% | 4% | 5% | 5% | 5% | 8% | 5% | 2% | 6% | 3% | 4% |
| | | cd | cd | | | | | | | aef | | | | | |
| talkRADIO | 176 | 172 | 170 | 5 | 4 | 176 | 168 | 158 | 139 | 57 | 172 | 4 | 32 | 41 | 103 |
| | 4% | 5% | 5% | 1% | 1% | 4% | 4% | 6% | 6% | 8% | 4% | 1% | 4% | 4% | 4% |
| | | cd | cd | | | cd | f | aef | f | aef | f | | | | |
| Virgin Radio | 160 | 157 | 148 | 12 | 3 | 160 | 145 | 137 | 131 | 50 | 155 | 5 | 18 | 40 | 102 |
| | 4% | 4% | 4% | 1% | 1% | 4% | 4% | 5% | 5% | 7% | 4% | 2% | 2% | 4% | 4% |
| | | cd | cd | | | cd | | f | f | aef | | | | | |
| BBC Radio 3 | 160 | 154 | 130 | 30 | 6 | 160 | 157 | 160 | 137 | 73 | 160 | - | 11 | 35 | 114 |
| | 4% | 4% | 4% | 3% | 1% | 4% | 4% | 6% | 6% | 10% | 4% | -% | 1% | 3% | 5% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC 6 Music | 160 | 158 | 148 | 12 | 2 | 160 | 152 | 160 | 145 | 103 | 160 | - | 8 | 30 | 122 |
| | 4% | 4% | 4% | 1% | *% | 4% | 4% | 6% | 6% | 14% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | | a |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 84**

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

**A9A-A9X. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 5 live sports extra | 143 | 130 | 123 | 21 | 13 | 143 | 136 | 143 | 120 | 62 | 143 | - | 8 | 32 | 103 |
| | 3% | 3% | 4% | 2% | 2% | 3% | 4% | 5% | 5% | 8% | 4% | -% | 1% | 3% | 4% |
| | | | | | | | f | aef | f | abcef | f | | | a | a |
| BBC Radio 1Xtra | 120 | 119 | 118 | 1 | 1 | 120 | 113 | 120 | 102 | 27 | 120 | - | 6 | 25 | 88 |
| | 3% | 3% | 4% | *% | *% | 3% | 3% | 5% | 4% | 4% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | | a |
| BBC Radio 4 Extra | 114 | 110 | 96 | 17 | 4 | 114 | 107 | 114 | 96 | 61 | 114 | - | 8 | 20 | 85 |
| | 3% | 3% | 3% | 2% | 1% | 3% | 3% | 4% | 4% | 8% | 3% | -% | 1% | 2% | 3% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC World Service | 111 | 107 | 96 | 15 | 4 | 111 | 105 | 111 | 99 | 60 | 111 | - | 6 | 15 | 90 |
| | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 4% | 4% | 8% | 3% | -% | 1% | 1% | 4% |
| | | | | | | | f | aef | f | abcef | f | | | | ab |
| BBC Asian Network | 75 | 75 | 73 | 2 | - | 75 | 68 | 75 | 67 | 24 | 75 | - | 4 | 26 | 45 |
| | 2% | 2% | 2% | *% | -% | 2% | 2% | 3% | 3% | 3% | 2% | -% | 1% | 3% | 2% |
| | | c | c | | | c | | f | f | f | | | | a | |
| Times Radio | 56 | 56 | 50 | 6 | 1 | 56 | 54 | 54 | 50 | 26 | 55 | 1 | 7 | 5 | 44 |
| | 1% | 1% | 2% | 1% | *% | 1% | 1% | 2% | 2% | 4% | 1% | *% | 1% | 1% | 2% |
| | | | | | | | | | | aef | | | | | |
| ANY BBC RADIO | 1943 | 1854 | 1640 | 303 | 90 | 1943 | 1851 | 1943 | 1465 | 609 | 1943 | - | 201 | 377 | 1365 |
| | 45% | 49% | 49% | 30% | 17% | 45% | 49% | 74% | 59% | 82% | 49% | -% | 25% | 37% | 54% |
| | | cde | cde | d | | cd | f | acef | aef | abcef | f | | | a | ab |
| ANY COMMERCIAL RADIO | 2037 | 1921 | 1756 | 281 | 116 | 2037 | 1862 | 1423 | 1378 | 387 | 1948 | 88 | 326 | 438 | 1273 |
| | 47% | 50% | 53% | 28% | 22% | 47% | 49% | 54% | 55% | 52% | 49% | 24% | 41% | 43% | 50% |
| | | cde | cde | | | cd | f | aef | aef | f | f | | | | ab |
| None | 1589 | 1221 | 1026 | 563 | 368 | 1589 | 1243 | 468 | 623 | 85 | 1314 | 275 | 392 | 449 | 748 |
| | 37% | 32% | 31% | 55% | 69% | 37% | 33% | 18% | 25% | 12% | 33% | 76% | 49% | 44% | 30% |
| | | | | abe | abce | ab | bcd | d | bd | | bcd | abcde | c | c | |

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

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

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

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC News site/ app | 1651 | 886 | 751 | 149 | 308 | 295 | 331 | 564 | 623 | 542 | 227 | 241 | 1377 | 144 | 78 | 52 |
| | 38% | 42% | 34% | 28% | 39% | 44% | 47% | 35% | 48% | 44% | 33% | 23% | 38% | 41% | 36% | 40% |
| | | b | | | a | ae | abe | | cd | cd | d | | | | | |
| BBC Weather site/ app | 1257 | 624 | 619 | 129 | 218 | 196 | 223 | 491 | 504 | 391 | 183 | 171 | 1066 | 88 | 66 | 37 |
| | 29% | 30% | 28% | 24% | 28% | 29% | 32% | 30% | 39% | 32% | 26% | 16% | 29% | 25% | 30% | 28% |
| | | | | | | | a | | bcd | d | d | | | | | |
| BBC Sport site/ app | 882 | 656 | 216 | 83 | 183 | 139 | 159 | 317 | 344 | 278 | 121 | 132 | 739 | 76 | 44 | 24 |
| | 20% | 31% | 10% | 16% | 23% | 21% | 23% | 20% | 26% | 23% | 17% | 13% | 20% | 22% | 20% | 18% |
| | | b | | | a | | a | | cd | d | | | | | | |
| BBC Bitesize site/ app | 284 | 123 | 157 | 88 | 89 | 45 | 31 | 31 | 104 | 95 | 49 | 32 | 248 | 21 | 10 | 5 |
| | 7% | 6% | 7% | 17% | 11% | 7% | 4% | 2% | 8% | 8% | 7% | 3% | 7% | 6% | 5% | 4% |
| | | | | bcde | cde | e | e | | d | d | d | | | | | |
| BBC iPlayer Kids site/ app | 251 | 95 | 149 | 63 | 94 | 63 | 17 | 13 | 90 | 69 | 43 | 47 | 217 | 16 | 13 | 5 |
| | 6% | 5% | 7% | 12% | 12% | 9% | 2% | 1% | 7% | 6% | 6% | 5% | 6% | 5% | 6% | 4% |
| | | | a | de | de | de | e | | | | | | | | | |
| BBC CBeebies Playtime site/ app | 218 | 76 | 142 | 40 | 80 | 62 | 18 | 18 | 75 | 62 | 43 | 35 | 192 | 15 | 8 | 4 |
| | 5% | 4% | 6% | 8% | 10% | 9% | 3% | 1% | 6% | 5% | 6% | 3% | 5% | 4% | 4% | 3% |
| | | | a | de | de | de | | | | | | | | | | |
| BBC CBeebies Storytime site/ app | 157 | 66 | 90 | 29 | 55 | 47 | 19 | 8 | 44 | 57 | 29 | 25 | 140 | 8 | 8 | 1 |
| | 4% | 3% | 4% | 6% | 7% | 7% | 3% | *% | 3% | 5% | 4% | 2% | 4% | 2% | 4% | 1% |
| | | | | e | de | de | e | | | | | | d | | d | |
| BBC Newsround site | 152 | 63 | 87 | 28 | 46 | 37 | 16 | 25 | 54 | 35 | 31 | 31 | 136 | 9 | 4 | 3 |
| | 3% | 3% | 4% | 5% | 6% | 6% | 2% | 2% | 4% | 3% | 4% | 3% | 4% | 3% | 2% | 2% |
| | | | | e | de | de | | | | | | | | | | |
| Any other BBC site or app | 40 | 23 | 17 | 2 | 5 | 6 | 8 | 19 | 21 | 14 | 3 | 2 | 36 | 2 | 2 | * |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 2% | 1% | *% | *% | 1% | 1% | 1% | *% |
| | | | | | | | | | d | | | | | | | |
| None of these | 1858 | 816 | 1024 | 191 | 283 | 250 | 287 | 826 | 401 | 454 | 311 | 648 | 1545 | 151 | 102 | 59 |
| | 43% | 39% | 46% | 36% | 36% | 37% | 41% | 51% | 31% | 37% | 45% | 62% | 42% | 43% | 47% | 45% |
| | | | a | | | | | abcd | | a | ab | abc | | | | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 85

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

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

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC News site/ app | 1651 | 1359 | 206 | 526 | 1103 | 475 | 1148 | 195 | 211 | 226 | 475 | 1156 | 459 |
| | 38% | 38% | 45% | 38% | 38% | 40% | 38% | 39% | 39% | 43% | 40% | 43% b | 30% |
| BBC Weather site/ app | 1257 | 1027 | 166 | 391 | 853 | 348 | 892 | 149 | 155 | 158 | 348 | 845 | 388 |
| | 29% | 29% | 36% a | 28% | 30% | 29% | 29% | 30% | 29% | 30% | 29% | 31% b | 25% |
| BBC Sport site/ app | 882 | 731 | 98 | 307 | 560 | 277 | 589 | 104 | 122 | 128 | 277 | 630 | 239 |
| | 20% | 21% | 21% | 22% | 19% | 23% b | 19% | 21% | 22% | 24% | 23% | 23% b | 16% |
| BBC Bitesize site/ app | 284 | 235 | 16 | 179 | 95 | 144 | 127 | 57 | 65 | 74 | 144 | 222 | 58 |
| | 7% | 7% | 3% | 13% b | 3% | 12% b | 4% | 12% | 12% | 14% | 12% | 8% b | 4% |
| BBC iPlayer Kids site/ app | 251 | 203 | 14 | 186 | 58 | 164 | 79 | 96 | 86 | 48 | 164 | 212 | 35 |
| | 6% | 6% | 3% | 14% b | 2% | 14% b | 3% | 19% cd | 16% c | 9% | 14% | 8% b | 2% |
| BBC CBeebies Playtime site/ app | 218 | 182 | 12 | 167 | 48 | 148 | 68 | 90 | 72 | 45 | 148 | 177 | 40 |
| | 5% | 5% | 3% | 12% b | 2% | 12% b | 2% | 18% cd | 13% | 9% | 12% | 7% b | 3% |
| BBC CBeebies Storytime site/ app | 157 | 132 | 7 | 119 | 34 | 105 | 47 | 63 | 54 | 36 | 105 | 126 | 28 |
| | 4% | 4% | 2% | 9% b | 1% | 9% b | 2% | 13% c | 10% | 7% | 9% | 5% b | 2% |
| BBC Newsround site | 152 | 123 | 10 | 77 | 71 | 66 | 80 | 27 | 39 | 32 | 66 | 117 | 30 |
| | 3% | 3% | 2% | 6% b | 2% | 6% b | 3% | 5% | 7% | 6% | 6% | 4% b | 2% |
| Any other BBC site or app | 40 | 33 | 3 | 12 | 28 | 11 | 28 | 4 | 5 | 5 | 11 | 25 | 14 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| None of these | 1858 | 1528 | 182 | 462 | 1347 | 397 | 1408 | 161 | 194 | 171 | 397 | 959 | 829 |
| | 43% | 43% | 40% | 34% | 47% a | 33% | 46% a | 32% | 36% | 33% | 33% | 36% | 54% a |

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

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

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

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC News site/ app | 1651 | 1593 | 1429 | 222 | 58 | 1651 | 1579 | 1229 | 1651 | 493 | 1651 | - | 155 | 286 | 1211 |
| | 38% | 42% | 43% | 22% | 11% | 38% | 42% | 47% | 66% | 67% | 41% | -% | 19% | 28% | 48% |
| | | cde | cde | d | | cd | f | aef | abef | abef | f | | | a | ab |
| BBC Weather site/ app | 1257 | 1213 | 1070 | 187 | 44 | 1257 | 1195 | 957 | 1257 | 364 | 1257 | - | 140 | 231 | 886 |
| | 29% | 32% | 32% | 18% | 8% | 29% | 32% | 37% | 50% | 49% | 32% | -% | 17% | 23% | 35% |
| | | cd | cde | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC Sport site/ app | 882 | 857 | 768 | 114 | 25 | 882 | 850 | 673 | 882 | 272 | 882 | - | 93 | 163 | 626 |
| | 20% | 22% | 23% | 11% | 5% | 20% | 22% | 26% | 35% | 37% | 22% | -% | 12% | 16% | 25% |
| | | cd | cde | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC Bitesize site/ app | 284 | 278 | 273 | 12 | 7 | 284 | 268 | 240 | 284 | 88 | 284 | - | 26 | 63 | 195 |
| | 7% | 7% | 8% | 1% | 1% | 7% | 7% | 9% | 11% | 12% | 7% | -% | 3% | 6% | 8% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | | a |
| BBC iPlayer Kids site/ app | 251 | 251 | 249 | 2 | - | 251 | 245 | 218 | 251 | 73 | 251 | - | 13 | 54 | 184 |
| | 6% | 7% | 7% | *% | -% | 6% | 6% | 8% | 10% | 10% | 6% | -% | 2% | 5% | 7% |
| | | cd | cde | | | cd | f | ef | aef | aef | f | | | a | a |
| BBC CBeebies Playtime site/ app | 218 | 218 | 215 | 4 | 1 | 218 | 212 | 195 | 218 | 78 | 218 | - | 21 | 49 | 148 |
| | 5% | 6% | 6% | *% | *% | 5% | 6% | 7% | 9% | 11% | 5% | -% | 3% | 5% | 6% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | | a |
| BBC CBeebies Storytime site/ app | 157 | 155 | 152 | 5 | 2 | 157 | 155 | 143 | 157 | 48 | 157 | - | 12 | 39 | 106 |
| | 4% | 4% | 5% | *% | *% | 4% | 4% | 5% | 6% | 7% | 4% | -% | 1% | 4% | 4% |
| | | cd | cd | | | cd | f | ef | aef | aef | f | | | a | a |
| BBC Newsround site | 152 | 147 | 143 | 9 | 5 | 152 | 144 | 131 | 152 | 52 | 152 | - | 10 | 35 | 107 |
| | 3% | 4% | 4% | 1% | 1% | 3% | 4% | 5% | 6% | 7% | 4% | -% | 1% | 3% | 4% |
| | | cd | cd | | | c | f | f | aef | aef | f | | | a | a |
| Any other BBC site or app | 40 | 39 | 33 | 7 | 1 | 40 | 38 | 37 | 40 | 31 | 40 | - | 2 | 5 | 34 |
| | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 2% | 4% | 1% | -% | *% | *% | 1% |
| | | | | | | | | | | abcef | | | | | |
| None of these | 1858 | 1407 | 1157 | 701 | 450 | 1858 | 1430 | 758 | - | 101 | 1494 | 363 | 522 | 490 | 846 |
| | 43% | 37% | 35% | 69% | 84% | 43% | 38% | 29% | -% | 14% | 37% | 100% | 65% | 48% | 33% |
| | | | | abe | abce | ab | bcd | cd | | c | bcd | abcde | bc | c | |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 86

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

**A11A. How often in the past 3 months have you used the BBC News site/ app?**

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1681 | 862 | 806 | 165 | 306 | 313 | 312 | 585 | 626 | 526 | 243 | 273 | 1110 | 243 | 168 | 160 |
| Effective Weighted Sample | 1358 | 699 | 652 | 133 | 251 | 257 | 252 | 469 | 511 | 422 | 200 | 219 | 1019 | 235 | 158 | 154 |
| Total | 1628 | 876 | 737 | 149 | 308 | 293 | 329 | 548 | 617 | 537 | 226 | 236 | 1358 | 142 | 77 | 51 |
| At least daily | 882 | 519 | 357 | 52 | 142 | 164 | 187 | 338 | 352 | 285 | 105 | 136 | 736 | 73 | 44 | 28 |
| | 54% | 59% b | 48% | 34% | 46% | 56% a | 57% a | 62% ab | 57% | 53% | 47% | 58% | 54% | 51% | 58% | 55% |
| At least weekly | 540 | 270 | 266 | 59 | 123 | 88 | 114 | 156 | 193 | 173 | 93 | 76 | 448 | 54 | 22 | 16 |
| | 33% | 31% | 36% | 40% | 40% e | 30% | 34% | 29% | 31% | 32% | 41% | 32% | 33% | 38% | 28% | 32% |
| At least monthly | 165 | 74 | 90 | 31 | 36 | 33 | 24 | 41 | 59 | 71 | 18 | 15 | 141 | 12 | 7 | 6 |
| | 10% | 8% | 12% | 21% de | 12% | 11% | 7% | 8% | 10% | 13% | 8% | 7% | 10% | 8% | 9% | 12% |
| Less often | 32 | 12 | 20 | 5 | 6 | 5 | 5 | 11 | 10 | 7 | 9 | 5 | 26 | 3 | 3 | 1 |
| | 2% | 1% | 3% | 4% | 2% | 2% | 1% | 2% | 2% | 1% | 4% | 2% | 2% | 2% | 4% | 1% |
| Don't know/ can't remember | 9 | 2 | 5 | 2 | 1 | 4 | 1 | 1 | 2 | 2 | * | 3 | 7 | * | 1 | - |
| | 1% | *% | 1% | 1% | *% | 1% | *% | *% | *% | *% | *% | 1% | 1% | *% | 1% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 882 | 519 | 357 | 52 | 142 | 164 | 187 | 338 | 352 | 285 | 105 | 136 | 736 | 73 | 44 | 28 |
| | 54% | 59% b | 48% | 34% | 46% | 56% a | 57% a | 62% ab | 57% | 53% | 47% | 58% | 54% | 51% | 58% | 55% |
| WEEKLY | 1421 | 788 | 623 | 111 | 265 | 252 | 300 | 494 | 545 | 458 | 199 | 212 | 1184 | 127 | 66 | 44 |
| | 87% | 90% b | 84% | 74% | 86% a | 86% a | 91% a | 90% a | 88% | 85% | 88% | 90% | 87% | 89% | 86% | 87% |
| MONTHLY | 1587 | 863 | 713 | 142 | 301 | 285 | 324 | 535 | 605 | 529 | 216 | 228 | 1325 | 138 | 73 | 50 |
| | 97% | 98% | 97% | 95% | 98% | 97% | 98% | 98% | 98% | 98% | 96% | 96% | 98% | 97% | 95% | 99% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 86

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

**A11A. How often in the past 3 months have you used the BBC News site/ app?**

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1681 | 1370 | 222 | 532 | 1123 | 476 | 1174 | 195 | 217 | 227 | 476 | 1076 | 558 |
| Effective Weighted Sample | 1358 | 1109 | 176 | 436 | 902 | 391 | 943 | 162 | 178 | 184 | 391 | 889 | 451 |
| Total | 1628 | 1340 | 202 | 525 | 1081 | 474 | 1126 | 194 | 211 | 226 | 474 | 1147 | 446 |
| At least daily | 882 | 741 | 103 | 294 | 577 | 276 | 596 | 101 | 117 | 135 | 276 | 621 | 246 |
| | 54% | 55% | 51% | 56% | 53% | 58% | 53% | 52% | 56% | 60% | 58% | 54% | 55% |
| At least weekly | 540 | 434 | 76 | 162 | 372 | 147 | 387 | 66 | 74 | 62 | 147 | 386 | 139 |
| | 33% | 32% | 38% | 31% | 34% | 31% | 34% | 34% | 35% | 27% | 31% | 34% | 31% |
| At least monthly | 165 | 130 | 18 | 55 | 105 | 44 | 113 | 25 | 17 | 24 | 44 | 119 | 45 |
| | 10% | 10% | 9% | 10% | 10% | 9% | 10% | 13% | 8% | 11% | 9% | 10% | 10% |
| Less often | 32 | 27 | 5 | 10 | 22 | 6 | 24 | 2 | 1 | 3 | 6 | 19 | 11 |
| | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| Don't know/ can't remember | 9 | 6 | - | 4 | 5 | 2 | 7 | - | 1 | 2 | 2 | 3 | 5 |
| | 1% | *% | -% | 1% | *% | *% | 1% | -% | *% | 1% | *% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 882 | 741 | 103 | 294 | 577 | 276 | 596 | 101 | 117 | 135 | 276 | 621 | 246 |
| | 54% | 55% | 51% | 56% | 53% | 58% | 53% | 52% | 56% | 60% | 58% | 54% | 55% |
| WEEKLY | 1421 | 1176 | 179 | 456 | 949 | 422 | 983 | 167 | 191 | 198 | 422 | 1007 | 385 |
| | 87% | 88% | 89% | 87% | 88% | 89% | 87% | 86% | 91% | 87% | 89% | 88% | 86% |
| MONTHLY | 1587 | 1306 | 197 | 511 | 1054 | 466 | 1096 | 192 | 209 | 222 | 466 | 1126 | 430 |
| | 97% | 97% | 98% | 97% | 97% | 98% | 97% | 99% | 99% | 98% | 98% | 98% | 96% |

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

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

**A11A. How often in the past 3 months have you used the BBC News site/ app?**

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1681 | 1625 | 1458 | 223 | 56 | 1681 | 1602 | 1259 | 1681 | 491 | 1681 | - | 162 | 289 | 1230 |
| Effective Weighted Sample | 1358 | 1314 | 1181 | 178 | 45 | 1358 | 1296 | 1016 | 1358 | 401 | 1358 | - | 127 | 235 | 996 |
| Total | 1628 | 1574 | 1418 | 210 | 53 | 1628 | 1555 | 1210 | 1628 | 489 | 1628 | - | 150 | 284 | 1193 |
| At least daily | 882 | 854 | 765 | 117 | ** | 882 | 860 | 667 | 882 | 296 | 882 | ** | 66 | 128 | 687 |
| | 54% | 54% | 54% | 56% | ** | 54% | 55% | 55% | 54% | 61% | 54% | ** | 44% | 45% | 58% ab |
| At least weekly | 540 | 528 | 479 | 61 | ** | 540 | 507 | 401 | 540 | 155 | 540 | ** | 56 | 97 | 386 |
| | 33% | 34% | 34% | 29% | ** | 33% | 33% | 33% | 33% | 32% | 33% | ** | 37% | 34% | 32% |
| At least monthly | 165 | 158 | 145 | 20 | ** | 165 | 154 | 118 | 165 | 35 | 165 | ** | 19 | 49 | 97 |
| | 10% | 10% | 10% | 10% | ** | 10% | 10% | 10% | 10% | 7% | 10% | ** | 13% | 17% c | 8% |
| Less often | 32 | 28 | 23 | 9 | ** | 32 | 25 | 23 | 32 | 3 | 32 | ** | 9 | 7 | 17 |
| | 2% | 2% | 2% | 4% | ** | 2% | 2% | 2% | 2% | 1% | 2% | ** | 6% c | 2% | 1% |
| Don't know/ can't remember | 9 | 7 | 6 | 2 | ** | 9 | 9 | 2 | 9 | - | 9 | ** | - | 3 | 6 |
| | 1% | *% | *% | 1% | ** | 1% | 1% | *% | 1% | -% | 1% | ** | -% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 882 | 854 | 765 | 117 | ** | 882 | 860 | 667 | 882 | 296 | 882 | ** | 66 | 128 | 687 |
| | 54% | 54% | 54% | 56% | ** | 54% | 55% | 55% | 54% | 61% | 54% | ** | 44% | 45% | 58% ab |
| WEEKLY | 1421 | 1381 | 1243 | 178 | ** | 1421 | 1367 | 1068 | 1421 | 451 | 1421 | ** | 122 | 225 | 1074 |
| | 87% | 88% | 88% | 85% | ** | 87% | 88% | 88% | 87% | 92% ce | 87% | ** | 82% | 79% | 90% ab |
| MONTHLY | 1587 | 1539 | 1388 | 198 | ** | 1587 | 1521 | 1186 | 1587 | 486 | 1587 | ** | 142 | 275 | 1170 |
| | 97% | 98% | 98% | 95% | ** | 97% | 98% | 98% | 97% | 99% | 97% | ** | 94% | 97% | 98% a |

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 87**

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

**A11B. How often in the past 3 months have you used the BBC Sport site/ app?**

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 871 | 642 | 221 | 88 | 178 | 146 | 153 | 306 | 340 | 262 | 127 | 136 | 582 | 127 | 89 | 73 |
| Effective Weighted Sample | 709 | 517 | 185 | 73 | 149 | 120 | 122 | 246 | 281 | 213 | 103 | 108 | 536 | 123 | 85 | 70 |
| Total | 870 | 647 | 213 | 83 | 183 | 137 | 159 | 307 | 342 | 274 | 120 | 128 | 729 | 76 | 41 | 23 |
| At least daily | 415 | 337 | 74 | ** | 90 | 67 | 62 | 167 | 165 | 138 | 59 | 50 | 352 | 31 | ** | ** |
| | 48% | 52% b | 35% | ** | 49% | 49% | 39% | 54% d | 48% | 50% | 50% | 40% | 48% | 41% | ** | ** |
| At least weekly | 339 | 240 | 96 | ** | 65 | 59 | 71 | 107 | 133 | 94 | 51 | 59 | 280 | 35 | ** | ** |
| | 39% | 37% | 45% | ** | 36% | 43% | 45% | 35% | 39% | 34% | 42% | 46% | 38% | 46% | ** | ** |
| At least monthly | 86 | 54 | 32 | ** | 19 | 8 | 21 | 26 | 31 | 35 | 7 | 11 | 72 | 7 | ** | ** |
| | 10% | 8% | 15% | ** | 10% | 6% | 13% | 8% | 9% | 13% | 6% | 9% | 10% | 10% | ** | ** |
| Less often | 25 | 13 | 9 | ** | 9 | 2 | 5 | 6 | 12 | 6 | 2 | 6 | 22 | 3 | ** | ** |
| | 3% | 2% | 4% | ** | 5% | 1% | 3% | 2% | 3% | 2% | 2% | 4% | 3% | 4% | ** | ** |
| Don't know/ can't remember | 4 | 3 | 1 | ** | - | 1 | - | 1 | 1 | 2 | - | 2 | 3 | - | ** | ** |
| | *% | *% | 1% | ** | -% | 1% | -% | *% | *% | 1% | -% | 1% | *% | -% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 415 | 337 | 74 | ** | 90 | 67 | 62 | 167 | 165 | 138 | 59 | 50 | 352 | 31 | ** | ** |
| | 48% | 52% b | 35% | ** | 49% | 49% | 39% | 54% d | 48% | 50% | 50% | 40% | 48% | 41% | ** | ** |
| WEEKLY | 754 | 577 | 170 | ** | 155 | 126 | 133 | 274 | 299 | 232 | 110 | 109 | 632 | 66 | ** | ** |
| | 87% | 89% b | 80% | ** | 85% | 92% | 84% | 89% | 87% | 85% | 92% | 85% | 87% | 86% | ** | ** |
| MONTHLY | 841 | 631 | 202 | ** | 174 | 134 | 154 | 300 | 329 | 267 | 117 | 120 | 704 | 73 | ** | ** |
| | 97% | 97% | 95% | ** | 95% | 98% | 97% | 98% | 96% | 97% | 98% | 94% | 97% | 96% | ** | ** |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 87

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

**A11B. How often in the past 3 months have you used the BBC Sport site/ app?**

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 871 | 716 | 102 | 304 | 551 | 270 | 584 | 99 | 125 | 124 | 270 | 578 | 274 |
| Effective Weighted Sample | 709 | 583 | 81 | 250 | 447 | 223 | 473 | 83 | 103 | 100 | 223 | 484 | 216 |
| Total | 870 | 719 | 97 | 307 | 548 | 277 | 577 | 103 | 122 | 128 | 277 | 626 | 231 |
| At least daily | 415 | 339 | 53 | 150 | 262 | 141 | 271 | ** | 61 | 62 | 141 | 303 | 108 |
| | 48% | 47% | 55% | 49% | 48% | 51% | 47% | ** | 50% | 48% | 51% | 48% | 47% |
| At least weekly | 339 | 286 | 36 | 117 | 215 | 106 | 226 | ** | 44 | 53 | 106 | 247 | 84 |
| | 39% | 40% | 37% | 38% | 39% | 38% | 39% | ** | 36% | 41% | 38% | 40% | 36% |
| At least monthly | 86 | 73 | 4 | 28 | 55 | 22 | 62 | ** | 11 | 12 | 22 | 59 | 27 |
| | 10% | 10% | 4% | 9% | 10% | 8% | 11% | ** | 9% | 9% | 8% | 9% | 12% |
| Less often | 25 | 17 | 5 | 10 | 14 | 8 | 16 | ** | 4 | 1 | 8 | 17 | 8 |
| | 3% | 2% | 5% | 3% | 3% | 3% | 3% | ** | 3% | 1% | 3% | 3% | 3% |
| Don't know/ can't remember | 4 | 2 | - | 2 | 2 | 1 | 3 | ** | 1 | 1 | 1 | - | 4 |
| | *% | *% | -% | 1% | *% | *% | 1% | ** | 1% | 1% | *% | -% | 2% |
| | | | | | | | | | | | | | a |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 415 | 339 | 53 | 150 | 262 | 141 | 271 | ** | 61 | 62 | 141 | 303 | 108 |
| | 48% | 47% | 55% | 49% | 48% | 51% | 47% | ** | 50% | 48% | 51% | 48% | 47% |
| WEEKLY | 754 | 626 | 89 | 266 | 477 | 246 | 497 | ** | 106 | 114 | 246 | 550 | 192 |
| | 87% | 87% | 91% | 87% | 87% | 89% | 86% | ** | 87% | 89% | 89% | 88% | 83% |
| MONTHLY | 841 | 699 | 93 | 295 | 532 | 268 | 558 | ** | 117 | 126 | 268 | 609 | 219 |
| | 97% | 97% | 95% | 96% | 97% | 97% | 97% | ** | 96% | 98% | 97% | 97% | 95% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 87

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

**A11B. How often in the past 3 months have you used the BBC Sport site/ app?**

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 871 | 850 | 764 | 107 | 21 | 871 | 840 | 673 | 871 | 264 | 871 | - | 91 | 164 | 616 |
| Effective Weighted Sample | 709 | 692 | 627 | 83 | 17 | 709 | 683 | 548 | 709 | 217 | 709 | - | 73 | 132 | 504 |
| Total | 870 | 847 | 762 | 108 | 23 | 870 | 837 | 664 | 870 | 272 | 870 | - | 91 | 162 | 617 |
| At least daily | 415 | 402 | 362 | 53 | ** | 415 | 403 | 329 | 415 | 151 | 415 | ** | ** | 59 | 318 |
| | 48% | 47% | 48% | 49% | ** | 48% | 48% | 50% | 48% | 56% | 48% | ** | ** | 37% | 52% b |
| At least weekly | 339 | 334 | 299 | 40 | ** | 339 | 326 | 258 | 339 | 95 | 339 | ** | ** | 72 | 234 |
| | 39% | 39% | 39% | 37% | ** | 39% | 39% | 39% | 39% | 35% | 39% | ** | ** | 44% | 38% |
| At least monthly | 86 | 82 | 77 | 10 | ** | 86 | 81 | 62 | 86 | 22 | 86 | ** | ** | 23 | 48 |
| | 10% | 10% | 10% | 9% | ** | 10% | 10% | 9% | 10% | 8% | 10% | ** | ** | 14% | 8% |
| Less often | 25 | 25 | 21 | 4 | ** | 25 | 23 | 14 | 25 | 3 | 25 | ** | ** | 7 | 13 |
| | 3% | 3% | 3% | 4% | ** | 3% | 3% | 2% | 3% | 1% | 3% | ** | ** | 4% | 2% |
| Don't know/ can't remember | 4 | 4 | 3 | 1 | ** | 4 | 4 | 1 | 4 | - | 4 | ** | ** | * | 4 |
| | *% | *% | *% | 1% | ** | *% | *% | *% | *% | -% | *% | ** | ** | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 415 | 402 | 362 | 53 | ** | 415 | 403 | 329 | 415 | 151 | 415 | ** | ** | 59 | 318 |
| | 48% | 47% | 48% | 49% | ** | 48% | 48% | 50% | 48% | 56% | 48% | ** | ** | 37% | 52% b |
| WEEKLY | 754 | 736 | 661 | 93 | ** | 754 | 729 | 587 | 754 | 247 | 754 | ** | ** | 131 | 552 |
| | 87% | 87% | 87% | 86% | ** | 87% | 87% | 88% | 87% | 91% | 87% | ** | ** | 81% | 89% b |
| MONTHLY | 841 | 818 | 738 | 103 | ** | 841 | 810 | 649 | 841 | 269 | 841 | ** | ** | 154 | 600 |
| | 97% | 97% | 97% | 95% | ** | 97% | 97% | 98% | 97% | 99% | 97% | ** | ** | 95% | 97% |

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

**A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?**

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 285 | 115 | 165 | 98 | 80 | 45 | 33 | 29 | 104 | 91 | 49 | 37 | 206 | 38 | 24 | 17 |
| Effective Weighted Sample | 243 | 99 | 139 | 82 | 71 | 38 | 28 | 25 | 90 | 76 | 43 | 31 | 194 | 38 | 23 | 17 |
| Total | 284 | 122 | 157 | 88 | 89 | 45 | 31 | 30 | 104 | 95 | 49 | 32 | 247 | 21 | 10 | 5 |
| At least daily | 61 | 38 | 20 | ** | ** | ** | ** | ** | 25 | ** | ** | ** | 52 | ** | ** | ** |
| | 21% | 31% | 13% | ** | ** | ** | ** | ** | 24% | ** | ** | ** | 21% | ** | ** | ** |
| | | b | | | | | | | | | | | | | | |
| At least weekly | 105 | 34 | 69 | ** | ** | ** | ** | ** | 39 | ** | ** | ** | 96 | ** | ** | ** |
| | 37% | 28% | 44% | ** | ** | ** | ** | ** | 38% | ** | ** | ** | 39% | ** | ** | ** |
| | | | a | | | | | | | | | | | | | |
| At least monthly | 80 | 36 | 44 | ** | ** | ** | ** | ** | 29 | ** | ** | ** | 63 | ** | ** | ** |
| | 28% | 29% | 28% | ** | ** | ** | ** | ** | 28% | ** | ** | ** | 25% | ** | ** | ** |
| Less often | 28 | 10 | 18 | ** | ** | ** | ** | ** | 7 | ** | ** | ** | 26 | ** | ** | ** |
| | 10% | 8% | 11% | ** | ** | ** | ** | ** | 7% | ** | ** | ** | 10% | ** | ** | ** |
| Don't know/ can't remember | 10 | 4 | 5 | ** | ** | ** | ** | ** | 4 | ** | ** | ** | 10 | ** | ** | ** |
| | 3% | 3% | 3% | ** | ** | ** | ** | ** | 4% | ** | ** | ** | 4% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 61 | 38 | 20 | ** | ** | ** | ** | ** | 25 | ** | ** | ** | 52 | ** | ** | ** |
| | 21% | 31% | 13% | ** | ** | ** | ** | ** | 24% | ** | ** | ** | 21% | ** | ** | ** |
| | | b | | | | | | | | | | | | | | |
| WEEKLY | 166 | 72 | 90 | ** | ** | ** | ** | ** | 64 | ** | ** | ** | 149 | ** | ** | ** |
| | 58% | 59% | 57% | ** | ** | ** | ** | ** | 62% | ** | ** | ** | 60% | ** | ** | ** |
| MONTHLY | 246 | 107 | 133 | ** | ** | ** | ** | ** | 93 | ** | ** | ** | 211 | ** | ** | ** |
| | 87% | 88% | 85% | ** | ** | ** | ** | ** | 89% | ** | ** | ** | 86% | ** | ** | ** |

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

**A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?**

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 285 | 226 | 20 | 176 | 98 | 137 | 134 | 53 | 62 | 71 | 137 | 200 | 80 |
| Effective Weighted Sample | 243 | 195 | 17 | 151 | 82 | 119 | 112 | 46 | 54 | 62 | 119 | 176 | 68 |
| Total | 284 | 234 | 16 | 179 | 94 | 144 | 126 | 57 | 65 | 74 | 144 | 222 | 58 |
| At least daily | 61 | 53 | ** | 42 | ** | 39 | 22 | ** | ** | ** | 39 | 52 | ** |
| | 21% | 23% | ** | 23% | ** | 27% | 17% | ** | ** | ** | 27% | 24% | ** |
| At least weekly | 105 | 88 | ** | 74 | ** | 59 | 40 | ** | ** | ** | 59 | 89 | ** |
| | 37% | 38% | ** | 42% | ** | 41% | 32% | ** | ** | ** | 41% | 40% | ** |
| At least monthly | 80 | 62 | ** | 46 | ** | 35 | 38 | ** | ** | ** | 35 | 55 | ** |
| | 28% | 27% | ** | 26% | ** | 25% | 30% | ** | ** | ** | 25% | 25% | ** |
| Less often | 28 | 25 | ** | 12 | ** | 10 | 18 | ** | ** | ** | 10 | 21 | ** |
| | 10% | 11% | ** | 7% | ** | 7% | 14% | ** | ** | ** | 7% | 9% | ** |
| Don't know/ can't remember | 10 | 6 | ** | 5 | ** | 1 | 8 | ** | ** | ** | 1 | 4 | ** |
| | 3% | 2% | ** | 3% | ** | 1% | 7% | ** | ** | ** | 1% | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 61 | 53 | ** | 42 | ** | 39 | 22 | ** | ** | ** | 39 | 52 | ** |
| | 21% | 23% | ** | 23% | ** | 27% | 17% | ** | ** | ** | 27% | 24% | ** |
| WEEKLY | 166 | 141 | ** | 116 | ** | 98 | 62 | ** | ** | ** | 98 | 142 | ** |
| | 58% | 60% | ** | 65% | ** | 68% b | 49% | ** | ** | ** | 68% | 64% | ** |
| MONTHLY | 246 | 203 | ** | 162 | ** | 133 | 100 | ** | ** | ** | 133 | 197 | ** |
| | 87% | 87% | ** | 91% | ** | 93% b | 79% | ** | ** | ** | 93% | 89% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

**A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?**

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 285 | 279 | 275 | 10 | 6 | 285 | 265 | 236 | 285 | 84 | 285 | - | 24 | 63 | 198 |
| Effective Weighted Sample | 243 | 237 | 233 | 9 | 6 | 243 | 226 | 202 | 243 | 72 | 243 | - | 22 | 54 | 167 |
| Total | 284 | 277 | 273 | 11 | 7 | 284 | 267 | 239 | 284 | 88 | 284 | - | 26 | 62 | 195 |
| At least daily | 61 | 61 | 61 | ** | ** | 61 | 58 | 58 | 61 | ** | 61 | ** | ** | ** | 49 |
| | 21% | 22% | 22% | ** | ** | 21% | 22% | 24% | 21% | ** | 21% | ** | ** | ** | 25% |
| At least weekly | 105 | 104 | 103 | ** | ** | 105 | 100 | 89 | 105 | ** | 105 | ** | ** | ** | 76 |
| | 37% | 38% | 38% | ** | ** | 37% | 38% | 37% | 37% | ** | 37% | ** | ** | ** | 39% |
| At least monthly | 80 | 79 | 77 | ** | ** | 80 | 79 | 66 | 80 | ** | 80 | ** | ** | ** | 51 |
| | 28% | 29% | 28% | ** | ** | 28% | 29% | 28% | 28% | ** | 28% | ** | ** | ** | 26% |
| Less often | 28 | 23 | 23 | ** | ** | 28 | 20 | 19 | 28 | ** | 28 | ** | ** | ** | 16 |
| | 10% | 8% | 9% | ** | ** | 10% | 8% | 8% | 10% | ** | 10% | ** | ** | ** | 8% |
| Don't know/ can't remember | 10 | 10 | 9 | ** | ** | 10 | 10 | 8 | 10 | ** | 10 | ** | ** | ** | 4 |
| | 3% | 3% | 3% | ** | ** | 3% | 4% | 3% | 3% | ** | 3% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 61 | 61 | 61 | ** | ** | 61 | 58 | 58 | 61 | ** | 61 | ** | ** | ** | 49 |
| | 21% | 22% | 22% | ** | ** | 21% | 22% | 24% | 21% | ** | 21% | ** | ** | ** | 25% |
| WEEKLY | 166 | 165 | 163 | ** | ** | 166 | 158 | 146 | 166 | ** | 166 | ** | ** | ** | 125 |
| | 58% | 59% | 60% | ** | ** | 58% | 59% | 61% | 58% | ** | 58% | ** | ** | ** | 64% |
| MONTHLY | 246 | 244 | 240 | ** | ** | 246 | 237 | 213 | 246 | ** | 246 | ** | ** | ** | 175 |
| | 87% | 88% | 88% | ** | ** | 87% | 89% | 89% | 87% | ** | 87% | ** | ** | ** | 90% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 89**

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

**A11D. How often in the past 3 months have you used the BBC Weather site/ app?**

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1244 | 586 | 645 | 143 | 217 | 203 | 210 | 471 | 500 | 371 | 189 | 177 | 846 | 149 | 138 | 111 |
| Effective Weighted Sample | 1010 | 477 | 524 | 117 | 180 | 165 | 169 | 381 | 408 | 301 | 158 | 140 | 777 | 146 | 130 | 106 |
| Total | 1221 | 609 | 598 | 129 | 218 | 194 | 219 | 462 | 496 | 385 | 178 | 157 | 1037 | 86 | 62 | 35 |
| At least daily | 564 | 267 | 288 | 46 | 85 | 81 | 115 | 238 | 217 | 172 | 81 | 90 | 475 | 40 | 33 | 16 |
| | 46% | 44% | 48% | 36% | 39% | 42% | 52% a | 51% ab | 44% | 45% | 45% | 58% a | 46% | 47% | 52% | 46% |
| At least weekly | 474 | 255 | 218 | 53 | 83 | 90 | 73 | 175 | 202 | 151 | 73 | 47 | 399 | 36 | 25 | 14 |
| | 39% | 42% | 36% | 41% | 38% | 46% | 33% | 38% | 41% | 39% | 41% | 30% | 38% | 42% | 41% | 40% |
| At least monthly | 140 | 61 | 75 | 23 | 41 | 16 | 27 | 32 | 54 | 51 | 19 | 16 | 125 | 8 | 4 | 4 |
| | 11% | 10% | 13% | 18% e | 19% ce | 8% | 12% | 7% | 11% | 13% | 10% | 10% | 12% | 9% | 6% | 11% |
| Less often | 41 | 25 | 16 | 6 | 8 | 7 | 4 | 15 | 23 | 11 | 5 | 2 | 37 | 2 | 1 | 1 |
| | 3% | 4% | 3% | 5% | 4% | 4% | 2% | 3% | 5% | 3% | 3% | 1% | 4% | 2% | 2% | 4% |
| Don't know/ can't remember | 2 | - | 2 | * | - | - | - | 2 | - | - | * | 2 | 2 | * | - | - |
| | *% | -% | *% | *% | -% | -% | -% | *% | -% | -% | *% | 1% | *% | 1% | -% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 564 | 267 | 288 | 46 | 85 | 81 | 115 | 238 | 217 | 172 | 81 | 90 | 475 | 40 | 33 | 16 |
| | 46% | 44% | 48% | 36% | 39% | 42% | 52% a | 51% ab | 44% | 45% | 45% | 58% a | 46% | 47% | 52% | 46% |
| WEEKLY | 1038 | 522 | 505 | 99 | 168 | 171 | 188 | 413 | 420 | 323 | 154 | 138 | 874 | 76 | 58 | 30 |
| | 85% | 86% | 84% | 77% | 77% | 88% b | 86% | 89% ab | 85% | 84% | 86% | 88% | 84% | 89% | 93% | 85% |
| MONTHLY | 1178 | 584 | 581 | 122 | 209 | 187 | 215 | 445 | 473 | 374 | 173 | 153 | 999 | 84 | 61 | 34 |
| | 96% | 96% | 97% | 95% | 96% | 96% | 98% | 96% | 95% | 97% | 97% | 98% | 96% | 98% | 98% | 96% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 89

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

**A11D. How often in the past 3 months have you used the BBC Weather site/ app?**

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1244 | 1007 | 174 | 399 | 829 | 349 | 876 | 147 | 162 | 162 | 349 | 773 | 437 |
| Effective Weighted Sample | 1010 | 821 | 137 | 324 | 672 | 286 | 708 | 122 | 130 | 131 | 286 | 645 | 349 |
| Total | 1221 | 996 | 161 | 390 | 817 | 347 | 856 | 149 | 155 | 158 | 347 | 835 | 362 |
| At least daily | 564 | 466 | 70 | 161 | 398 | 146 | 413 | 67 | 59 | 68 | 146 | 360 | 188 |
| | 46% | 47% | 44% | 41% | 49% | 42% | 48% | 45% | 38% | 43% | 42% | 43% | 52% a |
| At least weekly | 474 | 375 | 76 | 150 | 318 | 136 | 332 | 51 | 68 | 63 | 136 | 337 | 132 |
| | 39% | 38% | 47% | 39% | 39% | 39% | 39% | 34% | 44% | 40% | 39% | 40% | 36% |
| At least monthly | 140 | 118 | 11 | 61 | 78 | 48 | 87 | 21 | 22 | 23 | 48 | 106 | 33 |
| | 11% | 12% | 7% | 16% b | 10% | 14% | 10% | 14% | 14% | 15% | 14% | 13% | 9% |
| Less often | 41 | 35 | 4 | 17 | 21 | 17 | 21 | 10 | 6 | 3 | 17 | 30 | 9 |
| | 3% | 4% | 2% | 4% | 3% | 5% | 2% | 7% | 4% | 2% | 5% | 4% | 2% |
| Don't know/ can't remember | 2 | 2 | - | * | 2 | - | 2 | - | - | - | - | 2 | * |
| | *% | *% | -% | *% | *% | -% | *% | -% | -% | -% | -% | *% | *% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 564 | 466 | 70 | 161 | 398 | 146 | 413 | 67 | 59 | 68 | 146 | 360 | 188 |
| | 46% | 47% | 44% | 41% | 49% | 42% | 48% | 45% | 38% | 43% | 42% | 43% | 52% a |
| WEEKLY | 1038 | 840 | 146 | 312 | 716 | 282 | 746 | 117 | 127 | 131 | 282 | 697 | 320 |
| | 85% | 84% | 91% | 80% | 88% a | 81% | 87% | 79% | 82% | 83% | 81% | 84% | 88% |
| MONTHLY | 1178 | 959 | 157 | 372 | 794 | 330 | 833 | 139 | 149 | 155 | 330 | 803 | 353 |
| | 96% | 96% | 98% | 95% | 97% | 95% | 97% | 93% | 96% | 98% | 95% | 96% | 97% |

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

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 89**

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

**A11D. How often in the past 3 months have you used the BBC Weather site/ app?**

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1244 | 1211 | 1081 | 163 | 33 | 1244 | 1184 | 958 | 1244 | 365 | 1244 | - | 137 | 222 | 885 |
| Effective Weighted Sample | 1010 | 982 | 878 | 132 | 28 | 1010 | 960 | 778 | 1010 | 298 | 1010 | - | 110 | 184 | 716 |
| Total | 1221 | 1186 | 1055 | 166 | 35 | 1221 | 1160 | 938 | 1221 | 361 | 1221 | - | 137 | 223 | 862 |
| At least daily | 564 | 546 | 479 | 85 | ** | 564 | 539 | 430 | 564 | 182 | 564 | ** | 50 | 93 | 422 |
| | 46% | 46% | 45% | 51% | ** | 46% | 46% | 46% | 46% | 50% | 46% | ** | 37% | 42% | 49% |
| At least weekly | 474 | 460 | 409 | 65 | ** | 474 | 454 | 375 | 474 | 139 | 474 | ** | 57 | 81 | 336 |
| | 39% | 39% | 39% | 39% | ** | 39% | 39% | 40% | 39% | 39% | 39% | ** | 42% | 36% | 39% |
| At least monthly | 140 | 138 | 126 | 14 | ** | 140 | 129 | 101 | 140 | 28 | 140 | ** | 23 | 33 | 84 |
| | 11% | 12% | 12% | 8% | ** | 11% | 11% | 11% | 11% | 8% | 11% | ** | 17% | 15% | 10% |
| Less often | 41 | 40 | 38 | 3 | ** | 41 | 36 | 30 | 41 | 11 | 41 | ** | 7 | 16 | 18 |
| | 3% | 3% | 4% | 2% | ** | 3% | 3% | 3% | 3% | 3% | 3% | ** | 5% | 7% c | 2% |
| Don't know/ can't remember | 2 | 2 | 2 | - | ** | 2 | 2 | 2 | 2 | 2 | 2 | ** | - | - | 2 |
| | *% | *% | *% | -% | ** | *% | *% | *% | *% | *% | *% | ** | -% | -% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 564 | 546 | 479 | 85 | ** | 564 | 539 | 430 | 564 | 182 | 564 | ** | 50 | 93 | 422 |
| | 46% | 46% | 45% | 51% | ** | 46% | 46% | 46% | 46% | 50% | 46% | ** | 37% | 42% | 49% |
| WEEKLY | 1038 | 1007 | 888 | 150 | ** | 1038 | 993 | 805 | 1038 | 321 | 1038 | ** | 107 | 174 | 757 |
| | 85% | 85% | 84% | 90% | ** | 85% | 86% | 86% | 85% | 89% | 85% | ** | 78% | 78% | 88% ab |
| MONTHLY | 1178 | 1145 | 1015 | 163 | ** | 1178 | 1122 | 906 | 1178 | 349 | 1178 | ** | 130 | 207 | 842 |
| | 96% | 96% | 96% | 98% | ** | 96% | 97% | 97% | 96% | 97% | 96% | ** | 95% | 93% | 98% b |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 90

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

**A11E. How often in the past 3 months have you used 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 247 | 89 | 153 | 60 | 94 | 66 | 15 | 12 | 87 | 63 | 45 | 50 | 175 | 29 | 28 | 15 |
| Effective Weighted Sample | 208 | 75 | 129 | 52 | 80 | 53 | 13 | 10 | 74 | 54 | 38 | 41 | 165 | 29 | 27 | 14 |
| Total | 250 | 95 | 149 | 63 | 94 | 63 | 17 | 13 | 90 | 69 | 43 | 47 | 217 | 16 | 13 | 5 |
| At least daily | 82 | ** | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72 | ** | ** | ** |
| | 33% | ** | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** | ** | ** |
| At least weekly | 102 | ** | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88 | ** | ** | ** |
| | 41% | ** | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** | ** | ** |
| At least monthly | 45 | ** | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38 | ** | ** | ** |
| | 18% | ** | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| Less often | 14 | ** | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 6% | ** | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| Don't know/ can't remember | 7 | ** | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** | ** |
| | 3% | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 82 | ** | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72 | ** | ** | ** |
| | 33% | ** | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** | ** | ** |
| WEEKLY | 184 | ** | 109 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 160 | ** | ** | ** |
| | 74% | ** | 73% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 74% | ** | ** | ** |
| MONTHLY | 229 | ** | 137 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 198 | ** | ** | ** |
| | 91% | ** | 92% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 90

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

**A11E. How often in the past 3 months have you used 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | a | ~b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 247 | 198 | 18 | 187 | 55 | 163 | 78 | 95 | 85 | 48 | 163 | 193 | 48 |
| Effective Weighted Sample | 208 | 169 | 13 | 156 | 48 | 136 | 67 | 78 | 72 | 40 | 136 | 167 | 41 |
| Total | 250 | 202 | 14 | 186 | 58 | 163 | 79 | 96 | 86 | 48 | 163 | 212 | 34 |
| At least daily | 82 | 74 | ** | 66 | ** | 62 | ** | ** | ** | ** | 62 | 70 | ** |
| | 33% | 36% | ** | 36% | ** | 38% | ** | ** | ** | ** | 38% | 33% | ** |
| At least weekly | 102 | 85 | ** | 77 | ** | 69 | ** | ** | ** | ** | 69 | 89 | ** |
| | 41% | 42% | ** | 42% | ** | 42% | ** | ** | ** | ** | 42% | 42% | ** |
| At least monthly | 45 | 31 | ** | 30 | ** | 22 | ** | ** | ** | ** | 22 | 34 | ** |
| | 18% | 15% | ** | 16% | ** | 13% | ** | ** | ** | ** | 13% | 16% | ** |
| Less often | 14 | 7 | ** | 7 | ** | 5 | ** | ** | ** | ** | 5 | 13 | ** |
| | 6% | 3% | ** | 4% | ** | 3% | ** | ** | ** | ** | 3% | 6% | ** |
| Don't know/ can't remember | 7 | 6 | ** | 6 | ** | 5 | ** | ** | ** | ** | 5 | 6 | ** |
| | 3% | 3% | ** | 3% | ** | 3% | ** | ** | ** | ** | 3% | 3% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 82 | 74 | ** | 66 | ** | 62 | ** | ** | ** | ** | 62 | 70 | ** |
| | 33% | 36% | ** | 36% | ** | 38% | ** | ** | ** | ** | 38% | 33% | ** |
| WEEKLY | 184 | 159 | ** | 143 | ** | 131 | ** | ** | ** | ** | 131 | 160 | ** |
| | 74% | 79% | ** | 77% | ** | 80% | ** | ** | ** | ** | 80% | 75% | ** |
| MONTHLY | 229 | 190 | ** | 173 | ** | 153 | ** | ** | ** | ** | 153 | 194 | ** |
| | 91% | 94% | ** | 93% | ** | 94% | ** | ** | ** | ** | 94% | 91% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 90

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

**A11E. How often in the past 3 months have you used 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 247 | 247 | 245 | 2 | - | 247 | 242 | 214 | 247 | 73 | 247 | - | 13 | 52 | 182 |
| Effective Weighted Sample | 208 | 208 | 206 | 2 | - | 208 | 203 | 181 | 208 | 60 | 208 | - | 11 | 44 | 153 |
| Total | 250 | 250 | 248 | 2 | - | 250 | 245 | 217 | 250 | 73 | 250 | - | 13 | 54 | 183 |
| At least daily | 82 | 82 | 82 | ** | ** | 82 | 82 | 76 | 82 | ** | 82 | ** | ** | ** | 67 |
| | 33% | 33% | 33% | ** | ** | 33% | 33% | 35% | 33% | ** | 33% | ** | ** | ** | 37% |
| At least weekly | 102 | 102 | 101 | ** | ** | 102 | 102 | 87 | 102 | ** | 102 | ** | ** | ** | 74 |
| | 41% | 41% | 41% | ** | ** | 41% | 42% | 40% | 41% | ** | 41% | ** | ** | ** | 41% |
| At least monthly | 45 | 45 | 45 | ** | ** | 45 | 41 | 38 | 45 | ** | 45 | ** | ** | ** | 29 |
| | 18% | 18% | 18% | ** | ** | 18% | 17% | 17% | 18% | ** | 18% | ** | ** | ** | 16% |
| Less often | 14 | 14 | 14 | ** | ** | 14 | 14 | 10 | 14 | ** | 14 | ** | ** | ** | 7 |
| | 6% | 6% | 6% | ** | ** | 6% | 6% | 5% | 6% | ** | 6% | ** | ** | ** | 4% |
| Don't know/ can't remember | 7 | 7 | 7 | ** | ** | 7 | 6 | 6 | 7 | ** | 7 | ** | ** | ** | 5 |
| | 3% | 3% | 3% | ** | ** | 3% | 2% | 3% | 3% | ** | 3% | ** | ** | ** | 3% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 82 | 82 | 82 | ** | ** | 82 | 82 | 76 | 82 | ** | 82 | ** | ** | ** | 67 |
| | 33% | 33% | 33% | ** | ** | 33% | 33% | 35% | 33% | ** | 33% | ** | ** | ** | 37% |
| WEEKLY | 184 | 184 | 182 | ** | ** | 184 | 184 | 163 | 184 | ** | 184 | ** | ** | ** | 142 |
| | 74% | 74% | 73% | ** | ** | 74% | 75% | 75% | 74% | ** | 74% | ** | ** | ** | 77% |
| MONTHLY | 229 | 229 | 227 | ** | ** | 229 | 225 | 201 | 229 | ** | 229 | ** | ** | ** | 171 |
| | 91% | 91% | 91% | ** | ** | 91% | 92% | 92% | 91% | ** | 91% | ** | ** | ** | 93% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 91

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

**A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?**

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 216 | 75 | 141 | 38 | 79 | 66 | 15 | 18 | 71 | 55 | 48 | 39 | 159 | 27 | 18 | 12 |
| Effective Weighted Sample | 182 | 63 | 120 | 34 | 69 | 54 | 13 | 13 | 62 | 47 | 40 | 31 | 148 | 27 | 17 | 12 |
| Total | 215 | 76 | 139 | 40 | 80 | 62 | 18 | 15 | 74 | 60 | 43 | 35 | 189 | 15 | 8 | 4 |
| At least daily | 68 | ** | 40 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 63 | ** | ** | ** |
| | 32% | ** | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** | ** | ** |
| At least weekly | 87 | ** | 58 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 73 | ** | ** | ** |
| | 40% | ** | 42% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38% | ** | ** | ** |
| At least monthly | 39 | ** | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34 | ** | ** | ** |
| | 18% | ** | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| Less often | 16 | ** | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | 7% | ** | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 5 | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 2% | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 68 | ** | 40 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 63 | ** | ** | ** |
| | 32% | ** | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** | ** | ** |
| WEEKLY | 156 | ** | 98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 136 | ** | ** | ** |
| | 72% | ** | 70% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** | ** | ** |
| MONTHLY | 194 | ** | 125 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 169 | ** | ** | ** |
| | 90% | ** | 90% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 91**

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

**A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?**

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | a | ~b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 216 | 178 | 14 | 167 | 46 | 147 | 66 | 89 | 73 | 47 | 147 | 159 | 55 |
| Effective Weighted Sample | 182 | 150 | 12 | 141 | 38 | 124 | 55 | 75 | 62 | 38 | 124 | 140 | 45 |
| Total | 215 | 179 | 12 | 167 | 46 | 147 | 65 | 90 | 72 | 45 | 147 | 177 | 37 |
| At least daily | 68 | 56 | ** | 60 | ** | 55 | ** | ** | ** | ** | 55 | 61 | ** |
| | 32% | 31% | ** | 36% | ** | 37% | ** | ** | ** | ** | 37% | 35% | ** |
| At least weekly | 87 | 70 | ** | 66 | ** | 58 | ** | ** | ** | ** | 58 | 75 | ** |
| | 40% | 39% | ** | 39% | ** | 40% | ** | ** | ** | ** | 40% | 42% | ** |
| At least monthly | 39 | 35 | ** | 31 | ** | 24 | ** | ** | ** | ** | 24 | 27 | ** |
| | 18% | 20% | ** | 18% | ** | 16% | ** | ** | ** | ** | 16% | 15% | ** |
| Less often | 16 | 14 | ** | 8 | ** | 8 | ** | ** | ** | ** | 8 | 10 | ** |
| | 7% | 8% | ** | 5% | ** | 5% | ** | ** | ** | ** | 5% | 5% | ** |
| Don't know/ can't remember | 5 | 4 | ** | 2 | ** | 2 | ** | ** | ** | ** | 2 | 4 | ** |
| | 2% | 2% | ** | 1% | ** | 2% | ** | ** | ** | ** | 2% | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 68 | 56 | ** | 60 | ** | 55 | ** | ** | ** | ** | 55 | 61 | ** |
| | 32% | 31% | ** | 36% | ** | 37% | ** | ** | ** | ** | 37% | 35% | ** |
| WEEKLY | 156 | 126 | ** | 126 | ** | 113 | ** | ** | ** | ** | 113 | 136 | ** |
| | 72% | 70% | ** | 75% | ** | 77% | ** | ** | ** | ** | 77% | 77% | ** |
| MONTHLY | 194 | 161 | ** | 156 | ** | 137 | ** | ** | ** | ** | 137 | 163 | ** |
| | 90% | 90% | ** | 94% | ** | 93% | ** | ** | ** | ** | 93% | 92% | ** |

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

**A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?**

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 216 | 215 | 212 | 4 | 1 | 216 | 209 | 190 | 216 | 71 | 216 | - | 20 | 51 | 145 |
| Effective Weighted Sample | 182 | 181 | 179 | 3 | 1 | 182 | 176 | 162 | 182 | 63 | 182 | - | 16 | 43 | 123 |
| Total | 215 | 215 | 213 | 3 | 1 | 215 | 209 | 192 | 215 | 77 | 215 | - | 20 | 49 | 146 |
| At least daily | 68 | 68 | 68 | ** | ** | 68 | 68 | 66 | 68 | ** | 68 | ** | ** | ** | 55 |
| | 32% | 32% | 32% | ** | ** | 32% | 33% | 34% | 32% | ** | 32% | ** | ** | ** | 38% |
| At least weekly | 87 | 87 | 86 | ** | ** | 87 | 83 | 76 | 87 | ** | 87 | ** | ** | ** | 60 |
| | 40% | 41% | 40% | ** | ** | 40% | 40% | 40% | 40% | ** | 40% | ** | ** | ** | 41% |
| At least monthly | 39 | 39 | 39 | ** | ** | 39 | 37 | 32 | 39 | ** | 39 | ** | ** | ** | 24 |
| | 18% | 18% | 18% | ** | ** | 18% | 18% | 17% | 18% | ** | 18% | ** | ** | ** | 17% |
| Less often | 16 | 16 | 15 | ** | ** | 16 | 16 | 14 | 16 | ** | 16 | ** | ** | ** | 4 |
| | 7% | 7% | 7% | ** | ** | 7% | 7% | 7% | 7% | ** | 7% | ** | ** | ** | 3% |
| Don't know/ can't remember | 5 | 5 | 5 | ** | ** | 5 | 5 | 4 | 5 | ** | 5 | ** | ** | ** | 3 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 68 | 68 | 68 | ** | ** | 68 | 68 | 66 | 68 | ** | 68 | ** | ** | ** | 55 |
| | 32% | 32% | 32% | ** | ** | 32% | 33% | 34% | 32% | ** | 32% | ** | ** | ** | 38% |
| WEEKLY | 156 | 155 | 154 | ** | ** | 156 | 151 | 142 | 156 | ** | 156 | ** | ** | ** | 115 |
| | 72% | 72% | 72% | ** | ** | 72% | 72% | 74% | 72% | ** | 72% | ** | ** | ** | 79% |
| MONTHLY | 194 | 194 | 192 | ** | ** | 194 | 188 | 174 | 194 | ** | 194 | ** | ** | ** | 139 |
| | 90% | 90% | 90% | ** | ** | 90% | 90% | 91% | 90% | ** | 90% | ** | ** | ** | 95% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 92

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

**A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?**

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 153 | 58 | 93 | 29 | 52 | 48 | 15 | 9 | 44 | 48 | 31 | 28 | 118 | 15 | 17 | 3 |
| Effective Weighted Sample | 131 | 51 | 80 | 26 | 46 | 40 | 13 | 7 | 37 | 43 | 27 | 24 | 110 | 15 | 17 | 3 |
| Total | 156 | 66 | 88 | 29 | 55 | 46 | 19 | 7 | 43 | 57 | 29 | 25 | 139 | 8 | 8 | 1 |
| At least daily | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45 | ** | ** | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | ** | ** | ** |
| At least weekly | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 51 | ** | ** | ** |
| | 38% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** | ** | ** |
| At least monthly | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| Less often | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45 | ** | ** | ** |
| | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | ** | ** | ** |
| WEEKLY | 109 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96 | ** | ** | ** |
| | 70% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69% | ** | ** | ** |
| MONTHLY | 141 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 125 | ** | ** | ** |
| | 91% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ~d |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 92**

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

**A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?**

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | ~b | a | ~b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 153 | 126 | 8 | 118 | 31 | 102 | 46 | 61 | 49 | 36 | 102 | 112 | 37 |
| Effective Weighted Sample | 131 | 109 | 6 | 101 | 27 | 87 | 40 | 52 | 43 | 30 | 87 | 99 | 33 |
| Total | 156 | 130 | 7 | 118 | 33 | 104 | 46 | 63 | 54 | 36 | 104 | 126 | 27 |
| At least daily | 50 | 42 | ** | 42 | ** | 39 | ** | ** | ** | ** | 39 | 45 | ** |
| | 32% | 32% | ** | 35% | ** | 37% | ** | ** | ** | ** | 37% | 35% | ** |
| At least weekly | 59 | 52 | ** | 44 | ** | 39 | ** | ** | ** | ** | 39 | 49 | ** |
| | 38% | 40% | ** | 37% | ** | 37% | ** | ** | ** | ** | 37% | 39% | ** |
| At least monthly | 32 | 24 | ** | 25 | ** | 23 | ** | ** | ** | ** | 23 | 23 | ** |
| | 21% | 19% | ** | 22% | ** | 22% | ** | ** | ** | ** | 22% | 18% | ** |
| Less often | 10 | 9 | ** | 5 | ** | 2 | ** | ** | ** | ** | 2 | 8 | ** |
| | 6% | 7% | ** | 5% | ** | 2% | ** | ** | ** | ** | 2% | 6% | ** |
| Don't know/ can't remember | 5 | 3 | ** | 2 | ** | 2 | ** | ** | ** | ** | 2 | 1 | ** |
| | 3% | 3% | ** | 2% | ** | 2% | ** | ** | ** | ** | 2% | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 50 | 42 | ** | 42 | ** | 39 | ** | ** | ** | ** | 39 | 45 | ** |
| | 32% | 32% | ** | 35% | ** | 37% | ** | ** | ** | ** | 37% | 35% | ** |
| WEEKLY | 109 | 94 | ** | 85 | ** | 77 | ** | ** | ** | ** | 77 | 94 | ** |
| | 70% | 72% | ** | 72% | ** | 74% | ** | ** | ** | ** | 74% | 74% | ** |
| MONTHLY | 141 | 118 | ** | 111 | ** | 101 | ** | ** | ** | ** | 101 | 117 | ** |
| | 91% | 91% | ** | 94% | ** | 96% | ** | ** | ** | ** | 96% | 93% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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

**A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?**

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 153 | 151 | 148 | 5 | 2 | 153 | 151 | 136 | 153 | 41 | 153 | - | 12 | 38 | 103 |
| Effective Weighted Sample | 131 | 130 | 128 | 4 | 2 | 131 | 130 | 118 | 131 | 36 | 131 | - | 10 | 33 | 89 |
| Total | 156 | 154 | 152 | 4 | 2 | 156 | 154 | 142 | 156 | 48 | 156 | - | 11 | 39 | 106 |
| At least daily | 50 | 49 | 49 | ** | ** | 50 | 50 | 49 | 50 | ** | 50 | ** | ** | ** | 39 |
| | 32% | 32% | 32% | ** | ** | 32% | 32% | 35% | 32% | ** | 32% | ** | ** | ** | 37% |
| At least weekly | 59 | 58 | 58 | ** | ** | 59 | 58 | 51 | 59 | ** | 59 | ** | ** | ** | 43 |
| | 38% | 38% | 38% | ** | ** | 38% | 38% | 36% | 38% | ** | 38% | ** | ** | ** | 41% |
| At least monthly | 32 | 32 | 32 | ** | ** | 32 | 31 | 27 | 32 | ** | 32 | ** | ** | ** | 15 |
| | 21% | 21% | 21% | ** | ** | 21% | 20% | 19% | 21% | ** | 21% | ** | ** | ** | 14% |
| Less often | 10 | 10 | 8 | ** | ** | 10 | 10 | 10 | 10 | ** | 10 | ** | ** | ** | 7 |
| | 6% | 6% | 5% | ** | ** | 6% | 6% | 7% | 6% | ** | 6% | ** | ** | ** | 6% |
| Don't know/ can't remember | 5 | 5 | 5 | ** | ** | 5 | 5 | 5 | 5 | ** | 5 | ** | ** | ** | 2 |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | 3% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 50 | 49 | 49 | ** | ** | 50 | 50 | 49 | 50 | ** | 50 | ** | ** | ** | 39 |
| | 32% | 32% | 32% | ** | ** | 32% | 32% | 35% | 32% | ** | 32% | ** | ** | ** | 37% |
| WEEKLY | 109 | 107 | 107 | ** | ** | 109 | 108 | 100 | 109 | ** | 109 | ** | ** | ** | 82 |
| | 70% | 70% | 71% | ** | ** | 70% | 70% | 71% | 70% | ** | 70% | ** | ** | ** | 78% |
| MONTHLY | 141 | 140 | 139 | ** | ** | 141 | 139 | 127 | 141 | ** | 141 | ** | ** | ** | 97 |
| | 91% | 91% | 92% | ** | ** | 91% | 91% | 90% | 91% | ** | 91% | ** | ** | ** | 92% |

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

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 93

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

**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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 145 | 59 | 84 | 28 | 42 | 36 | 14 | 25 | 50 | 30 | 30 | 34 | 113 | 16 | 9 | 7 |
| Effective Weighted Sample | 127 | 51 | 74 | 26 | 38 | 31 | 12 | 20 | 45 | 26 | 27 | 28 | 106 | 16 | 8 | 7 |
| Total | 152 | 63 | 87 | 28 | 46 | 37 | 16 | 25 | 54 | 35 | 31 | 31 | 136 | 9 | 4 | 3 |
| At least daily | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** | ** | ** |
| | 36% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38% | ** | ** | ** |
| At least weekly | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41 | ** | ** | ** |
| | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30% | ** | ** | ** |
| At least monthly | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| Less often | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
| | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| Don't know/ can't remember | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** | ** | ** |
| | 36% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38% | ** | ** | ** |
| WEEKLY | 105 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93 | ** | ** | ** |
| | 69% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68% | ** | ** | ** |
| MONTHLY | 130 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 116 | ** | ** | ** |
| | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 93

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

**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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 145 | 115 | 12 | 75 | 66 | 64 | 75 | 24 | 37 | 32 | 64 | 101 | 38 |
| Effective Weighted Sample | 127 | 101 | 10 | 67 | 57 | 57 | 64 | 22 | 33 | 28 | 57 | 92 | 32 |
| Total | 152 | 123 | 10 | 77 | 71 | 66 | 80 | 27 | 39 | 32 | 66 | 117 | 30 |
| At least daily | 54 | 48 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44 | ** |
| | 36% | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** |
| At least weekly | 50 | 42 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** |
| | 33% | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33% | ** |
| At least monthly | 26 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** |
| | 17% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** |
| Less often | 16 | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** |
| | 11% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** |
| Don't know/ can't remember | 6 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** |
| | 4% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 54 | 48 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44 | ** |
| | 36% | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** |
| WEEKLY | 105 | 90 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82 | ** |
| | 69% | 73% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** |
| MONTHLY | 130 | 105 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 99 | ** |
| | 86% | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 93

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

**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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 145 | 139 | 132 | 13 | 6 | 145 | 138 | 125 | 145 | 48 | 145 | - | 10 | 31 | 104 |
| Effective Weighted Sample | 127 | 122 | 117 | 11 | 4 | 127 | 120 | 109 | 127 | 43 | 127 | - | 9 | 29 | 89 |
| Total | 152 | 147 | 143 | 9 | 5 | 152 | 144 | 131 | 152 | 52 | 152 | - | 10 | 35 | 107 |
| At least daily | 54 | 54 | 52 | ** | ** | 54 | 54 | 48 | 54 | ** | 54 | ** | ** | ** | 48 |
| | 36% | 37% | 37% | ** | ** | 36% | 38% | 37% | 36% | ** | 36% | ** | ** | ** | 45% |
| At least weekly | 50 | 49 | 48 | ** | ** | 50 | 49 | 47 | 50 | ** | 50 | ** | ** | ** | 33 |
| | 33% | 34% | 34% | ** | ** | 33% | 34% | 36% | 33% | ** | 33% | ** | ** | ** | 31% |
| At least monthly | 26 | 26 | 26 | ** | ** | 26 | 24 | 24 | 26 | ** | 26 | ** | ** | ** | 16 |
| | 17% | 17% | 18% | ** | ** | 17% | 17% | 18% | 17% | ** | 17% | ** | ** | ** | 15% |
| Less often | 16 | 12 | 10 | ** | ** | 16 | 11 | 7 | 16 | ** | 16 | ** | ** | ** | 7 |
| | 11% | 8% | 7% | ** | ** | 11% | 7% | 6% | 11% | ** | 11% | ** | ** | ** | 6% |
| Don't know/ can't remember | 6 | 6 | 6 | ** | ** | 6 | 6 | 5 | 6 | ** | 6 | ** | ** | ** | 3 |
| | 4% | 4% | 4% | ** | ** | 4% | 4% | 4% | 4% | ** | 4% | ** | ** | ** | 3% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 54 | 54 | 52 | ** | ** | 54 | 54 | 48 | 54 | ** | 54 | ** | ** | ** | 48 |
| | 36% | 37% | 37% | ** | ** | 36% | 38% | 37% | 36% | ** | 36% | ** | ** | ** | 45% |
| WEEKLY | 105 | 104 | 101 | ** | ** | 105 | 103 | 95 | 105 | ** | 105 | ** | ** | ** | 81 |
| | 69% | 70% | 71% | ** | ** | 69% | 71% | 72% | 69% | ** | 69% | ** | ** | ** | 76% |
| MONTHLY | 130 | 129 | 126 | ** | ** | 130 | 128 | 119 | 130 | ** | 130 | ** | ** | ** | 97 |
| | 86% | 88% | 89% | ** | ** | 86% | 88% | 91% | 86% | ** | 86% | ** | ** | ** | 90% |

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

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

**A11A-A11H. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC News site/ app | 1421 | 788 | 623 | 111 | 265 | 252 | 300 | 494 | 545 | 458 | 199 | 212 | 1184 | 127 | 66 | 44 |
| | 33% | 37% | 28% | 21% | 33% | 37% | 43% | 30% | 42% | 37% | 29% | 20% | 32% | 36% | 30% | 34% |
| | | b | | | a | ae | abe | a | cd | cd | d | | | | | |
| BBC Weather site/ app | 1038 | 522 | 505 | 99 | 168 | 171 | 188 | 413 | 420 | 323 | 154 | 138 | 874 | 76 | 58 | 30 |
| | 24% | 25% | 23% | 19% | 21% | 25% | 27% | 25% | 32% | 26% | 22% | 13% | 24% | 22% | 27% | 23% |
| | | | | | | | a | a | bcd | d | d | | | | | |
| BBC Sport site/ app | 754 | 577 | 170 | 65 | 155 | 126 | 133 | 274 | 299 | 232 | 110 | 109 | 632 | 66 | 35 | 21 |
| | 17% | 27% | 8% | 12% | 20% | 19% | 19% | 17% | 23% | 19% | 16% | 10% | 17% | 19% | 16% | 16% |
| | | b | | | a | a | a | | cd | d | d | | | | | |
| BBC iPlayer Kids site/ app | 184 | 75 | 109 | 39 | 77 | 47 | 14 | 7 | 66 | 49 | 32 | 36 | 160 | 10 | 10 | 3 |
| | 4% | 4% | 5% | 7% | 10% | 7% | 2% | *% | 5% | 4% | 5% | 3% | 4% | 3% | 5% | 3% |
| | | | | de | de | de | e | | | | | | | | | |
| BBC Bitesize site/ app | 166 | 72 | 90 | 48 | 59 | 35 | 16 | 8 | 64 | 54 | 29 | 16 | 149 | 11 | 4 | 2 |
| | 4% | 3% | 4% | 9% | 7% | 5% | 2% | *% | 5% | 4% | 4% | 2% | 4% | 3% | 2% | 1% |
| | | | | de | de | e | e | | d | d | d | | | | | |
| BBC CBeebies Playtime site/ app | 156 | 58 | 98 | 26 | 59 | 49 | 15 | 7 | 58 | 44 | 33 | 20 | 136 | 12 | 6 | 2 |
| | 4% | 3% | 4% | 5% | 7% | 7% | 2% | *% | 4% | 4% | 5% | 2% | 4% | 3% | 3% | 1% |
| | | | a | e | de | de | e | | d | | d | | | | | |
| BBC CBeebies Storytime site/ app | 109 | 49 | 59 | 18 | 37 | 36 | 13 | 5 | 29 | 37 | 21 | 21 | 96 | 6 | 7 | 1 |
| | 3% | 2% | 3% | 3% | 5% | 5% | 2% | *% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 1% |
| | | | | e | de | de | e | | | | | | | | | |
| BBC Newsround site | 105 | 52 | 52 | 12 | 29 | 31 | 14 | 18 | 39 | 21 | 24 | 21 | 93 | 7 | 3 | 2 |
| | 2% | 2% | 2% | 2% | 4% | 5% | 2% | 1% | 3% | 2% | 3% | 2% | 3% | 2% | 1% | 1% |
| | | | | | e | e | | | | | | | | | | |
| None of these | 2263 | 994 | 1243 | 276 | 363 | 308 | 339 | 952 | 521 | 598 | 364 | 723 | 1892 | 181 | 120 | 71 |
| | 52% | 47% | 56% | 52% | 46% | 45% | 48% | 59% | 40% | 48% | 52% | 69% | 52% | 52% | 55% | 54% |
| | | | a | | | | | bcd | | a | a | abc | | | | |

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

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

**A11A-A11H. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC News site/ app | 1421 | 1176 | 179 | 456 | 949 | 422 | 983 | 167 | 191 | 198 | 422 | 1007 | 385 |
| | 33% | 33% | 39% | 33% | 33% | 35% | 32% | 34% | 35% | 38% | 35% | 37% b | 25% |
| BBC Weather site/ app | 1038 | 840 | 146 | 312 | 716 | 282 | 746 | 117 | 127 | 131 | 282 | 697 | 320 |
| | 24% | 24% | 32% a | 23% | 25% | 24% | 24% | 24% | 23% | 25% | 24% | 26% b | 21% |
| BBC Sport site/ app | 754 | 626 | 89 | 266 | 477 | 246 | 497 | 96 | 106 | 114 | 246 | 550 | 192 |
| | 17% | 18% | 19% | 19% | 17% | 21% b | 16% | 19% | 19% | 22% | 21% | 20% b | 13% |
| BBC iPlayer Kids site/ app | 184 | 159 | 8 | 143 | 39 | 131 | 51 | 85 | 69 | 37 | 131 | 160 | 23 |
| | 4% | 4% | 2% | 10% b | 1% | 11% b | 2% | 17% cd | 13% c | 7% | 11% | 6% b | 2% |
| BBC Bitesize site/ app | 166 | 141 | 8 | 116 | 45 | 98 | 62 | 41 | 51 | 51 | 98 | 142 | 23 |
| | 4% | 4% | 2% | 8% b | 2% | 8% b | 2% | 8% | 9% | 10% | 8% | 5% b | 2% |
| BBC CBeebies Playtime site/ app | 156 | 126 | 9 | 126 | 27 | 113 | 40 | 70 | 52 | 40 | 113 | 136 | 19 |
| | 4% | 4% | 2% | 9% b | 1% | 9% b | 1% | 14% c | 10% | 8% | 9% | 5% b | 1% |
| BBC CBeebies Storytime site/ app | 109 | 94 | 4 | 85 | 22 | 77 | 29 | 47 | 41 | 27 | 77 | 94 | 13 |
| | 3% | 3% | 1% | 6% b | 1% | 7% b | 1% | 9% | 8% | 5% | 7% | 3% b | 1% |
| BBC Newsround site | 105 | 90 | 6 | 60 | 43 | 51 | 50 | 19 | 30 | 26 | 51 | 82 | 18 |
| | 2% | 3% | 1% | 4% b | 1% | 4% b | 2% | 4% | 6% | 5% | 4% | 3% b | 1% |
| None of these | 2263 | 1841 | 223 | 605 | 1597 | 501 | 1690 | 209 | 235 | 212 | 501 | 1210 | 973 |
| | 52% | 52% | 49% | 44% | 55% a | 42% | 55% a | 42% | 43% | 41% | 42% | 45% | 63% a |

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

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

**A11A-A11H. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC News site/ app | 1421 | 1381 | 1243 | 178 | 40 | 1421 | 1367 | 1068 | 1421 | 451 | 1421 | - | 122 | 225 | 1074 |
| | 33% | 36% | 37% | 17% | 8% | 33% | 36% | 41% | 57% | 61% | 36% | -% | 15% | 22% | 42% |
| | | cde | cde | d | | cd | f | aef | abef | abef | f | | | a | ab |
| BBC Weather site/ app | 1038 | 1007 | 888 | 150 | 31 | 1038 | 993 | 805 | 1038 | 321 | 1038 | - | 107 | 174 | 757 |
| | 24% | 26% | 27% | 15% | 6% | 24% | 26% | 31% | 42% | 43% | 26% | -% | 13% | 17% | 30% |
| | | cd | cd | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC Sport site/ app | 754 | 736 | 661 | 93 | 18 | 754 | 729 | 587 | 754 | 247 | 754 | - | 71 | 131 | 552 |
| | 17% | 19% | 20% | 9% | 3% | 17% | 19% | 22% | 30% | 33% | 19% | -% | 9% | 13% | 22% |
| | | cd | cd | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC iPlayer Kids site/ app | 184 | 184 | 182 | 2 | - | 184 | 184 | 163 | 184 | 63 | 184 | - | 6 | 36 | 142 |
| | 4% | 5% | 5% | *% | -% | 4% | 5% | 6% | 7% | 9% | 5% | -% | 1% | 4% | 6% |
| | | cd | cd | | | cd | f | f | aef | aef | f | | | a | a |
| BBC Bitesize site/ app | 166 | 165 | 163 | 2 | 1 | 166 | 158 | 146 | 166 | 58 | 166 | - | 11 | 29 | 125 |
| | 4% | 4% | 5% | *% | *% | 4% | 4% | 6% | 7% | 8% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | f | aef | aef | f | | | | a |
| BBC CBeebies Playtime site/ app | 156 | 155 | 154 | 2 | 1 | 156 | 151 | 142 | 156 | 64 | 156 | - | 12 | 29 | 115 |
| | 4% | 4% | 5% | *% | *% | 4% | 4% | 5% | 6% | 9% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | ef | aef | abef | f | | | | a |
| BBC CBeebies Storytime site/ app | 109 | 107 | 107 | 2 | 2 | 109 | 108 | 100 | 109 | 40 | 109 | - | 5 | 22 | 82 |
| | 3% | 3% | 3% | *% | *% | 3% | 3% | 4% | 4% | 5% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | c | f | f | aef | aef | f | | | | a |
| BBC Newsround site | 105 | 104 | 101 | 4 | 1 | 105 | 103 | 95 | 105 | 42 | 105 | - | 4 | 19 | 81 |
| | 2% | 3% | 3% | *% | *% | 2% | 3% | 4% | 4% | 6% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | c | f | f | aef | aef | f | | | | a |
| None of these | 2263 | 1786 | 1493 | 769 | 476 | 2263 | 1798 | 1038 | 403 | 161 | 1899 | 363 | 593 | 618 | 1052 |
| | 52% | 47% | 45% | 76% | 89% | 52% | 48% | 40% | 16% | 22% | 48% | 100% | 74% | 61% | 42% |
| | | | | abe | abce | ab | bcd | cd | | c | bcd | abcde | bc | c | |

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

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

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Spotify | 1482 | 674 | 791 | 312 | 404 | 269 | 226 | 271 | 484 | 497 | 246 | 241 | 1238 | 140 | 62 | 43 |
| | 34% | 32% | 36% | 59% | 51% | 40% | 32% | 17% | 37% | 40% | 35% | 23% | 34% | 40% | 28% | 33% |
| | | | | bcde | cde | de | e | | d | d | d | | | ac | | |
| YouTube Music | 933 | 416 | 508 | 164 | 228 | 180 | 165 | 193 | 239 | 240 | 202 | 241 | 782 | 73 | 50 | 28 |
| | 21% | 20% | 23% | 31% | 29% | 27% | 23% | 12% | 18% | 19% | 29% | 23% | 21% | 21% | 23% | 22% |
| | | | | de | e | e | e | | | | ab | | | | | |
| Amazon Music | 794 | 367 | 420 | 85 | 166 | 175 | 162 | 207 | 276 | 213 | 141 | 158 | 651 | 73 | 45 | 26 |
| | 18% | 17% | 19% | 16% | 21% | 26% | 23% | 13% | 21% | 17% | 20% | 15% | 18% | 21% | 20% | 20% |
| | | | | | e | ae | ae | | d | | | | | | | |
| BBC Sounds | 738 | 416 | 318 | 62 | 114 | 130 | 136 | 297 | 306 | 248 | 103 | 77 | 620 | 61 | 39 | 18 |
| | 17% | 20% | 14% | 12% | 14% | 19% | 19% | 18% | 23% | 20% | 15% | 7% | 17% | 18% | 18% | 14% |
| | | b | | | | a | a | a | cd | cd | d | | | | | |
| Apple Music or Apple Podcasts | 489 | 207 | 278 | 120 | 131 | 114 | 79 | 45 | 187 | 148 | 81 | 71 | 410 | 42 | 21 | 17 |
| | 11% | 10% | 13% | 23% | 17% | 17% | 11% | 3% | 14% | 12% | 12% | 7% | 11% | 12% | 10% | 13% |
| | | | | bde | de | de | e | | d | d | d | | | | | |
| Google Play Music or Google Podcasts | 250 | 113 | 133 | 48 | 86 | 51 | 38 | 27 | 91 | 61 | 49 | 47 | 213 | 20 | 13 | 3 |
| | 6% | 5% | 6% | 9% | 11% | 8% | 5% | 2% | 7% | 5% | 7% | 5% | 6% | 6% | 6% | 3% |
| | | | | e | de | e | e | | | | | | d | | | |
| SoundCloud | 240 | 128 | 108 | 72 | 69 | 47 | 34 | 16 | 76 | 74 | 43 | 43 | 209 | 20 | 5 | 7 |
| | 6% | 6% | 5% | 14% | 9% | 7% | 5% | 1% | 6% | 6% | 6% | 4% | 6% | 6% | 2% | 6% |
| | | | | bcde | de | e | e | | | | | | c | c | | c |
| GlobalPlayer | 184 | 109 | 73 | 23 | 60 | 33 | 39 | 29 | 76 | 42 | 28 | 34 | 165 | 10 | 7 | 3 |
| | 4% | 5% | 3% | 4% | 8% | 5% | 6% | 2% | 6% | 3% | 4% | 3% | 5% | 3% | 3% | 2% |
| | | b | | e | e | e | e | | | | | | | | | |
| RadioPlayer | 169 | 89 | 79 | 25 | 55 | 31 | 22 | 35 | 58 | 51 | 30 | 28 | 148 | 10 | 8 | 3 |
| | 4% | 4% | 4% | 5% | 7% | 5% | 3% | 2% | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 3% |
| | | | | e | de | e | | | | | | | | | | |
| Deezer | 143 | 72 | 70 | 41 | 45 | 32 | 10 | 15 | 55 | 29 | 28 | 32 | 121 | 12 | 8 | 2 |
| | 3% | 3% | 3% | 8% | 6% | 5% | 1% | 1% | 4% | 2% | 4% | 3% | 3% | 4% | 4% | 1% |
| | | | | de | de | de | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Tidal | 75 | 39 | 34 | 15 | 23 | 18 | 13 | 5 | 29 | 18 | 17 | 10 | 68 | 4 | 2 | 1 |
| | 2% | 2% | 2% | 3% | 3% | 3% | 2% | *% | 2% | 1% | 3% | 1% | 2% | 1% | 1% | *% |
| | | | | e | e | e | e | | | | | | | | | |
| Any other audio streaming service | 49 | 34 | 14 | 3 | 12 | 7 | 13 | 14 | 12 | 23 | 4 | 8 | 43 | 1 | 2 | 3 |
| | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | *% | 1% | 2% |
| | | b | | | | | | | | | | | | | | |
| None of these | 1405 | 689 | 701 | 50 | 104 | 126 | 197 | 907 | 367 | 321 | 196 | 482 | 1191 | 93 | 77 | 43 |
| | 32% | 33% | 32% | 9% | 13% | 19% | 28% | 56% | 28% | 26% | 28% | 46% | 33% | 27% | 35% | 33% |
| | | | | | | ab | abc | abcd | | | | abc | b | | b | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Spotify | 1482 | 1216 | 128 | 600 | 856 | 504 | 943 | 237 | 213 | 209 | 504 | 1114 | 343 |
| | 34% | 34% | 28% | 44% b | 30% | 42% b | 31% | 48% | 39% | 40% | 42% | 41% b | 22% |
| YouTube Music | 933 | 768 | 81 | 415 | 498 | 359 | 548 | 178 | 141 | 152 | 359 | 682 | 226 |
| | 21% | 22% | 18% | 30% b | 17% | 30% b | 18% | 36% b | 26% | 29% | 30% | 25% b | 15% |
| Amazon Music | 794 | 649 | 92 | 365 | 418 | 331 | 448 | 131 | 159 | 165 | 331 | 572 | 201 |
| | 18% | 18% | 20% | 27% b | 15% | 28% b | 15% | 26% | 29% | 32% | 28% | 21% b | 13% |
| BBC Sounds | 738 | 599 | 102 | 247 | 478 | 230 | 495 | 94 | 100 | 107 | 230 | 496 | 224 |
| | 17% | 17% | 22% a | 18% | 17% | 19% | 16% | 19% | 18% | 20% | 19% | 18% b | 15% |
| Apple Music or Apple Podcasts | 489 | 394 | 50 | 257 | 221 | 212 | 265 | 100 | 94 | 95 | 212 | 397 | 84 |
| | 11% | 11% | 11% | 19% b | 8% | 18% b | 9% | 20% | 17% | 18% | 18% | 15% b | 5% |
| Google Play Music or Google Podcasts | 250 | 208 | 8 | 125 | 117 | 107 | 135 | 40 | 52 | 52 | 107 | 205 | 41 |
| | 6% | 6% b | 2% | 9% b | 4% | 9% b | 4% | 8% | 10% | 10% | 9% | 8% b | 3% |
| SoundCloud | 240 | 193 | 16 | 125 | 107 | 93 | 136 | 44 | 39 | 45 | 93 | 174 | 59 |
| | 6% | 5% | 3% | 9% b | 4% | 8% b | 4% | 9% | 7% | 9% | 8% | 6% b | 4% |
| GlobalPlayer | 184 | 147 | 17 | 100 | 82 | 95 | 87 | 35 | 40 | 44 | 95 | 152 | 30 |
| | 4% | 4% | 4% | 7% b | 3% | 8% b | 3% | 7% | 7% | 8% | 8% | 6% b | 2% |
| RadioPlayer | 169 | 130 | 18 | 83 | 78 | 70 | 91 | 30 | 38 | 29 | 70 | 137 | 28 |
| | 4% | 4% | 4% | 6% b | 3% | 6% b | 3% | 6% | 7% | 6% | 6% | 5% b | 2% |
| Deezer | 143 | 119 | 5 | 76 | 63 | 67 | 71 | 26 | 33 | 37 | 67 | 115 | 27 |
| | 3% | 3% | 1% | 6% b | 2% | 6% b | 2% | 5% | 6% | 7% | 6% | 4% b | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Tidal | 75 | 61 | 5 | 46 | 29 | 37 | 38 | 18 | 17 | 16 | 37 | 64 | 10 |
| | 2% | 2% | 1% | 3% | 1% | 3% | 1% | 4% | 3% | 3% | 3% | 2% | 1% |
| | | | | b | | b | | | | | | b | |
| Any other audio streaming service | 49 | 44 | 1 | 13 | 35 | 13 | 35 | 4 | 4 | 5 | 13 | 35 | 10 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| None of these | 1405 | 1158 | 173 | 209 | 1166 | 181 | 1191 | 68 | 86 | 86 | 181 | 569 | 785 |
| | 32% | 33% | 38% | 15% | 40% | 15% | 39% | 14% | 16% | 16% | 15% | 21% | 51% |
| | | | | | a | | a | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Spotify | 1482 | 1453 | 1381 | 101 | 29 | 1482 | 1301 | 947 | 1014 | 302 | 1377 | 106 | 197 | 328 | 957 |
| | 34% | 38% | 41% | 10% | 5% | 34% | 34% | 36% | 41% | 41% | 35% | 29% | 25% | 32% | 38% |
| | | cde | acde | | | cd | | | abef | aef | | | | a | ab |
| YouTube Music | 933 | 891 | 825 | 108 | 43 | 933 | 811 | 603 | 633 | 169 | 860 | 73 | 166 | 191 | 576 |
| | 21% | 23% | 25% | 11% | 8% | 21% | 21% | 23% | 25% | 23% | 22% | 20% | 21% | 19% | 23% |
| | | cd | cde | | | cd | | | ae | | | | | | |
| Amazon Music | 794 | 782 | 772 | 22 | 12 | 794 | 717 | 539 | 566 | 191 | 747 | 47 | 138 | 167 | 490 |
| | 18% | 20% | 23% | 2% | 2% | 18% | 19% | 21% | 23% | 26% | 19% | 13% | 17% | 16% | 19% |
| | | cd | cde | | | cd | | f | aef | abef | | | | | |
| BBC Sounds | 738 | 723 | 646 | 92 | 16 | 738 | 716 | 695 | 636 | 738 | 738 | - | 52 | 115 | 572 |
| | 17% | 19% | 19% | 9% | 3% | 17% | 19% | 27% | 26% | 100% | 19% | -% | 6% | 11% | 23% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| Apple Music or Apple Podcasts | 489 | 485 | 479 | 10 | 4 | 489 | 445 | 364 | 382 | 119 | 465 | 24 | 59 | 119 | 311 |
| | 11% | 13% | 14% | 1% | 1% | 11% | 12% | 14% | 15% | 16% | 12% | 7% | 7% | 12% | 12% |
| | | cd | cde | | | cd | f | f | aef | aef | f | | | a | a |
| Google Play Music or Google Podcasts | 250 | 247 | 241 | 9 | 3 | 250 | 232 | 199 | 207 | 78 | 241 | 9 | 30 | 65 | 154 |
| | 6% | 6% | 7% | 1% | 1% | 6% | 6% | 8% | 8% | 11% | 6% | 2% | 4% | 6% | 6% |
| | | cd | cd | | | cd | f | f | aef | aef | | | | | |
| SoundCloud | 240 | 235 | 226 | 15 | 6 | 240 | 207 | 156 | 178 | 61 | 217 | 24 | 43 | 50 | 147 |
| | 6% | 6% | 7% | 1% | 1% | 6% | 5% | 6% | 7% | 8% | 5% | 6% | 5% | 5% | 6% |
| | | cd | cd | | | cd | | | | ae | | | | | |
| GlobalPlayer | 184 | 183 | 176 | 9 | 1 | 184 | 168 | 156 | 161 | 69 | 179 | 5 | 21 | 48 | 115 |
| | 4% | 5% | 5% | 1% | *% | 4% | 4% | 6% | 6% | 9% | 4% | 1% | 3% | 5% | 5% |
| | | cd | cd | | | cd | | f | aef | abef | | | | | |
| RadioPlayer | 169 | 165 | 159 | 10 | 4 | 169 | 162 | 157 | 154 | 62 | 169 | * | 14 | 45 | 110 |
| | 4% | 4% | 5% | 1% | 1% | 4% | 4% | 6% | 6% | 8% | 4% | *% | 2% | 4% | 4% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | a | a |
| Deezer | 143 | 141 | 141 | 3 | 2 | 143 | 130 | 121 | 127 | 45 | 140 | 3 | 14 | 44 | 85 |
| | 3% | 4% | 4% | *% | *% | 3% | 3% | 5% | 5% | 6% | 4% | 1% | 2% | 4% | 3% |
| | | cd | cd | | | cd | f | aef | aef | | | | | a | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 95**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Tidal | 75 | 75 | 73 | 2 | - | 75 | 71 | 69 | 73 | 27 | 75 | - | 13 | 21 | 40 |
| | 2% | 2% | 2% | *% | -% | 2% | 2% | 3% | 3% | 4% | 2% | -% | 2% | 2% | 2% |
| | | c | c | | | c | | f | f | aef | | | | | |
| Any other audio streaming service | 49 | 49 | 44 | 5 | - | 49 | 45 | 36 | 34 | 20 | 48 | 1 | 9 | 7 | 33 |
| | 1% | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 3% | 1% | *% | 1% | 1% | 1% |
| | | | | | | | | | | ae | | | | | |
| None of these | 1405 | 967 | 673 | 732 | 437 | 1405 | 1191 | 662 | 481 | - | 1244 | 161 | 321 | 362 | 722 |
| | 32% | 25% | 20% | 72% | 82% | 32% | 31% | 25% | 19% | -% | 31% | 44% | 40% | 36% | 29% |
| | | b | | abe | abce | ab | bcd | cd | d | | bcd | abcde | c | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A. How often in the past 3 months have you listened to BBC Sounds?**

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 712 | 390 | 318 | 63 | 106 | 132 | 128 | 283 | 300 | 225 | 106 | 78 | 483 | 94 | 80 | 55 |
| Effective Weighted Sample | 581 | 318 | 260 | 54 | 91 | 109 | 101 | 226 | 249 | 183 | 88 | 60 | 445 | 89 | 76 | 53 |
| Total | 724 | 410 | 309 | 62 | 114 | 129 | 136 | 283 | 302 | 244 | 103 | 73 | 612 | 58 | 36 | 18 |
| At least daily | 214 | 127 | 87 | ** | 38 | 40 | 40 | 72 | 95 | 54 | 40 | ** | 182 | ** | ** | ** |
| | 30% | 31% | 28% | ** | 33% | 31% | 29% | 25% | 32% | 22% | 39% b | ** | 30% | ** | ** | ** |
| At least weekly | 282 | 159 | 120 | ** | 48 | 40 | 54 | 122 | 121 | 99 | 42 | ** | 236 | ** | ** | ** |
| | 39% | 39% | 39% | ** | 42% | 31% | 40% | 43% | 40% | 41% | 41% | ** | 39% | ** | ** | ** |
| At least monthly | 159 | 80 | 78 | ** | 24 | 30 | 32 | 64 | 56 | 70 | 12 | ** | 139 | ** | ** | ** |
| | 22% | 19% | 25% | ** | 21% | 24% | 23% | 23% | 18% | 29% c | 12% | ** | 23% | ** | ** | ** |
| Less often | 61 | 43 | 18 | ** | 4 | 18 | 11 | 20 | 25 | 18 | 8 | ** | 48 | ** | ** | ** |
| | 8% | 10% | 6% | ** | 3% | 14% | 8% | 7% | 8% | 7% | 8% | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 5 | 1 | 4 | ** | 1 | 1 | - | 3 | 4 | * | 1 | ** | 5 | ** | ** | ** |
| | 1% | *% | 1% | ** | 1% | 1% | -% | 1% | 1% | *% | 1% | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 214 | 127 | 87 | ** | 38 | 40 | 40 | 72 | 95 | 54 | 40 | ** | 182 | ** | ** | ** |
| | 30% | 31% | 28% | ** | 33% | 31% | 29% | 25% | 32% | 22% | 39% b | ** | 30% | ** | ** | ** |
| WEEKLY | 496 | 287 | 207 | ** | 85 | 80 | 93 | 194 | 217 | 153 | 81 | ** | 418 | ** | ** | ** |
| | 69% | 70% | 67% | ** | 75% | 62% | 69% | 68% | 72% | 63% | 79% b | ** | 68% | ** | ** | ** |
| MONTHLY | 656 | 367 | 285 | ** | 109 | 110 | 125 | 258 | 272 | 223 | 94 | ** | 557 | ** | ** | ** |
| | 91% | 89% | 92% | ** | 96% | 86% | 92% | 91% | 90% | 92% | 91% | ** | 91% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 96

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A. How often in the past 3 months have you listened to BBC Sounds?**

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 712 | 568 | 106 | 245 | 454 | 224 | 475 | 96 | 100 | 100 | 224 | 451 | 238 |
| Effective Weighted Sample | 581 | 465 | 83 | 201 | 369 | 185 | 385 | 80 | 82 | 82 | 185 | 379 | 187 |
| Total | 724 | 585 | 101 | 246 | 465 | 230 | 482 | 94 | 100 | 107 | 230 | 496 | 211 |
| At least daily | 214 | 174 | 24 | 87 | 126 | 83 | 131 | ** | 32 | 42 | 83 | 153 | 59 |
| | 30% | 30% | 24% | 35% | 27% | 36% | 27% | ** | 32% | 40% | 36% | 31% | 28% |
| At least weekly | 282 | 226 | 43 | 98 | 179 | 89 | 187 | ** | 41 | 40 | 89 | 193 | 84 |
| | 39% | 39% | 43% | 40% | 38% | 39% | 39% | ** | 41% | 38% | 39% | 39% | 40% |
| At least monthly | 159 | 128 | 25 | 39 | 116 | 37 | 118 | ** | 17 | 18 | 37 | 103 | 51 |
| | 22% | 22% | 24% | 16% | 25% | 16% | 25% | ** | 17% | 16% | 16% | 21% | 24% |
| Less often | 61 | 51 | 7 | 21 | 40 | 20 | 41 | ** | 9 | 7 | 20 | 45 | 13 |
| | 8% | 9% | 7% | 8% | 9% | 9% | 8% | ** | 9% | 6% | 9% | 9% | 6% |
| Don't know/ can't remember | 5 | 4 | - | 1 | 3 | 1 | 3 | ** | - | - | 1 | 3 | 3 |
| | 1% | 1% | -% | *% | 1% | *% | 1% | ** | -% | -% | *% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 214 | 174 | 24 | 87 | 126 | 83 | 131 | ** | 32 | 42 | 83 | 153 | 59 |
| | 30% | 30% | 24% | 35% | 27% | 36% | 27% | ** | 32% | 40% | 36% | 31% | 28% |
| WEEKLY | 496 | 401 | 68 | 185 | 305 | 172 | 318 | ** | 73 | 83 | 172 | 346 | 143 |
| | 69% | 69% | 67% | 75% | 66% | 75% | 66% | ** | 73% | 77% | 75% | 70% | 68% |
| MONTHLY | 656 | 529 | 92 | 224 | 421 | 209 | 436 | ** | 90 | 100 | 209 | 449 | 193 |
| | 91% | 90% | 91% | 91% | 90% | 91% | 91% | ** | 91% | 94% | 91% | 90% | 91% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A. How often in the past 3 months have you listened to BBC Sounds?**

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 712 | 704 | 632 | 80 | 8 | 712 | 692 | 672 | 629 | 712 | 712 | - | 54 | 102 | 556 |
| Effective Weighted Sample | 581 | 576 | 517 | 64 | 6 | 581 | 565 | 546 | 516 | 581 | 581 | - | 44 | 85 | 452 |
| Total | 724 | 711 | 639 | 85 | 12 | 724 | 701 | 681 | 630 | 724 | 724 | - | 50 | 112 | 562 |
| At least daily | 214 | 209 | 192 | ** | ** | 214 | 208 | 211 | 191 | 214 | 214 | ** | ** | 30 | 174 |
| | 30% | 29% | 30% | ** | ** | 30% | 30% | 31% | 30% | 30% | 30% | ** | ** | 27% | 31% |
| At least weekly | 282 | 280 | 246 | ** | ** | 282 | 274 | 268 | 249 | 282 | 282 | ** | ** | 50 | 215 |
| | 39% | 39% | 39% | ** | ** | 39% | 39% | 39% | 40% | 39% | 39% | ** | ** | 44% | 38% |
| At least monthly | 159 | 156 | 141 | ** | ** | 159 | 152 | 146 | 132 | 159 | 159 | ** | ** | 23 | 123 |
| | 22% | 22% | 22% | ** | ** | 22% | 22% | 21% | 21% | 22% | 22% | ** | ** | 20% | 22% |
| Less often | 61 | 59 | 52 | ** | ** | 61 | 59 | 49 | 52 | 61 | 61 | ** | ** | 7 | 45 |
| | 8% | 8% | 8% | ** | ** | 8% | 8% | 7% | 8% | 8% | 8% | ** | ** | 7% | 8% |
| Don't know/ can't remember | 5 | 5 | 5 | ** | ** | 5 | 5 | 4 | 3 | 5 | 5 | ** | ** | - | 4 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | ** | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 214 | 209 | 192 | ** | ** | 214 | 208 | 211 | 191 | 214 | 214 | ** | ** | 30 | 174 |
| | 30% | 29% | 30% | ** | ** | 30% | 30% | 31% | 30% | 30% | 30% | ** | ** | 27% | 31% |
| WEEKLY | 496 | 489 | 438 | ** | ** | 496 | 483 | 479 | 441 | 496 | 496 | ** | ** | 80 | 389 |
| | 69% | 69% | 69% | ** | ** | 69% | 69% | 70% | 70% | 69% | 69% | ** | ** | 71% | 69% |
| MONTHLY | 656 | 645 | 580 | ** | ** | 656 | 634 | 625 | 573 | 656 | 656 | ** | ** | 102 | 513 |
| | 91% | 91% | 91% | ** | ** | 91% | 90% | 92% | 91% | 91% | 91% | ** | ** | 92% | 91% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 97

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?**

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 514 | 205 | 306 | 125 | 143 | 122 | 75 | 49 | 190 | 144 | 92 | 85 | 337 | 74 | 49 | 54 |
| Effective Weighted Sample | 415 | 164 | 250 | 104 | 114 | 99 | 59 | 41 | 157 | 116 | 75 | 67 | 313 | 73 | 48 | 52 |
| Total | 489 | 207 | 278 | 120 | 131 | 114 | 79 | 45 | 187 | 148 | 81 | 71 | 410 | 42 | 21 | 17 |
| At least daily | 218 | 87 | 130 | 60 | 64 | 56 | ** | ** | 80 | 66 | ** | ** | 185 | ** | ** | ** |
| | 44% | 42% | 47% | 51% | 49% | 49% | ** | ** | 43% | 45% | ** | ** | 45% | ** | ** | ** |
| At least weekly | 172 | 75 | 94 | 32 | 46 | 35 | ** | ** | 65 | 48 | ** | ** | 137 | ** | ** | ** |
| | 35% | 36% | 34% | 27% | 35% | 31% | ** | ** | 35% | 33% | ** | ** | 33% | ** | ** | ** |
| At least monthly | 76 | 36 | 40 | 21 | 17 | 17 | ** | ** | 35 | 24 | ** | ** | 67 | ** | ** | ** |
| | 16% | 17% | 15% | 17% | 13% | 15% | ** | ** | 18% | 16% | ** | ** | 16% | ** | ** | ** |
| Less often | 22 | 8 | 14 | 5 | 5 | 7 | ** | ** | 8 | 9 | ** | ** | 20 | ** | ** | ** |
| | 4% | 4% | 5% | 4% | 4% | 6% | ** | ** | 4% | 6% | ** | ** | 5% | ** | ** | ** |
| Don't know/ can't remember | 1 | 1 | - | 1 | - | - | ** | ** | - | 1 | ** | ** | 1 | ** | ** | ** |
| | *% | 1% | -% | 1% | -% | -% | ** | ** | -% | 1% | ** | ** | *% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 218 | 87 | 130 | 60 | 64 | 56 | ** | ** | 80 | 66 | ** | ** | 185 | ** | ** | ** |
| | 44% | 42% | 47% | 51% | 49% | 49% | ** | ** | 43% | 45% | ** | ** | 45% | ** | ** | ** |
| WEEKLY | 390 | 162 | 224 | 93 | 109 | 91 | ** | ** | 145 | 114 | ** | ** | 322 | ** | ** | ** |
| | 80% | 78% | 80% | 77% | 83% | 80% | ** | ** | 77% | 77% | ** | ** | 79% | ** | ** | ** |
| MONTHLY | 466 | 198 | 264 | 113 | 127 | 108 | ** | ** | 179 | 138 | ** | ** | 389 | ** | ** | ** |
| | 95% | 96% | 95% | 95% | 96% | 94% | ** | ** | 96% | 93% | ** | ** | 95% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 97**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?**

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | 514 | 413 | 52 | 261 | 242 | 215 | 287 | 102 | 96 | 93 | 215 | 381 | 120 |
| Effective Weighted Sample | 415 | 332 | 41 | 214 | 192 | 175 | 230 | 84 | 80 | 74 | 175 | 314 | 105 |
| Total | 489 | 394 | 50 | 257 | 221 | 212 | 265 | 100 | 94 | 95 | 212 | 397 | 84 |
| At least daily | 218 | 176 | ** | 127 | 87 | 96 | 117 | 48 | ** | ** | 96 | 184 | 30 |
| | 44% | 45% | ** | 49% | 40% | 46% | 44% | 49% | ** | ** | 46% | 46% | 36% |
| At least weekly | 172 | 145 | ** | 81 | 85 | 74 | 92 | 37 | ** | ** | 74 | 139 | 31 |
| | 35% | 37% | ** | 31% | 39% | 35% | 35% | 37% | ** | ** | 35% | 35% | 37% |
| At least monthly | 76 | 56 | ** | 39 | 36 | 34 | 41 | 12 | ** | ** | 34 | 59 | 16 |
| | 16% | 14% | ** | 15% | 16% | 16% | 15% | 12% | ** | ** | 16% | 15% | 19% |
| Less often | 22 | 18 | ** | 11 | 11 | 8 | 14 | 2 | ** | ** | 8 | 16 | 6 |
| | 4% | 4% | ** | 4% | 5% | 4% | 5% | 2% | ** | ** | 4% | 4% | 7% |
| Don't know/ can't remember | 1 | - | ** | - | 1 | - | 1 | - | ** | ** | - | - | 1 |
| | *% | -% | ** | -% | 1% | -% | *% | -% | ** | ** | -% | -% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 218 | 176 | ** | 127 | 87 | 96 | 117 | 48 | ** | ** | 96 | 184 | 30 |
| | 44% | 45% | ** | 49% | 40% | 46% | 44% | 49% | ** | ** | 46% | 46% | 36% |
| WEEKLY | 390 | 321 | ** | 208 | 173 | 171 | 209 | 85 | ** | ** | 171 | 322 | 61 |
| | 80% | 81% | ** | 81% | 78% | 81% | 79% | 85% | ** | ** | 81% | 81% | 73% |
| MONTHLY | 466 | 377 | ** | 247 | 209 | 204 | 250 | 97 | ** | ** | 204 | 381 | 77 |
| | 95% | 96% | ** | 96% | 94% | 96% | 94% | 98% | ** | ** | 96% | 96% | 92% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 97**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?**

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 514 | 511 | 504 | 10 | 3 | 514 | 466 | 381 | 392 | 120 | 489 | 25 | 61 | 123 | 330 |
| Effective Weighted Sample | 415 | 413 | 408 | 7 | 3 | 415 | 378 | 309 | 321 | 96 | 396 | 20 | 50 | 99 | 267 |
| Total | 489 | 485 | 479 | 10 | 4 | 489 | 445 | 364 | 382 | 119 | 465 | 24 | 59 | 119 | 311 |
| At least daily | 218 | 218 | 214 | ** | ** | 218 | 203 | 164 | 159 | 44 | 208 | ** | ** | 51 | 139 |
| | 44% | 45% | 45% | ** | ** | 44% | 46% | 45% | 42% | 37% | 45% | ** | ** | 43% | 45% |
| At least weekly | 172 | 171 | 169 | ** | ** | 172 | 157 | 132 | 144 | 44 | 166 | ** | ** | 45 | 112 |
| | 35% | 35% | 35% | ** | ** | 35% | 35% | 36% | 38% | 37% | 36% | ** | ** | 38% | 36% |
| At least monthly | 76 | 75 | 75 | ** | ** | 76 | 68 | 55 | 60 | 24 | 72 | ** | ** | 20 | 45 |
| | 16% | 16% | 16% | ** | ** | 16% | 15% | 15% | 16% | 20% | 15% | ** | ** | 16% | 14% |
| Less often | 22 | 20 | 20 | ** | ** | 22 | 16 | 12 | 17 | 7 | 19 | ** | ** | 3 | 16 |
| | 4% | 4% | 4% | ** | ** | 4% | 4% | 3% | 5% | 6% | 4% | ** | ** | 3% | 5% |
| Don't know/ can't remember | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | - | 1 | ** | ** | 1 | - |
| | *% | *% | *% | ** | ** | *% | *% | *% | *% | -% | *% | ** | ** | 1% | -% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 218 | 218 | 214 | ** | ** | 218 | 203 | 164 | 159 | 44 | 208 | ** | ** | 51 | 139 |
| | 44% | 45% | 45% | ** | ** | 44% | 46% | 45% | 42% | 37% | 45% | ** | ** | 43% | 45% |
| WEEKLY | 390 | 388 | 383 | ** | ** | 390 | 360 | 296 | 303 | 88 | 374 | ** | ** | 96 | 250 |
| | 80% | 80% | 80% | ** | ** | 80% | 81% | 81% | 79% | 74% | 80% | ** | ** | 80% | 80% |
| MONTHLY | 466 | 463 | 458 | ** | ** | 466 | 428 | 351 | 363 | 112 | 445 | ** | ** | 115 | 295 |
| | 95% | 96% | 96% | ** | ** | 95% | 96% | 96% | 95% | 94% | 96% | ** | ** | 97% | 95% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?**

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 256 | 113 | 139 | 50 | 88 | 53 | 35 | 30 | 89 | 60 | 53 | 52 | 179 | 36 | 30 | 11 |
| Effective Weighted Sample | 214 | 93 | 117 | 43 | 74 | 45 | 29 | 24 | 77 | 49 | 44 | 43 | 166 | 36 | 29 | 10 |
| Total | 249 | 113 | 132 | 48 | 86 | 51 | 37 | 27 | 91 | 61 | 49 | 46 | 212 | 20 | 13 | 3 |
| At least daily | 63 | 30 | 33 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** | ** | ** |
| | 25% | 26% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** | ** | ** |
| At least weekly | 110 | 52 | 55 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 94 | ** | ** | ** |
| | 44% | 46% | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44% | ** | ** | ** |
| At least monthly | 54 | 23 | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | ** | ** |
| | 22% | 20% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| Less often | 16 | 7 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | ** | ** |
| | 7% | 6% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 6 | 2 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 2% | 2% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 63 | 30 | 33 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** | ** | ** |
| | 25% | 26% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** | ** | ** |
| WEEKLY | 173 | 81 | 87 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 146 | ** | ** | ** |
| | 69% | 72% | 66% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69% | ** | ** | ** |
| MONTHLY | 226 | 104 | 118 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 192 | ** | ** | ** |
| | 91% | 92% | 90% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?**

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 256 | 211 | 11 | 125 | 123 | 105 | 142 | 41 | 52 | 49 | 105 | 189 | 60 |
| Effective Weighted Sample | 214 | 177 | 8 | 107 | 100 | 90 | 116 | 35 | 45 | 42 | 90 | 164 | 52 |
| Total | 249 | 207 | 8 | 124 | 117 | 106 | 135 | 40 | 51 | 51 | 106 | 205 | 40 |
| At least daily | 63 | 56 | ** | 37 | 26 | 34 | 29 | ** | ** | ** | 34 | 54 | ** |
| | 25% | 27% | ** | 30% | 22% | 32% | 21% | ** | ** | ** | 32% | 26% | ** |
| At least weekly | 110 | 92 | ** | 59 | 47 | 50 | 55 | ** | ** | ** | 50 | 92 | ** |
| | 44% | 44% | ** | 47% | 40% | 47% | 41% | ** | ** | ** | 47% | 45% | ** |
| At least monthly | 54 | 43 | ** | 20 | 33 | 13 | 40 | ** | ** | ** | 13 | 41 | ** |
| | 22% | 21% | ** | 16% | 28% | 13% | 29% | ** | ** | ** | 13% | 20% | ** |
| | | | | | | | a | | | | | | |
| Less often | 16 | 13 | ** | 4 | 10 | 4 | 10 | ** | ** | ** | 4 | 14 | ** |
| | 7% | 6% | ** | 3% | 9% | 4% | 7% | ** | ** | ** | 4% | 7% | ** |
| Don't know/ can't remember | 6 | 3 | ** | 5 | 1 | 5 | 1 | ** | ** | ** | 5 | 4 | ** |
| | 2% | 2% | ** | 4% | 1% | 4% | 1% | ** | ** | ** | 4% | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 63 | 56 | ** | 37 | 26 | 34 | 29 | ** | ** | ** | 34 | 54 | ** |
| | 25% | 27% | ** | 30% | 22% | 32% | 21% | ** | ** | ** | 32% | 26% | ** |
| WEEKLY | 173 | 148 | ** | 95 | 73 | 84 | 84 | ** | ** | ** | 84 | 146 | ** |
| | 69% | 71% | ** | 77% | 62% | 79% | 62% | ** | ** | ** | 79% | 71% | ** |
| | | | | | | | b | | | | | | |
| MONTHLY | 226 | 190 | ** | 115 | 106 | 97 | 124 | ** | ** | ** | 97 | 186 | ** |
| | 91% | 92% | ** | 93% | 91% | 92% | 92% | ** | ** | ** | 92% | 91% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 98

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?**

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 256 | 254 | 247 | 9 | 2 | 256 | 237 | 205 | 210 | 78 | 247 | 9 | 34 | 70 | 152 |
| Effective Weighted Sample | 214 | 212 | 206 | 8 | 2 | 214 | 199 | 171 | 177 | 65 | 207 | 7 | 27 | 58 | 129 |
| Total | 249 | 246 | 240 | 9 | 3 | 249 | 232 | 199 | 207 | 78 | 241 | 8 | 29 | 65 | 154 |
| At least daily | 63 | 63 | 62 | ** | ** | 63 | 59 | 49 | 53 | ** | 62 | ** | ** | ** | 45 |
| | 25% | 26% | 26% | ** | ** | 25% | 25% | 24% | 26% | ** | 26% | ** | ** | ** | 29% |
| At least weekly | 110 | 108 | 105 | ** | ** | 110 | 103 | 94 | 93 | ** | 107 | ** | ** | ** | 62 |
| | 44% | 44% | 44% | ** | ** | 44% | 44% | 47% | 45% | ** | 44% | ** | ** | ** | 40% |
| At least monthly | 54 | 54 | 54 | ** | ** | 54 | 53 | 44 | 46 | ** | 53 | ** | ** | ** | 32 |
| | 22% | 22% | 22% | ** | ** | 22% | 23% | 22% | 22% | ** | 22% | ** | ** | ** | 21% |
| Less often | 16 | 15 | 15 | ** | ** | 16 | 12 | 9 | 11 | ** | 13 | ** | ** | ** | 13 |
| | 7% | 6% | 6% | ** | ** | 7% | 5% | 5% | 5% | ** | 6% | ** | ** | ** | 8% |
| Don't know/ can't remember | 6 | 6 | 4 | ** | ** | 6 | 5 | 3 | 4 | ** | 5 | ** | ** | ** | 2 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 63 | 63 | 62 | ** | ** | 63 | 59 | 49 | 53 | ** | 62 | ** | ** | ** | 45 |
| | 25% | 26% | 26% | ** | ** | 25% | 25% | 24% | 26% | ** | 26% | ** | ** | ** | 29% |
| WEEKLY | 173 | 171 | 167 | ** | ** | 173 | 162 | 143 | 146 | ** | 169 | ** | ** | ** | 107 |
| | 69% | 70% | 70% | ** | ** | 69% | 70% | 72% | 71% | ** | 70% | ** | ** | ** | 70% |
| MONTHLY | 226 | 225 | 221 | ** | ** | 226 | 215 | 187 | 192 | ** | 222 | ** | ** | ** | 139 |
| | 91% | 92% | 92% | ** | ** | 91% | 92% | 94% | 93% | ** | 92% | ** | ** | ** | 90% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 99

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13D. How often in the past 3 months have you listened to GlobalPlayer?**

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 173 | 100 | 70 | 25 | 57 | 33 | 30 | 28 | 69 | 42 | 26 | 33 | 132 | 18 | 14 | 9 |
| Effective Weighted Sample | 149 | 85 | 62 | 22 | 49 | 28 | 27 | 25 | 60 | 35 | 23 | 28 | 125 | 18 | 14 | 9 |
| Total | 184 | 109 | 72 | 23 | 60 | 33 | 39 | 29 | 76 | 42 | 28 | 34 | 164 | 10 | 7 | 3 |
| At least daily | 63 | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 57 | ** | ** | ** |
| | 34% | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35% | ** | ** | ** |
| At least weekly | 76 | 51 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** | ** | ** |
| | 42% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42% | ** | ** | ** |
| At least monthly | 36 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | ** | ** |
| | 19% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| Less often | 9 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** | ** |
| | 5% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 63 | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 57 | ** | ** | ** |
| | 34% | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35% | ** | ** | ** |
| WEEKLY | 139 | 86 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 126 | ** | ** | ** |
| | 76% | 79% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** | ** | ** |
| MONTHLY | 175 | 103 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 157 | ** | ** | ** |
| | 95% | 95% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13D. How often in the past 3 months have you listened to GlobalPlayer?**

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 173 | 137 | 16 | 97 | 75 | 90 | 82 | 36 | 37 | 39 | 90 | 135 | 36 |
| Effective Weighted Sample | 149 | 118 | 13 | 84 | 65 | 78 | 70 | 30 | 34 | 35 | 78 | 118 | 32 |
| Total | 184 | 147 | 17 | 100 | 82 | 95 | 87 | 35 | 40 | 44 | 95 | 152 | 29 |
| At least daily | 63 | 56 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** |
| | 34% | 38% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36% | ** |
| At least weekly | 76 | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62 | ** |
| | 42% | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** |
| At least monthly | 36 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** |
| | 19% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| Less often | 9 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | 5% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 63 | 56 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** |
| | 34% | 38% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36% | ** |
| WEEKLY | 139 | 115 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 116 | ** |
| | 76% | 78% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** |
| MONTHLY | 175 | 140 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 145 | ** |
| | 95% | 95% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 95% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 99

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13D. How often in the past 3 months have you listened to GlobalPlayer?**

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 173 | 172 | 166 | 7 | 1 | 173 | 159 | 147 | 152 | 62 | 168 | 5 | 22 | 44 | 107 |
| Effective Weighted Sample | 149 | 148 | 143 | 7 | 1 | 149 | 137 | 127 | 132 | 54 | 145 | 4 | 19 | 38 | 92 |
| Total | 184 | 182 | 175 | 9 | 1 | 184 | 168 | 156 | 161 | 68 | 178 | 5 | 21 | 48 | 114 |
| At least daily | 63 | 61 | 59 | ** | ** | 63 | 58 | 48 | 51 | ** | 60 | ** | ** | ** | 45 |
| | 34% | 34% | 33% | ** | ** | 34% | 35% | 31% | 32% | ** | 33% | ** | ** | ** | 39% |
| At least weekly | 76 | 76 | 72 | ** | ** | 76 | 68 | 68 | 68 | ** | 74 | ** | ** | ** | 41 |
| | 42% | 42% | 41% | ** | ** | 42% | 41% | 43% | 42% | ** | 41% | ** | ** | ** | 36% |
| At least monthly | 36 | 36 | 35 | ** | ** | 36 | 32 | 32 | 33 | ** | 36 | ** | ** | ** | 21 |
| | 19% | 20% | 20% | ** | ** | 19% | 19% | 20% | 21% | ** | 20% | ** | ** | ** | 18% |
| Less often | 9 | 9 | 9 | ** | ** | 9 | 9 | 8 | 9 | ** | 9 | ** | ** | ** | 8 |
| | 5% | 5% | 5% | ** | ** | 5% | 6% | 5% | 6% | ** | 5% | ** | ** | ** | 7% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 63 | 61 | 59 | ** | ** | 63 | 58 | 48 | 51 | ** | 60 | ** | ** | ** | 45 |
| | 34% | 34% | 33% | ** | ** | 34% | 35% | 31% | 32% | ** | 33% | ** | ** | ** | 39% |
| WEEKLY | 139 | 138 | 131 | ** | ** | 139 | 126 | 116 | 118 | ** | 134 | ** | ** | ** | 86 |
| | 76% | 75% | 75% | ** | ** | 76% | 75% | 75% | 74% | ** | 75% | ** | ** | ** | 75% |
| MONTHLY | 175 | 173 | 166 | ** | ** | 175 | 159 | 148 | 151 | ** | 169 | ** | ** | ** | 107 |
| | 95% | 95% | 95% | ** | ** | 95% | 94% | 95% | 94% | ** | 95% | ** | ** | ** | 93% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13E. How often in the past 3 months have you listened to RadioPlayer?**

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 162 | 82 | 79 | 27 | 55 | 35 | 18 | 27 | 56 | 45 | 30 | 29 | 118 | 17 | 17 | 10 |
| Effective Weighted Sample | 134 | 66 | 67 | 23 | 47 | 29 | 16 | 22 | 47 | 38 | 24 | 24 | 109 | 17 | 16 | 10 |
| Total | 169 | 89 | 79 | 25 | 55 | 31 | 22 | 35 | 58 | 51 | 30 | 28 | 148 | 10 | 8 | 3 |
| At least daily | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** | ** | ** |
| At least weekly | 57 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47 | ** | ** | ** |
| | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | ** | ** | ** |
| At least monthly | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | ** | ** |
| | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| Less often | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| Don't know/ can't remember | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54 | ** | ** | ** |
| | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** | ** | ** |
| WEEKLY | 117 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 102 | ** | ** | ** |
| | 69% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69% | ** | ** | ** |
| MONTHLY | 153 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 133 | ** | ** | ** |
| | 91% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13E. How often in the past 3 months have you listened to RadioPlayer?**

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 162 | 123 | 16 | 88 | 66 | 74 | 79 | 28 | 40 | 32 | 74 | 124 | 31 |
| Effective Weighted Sample | 134 | 102 | 13 | 74 | 55 | 63 | 65 | 25 | 34 | 26 | 63 | 104 | 25 |
| Total | 169 | 130 | 18 | 83 | 78 | 70 | 91 | 30 | 38 | 29 | 70 | 137 | 28 |
| At least daily | 59 | 48 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 55 | ** |
| | 35% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** |
| At least weekly | 57 | 42 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47 | ** |
| | 34% | 32% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35% | ** |
| At least monthly | 36 | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** |
| | 21% | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| Less often | 11 | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | 7% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** |
| Don't know/ can't remember | 5 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** |
| | 3% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 59 | 48 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 55 | ** |
| | 35% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** |
| WEEKLY | 117 | 90 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 102 | ** |
| | 69% | 69% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | ** |
| MONTHLY | 153 | 118 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | ** |
| | 91% | 91% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13E. How often in the past 3 months have you listened to RadioPlayer?**

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 162 | 160 | 155 | 7 | 2 | 162 | 155 | 149 | 148 | 57 | 161 | 1 | 16 | 44 | 102 |
| Effective Weighted Sample | 134 | 133 | 130 | 6 | 2 | 134 | 128 | 125 | 124 | 48 | 133 | 1 | 13 | 38 | 84 |
| Total | 169 | 165 | 159 | 10 | 4 | 169 | 162 | 156 | 153 | 62 | 168 | * | 14 | 45 | 110 |
| At least daily | 59 | 59 | 59 | ** | ** | 59 | 58 | 57 | 53 | ** | 59 | ** | ** | ** | 48 |
| | 35% | 36% | 37% | ** | ** | 35% | 36% | 36% | 35% | ** | 35% | ** | ** | ** | 43% |
| At least weekly | 57 | 55 | 53 | ** | ** | 57 | 53 | 51 | 50 | ** | 57 | ** | ** | ** | 33 |
| | 34% | 33% | 33% | ** | ** | 34% | 33% | 33% | 33% | ** | 34% | ** | ** | ** | 30% |
| At least monthly | 36 | 36 | 33 | ** | ** | 36 | 36 | 35 | 36 | ** | 36 | ** | ** | ** | 22 |
| | 21% | 22% | 21% | ** | ** | 21% | 22% | 23% | 23% | ** | 22% | ** | ** | ** | 20% |
| Less often | 11 | 10 | 10 | ** | ** | 11 | 10 | 10 | 9 | ** | 11 | ** | ** | ** | 5 |
| | 7% | 6% | 6% | ** | ** | 7% | 6% | 6% | 6% | ** | 7% | ** | ** | ** | 5% |
| Don't know/ can't remember | 5 | 5 | 5 | ** | ** | 5 | 5 | 4 | 5 | ** | 5 | ** | ** | ** | 2 |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 3% | ** | 3% | ** | ** | ** | 2% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 59 | 59 | 59 | ** | ** | 59 | 58 | 57 | 53 | ** | 59 | ** | ** | ** | 48 |
| | 35% | 36% | 37% | ** | ** | 35% | 36% | 36% | 35% | ** | 35% | ** | ** | ** | 43% |
| WEEKLY | 117 | 114 | 112 | ** | ** | 117 | 111 | 108 | 104 | ** | 116 | ** | ** | ** | 81 |
| | 69% | 69% | 70% | ** | ** | 69% | 68% | 69% | 68% | ** | 69% | ** | ** | ** | 74% |
| MONTHLY | 153 | 150 | 145 | ** | ** | 153 | 147 | 143 | 140 | ** | 152 | ** | ** | ** | 103 |
| | 91% | 91% | 91% | ** | ** | 91% | 91% | 92% | 91% | ** | 91% | ** | ** | ** | 93% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 101

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13F. How often in the past 3 months have you listened to Spotify?**

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1527 | 652 | 856 | 350 | 404 | 284 | 216 | 273 | 488 | 488 | 270 | 266 | 1018 | 237 | 140 | 132 |
| Effective Weighted Sample | 1251 | 531 | 709 | 291 | 334 | 232 | 175 | 222 | 405 | 399 | 222 | 216 | 942 | 228 | 135 | 127 |
| Total | 1471 | 669 | 785 | 311 | 404 | 268 | 225 | 264 | 481 | 494 | 244 | 238 | 1229 | 139 | 62 | 41 |
| At least daily | 691 47% | 311 46% | 372 47% | 203 65% cde | 223 55% cde | 118 44% e | 93 41% e | 55 21% | 210 44% | 263 53% ac | 102 42% | 109 46% | 569 46% | 75 54% | 27 43% | 20 49% |
| At least weekly | 545 37% | 243 36% | 297 38% | 69 22% | 135 33% a | 112 42% a | 98 44% a | 131 50% ab | 189 39% | 173 35% | 97 40% | 82 34% | 458 37% | 47 33% | 24 38% | 17 40% |
| At least monthly | 175 12% | 86 13% | 85 11% | 27 9% | 37 9% | 30 11% | 27 12% | 53 20% ab | 58 12% | 45 9% | 39 16% b | 30 13% | 155 13% | 10 7% | 7 11% | 2 5% |
| Less often | 54 4% | 24 4% | 30 4% | 10 3% | 7 2% | 8 3% | 7 3% | 23 9% abc | 22 5% | 10 2% | 5 2% | 16 7% b | 41 3% | 6 5% | 4 7% | 2 4% |
| Don't know/ can't remember | 7 *% | 5 1% | 2 *% | 2 1% | 2 *% | - -% | - -% | 3 1% | 2 1% | 2 *% | 1 *% | 1 *% | 5 *% | 1 1% | - -% | * 1% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 691 47% | 311 46% | 372 47% | 203 65% cde | 223 55% cde | 118 44% e | 93 41% e | 55 21% | 210 44% | 263 53% ac | 102 42% | 109 46% | 569 46% | 75 54% | 27 43% | 20 49% |
| WEEKLY | 1236 84% | 554 83% | 668 85% | 272 87% e | 358 89% e | 230 86% e | 192 85% e | 185 70% | 399 83% | 436 88% d | 199 81% | 191 80% | 1027 84% | 122 88% | 51 82% | 37 89% |
| MONTHLY | 1411 96% | 640 96% | 754 96% | 299 96% e | 395 98% e | 260 97% e | 219 97% e | 238 90% | 457 95% | 481 97% d | 238 97% | 221 93% | 1182 96% | 132 95% | 58 93% | 39 95% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13F. How often in the past 3 months have you listened to Spotify?**

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1527 | 1243 | 145 | 621 | 874 | 515 | 970 | 235 | 220 | 220 | 515 | 1045 | 444 |
| Effective Weighted Sample | 1251 | 1018 | 114 | 510 | 714 | 424 | 793 | 196 | 179 | 177 | 424 | 876 | 372 |
| Total | 1471 | 1206 | 127 | 599 | 845 | 503 | 933 | 237 | 212 | 209 | 503 | 1111 | 335 |
| At least daily | 691 | 574 | 49 | 304 | 371 | 246 | 426 | 122 | 111 | 91 | 246 | 544 | 139 |
| | 47% | 48% | 39% | 51% | 44% | 49% | 46% | 52% | 52% | 44% | 49% | 49% | 41% |
| At least weekly | 545 | 448 | 54 | 213 | 329 | 193 | 345 | 86 | 77 | 89 | 193 | 416 | 118 |
| | 37% | 37% | 43% | 36% | 39% | 38% | 37% | 36% | 36% | 43% | 38% | 37% | 35% |
| At least monthly | 175 | 142 | 11 | 61 | 107 | 48 | 118 | 18 | 19 | 23 | 48 | 120 | 52 |
| | 12% | 12% | 9% | 10% | 13% | 10% | 13% | 8% | 9% | 11% | 10% | 11% | 15% |
| Less often | 54 | 38 | 11 | 19 | 35 | 14 | 39 | 8 | 4 | 4 | 14 | 28 | 23 |
| | 4% | 3% | 9% | 3% | 4% | 3% | 4% | 3% | 2% | 2% | 3% | 3% | 7% |
| | | | a | | | | | | | | | | a |
| Don't know/ can't remember | 7 | 4 | 1 | 3 | 4 | 3 | 4 | 2 | 2 | 1 | 3 | 4 | 3 |
| | *% | *% | 1% | *% | *% | 1% | *% | 1% | 1% | 1% | 1% | *% | 1% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 691 | 574 | 49 | 304 | 371 | 246 | 426 | 122 | 111 | 91 | 246 | 544 | 139 |
| | 47% | 48% | 39% | 51% | 44% | 49% | 46% | 52% | 52% | 44% | 49% | 49% | 41% |
| WEEKLY | 1236 | 1022 | 104 | 517 | 699 | 439 | 772 | 209 | 188 | 181 | 439 | 960 | 257 |
| | 84% | 85% | 81% | 86% | 83% | 87% | 83% | 88% | 89% | 87% | 87% | 86% | 77% |
| | | | | | | | | | | | | b | |
| MONTHLY | 1411 | 1164 | 115 | 578 | 806 | 487 | 890 | 227 | 207 | 204 | 487 | 1079 | 309 |
| | 96% | 96% | 90% | 96% | 95% | 97% | 95% | 96% | 98% | 98% | 97% | 97% | 92% |
| | | b | | | | | | | | | | b | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 101

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13F. How often in the past 3 months have you listened to Spotify?**

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1527 | 1501 | 1428 | 99 | 26 | 1527 | 1324 | 974 | 1037 | 289 | 1409 | 118 | 217 | 327 | 983 |
| Effective Weighted Sample | 1251 | 1230 | 1171 | 80 | 21 | 1251 | 1088 | 796 | 850 | 239 | 1156 | 95 | 173 | 272 | 806 |
| Total | 1471 | 1444 | 1373 | 98 | 27 | 1471 | 1290 | 938 | 1009 | 297 | 1365 | 106 | 195 | 325 | 951 |
| At least daily | 691 | 682 | 667 | ** | ** | 691 | 596 | 425 | 475 | 123 | 632 | 60 | 84 | 137 | 470 |
| | 47% | 47% | 49% | ** | ** | 47% | 46% | 45% | 47% | 41% | 46% | 57% | 43% | 42% | 49% |
| At least weekly | 545 | 537 | 504 | ** | ** | 545 | 486 | 362 | 381 | 128 | 513 | 32 | 67 | 128 | 350 |
| | 37% | 37% | 37% | ** | ** | 37% | 38% | 39% | 38% | 43% | 38% | 30% | 34% | 40% | 37% |
| At least monthly | 175 | 167 | 151 | ** | ** | 175 | 152 | 114 | 112 | 29 | 162 | 12 | 32 | 44 | 99 |
| | 12% | 12% | 11% | ** | ** | 12% | 12% | 12% | 11% | 10% | 12% | 11% | 16% | 14% | 10% |
| Less often | 54 | 54 | 47 | ** | ** | 54 | 51 | 32 | 39 | 17 | 53 | 1 | 10 | 12 | 32 |
| | 4% | 4% | 3% | ** | ** | 4% | 4% | 3% | 4% | 6% | 4% | 1% | 5% | 4% | 3% |
| Don't know/ can't remember | 7 | 4 | 4 | ** | ** | 7 | 5 | 4 | 2 | - | 6 | 1 | 2 | 4 | 1 |
| | *% | *% | *% | ** | ** | *% | *% | *% | *% | -% | *% | 1% | 1% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 691 | 682 | 667 | ** | ** | 691 | 596 | 425 | 475 | 123 | 632 | 60 | 84 | 137 | 470 |
| | 47% | 47% | 49% | ** | ** | 47% | 46% | 45% | 47% | 41% | 46% | 57% | 43% | 42% | 49% |
| WEEKLY | 1236 | 1219 | 1171 | ** | ** | 1236 | 1083 | 787 | 856 | 251 | 1145 | 92 | 151 | 265 | 820 |
| | 84% | 84% | 85% | ** | ** | 84% | 84% | 84% | 85% | 84% | 84% | 87% | 77% | 82% | 86% |
| | | | | | | | | | | | | | | | a |
| MONTHLY | 1411 | 1386 | 1322 | ** | ** | 1411 | 1234 | 901 | 968 | 280 | 1307 | 104 | 183 | 310 | 919 |
| | 96% | 96% | 96% | ** | ** | 96% | 96% | 96% | 96% | 94% | 96% | 98% | 94% | 95% | 97% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13G. How often in the past 3 months have you listened to Deezer?**

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 148 | 73 | 74 | 43 | 44 | 35 | 11 | 15 | 52 | 30 | 32 | 34 | 101 | 22 | 18 | 7 |
| Effective Weighted Sample | 123 | 60 | 63 | 37 | 38 | 29 | 8 | 12 | 46 | 25 | 25 | 27 | 94 | 22 | 18 | 7 |
| Total | 142 | 71 | 70 | 40 | 45 | 32 | 10 | 15 | 55 | 29 | 28 | 30 | 119 | 12 | 8 | 2 |
| At least daily | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37 | ** | ** | ** |
| | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | ** | ** |
| At least weekly | 55 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 48 | ** | ** | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| At least monthly | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| Less often | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| Don't know/ can't remember | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37 | ** | ** | ** |
| | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | ** | ** |
| WEEKLY | 102 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86 | ** | ** | ** |
| | 72% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** | ** | ** |
| MONTHLY | 126 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 108 | ** | ** | ** |
| | 89% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ~** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 102

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13G. How often in the past 3 months have you listened to Deezer?**

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 148 | 121 | 7 | 80 | 63 | 67 | 75 | 26 | 32 | 34 | 67 | 108 | 38 |
| Effective Weighted Sample | 123 | 100 | 6 | 67 | 52 | 57 | 61 | 23 | 28 | 30 | 57 | 93 | 31 |
| Total | 142 | 118 | 5 | 76 | 62 | 67 | 70 | 26 | 33 | 37 | 67 | 113 | 27 |
| At least daily | 47 | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** |
| | 33% | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** |
| At least weekly | 55 | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 49 | ** |
| | 39% | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** |
| At least monthly | 24 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** |
| | 17% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| Less often | 12 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | 8% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** |
| Don't know/ can't remember | 4 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | 3% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 47 | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39 | ** |
| | 33% | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** |
| WEEKLY | 102 | 86 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87 | ** |
| | 72% | 73% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** |
| MONTHLY | 126 | 107 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 105 | ** |
| | 89% | 91% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 102

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13G. How often in the past 3 months have you listened to Deezer?**

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | ~c |
| Unweighted total | 148 | 147 | 146 | 2 | 1 | 148 | 131 | 124 | 129 | 45 | 142 | 6 | 18 | 44 | 86 |
| Effective Weighted Sample | 123 | 123 | 122 | 1 | 1 | 123 | 110 | 105 | 110 | 39 | 120 | 5 | 14 | 37 | 73 |
| Total | 142 | 140 | 139 | 3 | 2 | 142 | 128 | 121 | 127 | 45 | 138 | 3 | 14 | 43 | 85 |
| At least daily | 47 | 47 | 47 | ** | ** | 47 | 42 | 41 | 39 | ** | 44 | ** | ** | ** | ** |
| | 33% | 33% | 34% | ** | ** | 33% | 33% | 34% | 31% | ** | 32% | ** | ** | ** | ** |
| At least weekly | 55 | 53 | 53 | ** | ** | 55 | 50 | 49 | 50 | ** | 54 | ** | ** | ** | ** |
| | 39% | 38% | 38% | ** | ** | 39% | 39% | 40% | 40% | ** | 39% | ** | ** | ** | ** |
| At least monthly | 24 | 24 | 24 | ** | ** | 24 | 24 | 23 | 24 | ** | 24 | ** | ** | ** | ** |
| | 17% | 18% | 17% | ** | ** | 17% | 18% | 19% | 19% | ** | 18% | ** | ** | ** | ** |
| Less often | 12 | 12 | 12 | ** | ** | 12 | 8 | 6 | 10 | ** | 12 | ** | ** | ** | ** |
| | 8% | 8% | 8% | ** | ** | 8% | 7% | 5% | 8% | ** | 8% | ** | ** | ** | ** |
| Don't know/ can't remember | 4 | 4 | 4 | ** | ** | 4 | 4 | 2 | 3 | ** | 4 | ** | ** | ** | ** |
| | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 2% | ** | 3% | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 47 | 47 | 47 | ** | ** | 47 | 42 | 41 | 39 | ** | 44 | ** | ** | ** | ** |
| | 33% | 33% | 34% | ** | ** | 33% | 33% | 34% | 31% | ** | 32% | ** | ** | ** | ** |
| WEEKLY | 102 | 100 | 100 | ** | ** | 102 | 92 | 90 | 90 | ** | 99 | ** | ** | ** | ** |
| | 72% | 71% | 72% | ** | ** | 72% | 72% | 74% | 71% | ** | 71% | ** | ** | ** | ** |
| MONTHLY | 126 | 124 | 124 | ** | ** | 126 | 116 | 113 | 114 | ** | 123 | ** | ** | ** | ** |
| | 89% | 89% | 89% | ** | ** | 89% | 91% | 93% | 90% | ** | 89% | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 103

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13H. How often in the past 3 months have you listened to Amazon Music?**

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 845 | 365 | 473 | 95 | 176 | 193 | 157 | 224 | 282 | 212 | 154 | 190 | 541 | 125 | 99 | 80 |
| Effective Weighted Sample | 682 | 295 | 384 | 80 | 146 | 156 | 125 | 178 | 231 | 171 | 126 | 150 | 498 | 122 | 94 | 77 |
| Total | 789 | 364 | 418 | 85 | 166 | 175 | 161 | 202 | 276 | 209 | 140 | 157 | 646 | 73 | 45 | 25 |
| At least daily | 256 | 108 | 146 | ** | 70 | 67 | 51 | 43 | 80 | 57 | 53 | 62 | 211 | 25 | ** | ** |
| | 33% | 30% | 35% | ** | 42% e | 38% e | 32% | 21% | 29% | 27% | 38% | 39% | 33% | 35% | ** | ** |
| At least weekly | 367 | 172 | 193 | ** | 61 | 84 | 82 | 105 | 141 | 101 | 60 | 63 | 299 | 32 | ** | ** |
| | 46% | 47% | 46% | ** | 37% | 48% | 51% | 52% b | 51% | 48% | 43% | 40% | 46% | 44% | ** | ** |
| At least monthly | 116 | 58 | 56 | ** | 22 | 19 | 24 | 40 | 46 | 29 | 16 | 23 | 95 | 10 | ** | ** |
| | 15% | 16% | 13% | ** | 13% | 11% | 15% | 20% | 17% | 14% | 11% | 14% | 15% | 14% | ** | ** |
| Less often | 40 | 19 | 20 | ** | 9 | 5 | 4 | 12 | 7 | 18 | 10 | 5 | 34 | 4 | ** | ** |
| | 5% | 5% | 5% | ** | 5% | 3% | 2% | 6% | 3% | 9% a | 7% | 3% | 5% | 6% | ** | ** |
| Don't know/ can't remember | 10 | 6 | 4 | ** | 3 | * | * | 2 | 1 | 3 | 1 | 4 | 8 | 1 | ** | ** |
| | 1% | 2% | 1% | ** | 2% | *% | *% | 1% | *% | 1% | 1% | 3% | 1% | 1% | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 256 | 108 | 146 | ** | 70 | 67 | 51 | 43 | 80 | 57 | 53 | 62 | 211 | 25 | ** | ** |
| | 33% | 30% | 35% | ** | 42% e | 38% e | 32% | 21% | 29% | 27% | 38% | 39% | 33% | 35% | ** | ** |
| WEEKLY | 623 | 281 | 339 | ** | 131 | 151 | 133 | 149 | 221 | 159 | 113 | 125 | 510 | 57 | ** | ** |
| | 79% | 77% | 81% | ** | 79% | 86% e | 83% | 74% | 80% | 76% | 81% | 80% | 79% | 79% | ** | ** |
| MONTHLY | 739 | 339 | 395 | ** | 154 | 170 | 157 | 188 | 267 | 188 | 129 | 148 | 605 | 68 | ** | ** |
| | 94% | 93% | 94% | ** | 93% | 97% | 97% | 93% | 97% b | 90% | 92% | 94% | 94% | 93% | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13H. How often in the past 3 months have you listened to Amazon Music?**

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 845 | 683 | 110 | 383 | 452 | 348 | 483 | 140 | 174 | 173 | 348 | 552 | 266 |
| Effective Weighted Sample | 682 | 553 | 86 | 311 | 363 | 282 | 389 | 114 | 140 | 138 | 282 | 455 | 217 |
| Total | 789 | 644 | 92 | 365 | 413 | 330 | 443 | 131 | 159 | 165 | 330 | 570 | 198 |
| At least daily | 256 | 211 | 29 | 148 | 106 | 140 | 114 | 61 | 66 | 69 | 140 | 208 | 44 |
| | 33% | 33% | 31% | 40%<br>b | 26% | 42%<br>b | 26% | 47% | 42% | 42% | 42% | 37%<br>b | 22% |
| At least weekly | 367 | 295 | 48 | 157 | 204 | 142 | 218 | 53 | 71 | 70 | 142 | 254 | 99 |
| | 46% | 46% | 52% | 43% | 50% | 43% | 49% | 41% | 44% | 43% | 43% | 45% | 50% |
| At least monthly | 116 | 102 | 9 | 43 | 71 | 37 | 75 | 11 | 19 | 21 | 37 | 74 | 40 |
| | 15% | 16% | 10% | 12% | 17% | 11% | 17% | 8% | 12% | 13% | 11% | 13% | 20% |
| Less often | 40 | 30 | 6 | 15 | 25 | 11 | 28 | 4 | 2 | 5 | 11 | 28 | 11 |
| | 5% | 5% | 6% | 4% | 6% | 3% | 6% | 3% | 2% | 3% | 3% | 5% | 5% |
| Don't know/ can't remember | 10 | 7 | - | 3 | 6 | 1 | 8 | 1 | 1 | - | 1 | 5 | 4 |
| | 1% | 1% | -% | 1% | 2% | *% | 2% | 1% | 1% | -% | *% | 1% | 2% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 256 | 211 | 29 | 148 | 106 | 140 | 114 | 61 | 66 | 69 | 140 | 208 | 44 |
| | 33% | 33% | 31% | 40%<br>b | 26% | 42%<br>b | 26% | 47% | 42% | 42% | 42% | 37%<br>b | 22% |
| WEEKLY | 623 | 505 | 77 | 305 | 311 | 281 | 332 | 115 | 137 | 139 | 281 | 462 | 143 |
| | 79% | 79% | 83% | 84%<br>b | 75% | 85%<br>b | 75% | 88% | 86% | 85% | 85% | 81% | 72% |
| MONTHLY | 739 | 607 | 86 | 348 | 382 | 319 | 408 | 125 | 156 | 160 | 319 | 537 | 183 |
| | 94% | 94% | 94% | 95% | 92% | 96% | 92% | 96% | 98% | 97% | 96% | 94% | 92% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 103**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13H. How often in the past 3 months have you listened to Amazon Music?**

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 845 | 835 | 823 | 22 | 10 | 845 | 753 | 558 | 578 | 194 | 785 | 60 | 152 | 179 | 514 |
| Effective Weighted Sample | 682 | 674 | 664 | 18 | 8 | 682 | 612 | 455 | 477 | 160 | 638 | 45 | 117 | 145 | 420 |
| Total | 789 | 776 | 767 | 22 | 12 | 789 | 712 | 535 | 564 | 191 | 742 | 47 | 133 | 166 | 489 |
| At least daily | 256 | 252 | 248 | ** | ** | 256 | 229 | 168 | 165 | 62 | 234 | ** | 54 | 48 | 154 |
| | 33% | 32% | 32% | ** | ** | 33% | 32% | 31% | 29% | 33% | 32% | ** | 40% | 29% | 32% |
| At least weekly | 367 | 364 | 360 | ** | ** | 367 | 336 | 257 | 273 | 91 | 352 | ** | 50 | 80 | 237 |
| | 46% | 47% | 47% | ** | ** | 46% | 47% | 48% | 48% | 48% | 47% | ** | 37% | 48% | 48% |
| At least monthly | 116 | 111 | 111 | ** | ** | 116 | 100 | 75 | 85 | 26 | 108 | ** | 17 | 24 | 75 |
| | 15% | 14% | 15% | ** | ** | 15% | 14% | 14% | 15% | 14% | 15% | ** | 13% | 14% | 15% |
| Less often | 40 | 40 | 40 | ** | ** | 40 | 39 | 29 | 34 | 11 | 39 | ** | 9 | 12 | 20 |
| | 5% | 5% | 5% | ** | ** | 5% | 6% | 5% | 6% | 6% | 5% | ** | 7% | 7% | 4% |
| Don't know/ can't remember | 10 | 8 | 7 | ** | ** | 10 | 7 | 5 | 6 | 1 | 8 | ** | 4 | 3 | 3 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | 3% | 2% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 256 | 252 | 248 | ** | ** | 256 | 229 | 168 | 165 | 62 | 234 | ** | 54 | 48 | 154 |
| | 33% | 32% | 32% | ** | ** | 33% | 32% | 31% | 29% | 33% | 32% | ** | 40% | 29% | 32% |
| WEEKLY | 623 | 616 | 608 | ** | ** | 623 | 565 | 426 | 438 | 153 | 586 | ** | 104 | 129 | 391 |
| | 79% | 79% | 79% | ** | ** | 79% | 79% | 80% | 78% | 80% | 79% | ** | 78% | 77% | 80% |
| MONTHLY | 739 | 728 | 720 | ** | ** | 739 | 665 | 501 | 523 | 179 | 694 | ** | 121 | 152 | 466 |
| | 94% | 94% | 94% | ** | ** | 94% | 93% | 94% | 93% | 94% | 94% | ** | 91% | 91% | 95% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13I. 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 completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 69 | 37 | 30 | 16 | 23 | 16 | 9 | 5 | 26 | 15 | 15 | 12 | 56 | 7 | 4 | 2 |
| Effective Weighted Sample | 61 | 31 | 28 | 14 | 20 | 15 | 9 | 4 | 24 | 13 | 14 | 10 | 53 | 7 | 4 | 2 |
| Total | 75 | 39 | 34 | 15 | 23 | 18 | 13 | 5 | 29 | 18 | 17 | 10 | 68 | 4 | 2 | 1 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13I. 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 completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 69 | 57 | 4 | 41 | 28 | 33 | 36 | 16 | 16 | 15 | 33 | 55 | 13 |
| Effective Weighted Sample | 61 | 50 | 4 | 37 | 24 | 30 | 31 | 15 | 15 | 13 | 30 | 50 | 12 |
| Total | 75 | 61 | 5 | 46 | 29 | 37 | 38 | 18 | 17 | 16 | 37 | 64 | 10 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ~b |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13I. 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 completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 69 | 69 | 67 | 2 | - | 69 | 66 | 64 | 67 | 23 | 69 | - | 11 | 21 | 37 |
| Effective Weighted Sample | 61 | 61 | 59 | 2 | - | 61 | 58 | 56 | 59 | 21 | 61 | - | 10 | 18 | 33 |
| Total | 75 | 75 | 73 | 2 | - | 75 | 71 | 69 | 73 | 27 | 75 | - | 13 | 21 | 40 |
| At least daily | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least weekly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At least monthly | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Less often | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ can't remember | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WEEKLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| MONTHLY | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 105

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13J. How often in the past 3 months have you listened to YouTube Music?**

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 959 | 414 | 536 | 183 | 239 | 196 | 149 | 192 | 240 | 239 | 204 | 265 | 637 | 127 | 108 | 87 |
| Effective Weighted Sample | 775 | 328 | 441 | 153 | 199 | 159 | 121 | 147 | 199 | 193 | 167 | 208 | 584 | 126 | 103 | 83 |
| Total | 908 | 400 | 499 | 162 | 228 | 180 | 159 | 179 | 234 | 237 | 193 | 234 | 761 | 72 | 48 | 27 |
| At least daily | 345 | 154 | 185 | 72 | 106 | 79 | 53 | 34 | 77 | 90 | 71 | 104 | 287 | 30 | 18 | ** |
| | 38% | 39% | 37% | 45% e | 46% e | 44% e | 33% e | 19% | 33% | 38% | 37% | 44% | 38% | 42% | 37% | ** |
| At least weekly | 347 | 158 | 187 | 55 | 83 | 68 | 70 | 72 | 96 | 79 | 88 | 79 | 287 | 29 | 20 | ** |
| | 38% | 39% | 38% | 34% | 36% | 38% | 44% | 40% | 41% | 33% | 45% | 34% | 38% | 41% | 41% | ** |
| At least monthly | 152 | 67 | 83 | 22 | 29 | 25 | 30 | 45 | 49 | 47 | 27 | 28 | 133 | 7 | 7 | ** |
| | 17% | 17% | 17% | 13% | 13% | 14% | 19% | 25% ab | 21% | 20% | 14% | 12% | 17% | 10% | 14% | ** |
| Less often | 58 | 18 | 39 | 13 | 8 | 7 | 4 | 26 | 12 | 18 | 6 | 21 | 49 | 4 | 3 | ** |
| | 6% | 5% | 8% | 8% | 4% | 4% | 2% | 14% bcd | 5% | 7% | 3% | 9% | 6% | 6% | 6% | ** |
| Don't know/ can't remember | 7 | 3 | 4 | 1 | 2 | - | 2 | 2 | - | 4 | 1 | 2 | 5 | 1 | 1 | ** |
| | 1% | 1% | 1% | *% | 1% | -% | 2% | 1% | -% | 2% | *% | 1% | 1% | 1% | 2% | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 345 | 154 | 185 | 72 | 106 | 79 | 53 | 34 | 77 | 90 | 71 | 104 | 287 | 30 | 18 | ** |
| | 38% | 39% | 37% | 45% e | 46% e | 44% e | 33% e | 19% | 33% | 38% | 37% | 44% | 38% | 42% | 37% | ** |
| WEEKLY | 692 | 312 | 372 | 127 | 189 | 147 | 123 | 106 | 173 | 169 | 158 | 183 | 573 | 60 | 38 | ** |
| | 76% | 78% | 75% | 78% e | 83% e | 82% e | 77% e | 59% | 74% | 71% | 82% | 78% | 75% | 83% | 79% | ** |
| MONTHLY | 844 | 379 | 456 | 149 | 218 | 172 | 153 | 151 | 222 | 216 | 186 | 211 | 706 | 67 | 44 | ** |
| | 93% | 95% | 91% | 92% | 96% e | 96% e | 96% e | 84% | 95% | 91% | 96% | 90% | 93% | 93% | 92% | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13J. How often in the past 3 months have you listened to YouTube Music?**

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 959 | 775 | 95 | 431 | 507 | 367 | 564 | 176 | 149 | 156 | 367 | 633 | 291 |
| Effective Weighted Sample | 775 | 625 | 76 | 358 | 399 | 306 | 445 | 150 | 123 | 128 | 306 | 525 | 242 |
| Total | 908 | 745 | 79 | 415 | 474 | 359 | 523 | 178 | 141 | 152 | 359 | 672 | 213 |
| At least daily | 345 | 294 | ** | 174 | 164 | 151 | 185 | 80 | 70 | 59 | 151 | 267 | 73 |
| | 38% | 39% | ** | 42% | 35% | 42% | 35% | 45% | 50% | 39% | 42% | 40% | 34% |
| At least weekly | 347 | 285 | ** | 161 | 179 | 143 | 194 | 62 | 48 | 68 | 143 | 261 | 72 |
| | 38% | 38% | ** | 39% | 38% | 40% | 37% | 35% | 34% | 45% | 40% | 39% | 34% |
| At least monthly | 152 | 120 | ** | 60 | 88 | 52 | 96 | 30 | 19 | 20 | 52 | 101 | 47 |
| | 17% | 16% | ** | 15% | 19% | 14% | 18% | 17% | 13% | 13% | 14% | 15% | 22% |
| Less often | 58 | 41 | ** | 19 | 39 | 13 | 43 | 5 | 5 | 4 | 13 | 36 | 20 |
| | 6% | 5% | ** | 5% | 8% | 3% | 8% a | 3% | 3% | 3% | 3% | 5% | 10% |
| Don't know/ can't remember | 7 | 5 | ** | 1 | 4 | 1 | 5 | - | - | 1 | 1 | 6 | 1 |
| | 1% | 1% | ** | *% | 1% | *% | 1% | -% | -% | 1% | *% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 345 | 294 | ** | 174 | 164 | 151 | 185 | 80 | 70 | 59 | 151 | 267 | 73 |
| | 38% | 39% | ** | 42% | 35% | 42% | 35% | 45% | 50% | 39% | 42% | 40% | 34% |
| WEEKLY | 692 | 579 | ** | 335 | 343 | 294 | 380 | 142 | 118 | 127 | 294 | 528 | 145 |
| | 76% | 78% | ** | 81% b | 72% | 82% b | 73% | 80% | 84% | 83% | 82% | 79% b | 68% |
| MONTHLY | 844 | 699 | ** | 395 | 431 | 346 | 475 | 173 | 136 | 147 | 346 | 630 | 192 |
| | 93% | 94% | ** | 95% | 91% | 96% b | 91% | 97% | 97% | 97% | 96% | 94% | 90% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 105

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13J. How often in the past 3 months have you listened to YouTube Music?**

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 959 | 929 | 867 | 92 | 30 | 959 | 820 | 613 | 634 | 168 | 871 | 88 | 179 | 198 | 582 |
| Effective Weighted Sample | 775 | 756 | 705 | 71 | 22 | 775 | 672 | 504 | 526 | 140 | 713 | 62 | 134 | 164 | 477 |
| Total | 908 | 872 | 816 | 92 | 37 | 908 | 789 | 592 | 621 | 167 | 837 | 71 | 160 | 185 | 563 |
| At least daily | 345 | 340 | 329 | ** | ** | 345 | 306 | 224 | 228 | 66 | 323 | ** | 57 | 66 | 221 |
| | 38% | 39% | 40% | ** | ** | 38% | 39% | 38% | 37% | 40% | 39% | ** | 36% | 36% | 39% |
| At least weekly | 347 | 330 | 309 | ** | ** | 347 | 300 | 236 | 245 | 60 | 319 | ** | 50 | 68 | 229 |
| | 38% | 38% | 38% | ** | ** | 38% | 38% | 40% | 40% | 36% | 38% | ** | 31% | 37% | 41% |
| At least monthly | 152 | 145 | 131 | ** | ** | 152 | 131 | 97 | 108 | 34 | 139 | ** | 37 | 35 | 80 |
| | 17% | 17% | 16% | ** | ** | 17% | 17% | 16% | 17% | 20% | 17% | ** | 23% | 19% | 14% |
| Less often | 58 | 51 | 45 | ** | ** | 58 | 45 | 33 | 36 | 7 | 49 | ** | 13 | 14 | 31 |
| | 6% | 6% | 5% | ** | ** | 6% | 6% | 6% | 6% | 4% | 6% | ** | 8% | 8% | 5% |
| Don't know/ can't remember | 7 | 6 | 3 | ** | ** | 7 | 7 | 2 | 3 | - | 7 | ** | 3 | 1 | 3 |
| | 1% | 1% | *% | ** | ** | 1% | 1% | *% | 1% | -% | 1% | ** | 2% | 1% | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 345 | 340 | 329 | ** | ** | 345 | 306 | 224 | 228 | 66 | 323 | ** | 57 | 66 | 221 |
| | 38% | 39% | 40% | ** | ** | 38% | 39% | 38% | 37% | 40% | 39% | ** | 36% | 36% | 39% |
| WEEKLY | 692 | 670 | 638 | ** | ** | 692 | 607 | 460 | 474 | 126 | 642 | ** | 107 | 135 | 450 |
| | 76% | 77% | 78% | ** | ** | 76% | 77% | 78% | 76% | 75% | 77% | ** | 67% | 73% | 80% |
| | | | | | | | | | | | | | | | a |
| MONTHLY | 844 | 815 | 768 | ** | ** | 844 | 738 | 557 | 582 | 159 | 782 | ** | 144 | 170 | 529 |
| | 93% | 93% | 94% | ** | ** | 93% | 93% | 94% | 94% | 96% | 93% | ** | 90% | 92% | 94% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13K. How often in the past 3 months have you listened to SoundCloud?**

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 246 | 121 | 121 | 84 | 66 | 48 | 30 | 18 | 72 | 73 | 45 | 52 | 176 | 35 | 11 | 24 |
| Effective Weighted Sample | 206 | 102 | 102 | 70 | 55 | 42 | 24 | 16 | 64 | 61 | 37 | 42 | 164 | 35 | 11 | 23 |
| Total | 239 | 128 | 108 | 72 | 69 | 47 | 34 | 16 | 76 | 74 | 42 | 43 | 208 | 20 | 5 | 7 |
| At least daily | 76 | 37 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 64 | ** | ** | ** |
| | 32% | 29% | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | ** | ** |
| At least weekly | 74 | 37 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62 | ** | ** | ** |
| | 31% | 29% | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30% | ** | ** | ** |
| At least monthly | 50 | 28 | 22 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44 | ** | ** | ** |
| | 21% | 22% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| Less often | 38 | 26 | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | ** | ** |
| | 16% | 21% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| Don't know/ can't remember | 2 | - | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 1% | -% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| DAILY | 76 | 37 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 64 | ** | ** | ** |
| | 32% | 29% | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | ** | ** |
| WEEKLY | 150 | 74 | 74 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | ** | ** | ** |
| | 62% | 58% | 68% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 61% | ** | ** | ** |
| MONTHLY | 200 | 102 | 96 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 171 | ** | ** | ** |
| | 84% | 79% | 88% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 106

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13K. How often in the past 3 months have you listened to SoundCloud?**

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 246 | 197 | 18 | 119 | 116 | 87 | 144 | 40 | 39 | 41 | 87 | 157 | 79 |
| Effective Weighted Sample | 206 | 164 | 15 | 102 | 95 | 75 | 120 | 35 | 33 | 36 | 75 | 134 | 71 |
| Total | 239 | 192 | 16 | 125 | 106 | 93 | 135 | 44 | 39 | 45 | 93 | 173 | 59 |
| At least daily | 76 | 63 | ** | 43 | 29 | ** | 42 | ** | ** | ** | ** | 56 | ** |
| | 32% | 33% | ** | 34% | 27% | ** | 31% | ** | ** | ** | ** | 32% | ** |
| At least weekly | 74 | 60 | ** | 45 | 26 | ** | 32 | ** | ** | ** | ** | 57 | ** |
| | 31% | 31% | ** | 36% | 25% | ** | 23% | ** | ** | ** | ** | 33% | ** |
| At least monthly | 50 | 36 | ** | 24 | 27 | ** | 33 | ** | ** | ** | ** | 34 | ** |
| | 21% | 19% | ** | 19% | 25% | ** | 25% | ** | ** | ** | ** | 19% | ** |
| Less often | 38 | 32 | ** | 13 | 23 | ** | 27 | ** | ** | ** | ** | 27 | ** |
| | 16% | 16% | ** | 10% | 22% | ** | 20% | ** | ** | ** | ** | 15% | ** |
| Don't know/ can't remember | 2 | 2 | ** | 1 | 1 | ** | 1 | ** | ** | ** | ** | - | ** |
| | 1% | 1% | ** | 1% | 1% | ** | 1% | ** | ** | ** | ** | -% | ** |
| **SUMMARY** | | | | | | | | | | | | | |
| DAILY | 76 | 63 | ** | 43 | 29 | ** | 42 | ** | ** | ** | ** | 56 | ** |
| | 32% | 33% | ** | 34% | 27% | ** | 31% | ** | ** | ** | ** | 32% | ** |
| WEEKLY | 150 | 123 | ** | 88 | 55 | ** | 74 | ** | ** | ** | ** | 112 | ** |
| | 62% | 64% | ** | 70% b | 52% | ** | 55% | ** | ** | ** | ** | 65% | ** |
| MONTHLY | 200 | 159 | ** | 111 | 82 | ** | 107 | ** | ** | ** | ** | 146 | ** |
| | 84% | 83% | ** | 89% | 77% | ** | 80% | ** | ** | ** | ** | 85% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 106**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13K. How often in the past 3 months have you listened to SoundCloud?**

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 246 | 240 | 231 | 15 | 6 | 246 | 210 | 158 | 178 | 59 | 221 | 25 | 44 | 51 | 151 |
| Effective Weighted Sample | 206 | 201 | 193 | 12 | 5 | 206 | 177 | 133 | 151 | 51 | 186 | 20 | 36 | 42 | 127 |
| Total | 239 | 234 | 226 | 14 | 6 | 239 | 207 | 155 | 178 | 61 | 216 | 24 | 42 | 50 | 147 |
| At least daily | 76 | 72 | 72 | ** | ** | 76 | 67 | 50 | 53 | ** | 67 | ** | ** | ** | 44 |
| | 32% | 31% | 32% | ** | ** | 32% | 33% | 33% | 30% | ** | 31% | ** | ** | ** | 30% |
| At least weekly | 74 | 73 | 69 | ** | ** | 74 | 64 | 50 | 59 | ** | 69 | ** | ** | ** | 52 |
| | 31% | 31% | 31% | ** | ** | 31% | 31% | 32% | 33% | ** | 32% | ** | ** | ** | 35% |
| At least monthly | 50 | 49 | 46 | ** | ** | 50 | 43 | 31 | 38 | ** | 44 | ** | ** | ** | 32 |
| | 21% | 21% | 20% | ** | ** | 21% | 21% | 20% | 22% | ** | 21% | ** | ** | ** | 22% |
| Less often | 38 | 37 | 37 | ** | ** | 38 | 30 | 23 | 25 | ** | 33 | ** | ** | ** | 19 |
| | 16% | 16% | 16% | ** | ** | 16% | 15% | 15% | 14% | ** | 15% | ** | ** | ** | 13% |
| Don't know/ can't remember | 2 | 2 | 2 | ** | ** | 2 | 2 | - | 2 | ** | 2 | ** | ** | ** | 2 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | -% | 1% | ** | 1% | ** | ** | ** | 1% |
| **SUMMARY** | | | | | | | | | | | | | | | |
| DAILY | 76 | 72 | 72 | ** | ** | 76 | 67 | 50 | 53 | ** | 67 | ** | ** | ** | 44 |
| | 32% | 31% | 32% | ** | ** | 32% | 33% | 33% | 30% | ** | 31% | ** | ** | ** | 30% |
| WEEKLY | 150 | 145 | 141 | ** | ** | 150 | 132 | 100 | 112 | ** | 136 | ** | ** | ** | 96 |
| | 62% | 62% | 63% | ** | ** | 62% | 64% | 65% | 63% | ** | 63% | ** | ** | ** | 65% |
| MONTHLY | 200 | 195 | 187 | ** | ** | 200 | 175 | 131 | 151 | ** | 181 | ** | ** | ** | 127 |
| | 84% | 83% | 83% | ** | ** | 84% | 85% | 85% | 85% | ** | 84% | ** | ** | ** | 86% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER MAN | WOMAN | AGE 16-24 | 25-34 | 35-44 | 45-54 | 55+ | SEG AB | C1 | C2 | DE | NATION ENGLAND | SCOTLAND | WALES | N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Spotify | 1236 | 554 | 668 | 272 | 358 | 230 | 192 | 185 | 399 | 436 | 199 | 191 | 1027 | 122 | 51 | 37 |
| | 28% | 26% | 30% | 51% | 45% | 34% | 27% | 11% | 31% | 35% | 29% | 18% | 28% | 35% | 23% | 28% |
| | | | a | cde | cde | e | e | | d | cd | d | | | ac | | |
| YouTube Music | 692 | 312 | 372 | 127 | 189 | 147 | 123 | 106 | 173 | 169 | 158 | 183 | 573 | 60 | 38 | 21 |
| | 16% | 15% | 17% | 24% | 24% | 22% | 18% | 7% | 13% | 14% | 23% | 17% | 16% | 17% | 17% | 16% |
| | | | | e | de | e | e | | | | ab | | | | | |
| Amazon Music | 623 | 281 | 339 | 59 | 131 | 151 | 133 | 149 | 221 | 159 | 113 | 125 | 510 | 57 | 35 | 20 |
| | 14% | 13% | 15% | 11% | 17% | 22% | 19% | 9% | 17% | 13% | 16% | 12% | 14% | 16% | 16% | 16% |
| | | | | | e | ae | ae | | d | | | | | | | |
| BBC Sounds | 496 | 287 | 207 | 44 | 85 | 80 | 93 | 194 | 217 | 153 | 81 | 44 | 418 | 41 | 28 | 10 |
| | 11% | 14% | 9% | 8% | 11% | 12% | 13% | 12% | 17% | 12% | 12% | 4% | 11% | 12% | 13% | 8% |
| | | b | | | | | | | bcd | d | d | | | | | |
| Apple Music or Apple Podcasts | 390 | 162 | 224 | 93 | 109 | 91 | 64 | 33 | 145 | 114 | 71 | 59 | 322 | 36 | 17 | 14 |
| | 9% | 8% | 10% | 18% | 14% | 13% | 9% | 2% | 11% | 9% | 10% | 6% | 9% | 10% | 8% | 11% |
| | | | | de | e | e | e | | d | d | d | | | | | |
| Google Play Music or Google Podcasts | 173 | 81 | 87 | 30 | 60 | 40 | 29 | 13 | 61 | 38 | 37 | 35 | 146 | 15 | 9 | 2 |
| | 4% | 4% | 4% | 6% | 8% | 6% | 4% | 1% | 5% | 3% | 5% | 3% | 4% | 4% | 4% | 2% |
| | | | | e | e | e | e | | | | | | | | | |
| SoundCloud | 150 | 74 | 74 | 54 | 45 | 28 | 18 | 5 | 52 | 41 | 27 | 25 | 127 | 16 | 2 | 5 |
| | 3% | 4% | 3% | 10% | 6% | 4% | 3% | *% | 4% | 3% | 4% | 2% | 3% | 4% | 1% | 4% |
| | | | | bcde | de | e | e | | | | | | c | c | | c |
| GlobalPlayer | 139 | 86 | 52 | 16 | 40 | 24 | 34 | 24 | 55 | 33 | 23 | 26 | 126 | 7 | 4 | 2 |
| | 3% | 4% | 2% | 3% | 5% | 4% | 5% | 2% | 4% | 3% | 3% | 2% | 3% | 2% | 2% | 2% |
| | | b | | | e | e | e | | | | | | | | | |
| RadioPlayer | 117 | 60 | 57 | 17 | 40 | 24 | 16 | 20 | 39 | 36 | 24 | 18 | 102 | 7 | 6 | 2 |
| | 3% | 3% | 3% | 3% | 5% | 4% | 2% | 1% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 2% |
| | | | | e | e | e | | | | | | | | | | |
| Deezer | 102 | 53 | 48 | 25 | 32 | 26 | 9 | 9 | 38 | 21 | 23 | 20 | 86 | 9 | 6 | 2 |
| | 2% | 3% | 2% | 5% | 4% | 4% | 1% | 1% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 1% |
| | | | | de | de | de | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Tidal | 46 | 28 | 17 | 6 | 17 | 15 | 5 | 4 | 20 | 10 | 10 | 5 | 43 | 2 | 2 | - |
| | 1% | 1% | 1% | 1% | 2% | 2% | 1% | *% | 2% | 1% | 1% | *% | 1% | *% | 1% | -% |
| | | | | | e | e | | | | | | | | | | |
| None | 1869 | 925 | 925 | 96 | 165 | 184 | 284 | 1114 | 507 | 458 | 268 | 591 | 1589 | 124 | 99 | 57 |
| | 43% | 44% | 42% | 18% | 21% | 27% | 40% | 69% | 39% | 37% | 38% | 57% | 43% | 36% | 45% | 44% |
| | | | | | | ab | abc | abcd | | | | abc | b | | b | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 107

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Spotify | 1236 | 1022 | 104 | 517 | 699 | 439 | 772 | 209 | 188 | 181 | 439 | 960 | 257 |
| | 28% | 29% | 23% | 38% b | 24% | 37% b | 25% | 42% | 35% | 35% | 37% | 36% b | 17% |
| YouTube Music | 692 | 579 | 50 | 335 | 343 | 294 | 380 | 142 | 118 | 127 | 294 | 528 | 145 |
| | 16% | 16% b | 11% | 24% b | 12% | 25% b | 12% | 29% | 22% | 24% | 25% | 20% b | 9% |
| Amazon Music | 623 | 505 | 77 | 305 | 311 | 281 | 332 | 115 | 137 | 139 | 281 | 462 | 143 |
| | 14% | 14% | 17% | 22% b | 11% | 24% b | 11% | 23% | 25% | 27% | 24% | 17% b | 9% |
| BBC Sounds | 496 | 401 | 68 | 185 | 305 | 172 | 318 | 62 | 73 | 83 | 172 | 346 | 143 |
| | 11% | 11% | 15% | 13% | 11% | 14% b | 10% | 12% | 13% | 16% | 14% | 13% b | 9% |
| Apple Music or Apple Podcasts | 390 | 321 | 39 | 208 | 173 | 171 | 209 | 85 | 75 | 69 | 171 | 322 | 61 |
| | 9% | 9% | 8% | 15% b | 6% | 14% b | 7% | 17% | 14% | 13% | 14% | 12% b | 4% |
| Google Play Music or Google Podcasts | 173 | 148 | 3 | 95 | 73 | 84 | 84 | 31 | 41 | 39 | 84 | 146 | 24 |
| | 4% | 4% b | 1% | 7% b | 3% | 7% b | 3% | 6% | 8% | 7% | 7% | 5% b | 2% |
| SoundCloud | 150 | 123 | 8 | 88 | 55 | 67 | 74 | 33 | 27 | 31 | 67 | 112 | 32 |
| | 3% | 3% | 2% | 6% b | 2% | 6% b | 2% | 7% | 5% | 6% | 6% | 4% b | 2% |
| GlobalPlayer | 139 | 115 | 12 | 70 | 67 | 69 | 68 | 25 | 27 | 37 | 69 | 116 | 21 |
| | 3% | 3% | 3% | 5% b | 2% | 6% b | 2% | 5% | 5% | 7% | 6% | 4% b | 1% |
| RadioPlayer | 117 | 90 | 13 | 58 | 55 | 48 | 64 | 22 | 25 | 21 | 48 | 102 | 11 |
| | 3% | 3% | 3% | 4% b | 2% | 4% b | 2% | 4% | 5% | 4% | 4% | 4% b | 1% |
| Deezer | 102 | 86 | 5 | 52 | 49 | 48 | 53 | 15 | 25 | 28 | 48 | 87 | 13 |
| | 2% | 2% | 1% | 4% b | 2% | 4% b | 2% | 3% | 5% | 5% | 4% | 3% b | 1% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

|  | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% |  | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Tidal | 46 | 36 | 3 | 29 | 18 | 25 | 21 | 13 | 14 | 10 | 25 | 40 | 5 |
|  | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 3% | 2% | 2% | 2% | *% |
|  |  |  |  | b |  | b |  |  |  |  |  | b |  |
| None | 1869 | 1520 | 222 | 335 | 1492 | 284 | 1537 | 98 | 132 | 141 | 284 | 846 | 957 |
|  | 43% | 43% | 48% | 24% | 52% | 24% | 50% | 20% | 24% | 27% | 24% | 31% | 62% |
|  |  |  |  |  | a |  | a |  |  |  |  |  | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 107

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Spotify | 1236 | 1219 | 1171 | 66 | 17 | 1236 | 1083 | 787 | 856 | 251 | 1145 | 92 | 151 | 265 | 820 |
| | 28% | 32% | 35% | 6% | 3% | 28% | 29% | 30% | 34% | 34% | 29% | 25% | 19% | 26% | 32% |
| | | cde | acde | | | cd | | | abef | aef | | | | a | ab |
| YouTube Music | 692 | 670 | 638 | 54 | 22 | 692 | 607 | 460 | 474 | 126 | 642 | 50 | 107 | 135 | 450 |
| | 16% | 18% | 19% | 5% | 4% | 16% | 16% | 18% | 19% | 17% | 16% | 14% | 13% | 13% | 18% |
| | | cd | cde | | | cd | | | ae | | | | | | ab |
| Amazon Music | 623 | 616 | 608 | 15 | 7 | 623 | 565 | 426 | 438 | 153 | 586 | 37 | 104 | 129 | 391 |
| | 14% | 16% | 18% | 1% | 1% | 14% | 15% | 16% | 18% | 21% | 15% | 10% | 13% | 13% | 15% |
| | | cd | cde | | | cd | | f | ef | aef | | | | | |
| BBC Sounds | 496 | 489 | 438 | 58 | 7 | 496 | 483 | 479 | 441 | 496 | 496 | - | 28 | 80 | 389 |
| | 11% | 13% | 13% | 6% | 1% | 11% | 13% | 18% | 18% | 67% | 12% | -% | 3% | 8% | 15% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| Apple Music or Apple Podcasts | 390 | 388 | 383 | 7 | 2 | 390 | 360 | 296 | 303 | 88 | 374 | 16 | 44 | 96 | 250 |
| | 9% | 10% | 12% | 1% | *% | 9% | 10% | 11% | 12% | 12% | 9% | 4% | 5% | 9% | 10% |
| | | cd | cde | | | cd | f | f | aef | f | f | | | a | a |
| Google Play Music or Google Podcasts | 173 | 171 | 167 | 6 | 1 | 173 | 162 | 143 | 146 | 58 | 169 | 4 | 20 | 46 | 107 |
| | 4% | 4% | 5% | 1% | *% | 4% | 4% | 5% | 6% | 8% | 4% | 1% | 2% | 4% | 4% |
| | | cd | cd | | | cd | f | f | ef | aef | f | | | | |
| SoundCloud | 150 | 145 | 141 | 8 | 4 | 150 | 132 | 100 | 112 | 38 | 136 | 13 | 24 | 30 | 96 |
| | 3% | 4% | 4% | 1% | 1% | 3% | 3% | 4% | 5% | 5% | 3% | 4% | 3% | 3% | 4% |
| | | cd | cd | | | c | | | | | | | | | |
| GlobalPlayer | 139 | 138 | 131 | 8 | 1 | 139 | 126 | 116 | 118 | 55 | 134 | 5 | 17 | 36 | 86 |
| | 3% | 4% | 4% | 1% | *% | 3% | 3% | 4% | 5% | 8% | 3% | 1% | 2% | 4% | 3% |
| | | cd | cd | | | cd | | | | abcef | | | | | |
| RadioPlayer | 117 | 114 | 112 | 5 | 3 | 117 | 111 | 108 | 104 | 44 | 116 | * | 8 | 28 | 81 |
| | 3% | 3% | 3% | *% | *% | 3% | 3% | 4% | 4% | 6% | 3% | *% | 1% | 3% | 3% |
| | | c | cd | | | c | f | f | f | aef | f | | | | a |
| Deezer | 102 | 100 | 100 | 2 | 2 | 102 | 92 | 90 | 90 | 37 | 99 | 3 | 10 | 27 | 65 |
| | 2% | 3% | 3% | *% | *% | 2% | 2% | 3% | 4% | 5% | 2% | 1% | 1% | 3% | 3% |
| | | c | cd | | | c | | | | aef | | | | | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 107**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A13A-A11K. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Tidal | 46 | 46 | 45 | 1 | - | 46 | 44 | 41 | 45 | 23 | 46 | - | 5 | 9 | 32 |
| | 1% | 1% | 1% | *% | -% | 1% | 1% | 2% | 2% | 3% | 1% | -% | 1% | 1% | 1% |
| | | c | c | | | | | | | aef | | | | | |
| None | 1869 | 1391 | 1028 | 841 | 478 | 1869 | 1589 | 966 | 774 | 104 | 1673 | 195 | 430 | 484 | 955 |
| | 43% | 36% | 31% | 83% | 89% | 43% | 42% | 37% | 31% | 14% | 42% | 54% | 54% | 48% | 38% |
| | | b | | abe | abce | ab | bcd | cd | d | | bcd | abcde | c | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| TV/ IPLAYER | 3784 | 1819 | 1935 | 433 | 649 | 555 | 608 | 1518 | 1200 | 1074 | 594 | 862 | 3189 | 295 | 193 | 108 |
| | 87% | 86% | 88% | 82% | 82% | 82% | 86% | 93% abcd | 92% bcd | 87% | 85% | 83% | 87% | 85% | 89% | 83% |
| RADIO | 2616 | 1332 | 1260 | 304 | 454 | 398 | 399 | 1045 | 918 | 738 | 429 | 494 | 2189 | 209 | 140 | 78 |
| | 60% | 63% b | 57% | 58% | 57% | 59% | 57% | 64% bd | 70% bcd | 60% d | 62% d | 47% | 60% | 60% | 64% | 60% |
| APPS/ SITES | 2490 | 1287 | 1178 | 336 | 508 | 428 | 416 | 798 | 904 | 781 | 384 | 395 | 2108 | 196 | 115 | 72 |
| | 57% | 61% b | 53% | 64% e | 64% e | 63% e | 59% e | 49% | 69% bcd | 63% cd | 55% d | 38% | 58% | 56% | 53% | 55% |
| SOUNDS | 738 | 416 | 318 | 62 | 114 | 130 | 136 | 297 | 306 | 248 | 103 | 77 | 620 | 61 | 39 | 18 |
| | 17% | 20% b | 14% | 12% | 14% | 19% a | 19% a | 18% a | 23% cd | 20% cd | 15% d | 7% | 17% | 18% | 18% | 14% |
| ANY | 3987 | 1932 | 2020 | 468 | 695 | 599 | 639 | 1561 | 1250 | 1136 | 631 | 908 | 3357 | 314 | 201 | 115 |
| | 92% | 92% | 92% | 89% | 88% | 88% | 91% | 96% abcd | 96% bcd | 92% | 91% d | 87% | 92% d | 90% | 92% | 88% |
| NONE | 363 | 173 | 183 | 59 | 96 | 79 | 64 | 65 | 55 | 99 | 65 | 136 | 297 | 34 | 16 | 16 |
| | 8% | 8% | 8% | 11% e | 12% e | 12% e | 9% e | 4% | 4% | 8% a | 9% a | 13% ab | 8% | 10% | 8% | 12% a |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 108

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| TV/ IPLAYER | 3784 | 3079 | 423 | 1192 | 2529 | 1039 | 2670 | 432 | 466 | 455 | 1039 | 2336 | 1358 |
| | 87% | 87% | 92% | 87% | 88% | 87% | 87% | 87% | 86% | 87% | 87% | 87% | 88% |
| | | | a | | | | | | | | | | |
| RADIO | 2616 | 2110 | 324 | 856 | 1715 | 750 | 1810 | 308 | 354 | 321 | 750 | 1660 | 896 |
| | 60% | 59% | 71% | 62% | 60% | 63% | 59% | 62% | 65% | 61% | 63% | 62% | 58% |
| | | | a | | | | | | | | | | |
| APPS/ SITES | 2490 | 2021 | 277 | 916 | 1530 | 794 | 1642 | 335 | 349 | 351 | 794 | 1738 | 705 |
| | 57% | 57% | 60% | 66% | 53% | 67% | 54% | 68% | 64% | 67% | 67% | 64% | 46% |
| | | | | b | | b | | | | | | b | |
| SOUNDS | 738 | 599 | 102 | 247 | 478 | 230 | 495 | 94 | 100 | 107 | 230 | 496 | 224 |
| | 17% | 17% | 22% | 18% | 17% | 19% | 16% | 19% | 18% | 20% | 19% | 18% | 15% |
| | | | a | | | | | | | | | b | |
| ANY | 3987 | 3247 | 437 | 1259 | 2661 | 1093 | 2813 | 450 | 492 | 487 | 1093 | 2469 | 1419 |
| | 92% | 91% | 95% | 91% | 92% | 92% | 92% | 91% | 91% | 93% | 92% | 92% | 92% |
| NONE | 363 | 304 | 22 | 119 | 219 | 98 | 240 | 47 | 51 | 35 | 98 | 228 | 117 |
| | 8% | 9% | 5% | 9% | 8% | 8% | 8% | 9% | 9% | 7% | 8% | 8% | 8% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 108

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| TV/ IPLAYER | 3784 | 3398 | 2932 | 852 | 386 | 3784 | 3784 | 2473 | 2352 | 716 | 3784 | - | 542 | 863 | 2379 |
| | 87% | 89% | 88% | 84% | 72% | 87% | 100% | 95% | 94% | 97% | 95% | -% | 67% | 85% | 94% |
| | | cd | cd | d | | d | bcdef | f | f | f | f | | | a | ab |
| RADIO | 2616 | 2387 | 2088 | 527 | 229 | 2616 | 2473 | 2616 | 1856 | 695 | 2616 | - | 319 | 553 | 1744 |
| | 60% | 63% | 63% | 52% | 43% | 60% | 65% | 100% | 75% | 94% | 66% | -% | 40% | 54% | 69% |
| | | cd | cd | | | cd | f | acdef | aef | acef | f | | | a | ab |
| APPS/ SITES | 2490 | 2407 | 2173 | 317 | 83 | 2490 | 2352 | 1856 | 2490 | 636 | 2490 | - | 280 | 529 | 1682 |
| | 57% | 63% | 65% | 31% | 16% | 57% | 62% | 71% | 100% | 86% | 62% | -% | 35% | 52% | 67% |
| | | cde | cde | d | | cd | f | aef | abdef | abef | f | | | a | ab |
| SOUNDS | 738 | 723 | 646 | 92 | 16 | 738 | 716 | 695 | 636 | 738 | 738 | - | 52 | 115 | 572 |
| | 17% | 19% | 19% | 9% | 3% | 17% | 19% | 27% | 26% | 100% | 19% | -% | 6% | 11% | 23% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| ANY | 3987 | 3561 | 3091 | 895 | 426 | 3987 | 3784 | 2616 | 2490 | 738 | 3987 | - | 607 | 921 | 2458 |
| | 92% | 93% | 93% | 88% | 80% | 92% | 100% | 100% | 100% | 100% | 100% | -% | 76% | 90% | 97% |
| | | cd | cd | d | | cd | f | f | f | f | f | | | a | ab |
| NONE | 363 | 255 | 240 | 123 | 108 | 363 | - | - | - | - | - | 363 | 195 | 97 | 71 |
| | 8% | 7% | 7% | 12% | 20% | 8% | -% | -% | -% | -% | -% | 100% | 24% | 10% | 3% |
| | | | | abe | abce | | | | | | | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 109

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC One | 2703 | 1338 | 1351 | 214 | 409 | 404 | 512 | 1163 | 915 | 772 | 428 | 571 | 2251 | 227 | 146 | 79 |
| | 62% | 64% | 61% | 41% | 52% | 60% | 73% | 72% | 70% | 62% | 61% | 55% | 62% | 65% | 67% | 60% |
| | | | | | a | ab | abc | abc | bcd | d | d | | | | | |
| BBC Two | 1712 | 969 | 732 | 83 | 211 | 212 | 305 | 901 | 684 | 472 | 250 | 297 | 1452 | 127 | 91 | 43 |
| | 39% | 46% | 33% | 16% | 27% | 31% | 43% | 55% | 52% | 38% | 36% | 28% | 40% | 36% | 42% | 33% |
| | | b | | | a | a | abc | abcd | bcd | d | d | | | | | |
| BBC iPlayer | 1701 | 838 | 858 | 196 | 336 | 284 | 294 | 591 | 604 | 465 | 283 | 333 | 1430 | 137 | 86 | 48 |
| | 39% | 40% | 39% | 37% | 42% | 42% | 42% | 36% | 46% | 38% | 41% | 32% | 39% | 39% | 40% | 37% |
| | | | | | | | | | bd | | d | | | | | |
| BBC News site/ app | 1421 | 788 | 623 | 111 | 265 | 252 | 300 | 494 | 545 | 458 | 199 | 212 | 1184 | 127 | 66 | 44 |
| | 33% | 37% | 28% | 21% | 33% | 37% | 43% | 30% | 42% | 37% | 29% | 20% | 32% | 36% | 30% | 34% |
| | | b | | | a | ae | abe | a | cd | cd | d | | | | | |
| BBC News channel | 1088 | 615 | 468 | 68 | 126 | 144 | 197 | 553 | 389 | 298 | 186 | 210 | 911 | 87 | 59 | 31 |
| | 25% | 29% | 21% | 13% | 16% | 21% | 28% | 34% | 30% | 24% | 27% | 20% | 25% | 25% | 27% | 24% |
| | | b | | | | a | abc | abc | bd | | d | | | | | |
| BBC Weather site/ app | 1038 | 522 | 505 | 99 | 168 | 171 | 188 | 413 | 420 | 323 | 154 | 138 | 874 | 76 | 58 | 30 |
| | 24% | 25% | 23% | 19% | 21% | 25% | 27% | 25% | 32% | 26% | 22% | 13% | 24% | 22% | 27% | 23% |
| | | | | | | | a | a | bcd | d | d | | | | | |
| BBC Sport site/ app | 754 | 577 | 170 | 65 | 155 | 126 | 133 | 274 | 299 | 232 | 110 | 109 | 632 | 66 | 35 | 21 |
| | 17% | 27% | 8% | 12% | 20% | 19% | 19% | 17% | 23% | 19% | 16% | 10% | 17% | 19% | 16% | 16% |
| | | b | | | a | a | a | | cd | d | d | | | | | |
| BBC Radio 2 | 734 | 370 | 360 | 42 | 91 | 100 | 139 | 361 | 273 | 193 | 142 | 123 | 590 | 77 | 50 | 16 |
| | 17% | 18% | 16% | 8% | 12% | 15% | 20% | 22% | 21% | 16% | 20% | 12% | 16% | 22% | 23% | 12% |
| | | | | | | a | ab | abc | bd | | d | | | ad | ad | |
| BBC Radio 1 | 699 | 320 | 374 | 112 | 219 | 164 | 114 | 90 | 216 | 215 | 139 | 125 | 565 | 68 | 43 | 24 |
| | 16% | 15% | 17% | 21% | 28% | 24% | 16% | 6% | 17% | 17% | 20% | 12% | 15% | 19% | 20% | 18% |
| | | | | e | de | de | e | | d | d | d | | | | | |
| BBC Four | 659 | 385 | 270 | 37 | 81 | 83 | 104 | 353 | 270 | 180 | 98 | 110 | 562 | 43 | 41 | 14 |
| | 15% | 18% | 12% | 7% | 10% | 12% | 15% | 22% | 21% | 15% | 14% | 11% | 15% | 12% | 19% | 11% |
| | | b | | | | a | a | abcd | bcd | | | | | | bd | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 4 | 528 | 308 | 219 | 19 | 56 | 46 | 78 | 329 | 266 | 133 | 56 | 70 | 456 | 27 | 32 | 14 |
| | 12% | 15% | 10% | 4% | 7% | 7% | 11% | 20% | 20% | 11% | 8% | 7% | 12% | 8% | 15% | 10% |
| | | b | | | | | a | abcd | bcd | d | | | b | | b | |
| BBC Sounds | 496 | 287 | 207 | 44 | 85 | 80 | 93 | 194 | 217 | 153 | 81 | 44 | 418 | 41 | 28 | 10 |
| | 11% | 14% | 9% | 8% | 11% | 12% | 13% | 12% | 17% | 12% | 12% | 4% | 11% | 12% | 13% | 8% |
| | | b | | | | | | | bcd | d | d | | | | | |
| BBC Three | 481 | 240 | 240 | 72 | 139 | 75 | 79 | 116 | 153 | 118 | 107 | 100 | 401 | 40 | 30 | 11 |
| | 11% | 11% | 11% | 14% | 18% | 11% | 11% | 7% | 12% | 10% | 15% | 10% | 11% | 11% | 14% | 8% |
| | | | | e | cde | e | e | | | | bd | | | | | |
| BBC Radio 5 live | 336 | 239 | 96 | 15 | 46 | 54 | 71 | 149 | 125 | 96 | 53 | 59 | 290 | 18 | 17 | 11 |
| | 8% | 11% | 4% | 3% | 6% | 8% | 10% | 9% | 10% | 8% | 8% | 6% | 8% | 5% | 8% | 8% |
| | | b | | | | a | ab | a | d | | | | | | | |
| CBeebies | 307 | 112 | 195 | 35 | 105 | 107 | 32 | 28 | 93 | 84 | 58 | 69 | 250 | 30 | 17 | 10 |
| | 7% | 5% | 9% | 7% | 13% | 16% | 5% | 2% | 7% | 7% | 8% | 7% | 7% | 9% | 8% | 7% |
| | | | a | e | ade | ade | e | | | | | | | | | |
| BBC TV programmes and content on YouTube | 280 | 134 | 141 | 34 | 65 | 50 | 49 | 82 | 82 | 96 | 46 | 55 | 235 | 24 | 13 | 9 |
| | 6% | 6% | 6% | 6% | 8% | 7% | 7% | 5% | 6% | 8% | 7% | 5% | 6% | 7% | 6% | 7% |
| | | | | | e | | | | | | | | | | | |
| 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) | 221 | 132 | 86 | 8 | 23 | 20 | 29 | 141 | 74 | 52 | 37 | 57 | 159 | 27 | 14 | 22 |
| | 5% | 6% | 4% | 2% | 3% | 3% | 4% | 9% | 6% | 4% | 5% | 6% | 4% | 8% | 6% | 17% |
| | | b | | | | | | abcd | | | | | | a | | abc |
| CBBC | 211 | 85 | 126 | 34 | 68 | 70 | 25 | 14 | 75 | 70 | 39 | 27 | 179 | 15 | 12 | 4 |
| | 5% | 4% | 6% | 7% | 9% | 10% | 4% | 1% | 6% | 6% | 6% | 3% | 5% | 4% | 6% | 3% |
| | | | | e | de | de | e | | d | d | d | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC iPlayer Kids site/ app | 184 | 75 | 109 | 39 | 77 | 47 | 14 | 7 | 66 | 49 | 32 | 36 | 160 | 10 | 10 | 3 |
| | 4% | 4% | 5% | 7% de | 10% de | 7% de | 2% e | *% | 5% | 4% | 5% | 3% | 4% | 3% | 5% | 3% |
| BBC Parliament | 167 | 116 | 50 | 15 | 29 | 22 | 17 | 84 | 74 | 37 | 26 | 29 | 140 | 13 | 10 | 5 |
| | 4% | 6% b | 2% | 3% | 4% | 3% | 2% | 5% d | 6% bd | 3% | 4% | 3% | 4% | 4% | 4% | 4% |
| BBC Bitesize site/ app | 166 | 72 | 90 | 48 | 59 | 35 | 16 | 8 | 64 | 54 | 29 | 16 | 149 | 11 | 4 | 2 |
| | 4% | 3% | 4% | 9% de | 7% de | 5% e | 2% e | *% | 5% d | 4% d | 4% d | 2% | 4% | 3% | 2% | 1% |
| BBC Radio 3 | 160 | 104 | 54 | 18 | 44 | 24 | 17 | 57 | 83 | 31 | 20 | 25 | 141 | 9 | 6 | 3 |
| | 4% | 5% b | 2% | 3% | 6% d | 4% | 2% | 4% | 6% bcd | 2% | 3% | 2% | 4% | 3% | 3% | 3% |
| BBC 6 Music | 160 | 103 | 55 | 25 | 31 | 34 | 36 | 35 | 75 | 45 | 19 | 21 | 133 | 15 | 9 | 3 |
| | 4% | 5% b | 2% | 5% e | 4% | 5% e | 5% e | 2% | 6% cd | 4% | 3% | 2% | 4% | 4% | 4% | 2% |
| BBC CBeebies Playtime site/ app | 156 | 58 | 98 | 26 | 59 | 49 | 15 | 7 | 58 | 44 | 33 | 20 | 136 | 12 | 6 | 2 |
| | 4% | 3% | 4% a | 5% e | 7% de | 7% de | 2% e | *% | 4% d | 4% | 5% d | 2% | 4% | 3% | 3% | 1% |
| BBC Radio 5 live sports extra | 143 | 112 | 30 | 11 | 29 | 28 | 22 | 54 | 55 | 25 | 33 | 31 | 117 | 15 | 10 | 2 |
| | 3% | 5% b | 1% | 2% | 4% | 4% | 3% | 3% | 4% b | 2% | 5% b | 3% | 3% | 4% | 4% | 2% |
| BBC Radio 1Xtra | 120 | 58 | 61 | 37 | 48 | 27 | 6 | 1 | 44 | 29 | 26 | 18 | 109 | 3 | 5 | 2 |
| | 3% | 3% | 3% | 7% de | 6% de | 4% de | 1% e | *% | 3% | 2% | 4% | 2% | 3% | 1% | 2% | 1% |
| BBC Scotland TV channel (on air between 7pm and midnight) | 116 | 68 | 48 | 12 | 23 | 16 | 22 | 43 | 49 | 24 | 24 | 19 | 43 | 70 | 3 | 1 |
| | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 2% | 1% | 20% acd | 1% | 1% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 109**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC Radio 4 Extra | 114 | 68 | 45 | 12 | 31 | 11 | 10 | 51 | 47 | 27 | 24 | 16 | 103 | 4 | 5 | 2 |
| | 3% | 3% | 2% | 2% | 4% | 2% | 1% | 3% | 4% | 2% | 3% | 2% | 3% | 1% | 2% | 1% |
| | | | | | d | | | | d | | | | | | | |
| BBC World Service | 111 | 68 | 39 | 5 | 19 | 17 | 20 | 49 | 55 | 30 | 16 | 11 | 97 | 7 | 4 | 2 |
| | 3% | 3% | 2% | 1% | 2% | 3% | 3% | 3% | 4% | 2% | 2% | 1% | 3% | 2% | 2% | 2% |
| | | b | | | | | | | d | | | | | | | |
| BBC CBeebies Storytime site/ app | 109 | 49 | 59 | 18 | 37 | 36 | 13 | 5 | 29 | 37 | 21 | 21 | 96 | 6 | 7 | 1 |
| | 3% | 2% | 3% | 3% | 5% | 5% | 2% | *% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 1% |
| | | | | e | de | de | e | | | | | | | | | |
| BBC Newsround site | 105 | 52 | 52 | 12 | 29 | 31 | 14 | 18 | 39 | 21 | 24 | 21 | 93 | 7 | 3 | 2 |
| | 2% | 2% | 2% | 2% | 4% | 5% | 2% | 1% | 3% | 2% | 3% | 2% | 3% | 2% | 1% | 1% |
| | | | | | e | e | | | | | | | | | | |
| BBC Asian Network | 75 | 37 | 36 | 17 | 25 | 19 | 10 | 4 | 25 | 19 | 10 | 21 | 72 | 2 | 1 | * |
| | 2% | 2% | 2% | 3% | 3% | 3% | 1% | *% | 2% | 2% | 1% | 2% | 2% | 1% | *% | *% |
| | | | | e | e | e | e | | | | | | | | | |
| BBC Alba (Scottish Gaelic) | 52 | 38 | 14 | 1 | 25 | 10 | 7 | 9 | 18 | 10 | 19 | 4 | 37 | 12 | 3 | 1 |
| | 1% | 2% | 1% | *% | 3% | 2% | 1% | 1% | 1% | 1% | 3% | *% | 1% | 4% | 1% | *% |
| | | b | | | ae | | | | | | bd | | | ad | | |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| ANY BBC | 3504 | 1720 | 1758 | 401 | 646 | 551 | 603 | 1303 | 1131 | 1033 | 574 | 738 | 2944 | 286 | 176 | 98 |
| | 81% | 82% | 80% | 76% | 82% | 81% | 86% | 80% | 87% | 84% | 82% | 71% | 81% | 82% | 81% | 75% |
| | | | | | | | ae | | d | d | d | | d | d | | |
| ANY BBC TV | 3181 | 1562 | 1602 | 338 | 549 | 491 | 558 | 1245 | 1046 | 920 | 514 | 679 | 2675 | 258 | 161 | 88 |
| | 73% | 74% | 73% | 64% | 69% | 72% | 79% | 77% | 80% | 75% | 74% | 65% | 73% | 74% | 74% | 67% |
| | | | | | | a | abc | ab | bcd | d | d | | | | | |
| ANY BBC RADIO | 1943 | 1018 | 910 | 195 | 355 | 297 | 332 | 765 | 704 | 554 | 332 | 344 | 1613 | 159 | 112 | 59 |
| | 45% | 48% | 41% | 37% | 45% | 44% | 47% | 47% | 54% | 45% | 48% | 33% | 44% | 46% | 52% | 46% |
| | | b | | | a | | a | a | bd | d | d | | | | a | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 109

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| ANY BBC WEBSITES/ APPS | 2169 | 1155 | 996 | 253 | 437 | 379 | 384 | 715 | 814 | 663 | 349 | 329 | 1833 | 176 | 99 | 61 |
| | 50% | 55% | 45% | 48% | 55% | 56% | 55% | 44% | 62% | 54% | 50% | 31% | 50% | 50% | 45% | 47% |
| | | b | | | e | ae | e | | bcd | d | d | | | | | |
| NONE | 846 | 384 | 445 | 126 | 145 | 126 | 100 | 323 | 174 | 202 | 122 | 306 | 710 | 62 | 42 | 33 |
| | 19% | 18% | 20% | 24% | 18% | 19% | 14% | 20% | 13% | 16% | 18% | 29% | 19% | 18% | 19% | 25% |
| | | | | d | | | | d | | | | abc | | | | ab |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of BBC services used in at least weekly in the last 3 months (out of 33) | 4.0 | 4.4 | 3.6 | 3.0 | 4.1 | 4.2 | 4.2 | 4.1 | 5.0 | 4.0 | 4.1 | 2.9 | 4.0 | 4.2 | 4.2 | 3.6 |
| | | b | | | a | a | a | a | bcd | d | d | | | | | d |
| Standard deviation | 3.62 | 3.81 | 3.38 | 3.12 | 4.20 | 4.04 | 3.42 | 3.29 | 3.81 | 3.44 | 3.57 | 3.28 | 3.61 | 3.72 | 3.60 | 3.40 |
| Standard error | .05 | .09 | .07 | .13 | .15 | .15 | .13 | .08 | .11 | .10 | .13 | .10 | .07 | .16 | .17 | .17 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 109

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC One | 2703 | 2211 | 328 | 844 | 1826 | 769 | 1897 | 299 | 347 | 356 | 769 | 1707 | 939 |
| | 62% | 62% | 71% | 61% | 63% | 65% | 62% | 60% | 64% | 68% | 65% | 63% | 61% |
| | | | a | | | | | | | | | | |
| BBC Two | 1712 | 1395 | 223 | 461 | 1228 | 431 | 1255 | 142 | 189 | 217 | 431 | 997 | 681 |
| | 39% | 39% | 49% | 33% | 43% | 36% | 41% | 29% | 35% | 41% | 36% | 37% | 44% |
| | | | a | | a | | a | | | a | a | | a |
| BBC iPlayer | 1701 | 1405 | 175 | 620 | 1060 | 548 | 1129 | 239 | 252 | 242 | 548 | 1156 | 520 |
| | 39% | 40% | 38% | 45% | 37% | 46% | 37% | 48% | 46% | 46% | 46% | 43% | 34% |
| | | | | b | | b | | | | | | b | |
| BBC News site/ app | 1421 | 1176 | 179 | 456 | 949 | 422 | 983 | 167 | 191 | 198 | 422 | 1007 | 385 |
| | 33% | 33% | 39% | 33% | 33% | 35% | 32% | 34% | 35% | 38% | 35% | 37% | 25% |
| | | | | | | | | | | | | b | |
| BBC News channel | 1088 | 888 | 135 | 312 | 763 | 288 | 785 | 86 | 123 | 155 | 288 | 653 | 409 |
| | 25% | 25% | 29% | 23% | 26% | 24% | 26% | 17% | 23% | 30% | 24% | 24% | 27% |
| | | | | | | | | | | a | a | | |
| BBC Weather site/ app | 1038 | 840 | 146 | 312 | 716 | 282 | 746 | 117 | 127 | 131 | 282 | 697 | 320 |
| | 24% | 24% | 32% | 23% | 25% | 24% | 24% | 24% | 23% | 25% | 24% | 26% | 21% |
| | | | a | | | | | | | | | b | |
| BBC Sport site/ app | 754 | 626 | 89 | 266 | 477 | 246 | 497 | 96 | 106 | 114 | 246 | 550 | 192 |
| | 17% | 18% | 19% | 19% | 17% | 21% | 16% | 19% | 19% | 22% | 21% | 20% | 13% |
| | | | | | | b | | | | | | b | |
| BBC Radio 2 | 734 | 590 | 104 | 201 | 524 | 188 | 536 | 59 | 92 | 107 | 188 | 476 | 243 |
| | 17% | 17% | 23% | 15% | 18% | 16% | 18% | 12% | 17% | 20% | 16% | 18% | 16% |
| | | | a | | a | | | | | a | | | |
| BBC Radio 1 | 699 | 578 | 63 | 359 | 331 | 324 | 363 | 136 | 164 | 123 | 324 | 578 | 112 |
| | 16% | 16% | 14% | 26% | 11% | 27% | 12% | 27% | 30% | 24% | 27% | 21% | 7% |
| | | | | b | | b | | | | | | b | |
| BBC Four | 659 | 542 | 75 | 171 | 475 | 158 | 487 | 43 | 75 | 87 | 158 | 385 | 257 |
| | 15% | 15% | 16% | 12% | 16% | 13% | 16% | 9% | 14% | 17% | 13% | 14% | 17% |
| | | | | | a | | | | | a | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC Radio 4 | 528 | 415 | 98 | 114 | 408 | 102 | 418 | 30 | 48 | 58 | 102 | 272 | 239 |
| | 12% | 12% | 21% | 8% | 14% | 9% | 14% | 6% | 9% | 11% | 9% | 10% | 16% |
| | | | a | | a | | a | | | | | | a |
| BBC Sounds | 496 | 401 | 68 | 185 | 305 | 172 | 318 | 62 | 73 | 83 | 172 | 346 | 143 |
| | 11% | 11% | 15% | 13% | 11% | 14% | 10% | 12% | 13% | 16% | 14% | 13% | 9% |
| | | | | | | b | | | | | | b | |
| BBC Three | 481 | 407 | 32 | 214 | 251 | 191 | 272 | 81 | 97 | 85 | 191 | 356 | 118 |
| | 11% | 11% | 7% | 16% | 9% | 16% | 9% | 16% | 18% | 16% | 16% | 13% | 8% |
| | | b | | b | | b | | | | | | b | |
| BBC Radio 5 live | 336 | 267 | 49 | 114 | 221 | 109 | 225 | 36 | 54 | 50 | 109 | 240 | 91 |
| | 8% | 8% | 11% | 8% | 8% | 9% | 7% | 7% | 10% | 10% | 9% | 9% | 6% |
| | | | | | | | | | | | | b | |
| CBeebies | 307 | 257 | 24 | 262 | 43 | 247 | 57 | 182 | 125 | 54 | 247 | 245 | 58 |
| | 7% | 7% | 5% | 19% | 1% | 21% | 2% | 37% | 23% | 10% | 21% | 9% | 4% |
| | | | | b | | b | | bcd | c | | c | b | |
| BBC TV programmes and content on YouTube | 280 | 247 | 17 | 107 | 172 | 97 | 181 | 54 | 44 | 35 | 97 | 198 | 76 |
| | 6% | 7% | 4% | 8% | 6% | 8% | 6% | 11% | 8% | 7% | 8% | 7% | 5% |
| | | | | | | | | | | | | 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) | 221 | 178 | 32 | 48 | 172 | 43 | 175 | 18 | 21 | 19 | 43 | 120 | 99 |
| | 5% | 5% | 7% | 3% | 6% | 4% | 6% | 4% | 4% | 4% | 4% | 4% | 6% |
| | | | | | a | | | | | | | | |
| CBBC | 211 | 173 | 16 | 175 | 33 | 153 | 53 | 90 | 94 | 44 | 153 | 168 | 40 |
| | 5% | 5% | 4% | 13% | 1% | 13% | 2% | 18% | 17% | 8% | 13% | 6% | 3% |
| | | | | b | | b | | cd | c | | | b | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC iPlayer Kids site/ app | 184 | 159 | 8 | 143 | 39 | 131 | 51 | 85 | 69 | 37 | 131 | 160 | 23 |
| | 4% | 4% | 2% | 10% | 1% | 11% | 2% | 17% | 13% | 7% | 11% | 6% | 2% |
| | | | | b | | b | | cd | c | | | b | |
| BBC Parliament | 167 | 143 | 18 | 59 | 107 | 53 | 113 | 17 | 26 | 28 | 53 | 109 | 55 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 5% | 5% | 4% | 4% | 4% |
| BBC Bitesize site/ app | 166 | 141 | 8 | 116 | 45 | 98 | 62 | 41 | 51 | 51 | 98 | 142 | 23 |
| | 4% | 4% | 2% | 8% | 2% | 8% | 2% | 8% | 9% | 10% | 8% | 5% | 2% |
| | | | | b | | b | | | | | | b | |
| BBC Radio 3 | 160 | 128 | 18 | 54 | 102 | 51 | 105 | 20 | 25 | 26 | 51 | 102 | 54 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 5% | 4% | 4% | 4% |
| BBC 6 Music | 160 | 131 | 13 | 69 | 89 | 66 | 92 | 28 | 32 | 24 | 66 | 136 | 21 |
| | 4% | 4% | 3% | 5% | 3% | 6% | 3% | 6% | 6% | 5% | 6% | 5% | 1% |
| | | | | b | | b | | | | | | b | |
| BBC CBeebies Playtime site/ app | 156 | 126 | 9 | 126 | 27 | 113 | 40 | 70 | 52 | 40 | 113 | 136 | 19 |
| | 4% | 4% | 2% | 9% | 1% | 9% | 1% | 14% | 10% | 8% | 9% | 5% | 1% |
| | | | | b | | b | | c | | | | b | |
| BBC Radio 5 live sports extra | 143 | 107 | 23 | 57 | 85 | 52 | 89 | 24 | 27 | 20 | 52 | 109 | 33 |
| | 3% | 3% | 5% | 4% | 3% | 4% | 3% | 5% | 5% | 4% | 4% | 4% | 2% |
| | | | | | | | | | | | | b | |
| BBC Radio 1Xtra | 120 | 108 | 1 | 72 | 45 | 63 | 54 | 26 | 32 | 28 | 63 | 101 | 17 |
| | 3% | 3% | *% | 5% | 2% | 5% | 2% | 5% | 6% | 5% | 5% | 4% | 1% |
| | | b | | b | | b | | | | | | b | |
| BBC Scotland TV channel (on air between 7pm and midnight) | 116 | 94 | 16 | 49 | 67 | 45 | 70 | 14 | 25 | 19 | 45 | 74 | 39 |
| | 3% | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 5% | 4% | 4% | 3% | 3% |
| BBC Radio 4 Extra | 114 | 93 | 14 | 42 | 71 | 36 | 77 | 17 | 17 | 15 | 36 | 76 | 34 |
| | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

**Table 109**

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC World Service | 111 | 96 | 10 | 33 | 76 | 30 | 78 | 7 | 10 | 16 | 30 | 72 | 35 |
| | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 2% |
| BBC CBeebies Storytime site/ app | 109 | 94 | 4 | 85 | 22 | 77 | 29 | 47 | 41 | 27 | 77 | 94 | 13 |
| | 3% | 3% | 1% | 6%<br>b | 1% | 7%<br>b | 1% | 9% | 8% | 5% | 7% | 3%<br>b | 1% |
| BBC Newsround site | 105 | 90 | 6 | 60 | 43 | 51 | 50 | 19 | 30 | 26 | 51 | 82 | 18 |
| | 2% | 3% | 1% | 4%<br>b | 1% | 4%<br>b | 2% | 4% | 6% | 5% | 4% | 3%<br>b | 1% |
| BBC Asian Network | 75 | 65 | 3 | 50 | 24 | 42 | 30 | 22 | 16 | 18 | 42 | 62 | 10 |
| | 2% | 2% | 1% | 4%<br>b | 1% | 4%<br>b | 1% | 4% | 3% | 3% | 4% | 2%<br>b | 1% |
| BBC Alba (Scottish Gaelic) | 52 | 43 | 4 | 31 | 21 | 28 | 24 | 10 | 15 | 16 | 28 | 46 | 7 |
| | 1% | 1% | 1% | 2%<br>b | 1% | 2%<br>b | 1% | 2% | 3% | 3% | 2% | 2%<br>b | *% |
| **SUMMARY** | | | | | | | | | | | | | |
| ANY BBC | 3504 | 2854 | 385 | 1170 | 2275 | 1028 | 2407 | 420 | 466 | 464 | 1028 | 2288 | 1141 |
| | 81% | 80% | 84% | 85%<br>b | 79% | 86%<br>b | 79% | 85% | 86% | 89% | 86% | 85%<br>b | 74% |
| ANY BBC TV | 3181 | 2592 | 358 | 1066 | 2064 | 944 | 2179 | 386 | 429 | 421 | 944 | 2055 | 1058 |
| | 73% | 73% | 78% | 77%<br>b | 72% | 79%<br>b | 71% | 78% | 79% | 81% | 79% | 76%<br>b | 69% |
| ANY BBC RADIO | 1943 | 1576 | 245 | 675 | 1238 | 613 | 1294 | 242 | 287 | 268 | 613 | 1302 | 603 |
| | 45% | 44% | 53%<br>a | 49%<br>b | 43% | 51%<br>b | 42% | 49% | 53% | 51% | 51% | 48%<br>b | 39% |
| ANY BBC WEBSITES/ APPS | 2169 | 1775 | 250 | 801 | 1336 | 716 | 1418 | 293 | 315 | 326 | 716 | 1539 | 593 |
| | 50% | 50% | 54% | 58%<br>b | 46% | 60%<br>b | 46% | 59% | 58% | 63% | 60% | 57%<br>b | 39% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 109**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NONE | 846 | 697 | 74 | 208 | 605 | 162 | 646 | 76 | 77 | 59 | 162 | 409 | 395 |
| | 19% | 20% | 16% | 15% | 21% | 14% | 21% | 15% | 14% | 11% | 14% | 15% | 26% |
| | | | | | a | | a | | | | | | a |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of BBC services used in at least weekly in the last 3 months (out of 33) | 4.0 | 4.0 | 4.4 | 4.5 | 3.8 | 4.8 | 3.7 | 4.8 | 5.0 | 4.9 | 4.8 | 4.3 | 3.5 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 3.62 | 3.65 | 3.49 | 4.07 | 3.37 | 4.14 | 3.36 | 4.20 | 4.58 | 4.10 | 4.14 | 3.83 | 3.15 |
| Standard error | .05 | .06 | .16 | .11 | .06 | .12 | .06 | .19 | .19 | .18 | .12 | .08 | .08 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 109

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC One | 2703 | 2510 | 2139 | 564 | 193 | 2703 | 2703 | 1802 | 1776 | 592 | 2703 | - | 319 | 573 | 1812 |
| | 62% | 66% | 64% | 55% | 36% | 62% | 71% | 69% | 71% | 80% | 68% | -% | 40% | 56% | 72% |
| | | cde | cd | d | | cd | ef | f | ef | abcef | f | | | a | ab |
| BBC Two | 1712 | 1578 | 1302 | 409 | 134 | 1712 | 1712 | 1269 | 1193 | 473 | 1712 | - | 191 | 315 | 1205 |
| | 39% | 41% | 39% | 40% | 25% | 39% | 45% | 49% | 48% | 64% | 43% | -% | 24% | 31% | 48% |
| | | d | d | d | | d | f | ef | ef | abcef | f | | | a | ab |
| BBC iPlayer | 1701 | 1701 | 1503 | 199 | - | 1701 | 1701 | 1186 | 1209 | 470 | 1701 | - | 133 | 324 | 1245 |
| | 39% | 45% | 45% | 19% | -% | 39% | 45% | 45% | 49% | 64% | 43% | -% | 17% | 32% | 49% |
| | | cde | cde | d | | cd | f | f | ef | abcef | f | | | a | ab |
| BBC News site/ app | 1421 | 1381 | 1243 | 178 | 40 | 1421 | 1367 | 1068 | 1421 | 451 | 1421 | - | 122 | 225 | 1074 |
| | 33% | 36% | 37% | 17% | 8% | 33% | 36% | 41% | 57% | 61% | 36% | -% | 15% | 22% | 42% |
| | | cde | cde | d | | cd | f | aef | abef | abef | f | | | a | ab |
| BBC News channel | 1088 | 1002 | 857 | 231 | 86 | 1088 | 1088 | 782 | 775 | 267 | 1088 | - | 124 | 212 | 751 |
| | 25% | 26% | 26% | 23% | 16% | 25% | 29% | 30% | 31% | 36% | 27% | -% | 15% | 21% | 30% |
| | | d | d | | | d | f | f | ef | abef | f | | | a | ab |
| BBC Weather site/ app | 1038 | 1007 | 888 | 150 | 31 | 1038 | 993 | 805 | 1038 | 321 | 1038 | - | 107 | 174 | 757 |
| | 24% | 26% | 27% | 15% | 6% | 24% | 26% | 31% | 42% | 43% | 26% | -% | 13% | 17% | 30% |
| | | cd | cd | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC Sport site/ app | 754 | 736 | 661 | 93 | 18 | 754 | 729 | 587 | 754 | 247 | 754 | - | 71 | 131 | 552 |
| | 17% | 19% | 20% | 9% | 3% | 17% | 19% | 22% | 30% | 33% | 19% | -% | 9% | 13% | 22% |
| | | cd | cd | d | | cd | f | aef | abef | abef | f | | | | ab |
| BBC Radio 2 | 734 | 698 | 596 | 137 | 36 | 734 | 704 | 734 | 528 | 256 | 734 | - | 78 | 126 | 530 |
| | 17% | 18% | 18% | 13% | 7% | 17% | 19% | 28% | 21% | 35% | 18% | -% | 10% | 12% | 21% |
| | | cd | cd | d | | d | f | acef | f | abcef | f | | | | ab |
| BBC Radio 1 | 699 | 689 | 661 | 37 | 10 | 699 | 676 | 699 | 558 | 174 | 699 | - | 43 | 124 | 532 |
| | 16% | 18% | 20% | 4% | 2% | 16% | 18% | 27% | 22% | 24% | 18% | -% | 5% | 12% | 21% |
| | | cd | cde | | | cd | f | acef | aef | aef | f | | | a | ab |
| BBC Four | 659 | 623 | 503 | 155 | 35 | 659 | 659 | 518 | 466 | 232 | 659 | - | 73 | 109 | 476 |
| | 15% | 16% | 15% | 15% | 7% | 15% | 17% | 20% | 19% | 31% | 17% | -% | 9% | 11% | 19% |
| | | d | d | d | | d | f | ef | f | abcef | f | | | | ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 4 | 528 | 498 | 401 | 127 | 30 | 528 | 506 | 528 | 399 | 265 | 528 | - | 48 | 81 | 399 |
| | 12% | 13% | 12% | 12% | 6% | 12% | 13% | 20% | 16% | 36% | 13% | -% | 6% | 8% | 16% |
| | | d | d | d | | d | f | acef | aef | abcef | f | | | | ab |
| BBC Sounds | 496 | 489 | 438 | 58 | 7 | 496 | 483 | 479 | 441 | 496 | 496 | - | 28 | 80 | 389 |
| | 11% | 13% | 13% | 6% | 1% | 11% | 13% | 18% | 18% | 67% | 12% | -% | 3% | 8% | 15% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| BBC Three | 481 | 454 | 420 | 61 | 28 | 481 | 481 | 362 | 346 | 125 | 481 | - | 51 | 104 | 327 |
| | 11% | 12% | 13% | 6% | 5% | 11% | 13% | 14% | 14% | 17% | 12% | -% | 6% | 10% | 13% |
| | | cd | cd | | | cd | f | f | f | aef | f | | | a | a |
| BBC Radio 5 live | 336 | 318 | 276 | 60 | 17 | 336 | 322 | 336 | 279 | 148 | 336 | - | 30 | 57 | 248 |
| | 8% | 8% | 8% | 6% | 3% | 8% | 8% | 13% | 11% | 20% | 8% | -% | 4% | 6% | 10% |
| | | d | d | | | d | f | aef | aef | abcef | f | | | | ab |
| CBeebies | 307 | 300 | 296 | 11 | 7 | 307 | 307 | 220 | 224 | 71 | 307 | - | 41 | 57 | 210 |
| | 7% | 8% | 9% | 1% | 1% | 7% | 8% | 8% | 9% | 10% | 8% | -% | 5% | 6% | 8% |
| | | cd | cde | | | cd | f | f | f | f | f | | | | a |
| BBC TV programmes and content on YouTube | 280 | 280 | 250 | 30 | - | 280 | 280 | 213 | 223 | 78 | 280 | - | 20 | 61 | 200 |
| | 6% | 7% | 8% | 3% | -% | 6% | 7% | 8% | 9% | 11% | 7% | -% | 2% | 6% | 8% |
| | | cd | cd | d | | cd | f | f | f | aef | f | | | a | a |
| 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) | 221 | 199 | 164 | 56 | 22 | 221 | 211 | 221 | 162 | 83 | 221 | - | 33 | 40 | 148 |
| | 5% | 5% | 5% | 6% | 4% | 5% | 6% | 8% | 7% | 11% | 6% | -% | 4% | 4% | 6% |
| | | | | | | | f | aef | f | acef | f | | | | |
| CBBC | 211 | 207 | 204 | 7 | 3 | 211 | 211 | 169 | 174 | 56 | 211 | - | 14 | 39 | 158 |
| | 5% | 5% | 6% | 1% | 1% | 5% | 6% | 6% | 7% | 8% | 5% | -% | 2% | 4% | 6% |
| | | cd | cd | | | cd | f | f | ef | f | f | | | | a |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC iPlayer Kids site/ app | 184 | 184 | 182 | 2 | - | 184 | 184 | 163 | 184 | 63 | 184 | - | 6 | 36 | 142 |
| | 4% | 5% | 5% | *% | -% | 4% | 5% | 6% | 7% | 9% | 5% | -% | 1% | 4% | 6% |
| | | cd | cd | | | cd | f | f | aef | aef | f | | | a | a |
| BBC Parliament | 167 | 154 | 139 | 28 | 12 | 167 | 167 | 138 | 133 | 65 | 167 | - | 20 | 31 | 116 |
| | 4% | 4% | 4% | 3% | 2% | 4% | 4% | 5% | 5% | 9% | 4% | -% | 3% | 3% | 5% |
| | | | | | | | f | f | f | abcef | f | | | | |
| BBC Bitesize site/ app | 166 | 165 | 163 | 2 | 1 | 166 | 158 | 146 | 166 | 58 | 166 | - | 11 | 29 | 125 |
| | 4% | 4% | 5% | *% | *% | 4% | 4% | 6% | 7% | 8% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | f | aef | aef | f | | | | a |
| BBC Radio 3 | 160 | 154 | 130 | 30 | 6 | 160 | 157 | 160 | 137 | 73 | 160 | - | 11 | 35 | 114 |
| | 4% | 4% | 4% | 3% | 1% | 4% | 4% | 6% | 6% | 10% | 4% | -% | 1% | 3% | 5% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC 6 Music | 160 | 158 | 148 | 12 | 2 | 160 | 152 | 160 | 145 | 103 | 160 | - | 8 | 30 | 122 |
| | 4% | 4% | 4% | 1% | *% | 4% | 4% | 6% | 6% | 14% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | | a |
| BBC CBeebies Playtime site/ app | 156 | 155 | 154 | 2 | 1 | 156 | 151 | 142 | 156 | 64 | 156 | - | 12 | 29 | 115 |
| | 4% | 4% | 5% | *% | *% | 4% | 4% | 5% | 6% | 9% | 4% | -% | 1% | 3% | 5% |
| | | cd | cd | | | cd | f | ef | aef | abef | f | | | | a |
| BBC Radio 5 live sports extra | 143 | 130 | 123 | 21 | 13 | 143 | 136 | 143 | 120 | 62 | 143 | - | 8 | 32 | 103 |
| | 3% | 3% | 4% | 2% | 2% | 3% | 4% | 5% | 5% | 8% | 4% | -% | 1% | 3% | 4% |
| | | | | | | | f | aef | f | abcef | f | | | a | a |
| BBC Radio 1Xtra | 120 | 119 | 118 | 1 | 1 | 120 | 113 | 120 | 102 | 27 | 120 | - | 6 | 25 | 88 |
| | 3% | 3% | 4% | *% | *% | 3% | 3% | 5% | 4% | 4% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | | a |
| BBC Scotland TV channel (on air between 7pm and midnight) | 116 | 110 | 95 | 21 | 6 | 116 | 116 | 97 | 89 | 40 | 116 | - | 17 | 19 | 80 |
| | 3% | 3% | 3% | 2% | 1% | 3% | 3% | 4% | 4% | 5% | 3% | -% | 2% | 2% | 3% |
| | | | | | | | f | f | f | aef | f | | | | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC Radio 4 Extra | 114 | 110 | 96 | 17 | 4 | 114 | 107 | 114 | 96 | 61 | 114 | - | 8 | 20 | 85 |
| | 3% | 3% | 3% | 2% | 1% | 3% | 3% | 4% | 4% | 8% | 3% | -% | 1% | 2% | 3% |
| | | | | | | | f | aef | f | abcef | f | | | | a |
| BBC World Service | 111 | 107 | 96 | 15 | 4 | 111 | 105 | 111 | 99 | 60 | 111 | - | 6 | 15 | 90 |
| | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 4% | 4% | 8% | 3% | -% | 1% | 1% | 4% |
| | | | | | | | f | aef | f | abcef | f | | | | ab |
| BBC CBeebies Storytime site/ app | 109 | 107 | 107 | 2 | 2 | 109 | 108 | 100 | 109 | 40 | 109 | - | 5 | 22 | 82 |
| | 3% | 3% | 3% | *% | *% | 3% | 3% | 4% | 4% | 5% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | c | f | f | aef | aef | f | | | | a |
| BBC Newsround site | 105 | 104 | 101 | 4 | 1 | 105 | 103 | 95 | 105 | 42 | 105 | - | 4 | 19 | 81 |
| | 2% | 3% | 3% | *% | *% | 2% | 3% | 4% | 4% | 6% | 3% | -% | 1% | 2% | 3% |
| | | cd | cd | | | c | f | f | aef | aef | f | | | | a |
| BBC Asian Network | 75 | 75 | 73 | 2 | - | 75 | 68 | 75 | 67 | 24 | 75 | - | 4 | 26 | 45 |
| | 2% | 2% | 2% | *% | -% | 2% | 2% | 3% | 3% | 3% | 2% | -% | 1% | 3% | 2% |
| | | c | c | | | c | | f | f | f | | | | | a |
| BBC Alba (Scottish Gaelic) | 52 | 52 | 49 | 4 | 1 | 52 | 52 | 52 | 52 | 23 | 52 | - | 6 | 7 | 40 |
| | 1% | 1% | 1% | *% | *% | 1% | 1% | 2% | 2% | 3% | 1% | -% | 1% | 1% | 2% |
| | | | | | | | | | | aef | | | | | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| ANY BBC | 3504 | 3248 | 2848 | 656 | 256 | 3504 | 3351 | 2357 | 2365 | 717 | 3504 | - | 482 | 784 | 2238 |
| | 81% | 85% | 85% | 64% | 48% | 81% | 89% | 90% | 95% | 97% | 88% | -% | 60% | 77% | 88% |
| | | cde | cde | d | | cd | f | f | abef | abef | f | | | a | ab |
| ANY BBC TV | 3181 | 2961 | 2568 | 613 | 221 | 3181 | 3181 | 2119 | 2112 | 659 | 3181 | - | 407 | 706 | 2068 |
| | 73% | 78% | 77% | 60% | 41% | 73% | 84% | 81% | 85% | 89% | 80% | -% | 51% | 69% | 82% |
| | | cde | cde | d | | cd | bef | f | bef | abcef | f | | | a | ab |
| ANY BBC RADIO | 1943 | 1854 | 1640 | 303 | 90 | 1943 | 1851 | 1943 | 1465 | 609 | 1943 | - | 201 | 377 | 1365 |
| | 45% | 49% | 49% | 30% | 17% | 45% | 49% | 74% | 59% | 82% | 49% | -% | 25% | 37% | 54% |
| | | cde | cde | d | | cd | f | acef | aef | abcef | f | | | a | ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 109

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| ANY BBC WEBSITES/ APPS | 2169 | 2106 | 1905 | 263 | 62 | 2169 | 2063 | 1655 | 2113 | 659 | 2169 | - | 215 | 422 | 1531 |
| | 50% | 55% | 57% | 26% | 12% | 50% | 55% | 63% | 85% | 89% | 54% | -% | 27% | 41% | 61% |
| | | cde | cde | d | | cd | f | aef | abef | abcef | f | | | a | ab |
| NONE | 846 | 568 | 483 | 363 | 278 | 846 | 433 | 259 | 126 | 21 | 483 | 363 | 320 | 234 | 291 |
| | 19% | 15% | 15% | 36% | 52% | 19% | 11% | 10% | 5% | 3% | 12% | 100% | 40% | 23% | 12% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of BBC services used in at least weekly in the last 3 months (out of 33) | 4.0 | 4.3 | 4.4 | 2.7 | 1.4 | 4.0 | 4.5 | 5.3 | 5.5 | 7.6 | 4.3 | - | 2.1 | 3.1 | 4.9 |
| | | cde | cde | d | | cd | | ae | ae | abce | | | | a | ab |
| Standard deviation | 3.62 | 3.65 | 3.73 | 2.86 | 1.93 | 3.62 | 3.58 | 3.85 | 3.75 | 4.51 | 3.56 | - | 2.45 | 3.01 | 3.83 |
| Standard error | .05 | .06 | .06 | .10 | .10 | .05 | .06 | .08 | .07 | .17 | .06 | - | .09 | .09 | .08 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| TV/ IPLAYER | 3181 | 1562 | 1602 | 338 | 549 | 491 | 558 | 1245 | 1046 | 920 | 514 | 679 | 2675 | 258 | 161 | 88 |
| | 73% | 74% | 73% | 64% | 69% | 72% | 79% | 77% | 80% | 75% | 74% | 65% | 73% | 74% | 74% | 67% |
| | | | | | | a | abc | ab | bcd | d | d | | | | | |
| RADIO | 1943 | 1018 | 910 | 195 | 355 | 297 | 332 | 765 | 704 | 554 | 332 | 344 | 1613 | 159 | 112 | 59 |
| | 45% | 48% | 41% | 37% | 45% | 44% | 47% | 47% | 54% | 45% | 48% | 33% | 44% | 46% | 52% | 46% |
| | | b | | | a | | a | a | bd | d | d | | | | a | |
| APPS/ SITES | 2087 | 1111 | 959 | 251 | 428 | 370 | 364 | 674 | 784 | 638 | 332 | 321 | 1762 | 167 | 98 | 60 |
| | 48% | 53% | 44% | 48% | 54% | 55% | 52% | 41% | 60% | 52% | 48% | 31% | 48% | 48% | 45% | 46% |
| | | b | | | e | e | e | | bcd | d | d | | | | | |
| SOUNDS | 496 | 287 | 207 | 44 | 85 | 80 | 93 | 194 | 217 | 153 | 81 | 44 | 418 | 41 | 28 | 10 |
| | 11% | 14% | 9% | 8% | 11% | 12% | 13% | 12% | 17% | 12% | 12% | 4% | 11% | 12% | 13% | 8% |
| | | b | | | | | | | bcd | d | d | | | | | |
| RADIO OR SOUNDS | 1987 | 1044 | 927 | 203 | 365 | 306 | 338 | 775 | 716 | 568 | 342 | 352 | 1649 | 164 | 114 | 60 |
| | 46% | 50% | 42% | 38% | 46% | 45% | 48% | 48% | 55% | 46% | 49% | 34% | 45% | 47% | 53% | 46% |
| | | b | | | a | | a | a | bd | d | d | | | | a | |
| ANY | 3504 | 1720 | 1758 | 401 | 646 | 551 | 603 | 1303 | 1131 | 1033 | 574 | 738 | 2944 | 286 | 176 | 98 |
| | 81% | 82% | 80% | 76% | 82% | 81% | 86% | 80% | 87% | 84% | 82% | 71% | 81% | 82% | 81% | 75% |
| | | | | | | | ae | | d | d | d | | d | d | | |
| NONE | 846 | 384 | 445 | 126 | 145 | 126 | 100 | 323 | 174 | 202 | 122 | 306 | 710 | 62 | 42 | 33 |
| | 19% | 18% | 20% | 24% | 18% | 19% | 14% | 20% | 13% | 16% | 18% | 29% | 19% | 18% | 19% | 25% |
| | | | | d | | | | d | | | | abc | | | | ab |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.3 | 2.1 | 1.9 | 2.2 | 2.2 | 2.3 | 2.1 | 2.6 | 2.2 | 2.2 | 1.6 | 2.2 | 2.2 | 2.2 | 2.0 |
| | | b | | | a | a | ae | a | bcd | d | d | | | | | |
| Standard deviation | 1.52 | 1.56 | 1.48 | 1.52 | 1.53 | 1.55 | 1.44 | 1.52 | 1.52 | 1.49 | 1.47 | 1.42 | 1.52 | 1.51 | 1.58 | 1.57 |
| Standard error | .02 | .03 | .03 | .06 | .05 | .06 | .06 | .04 | .04 | .04 | .05 | .04 | .03 | .06 | .07 | .08 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| TV/ IPLAYER | 3181 | 2592 | 358 | 1066 | 2064 | 944 | 2179 | 386 | 429 | 421 | 944 | 2055 | 1058 |
| | 73% | 73% | 78% | 77% | 72% | 79% | 71% | 78% | 79% | 81% | 79% | 76% | 69% |
| | | | | b | | b | | | | | | b | |
| RADIO | 1943 | 1576 | 245 | 675 | 1238 | 613 | 1294 | 242 | 287 | 268 | 613 | 1302 | 603 |
| | 45% | 44% | 53% | 49% | 43% | 51% | 42% | 49% | 53% | 51% | 51% | 48% | 39% |
| | | | a | b | | b | | | | | | b | |
| APPS/ SITES | 2087 | 1710 | 236 | 773 | 1283 | 690 | 1363 | 288 | 308 | 311 | 690 | 1487 | 563 |
| | 48% | 48% | 51% | 56% | 45% | 58% | 45% | 58% | 57% | 59% | 58% | 55% | 37% |
| | | | | b | | b | | | | | | b | |
| SOUNDS | 496 | 401 | 68 | 185 | 305 | 172 | 318 | 62 | 73 | 83 | 172 | 346 | 143 |
| | 11% | 11% | 15% | 13% | 11% | 14% | 10% | 12% | 13% | 16% | 14% | 13% | 9% |
| | | | | | | b | | | | | | b | |
| RADIO OR SOUNDS | 1987 | 1614 | 246 | 690 | 1264 | 624 | 1324 | 250 | 289 | 271 | 624 | 1332 | 616 |
| | 46% | 45% | 54% | 50% | 44% | 52% | 43% | 50% | 53% | 52% | 52% | 49% | 40% |
| | | | a | b | | b | | | | | | b | |
| ANY | 3504 | 2854 | 385 | 1170 | 2275 | 1028 | 2407 | 420 | 466 | 464 | 1028 | 2288 | 1141 |
| | 81% | 80% | 84% | 85% | 79% | 86% | 79% | 85% | 86% | 89% | 86% | 85% | 74% |
| | | | | b | | b | | | | | | b | |
| NONE | 846 | 697 | 74 | 208 | 605 | 162 | 646 | 76 | 77 | 59 | 162 | 409 | 395 |
| | 19% | 20% | 16% | 15% | 21% | 14% | 21% | 15% | 14% | 11% | 14% | 15% | 26% |
| | | | | | a | | a | | | | | | a |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.2 | 2.4 | 2.4 | 2.1 | 2.5 | 2.1 | 2.5 | 2.5 | 2.5 | 2.5 | 2.4 | 1.9 |
| | | | a | b | | b | | | | | | b | |
| Standard deviation | 1.52 | 1.53 | 1.51 | 1.51 | 1.51 | 1.50 | 1.51 | 1.56 | 1.52 | 1.45 | 1.50 | 1.49 | 1.52 |
| Standard error | .02 | .03 | .07 | .04 | .03 | .04 | .03 | .07 | .06 | .06 | .04 | .03 | .04 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS ANY (a) | SVOD (b) | NOT SVOD (c) | NONE (d) | TOTAL (e) | BBC CONTENT IN LAST 3 MONTHS TV (a) | RADIO (b) | APPS/ SITES (c) | SOUNDS (d) | ANY (e) | NONE (f) | BBC FAVOURABILITY 1-4 (a) | 5-6 (b) | 7-10 (c) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| TV/ IPLAYER | 3181 | 2961 | 2568 | 613 | 221 | 3181 | 3181 | 2119 | 2112 | 659 | 3181 | - | 407 | 706 | 2068 |
| | 73% | 78% | 77% | 60% | 41% | 73% | 84% | 81% | 85% | 89% | 80% | -% | 51% | 69% | 82% |
| | | cde | cde | d | | cd | bef | f | bef | abcef | f | | | a | ab |
| RADIO | 1943 | 1854 | 1640 | 303 | 90 | 1943 | 1851 | 1943 | 1465 | 609 | 1943 | - | 201 | 377 | 1365 |
| | 45% | 49% | 49% | 30% | 17% | 45% | 49% | 74% | 59% | 82% | 49% | -% | 25% | 37% | 54% |
| | | cde | cde | d | | cd | f | acef | aef | abcef | f | | | a | ab |
| APPS/ SITES | 2087 | 2030 | 1838 | 249 | 58 | 2087 | 1986 | 1578 | 2087 | 578 | 2087 | - | 210 | 401 | 1477 |
| | 48% | 53% | 55% | 24% | 11% | 48% | 52% | 60% | 84% | 78% | 52% | -% | 26% | 39% | 58% |
| | | cde | cde | d | | cd | f | aef | abdef | abef | f | | | a | ab |
| SOUNDS | 496 | 489 | 438 | 58 | 7 | 496 | 483 | 479 | 441 | 496 | 496 | - | 28 | 80 | 389 |
| | 11% | 13% | 13% | 6% | 1% | 11% | 13% | 18% | 18% | 67% | 12% | -% | 3% | 8% | 15% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| RADIO OR SOUNDS | 1987 | 1895 | 1675 | 312 | 92 | 1987 | 1894 | 1970 | 1502 | 652 | 1987 | - | 205 | 388 | 1394 |
| | 46% | 50% | 50% | 31% | 17% | 46% | 50% | 75% | 60% | 88% | 50% | -% | 25% | 38% | 55% |
| | | cde | cde | d | | cd | f | acef | aef | abcef | f | | | a | ab |
| ANY | 3504 | 3248 | 2848 | 656 | 256 | 3504 | 3351 | 2357 | 2365 | 717 | 3504 | - | 482 | 784 | 2238 |
| | 81% | 85% | 85% | 64% | 48% | 81% | 89% | 90% | 95% | 97% | 88% | -% | 60% | 77% | 88% |
| | | cde | cde | d | | cd | f | f | abef | abef | f | | | a | ab |
| NONE | 846 | 568 | 483 | 363 | 278 | 846 | 433 | 259 | 126 | 21 | 483 | 363 | 320 | 234 | 291 |
| | 19% | 15% | 15% | 36% | 52% | 19% | 11% | 10% | 5% | 3% | 12% | 100% | 40% | 23% | 12% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.4 | 2.4 | 1.4 | .7 | 2.2 | 2.4 | 2.8 | 2.9 | 3.8 | 2.4 | - | 1.2 | 1.9 | 2.6 |
| | | cde | cde | d | | cd | | ae | abe | abce | | | | a | ab |
| Standard deviation | 1.52 | 1.49 | 1.49 | 1.38 | .85 | 1.52 | 1.43 | 1.45 | 1.33 | 1.29 | 1.44 | - | 1.27 | 1.42 | 1.47 |
| Standard error | .02 | .02 | .03 | .05 | .04 | .02 | .02 | .03 | .03 | .05 | .02 | - | .04 | .04 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NONE | 846 | 384 | 445 | 126 | 145 | 126 | 100 | 323 | 174 | 202 | 122 | 306 | 710 | 62 | 42 | 33 |
| | 19% | 18% | 20% | 24% | 18% | 19% | 14% | 20% | 13% | 16% | 18% | 29% | 19% | 18% | 19% | 25% |
| | | | | d | | | | d | | | | abc | | | | ab |
| ONE | 692 | 310 | 373 | 104 | 138 | 107 | 98 | 245 | 150 | 229 | 99 | 204 | 577 | 63 | 34 | 17 |
| | 16% | 15% | 17% | 20% | 17% | 16% | 14% | 15% | 11% | 19% | 14% | 20% | 16% | 18% | 16% | 13% |
| | | | | | | | | | | a | | ac | | | | |
| TWO | 960 | 438 | 519 | 109 | 152 | 133 | 174 | 391 | 275 | 257 | 171 | 247 | 818 | 71 | 44 | 27 |
| | 22% | 21% | 24% | 21% | 19% | 20% | 25% | 24% | 21% | 21% | 25% | 24% | 22% | 20% | 20% | 21% |
| THREE | 898 | 436 | 451 | 95 | 171 | 146 | 164 | 322 | 302 | 291 | 149 | 149 | 749 | 77 | 46 | 26 |
| | 21% | 21% | 20% | 18% | 22% | 21% | 23% | 20% | 23% | 24% | 21% | 14% | 20% | 22% | 21% | 20% |
| | | | | | | | | | d | d | d | | | | | |
| FOUR | 670 | 366 | 300 | 65 | 134 | 115 | 125 | 232 | 269 | 167 | 118 | 114 | 565 | 53 | 31 | 20 |
| | 15% | 17% | 14% | 12% | 17% | 17% | 18% | 14% | 21% | 14% | 17% | 11% | 15% | 15% | 14% | 15% |
| | | b | | | | | | | bd | | d | | | | | |
| FIVE | 285 | 170 | 114 | 28 | 51 | 50 | 42 | 113 | 136 | 89 | 37 | 23 | 235 | 23 | 20 | 7 |
| | 7% | 8% | 5% | 5% | 6% | 7% | 6% | 7% | 10% | 7% | 5% | 2% | 6% | 6% | 9% | 6% |
| | | b | | | | | | | cd | d | d | | | | | |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.3 | 2.1 | 1.9 | 2.2 | 2.2 | 2.3 | 2.1 | 2.6 | 2.2 | 2.2 | 1.6 | 2.2 | 2.2 | 2.2 | 2.0 |
| | | b | | | a | a | ae | a | bcd | d | d | | | | | |
| Standard deviation | 1.52 | 1.56 | 1.48 | 1.52 | 1.53 | 1.55 | 1.44 | 1.52 | 1.52 | 1.49 | 1.47 | 1.42 | 1.52 | 1.51 | 1.58 | 1.57 |
| Standard error | .02 | .03 | .03 | .06 | .05 | .06 | .06 | .04 | .04 | .04 | .05 | .04 | .03 | .06 | .07 | .08 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 113

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NONE | 846 | 697 | 74 | 208 | 605 | 162 | 646 | 76 | 77 | 59 | 162 | 409 | 395 |
| | 19% | 20% | 16% | 15% | 21% a | 14% | 21% a | 15% | 14% | 11% | 14% | 15% | 26% a |
| ONE | 692 | 561 | 56 | 189 | 484 | 154 | 518 | 72 | 74 | 67 | 154 | 400 | 269 |
| | 16% | 16% | 12% | 14% | 17% | 13% | 17% a | 14% | 14% | 13% | 13% | 15% | 18% |
| TWO | 960 | 768 | 112 | 291 | 657 | 244 | 699 | 85 | 101 | 129 | 244 | 591 | 346 |
| | 22% | 22% | 24% | 21% | 23% | 21% | 23% | 17% | 19% | 25% a | 21% | 22% | 23% |
| THREE | 898 | 742 | 104 | 319 | 563 | 287 | 593 | 109 | 134 | 120 | 287 | 624 | 260 |
| | 21% | 21% | 23% | 23% | 20% | 24% b | 19% | 22% | 25% | 23% | 24% | 23% b | 17% |
| FOUR | 670 | 553 | 75 | 260 | 400 | 239 | 421 | 112 | 111 | 100 | 239 | 475 | 185 |
| | 15% | 16% | 16% | 19% b | 14% | 20% b | 14% | 23% | 21% | 19% | 20% | 18% b | 12% |
| FIVE | 285 | 229 | 38 | 111 | 171 | 104 | 177 | 43 | 47 | 48 | 104 | 197 | 81 |
| | 7% | 6% | 8% | 8% | 6% | 9% b | 6% | 9% | 9% | 9% | 9% | 7% | 5% |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.2 | 2.4 a | 2.4 b | 2.1 | 2.5 b | 2.1 | 2.5 | 2.5 | 2.5 | 2.5 | 2.4 b | 1.9 |
| Standard deviation | 1.52 | 1.53 | 1.51 | 1.51 | 1.51 | 1.50 | 1.51 | 1.56 | 1.52 | 1.45 | 1.50 | 1.49 | 1.52 |
| Standard error | .02 | .03 | .07 | .04 | .03 | .04 | .03 | .07 | .06 | .06 | .04 | .03 | .04 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| NONE | 846 | 568 | 483 | 363 | 278 | 846 | 433 | 259 | 126 | 21 | 483 | 363 | 320 | 234 | 291 |
| | 19% | 15% | 15% | 36% | 52% | 19% | 11% | 10% | 5% | 3% | 12% | 100% | 40% | 23% | 12% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| ONE | 692 | 538 | 474 | 218 | 154 | 692 | 584 | 252 | 249 | 27 | 692 | - | 180 | 194 | 318 |
| | 16% | 14% | 14% | 21% | 29% | 16% | 15% | 10% | 10% | 4% | 17% | -% | 22% | 19% | 13% |
| | | | | abe | abe | | bcdf | df | df | f | bcdf | | c | c | |
| TWO | 960 | 875 | 741 | 219 | 85 | 960 | 923 | 470 | 483 | 61 | 960 | - | 169 | 252 | 539 |
| | 22% | 23% | 22% | 21% | 16% | 22% | 24% | 18% | 19% | 8% | 24% | -% | 21% | 25% | 21% |
| | | d | | | | | bcdf | df | df | f | bcdf | | | | |
| THREE | 898 | 880 | 770 | 127 | 17 | 898 | 889 | 688 | 710 | 136 | 898 | - | 88 | 198 | 613 |
| | 21% | 23% | 23% | 13% | 3% | 21% | 23% | 26% | 28% | 18% | 23% | -% | 11% | 19% | 24% |
| | | cd | cd | d | | cd | df | def | adef | f | f | | | a | ab |
| FOUR | 670 | 670 | 605 | 65 | - | 670 | 670 | 661 | 639 | 208 | 670 | - | 37 | 105 | 529 |
| | 15% | 18% | 18% | 6% | -% | 15% | 18% | 25% | 26% | 28% | 17% | -% | 5% | 10% | 21% |
| | | cd | cde | d | | cd | f | aef | aef | aef | f | | | a | ab |
| FIVE | 285 | 285 | 258 | 27 | - | 285 | 285 | 285 | 285 | 285 | 285 | - | 10 | 36 | 239 |
| | 7% | 7% | 8% | 3% | -% | 7% | 8% | 11% | 11% | 39% | 7% | -% | 1% | 4% | 9% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean number of BBC services at least weekly in the past 3 months (out of 5) | 2.2 | 2.4 | 2.4 | 1.4 | .7 | 2.2 | 2.4 | 2.8 | 2.9 | 3.8 | 2.4 | - | 1.2 | 1.9 | 2.6 |
| | | cde | cde | d | | cd | | ae | abe | abce | | | | a | ab |
| Standard deviation | 1.52 | 1.49 | 1.49 | 1.38 | .85 | 1.52 | 1.43 | 1.45 | 1.33 | 1.29 | 1.44 | - | 1.27 | 1.42 | 1.47 |
| Standard error | .02 | .02 | .03 | .05 | .04 | .02 | .02 | .03 | .03 | .05 | .02 | - | .04 | .04 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 115**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC | 3784 | 1819 | 1935 | 433 | 649 | 555 | 608 | 1518 | 1200 | 1074 | 594 | 862 | 3189 | 295 | 193 | 108 |
| | 87% | 86% | 88% | 82% | 82% | 82% | 86% | 93% abcd | 92% bcd | 87% | 85% | 83% | 87% | 85% | 89% | 83% |
| ITV/ STV/ UTV | 3382 | 1615 | 1746 | 336 | 519 | 482 | 558 | 1469 | 1078 | 930 | 550 | 772 | 2830 | 268 | 181 | 103 |
| | 78% | 77% | 79% | 64% | 66% | 71% | 79% abc | 90% abcd | 83% bd | 75% | 79% | 74% | 77% | 77% | 83% a | 79% |
| Channel 4 | 3200 | 1525 | 1648 | 301 | 506 | 467 | 556 | 1352 | 1029 | 891 | 523 | 711 | 2686 | 257 | 164 | 93 |
| | 74% | 72% | 75% | 57% | 64% | 69% a | 79% abc | 83% abc | 79% bd | 72% | 75% | 68% d | 74% | 74% | 75% | 71% |
| Netflix | 2863 | 1301 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 553 | 2399 | 227 | 143 | 95 |
| | 66% | 62% | 70% a | 86% cde | 84% de | 79% de | 71% e | 44% | 69% d | 73% d | 69% d | 53% | 66% | 65% | 66% | 72% a |
| Channel 5 | 2512 | 1203 | 1292 | 167 | 310 | 335 | 450 | 1233 | 798 | 646 | 416 | 617 | 2107 | 202 | 128 | 74 |
| | 58% | 57% | 59% | 32% | 39% a | 49% ab | 64% abc | 76% abcd | 61% b | 52% | 60% b | 59% b | 58% | 58% | 59% | 57% |
| Amazon Prime Video | 2154 | 1055 | 1083 | 278 | 485 | 433 | 413 | 543 | 722 | 692 | 352 | 371 | 1793 | 183 | 114 | 64 |
| | 50% | 50% | 49% | 53% e | 61% ae | 64% ae | 59% e | 33% | 55% d | 56% d | 51% d | 36% | 49% | 53% | 52% | 49% |
| Sky channels (including from NOW TV) | 1934 | 1005 | 915 | 198 | 386 | 334 | 342 | 666 | 634 | 571 | 330 | 376 | 1599 | 173 | 109 | 52 |
| | 44% | 48% b | 42% | 38% | 49% ae | 49% ae | 49% ae | 41% | 49% d | 46% d | 47% d | 36% | 44% | 50% d | 50% d | 40% |
| YouTube | 1428 | 739 | 674 | 257 | 334 | 250 | 229 | 353 | 429 | 427 | 258 | 295 | 1197 | 119 | 68 | 44 |
| | 33% | 35% b | 31% | 49% cde | 42% de | 37% e | 33% e | 22% | 33% | 35% d | 37% d | 28% | 33% | 34% | 31% | 34% |
| S4C (Welsh) | 189 | 108 | 78 | 29 | 67 | 39 | 19 | 35 | 76 | 44 | 34 | 33 | 131 | 7 | 48 | 2 |
| | 4% | 5% | 4% | 5% e | 8% de | 6% e | 3% | 2% | 6% d | 4% | 5% | 3% | 4% | 2% | 22% abd | 1% |
| None of these | 95 | 58 | 34 | 15 | 18 | 15 | 15 | 31 | 22 | 13 | 8 | 47 | 80 | 10 | 2 | 3 |
| | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 4% abc | 2% | 3% | 1% | 2% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC | 3784 | 3079 | 423 | 1192 | 2529 | 1039 | 2670 | 432 | 466 | 455 | 1039 | 2336 | 1358 |
| | 87% | 87% | 92% | 87% | 88% | 87% | 87% | 87% | 86% | 87% | 87% | 87% | 88% |
| | | | a | | | | | | | | | | |
| ITV/ STV/ UTV | 3382 | 2768 | 386 | 1037 | 2300 | 912 | 2417 | 357 | 413 | 420 | 912 | 2058 | 1245 |
| | 78% | 78% | 84% | 75% | 80% | 77% | 79% | 72% | 76% | 80% | 77% | 76% | 81% |
| | | | a | | a | | | | | a | | | a |
| Channel 4 | 3200 | 2617 | 371 | 987 | 2178 | 878 | 2277 | 344 | 404 | 407 | 878 | 1956 | 1167 |
| | 74% | 74% | 81% | 72% | 76% | 74% | 75% | 69% | 74% | 78% | 74% | 73% | 76% |
| | | | a | | | | | | | a | | | |
| Netflix | 2863 | 2350 | 274 | 1150 | 1660 | 994 | 1804 | 427 | 449 | 438 | 994 | 2066 | 738 |
| | 66% | 66% | 60% | 83% | 58% | 83% | 59% | 86% | 83% | 84% | 83% | 77% | 48% |
| | | | | b | | b | | | | | | b | |
| Channel 5 | 2512 | 2071 | 302 | 721 | 1760 | 653 | 1822 | 239 | 299 | 316 | 653 | 1429 | 1023 |
| | 58% | 58% | 66% | 52% | 61% | 55% | 60% | 48% | 55% | 61% | 55% | 53% | 67% |
| | | | a | | a | | a | | | a | | | a |
| Amazon Prime Video | 2154 | 1788 | 237 | 854 | 1265 | 754 | 1357 | 317 | 336 | 340 | 754 | 1559 | 545 |
| | 50% | 50% | 52% | 62% | 44% | 63% | 44% | 64% | 62% | 65% | 63% | 58% | 35% |
| | | | | b | | b | | | | | | b | |
| Sky channels (including from NOW TV) | 1934 | 1595 | 206 | 706 | 1197 | 627 | 1268 | 251 | 287 | 290 | 627 | 1310 | 581 |
| | 44% | 45% | 45% | 51% | 42% | 53% | 42% | 51% | 53% | 56% | 53% | 49% | 38% |
| | | | | b | | b | | | | | | b | |
| YouTube | 1428 | 1209 | 120 | 544 | 857 | 450 | 941 | 218 | 203 | 193 | 450 | 981 | 407 |
| | 33% | 34% | 26% | 39% | 30% | 38% | 31% | 44% | 37% | 37% | 38% | 36% | 26% |
| | | b | | b | | b | | | | | | b | |
| S4C (Welsh) | 189 | 151 | 14 | 110 | 77 | 100 | 87 | 31 | 53 | 46 | 100 | 148 | 37 |
| | 4% | 4% | 3% | 8% | 3% | 8% | 3% | 6% | 10% | 9% | 8% | 6% | 2% |
| | | | | b | | b | | | | | | b | |
| None of these | 95 | 79 | 8 | 24 | 64 | 16 | 72 | 10 | 11 | 3 | 16 | 45 | 38 |
| | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC | 3784 | 3398 | 2932 | 852 | 386 | 3784 | 3784 | 2473 | 2352 | 716 | 3784 | - | 542 | 863 | 2379 |
| | 87% | 89% | 88% | 84% | 72% | 87% | 100% | 95% | 94% | 97% | 95% | -% | 67% | 85% | 94% |
| | | cd | cd | d | | d | bcdef | f | f | f | f | | | a | ab |
| ITV/ STV/ UTV | 3382 | 3024 | 2581 | 801 | 358 | 3382 | 3209 | 2195 | 2048 | 614 | 3287 | 95 | 533 | 753 | 2096 |
| | 78% | 79% | 77% | 79% | 67% | 78% | 85% | 84% | 82% | 83% | 82% | 26% | 66% | 74% | 83% |
| | | d | d | d | | d | f | f | f | f | f | | | a | ab |
| Channel 4 | 3200 | 2887 | 2468 | 732 | 313 | 3200 | 3032 | 2104 | 1977 | 639 | 3105 | 95 | 495 | 681 | 2024 |
| | 74% | 76% | 74% | 72% | 59% | 74% | 80% | 80% | 79% | 87% | 78% | 26% | 62% | 67% | 80% |
| | | d | d | d | | d | f | f | f | abcef | f | | | | ab |
| Netflix | 2863 | 2863 | 2863 | - | - | 2863 | 2513 | 1752 | 1845 | 551 | 2650 | 213 | 479 | 624 | 1760 |
| | 66% | 75% | 86% | -% | -% | 66% | 66% | 67% | 74% | 75% | 66% | 59% | 60% | 61% | 70% |
| | | cde | acde | | | cd | f | f | abef | abef | f | | | | ab |
| Channel 5 | 2512 | 2202 | 1828 | 683 | 310 | 2512 | 2413 | 1661 | 1505 | 458 | 2464 | 48 | 394 | 552 | 1566 |
| | 58% | 58% | 55% | 67% | 58% | 58% | 64% | 63% | 60% | 62% | 62% | 13% | 49% | 54% | 62% |
| | | | | abde | | | f | f | f | f | f | | | | ab |
| Amazon Prime Video | 2154 | 2154 | 2154 | - | - | 2154 | 1892 | 1378 | 1446 | 458 | 1996 | 158 | 389 | 443 | 1322 |
| | 50% | 56% | 65% | -% | -% | 50% | 50% | 53% | 58% | 62% | 50% | 43% | 48% | 44% | 52% |
| | | cde | acde | | | cd | | f | abef | abef | | | | | b |
| Sky channels (including from NOW TV) | 1934 | 1839 | 1691 | 242 | 94 | 1934 | 1800 | 1257 | 1298 | 391 | 1865 | 68 | 326 | 402 | 1205 |
| | 44% | 48% | 51% | 24% | 18% | 44% | 48% | 48% | 52% | 53% | 47% | 19% | 41% | 40% | 48% |
| | | cde | cde | | | cd | f | f | abef | ef | f | | | | ab |
| YouTube | 1428 | 1384 | 1262 | 166 | 44 | 1428 | 1225 | 857 | 925 | 266 | 1305 | 123 | 264 | 306 | 858 |
| | 33% | 36% | 38% | 16% | 8% | 33% | 32% | 33% | 37% | 36% | 33% | 34% | 33% | 30% | 34% |
| | | cde | cde | d | | cd | | | abe | | | | | | |
| S4C (Welsh) | 189 | 180 | 171 | 17 | 9 | 189 | 185 | 172 | 167 | 58 | 189 | - | 14 | 46 | 128 |
| | 4% | 5% | 5% | 2% | 2% | 4% | 5% | 7% | 7% | 8% | 5% | -% | 2% | 5% | 5% |
| | | c | cd | | | c | f | ef | aef | aef | f | | | a | a |
| None of these | 95 | 2 | 2 | 93 | 93 | 95 | - | 19 | 11 | 7 | 24 | 71 | 35 | 33 | 27 |
| | 2% | *% | *% | 9% | 17% | 2% | -% | 1% | *% | 1% | 1% | 19% | 4% | 3% | 1% |
| | | | | abe | abce | ab | a | a | a | a | a | abcde | c | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| BBC | 1194 | 654 | 534 | 72 | 123 | 125 | 202 | 672 | 490 | 349 | 137 | 212 | 1017 | 85 | 64 | 29 |
| | 27% | 31% b | 24% | 14% | 16% | 18% | 29% abc | 41% abcd | 38% bcd | 28% cd | 20% | 20% | 28% | 24% | 29% | 22% |
| Netflix | 1043 | 425 | 608 | 231 | 339 | 241 | 147 | 85 | 281 | 340 | 206 | 206 | 872 | 88 | 49 | 34 |
| | 24% | 20% | 28% a | 44% cde | 43% cde | 36% de | 21% e | 5% | 22% | 28% ad | 30% ad | 20% | 24% | 25% | 22% | 26% |
| ITV/ STV/ UTV | 555 | 209 | 343 | 44 | 72 | 66 | 95 | 278 | 138 | 140 | 104 | 171 | 457 | 46 | 31 | 20 |
| | 13% | 10% | 16% a | 8% | 9% | 10% | 14% a | 17% abc | 11% | 11% | 15% | 16% ab | 13% | 13% | 14% | 16% |
| Sky channels (including from NOW TV) | 356 | 222 | 132 | 17 | 45 | 70 | 84 | 140 | 107 | 115 | 60 | 72 | 298 | 32 | 17 | 9 |
| | 8% | 11% b | 6% | 3% | 6% | 10% ab | 12% ab | 9% a | 8% | 9% | 9% | 7% | 8% | 9% | 8% | 7% |
| YouTube | 264 | 151 | 106 | 71 | 60 | 52 | 37 | 44 | 49 | 79 | 44 | 84 | 220 | 24 | 11 | 9 |
| | 6% | 7% b | 5% | 13% bcde | 8% e | 8% e | 5% e | 3% | 4% | 6% a | 6% | 8% a | 6% | 7% | 5% | 7% |
| Amazon Prime Video | 167 | 76 | 89 | 27 | 33 | 42 | 39 | 25 | 41 | 53 | 32 | 39 | 145 | 13 | 5 | 4 |
| | 4% | 4% | 4% | 5% e | 4% e | 6% e | 6% e | 2% | 3% | 4% | 5% | 4% | 4% | 4% | 2% | 3% |
| Channel 4 | 136 | 62 | 72 | 19 | 54 | 22 | 21 | 19 | 42 | 40 | 22 | 31 | 109 | 13 | 9 | 5 |
| | 3% | 3% | 3% | 4% e | 7% cde | 3% e | 3% e | 1% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 4% |
| Channel 5 | 74 | 29 | 42 | 14 | 19 | 13 | 10 | 18 | 16 | 14 | 23 | 19 | 64 | 6 | 2 | 2 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 1% | 3% ab | 2% | 2% | 2% | 1% | 1% |
| S4C (Welsh) | 11 | 5 | 5 | 3 | 4 | 2 | 1 | 1 | 8 | 1 | 2 | 1 | 9 | - | 2 | - |
| | *% | *% | *% | 1% | *% | *% | *% | *% | 1% | *% | *% | *% | *% | -% | 1% | -% |
| None of these | 103 | 52 | 49 | 5 | 17 | 15 | 26 | 40 | 25 | 28 | 18 | 31 | 88 | 8 | 3 | 3 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 4% a | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 3% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 83 | 42 | 41 | 8 | 8 | 12 | 10 | 45 | 22 | 26 | 13 | 22 | 69 | 6 | 6 | 2 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| BBC | 1194 | 980 | 154 | 277 | 907 | 250 | 932 | 77 | 107 | 128 | 250 | 667 | 503 |
| | 27% | 28% | 34% | 20% | 31% | 21% | 31% | 16% | 20% | 24% | 21% | 25% | 33% |
| | | | | | a | | a | | | a | | | a |
| Netflix | 1043 | 837 | 85 | 478 | 536 | 406 | 600 | 206 | 192 | 156 | 406 | 820 | 205 |
| | 24% | 24% | 19% | 35% | 19% | 34% | 20% | 42% | 35% | 30% | 34% | 30% | 13% |
| | | | | b | | b | | cd | | | | b | |
| ITV/ STV/ UTV | 555 | 460 | 52 | 158 | 390 | 144 | 403 | 49 | 58 | 71 | 144 | 339 | 204 |
| | 13% | 13% | 11% | 11% | 14% | 12% | 13% | 10% | 11% | 14% | 12% | 13% | 13% |
| Sky channels (including from NOW TV) | 356 | 290 | 43 | 114 | 229 | 101 | 242 | 33 | 48 | 50 | 101 | 233 | 114 |
| | 8% | 8% | 9% | 8% | 8% | 9% | 8% | 7% | 9% | 10% | 9% | 9% | 7% |
| YouTube | 264 | 224 | 15 | 105 | 152 | 79 | 174 | 39 | 31 | 34 | 79 | 169 | 85 |
| | 6% | 6% | 3% | 8% | 5% | 7% | 6% | 8% | 6% | 6% | 7% | 6% | 6% |
| | | | | b | | | | | | | | | |
| Amazon Prime Video | 167 | 138 | 20 | 70 | 92 | 59 | 103 | 17 | 30 | 34 | 59 | 130 | 35 |
| | 4% | 4% | 4% | 5% | 3% | 5% | 3% | 3% | 6% | 6% | 5% | 5% | 2% |
| | | | | b | | | | | | | | b | |
| Channel 4 | 136 | 103 | 16 | 60 | 74 | 53 | 81 | 31 | 24 | 19 | 53 | 95 | 37 |
| | 3% | 3% | 4% | 4% | 3% | 4% | 3% | 6% | 4% | 4% | 4% | 4% | 2% |
| | | | | b | | b | | | | | | | |
| Channel 5 | 74 | 54 | 6 | 31 | 38 | 25 | 43 | 13 | 11 | 8 | 25 | 49 | 22 |
| | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% |
| S4C (Welsh) | 11 | 7 | 1 | 9 | 2 | 8 | 2 | * | 7 | 3 | 8 | 10 | 1 |
| | *% | *% | *% | 1% | *% | 1% | *% | *% | 1% | 1% | 1% | *% | *% |
| | | | | b | | b | | | | | | | |
| None of these | 103 | 86 | 7 | 34 | 68 | 30 | 72 | 11 | 18 | 11 | 30 | 66 | 34 |
| | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 116

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 83 | 66 | 8 | 18 | 62 | 16 | 63 | 8 | 6 | 6 | 16 | 37 | 43 |
| | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 3% |
| | | | | | | | | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 116**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| BBC | 1194 | 1092 | 874 | 321 | 102 | 1194 | 1194 | 882 | 852 | 378 | 1194 | - | 78 | 207 | 910 |
| | 27% | 29% | 26% | 31% | 19% | 27% | 32% | 34% | 34% | 51% | 30% | -% | 10% | 20% | 36% |
| | | d | d | bd | | d | f | ef | ef | abcef | f | | | a | ab |
| Netflix | 1043 | 1043 | 1043 | - | - | 1043 | 823 | 566 | 613 | 139 | 904 | 139 | 197 | 261 | 585 |
| | 24% | 27% | 31% | -% | -% | 24% | 22% | 22% | 25% | 19% | 23% | 38% | 25% | 26% | 23% |
| | | cde | acde | | | cd | | | d | | | abcde | | | |
| ITV/ STV/ UTV | 555 | 485 | 404 | 151 | 70 | 555 | 513 | 312 | 276 | 44 | 531 | 23 | 121 | 135 | 299 |
| | 13% | 13% | 12% | 15% | 13% | 13% | 14% | 12% | 11% | 6% | 13% | 6% | 15% | 13% | 12% |
| | | | | | | | cdf | df | d | | df | | | | |
| Sky channels (including from NOW TV) | 356 | 329 | 290 | 66 | 27 | 356 | 323 | 202 | 226 | 45 | 338 | 18 | 91 | 87 | 178 |
| | 8% | 9% | 9% | 7% | 5% | 8% | 9% | 8% | 9% | 6% | 8% | 5% | 11% | 9% | 7% |
| | | | | | | | | | | | | | c | | |
| YouTube | 264 | 236 | 212 | 52 | 28 | 264 | 196 | 120 | 137 | 28 | 220 | 45 | 78 | 70 | 116 |
| | 6% | 6% | 6% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | 6% | 12% | 10% | 7% | 5% |
| | | | | | | | | | | | | abcde | c | | |
| Amazon Prime Video | 167 | 167 | 167 | - | - | 167 | 128 | 90 | 94 | 14 | 141 | 26 | 53 | 30 | 85 |
| | 4% | 4% | 5% | -% | -% | 4% | 3% | 3% | 4% | 2% | 4% | 7% | 7% | 3% | 3% |
| | | cd | cd | | | cd | | | | | | abcde | bc | | |
| Channel 4 | 136 | 123 | 112 | 23 | 13 | 136 | 121 | 104 | 96 | 30 | 129 | 7 | 21 | 43 | 71 |
| | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 4% | 4% | 4% | 3% | 2% | 3% | 4% | 3% |
| Channel 5 | 74 | 70 | 55 | 19 | 3 | 74 | 63 | 55 | 48 | 10 | 69 | 4 | 16 | 26 | 31 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 3% | 1% |
| | | | | | | | | | | | | | | c | |
| S4C (Welsh) | 11 | 11 | 10 | * | - | 11 | 9 | 10 | 10 | 2 | 11 | - | 2 | 2 | 7 |
| | *% | *% | *% | *% | -% | *% | *% | *% | *% | *% | *% | -% | *% | *% | *% |
| None of these | 103 | 69 | 51 | 52 | 34 | 103 | 73 | 35 | 36 | 6 | 78 | 25 | 35 | 36 | 31 |
| | 2% | 2% | 2% | 5% | 6% | 2% | 2% | 1% | 1% | 1% | 2% | 7% | 4% | 4% | 1% |
| | | | | abe | abe | | | | | | | abcde | c | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and 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 : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 83 | 69 | 54 | 29 | 14 | 83 | 77 | 42 | 35 | 20 | 78 | 5 | 27 | 18 | 37 |
| | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 3% | 2% | 1% |
| | | | | | | | | | | | | | c | | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 3753 | 1707 | 2017 | 469 | 652 | 600 | 577 | 1435 | 1163 | 1018 | 625 | 895 | 2553 | 469 | 403 | 328 |
| Effective Weighted Sample | | 2975 | 1355 | 1603 | 392 | 541 | 486 | 461 | 1101 | 931 | 817 | 509 | 685 | 2277 | 419 | 370 | 309 |
| Total | | 3781 | 1817 | 1934 | 433 | 649 | 555 | 606 | 1516 | 1199 | 1074 | 593 | 861 | 3186 | 295 | 192 | 107 |
| 1 - Extremely dissatisfied | (1.0) | 111 | 62 | 48 | 8 | 12 | 20 | 17 | 53 | 24 | 32 | 18 | 35 | 97 | 6 | 4 | 3 |
| | | 3% | 3% | 2% | 2% | 2% | 4% | 3% | 3% | 2% | 3% | 3% | 4% | 3% | 2% | 2% | 3% |
| 2 | (2.0) | 87 | 49 | 38 | 9 | 16 | 14 | 13 | 36 | 29 | 26 | 17 | 15 | 71 | 8 | 6 | 2 |
| | | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 2% |
| 3 | (3.0) | 167 | 89 | 74 | 18 | 26 | 22 | 28 | 73 | 51 | 44 | 39 | 32 | 139 | 15 | 10 | 4 |
| | | 4% | 5% | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 4% | 7% | 4% | 4% | 5% | 5% | 4% |
| 4 | (4.0) | 232 | 112 | 119 | 34 | 52 | 28 | 30 | 88 | 61 | 82 | 39 | 46 | 195 | 18 | 12 | 7 |
| | | 6% | 6% | 6% | 8% | 8% | 5% | 5% | 6% | 5% | 8% | 7% | 5% | 6% | 6% | 6% | 7% |
| 5 | (5.0) | 561 | 236 | 319 | 87 | 102 | 84 | 79 | 206 | 142 | 159 | 89 | 162 | 481 | 38 | 25 | 16 |
| | | 15% | 13% | 17% a | 20% de | 16% | 15% | 13% | 14% | 12% | 15% | 15% | 19% a | 15% | 13% | 13% | 15% |
| 6 | (6.0) | 478 | 225 | 246 | 55 | 107 | 76 | 61 | 176 | 147 | 125 | 83 | 119 | 404 | 35 | 24 | 15 |
| | | 13% | 12% | 13% | 13% | 16% de | 14% | 10% | 12% | 12% | 12% | 14% | 14% | 13% | 12% | 12% | 14% |
| 7 | (7.0) | 674 | 329 | 339 | 98 | 106 | 97 | 124 | 247 | 246 | 191 | 101 | 130 | 566 | 60 | 30 | 19 |
| | | 18% | 18% | 18% | 23% e | 16% | 17% | 20% | 16% | 21% d | 18% | 17% | 15% | 18% | 20% | 15% | 17% |
| 8 | (8.0) | 739 | 371 | 367 | 79 | 115 | 108 | 129 | 303 | 256 | 225 | 99 | 147 | 618 | 54 | 41 | 26 |
| | | 20% | 20% | 19% | 18% | 18% | 19% | 21% | 20% | 21% | 21% | 17% | 17% | 19% | 18% | 21% | 24% |
| 9 | (9.0) | 317 | 154 | 162 | 12 | 35 | 44 | 56 | 165 | 121 | 71 | 41 | 74 | 261 | 29 | 21 | 6 |
| | | 8% | 8% | 8% | 3% | 5% | 8% a | 9% a | 11% ab | 10% b | 7% | 7% | 9% | 8% | 10% | 11% | 6% |
| 10 - Extremely satisfied | (10.0) | 416 | 188 | 223 | 33 | 79 | 63 | 70 | 171 | 121 | 120 | 67 | 101 | 354 | 32 | 20 | 10 |
| | | 11% | 10% | 12% | 8% | 12% | 11% | 11% | 11% | 10% | 11% | 11% | 12% | 11% | 11% | 11% | 9% |
| DISSATISFIED (1-4) | | 597 | 313 | 278 | 68 | 106 | 84 | 88 | 249 | 165 | 184 | 113 | 128 | 502 | 47 | 32 | 16 |
| | | 16% | 17% | 14% | 16% | 16% | 15% | 15% | 16% | 14% | 17% | 19% a | 15% | 16% | 16% | 17% | 15% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3753 | 1707 | 2017 | 469 | 652 | 600 | 577 | 1435 | 1163 | 1018 | 625 | 895 | 2553 | 469 | 403 | 328 |
| Effective Weighted Sample | 2975 | 1355 | 1603 | 392 | 541 | 486 | 461 | 1101 | 931 | 817 | 509 | 685 | 2277 | 419 | 370 | 309 |
| Total | 3781 | 1817 | 1934 | 433 | 649 | 555 | 606 | 1516 | 1199 | 1074 | 593 | 861 | 3186 | 295 | 192 | 107 |
| NEUTRAL (5-6) | 1038 | 462 | 565 | 143 | 209 | 160 | 140 | 381 | 289 | 284 | 173 | 281 | 885 | 73 | 49 | 31 |
| | 27% | 25% | 29% | 33% | 32% | 29% | 23% | 25% | 24% | 26% | 29% | 33% | 28% | 25% | 25% | 29% |
| | | | | de | de | | | | | | | ab | | | | |
| SATISFIED (7-10) | 2145 | 1043 | 1091 | 222 | 335 | 312 | 378 | 886 | 745 | 606 | 307 | 451 | 1799 | 175 | 111 | 60 |
| | 57% | 57% | 56% | 51% | 52% | 56% | 62% | 58% | 62% | 56% | 52% | 52% | 56% | 59% | 58% | 56% |
| | | | | | | | ab | b | cd | | | | | | | |
| Answered | 3781 | 1817 | 1934 | 433 | 649 | 555 | 606 | 1516 | 1199 | 1074 | 593 | 861 | 3186 | 295 | 192 | 107 |
| Mean score | 6.6 | 6.6 | 6.7 | 6.3 | 6.5 | 6.6 | 6.8 | 6.7 | 6.8 | 6.6 | 6.4 | 6.5 | 6.6 | 6.7 | 6.7 | 6.6 |
| | | | | | | | a | a | c | | | | | | | |
| Standard deviation | 2.23 | 2.28 | 2.19 | 1.99 | 2.17 | 2.27 | 2.22 | 2.31 | 2.14 | 2.24 | 2.31 | 2.29 | 2.24 | 2.21 | 2.27 | 2.14 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .09 | .06 | .06 | .07 | .09 | .08 | .04 | .10 | .11 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 3753 | 3024 | 451 | 1227 | 2460 | 1057 | 2618 | 446 | 478 | 462 | 1057 | 2142 | 1488 |
| Effective Weighted Sample | | 2975 | 2402 | 342 | 1006 | 1922 | 867 | 2048 | 369 | 393 | 373 | 867 | 1773 | 1113 |
| Total | | 3781 | 3076 | 423 | 1192 | 2526 | 1039 | 2667 | 432 | 466 | 455 | 1039 | 2336 | 1354 |
| 1 - Extremely dissatisfied | (1.0) | 111 | 90 | 10 | 32 | 77 | 28 | 81 | 13 | 12 | 10 | 28 | 66 | 42 |
| | | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% |
| 2 | (2.0) | 87 | 75 | 7 | 26 | 58 | 24 | 61 | 9 | 9 | 12 | 24 | 52 | 31 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% |
| 3 | (3.0) | 167 | 131 | 24 | 61 | 102 | 50 | 111 | 23 | 20 | 14 | 50 | 107 | 56 |
| | | 4% | 4% | 6% | 5% | 4% | 5% | 4% | 5% | 4% | 3% | 5% | 5% | 4% |
| 4 | (4.0) | 232 | 178 | 30 | 79 | 147 | 70 | 156 | 27 | 38 | 22 | 70 | 138 | 89 |
| | | 6% | 6% | 7% | 7% | 6% | 7% | 6% | 6% | 8% | 5% | 7% | 6% | 7% |
| 5 | (5.0) | 561 | 439 | 62 | 178 | 374 | 140 | 410 | 65 | 69 | 60 | 140 | 334 | 211 |
| | | 15% | 14% | 15% | 15% | 15% | 13% | 15% | 15% | 15% | 13% | 13% | 14% | 16% |
| 6 | (6.0) | 478 | 383 | 55 | 141 | 327 | 123 | 343 | 58 | 50 | 49 | 123 | 287 | 179 |
| | | 13% | 12% | 13% | 12% | 13% | 12% | 13% | 13% | 11% | 11% | 12% | 12% | 13% |
| 7 | (7.0) | 674 | 528 | 82 | 212 | 447 | 185 | 468 | 78 | 85 | 76 | 185 | 433 | 227 |
| | | 18% | 17% | 19% | 18% | 18% | 18% | 18% | 18% | 18% | 17% | 18% | 19% | 17% |
| 8 | (8.0) | 739 | 631 | 75 | 228 | 504 | 202 | 530 | 82 | 82 | 95 | 202 | 465 | 254 |
| | | 20% | 21% | 18% | 19% | 20% | 19% | 20% | 19% | 18% | 21% | 19% | 20% | 19% |
| 9 | (9.0) | 317 | 263 | 46 | 87 | 227 | 82 | 232 | 30 | 31 | 49 | 82 | 183 | 131 |
| | | 8% | 9% | 11% | 7% | 9% | 8% | 9% | 7% | 7% | 11% | 8% | 8% | 10% |
| 10 - Extremely satisfied | (10.0) | 416 | 357 | 33 | 147 | 263 | 135 | 275 | 47 | 70 | 68 | 135 | 271 | 135 |
| | | 11% | 12% | 8% | 12% | 10% | 13% | 10% | 11% | 15% | 15% | 13% | 12% | 10% |
| DISSATISFIED (1-4) | | 597 | 475 | 71 | 198 | 384 | 172 | 408 | 71 | 79 | 58 | 172 | 363 | 217 |
| | | 16% | 15% | 17% | 17% | 15% | 17% | 15% | 16% | 17% | 13% | 17% | 16% | 16% |
| NEUTRAL (5-6) | | 1038 | 822 | 116 | 319 | 700 | 263 | 753 | 123 | 119 | 109 | 263 | 621 | 390 |
| | | 27% | 27% | 27% | 27% | 28% | 25% | 28% | 29% | 26% | 24% | 25% | 27% | 29% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 117

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3753 | 3024 | 451 | 1227 | 2460 | 1057 | 2618 | 446 | 478 | 462 | 1057 | 2142 | 1488 |
| Effective Weighted Sample | 2975 | 2402 | 342 | 1006 | 1922 | 867 | 2048 | 369 | 393 | 373 | 867 | 1773 | 1113 |
| Total | 3781 | 3076 | 423 | 1192 | 2526 | 1039 | 2667 | 432 | 466 | 455 | 1039 | 2336 | 1354 |
| SATISFIED (7-10) | 2145 | 1779 | 236 | 675 | 1441 | 604 | 1505 | 237 | 268 | 288 | 604 | 1351 | 747 |
| | 57% | 58% | 56% | 57% | 57% | 58% | 56% | 55% | 58% | 63% | 58% | 58% | 55% |
| Answered | 3781 | 3076 | 423 | 1192 | 2526 | 1039 | 2667 | 432 | 466 | 455 | 1039 | 2336 | 1354 |
| Mean score | 6.6 | 6.7 | 6.5 | 6.6 | 6.6 | 6.7 | 6.6 | 6.5 | 6.7 | 7.0 | 6.7 | 6.7 | 6.6 |
| Standard deviation | 2.23 | 2.25 | 2.15 | 2.26 | 2.22 | 2.27 | 2.22 | 2.23 | 2.29 | 2.24 | 2.27 | 2.23 | 2.23 |
| Standard error | .04 | .04 | .10 | .06 | .04 | .07 | .04 | .11 | .10 | .10 | .07 | .05 | .06 |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 117

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 3753 | 3485 | 3027 | 726 | 268 | 3753 | 3753 | 2455 | 2398 | 708 | 3753 | - | 520 | 845 | 2388 |
| Effective Weighted Sample | | 2975 | 2827 | 2462 | 549 | 204 | 2975 | 2975 | 1956 | 1957 | 578 | 2975 | - | 403 | 672 | 1902 |
| Total | | 3781 | 3397 | 2932 | 848 | 384 | 3781 | 3781 | 2472 | 2351 | 716 | 3781 | - | 541 | 861 | 2379 |
| 1 - Extremely dissatisfied | (1.0) | 111 3% | 98 3% | 87 3% | 24 3% | 13 3% | 111 3% | 111 3% b | 40 2% | 46 2% | 10 1% | 111 3% b | ** ** | 100 18% bc | 3 *% | 9 *% |
| 2 | (2.0) | 87 2% | 74 2% | 70 2% | 17 2% | 13 3% | 87 2% | 87 2% | 48 2% | 48 2% | 10 1% | 87 2% | ** ** | 67 12% bc | 9 1% | 11 *% |
| 3 | (3.0) | 167 4% | 147 4% | 123 4% | 44 5% | 20 5% | 167 4% | 167 4% d | 95 4% | 91 4% | 14 2% | 167 4% d | ** ** | 97 18% bc | 47 5% c | 23 1% |
| 4 | (4.0) | 232 6% | 206 6% | 187 6% | 45 5% | 26 7% | 232 6% | 232 6% d | 150 6% | 119 5% | 24 3% | 232 6% d | ** ** | 91 17% bc | 91 11% c | 50 2% |
| 5 | (5.0) | 561 15% | 504 15% | 434 15% | 127 15% | 57 15% | 561 15% | 561 15% d | 326 13% d | 301 13% d | 62 9% | 561 15% d | ** ** | 108 20% c | 290 34% ac | 163 7% |
| 6 | (6.0) | 478 13% | 426 13% | 385 13% | 93 11% | 52 14% | 478 13% | 478 13% | 322 13% | 316 13% | 72 10% | 478 13% | ** ** | 42 8% | 195 23% ac | 241 10% |
| 7 | (7.0) | 674 18% | 620 18% | 536 18% | 138 16% | 54 14% | 674 18% | 674 18% | 459 19% | 453 19% | 142 20% | 674 18% | ** ** | 22 4% | 131 15% a | 521 22% ab |
| 8 | (8.0) | 739 20% | 673 20% | 574 20% | 165 19% | 66 17% | 739 20% | 739 20% | 528 21% | 517 22% | 178 25% ae | 739 20% | ** ** | 10 2% | 61 7% a | 667 28% ab |
| 9 | (9.0) | 317 8% | 273 8% | 217 7% | 100 12% ab | 44 11% | 317 8% | 317 8% | 220 9% | 189 8% | 80 11% | 317 8% | ** ** | 1 *% | 17 2% | 299 13% ab |
| 10 - Extremely satisfied | (10.0) | 416 11% | 377 11% | 320 11% | 96 11% | 38 10% | 416 11% | 416 11% | 285 12% | 271 12% | 125 17% abce | 416 11% | ** ** | 3 1% | 18 2% | 395 17% ab |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 3753 | 3485 | 3027 | 726 | 268 | 3753 | 3753 | 2455 | 2398 | 708 | 3753 | - | 520 | 845 | 2388 |
| Effective Weighted Sample | 2975 | 2827 | 2462 | 549 | 204 | 2975 | 2975 | 1956 | 1957 | 578 | 2975 | - | 403 | 672 | 1902 |
| Total | 3781 | 3397 | 2932 | 848 | 384 | 3781 | 3781 | 2472 | 2351 | 716 | 3781 | - | 541 | 861 | 2379 |
| DISSATISFIED (1-4) | 597 | 524 | 467 | 130 | 73 | 597 | 597 | 333 | 303 | 58 | 597 | ** | 355 | 150 | 92 |
| | 16% | 15% | 16% | 15% | 19% | 16% | 16% | 13% | 13% | 8% | 16% | ** | 66% | 17% | 4% |
| | | | | | | | cd | d | d | | cd | | bc | c | |
| NEUTRAL (5-6) | 1038 | 930 | 819 | 219 | 109 | 1038 | 1038 | 647 | 617 | 133 | 1038 | ** | 149 | 485 | 404 |
| | 27% | 27% | 28% | 26% | 28% | 27% | 27% | 26% | 26% | 19% | 27% | ** | 28% | 56% | 17% |
| | | | | | | | d | d | d | | d | | c | ac | |
| SATISFIED (7-10) | 2145 | 1943 | 1646 | 499 | 202 | 2145 | 2145 | 1491 | 1432 | 525 | 2145 | ** | 36 | 227 | 1882 |
| | 57% | 57% | 56% | 59% | 53% | 57% | 57% | 60% | 61% | 73% | 57% | ** | 7% | 26% | 79% |
| | | | | | | | | | ae | abce | | | | a | ab |
| Answered | 3781 | 3397 | 2932 | 848 | 384 | 3781 | 3781 | 2472 | 2351 | 716 | 3781 | ** | 541 | 861 | 2379 |
| Mean score | 6.6 | 6.6 | 6.6 | 6.7 | 6.5 | 6.6 | 6.6 | 6.8 | 6.8 | 7.4 | 6.6 | ** | 3.6 | 5.7 | 7.6 |
| | | | | | | | | ae | ae | abce | | | | a | ab |
| Standard deviation | 2.23 | 2.22 | 2.22 | 2.27 | 2.35 | 2.23 | 2.23 | 2.11 | 2.11 | 2.00 | 2.23 | ** | 1.91 | 1.52 | 1.68 |
| Standard error | .04 | .04 | .04 | .08 | .14 | .04 | .04 | .04 | .04 | .08 | .04 | ** | .08 | .05 | .03 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 118

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 3378 | 1524 | 1833 | 368 | 533 | 529 | 541 | 1390 | 1047 | 893 | 582 | 808 | 2253 | 427 | 384 | 314 |
| Effective Weighted Sample | | 2653 | 1198 | 1444 | 308 | 438 | 424 | 429 | 1062 | 834 | 708 | 468 | 611 | 2005 | 383 | 354 | 296 |
| Total | | 3377 | 1614 | 1742 | 336 | 519 | 482 | 557 | 1464 | 1077 | 929 | 549 | 770 | 2826 | 268 | 180 | 103 |
| 1 - Extremely dissatisfied | (1.0) | 31 | 20 | 11 | 1 | 5 | 10 | 2 | 12 | 11 | 5 | 6 | 10 | 26 | 4 | * | 1 |
| | | 1% | 1% | 1% | *% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% |
| 2 | (2.0) | 38 | 30 | 8 | * | 3 | 7 | 9 | 19 | 13 | 11 | 7 | 7 | 30 | 4 | 2 | 1 |
| | | 1% | 2% b | *% | *% | *% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| 3 | (3.0) | 109 | 75 | 30 | 8 | 11 | 8 | 19 | 63 | 36 | 30 | 21 | 20 | 94 | 5 | 8 | 2 |
| | | 3% | 5% b | 2% | 2% | 2% | 2% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 2% | 5% | 2% |
| 4 | (4.0) | 206 | 117 | 86 | 19 | 28 | 38 | 32 | 89 | 72 | 74 | 31 | 27 | 169 | 15 | 15 | 7 |
| | | 6% | 7% | 5% | 6% | 5% | 8% | 6% | 6% | 7% d | 8% d | 6% | 4% | 6% | 6% | 8% | 7% |
| 5 | (5.0) | 569 | 276 | 292 | 53 | 84 | 91 | 84 | 252 | 188 | 166 | 84 | 124 | 482 | 43 | 28 | 15 |
| | | 17% | 17% | 17% | 16% | 16% | 19% | 15% | 17% | 18% | 18% | 15% | 16% | 17% | 16% | 16% | 15% |
| 6 | (6.0) | 555 | 288 | 267 | 59 | 86 | 79 | 85 | 243 | 204 | 145 | 87 | 118 | 467 | 45 | 23 | 20 |
| | | 16% | 18% | 15% | 18% | 17% | 16% | 15% | 17% | 19% | 16% | 16% | 15% | 17% | 17% | 13% | 20% |
| 7 | (7.0) | 690 | 317 | 365 | 82 | 127 | 91 | 127 | 261 | 241 | 175 | 121 | 144 | 577 | 57 | 37 | 19 |
| | | 20% | 20% | 21% | 24% | 24% e | 19% | 23% | 18% | 22% | 19% | 22% | 19% | 20% | 21% | 21% | 18% |
| 8 | (8.0) | 640 | 287 | 350 | 70 | 98 | 78 | 107 | 280 | 184 | 190 | 95 | 154 | 529 | 54 | 37 | 20 |
| | | 19% | 18% | 20% | 21% | 19% | 16% | 19% | 19% | 17% | 20% | 17% | 20% | 19% | 20% | 20% | 19% |
| 9 | (9.0) | 242 | 102 | 140 | 12 | 33 | 43 | 39 | 113 | 69 | 58 | 47 | 61 | 205 | 18 | 14 | 5 |
| | | 7% | 6% | 8% | 4% | 6% | 9% a | 7% | 8% | 6% | 6% | 9% | 8% | 7% | 7% | 8% | 5% |
| 10 - Extremely satisfied | (10.0) | 297 | 102 | 194 | 32 | 45 | 35 | 53 | 130 | 58 | 75 | 51 | 107 | 248 | 23 | 15 | 12 |
| | | 9% | 6% | 11% a | 9% | 9% | 7% | 10% | 9% | 5% | 8% | 9% a | 14% ab | 9% | 9% | 8% | 11% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 118

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3378 | 1524 | 1833 | 368 | 533 | 529 | 541 | 1390 | 1047 | 893 | 582 | 808 | 2253 | 427 | 384 | 314 |
| Effective Weighted Sample | 2653 | 1198 | 1444 | 308 | 438 | 424 | 429 | 1062 | 834 | 708 | 468 | 611 | 2005 | 383 | 354 | 296 |
| Total | 3377 | 1614 | 1742 | 336 | 519 | 482 | 557 | 1464 | 1077 | 929 | 549 | 770 | 2826 | 268 | 180 | 103 |
| DISSATISFIED (1-4) | 385 | 243 | 135 | 28 | 46 | 63 | 62 | 183 | 132 | 120 | 64 | 63 | 319 | 28 | 26 | 12 |
| | 11% | 15% | 8% | 8% | 9% | 13% | 11% | 13% | 12% | 13% | 12% | 8% | 11% | 10% | 14% | 12% |
| | | b | | | | | | | | d | | | | | | |
| NEUTRAL (5-6) | 1124 | 564 | 558 | 112 | 171 | 170 | 168 | 495 | 392 | 310 | 171 | 241 | 949 | 88 | 51 | 36 |
| | 33% | 35% | 32% | 33% | 33% | 35% | 30% | 34% | 36% | 33% | 31% | 31% | 34% | 33% | 28% | 35% |
| SATISFIED (7-10) | 1868 | 807 | 1048 | 196 | 302 | 248 | 327 | 785 | 552 | 499 | 315 | 466 | 1558 | 151 | 103 | 55 |
| | 55% | 50% | 60% | 58% | 58% | 52% | 59% | 54% | 51% | 54% | 57% | 60% | 55% | 57% | 57% | 54% |
| | | | a | | | | | | | | | a | | | | |
| Answered | 3377 | 1614 | 1742 | 336 | 519 | 482 | 557 | 1464 | 1077 | 929 | 549 | 770 | 2826 | 268 | 180 | 103 |
| Mean score | 6.7 | 6.4 | 6.9 | 6.8 | 6.8 | 6.5 | 6.8 | 6.6 | 6.5 | 6.6 | 6.7 | 7.0 | 6.7 | 6.7 | 6.7 | 6.7 |
| | | | a | | | | | | | | | ab | | | | |
| Standard deviation | 1.92 | 1.96 | 1.84 | 1.72 | 1.80 | 2.00 | 1.90 | 1.97 | 1.82 | 1.90 | 1.96 | 1.99 | 1.92 | 1.91 | 1.94 | 1.98 |
| Standard error | .03 | .05 | .04 | .09 | .08 | .09 | .08 | .05 | .06 | .06 | .08 | .07 | .04 | .09 | .10 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 3378 | 2741 | 411 | 1080 | 2253 | 940 | 2386 | 374 | 428 | 431 | 940 | 1917 | 1354 |
| Effective Weighted Sample | | 2653 | 2156 | 308 | 875 | 1746 | 761 | 1851 | 305 | 346 | 345 | 761 | 1570 | 1005 |
| Total | | 3377 | 2763 | 386 | 1037 | 2294 | 912 | 2412 | 357 | 413 | 420 | 912 | 2058 | 1240 |
| 1 - Extremely dissatisfied | (1.0) | 31 | 25 | 4 | 12 | 19 | 12 | 19 | 7 | 5 | 3 | 12 | 16 | 15 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| 2 | (2.0) | 38 | 32 | 5 | 8 | 29 | 8 | 29 | 3 | 4 | 6 | 8 | 24 | 14 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 109 | 89 | 14 | 23 | 85 | 21 | 87 | 7 | 7 | 12 | 21 | 58 | 45 |
| | | 3% | 3% | 4% | 2% | 4% | 2% | 4% | 2% | 2% | 3% | 2% | 3% | 4% |
| 4 | (4.0) | 206 | 160 | 35 | 59 | 144 | 50 | 152 | 23 | 25 | 23 | 50 | 120 | 84 |
| | | 6% | 6% | 9% | 6% | 6% | 5% | 6% | 6% | 6% | 5% | 5% | 6% | 7% |
| 5 | (5.0) | 569 | 460 | 65 | 172 | 389 | 151 | 409 | 62 | 73 | 56 | 151 | 335 | 218 |
| | | 17% | 17% | 17% | 17% | 17% | 17% | 17% | 17% | 18% | 13% | 17% | 16% | 18% |
| 6 | (6.0) | 555 | 451 | 71 | 175 | 371 | 144 | 402 | 51 | 67 | 69 | 144 | 337 | 208 |
| | | 16% | 16% | 18% | 17% | 16% | 16% | 17% | 14% | 16% | 16% | 16% | 16% | 17% |
| 7 | (7.0) | 690 | 544 | 77 | 229 | 451 | 196 | 478 | 85 | 84 | 82 | 196 | 442 | 234 |
| | | 20% | 20% | 20% | 22% | 20% | 21% | 20% | 24% | 20% | 19% | 21% | 21% | 19% |
| 8 | (8.0) | 640 | 538 | 65 | 182 | 447 | 167 | 463 | 57 | 70 | 89 | 167 | 389 | 236 |
| | | 19% | 19% | 17% | 18% | 19% | 18% | 19% | 16% | 17% | 21% | 18% | 19% | 19% |
| 9 | (9.0) | 242 | 204 | 26 | 80 | 161 | 78 | 164 | 28 | 34 | 33 | 78 | 147 | 88 |
| | | 7% | 7% | 7% | 8% | 7% | 9% | 7% | 8% | 8% | 8% | 9% | 7% | 7% |
| 10 - Extremely satisfied | (10.0) | 297 | 259 | 23 | 98 | 198 | 86 | 210 | 35 | 44 | 48 | 86 | 189 | 98 |
| | | 9% | 9% | 6% | 9% | 9% | 9% | 9% | 10% | 11% | 12% | 9% | 9% | 8% |
| DISSATISFIED (1-4) | | 385 | 307 | 59 | 102 | 277 | 91 | 286 | 40 | 41 | 43 | 91 | 218 | 157 |
| | | 11% | 11% | 15% | 10% | 12% | 10% | 12% | 11% | 10% | 10% | 10% | 11% | 13% |
| NEUTRAL (5-6) | | 1124 | 911 | 136 | 347 | 760 | 295 | 811 | 112 | 140 | 125 | 295 | 672 | 426 |
| | | 33% | 33% | 35% | 33% | 33% | 32% | 34% | 31% | 34% | 30% | 32% | 33% | 34% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3378 | 2741 | 411 | 1080 | 2253 | 940 | 2386 | 374 | 428 | 431 | 940 | 1917 | 1354 |
| Effective Weighted Sample | 2653 | 2156 | 308 | 875 | 1746 | 761 | 1851 | 305 | 346 | 345 | 761 | 1570 | 1005 |
| Total | 3377 | 2763 | 386 | 1037 | 2294 | 912 | 2412 | 357 | 413 | 420 | 912 | 2058 | 1240 |
| SATISFIED (7-10) | 1868 | 1545 | 191 | 589 | 1257 | 526 | 1315 | 205 | 231 | 252 | 526 | 1168 | 657 |
| | 55% | 56% | 50% | 57% | 55% | 58% | 55% | 57% | 56% | 60% | 58% | 57% | 53% |
| Answered | 3377 | 2763 | 386 | 1037 | 2294 | 912 | 2412 | 357 | 413 | 420 | 912 | 2058 | 1240 |
| Mean score | 6.7 | 6.7 | 6.4 | 6.7 | 6.6 | 6.8 | 6.6 | 6.7 | 6.8 | 6.9 | 6.8 | 6.7 | 6.6 |
| Standard deviation | 1.92 | 1.93 | 1.90 | 1.89 | 1.93 | 1.92 | 1.92 | 1.98 | 1.95 | 1.94 | 1.92 | 1.89 | 1.94 |
| Standard error | .03 | .04 | .09 | .06 | .04 | .06 | .04 | .10 | .09 | .09 | .06 | .04 | .05 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 3378 | 3132 | 2699 | 679 | 246 | 3378 | 3188 | 2187 | 2096 | 614 | 3271 | 107 | 528 | 745 | 2105 |
| Effective Weighted Sample | | 2653 | 2519 | 2174 | 514 | 188 | 2653 | 2509 | 1733 | 1701 | 498 | 2574 | 79 | 399 | 588 | 1667 |
| Total | | 3377 | 3020 | 2579 | 798 | 356 | 3377 | 3203 | 2190 | 2048 | 614 | 3281 | 95 | 532 | 752 | 2093 |
| 1 - Extremely dissatisfied | (1.0) | 31 1% | 26 1% | 19 1% | 13 2% | 5 1% | 31 1% | 28 1% | 20 1% | 16 1% | 2 *% | 31 1% | - -% | 18 3% bc | 5 1% | 8 *% |
| 2 | (2.0) | 38 1% | 33 1% | 30 1% | 8 1% | 5 1% | 38 1% | 36 1% | 21 1% | 26 1% | 10 2% | 37 1% | 1 1% | 16 3% c | 9 1% | 13 1% |
| 3 | (3.0) | 109 3% | 98 3% | 73 3% | 36 4% | 11 3% | 109 3% | 100 3% | 71 3% | 66 3% | 25 4% | 104 3% | 5 5% | 42 8% bc | 26 3% | 42 2% |
| 4 | (4.0) | 206 6% | 184 6% | 159 6% | 48 6% | 22 6% | 206 6% | 198 6% | 140 6% | 132 6% | 31 5% | 203 6% | 3 4% | 77 14% bc | 56 7% c | 73 4% |
| 5 | (5.0) | 569 17% | 528 17% | 462 18% | 106 13% | 40 11% | 569 17% | 532 17% | 362 17% | 346 17% | 119 19% | 546 17% | 22 23% | 121 23% c | 205 27% c | 243 12% |
| 6 | (6.0) | 555 16% | 494 16% | 423 16% | 132 17% | 61 17% | 555 16% | 531 17% | 368 17% | 358 17% | 111 18% | 544 17% | 11 11% | 79 15% | 175 23% ac | 302 14% |
| 7 | (7.0) | 690 20% | 625 21% | 543 21% | 147 18% | 65 18% | 690 20% | 660 21% | 470 21% | 428 21% | 135 22% | 673 21% | 17 18% | 89 17% | 133 18% | 468 22% |
| 8 | (8.0) | 640 19% | 559 19% | 473 18% | 166 21% | 81 23% | 640 19% | 604 19% | 416 19% | 396 19% | 97 16% | 622 19% | 18 19% | 54 10% | 87 12% | 499 24% ab |
| 9 | (9.0) | 242 7% | 210 7% | 177 7% | 65 8% | 32 9% | 242 7% | 232 7% | 160 7% | 124 6% | 34 6% | 234 7% | 8 9% | 15 3% | 26 3% | 201 10% ab |
| 10 - Extremely satisfied | (10.0) | 297 9% | 262 9% | 218 8% | 78 10% | 35 10% | 297 9% | 282 9% | 163 7% | 155 8% | 49 8% | 287 9% | 10 10% | 22 4% | 32 4% | 243 12% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 3378 | 3132 | 2699 | 679 | 246 | 3378 | 3188 | 2187 | 2096 | 614 | 3271 | 107 | 528 | 745 | 2105 |
| Effective Weighted Sample | 2653 | 2519 | 2174 | 514 | 188 | 2653 | 2509 | 1733 | 1701 | 498 | 2574 | 79 | 399 | 588 | 1667 |
| Total | 3377 | 3020 | 2579 | 798 | 356 | 3377 | 3203 | 2190 | 2048 | 614 | 3281 | 95 | 532 | 752 | 2093 |
| DISSATISFIED (1-4) | 385 | 342 | 281 | 103 | 42 | 385 | 362 | 251 | 240 | 68 | 375 | 9 | 152 | 96 | 137 |
| | 11% | 11% | 11% | 13% | 12% | 11% | 11% | 11% | 12% | 11% | 11% | 10% | 29% bc | 13% c | 7% |
| NEUTRAL (5-6) | 1124 | 1023 | 885 | 239 | 101 | 1124 | 1063 | 730 | 704 | 230 | 1090 | 33 | 200 | 379 | 545 |
| | 33% | 34% | 34% | 30% | 28% | 33% | 33% | 33% | 34% | 37% | 33% | 35% | 38% c | 50% ac | 26% |
| SATISFIED (7-10) | 1868 | 1656 | 1412 | 456 | 213 | 1868 | 1778 | 1209 | 1103 | 316 | 1815 | 53 | 180 | 277 | 1411 |
| | 55% | 55% | 55% | 57% | 60% | 55% | 56% | 55% | 54% | 51% | 55% | 56% | 34% | 37% | 67% ab |
| Answered | 3377 | 3020 | 2579 | 798 | 356 | 3377 | 3203 | 2190 | 2048 | 614 | 3281 | 95 | 532 | 752 | 2093 |
| Mean score | 6.7 | 6.7 | 6.7 | 6.7 | 6.8 | 6.7 | 6.7 | 6.6 | 6.6 | 6.5 | 6.7 | 6.7 | 5.6 | 6.1 a | 7.2 ab |
| Standard deviation | 1.92 | 1.91 | 1.88 | 2.03 | 1.98 | 1.92 | 1.91 | 1.87 | 1.87 | 1.86 | 1.92 | 1.96 | 2.04 | 1.69 | 1.79 |
| Standard error | .03 | .03 | .04 | .08 | .13 | .03 | .03 | .04 | .04 | .08 | .03 | .19 | .09 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 119

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 3195 | 1428 | 1740 | 338 | 528 | 510 | 532 | 1270 | 1008 | 855 | 546 | 744 | 2147 | 411 | 350 | 287 |
| Effective Weighted Sample | | 2519 | 1131 | 1373 | 280 | 434 | 407 | 422 | 982 | 808 | 678 | 441 | 565 | 1915 | 371 | 325 | 272 |
| Total | | 3189 | 1520 | 1642 | 301 | 506 | 467 | 555 | 1342 | 1026 | 888 | 522 | 707 | 2679 | 256 | 162 | 92 |
| 1 - Extremely dissatisfied | (1.0) | 18 | 11 | 7 | - | 2 | 5 | 1 | 10 | 4 | 1 | 6 | 8 | 16 | - | 1 | 1 |
| | | 1% | 1% | *% | -% | *% | 1% | *% | 1% | *% | *% | 1% | 1% | 1% | -% | 1% | 1% |
| 2 | (2.0) | 20 | 9 | 10 | 2 | 2 | 1 | 2 | 12 | 9 | 3 | 3 | 5 | 17 | - | 2 | 1 |
| | | 1% | 1% | 1% | 1% | *% | *% | *% | 1% | 1% | *% | 1% | 1% | 1% | -% | 1% | 1% |
| 3 | (3.0) | 83 | 50 | 31 | 9 | 13 | 10 | 17 | 34 | 28 | 23 | 16 | 15 | 72 | 4 | 6 | 1 |
| | | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 4% | 1% |
| 4 | (4.0) | 150 | 83 | 65 | 16 | 20 | 23 | 17 | 73 | 48 | 51 | 19 | 31 | 121 | 8 | 13 | 7 |
| | | 5% | 5% | 4% | 5% | 4% | 5% | 3% | 5% | 5% | 6% | 4% | 4% | 5% | 3% | 8% ab | 7% |
| 5 | (5.0) | 553 | 255 | 290 | 48 | 76 | 89 | 87 | 251 | 156 | 151 | 99 | 141 | 469 | 43 | 27 | 14 |
| | | 17% | 17% | 18% | 16% | 15% | 19% | 16% | 19% | 15% | 17% | 19% | 20% | 18% | 17% | 17% | 15% |
| 6 | (6.0) | 570 | 290 | 275 | 55 | 97 | 80 | 98 | 233 | 198 | 165 | 95 | 105 | 487 | 47 | 22 | 13 |
| | | 18% | 19% | 17% | 18% | 19% | 17% | 18% | 17% | 19% | 19% | 18% | 15% | 18% | 19% | 14% | 14% |
| 7 | (7.0) | 666 | 316 | 350 | 65 | 99 | 94 | 142 | 265 | 240 | 178 | 103 | 138 | 549 | 62 | 34 | 21 |
| | | 21% | 21% | 21% | 22% | 20% | 20% | 26% | 20% | 23% | 20% | 20% | 20% | 20% | 24% | 21% | 23% |
| 8 | (8.0) | 648 | 302 | 340 | 58 | 111 | 91 | 109 | 274 | 224 | 195 | 94 | 130 | 547 | 50 | 34 | 18 |
| | | 20% | 20% | 21% | 19% | 22% | 20% | 20% | 20% | 22% | 22% | 18% | 18% | 20% | 20% | 21% | 20% |
| 9 | (9.0) | 218 | 94 | 123 | 18 | 35 | 34 | 35 | 94 | 62 | 57 | 30 | 59 | 174 | 24 | 13 | 7 |
| | | 7% | 6% | 7% | 6% | 7% | 7% | 6% | 7% | 6% | 6% | 6% | 8% | 6% | 10% | 8% | 8% |
| 10 - Extremely satisfied | (10.0) | 262 | 110 | 150 | 29 | 51 | 39 | 48 | 94 | 57 | 65 | 58 | 74 | 227 | 16 | 10 | 9 |
| | | 8% | 7% | 9% | 10% | 10% | 8% | 9% | 7% | 6% | 7% | 11% a | 10% a | 8% | 6% | 6% | 10% |
| DISSATISFIED (1-4) | | 272 | 153 | 114 | 27 | 37 | 39 | 37 | 130 | 89 | 77 | 44 | 59 | 227 | 13 | 22 | 10 |
| | | 9% | 10% b | 7% | 9% | 7% | 8% | 7% | 10% | 9% | 9% | 8% | 8% | 8% | 5% | 14% ab | 11% b |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 119

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3195 | 1428 | 1740 | 338 | 528 | 510 | 532 | 1270 | 1008 | 855 | 546 | 744 | 2147 | 411 | 350 | 287 |
| Effective Weighted Sample | 2519 | 1131 | 1373 | 280 | 434 | 407 | 422 | 982 | 808 | 678 | 441 | 565 | 1915 | 371 | 325 | 272 |
| Total | 3189 | 1520 | 1642 | 301 | 506 | 467 | 555 | 1342 | 1026 | 888 | 522 | 707 | 2679 | 256 | 162 | 92 |
| NEUTRAL (5-6) | 1123 | 545 | 564 | 103 | 173 | 170 | 185 | 484 | 354 | 316 | 194 | 247 | 956 | 91 | 49 | 26 |
| | 35% | 36% | 34% | 34% | 34% | 36% | 33% | 36% | 35% | 36% | 37% | 35% | 36% | 36% | 30% | 29% |
| SATISFIED (7-10) | 1794 | 822 | 964 | 171 | 296 | 258 | 333 | 728 | 583 | 494 | 284 | 402 | 1496 | 152 | 91 | 55 |
| | 56% | 54% | 59% | 57% | 59% | 55% | 60% | 54% | 57% | 56% | 54% | 57% | 56% | 59% | 56% | 60% |
| Answered | 3189 | 1520 | 1642 | 301 | 506 | 467 | 555 | 1342 | 1026 | 888 | 522 | 707 | 2679 | 256 | 162 | 92 |
| Mean score | 6.7 | 6.6 | 6.9 | 6.8 | 6.9 | 6.7 | 6.9 | 6.6 | 6.7 | 6.7 | 6.7 | 6.8 | 6.7 | 6.9 | 6.6 | 6.8 |
| | | | a | | | | | | | | | | | | | |
| Standard deviation | 1.80 | 1.81 | 1.78 | 1.80 | 1.79 | 1.83 | 1.71 | 1.82 | 1.70 | 1.73 | 1.91 | 1.92 | 1.81 | 1.60 | 1.88 | 1.94 |
| Standard error | .03 | .05 | .04 | .10 | .08 | .08 | .07 | .05 | .05 | .06 | .08 | .07 | .04 | .08 | .10 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 119

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 3195 | 2592 | 395 | 1026 | 2131 | 904 | 2245 | 362 | 417 | 415 | 904 | 1816 | 1275 |
| Effective Weighted Sample | | 2519 | 2045 | 303 | 833 | 1660 | 734 | 1750 | 298 | 339 | 332 | 734 | 1486 | 959 |
| Total | | 3189 | 2606 | 371 | 987 | 2167 | 878 | 2267 | 344 | 404 | 407 | 878 | 1955 | 1157 |
| 1 - Extremely dissatisfied | (1.0) | 18 | 16 | * | 6 | 12 | 4 | 14 | 1 | 2 | 3 | 4 | 10 | 8 |
| | | 1% | 1% | *% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% |
| 2 | (2.0) | 20 | 17 | 3 | 6 | 14 | 4 | 15 | 3 | 2 | 2 | 4 | 9 | 11 |
| | | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | *% | *% | 1% |
| 3 | (3.0) | 83 | 71 | 10 | 20 | 64 | 16 | 67 | 5 | 9 | 6 | 16 | 46 | 37 |
| | | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 3% |
| 4 | (4.0) | 150 | 115 | 24 | 44 | 102 | 35 | 110 | 16 | 11 | 13 | 35 | 91 | 55 |
| | | 5% | 4% | 7% | 4% | 5% | 4% | 5% | 5% | 3% | 3% | 4% | 5% | 5% |
| 5 | (5.0) | 553 | 437 | 72 | 154 | 396 | 137 | 410 | 56 | 71 | 65 | 137 | 309 | 226 |
| | | 17% | 17% | 19% | 16% | 18% | 16% | 18% | 16% | 18% | 16% | 16% | 16% | 20% |
| 6 | (6.0) | 570 | 452 | 69 | 181 | 379 | 160 | 399 | 55 | 78 | 67 | 160 | 351 | 208 |
| | | 18% | 17% | 19% | 18% | 17% | 18% | 18% | 16% | 19% | 16% | 18% | 18% | 18% |
| 7 | (7.0) | 666 | 537 | 83 | 211 | 450 | 184 | 475 | 71 | 81 | 99 | 184 | 418 | 232 |
| | | 21% | 21% | 22% | 21% | 21% | 21% | 21% | 21% | 20% | 24% | 21% | 21% | 20% |
| 8 | (8.0) | 648 | 553 | 69 | 197 | 445 | 185 | 454 | 83 | 75 | 87 | 185 | 421 | 216 |
| | | 20% | 21% | 18% | 20% | 21% | 21% | 20% | 24% | 19% | 21% | 21% | 22% | 19% |
| 9 | (9.0) | 218 | 181 | 23 | 74 | 143 | 68 | 149 | 20 | 30 | 27 | 68 | 125 | 86 |
| | | 7% | 7% | 6% | 7% | 7% | 8% | 7% | 6% | 8% | 7% | 8% | 6% | 7% |
| 10 - Extremely satisfied | (10.0) | 262 | 228 | 17 | 95 | 163 | 85 | 172 | 35 | 44 | 39 | 85 | 174 | 79 |
| | | 8% | 9% | 5% | 10% | 8% | 10% | 8% | 10% | 11% | 10% | 10% | 9% | 7% |
| DISSATISFIED (1-4) | | 272 | 219 | 38 | 75 | 192 | 60 | 207 | 25 | 24 | 24 | 60 | 155 | 110 |
| | | 9% | 8% | 10% | 8% | 9% | 7% | 9% | 7% | 6% | 6% | 7% | 8% | 10% |
| NEUTRAL (5-6) | | 1123 | 888 | 141 | 335 | 775 | 297 | 809 | 110 | 149 | 132 | 297 | 661 | 435 |
| | | 35% | 34% | 38% | 34% | 36% | 34% | 36% | 32% | 37% | 32% | 34% | 34% | 38% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3195 | 2592 | 395 | 1026 | 2131 | 904 | 2245 | 362 | 417 | 415 | 904 | 1816 | 1275 |
| Effective Weighted Sample | 2519 | 2045 | 303 | 833 | 1660 | 734 | 1750 | 298 | 339 | 332 | 734 | 1486 | 959 |
| Total | 3189 | 2606 | 371 | 987 | 2167 | 878 | 2267 | 344 | 404 | 407 | 878 | 1955 | 1157 |
| SATISFIED (7-10) | 1794 | 1499 | 192 | 577 | 1201 | 522 | 1251 | 209 | 231 | 252 | 522 | 1139 | 613 |
| | 56% | 58% | 52% | 58% | 55% | 59% | 55% | 61% | 57% | 62% | 59% | 58% | 53% |
| | | | | | | | | | | | | b | |
| Answered | 3189 | 2606 | 371 | 987 | 2167 | 878 | 2267 | 344 | 404 | 407 | 878 | 1955 | 1157 |
| Mean score | 6.7 | 6.8 | 6.5 | 6.9 | 6.7 | 6.9 | 6.7 | 6.9 | 6.9 | 6.9 | 6.9 | 6.8 | 6.6 |
| | | | | | | b | | | | | | b | |
| Standard deviation | 1.80 | 1.81 | 1.69 | 1.80 | 1.79 | 1.77 | 1.80 | 1.78 | 1.81 | 1.74 | 1.77 | 1.77 | 1.82 |
| Standard error | .03 | .04 | .09 | .06 | .04 | .06 | .04 | .09 | .09 | .09 | .06 | .04 | .05 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 3195 | 2985 | 2581 | 614 | 210 | 3195 | 3010 | 2091 | 2022 | 631 | 3087 | 108 | 484 | 669 | 2042 |
| Effective Weighted Sample | | 2519 | 2405 | 2081 | 469 | 161 | 2519 | 2379 | 1663 | 1644 | 515 | 2440 | 79 | 367 | 527 | 1626 |
| Total | | 3189 | 2885 | 2466 | 723 | 304 | 3189 | 3021 | 2099 | 1976 | 637 | 3095 | 95 | 492 | 679 | 2018 |
| 1 - Extremely dissatisfied | (1.0) | 18 | 13 | 11 | 7 | 6 | 18 | 17 | 14 | 8 | 1 | 17 | 1 | 10 | * | 8 |
| | | 1% | *% | *% | 1% | 2% | 1% | 1% | 1% | *% | *% | 1% | 1% | 2% bc | *% | *% |
| 2 | (2.0) | 20 | 12 | 11 | 9 | 8 | 20 | 20 | 15 | 9 | 2 | 20 | - | 11 | 3 | 6 |
| | | 1% | *% | *% | 1% | 2% abe | 1% | 1% | 1% | *% | *% | 1% | -% | 2% c | *% | *% |
| 3 | (3.0) | 83 | 78 | 68 | 16 | 6 | 83 | 76 | 43 | 46 | 11 | 78 | 5 | 39 | 25 | 19 |
| | | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 3% | 6% | 8% bc | 4% c | 1% |
| 4 | (4.0) | 150 | 140 | 118 | 32 | 10 | 150 | 141 | 92 | 100 | 21 | 145 | 5 | 48 | 46 | 57 |
| | | 5% | 5% | 5% | 4% | 3% | 5% | 5% | 4% | 5% | 3% | 5% | 5% | 10% c | 7% c | 3% |
| 5 | (5.0) | 553 | 509 | 423 | 130 | 44 | 553 | 514 | 331 | 303 | 95 | 527 | 26 | 115 | 204 | 235 |
| | | 17% | 18% | 17% | 18% | 15% | 17% | 17% | 16% | 15% | 15% | 17% | 28% bcd | 23% c | 30% c | 12% |
| 6 | (6.0) | 570 | 517 | 451 | 119 | 52 | 570 | 540 | 374 | 360 | 109 | 551 | 18 | 97 | 167 | 305 |
| | | 18% | 18% | 18% | 16% | 17% | 18% | 18% | 18% | 18% | 17% | 18% | 19% | 20% | 25% c | 15% |
| 7 | (7.0) | 666 | 607 | 524 | 142 | 59 | 666 | 633 | 463 | 451 | 143 | 654 | 12 | 88 | 110 | 468 |
| | | 21% | 21% | 21% | 20% | 19% | 21% | 21% | 22% | 23% | 22% | 21% | 12% | 18% | 16% | 23% b |
| 8 | (8.0) | 648 | 581 | 491 | 157 | 67 | 648 | 623 | 450 | 418 | 147 | 635 | 13 | 52 | 78 | 518 |
| | | 20% | 20% | 20% | 22% | 22% | 20% | 21% | 21% | 21% | 23% | 21% | 14% | 11% | 11% | 26% ab |
| 9 | (9.0) | 218 | 191 | 160 | 58 | 27 | 218 | 214 | 160 | 134 | 56 | 214 | 4 | 13 | 21 | 184 |
| | | 7% | 7% | 6% | 8% | 9% | 7% | 7% | 8% | 7% | 9% | 7% | 4% | 3% | 3% | 9% ab |
| 10 - Extremely satisfied | (10.0) | 262 | 236 | 209 | 53 | 26 | 262 | 244 | 157 | 146 | 52 | 253 | 9 | 19 | 24 | 218 |
| | | 8% | 8% | 8% | 7% | 9% | 8% | 8% | 7% | 7% | 8% | 8% | 10% | 4% | 4% | 11% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

**Table 119**

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 3195 | 2985 | 2581 | 614 | 210 | 3195 | 3010 | 2091 | 2022 | 631 | 3087 | 108 | 484 | 669 | 2042 |
| Effective Weighted Sample | 2519 | 2405 | 2081 | 469 | 161 | 2519 | 2379 | 1663 | 1644 | 515 | 2440 | 79 | 367 | 527 | 1626 |
| Total | 3189 | 2885 | 2466 | 723 | 304 | 3189 | 3021 | 2099 | 1976 | 637 | 3095 | 95 | 492 | 679 | 2018 |
| DISSATISFIED (1-4) | 272 | 243 | 207 | 65 | 29 | 272 | 254 | 164 | 162 | 36 | 260 | 12 | 108 | 75 | 89 |
| | 9% | 8% | 8% | 9% | 9% | 9% | 8% | 8% | 8% | 6% | 8% | 12% | 22% | 11% | 4% |
| | | | | | | | | | | | | | bc | c | |
| NEUTRAL (5-6) | 1123 | 1026 | 874 | 249 | 97 | 1123 | 1054 | 705 | 663 | 204 | 1078 | 45 | 212 | 371 | 540 |
| | 35% | 36% | 35% | 34% | 32% | 35% | 35% | 34% | 34% | 32% | 35% | 47% | 43% | 55% | 27% |
| | | | | | | | | | | | | d | c | ac | |
| SATISFIED (7-10) | 1794 | 1615 | 1384 | 410 | 179 | 1794 | 1713 | 1230 | 1150 | 397 | 1756 | 38 | 173 | 234 | 1388 |
| | 56% | 56% | 56% | 57% | 59% | 56% | 57% | 59% | 58% | 62% | 57% | 40% | 35% | 34% | 69% |
| | | | | | | | f | f | f | f | f | | | | ab |
| Answered | 3189 | 2885 | 2466 | 723 | 304 | 3189 | 3021 | 2099 | 1976 | 637 | 3095 | 95 | 492 | 679 | 2018 |
| Mean score | 6.7 | 6.7 | 6.8 | 6.7 | 6.8 | 6.7 | 6.8 | 6.8 | 6.8 | 7.0 | 6.8 | 6.3 | 5.8 | 6.1 | 7.2 |
| | | | | | | | | | | f | | | | | ab |
| Standard deviation | 1.80 | 1.78 | 1.78 | 1.85 | 1.99 | 1.80 | 1.79 | 1.76 | 1.73 | 1.68 | 1.79 | 1.97 | 1.90 | 1.57 | 1.67 |
| Standard error | .03 | .03 | .04 | .07 | .14 | .03 | .03 | .04 | .04 | .07 | .03 | .19 | .09 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 2484 | 1123 | 1344 | 186 | 328 | 377 | 433 | 1146 | 774 | 615 | 434 | 630 | 1673 | 318 | 266 | 227 |
| Effective Weighted Sample | | 1947 | 886 | 1051 | 158 | 270 | 298 | 344 | 884 | 611 | 488 | 353 | 479 | 1482 | 282 | 244 | 214 |
| Total | | 2498 | 1196 | 1284 | 167 | 310 | 335 | 448 | 1221 | 794 | 646 | 415 | 608 | 2098 | 201 | 126 | 73 |
| 1 - Extremely dissatisfied | (1.0) | 20 1% | 14 1% | 6 *% | * *% | 1 *% | 8 2% d | - -% | 10 1% | 5 1% | 2 *% | 6 1% | 7 1% | 18 1% | 1 *% | 1 1% | 1 1% |
| 2 | (2.0) | 30 1% | 19 2% | 9 1% | 2 1% | 3 1% | 2 *% | 4 1% | 19 2% | 14 2% | 7 1% | 2 *% | 6 1% | 25 1% | 2 1% | 2 1% | 1 1% |
| 3 | (3.0) | 91 4% | 50 4% | 41 3% | 6 3% | 13 4% | 13 4% | 13 3% | 46 4% | 28 4% | 31 5% | 18 4% | 13 2% | 75 4% | 7 4% | 6 5% | 3 4% |
| 4 | (4.0) | 203 8% | 110 9% | 92 7% | 14 8% | 32 10% | 29 9% | 38 8% | 86 7% | 79 10% | 61 9% | 25 6% | 35 6% | 174 8% | 10 5% | 15 12% b | 5 6% |
| 5 | (5.0) | 495 20% | 248 21% | 243 19% | 37 22% | 52 17% | 79 24% | 90 20% | 233 19% | 156 20% | 125 19% | 83 20% | 125 21% | 423 20% | 37 19% | 20 16% | 14 20% |
| 6 | (6.0) | 438 18% | 229 19% | 205 16% | 22 13% | 60 19% | 55 16% | 75 17% | 225 18% | 149 19% | 124 19% | 65 16% | 98 16% | 363 17% | 40 20% | 21 17% | 14 19% |
| 7 | (7.0) | 468 19% | 219 18% | 247 19% | 44 26% | 53 17% | 58 17% | 97 22% | 215 18% | 143 18% | 126 19% | 79 19% | 116 19% | 385 18% | 45 22% | 23 18% | 16 22% |
| 8 | (8.0) | 405 16% | 173 14% | 228 18% | 21 12% | 50 16% | 49 15% | 72 16% | 209 17% | 137 17% | 107 17% | 65 16% | 92 15% | 339 16% | 33 16% | 23 18% | 11 15% |
| 9 | (9.0) | 164 7% | 63 5% | 101 8% | 11 6% | 20 6% | 11 3% | 27 6% | 94 8% c | 43 5% | 31 5% | 33 8% | 47 8% | 141 7% | 10 5% | 10 8% | 2 3% |
| 10 - Extremely satisfied | (10.0) | 184 7% | 72 6% | 112 9% | 12 7% | 26 8% | 31 9% | 32 7% | 83 7% | 40 5% | 33 5% | 38 9% | 69 11% ab | 156 7% | 16 8% | 6 5% | 6 9% |
| DISSATISFIED (1-4) | | 344 14% | 193 16% b | 148 12% | 22 13% | 49 16% | 52 15% | 55 12% | 162 13% | 126 16% d | 100 16% | 51 12% | 62 10% | 291 14% | 20 10% | 23 18% b | 9 13% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2484 | 1123 | 1344 | 186 | 328 | 377 | 433 | 1146 | 774 | 615 | 434 | 630 | 1673 | 318 | 266 | 227 |
| Effective Weighted Sample | 1947 | 886 | 1051 | 158 | 270 | 298 | 344 | 884 | 611 | 488 | 353 | 479 | 1482 | 282 | 244 | 214 |
| Total | 2498 | 1196 | 1284 | 167 | 310 | 335 | 448 | 1221 | 794 | 646 | 415 | 608 | 2098 | 201 | 126 | 73 |
| NEUTRAL (5-6) | 933 | 477 | 448 | 59 | 113 | 134 | 165 | 459 | 305 | 249 | 149 | 223 | 786 | 77 | 41 | 28 |
| | 37% | 40% | 35% | 35% | 36% | 40% | 37% | 38% | 38% | 39% | 36% | 37% | 37% | 39% | 33% | 39% |
| SATISFIED (7-10) | 1222 | 526 | 688 | 87 | 149 | 149 | 227 | 600 | 363 | 297 | 215 | 324 | 1021 | 104 | 61 | 36 |
| | 49% | 44% | 54% | 52% | 48% | 44% | 51% | 49% | 46% | 46% | 52% | 53% | 49% | 52% | 49% | 49% |
| | | | a | | | | | | | | | | | | | |
| Answered | 2498 | 1196 | 1284 | 167 | 310 | 335 | 448 | 1221 | 794 | 646 | 415 | 608 | 2098 | 201 | 126 | 73 |
| Mean score | 6.4 | 6.2 | 6.7 | 6.4 | 6.5 | 6.3 | 6.5 | 6.5 | 6.3 | 6.3 | 6.6 | 6.7 | 6.4 | 6.6 | 6.4 | 6.4 |
| | | | a | | | | | | | | | ab | | | | |
| Standard deviation | 1.91 | 1.91 | 1.89 | 1.83 | 1.93 | 2.02 | 1.80 | 1.92 | 1.85 | 1.81 | 1.99 | 1.98 | 1.92 | 1.80 | 1.93 | 1.91 |
| Standard error | .04 | .06 | .05 | .13 | .11 | .10 | .09 | .06 | .07 | .07 | .10 | .08 | .05 | .10 | .12 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 120

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2484 | 2034 | 318 | 749 | 1704 | 673 | 1774 | 254 | 308 | 317 | 673 | 1332 | 1067 |
| Effective Weighted Sample | | 1947 | 1599 | 241 | 609 | 1317 | 548 | 1372 | 211 | 252 | 254 | 548 | 1088 | 797 |
| Total | | 2498 | 2057 | 302 | 721 | 1746 | 653 | 1807 | 239 | 299 | 316 | 653 | 1427 | 1010 |
| 1 - Extremely dissatisfied | (1.0) | 20 | 14 | 4 | 6 | 13 | 5 | 15 | 2 | 2 | 3 | 5 | 9 | 11 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 2 | (2.0) | 30 | 29 | 1 | 8 | 22 | 6 | 24 | 3 | 2 | 2 | 6 | 16 | 12 |
| | | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 91 | 78 | 10 | 24 | 66 | 23 | 66 | 10 | 12 | 8 | 23 | 51 | 39 |
| | | 4% | 4% | 3% | 3% | 4% | 4% | 4% | 4% | 4% | 2% | 4% | 4% | 4% |
| 4 | (4.0) | 203 | 164 | 29 | 67 | 134 | 63 | 138 | 27 | 31 | 28 | 63 | 127 | 71 |
| | | 8% | 8% | 10% | 9% | 8% | 10% | 8% | 11% | 10% | 9% | 10% | 9% | 7% |
| 5 | (5.0) | 495 | 398 | 64 | 144 | 348 | 126 | 364 | 35 | 60 | 62 | 126 | 284 | 198 |
| | | 20% | 19% | 21% | 20% | 20% | 19% | 20% | 14% | 20% | 20% | 19% | 20% | 20% |
| 6 | (6.0) | 438 | 360 | 56 | 132 | 296 | 123 | 306 | 53 | 58 | 50 | 123 | 243 | 184 |
| | | 18% | 18% | 19% | 18% | 17% | 19% | 17% | 22% | 19% | 16% | 19% | 17% | 18% |
| 7 | (7.0) | 468 | 367 | 69 | 126 | 335 | 111 | 346 | 47 | 48 | 47 | 111 | 259 | 201 |
| | | 19% | 18% | 23% | 17% | 19% | 17% | 19% | 20% | 16% | 15% | 17% | 18% | 20% |
| 8 | (8.0) | 405 | 347 | 38 | 106 | 296 | 97 | 305 | 37 | 37 | 54 | 97 | 247 | 151 |
| | | 16% | 17% | 13% | 15% | 17% | 15% | 17% | 16% | 12% | 17% | 15% | 17% | 15% |
| 9 | (9.0) | 164 | 138 | 15 | 43 | 119 | 40 | 122 | 8 | 20 | 24 | 40 | 80 | 80 |
| | | 7% | 7% | 5% | 6% | 7% | 6% | 7% | 4% | 7% | 7% | 6% | 6% | 8% |
| 10 - Extremely satisfied | (10.0) | 184 | 162 | 15 | 65 | 116 | 59 | 121 | 17 | 28 | 38 | 59 | 114 | 63 |
| | | 7% | 8% | 5% | 9% | 7% | 9% | 7% | 7% | 10% | 12% | 9% | 8% | 6% |
| DISSATISFIED (1-4) | | 344 | 285 | 44 | 105 | 235 | 97 | 244 | 42 | 47 | 41 | 97 | 202 | 132 |
| | | 14% | 14% | 15% | 15% | 13% | 15% | 13% | 18% | 16% | 13% | 15% | 14% | 13% |
| NEUTRAL (5-6) | | 933 | 758 | 120 | 276 | 645 | 249 | 670 | 87 | 118 | 113 | 249 | 527 | 382 |
| | | 37% | 37% | 40% | 38% | 37% | 38% | 37% | 36% | 40% | 36% | 38% | 37% | 38% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2484 | 2034 | 318 | 749 | 1704 | 673 | 1774 | 254 | 308 | 317 | 673 | 1332 | 1067 |
| Effective Weighted Sample | 1947 | 1599 | 241 | 609 | 1317 | 548 | 1372 | 211 | 252 | 254 | 548 | 1088 | 797 |
| Total | 2498 | 2057 | 302 | 721 | 1746 | 653 | 1807 | 239 | 299 | 316 | 653 | 1427 | 1010 |
| SATISFIED (7-10) | 1222 | 1014 | 138 | 340 | 866 | 307 | 894 | 110 | 133 | 163 | 307 | 699 | 495 |
| | 49% | 49% | 46% | 47% | 50% | 47% | 49% | 46% | 45% | 52% | 47% | 49% | 49% |
| Answered | 2498 | 2057 | 302 | 721 | 1746 | 653 | 1807 | 239 | 299 | 316 | 653 | 1427 | 1010 |
| Mean score | 6.4 | 6.5 | 6.2 | 6.4 | 6.4 | 6.4 | 6.4 | 6.3 | 6.4 | 6.7 | 6.4 | 6.5 | 6.4 |
| Standard deviation | 1.91 | 1.93 | 1.79 | 1.95 | 1.89 | 1.94 | 1.90 | 1.89 | 1.98 | 2.02 | 1.94 | 1.91 | 1.90 |
| Standard error | .04 | .04 | .10 | .07 | .05 | .07 | .05 | .12 | .11 | .11 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 120

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 2484 | 2284 | 1927 | 557 | 200 | 2484 | 2381 | 1644 | 1547 | 458 | 2431 | 53 | 379 | 533 | 1572 |
| Effective Weighted Sample | | 1947 | 1834 | 1548 | 430 | 157 | 1947 | 1868 | 1297 | 1253 | 369 | 1909 | 38 | 291 | 417 | 1241 |
| Total | | 2498 | 2201 | 1827 | 671 | 297 | 2498 | 2399 | 1653 | 1503 | 457 | 2450 | 48 | 392 | 548 | 1558 |
| 1 - Extremely dissatisfied | (1.0) | 20 | 16 | 15 | 5 | 3 | 20 | 20 | 12 | 8 | 1 | 20 | ** | 9 | 5 | 6 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | ** | 2% c | 1% | *% |
| 2 | (2.0) | 30 | 25 | 21 | 8 | 5 | 30 | 28 | 15 | 20 | 6 | 30 | ** | 7 | 9 | 13 |
| | | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | ** | 2% | 2% | 1% |
| 3 | (3.0) | 91 | 87 | 73 | 18 | 4 | 91 | 89 | 62 | 45 | 13 | 90 | ** | 32 | 34 | 25 |
| | | 4% | 4% | 4% | 3% | 1% | 4% | 4% | 4% | 3% | 3% | 4% | ** | 8% c | 6% c | 2% |
| 4 | (4.0) | 203 | 190 | 166 | 37 | 13 | 203 | 194 | 134 | 142 | 36 | 199 | ** | 47 | 52 | 104 |
| | | 8% | 9% | 9% | 6% | 4% | 8% | 8% | 8% | 9% | 8% | 8% | ** | 12% c | 9% | 7% |
| 5 | (5.0) | 495 | 435 | 356 | 140 | 61 | 495 | 471 | 327 | 281 | 101 | 482 | ** | 92 | 159 | 244 |
| | | 20% | 20% | 19% | 21% | 20% | 20% | 20% | 20% | 19% | 22% | 20% | ** | 23% c | 29% c | 16% |
| 6 | (6.0) | 438 | 396 | 350 | 87 | 42 | 438 | 425 | 312 | 292 | 93 | 433 | ** | 69 | 107 | 261 |
| | | 18% | 18% | 19% c | 13% | 14% | 18% | 18% | 19% | 19% | 20% | 18% | ** | 18% | 19% | 17% |
| 7 | (7.0) | 468 | 411 | 327 | 142 | 58 | 468 | 449 | 316 | 292 | 84 | 459 | ** | 65 | 100 | 303 |
| | | 19% | 19% | 18% | 21% | 19% | 19% | 19% | 19% | 19% | 18% | 19% | ** | 17% | 18% | 19% |
| 8 | (8.0) | 405 | 355 | 291 | 114 | 51 | 405 | 395 | 256 | 243 | 75 | 399 | ** | 42 | 51 | 312 |
| | | 16% | 16% | 16% | 17% | 17% | 16% | 16% | 15% | 16% | 16% | 16% | ** | 11% | 9% | 20% ab |
| 9 | (9.0) | 164 | 125 | 95 | 68 | 38 | 164 | 157 | 109 | 85 | 19 | 160 | ** | 8 | 22 | 133 |
| | | 7% | 6% | 5% | 10% abe | 13% abe | 7% | 7% | 7% | 6% | 4% | 7% | ** | 2% | 4% | 9% ab |
| 10 - Extremely satisfied | (10.0) | 184 | 161 | 133 | 51 | 23 | 184 | 172 | 110 | 94 | 29 | 179 | ** | 20 | 9 | 155 |
| | | 7% | 7% | 7% | 8% | 8% | 7% | 7% | 7% | 6% | 6% | 7% | ** | 5% b | 2% | 10% ab |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 120

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2484 | 2284 | 1927 | 557 | 200 | 2484 | 2381 | 1644 | 1547 | 458 | 2431 | 53 | 379 | 533 | 1572 |
| Effective Weighted Sample | 1947 | 1834 | 1548 | 430 | 157 | 1947 | 1868 | 1297 | 1253 | 369 | 1909 | 38 | 291 | 417 | 1241 |
| Total | 2498 | 2201 | 1827 | 671 | 297 | 2498 | 2399 | 1653 | 1503 | 457 | 2450 | 48 | 392 | 548 | 1558 |
| DISSATISFIED (1-4) | 344 | 318 | 274 | 69 | 25 | 344 | 331 | 224 | 216 | 55 | 338 | ** | 95 | 100 | 149 |
| | 14% | 14% | 15% | 10% | 9% | 14% | 14% | 14% | 14% | 12% | 14% | ** | 24% c | 18% c | 10% |
| NEUTRAL (5-6) | 933 | 831 | 706 | 227 | 102 | 933 | 896 | 639 | 572 | 194 | 915 | ** | 161 | 266 | 506 |
| | 37% | 38% | 39% | 34% | 34% | 37% | 37% | 39% | 38% | 42% | 37% | ** | 41% c | 49% c | 32% |
| SATISFIED (7-10) | 1222 | 1052 | 847 | 375 | 170 | 1222 | 1173 | 791 | 715 | 208 | 1197 | ** | 136 | 182 | 903 |
| | 49% | 48% | 46% | 56% abe | 57% | 49% | 49% | 48% | 48% | 45% | 49% | ** | 35% | 33% | 58% ab |
| Answered | 2498 | 2201 | 1827 | 671 | 297 | 2498 | 2399 | 1653 | 1503 | 457 | 2450 | ** | 392 | 548 | 1558 |
| Mean score | 6.4 | 6.4 | 6.4 | 6.7 ab | 6.8 | 6.4 | 6.4 | 6.4 | 6.4 | 6.4 | 6.4 | ** | 5.7 | 5.8 | 6.9 ab |
| Standard deviation | 1.91 | 1.90 | 1.90 | 1.91 | 1.93 | 1.91 | 1.91 | 1.87 | 1.84 | 1.77 | 1.91 | ** | 1.96 | 1.69 | 1.85 |
| Standard error | .04 | .04 | .04 | .08 | .14 | .04 | .04 | .05 | .05 | .08 | .04 | ** | .10 | .07 | .05 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 222 | 125 | 94 | 29 | 67 | 46 | 25 | 54 | 84 | 50 | 41 | 44 | 105 | 13 | 99 | 5 |
| Effective Weighted Sample | | 175 | 97 | 76 | 24 | 56 | 37 | 19 | 44 | 67 | 40 | 33 | 35 | 100 | 13 | 92 | 5 |
| Total | | 187 | 108 | 77 | 29 | 67 | 39 | 19 | 33 | 76 | 44 | 34 | 33 | 131 | 7 | 47 | 2 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 2 | (2.0) | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 5 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
| | | 3% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 4 | (4.0) | 11 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | | 6% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| 5 | (5.0) | 39 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | ** | ** |
| | | 21% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| 6 | (6.0) | 19 | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 10% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 7 | (7.0) | 38 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** |
| | | 20% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| 8 | (8.0) | 30 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | ** | ** |
| | | 16% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| 9 | (9.0) | 22 | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
| | | 12% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 19 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | | 10% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| DISSATISFIED (1-4) | | 21 | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | ** | ** |
| | | 11% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| NEUTRAL (5-6) | | 58 | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42 | ** | ** | ** |
| | | 31% | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 121

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 222 | 125 | 94 | 29 | 67 | 46 | 25 | 54 | 84 | 50 | 41 | 44 | 105 | 13 | 99 | 5 |
| Effective Weighted Sample | 175 | 97 | 76 | 24 | 56 | 37 | 19 | 44 | 67 | 40 | 33 | 35 | 100 | 13 | 92 | 5 |
| Total | 187 | 108 | 77 | 29 | 67 | 39 | 19 | 33 | 76 | 44 | 34 | 33 | 131 | 7 | 47 | 2 |
| SATISFIED (7-10) | 109 | 58 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 73 | ** | ** | ** |
| | 58% | 54% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 55% | ** | ** | ** |
| Answered | 187 | 108 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 131 | ** | ** | ** |
| Mean score | 6.8 | 6.6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6.7 | ** | ** | ** |
| Standard deviation | 2.04 | 2.18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.04 | ** | ** | ** |
| Standard error | .14 | .19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .20 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 121

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 222 | 175 | 21 | 120 | 101 | 107 | 114 | 30 | 56 | 52 | 107 | 159 | 57 |
| Effective Weighted Sample | | 175 | 139 | 17 | 97 | 79 | 87 | 89 | 25 | 46 | 41 | 87 | 129 | 45 |
| Total | | 187 | 151 | 14 | 110 | 76 | 100 | 86 | 31 | 53 | 46 | 100 | 148 | 35 |
| 1 - Extremely dissatisfied | (1.0) | 2 | * | ** | - | 2 | - | 2 | ** | ** | ** | - | 1 | ** |
| | | 1% | *% | ** | -% | 3% | -% | 3% | ** | ** | ** | -% | 1% | ** |
| 2 | (2.0) | 2 | 2 | ** | 2 | * | 1 | 1 | ** | ** | ** | 1 | 2 | ** |
| | | 1% | 2% | ** | 2% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | ** |
| 3 | (3.0) | 5 | 5 | ** | 4 | 1 | 4 | 1 | ** | ** | ** | 4 | 5 | ** |
| | | 3% | 3% | ** | 4% | 1% | 4% | 1% | ** | ** | ** | 4% | 3% | ** |
| 4 | (4.0) | 11 | 7 | ** | 9 | * | 8 | 2 | ** | ** | ** | 8 | 11 | ** |
| | | 6% | 5% | ** | 8% | *% | 8% | 2% | ** | ** | ** | 8% | 7% | ** |
| 5 | (5.0) | 39 | 29 | ** | 20 | 19 | 19 | 20 | ** | ** | ** | 19 | 31 | ** |
| | | 21% | 19% | ** | 18% | 26% | 19% | 23% | ** | ** | ** | 19% | 21% | ** |
| 6 | (6.0) | 19 | 18 | ** | 11 | 7 | 10 | 9 | ** | ** | ** | 10 | 13 | ** |
| | | 10% | 12% | ** | 10% | 10% | 10% | 10% | ** | ** | ** | 10% | 9% | ** |
| 7 | (7.0) | 38 | 31 | ** | 20 | 18 | 19 | 19 | ** | ** | ** | 19 | 31 | ** |
| | | 20% | 21% | ** | 18% | 24% | 19% | 22% | ** | ** | ** | 19% | 21% | ** |
| 8 | (8.0) | 30 | 24 | ** | 18 | 11 | 15 | 14 | ** | ** | ** | 15 | 24 | ** |
| | | 16% | 16% | ** | 17% | 15% | 15% | 17% | ** | ** | ** | 15% | 16% | ** |
| 9 | (9.0) | 22 | 17 | ** | 14 | 8 | 13 | 8 | ** | ** | ** | 13 | 16 | ** |
| | | 12% | 11% | ** | 12% | 11% | 13% | 10% | ** | ** | ** | 13% | 11% | ** |
| 10 - Extremely satisfied | (10.0) | 19 | 18 | ** | 11 | 7 | 10 | 9 | ** | ** | ** | 10 | 16 | ** |
| | | 10% | 12% | ** | 10% | 10% | 10% | 11% | ** | ** | ** | 10% | 11% | ** |
| DISSATISFIED (1-4) | | 21 | 15 | ** | 16 | 4 | 13 | 6 | ** | ** | ** | 13 | 18 | ** |
| | | 11% | 10% | ** | 14% | 5% | 13% | 7% | ** | ** | ** | 13% | 12% | ** |
| NEUTRAL (5-6) | | 58 | 47 | ** | 31 | 27 | 29 | 29 | ** | ** | ** | 29 | 44 | ** |
| | | 31% | 31% | ** | 28% | 35% | 29% | 34% | ** | ** | ** | 29% | 30% | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 121

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 222 | 175 | 21 | 120 | 101 | 107 | 114 | 30 | 56 | 52 | 107 | 159 | 57 |
| Effective Weighted Sample | 175 | 139 | 17 | 97 | 79 | 87 | 89 | 25 | 46 | 41 | 87 | 129 | 45 |
| Total | 187 | 151 | 14 | 110 | 76 | 100 | 86 | 31 | 53 | 46 | 100 | 148 | 35 |
| SATISFIED (7-10) | 109 | 90 | ** | 64 | 45 | 58 | 51 | ** | ** | ** | 58 | 86 | ** |
| | 58% | 59% | ** | 58% | 59% | 58% | 59% | ** | ** | ** | 58% | 58% | ** |
| Answered | 187 | 151 | ** | 110 | 76 | 100 | 86 | ** | ** | ** | 100 | 148 | ** |
| Mean score | 6.8 | 6.9 | ** | 6.8 | 6.8 | 6.8 | 6.8 | ** | ** | ** | 6.8 | 6.7 | ** |
| Standard deviation | 2.04 | 2.00 | ** | 2.06 | 2.01 | 2.02 | 2.05 | ** | ** | ** | 2.02 | 2.02 | ** |
| Standard error | .14 | .15 | ** | .19 | .20 | .20 | .19 | ** | ** | ** | .20 | .16 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 222 | 210 | 196 | 26 | 12 | 222 | 219 | 199 | 190 | 66 | 222 | - | 16 | 49 | 157 |
| Effective Weighted Sample | | 175 | 165 | 155 | 22 | 11 | 175 | 172 | 158 | 151 | 53 | 175 | - | 13 | 40 | 122 |
| Total | | 187 | 179 | 170 | 17 | 9 | 187 | 184 | 171 | 166 | 58 | 187 | - | 14 | 46 | 127 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | 1 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| 2 | (2.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| 3 | (3.0) | 5 | 5 | 5 | ** | ** | 5 | 5 | 4 | 5 | ** | 5 | ** | ** | ** | 3 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 3% | ** | 3% | ** | ** | ** | 3% |
| 4 | (4.0) | 11 | 11 | 11 | ** | ** | 11 | 11 | 11 | 11 | ** | 11 | ** | ** | ** | 4 |
| | | 6% | 6% | 7% | ** | ** | 6% | 6% | 7% | 7% | ** | 6% | ** | ** | ** | 3% |
| 5 | (5.0) | 39 | 38 | 36 | ** | ** | 39 | 39 | 32 | 33 | ** | 39 | ** | ** | ** | 22 |
| | | 21% | 22% | 21% | ** | ** | 21% | 21% | 19% | 20% | ** | 21% | ** | ** | ** | 17% |
| 6 | (6.0) | 19 | 18 | 17 | ** | ** | 19 | 17 | 17 | 16 | ** | 19 | ** | ** | ** | 9 |
| | | 10% | 10% | 10% | ** | ** | 10% | 9% | 10% | 10% | ** | 10% | ** | ** | ** | 7% |
| 7 | (7.0) | 38 | 36 | 35 | ** | ** | 38 | 38 | 34 | 34 | ** | 38 | ** | ** | ** | 29 |
| | | 20% | 20% | 21% | ** | ** | 20% | 21% | 20% | 21% | ** | 20% | ** | ** | ** | 23% |
| 8 | (8.0) | 30 | 28 | 26 | ** | ** | 30 | 30 | 29 | 26 | ** | 30 | ** | ** | ** | 25 |
| | | 16% | 16% | 15% | ** | ** | 16% | 16% | 17% | 15% | ** | 16% | ** | ** | ** | 20% |
| 9 | (9.0) | 22 | 19 | 19 | ** | ** | 22 | 20 | 21 | 19 | ** | 22 | ** | ** | ** | 19 |
| | | 12% | 11% | 11% | ** | ** | 12% | 11% | 12% | 12% | ** | 12% | ** | ** | ** | 15% |
| 10 - Extremely satisfied | (10.0) | 19 | 17 | 17 | ** | ** | 19 | 19 | 19 | 17 | ** | 19 | ** | ** | ** | 13 |
| | | 10% | 10% | 10% | ** | ** | 10% | 10% | 11% | 11% | ** | 10% | ** | ** | ** | 10% |
| DISSATISFIED (1-4) | | 21 | 21 | 20 | ** | ** | 21 | 21 | 19 | 20 | ** | 21 | ** | ** | ** | 10 |
| | | 11% | 12% | 12% | ** | ** | 11% | 11% | 11% | 12% | ** | 11% | ** | ** | ** | 8% |
| NEUTRAL (5-6) | | 58 | 57 | 53 | ** | ** | 58 | 56 | 49 | 49 | ** | 58 | ** | ** | ** | 31 |
| | | 31% | 32% | 31% | ** | ** | 31% | 30% | 29% | 29% | ** | 31% | ** | ** | ** | 24% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 222 | 210 | 196 | 26 | 12 | 222 | 219 | 199 | 190 | 66 | 222 | - | 16 | 49 | 157 |
| Effective Weighted Sample | 175 | 165 | 155 | 22 | 11 | 175 | 172 | 158 | 151 | 53 | 175 | - | 13 | 40 | 122 |
| Total | 187 | 179 | 170 | 17 | 9 | 187 | 184 | 171 | 166 | 58 | 187 | - | 14 | 46 | 127 |
| SATISFIED (7-10) | 109 | 101 | 97 | ** | ** | 109 | 107 | 102 | 97 | ** | 109 | ** | ** | ** | 86 |
| | 58% | 57% | 57% | ** | ** | 58% | 58% | 60% | 58% | ** | 58% | ** | ** | ** | 68% |
| Answered | 187 | 179 | 170 | ** | ** | 187 | 184 | 171 | 166 | ** | 187 | ** | ** | ** | 127 |
| Mean score | 6.8 | 6.7 | 6.7 | ** | ** | 6.8 | 6.7 | 6.8 | 6.8 | ** | 6.8 | ** | ** | ** | 7.1 |
| Standard deviation | 2.04 | 2.04 | 2.03 | ** | ** | 2.04 | 2.05 | 2.04 | 2.06 | ** | 2.04 | ** | ** | ** | 1.95 |
| Standard error | .14 | .14 | .15 | ** | ** | .14 | .14 | .14 | .15 | ** | .14 | ** | ** | ** | .16 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 122

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 1976 | 981 | 983 | 214 | 392 | 366 | 332 | 669 | 632 | 565 | 346 | 411 | 1293 | 283 | 239 | 161 |
| Effective Weighted Sample | | 1577 | 782 | 788 | 179 | 324 | 300 | 263 | 514 | 516 | 454 | 288 | 303 | 1170 | 263 | 226 | 153 |
| Total | | 1926 | 1002 | 912 | 198 | 386 | 334 | 342 | 663 | 633 | 570 | 330 | 374 | 1594 | 172 | 109 | 51 |
| 1 - Extremely dissatisfied | (1.0) | 14 | 3 | 11 | 2 | 3 | 1 | 2 | 5 | 5 | 2 | 3 | 4 | 11 | 1 | 1 | 1 |
| | | 1% | *% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% | 1% | 1% |
| 2 | (2.0) | 15 | 9 | 5 | 1 | * | 4 | 3 | 7 | 6 | 5 | 1 | 3 | 11 | 2 | 1 | * |
| | | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | *% |
| 3 | (3.0) | 36 | 25 | 11 | 7 | 3 | 4 | 5 | 16 | 15 | 11 | 5 | 5 | 32 | 2 | 1 | 2 |
| | | 2% | 3% | 1% | 4% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 3% |
| 4 | (4.0) | 65 | 30 | 33 | 14 | 10 | 9 | 12 | 20 | 26 | 20 | 11 | 8 | 49 | 9 | 5 | 3 |
| | | 3% | 3% | 4% | 7% | 3% | 3% | 4% | 3% | 4% | 4% | 3% | 2% | 3% | 5% | 4% | 6% |
| 5 | (5.0) | 238 | 116 | 118 | 31 | 46 | 48 | 32 | 80 | 80 | 82 | 37 | 35 | 202 | 18 | 12 | 5 |
| | | 12% | 12% | 13% | 16% | 12% | 14% | 9% | 12% | 13% | 14% | 11% | 9% | 13% | 11% | 11% | 9% |
| 6 | (6.0) | 258 | 132 | 124 | 33 | 58 | 41 | 41 | 83 | 88 | 76 | 42 | 50 | 212 | 23 | 15 | 8 |
| | | 13% | 13% | 14% | 17% | 15% | 12% | 12% | 13% | 14% | 13% | 13% | 13% | 13% | 13% | 13% | 16% |
| 7 | (7.0) | 418 | 225 | 190 | 44 | 93 | 68 | 76 | 137 | 141 | 135 | 75 | 67 | 347 | 39 | 21 | 11 |
| | | 22% | 22% | 21% | 22% | 24% | 20% | 22% | 21% | 22% | 24% | 23% | 18% | 22% | 23% | 19% | 22% |
| 8 | (8.0) | 462 | 246 | 214 | 37 | 88 | 76 | 80 | 182 | 151 | 134 | 73 | 96 | 379 | 45 | 29 | 10 |
| | | 24% | 25% | 24% | 18% | 23% | 23% | 23% | 27% | 24% | 23% | 22% | 26% | 24% | 26% | 27% | 19% |
| 9 | (9.0) | 216 | 118 | 96 | 11 | 38 | 46 | 50 | 71 | 68 | 61 | 36 | 49 | 185 | 17 | 7 | 7 |
| | | 11% | 12% | 11% | 6% | 10% | 14% | 15% | 11% | 11% | 11% | 11% | 13% | 12% | 10% | 7% | 13% |
| | | | | | | | a | a | | | | | | | | | |
| 10 - Extremely satisfied | (10.0) | 205 | 96 | 108 | 17 | 46 | 37 | 42 | 62 | 54 | 46 | 47 | 57 | 166 | 16 | 17 | 5 |
| | | 11% | 10% | 12% | 9% | 12% | 11% | 12% | 9% | 8% | 8% | 14% | 15% | 10% | 9% | 15% | 10% |
| | | | | | | | | | | | | b | ab | | | | |
| DISSATISFIED (1-4) | | 129 | 68 | 60 | 24 | 17 | 18 | 22 | 48 | 52 | 38 | 20 | 20 | 102 | 14 | 8 | 5 |
| | | 7% | 7% | 7% | 12% | 4% | 5% | 6% | 7% | 8% | 7% | 6% | 5% | 6% | 8% | 8% | 10% |
| | | | | | bc | | | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1976 | 981 | 983 | 214 | 392 | 366 | 332 | 669 | 632 | 565 | 346 | 411 | 1293 | 283 | 239 | 161 |
| Effective Weighted Sample | 1577 | 782 | 788 | 179 | 324 | 300 | 263 | 514 | 516 | 454 | 288 | 303 | 1170 | 263 | 226 | 153 |
| Total | 1926 | 1002 | 912 | 198 | 386 | 334 | 342 | 663 | 633 | 570 | 330 | 374 | 1594 | 172 | 109 | 51 |
| NEUTRAL (5-6) | 496 | 248 | 242 | 64 | 103 | 89 | 72 | 163 | 167 | 157 | 79 | 85 | 415 | 41 | 27 | 13 |
| | 26% | 25% | 27% | 32% d | 27% | 27% | 21% | 25% | 26% | 28% | 24% | 23% | 26% | 24% | 25% | 25% |
| SATISFIED (7-10) | 1301 | 686 | 609 | 109 | 266 | 226 | 248 | 452 | 414 | 375 | 231 | 269 | 1077 | 117 | 74 | 33 |
| | 68% | 68% | 67% | 55% | 69% a | 68% a | 72% a | 68% a | 65% | 66% | 70% | 72% | 68% | 68% | 68% | 65% |
| Answered | 1926 | 1002 | 912 | 198 | 386 | 334 | 342 | 663 | 633 | 570 | 330 | 374 | 1594 | 172 | 109 | 51 |
| Mean score | 7.1 | 7.2 | 7.2 | 6.6 | 7.2 a | 7.2 a | 7.3 a | 7.1 a | 7.0 | 7.0 | 7.3 | 7.4 ab | 7.1 | 7.1 | 7.2 | 7.0 |
| Standard deviation | 1.82 | 1.78 | 1.86 | 1.90 | 1.73 | 1.81 | 1.81 | 1.83 | 1.83 | 1.74 | 1.84 | 1.87 | 1.81 | 1.79 | 1.94 | 1.92 |
| Standard error | .04 | .06 | .06 | .13 | .09 | .09 | .10 | .07 | .07 | .07 | .10 | .09 | .05 | .11 | .13 | .15 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1976 | 1625 | 218 | 730 | 1215 | 643 | 1294 | 251 | 299 | 302 | 643 | 1243 | 671 |
| Effective Weighted Sample | | 1577 | 1297 | 168 | 599 | 952 | 528 | 1016 | 210 | 247 | 243 | 528 | 1026 | 508 |
| Total | | 1926 | 1588 | 206 | 706 | 1190 | 627 | 1261 | 251 | 287 | 290 | 627 | 1306 | 578 |
| 1 - Extremely dissatisfied | (1.0) | 14 | 8 | 3 | 6 | 8 | 3 | 10 | * | 2 | 2 | 3 | 10 | 3 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |
| 2 | (2.0) | 15 | 12 | - | 3 | 12 | 2 | 13 | 2 | - | * | 2 | 9 | 6 |
| | | 1% | 1% | -% | *% | 1% | *% | 1% | 1% | -% | *% | *% | 1% | 1% |
| 3 | (3.0) | 36 | 30 | 3 | 11 | 24 | 8 | 27 | 1 | 3 | 5 | 8 | 19 | 16 |
| | | 2% | 2% | 1% | 2% | 2% | 1% | 2% | *% | 1% | 2% | 1% | 1% | 3% |
| 4 | (4.0) | 65 | 52 | 8 | 25 | 35 | 19 | 42 | 9 | 9 | 12 | 19 | 41 | 22 |
| | | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 4% |
| 5 | (5.0) | 238 | 204 | 20 | 87 | 145 | 76 | 151 | 32 | 44 | 27 | 76 | 156 | 76 |
| | | 12% | 13% | 10% | 12% | 12% | 12% | 12% | 13% | 15% | 9% | 12% | 12% | 13% |
| 6 | (6.0) | 258 | 214 | 22 | 101 | 152 | 93 | 161 | 35 | 44 | 42 | 93 | 186 | 65 |
| | | 13% | 14% | 11% | 14% | 13% | 15% | 13% | 14% | 15% | 15% | 15% | 14% | 11% |
| 7 | (7.0) | 418 | 342 | 50 | 155 | 258 | 146 | 267 | 60 | 57 | 64 | 146 | 290 | 121 |
| | | 22% | 22% | 24% | 22% | 22% | 23% | 21% | 24% | 20% | 22% | 23% | 22% | 21% |
| 8 | (8.0) | 462 | 373 | 59 | 159 | 300 | 137 | 319 | 49 | 67 | 64 | 137 | 298 | 155 |
| | | 24% | 23% | 29% | 23% | 25% | 22% | 25% | 19% | 23% | 22% | 22% | 23% | 27% |
| 9 | (9.0) | 216 | 176 | 21 | 83 | 130 | 74 | 140 | 29 | 28 | 39 | 74 | 156 | 56 |
| | | 11% | 11% | 10% | 12% | 11% | 12% | 11% | 11% | 10% | 13% | 12% | 12% | 10% |
| 10 - Extremely satisfied | (10.0) | 205 | 176 | 20 | 75 | 126 | 70 | 130 | 34 | 33 | 33 | 70 | 141 | 59 |
| | | 11% | 11% | 10% | 11% | 11% | 11% | 10% | 13% | 12% | 11% | 11% | 11% | 10% |
| DISSATISFIED (1-4) | | 129 | 103 | 13 | 45 | 79 | 31 | 93 | 12 | 14 | 20 | 31 | 79 | 46 |
| | | 7% | 6% | 7% | 6% | 7% | 5% | 7% | 5% | 5% | 7% | 5% | 6% | 8% |
| NEUTRAL (5-6) | | 496 | 418 | 43 | 188 | 297 | 168 | 312 | 68 | 88 | 70 | 168 | 342 | 141 |
| | | 26% | 26% | 21% | 27% | 25% | 27% | 25% | 27% | 31% | 24% | 27% | 26% | 24% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1976 | 1625 | 218 | 730 | 1215 | 643 | 1294 | 251 | 299 | 302 | 643 | 1243 | 671 |
| Effective Weighted Sample | 1577 | 1297 | 168 | 599 | 952 | 528 | 1016 | 210 | 247 | 243 | 528 | 1026 | 508 |
| Total | 1926 | 1588 | 206 | 706 | 1190 | 627 | 1261 | 251 | 287 | 290 | 627 | 1306 | 578 |
| SATISFIED (7-10) | 1301 | 1066 | 150 | 473 | 814 | 427 | 856 | 172 | 185 | 200 | 427 | 884 | 391 |
| | 68% | 67% | 73% | 67% | 68% | 68% | 68% | 68% | 64% | 69% | 68% | 68% | 68% |
| Answered | 1926 | 1588 | 206 | 706 | 1190 | 627 | 1261 | 251 | 287 | 290 | 627 | 1306 | 578 |
| Mean score | 7.1 | 7.2 | 7.2 | 7.2 | 7.2 | 7.2 | 7.1 | 7.3 | 7.1 | 7.3 | 7.2 | 7.2 | 7.1 |
| Standard deviation | 1.82 | 1.81 | 1.75 | 1.80 | 1.82 | 1.73 | 1.85 | 1.75 | 1.76 | 1.80 | 1.73 | 1.80 | 1.85 |
| Standard error | .04 | .04 | .12 | .07 | .05 | .07 | .05 | .11 | .10 | .10 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 122

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 1976 | 1914 | 1762 | 214 | 62 | 1976 | 1829 | 1286 | 1333 | 396 | 1894 | 82 | 332 | 409 | 1235 |
| Effective Weighted Sample | | 1577 | 1553 | 1429 | 158 | 45 | 1577 | 1457 | 1029 | 1090 | 318 | 1513 | 64 | 258 | 324 | 995 |
| Total | | 1926 | 1835 | 1689 | 238 | 91 | 1926 | 1793 | 1250 | 1295 | 389 | 1858 | 68 | 326 | 402 | 1199 |
| 1 - Extremely dissatisfied | (1.0) | 14 | 12 | 10 | 3 | ** | 14 | 11 | 6 | 4 | 1 | 11 | ** | 4 | 5 | 5 |
| | | 1% | 1% | 1% | 1% | ** | 1% | 1% | *% | *% | *% | 1% | ** | 1% | 1% | *% |
| 2 | (2.0) | 15 | 15 | 12 | 3 | ** | 15 | 14 | 9 | 11 | 5 | 14 | ** | 4 | 3 | 7 |
| | | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% |
| 3 | (3.0) | 36 | 34 | 27 | 9 | ** | 36 | 30 | 24 | 18 | 6 | 32 | ** | 16 | 7 | 14 |
| | | 2% | 2% | 2% | 4% | ** | 2% | 2% | 2% | 1% | 2% | 2% | ** | 5% c | 2% | 1% |
| 4 | (4.0) | 65 | 65 | 61 | 4 | ** | 65 | 62 | 45 | 44 | 13 | 64 | ** | 12 | 12 | 41 |
| | | 3% | 4% | 4% | 2% | ** | 3% | 3% | 4% | 3% | 3% | 3% | ** | 4% | 3% | 3% |
| 5 | (5.0) | 238 | 232 | 215 | 22 | ** | 238 | 212 | 150 | 171 | 54 | 223 | ** | 57 | 75 | 105 |
| | | 12% | 13% | 13% | 9% | ** | 12% | 12% | 12% | 13% | 14% | 12% | ** | 18% c | 19% c | 9% |
| 6 | (6.0) | 258 | 252 | 232 | 26 | ** | 258 | 246 | 154 | 175 | 53 | 252 | ** | 44 | 83 | 131 |
| | | 13% | 14% | 14% | 11% | ** | 13% | 14% | 12% | 13% | 14% | 14% | ** | 14% | 21% c | 11% |
| 7 | (7.0) | 418 | 405 | 379 | 39 | ** | 418 | 391 | 292 | 308 | 95 | 406 | ** | 54 | 92 | 273 |
| | | 22% | 22% | 22% | 16% | ** | 22% | 22% | 23% | 24% | 24% | 22% | ** | 17% | 23% | 23% |
| 8 | (8.0) | 462 | 433 | 391 | 71 | ** | 462 | 443 | 308 | 310 | 76 | 453 | ** | 74 | 73 | 316 |
| | | 24% | 24% | 23% | 30% | ** | 24% | 25% | 25% | 24% | 19% | 24% | ** | 23% | 18% | 26% b |
| 9 | (9.0) | 216 | 202 | 190 | 26 | ** | 216 | 203 | 139 | 137 | 50 | 210 | ** | 33 | 26 | 157 |
| | | 11% | 11% | 11% | 11% | ** | 11% | 11% | 11% | 11% | 13% | 11% | ** | 10% | 7% | 13% b |
| 10 - Extremely satisfied | (10.0) | 205 | 186 | 170 | 35 | ** | 205 | 182 | 123 | 117 | 38 | 192 | ** | 28 | 26 | 151 |
| | | 11% | 10% | 10% | 15% | ** | 11% | 10% | 10% | 9% | 10% | 10% | ** | 9% | 6% | 13% b |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (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

| | | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1976 | 1914 | 1762 | 214 | 62 | 1976 | 1829 | 1286 | 1333 | 396 | 1894 | 82 | 332 | 409 | 1235 |
| Effective Weighted Sample | 1577 | 1553 | 1429 | 158 | 45 | 1577 | 1457 | 1029 | 1090 | 318 | 1513 | 64 | 258 | 324 | 995 |
| Total | 1926 | 1835 | 1689 | 238 | 91 | 1926 | 1793 | 1250 | 1295 | 389 | 1858 | 68 | 326 | 402 | 1199 |
| DISSATISFIED (1-4) | 129 | 125 | 110 | 19 | ** | 129 | 117 | 84 | 77 | 25 | 122 | ** | 36 | 27 | 67 |
| | 7% | 7% | 7% | 8% | ** | 7% | 7% | 7% | 6% | 6% | 7% | ** | 11% c | 7% | 6% |
| NEUTRAL (5-6) | 496 | 484 | 448 | 48 | ** | 496 | 458 | 304 | 346 | 107 | 474 | ** | 101 | 159 | 236 |
| | 26% | 26% | 27% | 20% | ** | 26% | 26% | 24% | 27% | 27% | 26% | ** | 31% c | 40% c | 20% |
| SATISFIED (7-10) | 1301 | 1226 | 1131 | 171 | ** | 1301 | 1218 | 863 | 872 | 258 | 1262 | ** | 189 | 216 | 896 |
| | 68% | 67% | 67% | 72% | ** | 68% | 68% | 69% | 67% | 66% | 68% | ** | 58% | 54% | 75% ab |
| Answered | 1926 | 1835 | 1689 | 238 | ** | 1926 | 1793 | 1250 | 1295 | 389 | 1858 | ** | 326 | 402 | 1199 |
| Mean score | 7.1 | 7.1 | 7.1 | 7.3 | ** | 7.1 | 7.2 | 7.2 | 7.1 | 7.1 | 7.2 | ** | 6.8 | 6.7 | 7.4 ab |
| Standard deviation | 1.82 | 1.81 | 1.79 | 2.00 | ** | 1.82 | 1.79 | 1.77 | 1.73 | 1.80 | 1.79 | ** | 2.01 | 1.74 | 1.73 |
| Standard error | .04 | .04 | .04 | .14 | ** | .04 | .04 | .05 | .05 | .09 | .04 | ** | .11 | .09 | .05 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 3009 | 1287 | 1698 | 508 | 685 | 588 | 479 | 746 | 907 | 894 | 529 | 651 | 1996 | 393 | 322 | 298 |
| Effective Weighted Sample | | 2437 | 1044 | 1379 | 424 | 562 | 478 | 385 | 595 | 748 | 721 | 433 | 520 | 1837 | 386 | 309 | 286 |
| Total | | 2862 | 1300 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 552 | 2399 | 227 | 142 | 95 |
| 1 - Extremely dissatisfied | (1.0) | 13 | 6 | 6 | 3 | 1 | 4 | 3 | 3 | 2 | 2 | 4 | 5 | 11 | 1 | * | * |
| | | *% | *% | *% | 1% | *% | 1% | 1% | *% | *% | *% | 1% | 1% | *% | *% | *% | *% |
| 2 | (2.0) | 10 | 6 | 3 | 5 | - | - | 4 | 2 | 6 | 3 | - | 1 | 9 | - | 1 | * |
| | | *% | *% | *% | 1% | -% | -% | 1% | *% | 1% | *% | -% | *% | *% | -% | 1% | *% |
| 3 | (3.0) | 18 | 6 | 11 | 4 | 1 | 5 | 3 | 4 | 3 | 2 | 6 | 5 | 16 | 1 | 1 | 1 |
| | | 1% | *% | 1% | 1% | *% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | *% | 1% | 1% |
| 4 | (4.0) | 42 | 20 | 21 | 15 | 8 | 2 | 5 | 12 | 15 | 12 | 4 | 10 | 33 | 3 | 5 | 1 |
| | | 1% | 2% | 1% | 3% c | 1% | *% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 3% | 1% |
| 5 | (5.0) | 164 | 83 | 81 | 25 | 44 | 23 | 19 | 51 | 48 | 53 | 22 | 36 | 137 | 12 | 7 | 7 |
| | | 6% | 6% | 5% | 5% | 7% | 4% | 4% | 7% | 5% | 6% | 5% | 7% | 6% | 5% | 5% | 7% |
| 6 | (6.0) | 240 | 119 | 120 | 34 | 67 | 35 | 47 | 57 | 69 | 81 | 41 | 45 | 212 | 16 | 6 | 6 |
| | | 8% | 9% | 8% | 8% | 10% | 7% | 9% | 8% | 8% | 9% | 9% | 8% | 9% c | 7% | 4% | 7% |
| 7 | (7.0) | 429 | 213 | 213 | 69 | 82 | 75 | 71 | 132 | 149 | 130 | 59 | 89 | 362 | 34 | 21 | 12 |
| | | 15% | 16% | 14% | 15% | 12% | 14% | 14% | 19% b | 17% | 14% | 12% | 16% | 15% | 15% | 15% | 13% |
| 8 | (8.0) | 752 | 354 | 390 | 91 | 159 | 150 | 149 | 203 | 255 | 260 | 118 | 116 | 628 | 64 | 35 | 24 |
| | | 26% | 27% | 25% | 20% | 24% | 28% a | 30% a | 29% a | 28% d | 29% d | 25% | 21% | 26% | 28% | 25% | 26% |
| 9 | (9.0) | 499 | 228 | 266 | 79 | 123 | 107 | 78 | 114 | 176 | 161 | 90 | 69 | 425 | 31 | 26 | 17 |
| | | 17% | 18% | 17% | 17% | 18% | 20% | 16% | 16% | 20% d | 18% | 19% d | 13% | 18% | 14% | 18% | 18% |
| 10 - Extremely satisfied | (10.0) | 696 | 264 | 426 | 128 | 182 | 134 | 121 | 130 | 178 | 196 | 138 | 175 | 566 | 65 | 39 | 25 |
| | | 24% | 20% | 28% a | 28% e | 27% e | 25% e | 24% | 18% | 20% | 22% | 29% ab | 32% ab | 24% | 29% | 28% | 27% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3009 | 1287 | 1698 | 508 | 685 | 588 | 479 | 746 | 907 | 894 | 529 | 651 | 1996 | 393 | 322 | 298 |
| Effective Weighted Sample | 2437 | 1044 | 1379 | 424 | 562 | 478 | 385 | 595 | 748 | 721 | 433 | 520 | 1837 | 386 | 309 | 286 |
| Total | 2862 | 1300 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 552 | 2399 | 227 | 142 | 95 |
| DISSATISFIED (1-4) | 83 | 38 | 42 | 26 | 10 | 11 | 15 | 21 | 27 | 19 | 14 | 21 | 69 | 5 | 7 | 3 |
| | 3% | 3% | 3% | 6% bc | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 2% | 5% | 3% |
| NEUTRAL (5-6) | 403 | 202 | 201 | 59 | 111 | 58 | 66 | 108 | 117 | 134 | 63 | 81 | 349 | 28 | 13 | 13 |
| | 14% | 16% | 13% | 13% | 17% c | 11% | 13% | 15% | 13% | 15% | 13% | 15% | 15% | 12% | 9% | 14% |
| SATISFIED (7-10) | 2376 | 1060 | 1295 | 367 | 544 | 465 | 418 | 579 | 758 | 747 | 405 | 450 | 1981 | 194 | 122 | 79 |
| | 83% | 82% | 84% | 81% | 82% | 87% | 84% | 82% | 84% | 83% | 84% | 82% | 83% | 86% | 86% | 83% |
| Answered | 2862 | 1300 | 1538 | 452 | 666 | 535 | 499 | 709 | 902 | 900 | 482 | 552 | 2399 | 227 | 142 | 95 |
| Mean score | 8.0 | 7.9 | 8.1 a | 8.0 | 8.1 e | 8.2 e | 8.0 | 7.8 | 8.0 | 8.0 | 8.2 | 8.0 | 8.0 | 8.2 | 8.1 | 8.1 |
| Standard deviation | 1.70 | 1.69 | 1.69 | 1.91 | 1.64 | 1.62 | 1.70 | 1.65 | 1.63 | 1.61 | 1.74 | 1.87 | 1.70 | 1.64 | 1.78 | 1.76 |
| Standard error | .03 | .05 | .04 | .08 | .06 | .07 | .08 | .06 | .05 | .05 | .08 | .07 | .04 | .08 | .10 | .10 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 3009 | 2445 | 317 | 1217 | 1733 | 1044 | 1893 | 450 | 480 | 459 | 1044 | 1964 | 960 |
| Effective Weighted Sample | | 2437 | 1984 | 244 | 992 | 1397 | 850 | 1528 | 370 | 392 | 368 | 850 | 1626 | 786 |
| Total | | 2862 | 2349 | 274 | 1150 | 1659 | 994 | 1803 | 427 | 449 | 438 | 994 | 2066 | 737 |
| 1 - Extremely dissatisfied | (1.0) | 13 | 10 | * | 6 | 7 | 5 | 7 | 1 | 1 | 3 | 5 | 7 | 6 |
| | | *% | *% | *% | 1% | *% | *% | *% | *% | *% | 1% | *% | *% | 1% |
| 2 | (2.0) | 10 | 8 | 2 | 5 | 6 | 4 | 6 | - | 1 | 3 | 4 | 7 | 4 |
| | | *% | *% | 1% | *% | *% | *% | *% | -% | *% | 1% | *% | *% | *% |
| 3 | (3.0) | 18 | 14 | 4 | 11 | 7 | 10 | 8 | 4 | 5 | 4 | 10 | 12 | 6 |
| | | 1% | 1% | 1% | 1% | *% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% |
| 4 | (4.0) | 42 | 32 | 3 | 15 | 25 | 9 | 31 | 4 | 3 | 3 | 9 | 26 | 15 |
| | | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| 5 | (5.0) | 164 | 131 | 12 | 51 | 104 | 46 | 109 | 22 | 24 | 16 | 46 | 104 | 53 |
| | | 6% | 6% | 5% | 4% | 6% | 5% | 6% | 5% | 5% | 4% | 5% | 5% | 7% |
| 6 | (6.0) | 240 | 197 | 21 | 96 | 139 | 84 | 149 | 41 | 25 | 40 | 84 | 172 | 64 |
| | | 8% | 8% | 8% | 8% | 8% | 8% | 8% | 10% | 6% | 9% | 8% | 8% | 9% |
| 7 | (7.0) | 429 | 360 | 34 | 147 | 276 | 129 | 292 | 51 | 57 | 57 | 129 | 300 | 122 |
| | | 15% | 15% | 12% | 13% | 17% a | 13% | 16% | 12% | 13% | 13% | 13% | 15% | 17% |
| 8 | (8.0) | 752 | 608 | 82 | 290 | 445 | 246 | 487 | 90 | 108 | 120 | 246 | 551 | 187 |
| | | 26% | 26% | 30% | 25% | 27% | 25% | 27% | 21% | 24% | 27% | 25% | 27% | 25% |
| 9 | (9.0) | 499 | 400 | 62 | 223 | 273 | 201 | 293 | 93 | 89 | 88 | 201 | 372 | 122 |
| | | 17% | 17% | 23% | 19% | 16% | 20% | 16% | 22% | 20% | 20% | 20% | 18% | 16% |
| 10 - Extremely satisfied | (10.0) | 696 | 588 | 54 | 307 | 377 | 261 | 420 | 120 | 136 | 105 | 261 | 515 | 161 |
| | | 24% | 25% | 20% | 27% | 23% | 26% | 23% | 28% | 30% | 24% | 26% | 25% | 22% |
| DISSATISFIED (1-4) | | 83 | 64 | 9 | 36 | 45 | 27 | 53 | 10 | 10 | 13 | 27 | 52 | 30 |
| | | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 4% |
| NEUTRAL (5-6) | | 403 | 328 | 34 | 147 | 243 | 130 | 258 | 63 | 49 | 56 | 130 | 276 | 116 |
| | | 14% | 14% | 12% | 13% | 15% | 13% | 14% | 15% | 11% | 13% | 13% | 13% | 16% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3009 | 2445 | 317 | 1217 | 1733 | 1044 | 1893 | 450 | 480 | 459 | 1044 | 1964 | 960 |
| Effective Weighted Sample | 2437 | 1984 | 244 | 992 | 1397 | 850 | 1528 | 370 | 392 | 368 | 850 | 1626 | 786 |
| Total | 2862 | 2349 | 274 | 1150 | 1659 | 994 | 1803 | 427 | 449 | 438 | 994 | 2066 | 737 |
| SATISFIED (7-10) | 2376 | 1957 | 231 | 967 | 1371 | 837 | 1492 | 354 | 390 | 369 | 837 | 1738 | 591 |
| | 83% | 83% | 84% | 84% | 83% | 84% | 83% | 83% | 87% | 84% | 84% | 84% | 80% |
| Answered | 2862 | 2349 | 274 | 1150 | 1659 | 994 | 1803 | 427 | 449 | 438 | 994 | 2066 | 737 |
| Mean score | 8.0 | 8.0 | 8.0 | 8.1 | 8.0 | 8.1 | 8.0 | 8.2 | 8.3 | 8.1 | 8.1 | 8.1 | 7.8 |
| | | | | | | | | | | | | | b |
| Standard deviation | 1.70 | 1.69 | 1.63 | 1.71 | 1.68 | 1.70 | 1.69 | 1.69 | 1.66 | 1.70 | 1.70 | 1.66 | 1.80 |
| Standard error | .03 | .03 | .09 | .05 | .04 | .05 | .04 | .08 | .08 | .08 | .05 | .04 | .06 |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 123

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 3009 | 3009 | 3009 | - | - | 3009 | 2604 | 1809 | 1884 | 540 | 2756 | 253 | 525 | 658 | 1826 |
| Effective Weighted Sample | | 2437 | 2437 | 2437 | - | - | 2437 | 2116 | 1471 | 1541 | 442 | 2239 | 200 | 419 | 538 | 1480 |
| Total | | 2862 | 2862 | 2862 | - | - | 2862 | 2512 | 1752 | 1844 | 551 | 2649 | 213 | 479 | 624 | 1759 |
| 1 - Extremely dissatisfied | (1.0) | 13 | 13 | 13 | ** | ** | 13 | 8 | 3 | 2 | 1 | 8 | 5 | 10 | - | 3 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | *% | *% | 3% abcde | 2% bc | -% | *% |
| 2 | (2.0) | 10 | 10 | 10 | ** | ** | 10 | 10 | 8 | 8 | * | 10 | - | 3 | - | 8 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | *% | *% | -% | 1% | -% | *% |
| 3 | (3.0) | 18 | 18 | 18 | ** | ** | 18 | 16 | 10 | 14 | 4 | 16 | 1 | 6 | 4 | 8 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% |
| 4 | (4.0) | 42 | 42 | 42 | ** | ** | 42 | 35 | 25 | 27 | 5 | 40 | 2 | 11 | 17 | 14 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 3% c | 1% |
| 5 | (5.0) | 164 | 164 | 164 | ** | ** | 164 | 139 | 111 | 110 | 40 | 152 | 11 | 28 | 77 | 58 |
| | | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 6% | 7% | 6% | 5% | 6% | 12% ac | 3% |
| 6 | (6.0) | 240 | 240 | 240 | ** | ** | 240 | 213 | 156 | 171 | 59 | 227 | 13 | 34 | 85 | 121 |
| | | 8% | 8% | 8% | ** | ** | 8% | 8% | 9% | 9% | 11% | 9% | 6% | 7% | 14% ac | 7% |
| 7 | (7.0) | 429 | 429 | 429 | ** | ** | 429 | 379 | 283 | 293 | 106 | 393 | 35 | 76 | 90 | 263 |
| | | 15% | 15% | 15% | ** | ** | 15% | 15% | 16% | 16% | 19% | 15% | 17% | 16% | 14% | 15% |
| 8 | (8.0) | 752 | 752 | 752 | ** | ** | 752 | 664 | 458 | 479 | 135 | 705 | 47 | 124 | 157 | 471 |
| | | 26% | 26% | 26% | ** | ** | 26% | 26% | 26% | 26% | 25% | 27% | 22% | 26% | 25% | 27% |
| 9 | (9.0) | 499 | 499 | 499 | ** | ** | 499 | 453 | 297 | 318 | 83 | 473 | 27 | 75 | 88 | 336 |
| | | 17% | 17% | 17% | ** | ** | 17% | 18% | 17% | 17% | 15% | 18% | 12% | 16% | 14% | 19% |
| 10 - Extremely satisfied | (10.0) | 696 | 696 | 696 | ** | ** | 696 | 594 | 400 | 422 | 118 | 625 | 71 | 113 | 105 | 478 |
| | | 24% | 24% | 24% | ** | ** | 24% | 24% | 23% | 23% | 21% | 24% | 33% abcde | 24% | 17% | 27% b |
| DISSATISFIED (1-4) | | 83 | 83 | 83 | ** | ** | 83 | 70 | 47 | 51 | 10 | 74 | 9 | 29 | 21 | 33 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | 2% | 3% | 4% | 6% c | 3% | 2% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Netflix in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 3009 | 3009 | 3009 | - | - | 3009 | 2604 | 1809 | 1884 | 540 | 2756 | 253 | 525 | 658 | 1826 |
| Effective Weighted Sample | 2437 | 2437 | 2437 | - | - | 2437 | 2116 | 1471 | 1541 | 442 | 2239 | 200 | 419 | 538 | 1480 |
| Total | 2862 | 2862 | 2862 | - | - | 2862 | 2512 | 1752 | 1844 | 551 | 2649 | 213 | 479 | 624 | 1759 |
| NEUTRAL (5-6) | 403 | 403 | 403 | ** | ** | 403 | 352 | 267 | 281 | 99 | 379 | 24 | 62 | 162 | 179 |
| | 14% | 14% | 14% | ** | ** | 14% | 14% | 15% | 15% | 18% | 14% | 11% | 13% | 26% ac | 10% |
| SATISFIED (7-10) | 2376 | 2376 | 2376 | ** | ** | 2376 | 2090 | 1438 | 1512 | 442 | 2196 | 179 | 387 | 441 | 1547 |
| | 83% | 83% | 83% | ** | ** | 83% | 83% | 82% | 82% | 80% | 83% | 84% | 81% b | 71% | 88% ab |
| Answered | 2862 | 2862 | 2862 | ** | ** | 2862 | 2512 | 1752 | 1844 | 551 | 2649 | 213 | 479 | 624 | 1759 |
| Mean score | 8.0 | 8.0 | 8.0 | ** | ** | 8.0 | 8.0 | 8.0 | 8.0 | 7.9 | 8.0 | 8.1 | 7.8 | 7.6 | 8.3 ab |
| Standard deviation | 1.70 | 1.70 | 1.70 | ** | ** | 1.70 | 1.67 | 1.67 | 1.67 | 1.64 | 1.68 | 1.98 | 1.98 | 1.74 | 1.56 |
| Standard error | .03 | .03 | .03 | ** | ** | .03 | .03 | .04 | .04 | .07 | .03 | .12 | .09 | .07 | .04 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 2254 | 1038 | 1199 | 309 | 502 | 474 | 388 | 578 | 733 | 677 | 389 | 435 | 1483 | 315 | 255 | 201 |
| Effective Weighted Sample | | 1823 | 844 | 970 | 255 | 412 | 383 | 315 | 463 | 601 | 548 | 316 | 349 | 1362 | 307 | 244 | 193 |
| Total | | 2153 | 1055 | 1082 | 278 | 485 | 433 | 413 | 542 | 722 | 692 | 352 | 370 | 1792 | 183 | 114 | 64 |
| 1 - Extremely dissatisfied | (1.0) | 8 | 1 | 7 | * | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 5 | 2 | - | - |
| | | *% | *% | 1% | *% | *% | 1% | 1% | *% | *% | *% | 1% | 1% | *% | 1% | -% | -% |
| 2 | (2.0) | 8 | 7 | 1 | * | 2 | 2 | 1 | 3 | 6 | 1 | 1 | - | 6 | 1 | - | 1 |
| | | *% | 1% | *% | *% | *% | *% | *% | *% | 1% | *% | *% | -% | *% | 1% | -% | 1% |
| 3 | (3.0) | 21 | 10 | 11 | 3 | 5 | 1 | 2 | 10 | 10 | 3 | 3 | 4 | 15 | 3 | 2 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | *% | *% | 2% | 1% | *% | 1% | 1% | 1% | 2% | 1% | 2% |
| 4 | (4.0) | 59 | 33 | 23 | 10 | 10 | 11 | 11 | 17 | 22 | 24 | 6 | 5 | 49 | 6 | 3 | 1 |
| | | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 3% | 4% | 2% | 1% | 3% | 3% | 3% | 1% |
| 5 | (5.0) | 182 | 91 | 88 | 18 | 39 | 34 | 27 | 63 | 56 | 68 | 20 | 36 | 152 | 12 | 12 | 6 |
| | | 8% | 9% | 8% | 6% | 8% | 8% | 7% | 12% | 8% | 10% | 6% | 10% | 8% | 7% | 10% | 9% |
| 6 | (6.0) | 253 | 134 | 118 | 30 | 66 | 48 | 44 | 65 | 90 | 71 | 44 | 45 | 212 | 22 | 11 | 8 |
| | | 12% | 13% | 11% | 11% | 14% | 11% | 11% | 12% | 12% | 10% | 12% | 12% | 12% | 12% | 10% | 12% |
| 7 | (7.0) | 441 | 240 | 198 | 61 | 95 | 85 | 95 | 104 | 156 | 144 | 74 | 65 | 379 | 33 | 19 | 10 |
| | | 20% | 23% | 18% | 22% | 20% | 20% | 23% | 19% | 22% | 21% | 21% | 18% | 21% | 18% | 17% | 15% |
| 8 | (8.0) | 500 | 239 | 259 | 65 | 107 | 107 | 103 | 118 | 175 | 182 | 69 | 69 | 410 | 42 | 33 | 15 |
| | | 23% | 23% | 24% | 23% | 22% | 25% | 25% | 22% | 24% | 26% | 20% | 19% | 23% | 23% | 29% | 23% |
| 9 | (9.0) | 328 | 146 | 179 | 39 | 74 | 75 | 51 | 89 | 108 | 100 | 54 | 65 | 272 | 31 | 15 | 11 |
| | | 15% | 14% | 17% | 14% | 15% | 17% | 12% | 16% | 15% | 14% | 15% | 18% | 15% | 17% | 13% | 17% |
| 10 - Extremely satisfied | (10.0) | 354 | 154 | 198 | 51 | 86 | 68 | 76 | 72 | 98 | 100 | 77 | 77 | 291 | 31 | 20 | 12 |
| | | 16% | 15% | 18% | 18% | 18% | 16% | 18% | 13% | 14% | 14% | 22% ab | 21% a | 16% | 17% | 17% | 19% |
| DISSATISFIED (1-4) | | 95 | 51 | 42 | 14 | 18 | 16 | 17 | 30 | 39 | 29 | 14 | 13 | 76 | 12 | 5 | 3 |
| | | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 6% | 5% | 4% | 4% | 3% | 4% | 7% | 4% | 4% |
| NEUTRAL (5-6) | | 435 | 225 | 206 | 48 | 105 | 82 | 71 | 128 | 146 | 139 | 64 | 81 | 364 | 34 | 23 | 14 |
| | | 20% | 21% | 19% | 17% | 22% | 19% | 17% | 24% | 20% | 20% | 18% | 22% | 20% | 19% | 20% | 22% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2254 | 1038 | 1199 | 309 | 502 | 474 | 388 | 578 | 733 | 677 | 389 | 435 | 1483 | 315 | 255 | 201 |
| Effective Weighted Sample | 1823 | 844 | 970 | 255 | 412 | 383 | 315 | 463 | 601 | 548 | 316 | 349 | 1362 | 307 | 244 | 193 |
| Total | 2153 | 1055 | 1082 | 278 | 485 | 433 | 413 | 542 | 722 | 692 | 352 | 370 | 1792 | 183 | 114 | 64 |
| SATISFIED (7-10) | 1623 | 779 | 834 | 216 | 363 | 334 | 325 | 383 | 537 | 524 | 274 | 276 | 1352 | 137 | 87 | 47 |
| | 75% | 74% | 77% | 78% | 75% | 77% | 79% | 71% | 74% | 76% | 78% | 75% | 75% | 75% | 76% | 74% |
| Answered | 2153 | 1055 | 1082 | 278 | 485 | 433 | 413 | 542 | 722 | 692 | 352 | 370 | 1792 | 183 | 114 | 64 |
| Mean score | 7.6 | 7.5 | 7.7 | 7.7 | 7.6 | 7.7 | 7.7 | 7.4 | 7.5 | 7.5 | 7.8 | 7.7 | 7.6 | 7.6 | 7.6 | 7.7 |
| | | | a | | | | | | | | | | | | | |
| Standard deviation | 1.75 | 1.73 | 1.76 | 1.73 | 1.74 | 1.73 | 1.72 | 1.80 | 1.74 | 1.67 | 1.81 | 1.85 | 1.73 | 1.90 | 1.72 | 1.85 |
| Standard error | .04 | .05 | .05 | .10 | .08 | .08 | .09 | .07 | .06 | .06 | .09 | .09 | .04 | .11 | .11 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Amazon Prime Video in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2254 | 1848 | 271 | 885 | 1330 | 782 | 1425 | 335 | 355 | 350 | 782 | 1480 | 704 |
| Effective Weighted Sample | | 1823 | 1498 | 213 | 722 | 1070 | 636 | 1149 | 275 | 289 | 280 | 636 | 1225 | 572 |
| Total | | 2153 | 1787 | 237 | 854 | 1264 | 754 | 1356 | 317 | 336 | 340 | 754 | 1559 | 544 |
| 1 - Extremely dissatisfied | (1.0) | 8 | 5 | - | 3 | 5 | 3 | 5 | - | 1 | 1 | 3 | 5 | 3 |
| | | *% | *% | -% | *% | *% | *% | *% | -% | *% | *% | *% | *% | 1% |
| 2 | (2.0) | 8 | 5 | 3 | 2 | 6 | 2 | 6 | - | 2 | - | 2 | 7 | 1 |
| | | *% | *% | 1% | *% | *% | *% | *% | -% | 1% | -% | *% | *% | *% |
| 3 | (3.0) | 21 | 17 | 2 | 9 | 12 | 8 | 13 | 4 | 2 | 4 | 8 | 11 | 10 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| 4 | (4.0) | 59 | 52 | 2 | 25 | 32 | 22 | 34 | 8 | 8 | 15 | 22 | 39 | 17 |
| | | 3% | 3% | 1% | 3% | 3% | 3% | 2% | 3% | 2% | 4% | 3% | 3% | 3% |
| 5 | (5.0) | 182 | 149 | 23 | 68 | 111 | 62 | 115 | 32 | 25 | 23 | 62 | 116 | 61 |
| | | 8% | 8% | 10% | 8% | 9% | 8% | 8% | 10% | 8% | 7% | 8% | 7% | 11% a |
| 6 | (6.0) | 253 | 209 | 30 | 107 | 143 | 91 | 156 | 29 | 36 | 49 | 91 | 192 | 58 |
| | | 12% | 12% | 13% | 12% | 11% | 12% | 12% | 9% | 11% | 14% | 12% | 12% | 11% |
| 7 | (7.0) | 441 | 371 | 44 | 160 | 276 | 138 | 297 | 58 | 66 | 51 | 138 | 318 | 111 |
| | | 20% | 21% | 18% | 19% | 22% | 18% | 22% | 18% | 20% | 15% | 18% | 20% | 20% |
| 8 | (8.0) | 500 | 397 | 67 | 192 | 302 | 165 | 328 | 64 | 87 | 81 | 165 | 364 | 126 |
| | | 23% | 22% | 28% | 22% | 24% | 22% | 24% | 20% | 26% | 24% | 22% | 23% | 23% |
| 9 | (9.0) | 328 | 276 | 37 | 143 | 182 | 132 | 193 | 64 | 53 | 50 | 132 | 240 | 83 |
| | | 15% | 15% | 15% | 17% | 14% | 18% | 14% | 20% | 16% | 15% | 18% | 15% | 15% |
| 10 - Extremely satisfied | (10.0) | 354 | 305 | 30 | 147 | 196 | 131 | 210 | 58 | 54 | 66 | 131 | 267 | 75 |
| | | 16% | 17% | 13% | 17% | 15% | 17% | 15% | 18% | 16% | 19% | 17% | 17% | 14% |
| DISSATISFIED (1-4) | | 95 | 80 | 7 | 38 | 55 | 35 | 57 | 13 | 13 | 20 | 35 | 62 | 30 |
| | | 4% | 4% | 3% | 4% | 4% | 5% | 4% | 4% | 4% | 6% | 5% | 4% | 6% |
| NEUTRAL (5-6) | | 435 | 358 | 53 | 174 | 254 | 153 | 271 | 61 | 62 | 72 | 153 | 308 | 119 |
| | | 20% | 20% | 22% | 20% | 20% | 20% | 20% | 19% | 18% | 21% | 20% | 20% | 22% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2254 | 1848 | 271 | 885 | 1330 | 782 | 1425 | 335 | 355 | 350 | 782 | 1480 | 704 |
| Effective Weighted Sample | 1823 | 1498 | 213 | 722 | 1070 | 636 | 1149 | 275 | 289 | 280 | 636 | 1225 | 572 |
| Total | 2153 | 1787 | 237 | 854 | 1264 | 754 | 1356 | 317 | 336 | 340 | 754 | 1559 | 544 |
| SATISFIED (7-10) | 1623 | 1350 | 177 | 642 | 955 | 566 | 1028 | 243 | 261 | 248 | 566 | 1189 | 395 |
| | 75% | 76% | 75% | 75% | 76% | 75% | 76% | 77% | 78% | 73% | 75% | 76% | 73% |
| Answered | 2153 | 1787 | 237 | 854 | 1264 | 754 | 1356 | 317 | 336 | 340 | 754 | 1559 | 544 |
| Mean score | 7.6 | 7.6 | 7.5 | 7.6 | 7.5 | 7.6 | 7.5 | 7.7 | 7.7 | 7.6 | 7.6 | 7.6 | 7.4 |
| Standard deviation | 1.75 | 1.75 | 1.67 | 1.76 | 1.74 | 1.78 | 1.73 | 1.76 | 1.71 | 1.82 | 1.78 | 1.72 | 1.81 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .06 | .05 | .10 | .09 | .10 | .06 | .04 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 124

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD ~c | VOD USERS NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 2254 | 2254 | 2254 | - | - | 2254 | 1954 | 1422 | 1479 | 458 | 2072 | 182 | 419 | 469 | 1366 |
| Effective Weighted Sample | | 1823 | 1823 | 1823 | - | - | 1823 | 1586 | 1149 | 1205 | 373 | 1680 | 144 | 332 | 380 | 1112 |
| Total | | 2153 | 2153 | 2153 | - | - | 2153 | 1891 | 1377 | 1446 | 458 | 1995 | 158 | 389 | 443 | 1321 |
| 1 - Extremely dissatisfied | (1.0) | 8 *% | 8 *% | 8 *% | ** ** | ** ** | 8 *% | 6 *% | 3 *% | 1 *% | 1 *% | 7 *% | 1 *% | 3 1% | 3 1% | 2 *% |
| 2 | (2.0) | 8 *% | 8 *% | 8 *% | ** ** | ** ** | 8 *% | 8 *% | 5 *% | 5 *% | 1 *% | 8 *% | - -% | 3 1% | - -% | 5 *% |
| 3 | (3.0) | 21 1% | 21 1% | 21 1% | ** ** | ** ** | 21 1% | 18 1% | 12 1% | 13 1% | 4 1% | 18 1% | 3 2% | 6 2% | 1 *% | 14 1% |
| 4 | (4.0) | 59 3% | 59 3% | 59 3% | ** ** | ** ** | 59 3% | 56 3% | 38 3% | 37 3% | 16 3% | 56 3% | 2 2% | 16 4% | 17 4% | 26 2% |
| 5 | (5.0) | 182 8% | 182 8% | 182 8% | ** ** | ** ** | 182 8% | 149 8% | 125 9% | 127 9% | 40 9% | 161 8% | 20 13% | 38 10% | 61 14% c | 82 6% |
| 6 | (6.0) | 253 12% | 253 12% | 253 12% | ** ** | ** ** | 253 12% | 222 12% | 170 12% | 174 12% | 59 13% | 237 12% | 16 10% | 42 11% | 65 15% | 146 11% |
| 7 | (7.0) | 441 20% | 441 20% | 441 20% | ** ** | ** ** | 441 20% | 390 21% | 277 20% | 312 22% | 97 21% | 408 20% | 34 21% | 73 19% | 99 22% | 269 20% |
| 8 | (8.0) | 500 23% | 500 23% | 500 23% | ** ** | ** ** | 500 23% | 447 24% f | 342 25% f | 348 24% f | 117 26% f | 478 24% f | 22 14% | 90 23% | 99 22% | 311 24% |
| 9 | (9.0) | 328 15% | 328 15% | 328 15% | ** ** | ** ** | 328 15% | 294 16% | 197 14% | 217 15% | 63 14% | 305 15% | 23 15% | 56 14% | 41 9% | 231 17% b |
| 10 - Extremely satisfied | (10.0) | 354 16% | 354 16% | 354 16% | ** ** | ** ** | 354 16% | 301 16% | 208 15% | 211 15% | 61 13% | 317 16% | 37 23% cd | 62 16% | 56 13% | 236 18% |
| DISSATISFIED (1-4) | | 95 4% | 95 4% | 95 4% | ** ** | ** ** | 95 4% | 87 5% | 58 4% | 56 4% | 22 5% | 90 4% | 6 4% | 27 7% c | 22 5% | 46 3% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 2254 | 2254 | 2254 | - | - | 2254 | 1954 | 1422 | 1479 | 458 | 2072 | 182 | 419 | 469 | 1366 |
| Effective Weighted Sample | 1823 | 1823 | 1823 | - | - | 1823 | 1586 | 1149 | 1205 | 373 | 1680 | 144 | 332 | 380 | 1112 |
| Total | 2153 | 2153 | 2153 | - | - | 2153 | 1891 | 1377 | 1446 | 458 | 1995 | 158 | 389 | 443 | 1321 |
| NEUTRAL (5-6) | 435 | 435 | 435 | ** | ** | 435 | 371 | 295 | 300 | 98 | 399 | 36 | 80 | 126 | 229 |
| | 20% | 20% | 20% | ** | ** | 20% | 20% | 21% | 21% | 22% | 20% | 23% | 21% | 28% | 17% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 1623 | 1623 | 1623 | ** | ** | 1623 | 1432 | 1024 | 1089 | 338 | 1507 | 116 | 281 | 296 | 1046 |
| | 75% | 75% | 75% | ** | ** | 75% | 76% | 74% | 75% | 74% | 76% | 73% | 72% | 67% | 79% |
| | | | | | | | | | | | | | | | ab |
| Answered | 2153 | 2153 | 2153 | ** | ** | 2153 | 1891 | 1377 | 1446 | 458 | 1995 | 158 | 389 | 443 | 1321 |
| Mean score | 7.6 | 7.6 | 7.6 | ** | ** | 7.6 | 7.6 | 7.5 | 7.5 | 7.5 | 7.6 | 7.6 | 7.4 | 7.2 | 7.8 |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 1.75 | 1.75 | 1.75 | ** | ** | 1.75 | 1.74 | 1.72 | 1.68 | 1.68 | 1.74 | 1.90 | 1.91 | 1.74 | 1.68 |
| Standard error | .04 | .04 | .04 | ** | ** | .04 | .04 | .05 | .04 | .08 | .04 | .14 | .09 | .08 | .05 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 125

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 1494 | 743 | 733 | 298 | 353 | 265 | 218 | 357 | 426 | 428 | 275 | 341 | 999 | 203 | 154 | 138 |
| Effective Weighted Sample | | 1213 | 600 | 601 | 246 | 286 | 217 | 180 | 286 | 352 | 344 | 226 | 276 | 917 | 197 | 149 | 132 |
| Total | | 1423 | 736 | 671 | 257 | 334 | 250 | 228 | 349 | 428 | 427 | 257 | 292 | 1193 | 118 | 68 | 44 |
| 1 - Extremely dissatisfied | (1.0) | 4 *% | 2 *% | 2 *% | 1 *% | 1 *% | - -% | 1 *% | 2 *% | - -% | - -% | 3 1% | 2 1% | 4 *% | 1 *% | - -% | - -% |
| 2 | (2.0) | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 1 1% | - -% | 1 *% | 1 *% | 1 *% | - -% | 1 *% | 3 *% | - -% | - -% | - -% |
| 3 | (3.0) | 16 1% | 11 2% | 5 1% | 1 *% | 2 1% | 1 *% | 4 2% | 9 3% | 6 1% | 5 1% | 1 *% | 4 1% | 14 1% | 1 1% | 1 1% | * 1% |
| 4 | (4.0) | 43 3% | 22 3% | 20 3% | 3 1% | 10 3% | 10 4% | 8 3% | 13 4% | 18 4% | 12 3% | 3 1% | 9 3% | 39 3% | 1 1% | 2 4% | * 1% |
| 5 | (5.0) | 117 8% | 60 8% | 57 9% | 10 4% | 21 6% | 20 8% | 21 9% | 44 13% ab | 42 10% | 32 7% | 25 10% | 18 6% | 100 8% | 10 8% | 6 8% | 2 4% |
| 6 | (6.0) | 152 11% | 79 11% | 71 11% | 26 10% | 35 10% | 27 11% | 20 9% | 45 13% | 42 10% | 46 11% | 25 10% | 36 12% | 126 11% | 16 13% | 7 10% | 3 7% |
| 7 | (7.0) | 237 17% | 133 18% | 103 15% | 37 14% | 54 16% | 47 19% | 38 16% | 61 18% | 83 19% d | 72 17% | 44 17% | 34 11% | 197 17% | 19 16% | 12 18% | 8 19% |
| 8 | (8.0) | 307 22% | 148 20% | 155 23% | 51 20% | 80 24% | 46 18% | 45 20% | 85 24% | 105 24% | 97 23% | 48 19% | 55 19% | 258 22% | 27 23% | 15 21% | 8 19% |
| 9 | (9.0) | 211 15% | 114 15% | 95 14% | 46 18% | 49 15% | 40 16% | 38 17% | 39 11% | 59 14% | 69 16% | 40 15% | 40 14% | 176 15% | 21 17% | 7 10% | 8 18% |
| 10 - Extremely satisfied | (10.0) | 332 23% | 166 23% | 161 24% | 82 32% e | 84 25% e | 59 23% | 55 24% | 51 15% | 72 17% | 94 22% | 68 26% a | 92 32% ab | 277 23% | 23 20% | 18 27% | 14 32% |
| DISSATISFIED (1-4) | | 67 5% | 36 5% | 29 4% | 6 2% | 13 4% | 12 5% | 12 5% | 24 7% | 25 6% | 18 4% | 8 3% | 16 6% | 60 5% | 3 2% | 3 5% | 1 2% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1494 | 743 | 733 | 298 | 353 | 265 | 218 | 357 | 426 | 428 | 275 | 341 | 999 | 203 | 154 | 138 |
| Effective Weighted Sample | 1213 | 600 | 601 | 246 | 286 | 217 | 180 | 286 | 352 | 344 | 226 | 276 | 917 | 197 | 149 | 132 |
| Total | 1423 | 736 | 671 | 257 | 334 | 250 | 228 | 349 | 428 | 427 | 257 | 292 | 1193 | 118 | 68 | 44 |
| NEUTRAL (5-6) | 269 | 139 | 128 | 36 | 55 | 46 | 41 | 89 | 84 | 78 | 50 | 54 | 226 | 25 | 13 | 5 |
| | 19% | 19% | 19% | 14% | 17% | 18% | 18% | 25% ab | 20% | 18% | 19% | 19% | 19% | 22% d | 19% | 10% |
| SATISFIED (7-10) | 1087 | 561 | 514 | 215 | 266 | 192 | 175 | 236 | 319 | 332 | 199 | 221 | 907 | 90 | 52 | 38 |
| | 76% | 76% | 77% | 84% e | 80% e | 77% | 77% | 68% | 75% | 78% | 78% | 76% | 76% | 76% | 76% | 88% ab |
| Answered | 1423 | 736 | 671 | 257 | 334 | 250 | 228 | 349 | 428 | 427 | 257 | 292 | 1193 | 118 | 68 | 44 |
| Mean score | 7.8 | 7.7 | 7.8 | 8.2 ce | 7.9 e | 7.8 e | 7.8 e | 7.3 | 7.5 | 7.8 | 7.9 | 8.0 a | 7.8 | 7.8 | 7.8 | 8.3 ab |
| Standard deviation | 1.84 | 1.83 | 1.82 | 1.71 | 1.75 | 1.82 | 1.87 | 1.88 | 1.78 | 1.76 | 1.88 | 1.97 | 1.85 | 1.73 | 1.85 | 1.60 |
| Standard error | .05 | .07 | .07 | .10 | .09 | .11 | .13 | .10 | .09 | .08 | .11 | .11 | .06 | .12 | .15 | .14 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1494 | 1248 | 140 | 576 | 888 | 469 | 984 | 222 | 211 | 201 | 469 | 922 | 518 |
| Effective Weighted Sample | | 1213 | 1014 | 111 | 474 | 717 | 385 | 796 | 185 | 175 | 164 | 385 | 765 | 426 |
| Total | | 1423 | 1204 | 120 | 544 | 851 | 450 | 936 | 218 | 203 | 193 | 450 | 979 | 403 |
| 1 - Extremely dissatisfied | (1.0) | 4 | 2 | - | 2 | 2 | - | 3 | - | - | - | - | 4 | 1 |
| | | *% | *% | -% | *% | *% | -% | *% | -% | -% | -% | -% | *% | *% |
| 2 | (2.0) | 3 | 3 | - | 2 | 2 | 1 | 3 | - | 1 | 1 | 1 | - | 3 |
| | | *% | *% | -% | *% | *% | *% | *% | -% | *% | *% | *% | -% | 1% |
| 3 | (3.0) | 16 | 13 | 2 | 5 | 11 | 5 | 11 | 1 | 1 | 3 | 5 | 9 | 7 |
| | | 1% | 1% | 2% | 1% | 1% | 1% | 1% | *% | 1% | 2% | 1% | 1% | 2% |
| 4 | (4.0) | 43 | 34 | 8 | 20 | 23 | 18 | 24 | 9 | 10 | 6 | 18 | 29 | 14 |
| | | 3% | 3% | 7% | 4% | 3% | 4% | 3% | 4% | 5% | 3% | 4% | 3% | 3% |
| 5 | (5.0) | 117 | 96 | 17 | 47 | 71 | 42 | 75 | 19 | 20 | 14 | 42 | 76 | 37 |
| | | 8% | 8% | 14% | 9% | 8% | 9% | 8% | 8% | 10% | 7% | 9% | 8% | 9% |
| 6 | (6.0) | 152 | 131 | 15 | 56 | 89 | 45 | 99 | 24 | 25 | 15 | 45 | 101 | 47 |
| | | 11% | 11% | 12% | 10% | 11% | 10% | 11% | 11% | 12% | 8% | 10% | 10% | 12% |
| 7 | (7.0) | 237 | 198 | 22 | 91 | 141 | 79 | 151 | 39 | 27 | 36 | 79 | 166 | 62 |
| | | 17% | 16% | 19% | 17% | 17% | 18% | 16% | 18% | 14% | 19% | 18% | 17% | 15% |
| 8 | (8.0) | 307 | 253 | 31 | 106 | 195 | 90 | 208 | 39 | 44 | 38 | 90 | 216 | 81 |
| | | 22% | 21% | 26% | 19% | 23% | 20% | 22% | 18% | 22% | 20% | 20% | 22% | 20% |
| 9 | (9.0) | 211 | 190 | 5 | 72 | 135 | 60 | 147 | 28 | 28 | 31 | 60 | 148 | 58 |
| | | 15% | 16%<br>b | 4% | 13% | 16% | 13% | 16% | 13% | 14% | 16% | 13% | 15% | 14% |
| 10 - Extremely satisfied | (10.0) | 332 | 283 | 19 | 144 | 183 | 110 | 215 | 60 | 46 | 49 | 110 | 230 | 95 |
| | | 23% | 24% | 16% | 26% | 22% | 24% | 23% | 27% | 22% | 25% | 24% | 23% | 23% |
| DISSATISFIED (1-4) | | 67 | 53 | 10 | 29 | 37 | 24 | 41 | 10 | 13 | 11 | 24 | 42 | 24 |
| | | 5% | 4% | 9% | 5% | 4% | 5% | 4% | 5% | 6% | 5% | 5% | 4% | 6% |
| NEUTRAL (5-6) | | 269 | 227 | 31 | 103 | 160 | 87 | 174 | 42 | 45 | 30 | 87 | 177 | 83 |
| | | 19% | 19% | 26% | 19% | 19% | 19% | 19% | 19% | 22% | 15% | 19% | 18% | 21% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1494 | 1248 | 140 | 576 | 888 | 469 | 984 | 222 | 211 | 201 | 469 | 922 | 518 |
| Effective Weighted Sample | 1213 | 1014 | 111 | 474 | 717 | 385 | 796 | 185 | 175 | 164 | 385 | 765 | 426 |
| Total | 1423 | 1204 | 120 | 544 | 851 | 450 | 936 | 218 | 203 | 193 | 450 | 979 | 403 |
| SATISFIED (7-10) | 1087 | 924 | 78 | 412 | 654 | 339 | 721 | 166 | 145 | 153 | 339 | 760 | 295 |
| | 76% | 77% | 65% | 76% | 77% | 75% | 77% | 76% | 72% | 79% | 75% | 78% | 73% |
| | | b | | | | | | | | | | | |
| Answered | 1423 | 1204 | 120 | 544 | 851 | 450 | 936 | 218 | 203 | 193 | 450 | 979 | 403 |
| Mean score | 7.8 | 7.8 | 7.2 | 7.8 | 7.8 | 7.7 | 7.8 | 7.8 | 7.6 | 7.9 | 7.7 | 7.8 | 7.7 |
| | | b | | | | | | | | | | | |
| Standard deviation | 1.84 | 1.82 | 1.86 | 1.91 | 1.80 | 1.86 | 1.82 | 1.83 | 1.89 | 1.86 | 1.86 | 1.80 | 1.94 |
| Standard error | .05 | .05 | .16 | .08 | .06 | .09 | .06 | .12 | .13 | .13 | .09 | .06 | .09 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 1494 | 1451 | 1321 | 173 | 43 | 1494 | 1264 | 898 | 956 | 270 | 1353 | 141 | 286 | 323 | 885 |
| Effective Weighted Sample | | 1213 | 1179 | 1076 | 138 | 34 | 1213 | 1031 | 725 | 779 | 224 | 1102 | 111 | 226 | 264 | 724 |
| Total | | 1423 | 1380 | 1260 | 163 | 42 | 1423 | 1221 | 853 | 925 | 265 | 1301 | 122 | 264 | 304 | 854 |
| 1 - Extremely dissatisfied | (1.0) | 4 | 4 | 3 | 2 | ** | 4 | 4 | 1 | 2 | - | 4 | - | 2 | 2 | 1 |
| | | *% | *% | *% | 1% | ** | *% | *% | *% | *% | -% | *% | -% | 1% | 1% | *% |
| 2 | (2.0) | 3 | 3 | 3 | 1 | ** | 3 | 3 | 2 | 2 | 1 | 3 | - | 1 | 1 | 1 |
| | | *% | *% | *% | *% | ** | *% | *% | *% | *% | *% | *% | -% | *% | *% | *% |
| 3 | (3.0) | 16 | 15 | 12 | 4 | ** | 16 | 16 | 11 | 11 | 7 | 16 | - | 4 | 6 | 6 |
| | | 1% | 1% | 1% | 3% | ** | 1% | 1% | 1% | 1% | 3% | 1% | -% | 1% | 2% | 1% |
| 4 | (4.0) | 43 | 40 | 40 | 3 | ** | 43 | 40 | 31 | 36 | 18 | 42 | 1 | 7 | 8 | 27 |
| | | 3% | 3% | 3% | 2% | ** | 3% | 3% | 4% | 4% | 7% | 3% | 1% | 3% | 3% | 3% |
| 5 | (5.0) | 117 | 113 | 100 | 18 | ** | 117 | 100 | 80 | 83 | 30 | 106 | 12 | 26 | 34 | 57 |
| | | 8% | 8% | 8% | 11% | ** | 8% | 8% | 9% | 9% | 11% | 8% | 10% | 10% | 11% | 7% |
| 6 | (6.0) | 152 | 144 | 126 | 25 | ** | 152 | 130 | 95 | 106 | 34 | 143 | 9 | 30 | 36 | 86 |
| | | 11% | 10% | 10% | 15% | ** | 11% | 11% | 11% | 11% | 13% | 11% | 7% | 11% | 12% | 10% |
| 7 | (7.0) | 237 | 231 | 213 | 23 | ** | 237 | 205 | 137 | 155 | 48 | 216 | 21 | 40 | 56 | 141 |
| | | 17% | 17% | 17% | 14% | ** | 17% | 17% | 16% | 17% | 18% | 17% | 17% | 15% | 18% | 17% |
| 8 | (8.0) | 307 | 297 | 263 | 44 | ** | 307 | 266 | 181 | 200 | 61 | 282 | 25 | 46 | 63 | 198 |
| | | 22% | 22% | 21% | 27% | ** | 22% | 22% | 21% | 22% | 23% | 22% | 21% | 17% | 21% | 23% |
| 9 | (9.0) | 211 | 208 | 194 | 17 | ** | 211 | 181 | 134 | 132 | 22 | 193 | 18 | 40 | 38 | 133 |
| | | 15% | 15% | 15% | 11% | ** | 15% | 15% | 16% d | 14% | 8% | 15% | 15% | 15% | 13% | 16% |
| 10 - Extremely satisfied | (10.0) | 332 | 324 | 306 | 26 | ** | 332 | 276 | 179 | 198 | 45 | 296 | 35 | 70 | 59 | 203 |
| | | 23% | 23% | 24% | 16% | ** | 23% | 23% | 21% | 21% | 17% | 23% | 29% | 26% | 19% | 24% |
| DISSATISFIED (1-4) | | 67 | 63 | 57 | 9 | ** | 67 | 64 | 46 | 50 | 26 | 66 | 1 | 14 | 17 | 36 |
| | | 5% | 5% | 5% | 6% | ** | 5% | 5% | 5% | 5% | 10% ef | 5% | 1% | 5% | 6% | 4% |
| NEUTRAL (5-6) | | 269 | 257 | 226 | 43 | ** | 269 | 230 | 176 | 189 | 64 | 249 | 20 | 56 | 71 | 142 |
| | | 19% | 19% | 18% | 26% | ** | 19% | 19% | 21% | 20% | 24% | 19% | 17% | 21% | 23% | 17% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1494 | 1451 | 1321 | 173 | 43 | 1494 | 1264 | 898 | 956 | 270 | 1353 | 141 | 286 | 323 | 885 |
| Effective Weighted Sample | 1213 | 1179 | 1076 | 138 | 34 | 1213 | 1031 | 725 | 779 | 224 | 1102 | 111 | 226 | 264 | 724 |
| Total | 1423 | 1380 | 1260 | 163 | 42 | 1423 | 1221 | 853 | 925 | 265 | 1301 | 122 | 264 | 304 | 854 |
| SATISFIED (7-10) | 1087 | 1060 | 976 | 110 | ** | 1087 | 927 | 631 | 685 | 176 | 987 | 100 | 195 | 216 | 676 |
| | 76% | 77% | 78% | 68% | ** | 76% | 76% | 74% | 74% | 66% | 76% | 82% | 74% | 71% | 79% |
| | | | | | | | d | | | | d | d | | | b |
| Answered | 1423 | 1380 | 1260 | 163 | ** | 1423 | 1221 | 853 | 925 | 265 | 1301 | 122 | 264 | 304 | 854 |
| Mean score | 7.8 | 7.8 | 7.8 | 7.3 | ** | 7.8 | 7.7 | 7.7 | 7.7 | 7.2 | 7.7 | 8.1 | 7.8 | 7.5 | 7.9 |
| | | c | c | | | c | d | d | d | | d | d | | | b |
| Standard deviation | 1.84 | 1.83 | 1.82 | 1.90 | ** | 1.84 | 1.86 | 1.85 | 1.85 | 1.93 | 1.85 | 1.67 | 1.97 | 1.91 | 1.75 |
| Standard error | .05 | .05 | .05 | .14 | ** | .05 | .05 | .06 | .06 | .12 | .05 | .14 | .12 | .11 | .06 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

|  |  |  | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  |  | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total |  | 154 | 66 | 83 | 31 | 47 | 23 | 23 | 30 | 56 | 42 | 28 | 27 | 108 | 23 | 18 | 5 |
| Effective Weighted Sample |  | 130 | 56 | 71 | 27 | 41 | 20 | 18 | 24 | 48 | 35 | 24 | 23 | 100 | 23 | 18 | 5 |
| Total |  | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| 1 - Extremely dissatisfied | (1.0) | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
|  |  | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 2 | (2.0) | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
|  |  | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
|  |  | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| 4 | (4.0) | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
|  |  | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| 5 | (5.0) | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
|  |  | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| 6 | (6.0) | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |
|  |  | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| 7 | (7.0) | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** | ** |
|  |  | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| 8 | (8.0) | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** | ** |
|  |  | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | ** | ** |
| 9 | (9.0) | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
|  |  | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
|  |  | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| DISSATISFIED (1-4) |  | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
|  |  | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| NEUTRAL (5-6) |  | 43 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36 | ** | ** | ** |
|  |  | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 126**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 154 | 66 | 83 | 31 | 47 | 23 | 23 | 30 | 56 | 42 | 28 | 27 | 108 | 23 | 18 | 5 |
| Effective Weighted Sample | 130 | 56 | 71 | 27 | 41 | 20 | 18 | 24 | 48 | 35 | 24 | 23 | 100 | 23 | 18 | 5 |
| Total | 150 | 73 | 74 | 27 | 49 | 23 | 23 | 29 | 54 | 45 | 27 | 23 | 127 | 13 | 8 | 2 |
| SATISFIED (7-10) | 91 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79 | ** | ** | ** |
| | 60% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62% | ** | ** | ** |
| Answered | 150 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | ** | ** | ** |
| Mean score | 7.0 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.1 | ** | ** | ** |
| Standard deviation | 2.19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.16 | ** | ** | ** |
| Standard error | .18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .21 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 126

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 154 | 127 | 14 | 66 | 87 | 59 | 93 | 24 | 24 | 28 | 59 | 105 | 47 |
| Effective Weighted Sample | | 130 | 107 | 11 | 57 | 72 | 51 | 76 | 22 | 22 | 24 | 51 | 89 | 41 |
| Total | | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| 1 - Extremely dissatisfied | (1.0) | 4 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** |
| | | 3% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** |
| 2 | (2.0) | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 3 | (3.0) | 4 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 3% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 4 | (4.0) | 7 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** |
| | | 4% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** |
| 5 | (5.0) | 16 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** |
| | | 11% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** |
| 6 | (6.0) | 27 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** |
| | | 18% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** |
| 7 | (7.0) | 23 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** |
| | | 16% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** |
| 8 | (8.0) | 24 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** |
| | | 16% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| 9 | (9.0) | 18 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | | 12% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** |
| 10 - Extremely satisfied | (10.0) | 25 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** |
| | | 16% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| DISSATISFIED (1-4) | | 16 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** |
| | | 11% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** |
| NEUTRAL (5-6) | | 43 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** |
| | | 29% | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.**

**Table 126**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 154 | 127 | 14 | 66 | 87 | 59 | 93 | 24 | 24 | 28 | 59 | 105 | 47 |
| Effective Weighted Sample | 130 | 107 | 11 | 57 | 72 | 51 | 76 | 22 | 22 | 24 | 51 | 89 | 41 |
| Total | 150 | 125 | 11 | 65 | 84 | 60 | 88 | 25 | 25 | 30 | 60 | 111 | 38 |
| SATISFIED (7-10) | 91 | 77 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** |
| | 60% | 61% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 61% | ** |
| Answered | 150 | 125 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 111 | ** |
| Mean score | 7.0 | 7.2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.1 | ** |
| Standard deviation | 2.19 | 2.11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.12 | ** |
| Standard error | .18 | .19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .21 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 154 | 154 | 154 | - | - | 154 | 144 | 117 | 116 | 50 | 149 | 5 | 20 | 31 | 103 |
| Effective Weighted Sample | | 130 | 130 | 130 | - | - | 130 | 121 | 99 | 96 | 41 | 125 | 4 | 17 | 27 | 86 |
| Total | | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| 1 - Extremely dissatisfied | (1.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 2 | 2 | ** | 4 | ** | ** | ** | 1 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 1% | ** | 3% | ** | ** | ** | 1% |
| 2 | (2.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 2% | ** | 1% | ** | ** | ** | 2% |
| 3 | (3.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 3 | 3 | ** | 4 | ** | ** | ** | 1 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 3% | ** | 3% | ** | ** | ** | 1% |
| 4 | (4.0) | 7 | 7 | 7 | ** | ** | 7 | 5 | 6 | 6 | ** | 7 | ** | ** | ** | 2 |
| | | 4% | 4% | 4% | ** | ** | 4% | 4% | 5% | 5% | ** | 4% | ** | ** | ** | 2% |
| 5 | (5.0) | 16 | 16 | 16 | ** | ** | 16 | 15 | 13 | 12 | ** | 15 | ** | ** | ** | 8 |
| | | 11% | 11% | 11% | ** | ** | 11% | 10% | 11% | 11% | ** | 10% | ** | ** | ** | 8% |
| 6 | (6.0) | 27 | 27 | 27 | ** | ** | 27 | 25 | 25 | 23 | ** | 27 | ** | ** | ** | 16 |
| | | 18% | 18% | 18% | ** | ** | 18% | 18% | 21% | 20% | ** | 18% | ** | ** | ** | 16% |
| 7 | (7.0) | 23 | 23 | 23 | ** | ** | 23 | 22 | 17 | 18 | ** | 22 | ** | ** | ** | 14 |
| | | 16% | 16% | 16% | ** | ** | 16% | 16% | 15% | 16% | ** | 15% | ** | ** | ** | 14% |
| 8 | (8.0) | 24 | 24 | 24 | ** | ** | 24 | 23 | 18 | 14 | ** | 23 | ** | ** | ** | 18 |
| | | 16% | 16% | 16% | ** | ** | 16% | 17% | 15% | 12% | ** | 16% | ** | ** | ** | 18% |
| 9 | (9.0) | 18 | 18 | 18 | ** | ** | 18 | 16 | 14 | 14 | ** | 18 | ** | ** | ** | 15 |
| | | 12% | 12% | 12% | ** | ** | 12% | 12% | 12% | 13% | ** | 12% | ** | ** | ** | 15% |
| 10 - Extremely satisfied | (10.0) | 25 | 25 | 25 | ** | ** | 25 | 25 | 17 | 20 | ** | 25 | ** | ** | ** | 23 |
| | | 16% | 16% | 16% | ** | ** | 16% | 18% | 14% | 17% | ** | 17% | ** | ** | ** | 23% |
| DISSATISFIED (1-4) | | 16 | 16 | 16 | ** | ** | 16 | 15 | 13 | 13 | ** | 16 | ** | ** | ** | 6 |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 11% | 11% | ** | 11% | ** | ** | ** | 6% |
| NEUTRAL (5-6) | | 43 | 43 | 43 | ** | ** | 43 | 39 | 38 | 35 | ** | 42 | ** | ** | ** | 24 |
| | | 29% | 29% | 29% | ** | ** | 29% | 28% | 33% | 31% | ** | 29% | ** | ** | ** | 24% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched BritBox in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 154 | 154 | 154 | - | - | 154 | 144 | 117 | 116 | 50 | 149 | 5 | 20 | 31 | 103 |
| Effective Weighted Sample | 130 | 130 | 130 | - | - | 130 | 121 | 99 | 96 | 41 | 125 | 4 | 17 | 27 | 86 |
| Total | 150 | 150 | 150 | - | - | 150 | 140 | 116 | 113 | 51 | 146 | 5 | 19 | 32 | 100 |
| SATISFIED (7-10) | 91 | 91 | 91 | ** | ** | 91 | 86 | 65 | 66 | ** | 88 | ** | ** | ** | 69 |
| | 60% | 60% | 60% | ** | ** | 60% | 61% | 56% | 58% | ** | 60% | ** | ** | ** | 70% |
| Answered | 150 | 150 | 150 | ** | ** | 150 | 140 | 116 | 113 | ** | 146 | ** | ** | ** | 100 |
| Mean score | 7.0 | 7.0 | 7.0 | ** | ** | 7.0 | 7.1 | 6.9 | 7.0 | ** | 7.1 | ** | ** | ** | 7.6 |
| Standard deviation | 2.19 | 2.19 | 2.19 | ** | ** | 2.19 | 2.22 | 2.15 | 2.17 | ** | 2.22 | ** | ** | ** | 2.08 |
| Standard error | .18 | .18 | .18 | ** | ** | .18 | .19 | .20 | .20 | ** | .18 | ** | ** | ** | .20 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 1367 | 550 | 800 | 286 | 411 | 333 | 186 | 151 | 421 | 423 | 242 | 271 | 868 | 209 | 149 | 141 |
| Effective Weighted Sample | | 1107 | 445 | 651 | 233 | 337 | 268 | 149 | 123 | 349 | 334 | 201 | 218 | 806 | 207 | 145 | 136 |
| Total | | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 3 | 3 | 1 | 1 | 3 | - | 2 | 3 | 2 | 3 | - | 7 | - | - | - |
| | | 1% | *% | *% | *% | *% | 1% | -% | 1% | 1% | *% | 1% | -% | 1% | -% | -% | -% |
| 2 | (2.0) | 4 | 1 | 3 | 2 | 1 | - | 1 | - | 1 | * | 1 | 2 | 3 | 1 | - | * |
| | | *% | *% | *% | 1% | *% | -% | *% | -% | *% | *% | *% | 1% | *% | *% | -% | 1% |
| 3 | (3.0) | 10 | 7 | 4 | 4 | 3 | 3 | * | - | 3 | 3 | 1 | 2 | 8 | 1 | 1 | * |
| | | 1% | 1% | *% | 2% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| 4 | (4.0) | 22 | 8 | 11 | 1 | 5 | 4 | 10 | 2 | 8 | 7 | 3 | 4 | 18 | 2 | 1 | 1 |
| | | 2% | 2% | 2% | *% | 1% | 1% | 5% a | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% |
| 5 | (5.0) | 73 | 36 | 36 | 14 | 16 | 13 | 18 | 13 | 23 | 28 | 11 | 11 | 65 | 5 | 2 | 2 |
| | | 6% | 7% | 5% | 6% | 4% | 4% | 9% | 9% | 6% | 7% | 5% | 5% | 6% | 4% | 2% | 5% |
| 6 | (6.0) | 135 | 70 | 64 | 24 | 41 | 35 | 17 | 18 | 47 | 40 | 26 | 20 | 110 | 15 | 5 | 5 |
| | | 11% | 13% | 9% | 10% | 10% | 12% | 9% | 13% | 11% | 10% | 12% | 9% | 11% | 13% | 8% | 11% |
| 7 | (7.0) | 249 | 129 | 119 | 36 | 74 | 65 | 42 | 33 | 95 | 78 | 38 | 37 | 209 | 22 | 12 | 6 |
| | | 20% | 24% b | 17% | 15% | 19% | 21% | 22% | 23% | 23% | 19% | 17% | 17% | 20% | 18% | 18% | 14% |
| 8 | (8.0) | 269 | 118 | 148 | 45 | 77 | 65 | 47 | 35 | 81 | 91 | 48 | 46 | 219 | 26 | 12 | 12 |
| | | 21% | 22% | 21% | 18% | 20% | 22% | 24% | 24% | 20% | 23% | 22% | 20% | 21% | 22% | 18% | 28% |
| 9 | (9.0) | 219 | 73 | 142 | 58 | 69 | 51 | 28 | 13 | 73 | 75 | 36 | 35 | 177 | 20 | 14 | 8 |
| | | 17% | 13% | 20% a | 23% e | 18% | 17% | 15% | 9% | 18% | 19% | 16% | 15% | 17% | 17% | 20% | 17% |
| 10 - Extremely satisfied | (10.0) | 284 | 102 | 180 | 62 | 102 | 63 | 30 | 28 | 78 | 79 | 56 | 68 | 227 | 28 | 20 | 10 |
| | | 22% | 19% | 25% a | 25% | 26% d | 21% | 16% | 19% | 19% | 20% | 25% | 30% ab | 22% | 24% | 30% | 22% |
| DISSATISFIED (1-4) | | 43 | 19 | 20 | 8 | 11 | 9 | 11 | 3 | 15 | 12 | 8 | 8 | 36 | 3 | 2 | 2 |
| | | 3% | 3% | 3% | 3% | 3% | 3% | 6% | 2% | 4% | 3% | 3% | 4% | 3% | 2% | 3% | 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1367 | 550 | 800 | 286 | 411 | 333 | 186 | 151 | 421 | 423 | 242 | 271 | 868 | 209 | 149 | 141 |
| Effective Weighted Sample | 1107 | 445 | 651 | 233 | 337 | 268 | 149 | 123 | 349 | 334 | 201 | 218 | 806 | 207 | 145 | 136 |
| Total | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| NEUTRAL (5-6) | 208 | 106 | 100 | 37 | 57 | 49 | 35 | 31 | 69 | 69 | 37 | 31 | 175 | 20 | 7 | 7 |
| | 16% | 19% | 14% | 15% | 15% | 16% | 18% | 22% | 17% | 17% | 17% | 14% | 17% | 17% | 10% | 15% |
| SATISFIED (7-10) | 1022 | 422 | 589 | 200 | 323 | 243 | 146 | 109 | 327 | 324 | 178 | 185 | 832 | 96 | 58 | 36 |
| | 80% | 77% | 83% | 81% | 83% | 81% | 76% | 76% | 80% | 80% | 80% | 82% | 80% | 81% | 87% | 81% |
| Answered | 1273 | 547 | 710 | 246 | 391 | 301 | 192 | 144 | 411 | 405 | 222 | 225 | 1043 | 118 | 67 | 44 |
| Mean score | 7.9 | 7.6 | 8.1 | 8.1 | 8.0 | 7.8 | 7.5 | 7.6 | 7.8 | 7.8 | 7.9 | 8.1 | 7.8 | 8.0 | 8.3 | 7.9 |
| | | | a | d | d | | | | | | | | | | a | |
| Standard deviation | 1.74 | 1.72 | 1.71 | 1.81 | 1.70 | 1.72 | 1.72 | 1.73 | 1.73 | 1.70 | 1.81 | 1.78 | 1.76 | 1.65 | 1.65 | 1.72 |
| Standard error | .05 | .07 | .06 | .11 | .08 | .09 | .13 | .14 | .08 | .08 | .12 | .11 | .06 | .11 | .14 | .15 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1367 | 1123 | 121 | 758 | 588 | 650 | 687 | 295 | 325 | 273 | 650 | 1005 | 331 |
| Effective Weighted Sample | | 1107 | 909 | 93 | 619 | 472 | 531 | 551 | 244 | 264 | 221 | 531 | 824 | 285 |
| Total | | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 4 | - | 4 | 3 | 3 | 3 | - | 1 | 1 | 3 | 7 | - |
| | | 1% | *% | -% | 1% | 1% | *% | *% | -% | *% | 1% | *% | 1% | -% |
| 2 | (2.0) | 4 | 4 | - | 2 | 2 | 1 | 3 | 1 | - | 1 | 1 | 1 | 2 |
| | | *% | *% | -% | *% | *% | *% | *% | *% | -% | *% | *% | *% | 1% |
| 3 | (3.0) | 10 | 9 | - | 9 | 1 | 8 | 2 | 6 | 2 | 2 | 8 | 8 | 2 |
| | | 1% | 1% | -% | 1% | *% | 1% | *% | 2% | 1% | 1% | 1% | 1% | 1% |
| 4 | (4.0) | 22 | 19 | 2 | 12 | 8 | 9 | 11 | 3 | 3 | 5 | 9 | 18 | 3 |
| | | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% |
| 5 | (5.0) | 73 | 56 | 6 | 36 | 37 | 31 | 42 | 9 | 15 | 14 | 31 | 54 | 18 |
| | | 6% | 5% | 6% | 5% | 7% | 5% | 7% | 3% | 5% | 5% | 5% | 5% | 8% |
| 6 | (6.0) | 135 | 114 | 7 | 74 | 58 | 61 | 70 | 26 | 28 | 24 | 61 | 106 | 25 |
| | | 11% | 11% | 7% | 10% | 11% | 10% | 11% | 9% | 9% | 9% | 10% | 10% | 11% |
| 7 | (7.0) | 249 | 207 | 25 | 126 | 122 | 115 | 131 | 51 | 55 | 44 | 115 | 210 | 37 |
| | | 20% | 20% | 24% | 18% | 23% | 19% | 21% | 18% | 18% | 17% | 19% | 21% | 16% |
| 8 | (8.0) | 269 | 221 | 19 | 149 | 117 | 132 | 133 | 51 | 74 | 63 | 132 | 208 | 57 |
| | | 21% | 21% | 18% | 21% | 22% | 21% | 21% | 18% | 24% | 24% | 21% | 21% | 24% |
| 9 | (9.0) | 219 | 172 | 22 | 137 | 77 | 117 | 97 | 59 | 57 | 47 | 117 | 182 | 36 |
| | | 17% | 16% | 21% | 19% | 14% | 19% | 15% | 21% | 19% | 18% | 19% | 18% | 15% |
| 10 - Extremely satisfied | (10.0) | 284 | 241 | 23 | 165 | 117 | 141 | 138 | 74 | 67 | 60 | 141 | 220 | 55 |
| | | 22% | 23% | 22% | 23% | 22% | 23% | 22% | 27% | 22% | 23% | 23% | 22% | 23% |
| DISSATISFIED (1-4) | | 43 | 35 | 2 | 27 | 14 | 20 | 19 | 10 | 7 | 9 | 20 | 34 | 8 |
| | | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% |
| NEUTRAL (5-6) | | 208 | 170 | 13 | 110 | 95 | 92 | 112 | 35 | 43 | 38 | 92 | 160 | 43 |
| | | 16% | 16% | 13% | 15% | 18% | 15% | 18% | 13% | 14% | 15% | 15% | 16% | 18% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

|  | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% |  | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1367 | 1123 | 121 | 758 | 588 | 650 | 687 | 295 | 325 | 273 | 650 | 1005 | 331 |
| Effective Weighted Sample | 1107 | 909 | 93 | 619 | 472 | 531 | 551 | 244 | 264 | 221 | 531 | 824 | 285 |
| Total | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| SATISFIED (7-10) | 1022 | 841 | 90 | 577 | 433 | 504 | 500 | 234 | 253 | 214 | 504 | 821 | 185 |
|  | 80% | 80% | 85% | 81% | 80% | 82% | 79% | 84% | 84% | 82% | 82% | 81% | 78% |
| Answered | 1273 | 1047 | 105 | 714 | 542 | 616 | 631 | 279 | 303 | 261 | 616 | 1016 | 236 |
| Mean score | 7.9 | 7.9 | 8.0 | 7.9 | 7.8 | 7.9 | 7.8 | 8.1 | 8.0 | 8.0 | 7.9 | 7.9 | 7.9 |
| Standard deviation | 1.74 | 1.74 | 1.56 | 1.77 | 1.70 | 1.72 | 1.73 | 1.71 | 1.63 | 1.73 | 1.72 | 1.73 | 1.78 |
| Standard error | .05 | .05 | .14 | .06 | .07 | .07 | .07 | .10 | .09 | .10 | .07 | .05 | .10 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 127**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD ~c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 1367 | 1367 | 1367 | - | - | 1367 | 1161 | 834 | 898 | 252 | 1245 | 122 | 231 | 299 | 837 |
| Effective Weighted Sample | | 1107 | 1107 | 1107 | - | - | 1107 | 945 | 680 | 733 | 207 | 1010 | 97 | 183 | 247 | 679 |
| Total | | 1273 | 1273 | 1273 | - | - | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 7 | 7 | ** | ** | 7 | 7 | 5 | 4 | - | 7 | - | - | 1 | 5 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | -% | 1% | -% | -% | 1% | 1% |
| 2 | (2.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 3 | 3 | * | 4 | - | 3 | - | 1 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | *% | *% | -% | 1% | -% | *% |
| 3 | (3.0) | 10 | 10 | 10 | ** | ** | 10 | 10 | 9 | 8 | 1 | 10 | * | 3 | 3 | 4 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% |
| 4 | (4.0) | 22 | 22 | 22 | ** | ** | 22 | 20 | 13 | 17 | 5 | 20 | 2 | 6 | 4 | 12 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 2% |
| 5 | (5.0) | 73 | 73 | 73 | ** | ** | 73 | 61 | 49 | 47 | 13 | 66 | 8 | 12 | 26 | 35 |
| | | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 5% | 5% | 6% | 7% | 6% | 9% c | 4% |
| 6 | (6.0) | 135 | 135 | 135 | ** | ** | 135 | 115 | 94 | 107 | 32 | 129 | 6 | 22 | 46 | 67 |
| | | 11% | 11% | 11% | ** | ** | 11% | 10% | 12% | 12% | 13% | 11% | 6% | 11% | 16% c | 8% |
| 7 | (7.0) | 249 | 249 | 249 | ** | ** | 249 | 215 | 166 | 176 | 62 | 231 | 18 | 37 | 63 | 150 |
| | | 20% | 20% | 20% | ** | ** | 20% | 20% | 21% | 20% | 25% | 20% | 18% | 19% | 22% | 19% |
| 8 | (8.0) | 269 | 269 | 269 | ** | ** | 269 | 234 | 166 | 191 | 48 | 249 | 20 | 39 | 56 | 175 |
| | | 21% | 21% | 21% | ** | ** | 21% | 21% | 21% | 22% | 19% | 21% | 20% | 20% | 19% | 22% |
| 9 | (9.0) | 219 | 219 | 219 | ** | ** | 219 | 197 | 123 | 136 | 38 | 205 | 14 | 22 | 47 | 149 |
| | | 17% | 17% | 17% | ** | ** | 17% | 18% | 16% | 16% | 15% | 18% | 13% | 12% | 16% | 19% |
| 10 - Extremely satisfied | (10.0) | 284 | 284 | 284 | ** | ** | 284 | 240 | 163 | 173 | 48 | 250 | 34 | 50 | 42 | 192 |
| | | 22% | 22% | 22% | ** | ** | 22% | 22% | 21% | 20% | 19% | 21% | 34% abcde | 26% b | 14% | 24% b |
| DISSATISFIED (1-4) | | 43 | 43 | 43 | ** | ** | 43 | 40 | 31 | 31 | 7 | 40 | 2 | 11 | 9 | 23 |
| | | 3% | 3% | 3% | ** | ** | 3% | 4% | 4% | 4% | 3% | 3% | 2% | 6% | 3% | 3% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 127

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1367 | 1367 | 1367 | - | - | 1367 | 1161 | 834 | 898 | 252 | 1245 | 122 | 231 | 299 | 837 |
| Effective Weighted Sample | 1107 | 1107 | 1107 | - | - | 1107 | 945 | 680 | 733 | 207 | 1010 | 97 | 183 | 247 | 679 |
| Total | 1273 | 1273 | 1273 | - | - | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| NEUTRAL (5-6) | 208 | 208 | 208 | ** | ** | 208 | 176 | 142 | 154 | 45 | 195 | 13 | 34 | 72 | 102 |
| | 16% | 16% | 16% | ** | ** | 16% | 16% | 18% | 18% | 18% | 17% | 13% | 18% | 25% | 13% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 1022 | 1022 | 1022 | ** | ** | 1022 | 887 | 618 | 675 | 197 | 936 | 85 | 148 | 207 | 667 |
| | 80% | 80% | 80% | ** | ** | 80% | 80% | 78% | 78% | 79% | 80% | 84% | 76% | 72% | 84% |
| | | | | | | | | | | | | | | | b |
| Answered | 1273 | 1273 | 1273 | ** | ** | 1273 | 1103 | 791 | 861 | 249 | 1172 | 101 | 193 | 288 | 791 |
| Mean score | 7.9 | 7.9 | 7.9 | ** | ** | 7.9 | 7.9 | 7.7 | 7.8 | 7.7 | 7.8 | 8.2 | 7.8 | 7.5 | 8.0 |
| | | | | | | | | | | | | | | | b |
| Standard deviation | 1.74 | 1.74 | 1.74 | ** | ** | 1.74 | 1.76 | 1.78 | 1.73 | 1.63 | 1.74 | 1.72 | 1.91 | 1.71 | 1.69 |
| Standard error | .05 | .05 | .05 | ** | ** | .05 | .05 | .06 | .06 | .10 | .05 | .16 | .13 | .10 | .06 |

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 128**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

|  |  | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  |  | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total |  | 261 | 147 | 112 | 59 | 67 | 67 | 37 | 31 | 110 | 82 | 34 | 34 | 178 | 42 | 20 | 21 |
| Effective Weighted Sample |  | 219 | 125 | 92 | 51 | 57 | 57 | 29 | 25 | 92 | 69 | 30 | 28 | 169 | 41 | 20 | 21 |
| Total |  | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| 1 - Extremely dissatisfied | (1.0) | 3 | - | 2 | ** | ** | ** | ** | ** | - | ** | ** | ** | 3 | ** | ** | ** |
|  |  | 1% | -% | 2% | ** | ** | ** | ** | ** | -% | ** | ** | ** | 1% | ** | ** | ** |
| 2 | (2.0) | 4 | 3 | 1 | ** | ** | ** | ** | ** | 2 | ** | ** | ** | 3 | ** | ** | ** |
|  |  | 1% | 2% | *% | ** | ** | ** | ** | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 17 | 9 | 8 | ** | ** | ** | ** | ** | 8 | ** | ** | ** | 15 | ** | ** | ** |
|  |  | 6% | 6% | 7% | ** | ** | ** | ** | ** | 7% | ** | ** | ** | 7% | ** | ** | ** |
| 4 | (4.0) | 18 | 12 | 6 | ** | ** | ** | ** | ** | 6 | ** | ** | ** | 16 | ** | ** | ** |
|  |  | 7% | 7% | 6% | ** | ** | ** | ** | ** | 5% | ** | ** | ** | 7% | ** | ** | ** |
| 5 | (5.0) | 43 | 28 | 15 | ** | ** | ** | ** | ** | 15 | ** | ** | ** | 37 | ** | ** | ** |
|  |  | 16% | 18% | 15% | ** | ** | ** | ** | ** | 13% | ** | ** | ** | 16% | ** | ** | ** |
| 6 | (6.0) | 51 | 32 | 18 | ** | ** | ** | ** | ** | 27 | ** | ** | ** | 44 | ** | ** | ** |
|  |  | 19% | 20% | 17% | ** | ** | ** | ** | ** | 24% | ** | ** | ** | 20% | ** | ** | ** |
| 7 | (7.0) | 37 | 22 | 15 | ** | ** | ** | ** | ** | 15 | ** | ** | ** | 31 | ** | ** | ** |
|  |  | 14% | 14% | 15% | ** | ** | ** | ** | ** | 14% | ** | ** | ** | 14% | ** | ** | ** |
| 8 | (8.0) | 42 | 19 | 23 | ** | ** | ** | ** | ** | 18 | ** | ** | ** | 34 | ** | ** | ** |
|  |  | 16% | 12% | 22% | ** | ** | ** | ** | ** | 16% | ** | ** | ** | 15% | ** | ** | ** |
| 9 | (9.0) | 25 | 17 | 8 | ** | ** | ** | ** | ** | 12 | ** | ** | ** | 22 | ** | ** | ** |
|  |  | 9% | 11% | 7% | ** | ** | ** | ** | ** | 11% | ** | ** | ** | 10% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 26 | 17 | 9 | ** | ** | ** | ** | ** | 10 | ** | ** | ** | 21 | ** | ** | ** |
|  |  | 10% | 11% | 8% | ** | ** | ** | ** | ** | 9% | ** | ** | ** | 9% | ** | ** | ** |
| DISSATISFIED (1-4) |  | 41 | 24 | 16 | ** | ** | ** | ** | ** | 15 | ** | ** | ** | 36 | ** | ** | ** |
|  |  | 15% | 15% | 15% | ** | ** | ** | ** | ** | 14% | ** | ** | ** | 16% | ** | ** | ** |
| NEUTRAL (5-6) |  | 94 | 60 | 33 | ** | ** | ** | ** | ** | 42 | ** | ** | ** | 81 | ** | ** | ** |
|  |  | 35% | 38% | 32% | ** | ** | ** | ** | ** | 37% | ** | ** | ** | 36% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 261 | 147 | 112 | 59 | 67 | 67 | 37 | 31 | 110 | 82 | 34 | 34 | 178 | 42 | 20 | 21 |
| Effective Weighted Sample | 219 | 125 | 92 | 51 | 57 | 57 | 29 | 25 | 92 | 69 | 30 | 28 | 169 | 41 | 20 | 21 |
| Total | 266 | 159 | 104 | 59 | 69 | 67 | 41 | 30 | 113 | 88 | 34 | 30 | 225 | 24 | 9 | 7 |
| SATISFIED (7-10) | 130 | 75 | 55 | ** | ** | ** | ** | ** | 55 | ** | ** | ** | 108 | ** | ** | ** |
| | 49% | 47% | 53% | ** | ** | ** | ** | ** | 49% | ** | ** | ** | 48% | ** | ** | ** |
| Answered | 266 | 159 | 104 | ** | ** | ** | ** | ** | 113 | ** | ** | ** | 225 | ** | ** | ** |
| Mean score | 6.5 | 6.6 | 6.6 | ** | ** | ** | ** | ** | 6.6 | ** | ** | ** | 6.5 | ** | ** | ** |
| Standard deviation | 2.10 | 2.08 | 2.08 | ** | ** | ** | ** | ** | 2.00 | ** | ** | ** | 2.10 | ** | ** | ** |
| Standard error | .13 | .17 | .20 | ** | ** | ** | ** | ** | .19 | ** | ** | ** | .16 | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 261 | 218 | 19 | 134 | 122 | 112 | 142 | 50 | 56 | 44 | 112 | 202 | 55 |
| Effective Weighted Sample | | 219 | 182 | 15 | 114 | 101 | 95 | 118 | 42 | 48 | 38 | 95 | 172 | 48 |
| Total | | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| 1 - Extremely dissatisfied | (1.0) | 3 | * | ** | 3 | * | 1 | * | ** | ** | ** | 1 | 3 | ** |
| | | 1% | *% | ** | 2% | *% | 1% | *% | ** | ** | ** | 1% | 1% | ** |
| 2 | (2.0) | 4 | 4 | ** | - | 4 | - | 4 | ** | ** | ** | - | 4 | ** |
| | | 1% | 2% | ** | -% | 3% | -% | 3% | ** | ** | ** | -% | 2% | ** |
| 3 | (3.0) | 17 | 16 | ** | 5 | 12 | 4 | 13 | ** | ** | ** | 4 | 12 | ** |
| | | 6% | 7% | ** | 3% | 10% | 3% | 9% | ** | ** | ** | 3% | 6% | ** |
| 4 | (4.0) | 18 | 15 | ** | 7 | 9 | 5 | 11 | ** | ** | ** | 5 | 17 | ** |
| | | 7% | 7% | ** | 5% | 8% | 4% | 8% | ** | ** | ** | 4% | 8% | ** |
| 5 | (5.0) | 43 | 39 | ** | 27 | 16 | 24 | 18 | ** | ** | ** | 24 | 34 | ** |
| | | 16% | 18% | ** | 19% | 14% | 20% | 13% | ** | ** | ** | 20% | 15% | ** |
| 6 | (6.0) | 51 | 39 | ** | 26 | 23 | 23 | 26 | ** | ** | ** | 23 | 43 | ** |
| | | 19% | 18% | ** | 19% | 19% | 20% | 19% | ** | ** | ** | 20% | 20% | ** |
| 7 | (7.0) | 37 | 30 | ** | 19 | 17 | 17 | 19 | ** | ** | ** | 17 | 34 | ** |
| | | 14% | 14% | ** | 14% | 14% | 14% | 13% | ** | ** | ** | 14% | 16% | ** |
| 8 | (8.0) | 42 | 36 | ** | 23 | 19 | 19 | 24 | ** | ** | ** | 19 | 33 | ** |
| | | 16% | 16% | ** | 17% | 16% | 16% | 17% | ** | ** | ** | 16% | 15% | ** |
| 9 | (9.0) | 25 | 20 | ** | 14 | 9 | 13 | 11 | ** | ** | ** | 13 | 21 | ** |
| | | 9% | 9% | ** | 10% | 8% | 11% | 8% | ** | ** | ** | 11% | 9% | ** |
| 10 - Extremely satisfied | (10.0) | 26 | 21 | ** | 16 | 10 | 12 | 13 | ** | ** | ** | 12 | 21 | ** |
| | | 10% | 10% | ** | 11% | 8% | 10% | 10% | ** | ** | ** | 10% | 9% | ** |
| DISSATISFIED (1-4) | | 41 | 35 | ** | 14 | 26 | 10 | 28 | ** | ** | ** | 10 | 36 | ** |
| | | 15% | 16% | ** | 10% | 21% | 8% | 20% | ** | ** | ** | 8% | 16% | ** |
| NEUTRAL (5-6) | | 94 | 78 | ** | 53 | 39 | 47 | 45 | ** | ** | ** | 47 | 77 | ** |
| | | 35% | 35% | ** | 38% | 33% | 40% | 32% | ** | ** | ** | 40% | 35% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 261 | 218 | 19 | 134 | 122 | 112 | 142 | 50 | 56 | 44 | 112 | 202 | 55 |
| Effective Weighted Sample | 219 | 182 | 15 | 114 | 101 | 95 | 118 | 42 | 48 | 38 | 95 | 172 | 48 |
| Total | 266 | 222 | 19 | 139 | 120 | 118 | 139 | 53 | 60 | 48 | 118 | 221 | 41 |
| SATISFIED (7-10) | 130 | 108 | ** | 72 | 55 | 61 | 66 | ** | ** | ** | 61 | 108 | ** |
| | 49% | 49% | ** | 52% | 46% | 51% | 48% | ** | ** | ** | 51% | 49% | ** |
| Answered | 266 | 222 | ** | 139 | 120 | 118 | 139 | ** | ** | ** | 118 | 221 | ** |
| Mean score | 6.5 | 6.5 | ** | 6.7 | 6.3 | 6.8 | 6.4 | ** | ** | ** | 6.8 | 6.5 | ** |
| Standard deviation | 2.10 | 2.07 | ** | 2.03 | 2.16 | 1.96 | 2.16 | ** | ** | ** | 1.96 | 2.10 | ** |
| Standard error | .13 | .14 | ** | .18 | .20 | .19 | .18 | ** | ** | ** | .19 | .15 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 261 | 261 | 261 | - | - | 261 | 239 | 197 | 211 | 68 | 250 | 11 | 41 | 60 | 160 |
| Effective Weighted Sample | | 219 | 219 | 219 | - | - | 219 | 202 | 165 | 178 | 55 | 210 | 9 | 33 | 52 | 135 |
| Total | | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | 3 | ** | ** | 3 | 3 | 1 | - | ** | 3 | ** | ** | ** | 3 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | -% | ** | 1% | ** | ** | ** | 2% |
| 2 | (2.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 4 | 3 | ** | 4 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 1% | ** | 1% | ** | ** | ** | 1% |
| 3 | (3.0) | 17 | 17 | 17 | ** | ** | 17 | 15 | 13 | 12 | ** | 15 | ** | ** | ** | 6 |
| | | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 5% | ** | 6% | ** | ** | ** | 4% |
| 4 | (4.0) | 18 | 18 | 18 | ** | ** | 18 | 17 | 14 | 15 | ** | 18 | ** | ** | ** | 9 |
| | | 7% | 7% | 7% | ** | ** | 7% | 7% | 7% | 7% | ** | 7% | ** | ** | ** | 5% |
| 5 | (5.0) | 43 | 43 | 43 | ** | ** | 43 | 41 | 31 | 36 | ** | 42 | ** | ** | ** | 23 |
| | | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 17% | ** | 16% | ** | ** | ** | 14% |
| 6 | (6.0) | 51 | 51 | 51 | ** | ** | 51 | 48 | 41 | 45 | ** | 51 | ** | ** | ** | 35 |
| | | 19% | 19% | 19% | ** | ** | 19% | 19% | 21% | 21% | ** | 20% | ** | ** | ** | 21% |
| 7 | (7.0) | 37 | 37 | 37 | ** | ** | 37 | 35 | 24 | 26 | ** | 35 | ** | ** | ** | 18 |
| | | 14% | 14% | 14% | ** | ** | 14% | 14% | 12% | 12% | ** | 14% | ** | ** | ** | 11% |
| 8 | (8.0) | 42 | 42 | 42 | ** | ** | 42 | 38 | 31 | 33 | ** | 39 | ** | ** | ** | 32 |
| | | 16% | 16% | 16% | ** | ** | 16% | 15% | 16% | 15% | ** | 15% | ** | ** | ** | 20% |
| 9 | (9.0) | 25 | 25 | 25 | ** | ** | 25 | 25 | 22 | 23 | ** | 25 | ** | ** | ** | 20 |
| | | 9% | 9% | 9% | ** | ** | 9% | 10% | 11% | 11% | ** | 10% | ** | ** | ** | 12% |
| 10 - Extremely satisfied | (10.0) | 26 | 26 | 26 | ** | ** | 26 | 24 | 19 | 25 | ** | 25 | ** | ** | ** | 20 |
| | | 10% | 10% | 10% | ** | ** | 10% | 10% | 10% | 11% | ** | 10% | ** | ** | ** | 12% |
| DISSATISFIED (1-4) | | 41 | 41 | 41 | ** | ** | 41 | 38 | 31 | 30 | ** | 39 | ** | ** | ** | 19 |
| | | 15% | 15% | 15% | ** | ** | 15% | 15% | 16% | 14% | ** | 15% | ** | ** | ** | 11% |
| NEUTRAL (5-6) | | 94 | 94 | 94 | ** | ** | 94 | 88 | 72 | 81 | ** | 93 | ** | ** | ** | 57 |
| | | 35% | 35% | 35% | ** | ** | 35% | 36% | 36% | 37% | ** | 36% | ** | ** | ** | 35% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 128

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with 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

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 261 | 261 | 261 | - | - | 261 | 239 | 197 | 211 | 68 | 250 | 11 | 41 | 60 | 160 |
| Effective Weighted Sample | 219 | 219 | 219 | - | - | 219 | 202 | 165 | 178 | 55 | 210 | 9 | 33 | 52 | 135 |
| Total | 266 | 266 | 266 | - | - | 266 | 248 | 200 | 218 | 69 | 256 | 10 | 39 | 61 | 165 |
| SATISFIED (7-10) | 130 | 130 | 130 | ** | ** | 130 | 122 | 97 | 107 | ** | 124 | ** | ** | ** | 89 |
| | 49% | 49% | 49% | ** | ** | 49% | 49% | 48% | 49% | ** | 49% | ** | ** | ** | 54% |
| Answered | 266 | 266 | 266 | ** | ** | 266 | 248 | 200 | 218 | ** | 256 | ** | ** | ** | 165 |
| Mean score | 6.5 | 6.5 | 6.5 | ** | ** | 6.5 | 6.5 | 6.6 | 6.7 | ** | 6.5 | ** | ** | ** | 6.9 |
| Standard deviation | 2.10 | 2.10 | 2.10 | ** | ** | 2.10 | 2.10 | 2.11 | 2.05 | ** | 2.09 | ** | ** | ** | 2.08 |
| Standard error | .13 | .13 | .13 | ** | ** | .13 | .14 | .15 | .14 | ** | .13 | ** | ** | ** | .16 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 129

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 2596 | 1268 | 1307 | 323 | 454 | 430 | 383 | 995 | 899 | 709 | 446 | 512 | 1739 | 332 | 289 | 236 |
| Effective Weighted Sample | | 2073 | 1015 | 1043 | 270 | 378 | 353 | 306 | 768 | 725 | 570 | 367 | 392 | 1567 | 303 | 267 | 223 |
| Total | | 2596 | 1326 | 1249 | 304 | 454 | 398 | 399 | 1030 | 911 | 736 | 427 | 492 | 2172 | 208 | 138 | 78 |
| 1 - Extremely dissatisfied | (1.0) | 41 | 30 | 10 | 5 | 5 | 3 | 6 | 22 | 12 | 7 | 10 | 11 | 37 | 4 | 1 | - |
| | | 2% | 2% b | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | *% | -% |
| 2 | (2.0) | 35 | 15 | 16 | 6 | 6 | 8 | 3 | 13 | 7 | 14 | 10 | 4 | 33 | 1 | 1 | 1 |
| | | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | *% | 1% | 1% |
| 3 | (3.0) | 75 | 44 | 29 | 14 | 17 | 15 | 10 | 19 | 29 | 21 | 9 | 16 | 64 | 5 | 5 | 2 |
| | | 3% | 3% | 2% | 5% | 4% | 4% | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 2% |
| 4 | (4.0) | 122 | 58 | 61 | 22 | 31 | 19 | 10 | 40 | 47 | 31 | 20 | 22 | 102 | 11 | 4 | 5 |
| | | 5% | 4% | 5% | 7% d | 7% d | 5% | 2% | 4% | 5% | 4% | 5% | 4% | 5% | 5% | 3% | 6% |
| 5 | (5.0) | 300 | 159 | 139 | 47 | 59 | 44 | 42 | 106 | 95 | 93 | 53 | 56 | 252 | 25 | 14 | 9 |
| | | 12% | 12% | 11% | 15% | 13% | 11% | 11% | 10% | 10% | 13% | 12% | 11% | 12% | 12% | 10% | 11% |
| 6 | (6.0) | 259 | 117 | 141 | 51 | 55 | 50 | 34 | 69 | 84 | 76 | 37 | 61 | 223 | 19 | 10 | 7 |
| | | 10% | 9% | 11% | 17% de | 12% e | 12% e | 8% | 7% | 9% | 10% | 9% | 12% | 10% | 9% | 7% | 9% |
| 7 | (7.0) | 474 | 252 | 220 | 63 | 83 | 78 | 72 | 178 | 159 | 141 | 97 | 76 | 394 | 34 | 28 | 18 |
| | | 18% | 19% | 18% | 21% | 18% | 19% | 18% | 17% | 17% | 19% | 23% | 15% | 18% | 16% | 20% | 23% |
| 8 | (8.0) | 575 | 304 | 268 | 62 | 97 | 79 | 92 | 242 | 211 | 153 | 88 | 115 | 479 | 53 | 28 | 15 |
| | | 22% | 23% | 21% | 20% | 21% | 20% | 23% | 23% | 23% | 21% | 21% | 23% | 22% | 25% | 20% | 19% |
| 9 | (9.0) | 328 | 168 | 159 | 16 | 36 | 47 | 60 | 163 | 131 | 96 | 43 | 51 | 270 | 29 | 21 | 8 |
| | | 13% | 13% | 13% | 5% | 8% | 12% a | 15% ab | 16% ab | 14% | 13% | 10% | 10% | 12% | 14% | 15% | 10% |
| 10 - Extremely satisfied | (10.0) | 387 | 180 | 205 | 18 | 63 | 57 | 71 | 177 | 135 | 105 | 60 | 81 | 318 | 28 | 26 | 14 |
| | | 15% | 14% | 16% | 6% | 14% a | 14% a | 18% a | 17% a | 15% | 14% | 14% | 17% | 15% | 14% | 19% | 18% |
| DISSATISFIED (1-4) | | 273 | 147 | 117 | 47 | 59 | 44 | 29 | 94 | 96 | 73 | 49 | 53 | 235 | 21 | 11 | 7 |
| | | 11% | 11% | 9% | 16% de | 13% | 11% | 7% | 9% | 10% | 10% | 12% | 11% | 11% | 10% | 8% | 10% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2596 | 1268 | 1307 | 323 | 454 | 430 | 383 | 995 | 899 | 709 | 446 | 512 | 1739 | 332 | 289 | 236 |
| Effective Weighted Sample | 2073 | 1015 | 1043 | 270 | 378 | 353 | 306 | 768 | 725 | 570 | 367 | 392 | 1567 | 303 | 267 | 223 |
| Total | 2596 | 1326 | 1249 | 304 | 454 | 398 | 399 | 1030 | 911 | 736 | 427 | 492 | 2172 | 208 | 138 | 78 |
| NEUTRAL (5-6) | 559 | 276 | 280 | 97 | 115 | 93 | 76 | 175 | 180 | 169 | 90 | 116 | 475 | 44 | 25 | 16 |
| | 22% | 21% | 22% | 32% | 25% | 23% | 19% | 17% | 20% | 23% | 21% | 24% | 22% | 21% | 18% | 20% |
| | | | | de | e | e | | | | | | | | | | |
| SATISFIED (7-10) | 1764 | 903 | 852 | 160 | 280 | 260 | 294 | 760 | 636 | 494 | 288 | 322 | 1462 | 144 | 103 | 55 |
| | 68% | 68% | 68% | 52% | 62% | 65% | 74% | 74% | 70% | 67% | 67% | 66% | 67% | 69% | 74% | 70% |
| | | | | | | a | ab | abc | | | | | | | | |
| Answered | 2596 | 1326 | 1249 | 304 | 454 | 398 | 399 | 1030 | 911 | 736 | 427 | 492 | 2172 | 208 | 138 | 78 |
| Mean score | 7.2 | 7.1 | 7.3 | 6.4 | 6.9 | 7.1 | 7.5 | 7.4 | 7.3 | 7.1 | 7.0 | 7.1 | 7.1 | 7.2 | 7.5 | 7.3 |
| | | | | | a | a | ab | ab | | | | | | | | |
| Standard deviation | 2.10 | 2.13 | 2.03 | 1.97 | 2.09 | 2.07 | 2.02 | 2.11 | 2.06 | 2.06 | 2.16 | 2.15 | 2.11 | 2.03 | 2.00 | 1.96 |
| Standard error | .04 | .06 | .06 | .11 | .10 | .10 | .10 | .07 | .07 | .08 | .10 | .10 | .05 | .11 | .12 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2596 | 2074 | 342 | 876 | 1672 | 760 | 1777 | 309 | 359 | 330 | 760 | 1553 | 969 |
| Effective Weighted Sample | | 2073 | 1657 | 261 | 725 | 1311 | 630 | 1396 | 261 | 299 | 267 | 630 | 1291 | 727 |
| Total | | 2596 | 2097 | 318 | 856 | 1696 | 750 | 1791 | 308 | 354 | 321 | 750 | 1658 | 881 |
| 1 - Extremely dissatisfied | (1.0) | 41 | 30 | 6 | 12 | 28 | 11 | 29 | 3 | 8 | 5 | 11 | 25 | 15 |
| | | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% |
| 2 | (2.0) | 35 | 31 | 1 | 11 | 22 | 5 | 27 | 1 | 1 | 3 | 5 | 21 | 13 |
| | | 1% | 1% | *% | 1% | 1% | 1% | 2% | *% | *% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 75 | 61 | 9 | 32 | 43 | 28 | 47 | 13 | 17 | 11 | 28 | 56 | 18 |
| | | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 4% | 5% | 4% | 4% | 3% | 2% |
| 4 | (4.0) | 122 | 93 | 21 | 51 | 69 | 36 | 84 | 15 | 19 | 9 | 36 | 78 | 39 |
| | | 5% | 4% | 7% | 6% | 4% | 5% | 5% | 5% | 5% | 3% | 5% | 5% | 4% |
| 5 | (5.0) | 300 | 229 | 33 | 104 | 189 | 86 | 206 | 40 | 44 | 31 | 86 | 184 | 112 |
| | | 12% | 11% | 10% | 12% | 11% | 11% | 12% | 13% | 12% | 10% | 11% | 11% | 13% |
| 6 | (6.0) | 259 | 222 | 16 | 107 | 145 | 91 | 160 | 40 | 43 | 34 | 91 | 185 | 69 |
| | | 10% | 11% | 5% | 12% | 9% | 12% | 9% | 13% | 12% | 11% | 12% | 11% | 8% |
| | | | b | | b | | | | | | | | | |
| 7 | (7.0) | 474 | 381 | 59 | 157 | 307 | 139 | 323 | 57 | 66 | 61 | 139 | 318 | 148 |
| | | 18% | 18% | 19% | 18% | 18% | 19% | 18% | 18% | 19% | 19% | 19% | 19% | 17% |
| 8 | (8.0) | 575 | 474 | 67 | 176 | 393 | 163 | 404 | 67 | 76 | 74 | 163 | 351 | 209 |
| | | 22% | 23% | 21% | 21% | 23% | 22% | 23% | 22% | 21% | 23% | 22% | 21% | 24% |
| 9 | (9.0) | 328 | 259 | 58 | 91 | 232 | 86 | 236 | 32 | 35 | 40 | 86 | 200 | 122 |
| | | 13% | 12% | 18% | 11% | 14% | 11% | 13% | 10% | 10% | 12% | 11% | 12% | 14% |
| | | | | a | | | | | | | | | | |
| 10 - Extremely satisfied | (10.0) | 387 | 316 | 48 | 114 | 267 | 106 | 274 | 40 | 45 | 52 | 106 | 239 | 135 |
| | | 15% | 15% | 15% | 13% | 16% | 14% | 15% | 13% | 13% | 16% | 14% | 14% | 15% |
| DISSATISFIED (1-4) | | 273 | 215 | 36 | 106 | 162 | 79 | 187 | 33 | 45 | 28 | 79 | 180 | 85 |
| | | 11% | 10% | 11% | 12% | 10% | 11% | 10% | 11% | 13% | 9% | 11% | 11% | 10% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2596 | 2074 | 342 | 876 | 1672 | 760 | 1777 | 309 | 359 | 330 | 760 | 1553 | 969 |
| Effective Weighted Sample | 2073 | 1657 | 261 | 725 | 1311 | 630 | 1396 | 261 | 299 | 267 | 630 | 1291 | 727 |
| Total | 2596 | 2097 | 318 | 856 | 1696 | 750 | 1791 | 308 | 354 | 321 | 750 | 1658 | 881 |
| NEUTRAL (5-6) | 559 | 451 | 49 | 211 | 335 | 177 | 366 | 80 | 87 | 66 | 177 | 370 | 181 |
| | 22% | 22% | 15% | 25% | 20% | 24% | 20% | 26% | 25% | 20% | 24% | 22% | 21% |
| | | | | b | | | | | | | | | |
| SATISFIED (7-10) | 1764 | 1430 | 233 | 538 | 1199 | 494 | 1238 | 195 | 221 | 227 | 494 | 1108 | 615 |
| | 68% | 68% | 73% | 63% | 71% | 66% | 69% | 63% | 63% | 71% | 66% | 67% | 70% |
| | | | | | a | | | | | | | | |
| Answered | 2596 | 2097 | 318 | 856 | 1696 | 750 | 1791 | 308 | 354 | 321 | 750 | 1658 | 881 |
| Mean score | 7.2 | 7.2 | 7.3 | 7.0 | 7.3 | 7.1 | 7.2 | 7.0 | 6.9 | 7.3 | 7.1 | 7.1 | 7.3 |
| | | | | | a | | | | | | | | |
| Standard deviation | 2.10 | 2.08 | 2.10 | 2.10 | 2.08 | 2.06 | 2.11 | 2.01 | 2.12 | 2.05 | 2.06 | 2.09 | 2.10 |
| Standard error | .04 | .05 | .11 | .07 | .05 | .07 | .05 | .11 | .11 | .11 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 2596 | 2434 | 2142 | 454 | 162 | 2596 | 2447 | 2596 | 1901 | 688 | 2596 | - | 308 | 540 | 1748 |
| Effective Weighted Sample | | 2073 | 1976 | 1744 | 344 | 121 | 2073 | 1954 | 2073 | 1553 | 560 | 2073 | - | 237 | 432 | 1406 |
| Total | | 2596 | 2382 | 2087 | 510 | 215 | 2596 | 2456 | 2596 | 1856 | 695 | 2596 | - | 316 | 550 | 1731 |
| 1 - Extremely dissatisfied | (1.0) | 41 / 2% | 36 / 2% | 31 / 1% | 10 / 2% | 5 / 2% | 41 / 2% | 32 / 1% | 41 / 2% | 22 / 1% | 9 / 1% | 41 / 2% | ** / ** | 27 / 9% bc | 6 / 1% | 7 / *% |
| 2 | (2.0) | 35 / 1% | 31 / 1% | 31 / 1% | 5 / 1% | 5 / 2% | 35 / 1% | 32 / 1% | 35 / 1% | 24 / 1% | 8 / 1% | 35 / 1% | ** / ** | 18 / 6% bc | 8 / 1% | 9 / 1% |
| 3 | (3.0) | 75 / 3% | 71 / 3% | 68 / 3% | 7 / 1% | 4 / 2% | 75 / 3% | 72 / 3% | 75 / 3% | 54 / 3% | 15 / 2% | 75 / 3% | ** / ** | 41 / 13% bc | 25 / 4% c | 10 / 1% |
| 4 | (4.0) | 122 / 5% | 113 / 5% | 106 / 5% | 16 / 3% | 9 / 4% | 122 / 5% | 114 / 5% | 122 / 5% | 89 / 5% | 16 / 2% | 122 / 5% | ** / ** | 42 / 13% c | 43 / 8% c | 37 / 2% |
| 5 | (5.0) | 300 / 12% | 270 / 11% | 242 / 12% | 58 / 11% | 30 / 14% | 300 / 12% | 272 / 11% d | 300 / 12% d | 206 / 11% d | 43 / 6% | 300 / 12% d | ** / ** | 67 / 21% c | 129 / 23% c | 105 / 6% |
| 6 | (6.0) | 259 / 10% | 249 / 10% c | 230 / 11% c | 29 / 6% | 11 / 5% | 259 / 10% | 244 / 10% | 259 / 10% | 187 / 10% | 53 / 8% | 259 / 10% | ** / ** | 30 / 10% | 93 / 17% ac | 136 / 8% |
| 7 | (7.0) | 474 / 18% | 445 / 19% | 407 / 19% c | 67 / 13% | 28 / 13% | 474 / 18% | 451 / 18% | 474 / 18% | 364 / 20% | 119 / 17% | 474 / 18% | ** / ** | 40 / 13% | 118 / 21% a | 315 / 18% |
| 8 | (8.0) | 575 / 22% | 520 / 22% | 433 / 21% | 142 / 28% b | 55 / 25% | 575 / 22% | 548 / 22% | 575 / 22% | 417 / 22% | 156 / 22% | 575 / 22% | ** / ** | 36 / 11% | 82 / 15% | 458 / 26% ab |
| 9 | (9.0) | 328 / 13% | 299 / 13% | 239 / 11% | 89 / 17% b | 29 / 14% | 328 / 13% | 313 / 13% | 328 / 13% | 228 / 12% | 134 / 19% abce | 328 / 13% | ** / ** | 7 / 2% | 23 / 4% | 299 / 17% ab |
| 10 - Extremely satisfied | (10.0) | 387 / 15% | 347 / 15% | 298 / 14% | 88 / 17% | 40 / 18% | 387 / 15% | 377 / 15% | 387 / 15% | 263 / 14% | 143 / 21% abce | 387 / 15% | ** / ** | 7 / 2% | 24 / 4% | 355 / 21% ab |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any BBC Radio stations in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2596 | 2434 | 2142 | 454 | 162 | 2596 | 2447 | 2596 | 1901 | 688 | 2596 | - | 308 | 540 | 1748 |
| Effective Weighted Sample | 2073 | 1976 | 1744 | 344 | 121 | 2073 | 1954 | 2073 | 1553 | 560 | 2073 | - | 237 | 432 | 1406 |
| Total | 2596 | 2382 | 2087 | 510 | 215 | 2596 | 2456 | 2596 | 1856 | 695 | 2596 | - | 316 | 550 | 1731 |
| DISSATISFIED (1-4) | 273 | 251 | 236 | 37 | 22 | 273 | 250 | 273 | 190 | 47 | 273 | ** | 129 | 82 | 63 |
| | 11% | 11% | 11% | 7% | 10% | 11% | 10% | 11% | 10% | 7% | 11% | ** | 41% | 15% | 4% |
| | | | | | | | | | d | | d | | bc | c | |
| NEUTRAL (5-6) | 559 | 519 | 473 | 86 | 40 | 559 | 516 | 559 | 393 | 96 | 559 | ** | 97 | 221 | 241 |
| | 22% | 22% | 23% | 17% | 19% | 22% | 21% | 22% | 21% | 14% | 22% | ** | 31% | 40% | 14% |
| | | | | | | | d | d | d | | d | | c | c | |
| SATISFIED (7-10) | 1764 | 1612 | 1378 | 386 | 152 | 1764 | 1690 | 1764 | 1273 | 552 | 1764 | ** | 90 | 247 | 1427 |
| | 68% | 68% | 66% | 76% | 71% | 68% | 69% | 68% | 69% | 79% | 68% | ** | 29% | 45% | 82% |
| | | | | abe | | | | | | abce | | | | a | ab |
| Answered | 2596 | 2382 | 2087 | 510 | 215 | 2596 | 2456 | 2596 | 1856 | 695 | 2596 | ** | 316 | 550 | 1731 |
| Mean score | 7.2 | 7.2 | 7.1 | 7.6 | 7.3 | 7.2 | 7.2 | 7.2 | 7.2 | 7.7 | 7.2 | ** | 5.0 | 6.2 | 7.9 |
| | | | | abe | | | | | | abce | | | | a | ab |
| Standard deviation | 2.10 | 2.08 | 2.10 | 2.04 | 2.24 | 2.10 | 2.07 | 2.10 | 2.04 | 1.98 | 2.10 | ** | 2.27 | 1.82 | 1.71 |
| Standard error | .04 | .04 | .05 | .10 | .18 | .04 | .04 | .04 | .05 | .08 | .04 | ** | .13 | .08 | .04 |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| | | | a | ~b | ~a | ~b | c | ~d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 466 | 380 | 84 | 46 | 77 | 107 | 87 | 149 | 156 | 118 | 109 | 77 | 310 | 67 | 47 | 42 |
| Effective Weighted Sample | | 377 | 305 | 71 | 38 | 64 | 88 | 70 | 118 | 128 | 95 | 88 | 62 | 284 | 63 | 45 | 40 |
| Total | | 480 | 393 | 84 | 47 | 79 | 102 | 94 | 157 | 166 | 127 | 101 | 79 | 401 | 42 | 23 | 14 |
| 1 - Extremely dissatisfied | (1.0) | 2 | - | ** | ** | ** | - | ** | - | - | - | - | ** | 2 | ** | ** | ** |
| | | *% | -% | ** | ** | ** | -% | ** | -% | -% | -% | -% | ** | *% | ** | ** | ** |
| 2 | (2.0) | 4 | 2 | ** | ** | ** | 2 | ** | - | 1 | 1 | - | ** | 3 | ** | ** | ** |
| | | 1% | 1% | ** | ** | ** | 2% | ** | -% | 1% | 1% | -% | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 6 | 5 | ** | ** | ** | - | ** | 3 | 4 | 1 | - | ** | 4 | ** | ** | ** |
| | | 1% | 1% | ** | ** | ** | -% | ** | 2% | 2% | *% | -% | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 11 | 7 | ** | ** | ** | 3 | ** | 5 | 2 | 2 | 5 | ** | 10 | ** | ** | ** |
| | | 2% | 2% | ** | ** | ** | 3% | ** | 3% | 1% | 1% | 5% | ** | 2% | ** | ** | ** |
| 5 | (5.0) | 44 | 31 | ** | ** | ** | 11 | ** | 7 | 11 | 18 | 10 | ** | 36 | ** | ** | ** |
| | | 9% | 8% | ** | ** | ** | 11% | ** | 5% | 7% | 14% | 10% | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 66 | 57 | ** | ** | ** | 17 | ** | 19 | 20 | 24 | 13 | ** | 57 | ** | ** | ** |
| | | 14% | 15% | ** | ** | ** | 17% | ** | 12% | 12% | 19% | 13% | ** | 14% | ** | ** | ** |
| 7 | (7.0) | 97 | 81 | ** | ** | ** | 19 | ** | 31 | 36 | 26 | 21 | ** | 83 | ** | ** | ** |
| | | 20% | 21% | ** | ** | ** | 18% | ** | 20% | 22% | 20% | 21% | ** | 21% | ** | ** | ** |
| 8 | (8.0) | 120 | 98 | ** | ** | ** | 21 | ** | 54 | 47 | 25 | 19 | ** | 97 | ** | ** | ** |
| | | 25% | 25% | ** | ** | ** | 20% | ** | 34% | 28% | 20% | 19% | ** | 24% | ** | ** | ** |
| 9 | (9.0) | 52 | 45 | ** | ** | ** | 13 | ** | 17 | 21 | 12 | 14 | ** | 42 | ** | ** | ** |
| | | 11% | 12% | ** | ** | ** | 13% | ** | 11% | 12% | 10% | 14% | ** | 10% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 79 | 66 | ** | ** | ** | 16 | ** | 20 | 24 | 18 | 19 | ** | 68 | ** | ** | ** |
| | | 16% | 17% | ** | ** | ** | 16% | ** | 13% | 14% | 14% | 19% | ** | 17% | ** | ** | ** |
| DISSATISFIED (1-4) | | 22 | 15 | ** | ** | ** | 5 | ** | 9 | 7 | 4 | 5 | ** | 19 | ** | ** | ** |
| | | 5% | 4% | ** | ** | ** | 5% | ** | 6% | 4% | 3% | 5% | ** | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 110 | 88 | ** | ** | ** | 28 | ** | 26 | 31 | 42 | 23 | ** | 93 | ** | ** | ** |
| | | 23% | 22% | ** | ** | ** | 28% | ** | 17% | 19% | 33% | 23% | ** | 23% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | c | ~d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 466 | 380 | 84 | 46 | 77 | 107 | 87 | 149 | 156 | 118 | 109 | 77 | 310 | 67 | 47 | 42 |
| Effective Weighted Sample | 377 | 305 | 71 | 38 | 64 | 88 | 70 | 118 | 128 | 95 | 88 | 62 | 284 | 63 | 45 | 40 |
| Total | 480 | 393 | 84 | 47 | 79 | 102 | 94 | 157 | 166 | 127 | 101 | 79 | 401 | 42 | 23 | 14 |
| SATISFIED (7-10) | 348 | 290 | ** | ** | ** | 69 | ** | 122 | 128 | 81 | 73 | ** | 290 | ** | ** | ** |
| | 72% | 74% | ** | ** | ** | 68% | ** | 78% | 77% | 64% | 73% | ** | 72% | ** | ** | ** |
| Answered | 480 | 393 | ** | ** | ** | 102 | ** | 157 | 166 | 127 | 101 | ** | 401 | ** | ** | ** |
| Mean score | 7.5 | 7.5 | ** | ** | ** | 7.4 | ** | 7.5 | 7.6 | 7.2 | 7.6 | ** | 7.5 | ** | ** | ** |
| Standard deviation | 1.78 | 1.71 | ** | ** | ** | 1.84 | ** | 1.61 | 1.68 | 1.76 | 1.76 | ** | 1.79 | ** | ** | ** |
| Standard error | .08 | .09 | ** | ** | ** | .18 | ** | .13 | .13 | .16 | .17 | ** | .10 | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | | 466 | 388 | 47 | 182 | 279 | 167 | 292 | 60 | 78 | 74 | 167 | 332 | 126 |
| Effective Weighted Sample | | 377 | 315 | 36 | 151 | 222 | 139 | 232 | 51 | 67 | 61 | 139 | 276 | 97 |
| Total | | 480 | 402 | 46 | 185 | 291 | 172 | 303 | 67 | 82 | 72 | 172 | 366 | 108 |
| 1 - Extremely dissatisfied | (1.0) | 2 | - | ** | 2 | - | - | 2 | ** | ** | ** | - | 2 | - |
| | | *% | -% | ** | 1% | -% | -% | 1% | ** | ** | ** | -% | *% | -% |
| 2 | (2.0) | 4 | 1 | ** | 3 | 1 | 1 | 2 | ** | ** | ** | 1 | 3 | 1 |
| | | 1% | *% | ** | 1% | *% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| 3 | (3.0) | 6 | 5 | ** | 2 | 4 | 2 | 4 | ** | ** | ** | 2 | 4 | 2 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 2% |
| 4 | (4.0) | 11 | 11 | ** | 4 | 7 | 4 | 7 | ** | ** | ** | 4 | 8 | 3 |
| | | 2% | 3% | ** | 2% | 2% | 3% | 2% | ** | ** | ** | 3% | 2% | 3% |
| 5 | (5.0) | 44 | 37 | ** | 14 | 28 | 12 | 31 | ** | ** | ** | 12 | 32 | 11 |
| | | 9% | 9% | ** | 8% | 10% | 7% | 10% | ** | ** | ** | 7% | 9% | 11% |
| 6 | (6.0) | 66 | 52 | ** | 26 | 40 | 24 | 41 | ** | ** | ** | 24 | 46 | 20 |
| | | 14% | 13% | ** | 14% | 14% | 14% | 14% | ** | ** | ** | 14% | 13% | 18% |
| 7 | (7.0) | 97 | 82 | ** | 37 | 60 | 34 | 63 | ** | ** | ** | 34 | 71 | 24 |
| | | 20% | 20% | ** | 20% | 21% | 20% | 21% | ** | ** | ** | 20% | 19% | 22% |
| 8 | (8.0) | 120 | 105 | ** | 40 | 79 | 39 | 80 | ** | ** | ** | 39 | 91 | 27 |
| | | 25% | 26% | ** | 22% | 27% | 23% | 26% | ** | ** | ** | 23% | 25% | 25% |
| 9 | (9.0) | 52 | 42 | ** | 28 | 23 | 28 | 23 | ** | ** | ** | 28 | 43 | 8 |
| | | 11% | 10% | ** | 15% | 8% | 16% b | 7% | ** | ** | ** | 16% | 12% | 7% |
| 10 - Extremely satisfied | (10.0) | 79 | 67 | ** | 30 | 49 | 27 | 51 | ** | ** | ** | 27 | 67 | 12 |
| | | 16% | 17% | ** | 16% | 17% | 16% | 17% | ** | ** | ** | 16% | 18% | 11% |
| DISSATISFIED (1-4) | | 22 | 18 | ** | 10 | 11 | 7 | 14 | ** | ** | ** | 7 | 17 | 5 |
| | | 5% | 4% | ** | 6% | 4% | 4% | 5% | ** | ** | ** | 4% | 5% | 5% |
| NEUTRAL (5-6) | | 110 | 89 | ** | 40 | 68 | 36 | 72 | ** | ** | ** | 36 | 78 | 31 |
| | | 23% | 22% | ** | 22% | 24% | 21% | 24% | ** | ** | ** | 21% | 21% | 29% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 466 | 388 | 47 | 182 | 279 | 167 | 292 | 60 | 78 | 74 | 167 | 332 | 126 |
| Effective Weighted Sample | 377 | 315 | 36 | 151 | 222 | 139 | 232 | 51 | 67 | 61 | 139 | 276 | 97 |
| Total | 480 | 402 | 46 | 185 | 291 | 172 | 303 | 67 | 82 | 72 | 172 | 366 | 108 |
| SATISFIED (7-10) | 348 | 296 | ** | 135 | 211 | 129 | 216 | ** | ** | ** | 129 | 271 | 71 |
| | 72% | 74% | ** | 73% | 73% | 75% | 72% | ** | ** | ** | 75% | 74% | 66% |
| Answered | 480 | 402 | ** | 185 | 291 | 172 | 303 | ** | ** | ** | 172 | 366 | 108 |
| Mean score | 7.5 | 7.5 | ** | 7.5 | 7.5 | 7.6 | 7.4 | ** | ** | ** | 7.6 | 7.6 | 7.1 |
| Standard deviation | 1.78 | 1.72 | ** | 1.88 | 1.71 | 1.72 | 1.81 | ** | ** | ** | 1.72 | 1.80 | 1.69 |
| Standard error | .08 | .09 | ** | .14 | .10 | .13 | .11 | ** | ** | ** | .13 | .10 | .15 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 466 | 446 | 407 | 59 | 20 | 466 | 440 | 399 | 374 | 139 | 459 | 7 | 63 | 105 | 298 |
| Effective Weighted Sample | | 377 | 364 | 333 | 45 | 15 | 377 | 357 | 322 | 307 | 115 | 371 | 6 | 50 | 84 | 244 |
| Total | | 480 | 452 | 416 | 64 | 27 | 480 | 456 | 412 | 377 | 141 | 471 | 8 | 62 | 118 | 300 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | - | 2 | ** | ** | - | 2 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | -% | *% | ** | ** | -% | 1% |
| 2 | (2.0) | 4 | 3 | 3 | ** | ** | 4 | 4 | 4 | 4 | - | 4 | ** | ** | - | - |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | -% | 1% | ** | ** | -% | -% |
| 3 | (3.0) | 6 | 6 | 6 | ** | ** | 6 | 6 | 6 | 6 | 2 | 6 | ** | ** | 3 | 3 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 2% | 1% | 1% | ** | ** | 2% | 1% |
| 4 | (4.0) | 11 | 11 | 11 | ** | ** | 11 | 11 | 11 | 9 | 2 | 11 | ** | ** | 2 | 4 |
| | | 2% | 2% | 3% | ** | ** | 2% | 2% | 3% | 2% | 1% | 2% | ** | ** | 1% | 1% |
| 5 | (5.0) | 44 | 44 | 40 | ** | ** | 44 | 40 | 36 | 40 | 15 | 42 | ** | ** | 19 | 20 |
| | | 9% | 10% | 10% | ** | ** | 9% | 9% | 9% | 11% | 10% | 9% | ** | ** | 17% c | 7% |
| 6 | (6.0) | 66 | 63 | 59 | ** | ** | 66 | 64 | 59 | 50 | 24 | 65 | ** | ** | 30 | 28 |
| | | 14% | 14% | 14% | ** | ** | 14% | 14% | 14% | 13% | 17% | 14% | ** | ** | 25% c | 9% |
| 7 | (7.0) | 97 | 87 | 77 | ** | ** | 97 | 91 | 82 | 81 | 32 | 96 | ** | ** | 25 | 59 |
| | | 20% | 19% | 19% | ** | ** | 20% | 20% | 20% | 21% | 22% | 20% | ** | ** | 22% | 20% |
| 8 | (8.0) | 120 | 113 | 100 | ** | ** | 120 | 117 | 108 | 89 | 28 | 120 | ** | ** | 18 | 88 |
| | | 25% | 25% | 24% | ** | ** | 25% | 26% | 26% | 24% | 20% | 25% | ** | ** | 15% | 29% |
| 9 | (9.0) | 52 | 50 | 48 | ** | ** | 52 | 51 | 46 | 44 | 16 | 52 | ** | ** | 6 | 41 |
| | | 11% | 11% | 12% | ** | ** | 11% | 11% | 11% | 12% | 11% | 11% | ** | ** | 5% | 14% |
| 10 - Extremely satisfied | (10.0) | 79 | 74 | 70 | ** | ** | 79 | 71 | 60 | 53 | 23 | 74 | ** | ** | 14 | 55 |
| | | 16% | 16% | 17% | ** | ** | 16% | 16% | 14% | 14% | 17% | 16% | ** | ** | 12% | 18% |
| DISSATISFIED (1-4) | | 22 | 22 | 21 | ** | ** | 22 | 22 | 22 | 21 | 4 | 22 | ** | ** | 4 | 9 |
| | | 5% | 5% | 5% | ** | ** | 5% | 5% | 5% | 5% | 3% | 5% | ** | ** | 4% | 3% |
| NEUTRAL (5-6) | | 110 | 107 | 100 | ** | ** | 110 | 104 | 94 | 90 | 39 | 107 | ** | ** | 49 | 48 |
| | | 23% | 24% | 24% | ** | ** | 23% | 23% | 23% | 24% | 27% | 23% | ** | ** | 42% c | 16% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 466 | 446 | 407 | 59 | 20 | 466 | 440 | 399 | 374 | 139 | 459 | 7 | 63 | 105 | 298 |
| Effective Weighted Sample | 377 | 364 | 333 | 45 | 15 | 377 | 357 | 322 | 307 | 115 | 371 | 6 | 50 | 84 | 244 |
| Total | 480 | 452 | 416 | 64 | 27 | 480 | 456 | 412 | 377 | 141 | 471 | 8 | 62 | 118 | 300 |
| SATISFIED (7-10) | 348 | 324 | 295 | ** | ** | 348 | 329 | 296 | 266 | 99 | 342 | ** | ** | 64 | 244 |
| | 72% | 72% | 71% | ** | ** | 72% | 72% | 72% | 71% | 70% | 73% | ** | ** | 54% | 81% b |
| Answered | 480 | 452 | 416 | ** | ** | 480 | 456 | 412 | 377 | 141 | 471 | ** | ** | 118 | 300 |
| Mean score | 7.5 | 7.4 | 7.4 | ** | ** | 7.5 | 7.4 | 7.4 | 7.3 | 7.5 | 7.4 | ** | ** | 6.9 | 7.8 b |
| Standard deviation | 1.78 | 1.80 | 1.82 | ** | ** | 1.78 | 1.78 | 1.78 | 1.81 | 1.69 | 1.77 | ** | ** | 1.70 | 1.66 |
| Standard error | .08 | .09 | .09 | ** | ** | .08 | .08 | .09 | .09 | .14 | .08 | ** | ** | .17 | .10 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 225 | 149 | 73 | 42 | 50 | 47 | 43 | 43 | 84 | 48 | 42 | 46 | 159 | 24 | 24 | 18 |
| Effective Weighted Sample | | 188 | 121 | 64 | 35 | 44 | 40 | 35 | 34 | 72 | 39 | 33 | 40 | 149 | 24 | 23 | 17 |
| Total | | 233 | 153 | 78 | 41 | 54 | 48 | 45 | 44 | 92 | 49 | 40 | 47 | 202 | 14 | 12 | 6 |
| 2 | (2.0) | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | *% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 5 | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
| | | 2% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| 4 | (4.0) | 9 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | ** | ** |
| | | 4% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| 5 | (5.0) | 18 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |
| | | 8% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| 6 | (6.0) | 30 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** | ** | ** |
| | | 13% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| 7 | (7.0) | 67 | 42 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 61 | ** | ** | ** |
| | | 29% | 28% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30% | ** | ** | ** |
| 8 | (8.0) | 41 | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** |
| | | 18% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| 9 | (9.0) | 29 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** |
| | | 12% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 33 | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | | 14% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| DISSATISFIED (1-4) | | 15 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | | 7% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| NEUTRAL (5-6) | | 47 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43 | ** | ** | ** |
| | | 20% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| SATISFIED (7-10) | | 170 | 117 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 145 | ** | ** | ** |
| | | 73% | 76% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** | ** | ** |
| Answered | | 233 | 153 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 202 | ** | ** | ** |
| Mean score | | 7.3 | 7.5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.3 | ** | ** | ** |
| Standard deviation | | 1.76 | 1.78 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.79 | ** | ** | ** |

Minimum Base: 30 (^)

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 131**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 225 | 149 | 73 | 42 | 50 | 47 | 43 | 43 | 84 | 48 | 42 | 46 | 159 | 24 | 24 | 18 |
| Effective Weighted Sample | 188 | 121 | 64 | 35 | 44 | 40 | 35 | 34 | 72 | 39 | 33 | 40 | 149 | 24 | 23 | 17 |
| Total | 233 | 153 | 78 | 41 | 54 | 48 | 45 | 44 | 92 | 49 | 40 | 47 | 202 | 14 | 12 | 6 |
| Standard error | .12 | .15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .14 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 131

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 225 | 185 | 19 | 116 | 103 | 98 | 116 | 32 | 49 | 48 | 98 | 164 | 52 |
| Effective Weighted Sample | | 188 | 155 | 15 | 97 | 87 | 82 | 97 | 29 | 42 | 39 | 82 | 141 | 43 |
| Total | | 233 | 194 | 17 | 115 | 113 | 99 | 125 | 37 | 49 | 46 | 99 | 186 | 39 |
| 2 | (2.0) | 1 | - | ** | 1 | - | ** | - | ** | ** | ** | ** | 1 | ** |
| | | *% | -% | ** | 1% | -% | ** | -% | ** | ** | ** | ** | 1% | ** |
| 3 | (3.0) | 5 | 5 | ** | 3 | 2 | ** | 2 | ** | ** | ** | ** | 4 | ** |
| | | 2% | 3% | ** | 3% | 2% | ** | 2% | ** | ** | ** | ** | 2% | ** |
| 4 | (4.0) | 9 | 8 | ** | 3 | 5 | ** | 5 | ** | ** | ** | ** | 5 | ** |
| | | 4% | 4% | ** | 3% | 5% | ** | 4% | ** | ** | ** | ** | 3% | ** |
| 5 | (5.0) | 18 | 16 | ** | 9 | 7 | ** | 12 | ** | ** | ** | ** | 12 | ** |
| | | 8% | 8% | ** | 8% | 7% | ** | 9% | ** | ** | ** | ** | 7% | ** |
| 6 | (6.0) | 30 | 25 | ** | 18 | 11 | ** | 11 | ** | ** | ** | ** | 26 | ** |
| | | 13% | 13% | ** | 16% | 10% | ** | 9% | ** | ** | ** | ** | 14% | ** |
| 7 | (7.0) | 67 | 57 | ** | 31 | 36 | ** | 39 | ** | ** | ** | ** | 56 | ** |
| | | 29% | 29% | ** | 27% | 32% | ** | 31% | ** | ** | ** | ** | 30% | ** |
| 8 | (8.0) | 41 | 31 | ** | 20 | 19 | ** | 21 | ** | ** | ** | ** | 32 | ** |
| | | 18% | 16% | ** | 17% | 17% | ** | 17% | ** | ** | ** | ** | 17% | ** |
| 9 | (9.0) | 29 | 25 | ** | 15 | 14 | ** | 15 | ** | ** | ** | ** | 23 | ** |
| | | 12% | 13% | ** | 13% | 13% | ** | 12% | ** | ** | ** | ** | 12% | ** |
| 10 - Extremely satisfied | (10.0) | 33 | 28 | ** | 15 | 18 | ** | 20 | ** | ** | ** | ** | 26 | ** |
| | | 14% | 15% | ** | 13% | 16% | ** | 16% | ** | ** | ** | ** | 14% | ** |
| DISSATISFIED (1-4) | | 15 | 13 | ** | 8 | 7 | ** | 7 | ** | ** | ** | ** | 11 | ** |
| | | 7% | 7% | ** | 7% | 6% | ** | 6% | ** | ** | ** | ** | 6% | ** |
| NEUTRAL (5-6) | | 47 | 40 | ** | 27 | 18 | ** | 23 | ** | ** | ** | ** | 38 | ** |
| | | 20% | 21% | ** | 24% | 16% | ** | 19% | ** | ** | ** | ** | 20% | ** |
| SATISFIED (7-10) | | 170 | 141 | ** | 80 | 88 | ** | 94 | ** | ** | ** | ** | 137 | ** |
| | | 73% | 72% | ** | 70% | 78% | ** | 76% | ** | ** | ** | ** | 74% | ** |
| Answered | | 233 | 194 | ** | 115 | 113 | ** | 125 | ** | ** | ** | ** | 186 | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 225 | 185 | 19 | 116 | 103 | 98 | 116 | 32 | 49 | 48 | 98 | 164 | 52 |
| Effective Weighted Sample | 188 | 155 | 15 | 97 | 87 | 82 | 97 | 29 | 42 | 39 | 82 | 141 | 43 |
| Total | 233 | 194 | 17 | 115 | 113 | 99 | 125 | 37 | 49 | 46 | 99 | 186 | 39 |
| Mean score | 7.3 | 7.3 | ** | 7.2 | 7.5 | ** | 7.4 | ** | ** | ** | ** | 7.4 | ** |
| Standard deviation | 1.76 | 1.77 | ** | 1.81 | 1.72 | ** | 1.75 | ** | ** | ** | ** | 1.73 | ** |
| Standard error | .12 | .13 | ** | .17 | .17 | ** | .16 | ** | ** | ** | ** | .14 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD ~c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS ~d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 ~a | 5-6 ~b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 225 | 217 | 211 | 14 | 8 | 225 | 212 | 200 | 174 | 67 | 220 | 5 | 43 | 52 | 130 |
| Effective Weighted Sample | | 188 | 182 | 178 | 10 | 6 | 188 | 177 | 167 | 147 | 56 | 183 | 5 | 34 | 45 | 109 |
| Total | | 233 | 224 | 220 | 13 | 9 | 233 | 221 | 209 | 182 | 69 | 228 | 5 | 42 | 56 | 136 |
| 2 | (2.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | - | ** | 1 | ** | ** | ** | 1 |
| | | *% | 1% | 1% | ** | ** | *% | 1% | 1% | -% | ** | 1% | ** | ** | ** | 1% |
| 3 | (3.0) | 5 | 5 | 5 | ** | ** | 5 | 5 | 5 | 5 | ** | 5 | ** | ** | ** | 2 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 3% | ** | 2% | ** | ** | ** | 1% |
| 4 | (4.0) | 9 | 7 | 7 | ** | ** | 9 | 9 | 8 | 6 | ** | 9 | ** | ** | ** | - |
| | | 4% | 3% | 3% | ** | ** | 4% | 4% | 4% | 3% | ** | 4% | ** | ** | ** | -% |
| 5 | (5.0) | 18 | 18 | 18 | ** | ** | 18 | 18 | 18 | 17 | ** | 18 | ** | ** | ** | 9 |
| | | 8% | 8% | 8% | ** | ** | 8% | 8% | 9% | 9% | ** | 8% | ** | ** | ** | 7% |
| 6 | (6.0) | 30 | 30 | 27 | ** | ** | 30 | 28 | 27 | 23 | ** | 28 | ** | ** | ** | 14 |
| | | 13% | 13% | 12% | ** | ** | 13% | 13% | 13% | 13% | ** | 12% | ** | ** | ** | 10% |
| 7 | (7.0) | 67 | 67 | 66 | ** | ** | 67 | 63 | 61 | 57 | ** | 66 | ** | ** | ** | 43 |
| | | 29% | 30% | 30% | ** | ** | 29% | 29% | 29% | 31% | ** | 29% | ** | ** | ** | 32% |
| 8 | (8.0) | 41 | 38 | 38 | ** | ** | 41 | 38 | 36 | 28 | ** | 40 | ** | ** | ** | 27 |
| | | 18% | 17% | 17% | ** | ** | 18% | 17% | 17% | 15% | ** | 17% | ** | ** | ** | 20% |
| 9 | (9.0) | 29 | 25 | 25 | ** | ** | 29 | 27 | 24 | 21 | ** | 29 | ** | ** | ** | 23 |
| | | 12% | 11% | 11% | ** | ** | 12% | 12% | 12% | 12% | ** | 13% | ** | ** | ** | 17% |
| 10 - Extremely satisfied | (10.0) | 33 | 33 | 33 | ** | ** | 33 | 31 | 28 | 26 | ** | 32 | ** | ** | ** | 16 |
| | | 14% | 15% | 15% | ** | ** | 14% | 14% | 13% | 14% | ** | 14% | ** | ** | ** | 12% |
| DISSATISFIED (1-4) | | 15 | 13 | 13 | ** | ** | 15 | 15 | 15 | 11 | ** | 15 | ** | ** | ** | 3 |
| | | 7% | 6% | 6% | ** | ** | 7% | 7% | 7% | 6% | ** | 7% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 47 | 47 | 45 | ** | ** | 47 | 46 | 45 | 39 | ** | 46 | ** | ** | ** | 23 |
| | | 20% | 21% | 20% | ** | ** | 20% | 21% | 22% | 22% | ** | 20% | ** | ** | ** | 17% |
| SATISFIED (7-10) | | 170 | 164 | 162 | ** | ** | 170 | 160 | 149 | 132 | ** | 167 | ** | ** | ** | 110 |
| | | 73% | 73% | 74% | ** | ** | 73% | 72% | 71% | 73% | ** | 73% | ** | ** | ** | 81% |
| Answered | | 233 | 224 | 220 | ** | ** | 233 | 221 | 209 | 182 | ** | 228 | ** | ** | ** | 136 |
| Mean score | | 7.3 | 7.3 | 7.4 | ** | ** | 7.3 | 7.3 | 7.3 | 7.3 | ** | 7.3 | ** | ** | ** | 7.6 |
| Standard deviation | | 1.76 | 1.75 | 1.75 | ** | ** | 1.76 | 1.78 | 1.78 | 1.74 | ** | 1.77 | ** | ** | ** | 1.55 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to talkRADIO in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 225 | 217 | 211 | 14 | 8 | 225 | 212 | 200 | 174 | 67 | 220 | 5 | 43 | 52 | 130 |
| Effective Weighted Sample | 188 | 182 | 178 | 10 | 6 | 188 | 177 | 167 | 147 | 56 | 183 | 5 | 34 | 45 | 109 |
| Total | 233 | 224 | 220 | 13 | 9 | 233 | 221 | 209 | 182 | 69 | 228 | 5 | 42 | 56 | 136 |
| Standard error | .12 | .12 | .12 | ** | ** | .12 | .12 | .13 | .13 | ** | .12 | ** | ** | ** | .14 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | | Total | GENDER MAN | WOMAN | AGE 16-24 | 25-34 | 35-44 | 45-54 | 55+ | SEG AB | C1 | C2 | DE | NATION ENGLAND | SCOTLAND | WALES | N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | ~c | ~d | e | a | b | ~c | d | a | ~b | ~c | ~d |
| Unweighted total | | 704 | 340 | 356 | 104 | 108 | 89 | 86 | 313 | 280 | 171 | 91 | 155 | 485 | 85 | 67 | 67 |
| Effective Weighted Sample | | 560 | 273 | 280 | 88 | 90 | 75 | 67 | 246 | 219 | 140 | 75 | 122 | 434 | 71 | 61 | 62 |
| Total | | 738 | 369 | 360 | 88 | 109 | 88 | 90 | 357 | 291 | 178 | 92 | 168 | 625 | 58 | 33 | 22 |
| 2 | (2.0) | 8 | 3 | 4 | 5 | 1 | ** | ** | 2 | 1 | 1 | ** | 3 | 8 | ** | ** | ** |
| | | 1% | 1% | 1% | 6% e | 1% | ** | ** | *% | *% | 1% | ** | 2% | 1% | ** | ** | ** |
| 3 | (3.0) | 12 | 5 | 5 | 5 | 2 | ** | ** | 4 | 4 | 2 | ** | 4 | 9 | ** | ** | ** |
| | | 2% | 1% | 2% | 6% e | 2% | ** | ** | 1% | 1% | 1% | ** | 2% | 1% | ** | ** | ** |
| 4 | (4.0) | 20 | 10 | 11 | 4 | 1 | ** | ** | 11 | 11 | 2 | ** | 6 | 17 | ** | ** | ** |
| | | 3% | 3% | 3% | 5% | 1% | ** | ** | 3% | 4% | 1% | ** | 4% | 3% | ** | ** | ** |
| 5 | (5.0) | 60 | 23 | 36 | 13 | 13 | ** | ** | 25 | 30 | 15 | ** | 9 | 49 | ** | ** | ** |
| | | 8% | 6% | 10% | 15% | 12% | ** | ** | 7% | 10% | 9% | ** | 5% | 8% | ** | ** | ** |
| 6 | (6.0) | 84 | 43 | 42 | 14 | 13 | ** | ** | 31 | 40 | 19 | ** | 13 | 68 | ** | ** | ** |
| | | 11% | 12% | 12% | 16% | 12% | ** | ** | 9% | 14% | 11% | ** | 8% | 11% | ** | ** | ** |
| 7 | (7.0) | 152 | 73 | 77 | 21 | 22 | ** | ** | 60 | 53 | 43 | ** | 37 | 133 | ** | ** | ** |
| | | 21% | 20% | 21% | 24% | 20% | ** | ** | 17% | 18% | 24% | ** | 22% | 21% | ** | ** | ** |
| 8 | (8.0) | 177 | 91 | 85 | 14 | 23 | ** | ** | 91 | 74 | 49 | ** | 28 | 148 | ** | ** | ** |
| | | 24% | 25% | 24% | 16% | 21% | ** | ** | 26% | 26% | 27% | ** | 16% | 24% | ** | ** | ** |
| 9 | (9.0) | 109 | 54 | 53 | 5 | 17 | ** | ** | 69 | 39 | 28 | ** | 32 | 93 | ** | ** | ** |
| | | 15% | 15% | 15% | 5% | 16% | ** | ** | 19% a | 13% | 16% | ** | 19% | 15% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 114 | 67 | 47 | 7 | 16 | ** | ** | 64 | 39 | 18 | ** | 36 | 100 | ** | ** | ** |
| | | 15% | 18% | 13% | 8% | 15% | ** | ** | 18% | 14% | 10% | ** | 21% | 16% | ** | ** | ** |
| DISSATISFIED (1-4) | | 41 | 17 | 21 | 15 | 4 | ** | ** | 17 | 16 | 5 | ** | 13 | 34 | ** | ** | ** |
| | | 6% | 5% | 6% | 17% be | 4% | ** | ** | 5% | 5% | 3% | ** | 8% | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 145 | 66 | 78 | 27 | 26 | ** | ** | 56 | 70 | 35 | ** | 22 | 117 | ** | ** | ** |
| | | 20% | 18% | 22% | 30% e | 24% | ** | ** | 16% | 24% | 19% | ** | 13% | 19% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | ~c | ~d | e | a | b | ~c | d | a | ~b | ~c | ~d |
| Unweighted total | 704 | 340 | 356 | 104 | 108 | 89 | 86 | 313 | 280 | 171 | 91 | 155 | 485 | 85 | 67 | 67 |
| Effective Weighted Sample | 560 | 273 | 280 | 88 | 90 | 75 | 67 | 246 | 219 | 140 | 75 | 122 | 434 | 71 | 61 | 62 |
| Total | 738 | 369 | 360 | 88 | 109 | 88 | 90 | 357 | 291 | 178 | 92 | 168 | 625 | 58 | 33 | 22 |
| SATISFIED (7-10) | 552 | 286 | 262 | 47 | 78 | ** | ** | 284 | 206 | 138 | ** | 133 | 473 | ** | ** | ** |
| | 75% | 78% | 73% | 53% | 72% | ** | ** | 80% | 71% | 78% | ** | 79% | 76% | ** | ** | ** |
| | | | | | | | | a | | | | | | | | |
| Answered | 738 | 369 | 360 | 88 | 109 | ** | ** | 357 | 291 | 178 | ** | 168 | 625 | ** | ** | ** |
| Mean score | 7.5 | 7.7 | 7.4 | 6.4 | 7.4 | ** | ** | 7.8 | 7.4 | 7.5 | ** | 7.7 | 7.5 | ** | ** | ** |
| | | | | | a | | | a | | | | | | | | |
| Standard deviation | 1.79 | 1.73 | 1.78 | 2.09 | 1.82 | ** | ** | 1.72 | 1.74 | 1.59 | ** | 1.96 | 1.79 | ** | ** | ** |
| Standard error | .07 | .09 | .09 | .21 | .18 | ** | ** | .10 | .10 | .12 | ** | .16 | .08 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 132

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | | 704 | 569 | 82 | 220 | 469 | 183 | 503 | 70 | 84 | 85 | 183 | 380 | 304 |
| Effective Weighted Sample | | 560 | 453 | 66 | 181 | 371 | 151 | 396 | 58 | 69 | 69 | 151 | 314 | 232 |
| Total | | 738 | 603 | 89 | 211 | 514 | 179 | 542 | 69 | 80 | 83 | 179 | 404 | 319 |
| 2 | (2.0) | 8 | 6 | ** | 4 | 4 | 1 | 5 | ** | ** | ** | 1 | 5 | 2 |
| | | 1% | 1% | ** | 2% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| 3 | (3.0) | 12 | 6 | ** | 7 | 5 | 4 | 8 | ** | ** | ** | 4 | 8 | 4 |
| | | 2% | 1% | ** | 3% | 1% | 2% | 1% | ** | ** | ** | 2% | 2% | 1% |
| 4 | (4.0) | 20 | 18 | ** | 6 | 14 | 4 | 16 | ** | ** | ** | 4 | 8 | 12 |
| | | 3% | 3% | ** | 3% | 3% | 2% | 3% | ** | ** | ** | 2% | 2% | 4% |
| 5 | (5.0) | 60 | 44 | ** | 23 | 33 | 19 | 36 | ** | ** | ** | 19 | 29 | 30 |
| | | 8% | 7% | ** | 11% | 6% | 11% | 7% | ** | ** | ** | 11% | 7% | 9% |
| 6 | (6.0) | 84 | 64 | ** | 23 | 59 | 21 | 61 | ** | ** | ** | 21 | 59 | 21 |
| | | 11% | 11% | ** | 11% | 12% | 12% | 11% | ** | ** | ** | 12% | 15% b | 7% |
| 7 | (7.0) | 152 | 135 | ** | 47 | 103 | 35 | 116 | ** | ** | ** | 35 | 95 | 56 |
| | | 21% | 22% | ** | 22% | 20% | 19% | 21% | ** | ** | ** | 19% | 23% | 18% |
| 8 | (8.0) | 177 | 141 | ** | 48 | 129 | 44 | 132 | ** | ** | ** | 44 | 94 | 82 |
| | | 24% | 23% | ** | 23% | 25% | 25% | 24% | ** | ** | ** | 25% | 23% | 26% |
| 9 | (9.0) | 109 | 91 | ** | 23 | 85 | 22 | 86 | ** | ** | ** | 22 | 47 | 60 |
| | | 15% | 15% | ** | 11% | 17% | 13% | 16% | ** | ** | ** | 13% | 12% | 19% |
| 10 - Extremely satisfied | (10.0) | 114 | 98 | ** | 29 | 81 | 28 | 82 | ** | ** | ** | 28 | 59 | 51 |
| | | 15% | 16% | ** | 14% | 16% | 16% | 15% | ** | ** | ** | 16% | 15% | 16% |
| DISSATISFIED (1-4) | | 41 | 30 | ** | 17 | 23 | 10 | 29 | ** | ** | ** | 10 | 21 | 18 |
| | | 6% | 5% | ** | 8% | 4% | 5% | 5% | ** | ** | ** | 5% | 5% | 6% |
| NEUTRAL (5-6) | | 145 | 108 | ** | 46 | 92 | 40 | 97 | ** | ** | ** | 40 | 88 | 51 |
| | | 20% | 18% | ** | 22% | 18% | 23% | 18% | ** | ** | ** | 23% | 22% | 16% |
| SATISFIED (7-10) | | 552 | 465 | ** | 148 | 399 | 129 | 417 | ** | ** | ** | 129 | 295 | 250 |
| | | 75% | 77% | ** | 70% | 78% | 72% | 77% | ** | ** | ** | 72% | 73% | 78% |
| Answered | | 738 | 603 | ** | 211 | 514 | 179 | 542 | ** | ** | ** | 179 | 404 | 319 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 132

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 704 | 569 | 82 | 220 | 469 | 183 | 503 | 70 | 84 | 85 | 183 | 380 | 304 |
| Effective Weighted Sample | 560 | 453 | 66 | 181 | 371 | 151 | 396 | 58 | 69 | 69 | 151 | 314 | 232 |
| Total | 738 | 603 | 89 | 211 | 514 | 179 | 542 | 69 | 80 | 83 | 179 | 404 | 319 |
| Mean score | 7.5 | 7.6 | ** | 7.2 | 7.7 a | 7.4 | 7.6 | ** | ** | ** | 7.4 | 7.4 | 7.7 |
| Standard deviation | 1.79 | 1.74 | ** | 1.91 | 1.69 | 1.82 | 1.74 | ** | ** | ** | 1.82 | 1.76 | 1.78 |
| Standard error | .07 | .07 | ** | .13 | .08 | .13 | .08 | ** | ** | ** | .13 | .09 | .10 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 132

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE ~d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE ~f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 704 | 639 | 551 | 153 | 65 | 704 | 655 | 588 | 523 | 199 | 690 | 14 | 104 | 129 | 471 |
| Effective Weighted Sample | | 560 | 517 | 446 | 123 | 50 | 560 | 520 | 466 | 425 | 164 | 548 | 13 | 79 | 101 | 380 |
| Total | | 738 | 648 | 539 | 199 | 90 | 738 | 687 | 603 | 524 | 201 | 723 | 15 | 111 | 135 | 491 |
| 2 | (2.0) | 8 | 8 | 6 | 2 | ** | 8 | 8 | 6 | 5 | 1 | 8 | ** | 2 | 1 | 6 |
| | | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% |
| 3 | (3.0) | 12 | 11 | 9 | 3 | ** | 12 | 10 | 12 | 11 | 4 | 12 | ** | 4 | 3 | 5 |
| | | 2% | 2% | 2% | 1% | ** | 2% | 1% | 2% | 2% | 2% | 2% | ** | 4% | 2% | 1% |
| 4 | (4.0) | 20 | 15 | 14 | 7 | ** | 20 | 18 | 16 | 12 | 4 | 20 | ** | 7 | 6 | 8 |
| | | 3% | 2% | 3% | 3% | ** | 3% | 3% | 3% | 2% | 2% | 3% | ** | 6% | 4% | 2% |
| 5 | (5.0) | 60 | 55 | 49 | 11 | ** | 60 | 56 | 51 | 45 | 18 | 60 | ** | 12 | 16 | 32 |
| | | 8% | 8% | 9% | 6% | ** | 8% | 8% | 8% | 9% | 9% | 8% | ** | 11% | 12% | 7% |
| 6 | (6.0) | 84 | 82 | 75 | 9 | ** | 84 | 81 | 80 | 73 | 35 | 82 | ** | 7 | 27 | 51 |
| | | 11% | 13% c | 14% c | 5% | ** | 11% | 12% | 13% | 14% | 18% | 11% | ** | 6% | 20% | 10% a |
| 7 | (7.0) | 152 | 142 | 118 | 34 | ** | 152 | 143 | 130 | 114 | 40 | 150 | ** | 18 | 26 | 108 |
| | | 21% | 22% | 22% | 17% | ** | 21% | 21% | 22% | 22% | 20% | 21% | ** | 16% | 19% | 22% |
| 8 | (8.0) | 177 | 155 | 126 | 51 | ** | 177 | 171 | 149 | 136 | 57 | 177 | ** | 24 | 35 | 118 |
| | | 24% | 24% | 23% | 26% | ** | 24% | 25% | 25% | 26% | 29% | 24% | ** | 21% | 26% | 24% |
| 9 | (9.0) | 109 | 89 | 70 | 39 | ** | 109 | 95 | 91 | 59 | 20 | 104 | ** | 20 | 12 | 77 |
| | | 15% | 14% | 13% | 20% | ** | 15% | 14% | 15% | 11% | 10% | 14% | ** | 18% | 9% | 16% |
| 10 - Extremely satisfied | (10.0) | 114 | 90 | 71 | 43 | ** | 114 | 105 | 69 | 69 | 21 | 109 | ** | 18 | 10 | 86 |
| | | 15% | 14% | 13% | 22% | ** | 15% | 15% | 11% | 13% | 10% | 15% | ** | 16% | 7% | 18% |
| DISSATISFIED (1-4) | | 41 | 35 | 29 | 11 | ** | 41 | 37 | 34 | 28 | 10 | 41 | ** | 12 | 9 | 19 |
| | | 6% | 5% | 5% | 6% | ** | 6% | 5% | 6% | 5% | 5% | 6% | ** | 11% c | 7% | 4% |
| NEUTRAL (5-6) | | 145 | 137 | 124 | 20 | ** | 145 | 137 | 130 | 118 | 53 | 143 | ** | 19 | 43 | 83 |
| | | 20% | 21% c | 23% c | 10% | ** | 20% | 20% | 22% | 22% | 27% | 20% | ** | 17% | 31% c | 17% |
| SATISFIED (7-10) | | 552 | 477 | 385 | 167 | ** | 552 | 514 | 439 | 379 | 138 | 539 | ** | 80 | 83 | 389 |
| | | 75% | 74% | 71% | 84% b | ** | 75% | 75% | 73% | 72% | 69% | 75% | ** | 72% | 62% | 79% b |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Classic FM in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 704 | 639 | 551 | 153 | 65 | 704 | 655 | 588 | 523 | 199 | 690 | 14 | 104 | 129 | 471 |
| Effective Weighted Sample | 560 | 517 | 446 | 123 | 50 | 560 | 520 | 466 | 425 | 164 | 548 | 13 | 79 | 101 | 380 |
| Total | 738 | 648 | 539 | 199 | 90 | 738 | 687 | 603 | 524 | 201 | 723 | 15 | 111 | 135 | 491 |
| Answered | 738 | 648 | 539 | 199 | ** | 738 | 687 | 603 | 524 | 201 | 723 | ** | 111 | 135 | 491 |
| Mean score | 7.5 | 7.4 | 7.4 | 7.9 ab | ** | 7.5 | 7.5 | 7.4 | 7.4 | 7.3 | 7.5 | ** | 7.4 | 7.0 | 7.7 b |
| Standard deviation | 1.79 | 1.77 | 1.77 | 1.78 | ** | 1.79 | 1.77 | 1.73 | 1.74 | 1.67 | 1.79 | ** | 2.07 | 1.68 | 1.72 |
| Standard error | .07 | .07 | .08 | .14 | ** | .07 | .07 | .07 | .08 | .12 | .07 | ** | .20 | .15 | .08 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | d | ~e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 463 | 258 | 202 | 42 | 95 | 95 | 130 | 99 | 139 | 121 | 118 | 75 | 302 | 75 | 43 | 43 |
| Effective Weighted Sample | | 369 | 205 | 162 | 36 | 75 | 79 | 102 | 77 | 115 | 96 | 96 | 55 | 276 | 74 | 41 | 41 |
| Total | | 461 | 269 | 189 | 41 | 87 | 92 | 135 | 102 | 140 | 131 | 108 | 71 | 385 | 44 | 19 | 13 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | - | ** | ** | ** | - | ** | - | - | - | ** | 1 | ** | ** | ** |
| | | *% | *% | -% | ** | ** | ** | -% | ** | -% | -% | -% | ** | *% | ** | ** | ** |
| 2 | (2.0) | 2 | 1 | 2 | ** | ** | ** | - | ** | - | 1 | 1 | ** | 2 | ** | ** | ** |
| | | *% | *% | 1% | ** | ** | ** | -% | ** | -% | 1% | 1% | ** | *% | ** | ** | ** |
| 3 | (3.0) | 4 | 1 | 3 | ** | ** | ** | 1 | ** | 3 | - | - | ** | 4 | ** | ** | ** |
| | | 1% | *% | 1% | ** | ** | ** | 1% | ** | 2% | -% | -% | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 10 | 7 | 3 | ** | ** | ** | - | ** | - | 6 | 4 | ** | 9 | ** | ** | ** |
| | | 2% | 3% | 1% | ** | ** | ** | -% | ** | -% | 4% | 3% | ** | 2% | ** | ** | ** |
| 5 | (5.0) | 39 | 21 | 17 | ** | ** | ** | 8 | ** | 12 | 12 | 7 | ** | 34 | ** | ** | ** |
| | | 9% | 8% | 9% | ** | ** | ** | 6% | ** | 9% | 9% | 6% | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 57 | 31 | 26 | ** | ** | ** | 8 | ** | 24 | 14 | 12 | ** | 43 | ** | ** | ** |
| | | 12% | 12% | 14% | ** | ** | ** | 6% | ** | 17% | 10% | 11% | ** | 11% | ** | ** | ** |
| 7 | (7.0) | 115 | 67 | 47 | ** | ** | ** | 46 | ** | 32 | 40 | 24 | ** | 97 | ** | ** | ** |
| | | 25% | 25% | 25% | ** | ** | ** | 34% | ** | 23% | 31% | 22% | ** | 25% | ** | ** | ** |
| 8 | (8.0) | 114 | 69 | 44 | ** | ** | ** | 34 | ** | 34 | 35 | 31 | ** | 94 | ** | ** | ** |
| | | 25% | 26% | 23% | ** | ** | ** | 25% | ** | 24% | 27% | 29% | ** | 24% | ** | ** | ** |
| 9 | (9.0) | 55 | 31 | 24 | ** | ** | ** | 16 | ** | 18 | 9 | 16 | ** | 46 | ** | ** | ** |
| | | 12% | 12% | 13% | ** | ** | ** | 12% | ** | 13% | 7% | 15% | ** | 12% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 64 | 40 | 24 | ** | ** | ** | 21 | ** | 17 | 14 | 13 | ** | 56 | ** | ** | ** |
| | | 14% | 15% | 13% | ** | ** | ** | 16% | ** | 12% | 11% | 12% | ** | 15% | ** | ** | ** |
| DISSATISFIED (1-4) | | 17 | 10 | 7 | ** | ** | ** | 1 | ** | 3 | 7 | 4 | ** | 15 | ** | ** | ** |
| | | 4% | 4% | 4% | ** | ** | ** | 1% | ** | 2% | 5% | 4% | ** | 4% | ** | ** | ** |
| NEUTRAL (5-6) | | 97 | 52 | 43 | ** | ** | ** | 16 | ** | 36 | 26 | 19 | ** | 77 | ** | ** | ** |
| | | 21% | 19% | 23% | ** | ** | ** | 12% | ** | 26% | 20% | 17% | ** | 20% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | d | ~e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 463 | 258 | 202 | 42 | 95 | 95 | 130 | 99 | 139 | 121 | 118 | 75 | 302 | 75 | 43 | 43 |
| Effective Weighted Sample | 369 | 205 | 162 | 36 | 75 | 79 | 102 | 77 | 115 | 96 | 96 | 55 | 276 | 74 | 41 | 41 |
| Total | 461 | 269 | 189 | 41 | 87 | 92 | 135 | 102 | 140 | 131 | 108 | 71 | 385 | 44 | 19 | 13 |
| SATISFIED (7-10) | 348 | 207 | 138 | ** | ** | ** | 118 | ** | 100 | 98 | 85 | ** | 293 | ** | ** | ** |
| | 75% | 77% | 73% | ** | ** | ** | 87% | ** | 72% | 75% | 79% | ** | 76% | ** | ** | ** |
| Answered | 461 | 269 | 189 | ** | ** | ** | 135 | ** | 140 | 131 | 108 | ** | 385 | ** | ** | ** |
| Mean score | 7.5 | 7.5 | 7.4 | ** | ** | ** | 7.8 | ** | 7.4 | 7.3 | 7.6 | ** | 7.5 | ** | ** | ** |
| Standard deviation | 1.65 | 1.63 | 1.68 | ** | ** | ** | 1.41 | ** | 1.59 | 1.58 | 1.59 | ** | 1.68 | ** | ** | ** |
| Standard error | .08 | .10 | .12 | ** | ** | ** | .12 | ** | .13 | .14 | .15 | ** | .10 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 463 | 379 | 51 | 201 | 257 | 189 | 268 | 70 | 80 | 90 | 189 | 343 | 99 |
| Effective Weighted Sample | | 369 | 302 | 38 | 167 | 198 | 157 | 206 | 57 | 69 | 76 | 157 | 280 | 74 |
| Total | | 461 | 376 | 52 | 205 | 252 | 194 | 261 | 68 | 86 | 96 | 194 | 362 | 84 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | ** | - | 1 | - | 1 | ** | ** | ** | - | - | ** |
| | | *% | -% | ** | -% | *% | -% | *% | ** | ** | ** | -% | -% | ** |
| 2 | (2.0) | 2 | 2 | ** | 2 | 1 | 2 | 1 | ** | ** | ** | 2 | 1 | ** |
| | | *% | 1% | ** | 1% | *% | 1% | *% | ** | ** | ** | 1% | *% | ** |
| 3 | (3.0) | 4 | 1 | ** | 2 | 2 | 2 | 2 | ** | ** | ** | 2 | 3 | ** |
| | | 1% | *% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | ** |
| 4 | (4.0) | 10 | 9 | ** | 3 | 7 | 3 | 7 | ** | ** | ** | 3 | 7 | ** |
| | | 2% | 2% | ** | 1% | 3% | 2% | 3% | ** | ** | ** | 2% | 2% | ** |
| 5 | (5.0) | 39 | 32 | ** | 18 | 21 | 15 | 22 | ** | ** | ** | 15 | 28 | ** |
| | | 9% | 8% | ** | 9% | 8% | 8% | 8% | ** | ** | ** | 8% | 8% | ** |
| 6 | (6.0) | 57 | 51 | ** | 32 | 24 | 31 | 25 | ** | ** | ** | 31 | 51 | ** |
| | | 12% | 14% | ** | 16% | 10% | 16% | 10% | ** | ** | ** | 16% | 14% | ** |
| 7 | (7.0) | 115 | 90 | ** | 49 | 64 | 46 | 67 | ** | ** | ** | 46 | 93 | ** |
| | | 25% | 24% | ** | 24% | 26% | 24% | 26% | ** | ** | ** | 24% | 26% | ** |
| 8 | (8.0) | 114 | 88 | ** | 44 | 69 | 42 | 71 | ** | ** | ** | 42 | 88 | ** |
| | | 25% | 23% | ** | 21% | 27% | 22% | 27% | ** | ** | ** | 22% | 24% | ** |
| 9 | (9.0) | 55 | 47 | ** | 24 | 31 | 22 | 33 | ** | ** | ** | 22 | 45 | ** |
| | | 12% | 13% | ** | 11% | 12% | 11% | 13% | ** | ** | ** | 11% | 13% | ** |
| 10 - Extremely satisfied | (10.0) | 64 | 56 | ** | 32 | 32 | 30 | 34 | ** | ** | ** | 30 | 45 | ** |
| | | 14% | 15% | ** | 16% | 13% | 16% | 13% | ** | ** | ** | 16% | 13% | ** |
| DISSATISFIED (1-4) | | 17 | 12 | ** | 7 | 10 | 7 | 10 | ** | ** | ** | 7 | 11 | ** |
| | | 4% | 3% | ** | 3% | 4% | 3% | 4% | ** | ** | ** | 3% | 3% | ** |
| NEUTRAL (5-6) | | 97 | 83 | ** | 50 | 45 | 47 | 47 | ** | ** | ** | 47 | 80 | ** |
| | | 21% | 22% | ** | 24% | 18% | 24% | 18% | ** | ** | ** | 24% | 22% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 463 | 379 | 51 | 201 | 257 | 189 | 268 | 70 | 80 | 90 | 189 | 343 | 99 |
| Effective Weighted Sample | 369 | 302 | 38 | 167 | 198 | 157 | 206 | 57 | 69 | 76 | 157 | 280 | 74 |
| Total | 461 | 376 | 52 | 205 | 252 | 194 | 261 | 68 | 86 | 96 | 194 | 362 | 84 |
| SATISFIED (7-10) | 348 | 281 | ** | 148 | 196 | 141 | 204 | ** | ** | ** | 141 | 272 | ** |
| | 75% | 75% | ** | 72% | 78% | 73% | 78% | ** | ** | ** | 73% | 75% | ** |
| Answered | 461 | 376 | ** | 205 | 252 | 194 | 261 | ** | ** | ** | 194 | 362 | ** |
| Mean score | 7.5 | 7.5 | ** | 7.5 | 7.5 | 7.5 | 7.5 | ** | ** | ** | 7.5 | 7.5 | ** |
| Standard deviation | 1.65 | 1.64 | ** | 1.70 | 1.62 | 1.70 | 1.62 | ** | ** | ** | 1.70 | 1.57 | ** |
| Standard error | .08 | .08 | ** | .12 | .10 | .12 | .10 | ** | ** | ** | .12 | .08 | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 133

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 463 | 442 | 407 | 56 | 21 | 463 | 431 | 376 | 337 | 122 | 447 | 16 | 74 | 113 | 276 |
| Effective Weighted Sample | | 369 | 357 | 328 | 43 | 17 | 369 | 343 | 302 | 274 | 97 | 356 | 13 | 53 | 92 | 224 |
| Total | | 461 | 429 | 396 | 65 | 32 | 461 | 432 | 374 | 329 | 116 | 445 | 16 | 73 | 113 | 275 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | - | ** | ** | 1 | 1 | 1 | 1 | - | 1 | ** | ** | - | - |
| | | *% | *% | -% | ** | ** | *% | *% | *% | *% | -% | *% | ** | ** | -% | -% |
| 2 | (2.0) | 2 | 1 | 1 | ** | ** | 2 | 2 | 1 | 1 | 1 | 2 | ** | ** | 1 | - |
| | | *% | *% | *% | ** | ** | *% | 1% | *% | *% | *% | 1% | ** | ** | 1% | -% |
| 3 | (3.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 3 | 4 | - | 4 | ** | ** | - | 3 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | -% | 1% | ** | ** | -% | 1% |
| 4 | (4.0) | 10 | 10 | 10 | ** | ** | 10 | 7 | 8 | 6 | 3 | 8 | ** | ** | 1 | 4 |
| | | 2% | 2% | 3% | ** | ** | 2% | 2% | 2% | 2% | 2% | 2% | ** | ** | 1% | 2% |
| 5 | (5.0) | 39 | 36 | 30 | ** | ** | 39 | 36 | 33 | 29 | 13 | 38 | ** | ** | 18 | 17 |
| | | 9% | 8% | 7% | ** | ** | 9% | 8% | 9% | 9% | 11% | 9% | ** | ** | 15% | 6% |
| | | | | | | | | | | | | | | | c | |
| 6 | (6.0) | 57 | 57 | 54 | ** | ** | 57 | 57 | 53 | 49 | 14 | 57 | ** | ** | 14 | 38 |
| | | 12% | 13% | 14% | ** | ** | 12% | 13% | 14% | 15% | 12% | 13% | ** | ** | 13% | 14% |
| 7 | (7.0) | 115 | 103 | 94 | ** | ** | 115 | 108 | 93 | 84 | 26 | 110 | ** | ** | 36 | 58 |
| | | 25% | 24% | 24% | ** | ** | 25% | 25% | 25% | 25% | 23% | 25% | ** | ** | 32% | 21% |
| 8 | (8.0) | 114 | 109 | 100 | ** | ** | 114 | 109 | 100 | 90 | 32 | 113 | ** | ** | 22 | 79 |
| | | 25% | 25% | 25% | ** | ** | 25% | 25% | 27% | 27% | 27% | 25% | ** | ** | 20% | 29% |
| 9 | (9.0) | 55 | 47 | 46 | ** | ** | 55 | 53 | 38 | 29 | 14 | 54 | ** | ** | 15 | 31 |
| | | 12% | 11% | 12% | ** | ** | 12% | 12% | 10% | 9% | 12% | 12% | ** | ** | 13% | 11% |
| 10 - Extremely satisfied | (10.0) | 64 | 62 | 57 | ** | ** | 64 | 55 | 44 | 37 | 13 | 59 | ** | ** | 7 | 45 |
| | | 14% | 14% | 14% | ** | ** | 14% | 13% | 12% | 11% | 11% | 13% | ** | ** | 6% | 16% |
| DISSATISFIED (1-4) | | 17 | 16 | 15 | ** | ** | 17 | 14 | 13 | 12 | 3 | 15 | ** | ** | 2 | 7 |
| | | 4% | 4% | 4% | ** | ** | 4% | 3% | 3% | 3% | 3% | 3% | ** | ** | 1% | 3% |
| NEUTRAL (5-6) | | 97 | 93 | 84 | ** | ** | 97 | 93 | 86 | 78 | 27 | 95 | ** | ** | 32 | 55 |
| | | 21% | 22% | 21% | ** | ** | 21% | 21% | 23% | 24% | 24% | 21% | ** | ** | 28% | 20% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Absolute Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 463 | 442 | 407 | 56 | 21 | 463 | 431 | 376 | 337 | 122 | 447 | 16 | 74 | 113 | 276 |
| Effective Weighted Sample | 369 | 357 | 328 | 43 | 17 | 369 | 343 | 302 | 274 | 97 | 356 | 13 | 53 | 92 | 224 |
| Total | 461 | 429 | 396 | 65 | 32 | 461 | 432 | 374 | 329 | 116 | 445 | 16 | 73 | 113 | 275 |
| SATISFIED (7-10) | 348 | 320 | 297 | ** | ** | 348 | 325 | 275 | 239 | 85 | 335 | ** | ** | 80 | 213 |
| | 75% | 75% | 75% | ** | ** | 75% | 75% | 74% | 73% | 73% | 75% | ** | ** | 71% | 77% |
| Answered | 461 | 429 | 396 | ** | ** | 461 | 432 | 374 | 329 | 116 | 445 | ** | ** | 113 | 275 |
| Mean score | 7.5 | 7.5 | 7.5 | ** | ** | 7.5 | 7.5 | 7.4 | 7.3 | 7.4 | 7.5 | ** | ** | 7.2 | 7.7 |
| | | | | | | | | | | | | | | | b |
| Standard deviation | 1.65 | 1.65 | 1.63 | ** | ** | 1.65 | 1.62 | 1.60 | 1.60 | 1.59 | 1.63 | ** | ** | 1.50 | 1.57 |
| Standard error | .08 | .08 | .08 | ** | ** | .08 | .08 | .08 | .09 | .14 | .08 | ** | ** | .14 | .09 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 134

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | b | c | ~d |
| Unweighted total | | 730 | 250 | 474 | 171 | 204 | 160 | 97 | 98 | 217 | 201 | 161 | 145 | 494 | 108 | 101 | 27 |
| Effective Weighted Sample | | 606 | 205 | 397 | 143 | 170 | 133 | 81 | 80 | 182 | 167 | 133 | 121 | 459 | 107 | 98 | 26 |
| Total | | 708 | 258 | 445 | 157 | 201 | 150 | 105 | 96 | 216 | 213 | 144 | 129 | 595 | 61 | 44 | 8 |
| 2 | (2.0) | 5 | 1 | 4 | 2 | 1 | 2 | ** | ** | - | 2 | 1 | 2 | 5 | - | * | ** |
| | | 1% | *% | 1% | 1% | 1% | 1% | ** | ** | -% | 1% | 1% | 1% | 1% | -% | 1% | ** |
| 3 | (3.0) | 6 | 2 | 4 | - | 2 | 3 | ** | ** | 1 | 3 | 2 | - | 5 | 1 | - | ** |
| | | 1% | 1% | 1% | -% | 1% | 2% | ** | ** | 1% | 1% | 1% | -% | 1% | 1% | -% | ** |
| 4 | (4.0) | 14 | 4 | 10 | 7 | 1 | 3 | ** | ** | 9 | 1 | 4 | 1 | 10 | 2 | 1 | ** |
| | | 2% | 1% | 2% | 5% | *% | 2% | ** | ** | 4% | *% | 3% | 1% | 2% | 4% | 3% | ** |
| 5 | (5.0) | 61 | 22 | 38 | 12 | 18 | 15 | ** | ** | 17 | 25 | 10 | 10 | 56 | 2 | 3 | ** |
| | | 9% | 9% | 8% | 8% | 9% | 10% | ** | ** | 8% | 12% | 7% | 8% | 9% | 4% | 7% | ** |
| 6 | (6.0) | 108 | 44 | 63 | 22 | 28 | 32 | ** | ** | 47 | 27 | 16 | 18 | 91 | 8 | 8 | ** |
| | | 15% | 17% | 14% | 14% | 14% | 21% | ** | ** | 22% | 13% | 11% | 14% | 15% | 13% | 19% | ** |
| 7 | (7.0) | 155 | 57 | 95 | 28 | 40 | 32 | ** | ** | 47 | 54 | 37 | 15 | 126 | 17 | 9 | ** |
| | | 22% | 22% | 21% | 18% | 20% | 21% | ** | ** | 22% | 25% d | 25% d | 12% | 21% | 28% | 20% | ** |
| 8 | (8.0) | 177 | 66 | 112 | 46 | 51 | 26 | ** | ** | 50 | 58 | 36 | 33 | 152 | 10 | 14 | ** |
| | | 25% | 25% | 25% | 29% | 25% | 17% | ** | ** | 23% | 27% | 25% | 26% | 26% | 16% | 32% | ** |
| 9 | (9.0) | 75 | 25 | 50 | 20 | 19 | 16 | ** | ** | 27 | 15 | 16 | 16 | 61 | 10 | 3 | ** |
| | | 11% | 10% | 11% | 13% | 9% | 11% | ** | ** | 13% | 7% | 11% | 12% | 10% | 17% | 7% | ** |
| 10 - Extremely satisfied | (10.0) | 107 | 37 | 70 | 19 | 41 | 21 | ** | ** | 18 | 29 | 24 | 34 | 90 | 10 | 5 | ** |
| | | 15% | 14% | 16% | 12% | 20% | 14% | ** | ** | 8% | 14% | 16% | 27% ab | 15% | 17% | 12% | ** |
| DISSATISFIED (1-4) | | 25 | 7 | 18 | 9 | 4 | 7 | ** | ** | 10 | 5 | 7 | 3 | 19 | 3 | 2 | ** |
| | | 3% | 3% | 4% | 6% | 2% | 5% | ** | ** | 5% | 3% | 5% | 2% | 3% | 5% | 4% | ** |
| NEUTRAL (5-6) | | 169 | 66 | 100 | 34 | 46 | 47 | ** | ** | 64 | 52 | 25 | 27 | 147 | 10 | 11 | ** |
| | | 24% | 26% | 23% | 22% | 23% | 32% | ** | ** | 30% | 24% | 18% | 21% | 25% | 17% | 25% | ** |
| SATISFIED (7-10) | | 514 | 185 | 327 | 113 | 151 | 96 | ** | ** | 142 | 156 | 112 | 98 | 429 | 48 | 31 | ** |
| | | 73% | 72% | 73% | 72% | 75% | 64% | ** | ** | 66% | 73% | 78% | 77% | 72% | 78% | 71% | ** |
| Answered | | 708 | 258 | 445 | 157 | 201 | 150 | ** | ** | 216 | 213 | 144 | 129 | 595 | 61 | 44 | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Prepared by Critical Research : 0203 643 9043

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**Table 134**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 730 | 250 | 474 | 171 | 204 | 160 | 97 | 98 | 217 | 201 | 161 | 145 | 494 | 108 | 101 | 27 |
| Effective Weighted Sample | 606 | 205 | 397 | 143 | 170 | 133 | 81 | 80 | 182 | 167 | 133 | 121 | 459 | 107 | 98 | 26 |
| Total | 708 | 258 | 445 | 157 | 201 | 150 | 105 | 96 | 216 | 213 | 144 | 129 | 595 | 61 | 44 | 8 |
| Mean score | 7.5 | 7.4 | 7.5 | 7.4 | 7.7 | 7.2 | ** | ** | 7.2 | 7.4 | 7.6 | 7.9 ab | 7.5 | 7.6 | 7.4 | ** |
| Standard deviation | 1.68 | 1.62 | 1.71 | 1.72 | 1.69 | 1.80 | ** | ** | 1.56 | 1.65 | 1.70 | 1.79 | 1.68 | 1.65 | 1.60 | ** |
| Standard error | .06 | .10 | .08 | .13 | .12 | .14 | ** | ** | .11 | .12 | .13 | .15 | .08 | .16 | .16 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 730 | 606 | 48 | 364 | 351 | 301 | 412 | 128 | 149 | 126 | 301 | 524 | 191 |
| Effective Weighted Sample | | 606 | 503 | 38 | 305 | 288 | 254 | 337 | 110 | 126 | 106 | 254 | 440 | 167 |
| Total | | 708 | 592 | 44 | 359 | 335 | 303 | 387 | 129 | 150 | 130 | 303 | 552 | 143 |
| 2 | (2.0) | 5 | 4 | ** | 3 | 2 | 2 | 3 | 2 | - | - | 2 | 1 | 4 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | -% | -% | 1% | *% | 3% |
| | | | | | | | | | | | | | | a |
| 3 | (3.0) | 6 | 6 | ** | 3 | 3 | 3 | 3 | 1 | 2 | - | 3 | 5 | - |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | 1% | -% | 1% | 1% | -% |
| 4 | (4.0) | 14 | 12 | ** | 7 | 6 | 6 | 8 | 4 | 2 | 1 | 6 | 11 | 2 |
| | | 2% | 2% | ** | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 2% | 2% | 2% |
| 5 | (5.0) | 61 | 47 | ** | 32 | 27 | 27 | 32 | 11 | 17 | 14 | 27 | 48 | 12 |
| | | 9% | 8% | ** | 9% | 8% | 9% | 8% | 9% | 11% | 11% | 9% | 9% | 9% |
| 6 | (6.0) | 108 | 90 | ** | 57 | 46 | 49 | 53 | 23 | 21 | 19 | 49 | 85 | 23 |
| | | 15% | 15% | ** | 16% | 14% | 16% | 14% | 17% | 14% | 15% | 16% | 15% | 16% |
| 7 | (7.0) | 155 | 131 | ** | 72 | 76 | 60 | 88 | 20 | 34 | 27 | 60 | 126 | 26 |
| | | 22% | 22% | ** | 20% | 23% | 20% | 23% | 15% | 23% | 21% | 20% | 23% | 18% |
| 8 | (8.0) | 177 | 149 | ** | 90 | 87 | 80 | 95 | 35 | 36 | 36 | 80 | 142 | 35 |
| | | 25% | 25% | ** | 25% | 26% | 26% | 25% | 27% | 24% | 28% | 26% | 26% | 24% |
| 9 | (9.0) | 75 | 62 | ** | 39 | 36 | 34 | 41 | 11 | 16 | 16 | 34 | 52 | 22 |
| | | 11% | 10% | ** | 11% | 11% | 11% | 11% | 9% | 11% | 12% | 11% | 9% | 16% |
| 10 - Extremely satisfied | (10.0) | 107 | 92 | ** | 56 | 51 | 44 | 63 | 23 | 22 | 16 | 44 | 83 | 19 |
| | | 15% | 16% | ** | 16% | 15% | 14% | 16% | 18% | 15% | 12% | 14% | 15% | 13% |
| DISSATISFIED (1-4) | | 25 | 21 | ** | 13 | 12 | 10 | 15 | 6 | 4 | 1 | 10 | 17 | 6 |
| | | 3% | 4% | ** | 4% | 4% | 3% | 4% | 5% | 3% | 1% | 3% | 3% | 4% |
| NEUTRAL (5-6) | | 169 | 137 | ** | 88 | 73 | 75 | 85 | 34 | 38 | 34 | 75 | 132 | 35 |
| | | 24% | 23% | ** | 25% | 22% | 25% | 22% | 26% | 25% | 26% | 25% | 24% | 25% |
| SATISFIED (7-10) | | 514 | 433 | ** | 258 | 249 | 218 | 287 | 89 | 108 | 95 | 218 | 403 | 102 |
| | | 73% | 73% | ** | 72% | 74% | 72% | 74% | 69% | 72% | 73% | 72% | 73% | 71% |
| Answered | | 708 | 592 | ** | 359 | 335 | 303 | 387 | 129 | 150 | 130 | 303 | 552 | 143 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 730 | 606 | 48 | 364 | 351 | 301 | 412 | 128 | 149 | 126 | 301 | 524 | 191 |
| Effective Weighted Sample | 606 | 503 | 38 | 305 | 288 | 254 | 337 | 110 | 126 | 106 | 254 | 440 | 167 |
| Total | 708 | 592 | 44 | 359 | 335 | 303 | 387 | 129 | 150 | 130 | 303 | 552 | 143 |
| Mean score | 7.5 | 7.5 | ** | 7.5 | 7.5 | 7.5 | 7.5 | 7.4 | 7.4 | 7.5 | 7.5 | 7.5 | 7.4 |
| Standard deviation | 1.68 | 1.67 | ** | 1.69 | 1.67 | 1.66 | 1.70 | 1.83 | 1.65 | 1.51 | 1.66 | 1.63 | 1.79 |
| Standard error | .06 | .07 | ** | .09 | .09 | .10 | .08 | .16 | .14 | .13 | .10 | .07 | .13 |

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Table 134

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 730 | 716 | 687 | 43 | 14 | 730 | 663 | 515 | 500 | 107 | 701 | 29 | 99 | 155 | 476 |
| Effective Weighted Sample | | 606 | 595 | 570 | 36 | 12 | 606 | 552 | 430 | 415 | 90 | 583 | 22 | 79 | 130 | 397 |
| Total | | 708 | 691 | 661 | 47 | 18 | 708 | 646 | 495 | 489 | 110 | 683 | 26 | 89 | 150 | 470 |
| 2 | (2.0) | 5 | 4 | 3 | ** | ** | 5 | 5 | 4 | 3 | * | 5 | ** | ** | 2 | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | ** | 1% | *% |
| 3 | (3.0) | 6 | 6 | 6 | ** | ** | 6 | 6 | 4 | 3 | * | 6 | ** | ** | 4 | - |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | *% | 1% | ** | ** | 3% c | -% |
| 4 | (4.0) | 14 | 14 | 13 | ** | ** | 14 | 13 | 10 | 13 | 2 | 14 | ** | ** | 2 | 9 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 3% | 2% | 2% | ** | ** | 1% | 2% |
| 5 | (5.0) | 61 | 61 | 58 | ** | ** | 61 | 54 | 43 | 45 | 14 | 56 | ** | ** | 30 | 22 |
| | | 9% | 9% | 9% | ** | ** | 9% | 8% | 9% | 9% | 13% | 8% | ** | ** | 20% c | 5% |
| 6 | (6.0) | 108 | 106 | 101 | ** | ** | 108 | 101 | 90 | 86 | 18 | 107 | ** | ** | 39 | 56 |
| | | 15% | 15% | 15% | ** | ** | 15% | 16% | 18% | 18% | 16% | 16% | ** | ** | 26% c | 12% |
| 7 | (7.0) | 155 | 150 | 148 | ** | ** | 155 | 140 | 109 | 104 | 23 | 150 | ** | ** | 38 | 92 |
| | | 22% | 22% | 22% | ** | ** | 22% | 22% | 22% | 21% | 21% | 22% | ** | ** | 25% | 19% |
| 8 | (8.0) | 177 | 174 | 167 | ** | ** | 177 | 158 | 122 | 120 | 25 | 170 | ** | ** | 19 | 141 |
| | | 25% | 25% | 25% | ** | ** | 25% | 25% | 25% | 24% | 23% | 25% | ** | ** | 13% | 30% b |
| 9 | (9.0) | 75 | 72 | 67 | ** | ** | 75 | 68 | 48 | 52 | 11 | 72 | ** | ** | 6 | 62 |
| | | 11% | 10% | 10% | ** | ** | 11% | 11% | 10% | 11% | 10% | 11% | ** | ** | 4% | 13% b |
| 10 - Extremely satisfied | (10.0) | 107 | 104 | 98 | ** | ** | 107 | 101 | 65 | 63 | 16 | 103 | ** | ** | 10 | 87 |
| | | 15% | 15% | 15% | ** | ** | 15% | 16% | 13% | 13% | 15% | 15% | ** | ** | 7% | 18% b |
| DISSATISFIED (1-4) | | 25 | 24 | 22 | ** | ** | 25 | 24 | 18 | 19 | 3 | 25 | ** | ** | 8 | 10 |
| | | 3% | 3% | 3% | ** | ** | 3% | 4% | 4% | 4% | 3% | 4% | ** | ** | 5% | 2% |
| NEUTRAL (5-6) | | 169 | 167 | 159 | ** | ** | 169 | 155 | 134 | 130 | 32 | 163 | ** | ** | 68 | 78 |
| | | 24% | 24% | 24% | ** | ** | 24% | 24% | 27% | 27% | 29% | 24% | ** | ** | 46% c | 17% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 134**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Capital radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 730 | 716 | 687 | 43 | 14 | 730 | 663 | 515 | 500 | 107 | 701 | 29 | 99 | 155 | 476 |
| Effective Weighted Sample | 606 | 595 | 570 | 36 | 12 | 606 | 552 | 430 | 415 | 90 | 583 | 22 | 79 | 130 | 397 |
| Total | 708 | 691 | 661 | 47 | 18 | 708 | 646 | 495 | 489 | 110 | 683 | 26 | 89 | 150 | 470 |
| SATISFIED (7-10) | 514 | 499 | 480 | ** | ** | 514 | 467 | 343 | 340 | 75 | 495 | ** | ** | 73 | 381 |
| | 73% | 72% | 73% | ** | ** | 73% | 72% | 69% | 69% | 68% | 73% | ** | ** | 49% | 81% b |
| Answered | 708 | 691 | 661 | ** | ** | 708 | 646 | 495 | 489 | 110 | 683 | ** | ** | 150 | 470 |
| Mean score | 7.5 | 7.5 | 7.4 | ** | ** | 7.5 | 7.5 | 7.3 | 7.4 | 7.3 | 7.5 | ** | ** | 6.5 | 7.8 b |
| Standard deviation | 1.68 | 1.67 | 1.66 | ** | ** | 1.68 | 1.70 | 1.66 | 1.66 | 1.69 | 1.68 | ** | ** | 1.62 | 1.53 |
| Standard error | .06 | .06 | .06 | ** | ** | .06 | .07 | .07 | .07 | .16 | .06 | ** | ** | .13 | .07 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 135

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | | 919 | 328 | 584 | 125 | 186 | 185 | 166 | 255 | 264 | 255 | 182 | 207 | 637 | 105 | 140 | 37 |
| Effective Weighted Sample | | 752 | 266 | 482 | 104 | 155 | 154 | 134 | 207 | 222 | 208 | 148 | 166 | 583 | 104 | 135 | 36 |
| Total | | 901 | 342 | 552 | 107 | 182 | 176 | 173 | 260 | 270 | 258 | 169 | 193 | 768 | 60 | 61 | 11 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 2 | 1 | - | 1 | * | 2 | - | 2 | 1 | * | - | 3 | - | * | ** |
| | | *% | 1% | *% | -% | 1% | *% | 1% | -% | 1% | *% | *% | -% | *% | -% | 1% | ** |
| 2 | (2.0) | 6 | 2 | 3 | 1 | 1 | - | 1 | 3 | 1 | 1 | 1 | 2 | 5 | - | * | ** |
| | | 1% | *% | 1% | 1% | 1% | -% | 1% | 1% | *% | 1% | 1% | 1% | 1% | -% | 1% | ** |
| 3 | (3.0) | 8 | 3 | 5 | 3 | 1 | 1 | 1 | 2 | 6 | - | - | 2 | 8 | - | - | ** |
| | | 1% | 1% | 1% | 3% | 1% | *% | 1% | 1% | 2% | -% | -% | 1% | 1% | -% | -% | ** |
| 4 | (4.0) | 21 | 5 | 17 | 5 | 4 | 7 | 3 | 3 | 11 | 8 | 1 | 1 | 17 | 2 | 2 | ** |
| | | 2% | 1% | 3% | 4% | 2% | 4% | 2% | 1% | 4% | 3% | 1% | *% | 2% | 3% | 3% | ** |
| 5 | (5.0) | 92 | 31 | 60 | 13 | 19 | 20 | 14 | 23 | 27 | 32 | 14 | 18 | 78 | 7 | 6 | ** |
| | | 10% | 9% | 11% | 12% | 11% | 11% | 8% | 9% | 10% | 12% | 8% | 9% | 10% | 11% | 9% | ** |
| 6 | (6.0) | 126 | 51 | 72 | 19 | 31 | 26 | 24 | 26 | 42 | 34 | 29 | 19 | 108 | 7 | 10 | ** |
| | | 14% | 15% | 13% | 18% | 17% | 15% | 14% | 10% | 16% | 13% | 17% | 10% | 14% | 12% | 16% | ** |
| 7 | (7.0) | 191 | 85 | 105 | 15 | 35 | 37 | 44 | 60 | 68 | 49 | 33 | 39 | 154 | 21 | 13 | ** |
| | | 21% | 25% | 19% | 14% | 19% | 21% | 25% | 23% | 25% | 19% | 20% | 20% | 20% | 36% a | 22% | ** |
| 8 | (8.0) | 202 | 83 | 117 | 23 | 40 | 37 | 33 | 70 | 47 | 62 | 44 | 46 | 172 | 11 | 16 | ** |
| | | 22% | 24% | 21% | 21% | 22% | 21% | 19% | 27% | 18% | 24% | 26% | 24% | 22% | 18% | 26% | ** |
| 9 | (9.0) | 112 | 33 | 80 | 14 | 19 | 20 | 20 | 38 | 31 | 34 | 22 | 25 | 101 | 4 | 7 | ** |
| | | 12% | 10% | 14% | 13% | 11% | 12% | 12% | 15% | 11% | 13% | 13% | 13% | 13% | 6% | 11% | ** |
| 10 - Extremely satisfied | (10.0) | 139 | 47 | 92 | 15 | 30 | 28 | 30 | 36 | 34 | 36 | 24 | 41 | 121 | 8 | 7 | ** |
| | | 15% | 14% | 17% | 14% | 17% | 16% | 18% | 14% | 13% | 14% | 14% | 21% | 16% | 14% | 12% | ** |
| DISSATISFIED (1-4) | | 38 | 11 | 26 | 8 | 7 | 8 | 7 | 7 | 20 | 11 | 3 | 4 | 33 | 2 | 3 | ** |
| | | 4% | 3% | 5% | 8% | 4% | 5% | 4% | 3% | 8% | 4% | 2% | 2% | 4% | 3% | 5% | ** |
| NEUTRAL (5-6) | | 218 | 82 | 132 | 32 | 50 | 46 | 38 | 49 | 69 | 66 | 43 | 37 | 186 | 14 | 15 | ** |
| | | 24% | 24% | 24% | 30% | 28% | 26% | 22% | 19% | 26% | 25% | 25% | 19% | 24% | 23% | 25% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 919 | 328 | 584 | 125 | 186 | 185 | 166 | 255 | 264 | 255 | 182 | 207 | 637 | 105 | 140 | 37 |
| Effective Weighted Sample | 752 | 266 | 482 | 104 | 155 | 154 | 134 | 207 | 222 | 208 | 148 | 166 | 583 | 104 | 135 | 36 |
| Total | 901 | 342 | 552 | 107 | 182 | 176 | 173 | 260 | 270 | 258 | 169 | 193 | 768 | 60 | 61 | 11 |
| SATISFIED (7-10) | 644 | 249 | 394 | 67 | 125 | 122 | 127 | 204 | 181 | 182 | 124 | 151 | 549 | 44 | 43 | ** |
| | 72% | 73% | 71% | 62% | 69% | 69% | 74% | 78% a | 67% | 70% | 73% | 78% | 71% | 74% | 71% | ** |
| Answered | 901 | 342 | 552 | 107 | 182 | 176 | 173 | 260 | 270 | 258 | 169 | 193 | 768 | 60 | 61 | ** |
| Mean score | 7.4 | 7.4 | 7.5 | 7.2 | 7.4 | 7.4 | 7.5 | 7.6 | 7.2 | 7.4 | 7.5 | 7.7 a | 7.5 | 7.3 | 7.3 | ** |
| Standard deviation | 1.77 | 1.68 | 1.80 | 1.92 | 1.80 | 1.75 | 1.82 | 1.63 | 1.85 | 1.76 | 1.62 | 1.74 | 1.79 | 1.56 | 1.72 | ** |
| Standard error | .06 | .09 | .07 | .17 | .13 | .13 | .14 | .10 | .11 | .11 | .12 | .12 | .07 | .15 | .15 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 135

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 919 | 768 | 93 | 377 | 523 | 325 | 573 | 139 | 136 | 150 | 325 | 615 | 278 |
| Effective Weighted Sample | | 752 | 630 | 74 | 314 | 422 | 272 | 462 | 120 | 114 | 125 | 272 | 515 | 228 |
| Total | | 901 | 758 | 81 | 375 | 506 | 330 | 549 | 141 | 141 | 160 | 330 | 661 | 218 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | ** | 3 | * | 3 | * | - | 3 | 2 | 3 | 3 | - |
| | | *% | *% | ** | 1% | *% | 1% | *% | -% | 2% | 1% | 1% | *% | -% |
| 2 | (2.0) | 6 | 5 | ** | 2 | 4 | 2 | 4 | 1 | - | 1 | 2 | 4 | 2 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 8 | 5 | ** | 4 | 4 | 3 | 5 | 2 | - | 1 | 3 | 4 | 4 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | 1% | -% | *% | 1% | 1% | 2% |
| 4 | (4.0) | 21 | 18 | ** | 8 | 12 | 8 | 12 | 4 | 5 | 3 | 8 | 17 | 4 |
| | | 2% | 2% | ** | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 2% |
| 5 | (5.0) | 92 | 71 | ** | 37 | 53 | 30 | 60 | 17 | 10 | 11 | 30 | 66 | 21 |
| | | 10% | 9% | ** | 10% | 10% | 9% | 11% | 12% | 7% | 7% | 9% | 10% | 10% |
| 6 | (6.0) | 126 | 106 | ** | 60 | 65 | 52 | 74 | 18 | 24 | 23 | 52 | 93 | 31 |
| | | 14% | 14% | ** | 16% | 13% | 16% | 14% | 13% | 17% | 14% | 16% | 14% | 14% |
| 7 | (7.0) | 191 | 170 | ** | 81 | 103 | 75 | 109 | 32 | 28 | 40 | 75 | 152 | 37 |
| | | 21% | 22% | ** | 21% | 20% | 23% | 20% | 23% | 20% | 25% | 23% | 23% | 17% |
| 8 | (8.0) | 202 | 170 | ** | 78 | 118 | 66 | 128 | 28 | 26 | 35 | 66 | 145 | 52 |
| | | 22% | 22% | ** | 21% | 23% | 20% | 23% | 20% | 18% | 22% | 20% | 22% | 24% |
| 9 | (9.0) | 112 | 95 | ** | 48 | 63 | 42 | 68 | 17 | 24 | 20 | 42 | 83 | 28 |
| | | 12% | 13% | ** | 13% | 12% | 13% | 12% | 12% | 17% | 12% | 13% | 13% | 13% |
| 10 - Extremely satisfied | (10.0) | 139 | 114 | ** | 54 | 84 | 50 | 88 | 21 | 22 | 25 | 50 | 95 | 38 |
| | | 15% | 15% | ** | 14% | 17% | 15% | 16% | 15% | 16% | 15% | 15% | 14% | 18% |
| DISSATISFIED (1-4) | | 38 | 32 | ** | 17 | 20 | 16 | 21 | 7 | 8 | 7 | 16 | 28 | 10 |
| | | 4% | 4% | ** | 5% | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 5% |
| NEUTRAL (5-6) | | 218 | 177 | ** | 98 | 118 | 82 | 134 | 35 | 34 | 34 | 82 | 159 | 52 |
| | | 24% | 23% | ** | 26% | 23% | 25% | 25% | 25% | 24% | 21% | 25% | 24% | 24% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 919 | 768 | 93 | 377 | 523 | 325 | 573 | 139 | 136 | 150 | 325 | 615 | 278 |
| Effective Weighted Sample | 752 | 630 | 74 | 314 | 422 | 272 | 462 | 120 | 114 | 125 | 272 | 515 | 228 |
| Total | 901 | 758 | 81 | 375 | 506 | 330 | 549 | 141 | 141 | 160 | 330 | 661 | 218 |
| SATISFIED (7-10) | 644 | 549 | ** | 260 | 368 | 233 | 393 | 98 | 100 | 119 | 233 | 475 | 156 |
| | 72% | 72% | ** | 69% | 73% | 71% | 72% | 70% | 71% | 75% | 71% | 72% | 71% |
| Answered | 901 | 758 | ** | 375 | 506 | 330 | 549 | 141 | 141 | 160 | 330 | 661 | 218 |
| Mean score | 7.4 | 7.4 | ** | 7.4 | 7.5 | 7.4 | 7.5 | 7.4 | 7.5 | 7.5 | 7.4 | 7.4 | 7.5 |
| Standard deviation | 1.77 | 1.75 | ** | 1.80 | 1.75 | 1.81 | 1.76 | 1.79 | 1.88 | 1.78 | 1.81 | 1.74 | 1.82 |
| Standard error | .06 | .06 | ** | .09 | .08 | .10 | .07 | .15 | .16 | .15 | .10 | .07 | .11 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 135**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 919 | 879 | 816 | 103 | 40 | 919 | 838 | 614 | 606 | 147 | 885 | 34 | 132 | 196 | 591 |
| Effective Weighted Sample | | 752 | 722 | 671 | 84 | 33 | 752 | 686 | 506 | 501 | 121 | 725 | 28 | 104 | 161 | 487 |
| Total | | 901 | 848 | 784 | 116 | 53 | 901 | 820 | 596 | 598 | 142 | 865 | 35 | 125 | 195 | 581 |
| 1 - Extremely dissatisfied | (1.0) | 3 *% | 3 *% | 3 *% | - -% | ** ** | 3 *% | 3 *% | 1 *% | 3 1% | - -% | 3 *% | ** ** | - -% | * *% | 3 *% |
| 2 | (2.0) | 6 1% | 5 1% | 5 1% | 1 1% | ** ** | 6 1% | 6 1% | 3 1% | 3 *% | * *% | 6 1% | ** ** | 3 2% | 2 1% | 2 *% |
| 3 | (3.0) | 8 1% | 8 1% | 7 1% | 1 1% | ** ** | 8 1% | 8 1% | 8 1% | 8 1% | 3 2% | 8 1% | ** ** | 2 2% | 1 *% | 5 1% |
| 4 | (4.0) | 21 2% | 20 2% | 17 2% | 4 3% | ** ** | 21 2% | 20 2% | 15 2% | 18 3% | 4 3% | 21 2% | ** ** | 6 5% | 5 3% | 10 2% |
| 5 | (5.0) | 92 10% | 83 10% | 75 10% | 16 14% | ** ** | 92 10% | 78 9% | 56 9% | 55 9% | 19 13% | 86 10% | ** ** | 25 20% c | 31 16% c | 36 6% |
| 6 | (6.0) | 126 14% | 126 15% | 113 14% | 13 11% | ** ** | 126 14% | 124 15% | 104 17% | 102 17% | 23 17% | 126 15% | ** ** | 8 7% | 35 18% a | 83 14% |
| 7 | (7.0) | 191 21% | 179 21% | 166 21% | 24 21% | ** ** | 191 21% | 169 21% | 125 21% | 115 19% | 23 16% | 181 21% | ** ** | 38 30% c | 47 24% | 106 18% |
| 8 | (8.0) | 202 22% | 189 22% | 175 22% | 27 23% | ** ** | 202 22% | 188 23% | 134 22% | 133 22% | 31 22% | 197 23% | ** ** | 20 16% | 39 20% | 143 25% |
| 9 | (9.0) | 112 12% | 103 12% | 95 12% | 17 15% | ** ** | 112 12% | 101 12% | 68 11% | 65 11% | 13 9% | 106 12% | ** ** | 7 6% | 13 7% | 92 16% ab |
| 10 - Extremely satisfied | (10.0) | 139 15% | 131 16% | 126 16% | 13 11% | ** ** | 139 15% | 123 15% | 83 14% | 97 16% | 26 18% | 131 15% | ** ** | 16 13% | 22 11% | 101 17% |
| DISSATISFIED (1-4) | | 38 4% | 37 4% | 33 4% | 5 5% | ** ** | 38 4% | 37 5% | 27 4% | 31 5% | 8 5% | 38 4% | ** ** | 11 9% c | 8 4% | 19 3% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 135**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Heart radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 919 | 879 | 816 | 103 | 40 | 919 | 838 | 614 | 606 | 147 | 885 | 34 | 132 | 196 | 591 |
| Effective Weighted Sample | 752 | 722 | 671 | 84 | 33 | 752 | 686 | 506 | 501 | 121 | 725 | 28 | 104 | 161 | 487 |
| Total | 901 | 848 | 784 | 116 | 53 | 901 | 820 | 596 | 598 | 142 | 865 | 35 | 125 | 195 | 581 |
| NEUTRAL (5-6) | 218 | 208 | 189 | 29 | ** | 218 | 202 | 159 | 156 | 42 | 212 | ** | 33 | 66 | 119 |
| | 24% | 25% | 24% | 25% | ** | 24% | 25% | 27% | 26% | 30% | 24% | ** | 26% | 34% | 21% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 644 | 603 | 563 | 82 | ** | 644 | 581 | 410 | 410 | 92 | 616 | ** | 81 | 120 | 443 |
| | 72% | 71% | 72% | 70% | ** | 72% | 71% | 69% | 69% | 65% | 71% | ** | 65% | 62% | 76% |
| | | | | | | | | | | | | | | | b |
| Answered | 901 | 848 | 784 | 116 | ** | 901 | 820 | 596 | 598 | 142 | 865 | ** | 125 | 195 | 581 |
| Mean score | 7.4 | 7.4 | 7.5 | 7.3 | ** | 7.4 | 7.4 | 7.3 | 7.4 | 7.3 | 7.4 | ** | 6.9 | 7.0 | 7.7 |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 1.77 | 1.76 | 1.77 | 1.74 | ** | 1.77 | 1.77 | 1.73 | 1.81 | 1.88 | 1.77 | ** | 1.92 | 1.70 | 1.70 |
| Standard error | .06 | .06 | .06 | .17 | ** | .06 | .06 | .07 | .07 | .15 | .06 | ** | .17 | .12 | .07 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 136

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | N |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | | 572 | 235 | 335 | 48 | 87 | 86 | 90 | 259 | 175 | 137 | 112 | 142 | 406 | 82 | 66 | 18 |
| Effective Weighted Sample | | 474 | 195 | 278 | 40 | 75 | 73 | 75 | 211 | 144 | 114 | 93 | 119 | 371 | 75 | 62 | 18 |
| Total | | 571 | 248 | 321 | 41 | 87 | 84 | 92 | 265 | 179 | 144 | 108 | 134 | 489 | 49 | 29 | 5 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | - | ** | ** | ** | ** | 1 | 1 | - | - | 1 | 2 | ** | ** | ** |
| | | *% | 1% | -% | ** | ** | ** | ** | 1% | *% | -% | -% | 1% | *% | ** | ** | ** |
| 2 | (2.0) | 6 | 4 | 2 | ** | ** | ** | ** | 1 | 3 | - | 1 | 3 | 6 | ** | ** | ** |
| | | 1% | 2% | 1% | ** | ** | ** | ** | *% | 2% | -% | 1% | 2% | 1% | ** | ** | ** |
| 3 | (3.0) | 4 | 3 | 1 | ** | ** | ** | ** | 3 | 3 | 1 | - | 1 | 3 | ** | ** | ** |
| | | 1% | 1% | *% | ** | ** | ** | ** | 1% | 1% | *% | -% | 1% | 1% | ** | ** | ** |
| 4 | (4.0) | 15 | 8 | 7 | ** | ** | ** | ** | 2 | 8 | 3 | - | 4 | 14 | ** | ** | ** |
| | | 3% | 3% | 2% | ** | ** | ** | ** | 1% | 4% | 2% | -% | 3% | 3% | ** | ** | ** |
| 5 | (5.0) | 50 | 21 | 30 | ** | ** | ** | ** | 17 | 22 | 11 | 12 | 6 | 46 | ** | ** | ** |
| | | 9% | 8% | 9% | ** | ** | ** | ** | 6% | 12% | 8% | 11% | 4% | 9% | ** | ** | ** |
| 6 | (6.0) | 75 | 30 | 45 | ** | ** | ** | ** | 40 | 26 | 24 | 7 | 17 | 63 | ** | ** | ** |
| | | 13% | 12% | 14% | ** | ** | ** | ** | 15% | 14% | 17% | 6% | 13% | 13% | ** | ** | ** |
| 7 | (7.0) | 106 | 48 | 57 | ** | ** | ** | ** | 47 | 38 | 32 | 18 | 16 | 88 | ** | ** | ** |
| | | 19% | 19% | 18% | ** | ** | ** | ** | 18% | 21% | 22% | 17% | 12% | 18% | ** | ** | ** |
| 8 | (8.0) | 155 | 60 | 93 | ** | ** | ** | ** | 74 | 43 | 37 | 40 | 35 | 130 | ** | ** | ** |
| | | 27% | 24% | 29% | ** | ** | ** | ** | 28% | 24% | 26% | 37% | 26% | 27% | ** | ** | ** |
| 9 | (9.0) | 73 | 35 | 38 | ** | ** | ** | ** | 34 | 17 | 18 | 15 | 21 | 65 | ** | ** | ** |
| | | 13% | 14% | 12% | ** | ** | ** | ** | 13% | 9% | 12% | 14% | 15% | 13% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 85 | 38 | 48 | ** | ** | ** | ** | 46 | 21 | 18 | 16 | 30 | 71 | ** | ** | ** |
| | | 15% | 15% | 15% | ** | ** | ** | ** | 17% | 11% | 13% | 14% | 22% | 14% | ** | ** | ** |
| DISSATISFIED (1-4) | | 27 | 17 | 11 | ** | ** | ** | ** | 8 | 14 | 3 | 1 | 9 | 26 | ** | ** | ** |
| | | 5% | 7% | 3% | ** | ** | ** | ** | 3% | 8% | 2% | 1% | 7% | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 125 | 50 | 75 | ** | ** | ** | ** | 57 | 48 | 35 | 18 | 23 | 109 | ** | ** | ** |
| | | 22% | 20% | 23% | ** | ** | ** | ** | 21% | 27% | 24% | 17% | 17% | 22% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 572 | 235 | 335 | 48 | 87 | 86 | 90 | 259 | 175 | 137 | 112 | 142 | 406 | 82 | 66 | 18 |
| Effective Weighted Sample | 474 | 195 | 278 | 40 | 75 | 73 | 75 | 211 | 144 | 114 | 93 | 119 | 371 | 75 | 62 | 18 |
| Total | 571 | 248 | 321 | 41 | 87 | 84 | 92 | 265 | 179 | 144 | 108 | 134 | 489 | 49 | 29 | 5 |
| SATISFIED (7-10) | 419 | 181 | 236 | ** | ** | ** | ** | 201 | 118 | 106 | 89 | 101 | 354 | ** | ** | ** |
| | 73% | 73% | 74% | ** | ** | ** | ** | 76% | 66% | 73% | 82% | 76% | 72% | ** | ** | ** |
| | | | | | | | | | | | a | | | | | |
| Answered | 571 | 248 | 321 | ** | ** | ** | ** | 265 | 179 | 144 | 108 | 134 | 489 | ** | ** | ** |
| Mean score | 7.5 | 7.4 | 7.5 | ** | ** | ** | ** | 7.7 | 7.1 | 7.5 | 7.8 | 7.7 | 7.4 | ** | ** | ** |
| | | | | | | | | | | | a | a | | | | |
| Standard deviation | 1.77 | 1.90 | 1.66 | ** | ** | ** | ** | 1.70 | 1.85 | 1.54 | 1.53 | 1.98 | 1.81 | ** | ** | ** |
| Standard error | .07 | .12 | .09 | ** | ** | ** | ** | .11 | .14 | .13 | .14 | .17 | .09 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 136

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | | 572 | 499 | 35 | 180 | 381 | 156 | 405 | 65 | 65 | 76 | 156 | 320 | 226 |
| Effective Weighted Sample | | 474 | 413 | 28 | 152 | 312 | 132 | 332 | 57 | 57 | 63 | 132 | 275 | 181 |
| Total | | 571 | 505 | 29 | 175 | 384 | 155 | 405 | 63 | 68 | 75 | 155 | 356 | 195 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | ** | - | 2 | - | 2 | ** | ** | ** | - | - | 2 |
| | | *% | *% | ** | -% | 1% | -% | 1% | ** | ** | ** | -% | -% | 1% |
| 2 | (2.0) | 6 | 6 | ** | 3 | 3 | 2 | 4 | ** | ** | ** | 2 | 2 | 4 |
| | | 1% | 1% | ** | 2% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 2% |
| 3 | (3.0) | 4 | 3 | ** | 1 | 3 | 1 | 3 | ** | ** | ** | 1 | 2 | 2 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| 4 | (4.0) | 15 | 13 | ** | 7 | 6 | 6 | 8 | ** | ** | ** | 6 | 9 | 6 |
| | | 3% | 3% | ** | 4% | 2% | 4% | 2% | ** | ** | ** | 4% | 2% | 3% |
| 5 | (5.0) | 50 | 43 | ** | 17 | 32 | 15 | 34 | ** | ** | ** | 15 | 36 | 14 |
| | | 9% | 8% | ** | 10% | 8% | 10% | 8% | ** | ** | ** | 10% | 10% | 7% |
| 6 | (6.0) | 75 | 67 | ** | 23 | 48 | 18 | 53 | ** | ** | ** | 18 | 38 | 35 |
| | | 13% | 13% | ** | 13% | 13% | 12% | 13% | ** | ** | ** | 12% | 11% | 18% |
| 7 | (7.0) | 106 | 96 | ** | 28 | 75 | 26 | 77 | ** | ** | ** | 26 | 74 | 29 |
| | | 19% | 19% | ** | 16% | 20% | 17% | 19% | ** | ** | ** | 17% | 21% | 15% |
| 8 | (8.0) | 155 | 136 | ** | 50 | 104 | 45 | 109 | ** | ** | ** | 45 | 108 | 41 |
| | | 27% | 27% | ** | 29% | 27% | 29% | 27% | ** | ** | ** | 29% | 30% | 21% |
| 9 | (9.0) | 73 | 62 | ** | 20 | 50 | 18 | 52 | ** | ** | ** | 18 | 36 | 34 |
| | | 13% | 12% | ** | 11% | 13% | 12% | 13% | ** | ** | ** | 12% | 10% | 17% |
| 10 - Extremely satisfied | (10.0) | 85 | 77 | ** | 26 | 60 | 23 | 62 | ** | ** | ** | 23 | 51 | 28 |
| | | 15% | 15% | ** | 15% | 16% | 15% | 15% | ** | ** | ** | 15% | 14% | 15% |
| DISSATISFIED (1-4) | | 27 | 24 | ** | 11 | 14 | 9 | 17 | ** | ** | ** | 9 | 13 | 14 |
| | | 5% | 5% | ** | 6% | 4% | 6% | 4% | ** | ** | ** | 6% | 4% | 7% |
| NEUTRAL (5-6) | | 125 | 110 | ** | 40 | 81 | 33 | 88 | ** | ** | ** | 33 | 74 | 49 |
| | | 22% | 22% | ** | 23% | 21% | 22% | 22% | ** | ** | ** | 22% | 21% | 25% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 572 | 499 | 35 | 180 | 381 | 156 | 405 | 65 | 65 | 76 | 156 | 320 | 226 |
| Effective Weighted Sample | 474 | 413 | 28 | 152 | 312 | 132 | 332 | 57 | 57 | 63 | 132 | 275 | 181 |
| Total | 571 | 505 | 29 | 175 | 384 | 155 | 405 | 63 | 68 | 75 | 155 | 356 | 195 |
| SATISFIED (7-10) | 419 | 371 | ** | 124 | 289 | 113 | 301 | ** | ** | ** | 113 | 269 | 132 |
| | 73% | 73% | ** | 71% | 75% | 73% | 74% | ** | ** | ** | 73% | 76% | 68% |
| Answered | 571 | 505 | ** | 175 | 384 | 155 | 405 | ** | ** | ** | 155 | 356 | 195 |
| Mean score | 7.5 | 7.5 | ** | 7.4 | 7.6 | 7.4 | 7.5 | ** | ** | ** | 7.4 | 7.5 | 7.4 |
| Standard deviation | 1.77 | 1.78 | ** | 1.83 | 1.74 | 1.80 | 1.76 | ** | ** | ** | 1.80 | 1.65 | 1.97 |
| Standard error | .07 | .08 | ** | .14 | .09 | .14 | .09 | ** | ** | ** | .14 | .09 | .13 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 136

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 572 | 537 | 477 | 95 | 35 | 572 | 534 | 412 | 367 | 101 | 556 | 16 | 93 | 121 | 358 |
| Effective Weighted Sample | | 474 | 447 | 396 | 78 | 30 | 474 | 443 | 340 | 310 | 84 | 461 | 12 | 77 | 100 | 297 |
| Total | | 571 | 524 | 470 | 102 | 47 | 571 | 533 | 410 | 363 | 102 | 555 | 16 | 91 | 125 | 356 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | - | ** | ** | 2 | 1 | 2 | 1 | - | 2 | ** | ** | 1 | 1 |
| | | *% | *% | -% | ** | ** | *% | *% | 1% | *% | -% | *% | ** | ** | 1% | *% |
| 2 | (2.0) | 6 | 4 | 3 | ** | ** | 6 | 5 | 4 | 4 | 1 | 6 | ** | ** | 2 | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | ** | 2% | 1% |
| 3 | (3.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 3 | 2 | 1 | 4 | ** | ** | - | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | *% | 1% | 1% | ** | ** | -% | *% |
| 4 | (4.0) | 15 | 15 | 14 | ** | ** | 15 | 14 | 15 | 14 | 3 | 15 | ** | ** | 7 | 5 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 4% | 4% | 3% | 3% | ** | ** | 6% | 1% |
| 5 | (5.0) | 50 | 46 | 38 | ** | ** | 50 | 45 | 36 | 32 | 8 | 47 | ** | ** | 11 | 29 |
| | | 9% | 9% | 8% | ** | ** | 9% | 8% | 9% | 9% | 8% | 8% | ** | ** | 9% | 8% |
| 6 | (6.0) | 75 | 70 | 57 | ** | ** | 75 | 72 | 57 | 48 | 14 | 74 | ** | ** | 25 | 39 |
| | | 13% | 13% | 12% | ** | ** | 13% | 14% | 14% | 13% | 13% | 13% | ** | ** | 20% | 11% |
| 7 | (7.0) | 106 | 99 | 94 | ** | ** | 106 | 99 | 77 | 67 | 20 | 104 | ** | ** | 29 | 54 |
| | | 19% | 19% | 20% | ** | ** | 19% | 19% | 19% | 18% | 20% | 19% | ** | ** | 23% | 15% |
| 8 | (8.0) | 155 | 139 | 125 | ** | ** | 155 | 147 | 117 | 98 | 34 | 149 | ** | ** | 29 | 110 |
| | | 27% | 27% | 27% | ** | ** | 27% | 28% | 29% | 27% | 33% | 27% | ** | ** | 23% | 31% |
| 9 | (9.0) | 73 | 67 | 61 | ** | ** | 73 | 66 | 49 | 44 | 12 | 72 | ** | ** | 5 | 54 |
| | | 13% | 13% | 13% | ** | ** | 13% | 12% | 12% | 12% | 12% | 13% | ** | ** | 4% | 15% b |
| 10 - Extremely satisfied | (10.0) | 85 | 80 | 74 | ** | ** | 85 | 81 | 50 | 55 | 10 | 82 | ** | ** | 16 | 60 |
| | | 15% | 15% | 16% | ** | ** | 15% | 15% | 12% | 15% | 10% | 15% | ** | ** | 13% | 17% |
| DISSATISFIED (1-4) | | 27 | 24 | 21 | ** | ** | 27 | 23 | 24 | 20 | 4 | 27 | ** | ** | 10 | 9 |
| | | 5% | 5% | 4% | ** | ** | 5% | 4% | 6% | 5% | 4% | 5% | ** | ** | 8% | 3% |
| NEUTRAL (5-6) | | 125 | 116 | 95 | ** | ** | 125 | 117 | 93 | 80 | 22 | 121 | ** | ** | 36 | 68 |
| | | 22% | 22% | 20% | ** | ** | 22% | 22% | 23% | 22% | 21% | 22% | ** | ** | 29% | 19% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Smooth Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 572 | 537 | 477 | 95 | 35 | 572 | 534 | 412 | 367 | 101 | 556 | 16 | 93 | 121 | 358 |
| Effective Weighted Sample | 474 | 447 | 396 | 78 | 30 | 474 | 443 | 340 | 310 | 84 | 461 | 12 | 77 | 100 | 297 |
| Total | 571 | 524 | 470 | 102 | 47 | 571 | 533 | 410 | 363 | 102 | 555 | 16 | 91 | 125 | 356 |
| SATISFIED (7-10) | 419 | 385 | 354 | ** | ** | 419 | 393 | 293 | 264 | 76 | 407 | ** | ** | 79 | 279 |
| | 73% | 73% | 75% | ** | ** | 73% | 74% | 72% | 73% | 74% | 73% | ** | ** | 63% | 78% |
| | | | | | | | | | | | | | | | b |
| Answered | 571 | 524 | 470 | ** | ** | 571 | 533 | 410 | 363 | 102 | 555 | ** | ** | 125 | 356 |
| Mean score | 7.5 | 7.5 | 7.6 | ** | ** | 7.5 | 7.5 | 7.4 | 7.5 | 7.4 | 7.5 | ** | ** | 7.0 | 7.7 |
| | | | | | | | | | | | | | | | b |
| Standard deviation | 1.77 | 1.73 | 1.71 | ** | ** | 1.77 | 1.72 | 1.76 | 1.77 | 1.58 | 1.77 | ** | ** | 1.81 | 1.67 |
| Standard error | .07 | .07 | .08 | ** | ** | .07 | .07 | .09 | .09 | .16 | .08 | ** | ** | .16 | .09 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 137

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | | 479 | 165 | 309 | 121 | 142 | 106 | 60 | 50 | 144 | 118 | 109 | 105 | 349 | 46 | 61 | 23 |
| Effective Weighted Sample | | 398 | 137 | 260 | 102 | 118 | 92 | 50 | 39 | 124 | 98 | 93 | 81 | 321 | 46 | 59 | 22 |
| Total | | 475 | 185 | 286 | 106 | 140 | 106 | 69 | 53 | 153 | 125 | 104 | 91 | 416 | 26 | 26 | 7 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 5 | 2 | - | 1 | 2 | ** | ** | - | - | 3 | 4 | 7 | ** | ** | ** |
| | | 1% | 3% | 1% | -% | 1% | 2% | ** | ** | -% | -% | 3% | 5% | 2% | ** | ** | ** |
| 2 | (2.0) | 2 | - | 2 | 1 | 1 | - | ** | ** | 1 | - | - | 1 | 2 | ** | ** | ** |
| | | *% | -% | 1% | 1% | 1% | -% | ** | ** | 1% | -% | -% | 1% | 1% | ** | ** | ** |
| 3 | (3.0) | 5 | 4 | 1 | 1 | 2 | - | ** | ** | 1 | 1 | 3 | - | 5 | ** | ** | ** |
| | | 1% | 2% | 1% | 1% | 2% | -% | ** | ** | 1% | 1% | 3% | -% | 1% | ** | ** | ** |
| 4 | (4.0) | 14 | 5 | 9 | 4 | 3 | 4 | ** | ** | 7 | 3 | 3 | - | 11 | ** | ** | ** |
| | | 3% | 3% | 3% | 4% | 2% | 3% | ** | ** | 5% | 2% | 3% | -% | 3% | ** | ** | ** |
| 5 | (5.0) | 40 | 16 | 23 | 10 | 9 | 11 | ** | ** | 10 | 13 | 5 | 11 | 35 | ** | ** | ** |
| | | 8% | 9% | 8% | 9% | 7% | 11% | ** | ** | 7% | 10% | 5% | 12% | 9% | ** | ** | ** |
| 6 | (6.0) | 62 | 17 | 44 | 16 | 15 | 17 | ** | ** | 20 | 16 | 16 | 9 | 55 | ** | ** | ** |
| | | 13% | 9% | 16% | 15% | 11% | 16% | ** | ** | 13% | 12% | 15% | 10% | 13% | ** | ** | ** |
| 7 | (7.0) | 88 | 40 | 46 | 20 | 21 | 13 | ** | ** | 33 | 24 | 17 | 13 | 77 | ** | ** | ** |
| | | 18% | 22% | 16% | 19% | 15% | 13% | ** | ** | 22% | 20% | 16% | 14% | 19% | ** | ** | ** |
| 8 | (8.0) | 117 | 47 | 68 | 26 | 36 | 28 | ** | ** | 41 | 36 | 26 | 13 | 99 | ** | ** | ** |
| | | 25% | 25% | 24% | 24% | 26% | 26% | ** | ** | 27% | 29% | 25% | 15% | 24% | ** | ** | ** |
| 9 | (9.0) | 70 | 23 | 47 | 17 | 23 | 17 | ** | ** | 19 | 16 | 21 | 14 | 63 | ** | ** | ** |
| | | 15% | 12% | 17% | 16% | 16% | 16% | ** | ** | 13% | 13% | 20% | 16% | 15% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 71 | 28 | 43 | 12 | 27 | 15 | ** | ** | 18 | 16 | 11 | 25 | 61 | ** | ** | ** |
| | | 15% | 15% | 15% | 12% | 19% | 14% | ** | ** | 12% | 13% | 11% | 28% ac | 15% | ** | ** | ** |
| DISSATISFIED (1-4) | | 28 | 13 | 15 | 6 | 8 | 6 | ** | ** | 10 | 4 | 9 | 5 | 25 | ** | ** | ** |
| | | 6% | 7% | 5% | 6% | 6% | 5% | ** | ** | 7% | 3% | 8% | 6% | 6% | ** | ** | ** |
| NEUTRAL (5-6) | | 102 | 33 | 67 | 26 | 25 | 28 | ** | ** | 30 | 28 | 21 | 20 | 91 | ** | ** | ** |
| | | 21% | 18% | 23% | 24% | 18% | 26% | ** | ** | 20% | 23% | 20% | 22% | 22% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 479 | 165 | 309 | 121 | 142 | 106 | 60 | 50 | 144 | 118 | 109 | 105 | 349 | 46 | 61 | 23 |
| Effective Weighted Sample | 398 | 137 | 260 | 102 | 118 | 92 | 50 | 39 | 124 | 98 | 93 | 81 | 321 | 46 | 59 | 22 |
| Total | 475 | 185 | 286 | 106 | 140 | 106 | 69 | 53 | 153 | 125 | 104 | 91 | 416 | 26 | 26 | 7 |
| SATISFIED (7-10) | 345 | 138 | 204 | 75 | 108 | 73 | ** | ** | 112 | 92 | 75 | 66 | 300 | ** | ** | ** |
| | 73% | 75% | 71% | 70% | 77% | 68% | ** | ** | 74% | 74% | 71% | 73% | 72% | ** | ** | ** |
| Answered | 475 | 185 | 286 | 106 | 140 | 106 | ** | ** | 153 | 125 | 104 | 91 | 416 | ** | ** | ** |
| Mean score | 7.5 | 7.4 | 7.5 | 7.4 | 7.7 | 7.4 | ** | ** | 7.4 | 7.5 | 7.4 | 7.6 | 7.4 | ** | ** | ** |
| Standard deviation | 1.88 | 1.98 | 1.82 | 1.75 | 1.90 | 1.91 | ** | ** | 1.71 | 1.61 | 1.98 | 2.33 | 1.90 | ** | ** | ** |
| Standard error | .09 | .15 | .10 | .16 | .16 | .19 | ** | ** | .14 | .15 | .19 | .23 | .10 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 137

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | | 479 | 393 | 32 | 258 | 212 | 220 | 247 | 111 | 94 | 89 | 220 | 339 | 129 |
| Effective Weighted Sample | | 398 | 325 | 26 | 220 | 171 | 188 | 200 | 96 | 80 | 77 | 188 | 293 | 103 |
| Total | | 475 | 391 | 30 | 256 | 210 | 221 | 243 | 108 | 89 | 97 | 221 | 373 | 94 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 4 | ** | 2 | 5 | 2 | 5 | 1 | ** | ** | 2 | 3 | 4 |
| | | 1% | 1% | ** | 1% | 2% | 1% | 2% | 1% | ** | ** | 1% | 1% | 5% |
| 2 | (2.0) | 2 | 2 | ** | 2 | - | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 |
| | | *% | 1% | ** | 1% | -% | 1% | *% | 1% | ** | ** | 1% | *% | 1% |
| 3 | (3.0) | 5 | 3 | ** | 2 | 3 | 2 | 3 | - | ** | ** | 2 | 4 | 1 |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | -% | ** | ** | 1% | 1% | 1% |
| 4 | (4.0) | 14 | 12 | ** | 9 | 5 | 8 | 6 | 5 | ** | ** | 8 | 12 | 2 |
| | | 3% | 3% | ** | 3% | 2% | 4% | 2% | 5% | ** | ** | 4% | 3% | 2% |
| 5 | (5.0) | 40 | 34 | ** | 21 | 17 | 16 | 22 | 9 | ** | ** | 16 | 24 | 14 |
| | | 8% | 9% | ** | 8% | 8% | 7% | 9% | 8% | ** | ** | 7% | 7% | 15% |
| 6 | (6.0) | 62 | 51 | ** | 39 | 23 | 33 | 28 | 12 | ** | ** | 33 | 52 | 10 |
| | | 13% | 13% | ** | 15% | 11% | 15% | 11% | 11% | ** | ** | 15% | 14% | 11% |
| 7 | (7.0) | 88 | 75 | ** | 38 | 45 | 36 | 47 | 19 | ** | ** | 36 | 72 | 13 |
| | | 18% | 19% | ** | 15% | 21% | 16% | 19% | 18% | ** | ** | 16% | 19% | 14% |
| 8 | (8.0) | 117 | 101 | ** | 61 | 56 | 50 | 66 | 26 | ** | ** | 50 | 93 | 23 |
| | | 25% | 26% | ** | 24% | 27% | 23% | 27% | 24% | ** | ** | 23% | 25% | 24% |
| 9 | (9.0) | 70 | 51 | ** | 39 | 30 | 34 | 35 | 14 | ** | ** | 34 | 55 | 14 |
| | | 15% | 13% | ** | 15% | 14% | 16% | 14% | 13% | ** | ** | 16% | 15% | 15% |
| 10 - Extremely satisfied | (10.0) | 71 | 58 | ** | 44 | 27 | 38 | 32 | 21 | ** | ** | 38 | 57 | 13 |
| | | 15% | 15% | ** | 17% | 13% | 17% | 13% | 19% | ** | ** | 17% | 15% | 14% |
| DISSATISFIED (1-4) | | 28 | 22 | ** | 15 | 13 | 14 | 14 | 7 | ** | ** | 14 | 20 | 8 |
| | | 6% | 6% | ** | 6% | 6% | 6% | 6% | 7% | ** | ** | 6% | 5% | 8% |
| NEUTRAL (5-6) | | 102 | 85 | ** | 60 | 40 | 49 | 49 | 20 | ** | ** | 49 | 76 | 24 |
| | | 21% | 22% | ** | 23% | 19% | 22% | 20% | 19% | ** | ** | 22% | 20% | 26% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | 479 | 393 | 32 | 258 | 212 | 220 | 247 | 111 | 94 | 89 | 220 | 339 | 129 |
| Effective Weighted Sample | 398 | 325 | 26 | 220 | 171 | 188 | 200 | 96 | 80 | 77 | 188 | 293 | 103 |
| Total | 475 | 391 | 30 | 256 | 210 | 221 | 243 | 108 | 89 | 97 | 221 | 373 | 94 |
| SATISFIED (7-10) | 345 | 285 | ** | 182 | 158 | 158 | 179 | 81 | ** | ** | 158 | 277 | 62 |
| | 73% | 73% | ** | 71% | 75% | 72% | 74% | 75% | ** | ** | 72% | 74% | 66% |
| Answered | 475 | 391 | ** | 256 | 210 | 221 | 243 | 108 | ** | ** | 221 | 373 | 94 |
| Mean score | 7.5 | 7.4 | ** | 7.5 | 7.4 | 7.5 | 7.4 | 7.6 | ** | ** | 7.5 | 7.5 | 7.1 |
| Standard deviation | 1.88 | 1.83 | ** | 1.89 | 1.88 | 1.89 | 1.88 | 1.91 | ** | ** | 1.89 | 1.77 | 2.23 |
| Standard error | .09 | .09 | ** | .12 | .13 | .13 | .12 | .18 | ** | ** | .13 | .10 | .20 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 137

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | b | c |
| Unweighted total | | 479 | 468 | 452 | 27 | 11 | 479 | 436 | 367 | 333 | 76 | 467 | 12 | 44 | 110 | 325 |
| Effective Weighted Sample | | 398 | 392 | 378 | 22 | 8 | 398 | 361 | 307 | 282 | 64 | 387 | 10 | 33 | 92 | 273 |
| Total | | 475 | 460 | 442 | 33 | 15 | 475 | 431 | 369 | 336 | 80 | 462 | 13 | 43 | 111 | 322 |
| 1 - Extremely dissatisfied | (1.0) | 7 | 3 | 2 | ** | ** | 7 | 7 | 6 | 2 | ** | 7 | ** | ** | 1 | 2 |
| | | 1% | 1% | *% | ** | ** | 1% | 2% | 2% | 1% | ** | 2% | ** | ** | 1% | 1% |
| 2 | (2.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | - | 1 |
| | | *% | *% | *% | ** | ** | *% | *% | 1% | 1% | ** | *% | ** | ** | -% | *% |
| 3 | (3.0) | 5 | 5 | 5 | ** | ** | 5 | 5 | 4 | 5 | ** | 5 | ** | ** | - | 4 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 2% | ** | 1% | ** | ** | -% | 1% |
| 4 | (4.0) | 14 | 14 | 14 | ** | ** | 14 | 14 | 12 | 10 | ** | 14 | ** | ** | 8 | 4 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | 3% | ** | ** | 7% c | 1% |
| 5 | (5.0) | 40 | 39 | 36 | ** | ** | 40 | 36 | 29 | 28 | ** | 39 | ** | ** | 16 | 20 |
| | | 8% | 9% | 8% | ** | ** | 8% | 8% | 8% | 8% | ** | 8% | ** | ** | 15% | 6% |
| 6 | (6.0) | 62 | 62 | 58 | ** | ** | 62 | 58 | 56 | 44 | ** | 61 | ** | ** | 23 | 37 |
| | | 13% | 13% | 13% | ** | ** | 13% | 14% | 15% | 13% | ** | 13% | ** | ** | 21% | 12% |
| 7 | (7.0) | 88 | 86 | 82 | ** | ** | 88 | 78 | 71 | 69 | ** | 87 | ** | ** | 22 | 57 |
| | | 18% | 19% | 18% | ** | ** | 18% | 18% | 19% | 21% | ** | 19% | ** | ** | 20% | 18% |
| 8 | (8.0) | 117 | 113 | 111 | ** | ** | 117 | 105 | 88 | 81 | ** | 113 | ** | ** | 20 | 86 |
| | | 25% | 25% | 25% | ** | ** | 25% | 24% | 24% | 24% | ** | 24% | ** | ** | 18% | 27% |
| 9 | (9.0) | 70 | 68 | 66 | ** | ** | 70 | 64 | 56 | 46 | ** | 69 | ** | ** | 9 | 58 |
| | | 15% | 15% | 15% | ** | ** | 15% | 15% | 15% | 14% | ** | 15% | ** | ** | 8% | 18% |
| 10 - Extremely satisfied | (10.0) | 71 | 68 | 66 | ** | ** | 71 | 62 | 46 | 47 | ** | 65 | ** | ** | 11 | 52 |
| | | 15% | 15% | 15% | ** | ** | 15% | 14% | 12% | 14% | ** | 14% | ** | ** | 10% | 16% |
| DISSATISFIED (1-4) | | 28 | 24 | 23 | ** | ** | 28 | 28 | 24 | 20 | ** | 28 | ** | ** | 9 | 12 |
| | | 6% | 5% | 5% | ** | ** | 6% | 6% | 6% | 6% | ** | 6% | ** | ** | 8% | 4% |
| NEUTRAL (5-6) | | 102 | 101 | 95 | ** | ** | 102 | 94 | 85 | 72 | ** | 100 | ** | ** | 39 | 57 |
| | | 21% | 22% | 21% | ** | ** | 21% | 22% | 23% | 22% | ** | 22% | ** | ** | 36% c | 18% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Kiss radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | b | c |
| Unweighted total | 479 | 468 | 452 | 27 | 11 | 479 | 436 | 367 | 333 | 76 | 467 | 12 | 44 | 110 | 325 |
| Effective Weighted Sample | 398 | 392 | 378 | 22 | 8 | 398 | 361 | 307 | 282 | 64 | 387 | 10 | 33 | 92 | 273 |
| Total | 475 | 460 | 442 | 33 | 15 | 475 | 431 | 369 | 336 | 80 | 462 | 13 | 43 | 111 | 322 |
| SATISFIED (7-10) | 345 | 335 | 325 | ** | ** | 345 | 309 | 261 | 243 | ** | 334 | ** | ** | 62 | 253 |
| | 73% | 73% | 73% | ** | ** | 73% | 72% | 71% | 73% | ** | 72% | ** | ** | 56% | 79% b |
| Answered | 475 | 460 | 442 | ** | ** | 475 | 431 | 369 | 336 | ** | 462 | ** | ** | 111 | 322 |
| Mean score | 7.5 | 7.5 | 7.5 | ** | ** | 7.5 | 7.4 | 7.3 | 7.4 | ** | 7.4 | ** | ** | 6.9 | 7.7 b |
| Standard deviation | 1.88 | 1.78 | 1.77 | ** | ** | 1.88 | 1.90 | 1.86 | 1.81 | ** | 1.87 | ** | ** | 1.77 | 1.71 |
| Standard error | .09 | .08 | .08 | ** | ** | .09 | .09 | .10 | .10 | ** | .09 | ** | ** | .17 | .09 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 377 | 138 | 235 | 46 | 79 | 73 | 60 | 116 | 113 | 107 | 62 | 93 | 274 | 40 | 37 | 26 |
| Effective Weighted Sample | | 307 | 114 | 191 | 39 | 67 | 61 | 50 | 91 | 97 | 86 | 51 | 71 | 249 | 40 | 36 | 25 |
| Total | | 388 | 154 | 230 | 41 | 78 | 69 | 72 | 124 | 127 | 109 | 60 | 90 | 341 | 23 | 16 | 8 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | - | ** | ** | ** | ** | 1 | - | - | ** | ** | 1 | ** | ** | ** |
| | | *% | 1% | -% | ** | ** | ** | ** | 1% | -% | -% | ** | ** | *% | ** | ** | ** |
| 2 | (2.0) | 4 | 3 | 1 | ** | ** | ** | ** | - | 3 | 1 | ** | ** | 4 | ** | ** | ** |
| | | 1% | 2% | *% | ** | ** | ** | ** | -% | 2% | 1% | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 3 | - | 3 | ** | ** | ** | ** | 1 | 1 | - | ** | ** | 3 | ** | ** | ** |
| | | 1% | -% | 1% | ** | ** | ** | ** | 1% | 1% | -% | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 8 | 3 | 5 | ** | ** | ** | ** | 1 | 4 | 4 | ** | ** | 7 | ** | ** | ** |
| | | 2% | 2% | 2% | ** | ** | ** | ** | 1% | 3% | 3% | ** | ** | 2% | ** | ** | ** |
| 5 | (5.0) | 34 | 12 | 22 | ** | ** | ** | ** | 10 | 10 | 6 | ** | ** | 31 | ** | ** | ** |
| | | 9% | 8% | 9% | ** | ** | ** | ** | 8% | 8% | 5% | ** | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 47 | 23 | 22 | ** | ** | ** | ** | 14 | 18 | 16 | ** | ** | 43 | ** | ** | ** |
| | | 12% | 15% | 10% | ** | ** | ** | ** | 11% | 14% | 15% | ** | ** | 13% | ** | ** | ** |
| 7 | (7.0) | 80 | 32 | 48 | ** | ** | ** | ** | 30 | 28 | 23 | ** | ** | 69 | ** | ** | ** |
| | | 21% | 20% | 21% | ** | ** | ** | ** | 24% | 22% | 21% | ** | ** | 20% | ** | ** | ** |
| 8 | (8.0) | 111 | 48 | 62 | ** | ** | ** | ** | 37 | 33 | 32 | ** | ** | 94 | ** | ** | ** |
| | | 29% | 31% | 27% | ** | ** | ** | ** | 29% | 26% | 29% | ** | ** | 28% | ** | ** | ** |
| 9 | (9.0) | 38 | 11 | 27 | ** | ** | ** | ** | 15 | 10 | 12 | ** | ** | 34 | ** | ** | ** |
| | | 10% | 7% | 12% | ** | ** | ** | ** | 12% | 8% | 11% | ** | ** | 10% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 62 | 22 | 41 | ** | ** | ** | ** | 15 | 18 | 16 | ** | ** | 56 | ** | ** | ** |
| | | 16% | 14% | 18% | ** | ** | ** | ** | 12% | 14% | 15% | ** | ** | 16% | ** | ** | ** |
| DISSATISFIED (1-4) | | 16 | 7 | 8 | ** | ** | ** | ** | 4 | 8 | 4 | ** | ** | 15 | ** | ** | ** |
| | | 4% | 5% | 4% | ** | ** | ** | ** | 3% | 7% | 4% | ** | ** | 4% | ** | ** | ** |
| NEUTRAL (5-6) | | 81 | 35 | 44 | ** | ** | ** | ** | 24 | 29 | 22 | ** | ** | 74 | ** | ** | ** |
| | | 21% | 22% | 19% | ** | ** | ** | ** | 20% | 23% | 20% | ** | ** | 22% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 138

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 377 | 138 | 235 | 46 | 79 | 73 | 60 | 116 | 113 | 107 | 62 | 93 | 274 | 40 | 37 | 26 |
| Effective Weighted Sample | 307 | 114 | 191 | 39 | 67 | 61 | 50 | 91 | 97 | 86 | 51 | 71 | 249 | 40 | 36 | 25 |
| Total | 388 | 154 | 230 | 41 | 78 | 69 | 72 | 124 | 127 | 109 | 60 | 90 | 341 | 23 | 16 | 8 |
| SATISFIED (7-10) | 292 | 113 | 178 | ** | ** | ** | ** | 96 | 90 | 83 | ** | ** | 252 | ** | ** | ** |
| | 75% | 73% | 77% | ** | ** | ** | ** | 77% | 71% | 76% | ** | ** | 74% | ** | ** | ** |
| Answered | 388 | 154 | 230 | ** | ** | ** | ** | 124 | 127 | 109 | ** | ** | 341 | ** | ** | ** |
| Mean score | 7.5 | 7.4 | 7.6 | ** | ** | ** | ** | 7.5 | 7.3 | 7.6 | ** | ** | 7.5 | ** | ** | ** |
| Standard deviation | 1.73 | 1.78 | 1.70 | ** | ** | ** | ** | 1.66 | 1.82 | 1.62 | ** | ** | 1.77 | ** | ** | ** |
| Standard error | .09 | .15 | .11 | ** | ** | ** | ** | .15 | .17 | .16 | ** | ** | .11 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 138

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | | 377 | 318 | 35 | 153 | 218 | 133 | 238 | 61 | 58 | 68 | 133 | 242 | 123 |
| Effective Weighted Sample | | 307 | 259 | 27 | 128 | 174 | 112 | 189 | 50 | 48 | 59 | 112 | 205 | 94 |
| Total | | 388 | 331 | 33 | 154 | 227 | 138 | 243 | 59 | 59 | 76 | 138 | 273 | 105 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | ** | - | 1 | - | 1 | ** | ** | ** | - | 1 | - |
| | | *% | *% | ** | -% | 1% | -% | 1% | ** | ** | ** | -% | 1% | -% |
| 2 | (2.0) | 4 | 4 | ** | 3 | 1 | 2 | 2 | ** | ** | ** | 2 | 2 | 2 |
| | | 1% | 1% | ** | 2% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 2% |
| 3 | (3.0) | 3 | 3 | ** | 1 | 1 | 1 | 1 | ** | ** | ** | 1 | 3 | - |
| | | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | -% |
| 4 | (4.0) | 8 | 7 | ** | 4 | 4 | 3 | 5 | ** | ** | ** | 3 | 6 | 2 |
| | | 2% | 2% | ** | 3% | 2% | 2% | 2% | ** | ** | ** | 2% | 2% | 2% |
| 5 | (5.0) | 34 | 25 | ** | 9 | 23 | 8 | 24 | ** | ** | ** | 8 | 15 | 17 |
| | | 9% | 8% | ** | 6% | 10% | 6% | 10% | ** | ** | ** | 6% | 6% | 16% a |
| 6 | (6.0) | 47 | 39 | ** | 24 | 23 | 20 | 26 | ** | ** | ** | 20 | 36 | 10 |
| | | 12% | 12% | ** | 16% | 10% | 15% | 11% | ** | ** | ** | 15% | 13% | 10% |
| 7 | (7.0) | 80 | 69 | ** | 24 | 55 | 20 | 59 | ** | ** | ** | 20 | 61 | 19 |
| | | 21% | 21% | ** | 16% | 24% | 15% | 24% | ** | ** | ** | 15% | 22% | 18% |
| 8 | (8.0) | 111 | 97 | ** | 45 | 64 | 43 | 66 | ** | ** | ** | 43 | 79 | 26 |
| | | 29% | 29% | ** | 29% | 28% | 31% | 27% | ** | ** | ** | 31% | 29% | 25% |
| 9 | (9.0) | 38 | 35 | ** | 16 | 21 | 15 | 21 | ** | ** | ** | 15 | 26 | 11 |
| | | 10% | 11% | ** | 10% | 9% | 11% | 9% | ** | ** | ** | 11% | 10% | 10% |
| 10 - Extremely satisfied | (10.0) | 62 | 51 | ** | 28 | 34 | 25 | 37 | ** | ** | ** | 25 | 45 | 18 |
| | | 16% | 15% | ** | 19% | 15% | 18% | 15% | ** | ** | ** | 18% | 16% | 17% |
| DISSATISFIED (1-4) | | 16 | 15 | ** | 8 | 8 | 6 | 9 | ** | ** | ** | 6 | 11 | 4 |
| | | 4% | 4% | ** | 5% | 3% | 4% | 4% | ** | ** | ** | 4% | 4% | 4% |
| NEUTRAL (5-6) | | 81 | 64 | ** | 33 | 45 | 28 | 50 | ** | ** | ** | 28 | 52 | 27 |
| | | 21% | 19% | ** | 22% | 20% | 21% | 21% | ** | ** | ** | 21% | 19% | 26% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 138

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 377 | 318 | 35 | 153 | 218 | 133 | 238 | 61 | 58 | 68 | 133 | 242 | 123 |
| Effective Weighted Sample | 307 | 259 | 27 | 128 | 174 | 112 | 189 | 50 | 48 | 59 | 112 | 205 | 94 |
| Total | 388 | 331 | 33 | 154 | 227 | 138 | 243 | 59 | 59 | 76 | 138 | 273 | 105 |
| SATISFIED (7-10) | 292 | 252 | ** | 113 | 174 | 103 | 183 | ** | ** | ** | 103 | 210 | 74 |
| | 75% | 76% | ** | 73% | 77% | 75% | 75% | ** | ** | ** | 75% | 77% | 70% |
| Answered | 388 | 331 | ** | 154 | 227 | 138 | 243 | ** | ** | ** | 138 | 273 | 105 |
| Mean score | 7.5 | 7.5 | ** | 7.6 | 7.5 | 7.7 | 7.4 | ** | ** | ** | 7.7 | 7.6 | 7.4 |
| Standard deviation | 1.73 | 1.74 | ** | 1.79 | 1.70 | 1.74 | 1.73 | ** | ** | ** | 1.74 | 1.69 | 1.87 |
| Standard error | .09 | .10 | ** | .15 | .12 | .15 | .11 | ** | ** | ** | .15 | .11 | .17 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 138

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD ~c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS ~d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 ~a | 5-6 ~b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 377 | 363 | 341 | 36 | 14 | 377 | 342 | 258 | 250 | 71 | 364 | 13 | 65 | 76 | 236 |
| Effective Weighted Sample | | 307 | 299 | 281 | 27 | 11 | 307 | 278 | 208 | 210 | 59 | 297 | 11 | 49 | 61 | 198 |
| Total | | 388 | 366 | 346 | 42 | 22 | 388 | 348 | 261 | 259 | 73 | 372 | 16 | 67 | 79 | 242 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | 1 |
| | | *% | *% | *% | ** | ** | *% | *% | 1% | 1% | ** | *% | ** | ** | ** | 1% |
| 2 | (2.0) | 4 | 3 | 3 | ** | ** | 4 | 4 | 1 | 3 | ** | 4 | ** | ** | ** | 4 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | *% | 1% | ** | 1% | ** | ** | ** | 2% |
| 3 | (3.0) | 3 | 3 | 3 | ** | ** | 3 | 3 | 3 | 1 | ** | 3 | ** | ** | ** | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | *% | ** | 1% | ** | ** | ** | 1% |
| 4 | (4.0) | 8 | 8 | 8 | ** | ** | 8 | 8 | 8 | 8 | ** | 8 | ** | ** | ** | 5 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 3% | 3% | ** | 2% | ** | ** | ** | 2% |
| 5 | (5.0) | 34 | 29 | 27 | ** | ** | 34 | 31 | 25 | 22 | ** | 34 | ** | ** | ** | 15 |
| | | 9% | 8% | 8% | ** | ** | 9% | 9% | 10% | 8% | ** | 9% | ** | ** | ** | 6% |
| 6 | (6.0) | 47 | 46 | 42 | ** | ** | 47 | 44 | 37 | 40 | ** | 47 | ** | ** | ** | 32 |
| | | 12% | 13% | 12% | ** | ** | 12% | 13% | 14% | 15% | ** | 13% | ** | ** | ** | 13% |
| 7 | (7.0) | 80 | 74 | 72 | ** | ** | 80 | 66 | 57 | 44 | ** | 72 | ** | ** | ** | 43 |
| | | 21% | 20% | 21% | ** | ** | 21% | 19% | 22% | 17% | ** | 19% | ** | ** | ** | 18% |
| 8 | (8.0) | 111 | 107 | 99 | ** | ** | 111 | 101 | 77 | 71 | ** | 107 | ** | ** | ** | 69 |
| | | 29% | 29% | 29% | ** | ** | 29% | 29% | 30% | 27% | ** | 29% | ** | ** | ** | 29% |
| 9 | (9.0) | 38 | 35 | 32 | ** | ** | 38 | 33 | 18 | 23 | ** | 36 | ** | ** | ** | 24 |
| | | 10% | 9% | 9% | ** | ** | 10% | 10% | 7% | 9% | ** | 10% | ** | ** | ** | 10% |
| 10 - Extremely satisfied | (10.0) | 62 | 61 | 61 | ** | ** | 62 | 58 | 35 | 47 | ** | 61 | ** | ** | ** | 47 |
| | | 16% | 17% | 18% | ** | ** | 16% | 17% | 14% | 18% | ** | 16% | ** | ** | ** | 20% |
| DISSATISFIED (1-4) | | 16 | 14 | 14 | ** | ** | 16 | 16 | 13 | 13 | ** | 16 | ** | ** | ** | 11 |
| | | 4% | 4% | 4% | ** | ** | 4% | 4% | 5% | 5% | ** | 4% | ** | ** | ** | 5% |
| NEUTRAL (5-6) | | 81 | 75 | 69 | ** | ** | 81 | 74 | 62 | 62 | ** | 81 | ** | ** | ** | 47 |
| | | 21% | 20% | 20% | ** | ** | 21% | 21% | 24% | 24% | ** | 22% | ** | ** | ** | 19% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 138**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any Magic Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 377 | 363 | 341 | 36 | 14 | 377 | 342 | 258 | 250 | 71 | 364 | 13 | 65 | 76 | 236 |
| Effective Weighted Sample | 307 | 299 | 281 | 27 | 11 | 307 | 278 | 208 | 210 | 59 | 297 | 11 | 49 | 61 | 198 |
| Total | 388 | 366 | 346 | 42 | 22 | 388 | 348 | 261 | 259 | 73 | 372 | 16 | 67 | 79 | 242 |
| SATISFIED (7-10) | 292 | 277 | 263 | ** | ** | 292 | 258 | 187 | 184 | ** | 276 | ** | ** | ** | 183 |
| | 75% | 76% | 76% | ** | ** | 75% | 74% | 72% | 71% | ** | 74% | ** | ** | ** | 76% |
| Answered | 388 | 366 | 346 | ** | ** | 388 | 348 | 261 | 259 | ** | 372 | ** | ** | ** | 242 |
| Mean score | 7.5 | 7.5 | 7.6 | ** | ** | 7.5 | 7.5 | 7.3 | 7.5 | ** | 7.5 | ** | ** | ** | 7.6 |
| Standard deviation | 1.73 | 1.71 | 1.73 | ** | ** | 1.73 | 1.77 | 1.71 | 1.82 | ** | 1.76 | ** | ** | ** | 1.82 |
| Standard error | .09 | .09 | .09 | ** | ** | .09 | .10 | .11 | .12 | ** | .09 | ** | ** | ** | .12 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 139

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 225 | 118 | 105 | 39 | 44 | 54 | 48 | 40 | 76 | 58 | 40 | 48 | 151 | 31 | 21 | 22 |
| Effective Weighted Sample | | 185 | 95 | 87 | 34 | 38 | 43 | 39 | 32 | 63 | 47 | 35 | 40 | 141 | 31 | 20 | 21 |
| Total | | 222 | 119 | 101 | 41 | 47 | 52 | 51 | 32 | 75 | 65 | 39 | 42 | 188 | 18 | 10 | 7 |
| 2 | (2.0) | 1 | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | *% | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | *% | ** | ** | ** |
| 3 | (3.0) | 7 | 5 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | | 3% | 4% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 4 | (4.0) | 12 | 6 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | | 6% | 5% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| 5 | (5.0) | 15 | 5 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | | 7% | 4% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| 6 | (6.0) | 32 | 12 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | | 14% | 10% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| 7 | (7.0) | 54 | 28 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45 | ** | ** | ** |
| | | 24% | 24% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| 8 | (8.0) | 48 | 31 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38 | ** | ** | ** |
| | | 22% | 26% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | ** |
| 9 | (9.0) | 23 | 15 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19 | ** | ** | ** |
| | | 10% | 13% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 31 | 16 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | | 14% | 13% | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| DISSATISFIED (1-4) | | 20 | 11 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |
| | | 9% | 9% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| NEUTRAL (5-6) | | 47 | 17 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40 | ** | ** | ** |
| | | 21% | 14% | 27% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| SATISFIED (7-10) | | 156 | 91 | 65 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 131 | ** | ** | ** |
| | | 70% | 76% | 65% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | ** | ** |
| Answered | | 222 | 119 | 101 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 188 | ** | ** | ** |
| Mean score | | 7.3 | 7.4 | 7.1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.3 | ** | ** | ** |
| Standard deviation | | 1.82 | 1.83 | 1.79 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.84 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 225 | 118 | 105 | 39 | 44 | 54 | 48 | 40 | 76 | 58 | 40 | 48 | 151 | 31 | 21 | 22 |
| Effective Weighted Sample | 185 | 95 | 87 | 34 | 38 | 43 | 39 | 32 | 63 | 47 | 35 | 40 | 141 | 31 | 20 | 21 |
| Total | 222 | 119 | 101 | 41 | 47 | 52 | 51 | 32 | 75 | 65 | 39 | 42 | 188 | 18 | 10 | 7 |
| Standard error | .12 | .17 | .17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .15 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 139

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 225 | 174 | 24 | 108 | 111 | 96 | 123 | 41 | 36 | 47 | 96 | 167 | 50 |
| Effective Weighted Sample | | 185 | 142 | 20 | 89 | 90 | 79 | 100 | 32 | 29 | 39 | 79 | 140 | 41 |
| Total | | 222 | 170 | 23 | 109 | 107 | 96 | 120 | 38 | 35 | 48 | 96 | 178 | 39 |
| 2 | (2.0) | 1 | - | ** | - | 1 | ** | 1 | ** | ** | ** | ** | - | ** |
| | | *% | -% | ** | -% | 1% | ** | 1% | ** | ** | ** | ** | -% | ** |
| 3 | (3.0) | 7 | 7 | ** | 3 | 4 | ** | 6 | ** | ** | ** | ** | 5 | ** |
| | | 3% | 4% | ** | 3% | 4% | ** | 5% | ** | ** | ** | ** | 3% | ** |
| 4 | (4.0) | 12 | 12 | ** | 7 | 4 | ** | 7 | ** | ** | ** | ** | 9 | ** |
| | | 6% | 7% | ** | 6% | 4% | ** | 6% | ** | ** | ** | ** | 5% | ** |
| 5 | (5.0) | 15 | 9 | ** | 8 | 6 | ** | 7 | ** | ** | ** | ** | 12 | ** |
| | | 7% | 6% | ** | 7% | 5% | ** | 6% | ** | ** | ** | ** | 7% | ** |
| 6 | (6.0) | 32 | 21 | ** | 17 | 14 | ** | 17 | ** | ** | ** | ** | 24 | ** |
| | | 14% | 12% | ** | 15% | 13% | ** | 14% | ** | ** | ** | ** | 13% | ** |
| 7 | (7.0) | 54 | 46 | ** | 21 | 33 | ** | 34 | ** | ** | ** | ** | 46 | ** |
| | | 24% | 27% | ** | 19% | 30% | ** | 28% | ** | ** | ** | ** | 26% | ** |
| 8 | (8.0) | 48 | 38 | ** | 24 | 25 | ** | 26 | ** | ** | ** | ** | 44 | ** |
| | | 22% | 22% | ** | 22% | 23% | ** | 22% | ** | ** | ** | ** | 25% | ** |
| 9 | (9.0) | 23 | 14 | ** | 12 | 10 | ** | 10 | ** | ** | ** | ** | 16 | ** |
| | | 10% | 8% | ** | 11% | 9% | ** | 8% | ** | ** | ** | ** | 9% | ** |
| 10 - Extremely satisfied | (10.0) | 31 | 24 | ** | 18 | 11 | ** | 13 | ** | ** | ** | ** | 22 | ** |
| | | 14% | 14% | ** | 17% | 11% | ** | 11% | ** | ** | ** | ** | 13% | ** |
| DISSATISFIED (1-4) | | 20 | 18 | ** | 10 | 9 | ** | 13 | ** | ** | ** | ** | 14 | ** |
| | | 9% | 11% | ** | 9% | 8% | ** | 11% | ** | ** | ** | ** | 8% | ** |
| NEUTRAL (5-6) | | 47 | 30 | ** | 24 | 20 | ** | 24 | ** | ** | ** | ** | 36 | ** |
| | | 21% | 18% | ** | 22% | 19% | ** | 20% | ** | ** | ** | ** | 20% | ** |
| SATISFIED (7-10) | | 156 | 122 | ** | 75 | 78 | ** | 83 | ** | ** | ** | ** | 128 | ** |
| | | 70% | 72% | ** | 69% | 73% | ** | 69% | ** | ** | ** | ** | 72% | ** |
| Answered | | 222 | 170 | ** | 109 | 107 | ** | 120 | ** | ** | ** | ** | 178 | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 225 | 174 | 24 | 108 | 111 | 96 | 123 | 41 | 36 | 47 | 96 | 167 | 50 |
| Effective Weighted Sample | 185 | 142 | 20 | 89 | 90 | 79 | 100 | 32 | 29 | 39 | 79 | 140 | 41 |
| Total | 222 | 170 | 23 | 109 | 107 | 96 | 120 | 38 | 35 | 48 | 96 | 178 | 39 |
| Mean score | 7.3 | 7.2 | ** | 7.4 | 7.2 | ** | 7.0 | ** | ** | ** | ** | 7.3 | ** |
| Standard deviation | 1.82 | 1.83 | ** | 1.88 | 1.73 | ** | 1.84 | ** | ** | ** | ** | 1.74 | ** |
| Standard error | .12 | .14 | ** | .18 | .16 | ** | .17 | ** | ** | ** | ** | .13 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD ~c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS ~d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 ~a | 5-6 ~b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 225 | 219 | 205 | 20 | 6 | 225 | 204 | 191 | 182 | 77 | 217 | 8 | 27 | 63 | 135 |
| Effective Weighted Sample | | 185 | 181 | 169 | 16 | 5 | 185 | 167 | 159 | 151 | 63 | 179 | 6 | 22 | 54 | 109 |
| Total | | 222 | 214 | 201 | 21 | 8 | 222 | 200 | 191 | 181 | 73 | 215 | 7 | 24 | 64 | 134 |
| 2 | (2.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | 1 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | ** | *% | ** | ** | ** | 1% |
| 3 | (3.0) | 7 | 7 | 7 | ** | ** | 7 | 6 | 5 | 6 | ** | 7 | ** | ** | ** | 3 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 3% | ** | 3% | ** | ** | ** | 3% |
| 4 | (4.0) | 12 | 12 | 12 | ** | ** | 12 | 12 | 12 | 12 | ** | 12 | ** | ** | ** | 4 |
| | | 6% | 6% | 6% | ** | ** | 6% | 6% | 6% | 7% | ** | 6% | ** | ** | ** | 3% |
| 5 | (5.0) | 15 | 15 | 12 | ** | ** | 15 | 14 | 14 | 12 | ** | 15 | ** | ** | ** | 3 |
| | | 7% | 7% | 6% | ** | ** | 7% | 7% | 7% | 7% | ** | 7% | ** | ** | ** | 2% |
| 6 | (6.0) | 32 | 32 | 29 | ** | ** | 32 | 31 | 30 | 28 | ** | 32 | ** | ** | ** | 16 |
| | | 14% | 15% | 14% | ** | ** | 14% | 15% | 16% | 15% | ** | 15% | ** | ** | ** | 12% |
| 7 | (7.0) | 54 | 49 | 47 | ** | ** | 54 | 49 | 49 | 45 | ** | 53 | ** | ** | ** | 35 |
| | | 24% | 23% | 23% | ** | ** | 24% | 24% | 26% | 25% | ** | 25% | ** | ** | ** | 26% |
| 8 | (8.0) | 48 | 47 | 43 | ** | ** | 48 | 43 | 39 | 38 | ** | 47 | ** | ** | ** | 33 |
| | | 22% | 22% | 22% | ** | ** | 22% | 21% | 21% | 21% | ** | 22% | ** | ** | ** | 25% |
| 9 | (9.0) | 23 | 23 | 22 | ** | ** | 23 | 20 | 21 | 20 | ** | 22 | ** | ** | ** | 18 |
| | | 10% | 11% | 11% | ** | ** | 10% | 10% | 11% | 11% | ** | 10% | ** | ** | ** | 13% |
| 10 - Extremely satisfied | (10.0) | 31 | 29 | 28 | ** | ** | 31 | 25 | 21 | 20 | ** | 26 | ** | ** | ** | 21 |
| | | 14% | 14% | 14% | ** | ** | 14% | 12% | 11% | 11% | ** | 12% | ** | ** | ** | 16% |
| DISSATISFIED (1-4) | | 20 | 20 | 19 | ** | ** | 20 | 19 | 18 | 19 | ** | 20 | ** | ** | ** | 9 |
| | | 9% | 9% | 10% | ** | ** | 9% | 10% | 9% | 11% | ** | 9% | ** | ** | ** | 6% |
| NEUTRAL (5-6) | | 47 | 47 | 41 | ** | ** | 47 | 45 | 43 | 40 | ** | 47 | ** | ** | ** | 19 |
| | | 21% | 22% | 21% | ** | ** | 21% | 22% | 23% | 22% | ** | 22% | ** | ** | ** | 14% |
| SATISFIED (7-10) | | 156 | 148 | 140 | ** | ** | 156 | 137 | 130 | 122 | ** | 149 | ** | ** | ** | 107 |
| | | 70% | 69% | 70% | ** | ** | 70% | 68% | 68% | 67% | ** | 69% | ** | ** | ** | 79% |
| Answered | | 222 | 214 | 201 | ** | ** | 222 | 200 | 191 | 181 | ** | 215 | ** | ** | ** | 134 |
| Mean score | | 7.3 | 7.2 | 7.3 | ** | ** | 7.3 | 7.2 | 7.1 | 7.1 | ** | 7.2 | ** | ** | ** | 7.6 |
| Standard deviation | | 1.82 | 1.84 | 1.85 | ** | ** | 1.82 | 1.81 | 1.76 | 1.82 | ** | 1.80 | ** | ** | ** | 1.70 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Virgin Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 225 | 219 | 205 | 20 | 6 | 225 | 204 | 191 | 182 | 77 | 217 | 8 | 27 | 63 | 135 |
| Effective Weighted Sample | 185 | 181 | 169 | 16 | 5 | 185 | 167 | 159 | 151 | 63 | 179 | 6 | 22 | 54 | 109 |
| Total | 222 | 214 | 201 | 21 | 8 | 222 | 200 | 191 | 181 | 73 | 215 | 7 | 24 | 64 | 134 |
| Standard error | .12 | .12 | .13 | ** | ** | .12 | .13 | .13 | .14 | ** | .12 | ** | ** | ** | .15 |

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Table 140

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 209 | 138 | 69 | 14 | 23 | 45 | 39 | 88 | 72 | 68 | 34 | 34 | 170 | 20 | 12 | 7 |
| Effective Weighted Sample | | 180 | 117 | 61 | 12 | 20 | 38 | 36 | 75 | 63 | 59 | 29 | 29 | 156 | 19 | 12 | 7 |
| Total | | 241 | 159 | 81 | 14 | 25 | 46 | 54 | 101 | 82 | 88 | 35 | 34 | 221 | 13 | 5 | 2 |
| 2 | (2.0) | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | *% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | *% | ** | ** | ** |
| 3 | (3.0) | 6 | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | | 3% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 4 | (4.0) | 6 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | | 2% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 5 | (5.0) | 16 | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 7% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| 6 | (6.0) | 28 | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** | ** | ** |
| | | 12% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 7 | (7.0) | 49 | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42 | ** | ** | ** |
| | | 20% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| 8 | (8.0) | 58 | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 55 | ** | ** | ** |
| | | 24% | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** | ** | ** |
| 9 | (9.0) | 32 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** | ** | ** |
| | | 13% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 46 | 33 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43 | ** | ** | ** |
| | | 19% | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | ** |
| DISSATISFIED (1-4) | | 13 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | | 5% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| NEUTRAL (5-6) | | 44 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38 | ** | ** | ** |
| | | 18% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| SATISFIED (7-10) | | 185 | 126 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 170 | ** | ** | ** |
| | | 77% | 79% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** | ** | ** |
| Answered | | 241 | 159 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 221 | ** | ** | ** |
| Mean score | | 7.6 | 7.7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.7 | ** | ** | ** |
| Standard deviation | | 1.78 | 1.80 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.80 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 140**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 209 | 138 | 69 | 14 | 23 | 45 | 39 | 88 | 72 | 68 | 34 | 34 | 170 | 20 | 12 | 7 |
| Effective Weighted Sample | 180 | 117 | 61 | 12 | 20 | 38 | 36 | 75 | 63 | 59 | 29 | 29 | 156 | 19 | 12 | 7 |
| Total | 241 | 159 | 81 | 14 | 25 | 46 | 54 | 101 | 82 | 88 | 35 | 34 | 221 | 13 | 5 | 2 |
| Standard error | .12 | .15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .14 | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 209 | 181 | 17 | 67 | 141 | 65 | 143 | 21 | 28 | 34 | 65 | 136 | 70 |
| Effective Weighted Sample | | 180 | 156 | 14 | 57 | 121 | 56 | 123 | 18 | 24 | 30 | 56 | 119 | 58 |
| Total | | 241 | 209 | 21 | 74 | 166 | 72 | 167 | 22 | 31 | 40 | 72 | 167 | 71 |
| 2 | (2.0) | 1 | 1 | ** | ** | 1 | ** | 1 | ** | ** | ** | ** | - | ** |
| | | *% | *% | ** | ** | *% | ** | *% | ** | ** | ** | ** | -% | ** |
| 3 | (3.0) | 6 | 6 | ** | ** | 2 | ** | 2 | ** | ** | ** | ** | 4 | ** |
| | | 3% | 3% | ** | ** | 1% | ** | 1% | ** | ** | ** | ** | 3% | ** |
| 4 | (4.0) | 6 | 6 | ** | ** | 6 | ** | 6 | ** | ** | ** | ** | 3 | ** |
| | | 2% | 3% | ** | ** | 3% | ** | 3% | ** | ** | ** | ** | 2% | ** |
| 5 | (5.0) | 16 | 14 | ** | ** | 10 | ** | 11 | ** | ** | ** | ** | 10 | ** |
| | | 7% | 7% | ** | ** | 6% | ** | 7% | ** | ** | ** | ** | 6% | ** |
| 6 | (6.0) | 28 | 26 | ** | ** | 19 | ** | 19 | ** | ** | ** | ** | 15 | ** |
| | | 12% | 12% | ** | ** | 12% | ** | 11% | ** | ** | ** | ** | 9% | ** |
| 7 | (7.0) | 49 | 41 | ** | ** | 37 | ** | 37 | ** | ** | ** | ** | 34 | ** |
| | | 20% | 20% | ** | ** | 22% | ** | 22% | ** | ** | ** | ** | 20% | ** |
| 8 | (8.0) | 58 | 45 | ** | ** | 43 | ** | 44 | ** | ** | ** | ** | 37 | ** |
| | | 24% | 21% | ** | ** | 26% | ** | 26% | ** | ** | ** | ** | 22% | ** |
| 9 | (9.0) | 32 | 27 | ** | ** | 17 | ** | 17 | ** | ** | ** | ** | 28 | ** |
| | | 13% | 13% | ** | ** | 10% | ** | 10% | ** | ** | ** | ** | 17% | ** |
| 10 - Extremely satisfied | (10.0) | 46 | 46 | ** | ** | 32 | ** | 32 | ** | ** | ** | ** | 37 | ** |
| | | 19% | 22% | ** | ** | 19% | ** | 19% | ** | ** | ** | ** | 22% | ** |
| DISSATISFIED (1-4) | | 13 | 12 | ** | ** | 8 | ** | 8 | ** | ** | ** | ** | 7 | ** |
| | | 5% | 6% | ** | ** | 5% | ** | 5% | ** | ** | ** | ** | 4% | ** |
| NEUTRAL (5-6) | | 44 | 39 | ** | ** | 29 | ** | 30 | ** | ** | ** | ** | 25 | ** |
| | | 18% | 19% | ** | ** | 18% | ** | 18% | ** | ** | ** | ** | 15% | ** |
| SATISFIED (7-10) | | 185 | 158 | ** | ** | 128 | ** | 129 | ** | ** | ** | ** | 135 | ** |
| | | 77% | 76% | ** | ** | 77% | ** | 77% | ** | ** | ** | ** | 81% | ** |
| Answered | | 241 | 209 | ** | ** | 166 | ** | 167 | ** | ** | ** | ** | 167 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 209 | 181 | 17 | 67 | 141 | 65 | 143 | 21 | 28 | 34 | 65 | 136 | 70 |
| Effective Weighted Sample | 180 | 156 | 14 | 57 | 121 | 56 | 123 | 18 | 24 | 30 | 56 | 119 | 58 |
| Total | 241 | 209 | 21 | 74 | 166 | 72 | 167 | 22 | 31 | 40 | 72 | 167 | 71 |
| Mean score | 7.6 | 7.7 | ** | ** | 7.6 | ** | 7.6 | ** | ** | ** | ** | 7.8 | ** |
| Standard deviation | 1.78 | 1.85 | ** | ** | 1.73 | ** | 1.73 | ** | ** | ** | ** | 1.76 | ** |
| Standard error | .12 | .14 | ** | ** | .15 | ** | .14 | ** | ** | ** | ** | .15 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 140**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 209 | 201 | 182 | 27 | 8 | 209 | 187 | 154 | 146 | 65 | 198 | 11 | 48 | 45 | 116 |
| Effective Weighted Sample | | 180 | 173 | 157 | 23 | 7 | 180 | 161 | 130 | 124 | 54 | 170 | 10 | 41 | 39 | 99 |
| Total | | 241 | 231 | 208 | 33 | 10 | 241 | 218 | 175 | 164 | 73 | 230 | 11 | 56 | 51 | 135 |
| 2 | (2.0) | 1 | 1 | - | ** | ** | 1 | 1 | - | - | ** | 1 | ** | ** | ** | - |
| | | *% | *% | -% | ** | ** | *% | *% | -% | -% | ** | *% | ** | ** | ** | -% |
| 3 | (3.0) | 6 | 6 | 6 | ** | ** | 6 | 6 | 6 | 6 | ** | 6 | ** | ** | ** | 1 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 4% | 4% | ** | 3% | ** | ** | ** | 1% |
| 4 | (4.0) | 6 | 6 | 6 | ** | ** | 6 | 6 | 6 | 4 | ** | 6 | ** | ** | ** | 2 |
| | | 2% | 2% | 3% | ** | ** | 2% | 3% | 3% | 2% | ** | 2% | ** | ** | ** | 2% |
| 5 | (5.0) | 16 | 15 | 13 | ** | ** | 16 | 13 | 11 | 12 | ** | 15 | ** | ** | ** | 4 |
| | | 7% | 6% | 6% | ** | ** | 7% | 6% | 6% | 7% | ** | 7% | ** | ** | ** | 3% |
| 6 | (6.0) | 28 | 23 | 19 | ** | ** | 28 | 25 | 21 | 18 | ** | 25 | ** | ** | ** | 11 |
| | | 12% | 10% | 9% | ** | ** | 12% | 11% | 12% | 11% | ** | 11% | ** | ** | ** | 8% |
| 7 | (7.0) | 49 | 48 | 44 | ** | ** | 49 | 43 | 40 | 31 | ** | 48 | ** | ** | ** | 27 |
| | | 20% | 21% | 21% | ** | ** | 20% | 20% | 23% | 19% | ** | 21% | ** | ** | ** | 20% |
| 8 | (8.0) | 58 | 56 | 51 | ** | ** | 58 | 53 | 41 | 40 | ** | 56 | ** | ** | ** | 41 |
| | | 24% | 24% | 24% | ** | ** | 24% | 24% | 24% | 25% | ** | 24% | ** | ** | ** | 30% |
| 9 | (9.0) | 32 | 32 | 29 | ** | ** | 32 | 31 | 25 | 22 | ** | 31 | ** | ** | ** | 21 |
| | | 13% | 14% | 14% | ** | ** | 13% | 14% | 14% | 13% | ** | 13% | ** | ** | ** | 16% |
| 10 - Extremely satisfied | (10.0) | 46 | 45 | 40 | ** | ** | 46 | 41 | 24 | 30 | ** | 41 | ** | ** | ** | 28 |
| | | 19% | 19% | 19% | ** | ** | 19% | 19% | 14% | 19% | ** | 18% | ** | ** | ** | 21% |
| DISSATISFIED (1-4) | | 13 | 13 | 12 | ** | ** | 13 | 13 | 12 | 10 | ** | 13 | ** | ** | ** | 3 |
| | | 5% | 6% | 6% | ** | ** | 5% | 6% | 7% | 6% | ** | 6% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 44 | 37 | 32 | ** | ** | 44 | 38 | 32 | 31 | ** | 41 | ** | ** | ** | 15 |
| | | 18% | 16% | 16% | ** | ** | 18% | 17% | 18% | 19% | ** | 18% | ** | ** | ** | 11% |
| SATISFIED (7-10) | | 185 | 181 | 164 | ** | ** | 185 | 168 | 130 | 123 | ** | 177 | ** | ** | ** | 117 |
| | | 77% | 78% | 79% | ** | ** | 77% | 77% | 75% | 75% | ** | 77% | ** | ** | ** | 87% |
| Answered | | 241 | 231 | 208 | ** | ** | 241 | 218 | 175 | 164 | ** | 230 | ** | ** | ** | 135 |
| Mean score | | 7.6 | 7.7 | 7.7 | ** | ** | 7.6 | 7.6 | 7.4 | 7.6 | ** | 7.6 | ** | ** | ** | 8.0 |
| Standard deviation | | 1.78 | 1.79 | 1.78 | ** | ** | 1.78 | 1.80 | 1.77 | 1.84 | ** | 1.78 | ** | ** | ** | 1.49 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to any LBC Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 209 | 201 | 182 | 27 | 8 | 209 | 187 | 154 | 146 | 65 | 198 | 11 | 48 | 45 | 116 |
| Effective Weighted Sample | 180 | 173 | 157 | 23 | 7 | 180 | 161 | 130 | 124 | 54 | 170 | 10 | 41 | 39 | 99 |
| Total | 241 | 231 | 208 | 33 | 10 | 241 | 218 | 175 | 164 | 73 | 230 | 11 | 56 | 51 | 135 |
| Standard error | .12 | .13 | .13 | ** | ** | .12 | .13 | .14 | .15 | ** | .13 | ** | ** | ** | .14 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | | 81 | 49 | 31 | 9 | 15 | 16 | 11 | 30 | 42 | 16 | 8 | 12 | 64 | 5 | 6 | 6 |
| Effective Weighted Sample | | 69 | 41 | 28 | 8 | 14 | 14 | 9 | 25 | 36 | 14 | 7 | 10 | 59 | 5 | 5 | 6 |
| Total | | 88 | 54 | 33 | 9 | 17 | 16 | 12 | 34 | 48 | 17 | 9 | 12 | 80 | 3 | 3 | 2 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 81 | 49 | 31 | 9 | 15 | 16 | 11 | 30 | 42 | 16 | 8 | 12 | 64 | 5 | 6 | 6 |
| Effective Weighted Sample | 69 | 41 | 28 | 8 | 14 | 14 | 9 | 25 | 36 | 14 | 7 | 10 | 59 | 5 | 5 | 6 |
| Total | 88 | 54 | 33 | 9 | 17 | 16 | 12 | 34 | 48 | 17 | 9 | 12 | 80 | 3 | 3 | 2 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | | 81 | 58 | 14 | 34 | 45 | 27 | 51 | 8 | 15 | 14 | 27 | 51 | 26 |
| Effective Weighted Sample | | 69 | 49 | 12 | 29 | 38 | 23 | 43 | 7 | 14 | 12 | 23 | 45 | 21 |
| Total | | 88 | 62 | 17 | 37 | 49 | 29 | 56 | 8 | 18 | 15 | 29 | 61 | 25 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 81 | 58 | 14 | 34 | 45 | 27 | 51 | 8 | 15 | 14 | 27 | 51 | 26 |
| Effective Weighted Sample | 69 | 49 | 12 | 29 | 38 | 23 | 43 | 7 | 14 | 12 | 23 | 45 | 21 |
| Total | 88 | 62 | 17 | 37 | 49 | 29 | 56 | 8 | 18 | 15 | 29 | 61 | 25 |
| Mean score | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | | Total | VOD USERS ANY ~a | SVOD ~b | NOT SVOD ~c | NONE ~d | TOTAL ~e | BBC CONTENT IN LAST 3 MONTHS TV ~a | RADIO ~b | APPS/ SITES ~c | SOUNDS ~d | ANY ~e | NONE ~f | BBC FAVOURABILITY 1-4 ~a | 5-6 ~b | 7-10 ~c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 81 | 78 | 72 | 9 | 3 | 81 | 75 | 77 | 71 | 32 | 78 | 3 | 11 | 18 | 52 |
| Effective Weighted Sample | | 69 | 67 | 61 | 7 | 2 | 69 | 64 | 66 | 60 | 29 | 66 | 2 | 9 | 15 | 45 |
| Total | | 88 | 85 | 79 | 9 | 3 | 88 | 82 | 84 | 78 | 39 | 85 | 3 | 12 | 18 | 58 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)**

Base : Those who have listened to Times Radio in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 81 | 78 | 72 | 9 | 3 | 81 | 75 | 77 | 71 | 32 | 78 | 3 | 11 | 18 | 52 |
| Effective Weighted Sample | 69 | 67 | 61 | 7 | 2 | 69 | 64 | 66 | 60 | 29 | 66 | 2 | 9 | 15 | 45 |
| Total | 88 | 85 | 79 | 9 | 3 | 88 | 82 | 84 | 78 | 39 | 85 | 3 | 12 | 18 | 58 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 142

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | b | c | d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 726 | 394 | 328 | 63 | 106 | 134 | 128 | 295 | 305 | 229 | 107 | 80 | 490 | 97 | 83 | 56 |
| Effective Weighted Sample | | 592 | 321 | 268 | 54 | 91 | 111 | 101 | 236 | 253 | 186 | 89 | 61 | 451 | 92 | 77 | 54 |
| Total | | 736 | 414 | 318 | 62 | 114 | 130 | 136 | 295 | 306 | 248 | 103 | 75 | 620 | 60 | 39 | 18 |
| 1 - Extremely dissatisfied | (1.0) | 5 | 4 | 1 | ** | 1 | * | 1 | 1 | 1 | 2 | * | ** | 5 | ** | ** | ** |
| | | 1% | 1% | *% | ** | 1% | *% | 1% | *% | *% | 1% | *% | ** | 1% | ** | ** | ** |
| 2 | (2.0) | 4 | 3 | 1 | ** | - | 1 | 1 | - | - | 2 | - | ** | 4 | ** | ** | ** |
| | | *% | 1% | *% | ** | -% | 1% | 1% | -% | -% | 1% | -% | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 11 | 5 | 6 | ** | 2 | 3 | - | 3 | 2 | 4 | 2 | ** | 9 | ** | ** | ** |
| | | 1% | 1% | 2% | ** | 2% | 3% | -% | 1% | 1% | 2% | 2% | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 15 | 5 | 8 | ** | 4 | - | - | 2 | 3 | 5 | 5 | ** | 11 | ** | ** | ** |
| | | 2% | 1% | 3% | ** | 4% | -% | -% | 1% | 1% | 2% | 5% | ** | 2% | ** | ** | ** |
| 5 | (5.0) | 47 | 24 | 23 | ** | 5 | 10 | 4 | 18 | 18 | 15 | 9 | ** | 40 | ** | ** | ** |
| | | 6% | 6% | 7% | ** | 4% | 8% | 3% | 6% | 6% | 6% | 9% | ** | 6% | ** | ** | ** |
| 6 | (6.0) | 67 | 38 | 28 | ** | 10 | 14 | 11 | 23 | 30 | 24 | 9 | ** | 55 | ** | ** | ** |
| | | 9% | 9% | 9% | ** | 9% | 11% | 8% | 8% | 10% | 10% | 8% | ** | 9% | ** | ** | ** |
| 7 | (7.0) | 123 | 75 | 48 | ** | 19 | 32 | 22 | 45 | 46 | 50 | 16 | ** | 100 | ** | ** | ** |
| | | 17% | 18% | 15% | ** | 16% | 24% | 16% | 15% | 15% | 20% | 15% | ** | 16% | ** | ** | ** |
| 8 | (8.0) | 199 | 117 | 82 | ** | 35 | 25 | 45 | 83 | 84 | 64 | 24 | ** | 170 | ** | ** | ** |
| | | 27% | 28% | 26% | ** | 30% | 19% | 33% | 28% | 28% | 26% | 23% | ** | 27% | ** | ** | ** |
| 9 | (9.0) | 119 | 58 | 62 | ** | 20 | 18 | 23 | 54 | 61 | 38 | 13 | ** | 102 | ** | ** | ** |
| | | 16% | 14% | 19% | ** | 17% | 14% | 17% | 18% | 20% | 15% | 12% | ** | 16% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 147 | 85 | 60 | ** | 19 | 26 | 28 | 67 | 60 | 42 | 25 | ** | 125 | ** | ** | ** |
| | | 20% | 20% | 19% | ** | 16% | 20% | 21% | 23% | 20% | 17% | 25% | ** | 20% | ** | ** | ** |
| DISSATISFIED (1-4) | | 34 | 17 | 16 | ** | 8 | 5 | 2 | 6 | 6 | 15 | 8 | ** | 28 | ** | ** | ** |
| | | 5% | 4% | 5% | ** | 7% | 4% | 1% | 2% | 2% | 6% | 8% | ** | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 114 | 62 | 50 | ** | 15 | 25 | 16 | 41 | 49 | 39 | 18 | ** | 95 | ** | ** | ** |
| | | 16% | 15% | 16% | ** | 13% | 19% | 11% | 14% | 16% | 16% | 17% | ** | 15% | ** | ** | ** |
| SATISFIED (7-10) | | 588 | 334 | 252 | ** | 92 | 100 | 119 | 248 | 251 | 194 | 78 | ** | 496 | ** | ** | ** |
| | | 80% | 81% | 79% | ** | 81% | 77% | 87% | 84% | 82% | 78% | 75% | ** | 80% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 726 | 394 | 328 | 63 | 106 | 134 | 128 | 295 | 305 | 229 | 107 | 80 | 490 | 97 | 83 | 56 |
| Effective Weighted Sample | 592 | 321 | 268 | 54 | 91 | 111 | 101 | 236 | 253 | 186 | 89 | 61 | 451 | 92 | 77 | 54 |
| Total | 736 | 414 | 318 | 62 | 114 | 130 | 136 | 295 | 306 | 248 | 103 | 75 | 620 | 60 | 39 | 18 |
| Answered | 736 | 414 | 318 | ** | 114 | 130 | 136 | 295 | 306 | 248 | 103 | ** | 620 | ** | ** | ** |
| Mean score | 7.8 | 7.8 | 7.8 | ** | 7.7 | 7.6 | 8.1 | 8.0 | 8.0 | 7.6 | 7.7 | ** | 7.8 | ** | ** | ** |
| Standard deviation | 1.80 | 1.80 | 1.79 | ** | 1.82 | 1.85 | 1.53 | 1.61 | 1.62 | 1.86 | 1.97 | ** | 1.80 | ** | ** | ** |
| Standard error | .07 | .09 | .10 | ** | .18 | .16 | .14 | .09 | .09 | .12 | .19 | ** | .08 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 142

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | | 726 | 580 | 108 | 246 | 467 | 225 | 488 | 97 | 100 | 100 | 225 | 452 | 249 |
| Effective Weighted Sample | | 592 | 475 | 85 | 202 | 379 | 185 | 396 | 81 | 82 | 82 | 185 | 379 | 196 |
| Total | | 736 | 596 | 102 | 247 | 477 | 230 | 493 | 94 | 100 | 107 | 230 | 496 | 222 |
| 1 - Extremely dissatisfied | (1.0) | 5 | 5 | * | 1 | 4 | 1 | 4 | ** | 1 | - | 1 | 4 | 1 |
| | | 1% | 1% | *% | 1% | 1% | 1% | 1% | ** | 1% | -% | 1% | 1% | *% |
| 2 | (2.0) | 4 | 4 | - | 1 | 2 | 1 | 2 | ** | 1 | - | 1 | 4 | - |
| | | *% | 1% | -% | 1% | *% | 1% | *% | ** | 1% | -% | 1% | 1% | -% |
| 3 | (3.0) | 11 | 9 | - | 5 | 5 | 3 | 6 | ** | - | - | 3 | 6 | 5 |
| | | 1% | 1% | -% | 2% | 1% | 1% | 1% | ** | -% | -% | 1% | 1% | 2% |
| 4 | (4.0) | 15 | 10 | - | 9 | 5 | 7 | 8 | ** | 2 | - | 7 | 9 | 6 |
| | | 2% | 2% | -% | 4% | 1% | 3% | 2% | ** | 2% | -% | 3% | 2% | 3% |
| 5 | (5.0) | 47 | 40 | 5 | 17 | 29 | 14 | 32 | ** | 6 | 7 | 14 | 35 | 11 |
| | | 6% | 7% | 4% | 7% | 6% | 6% | 6% | ** | 6% | 7% | 6% | 7% | 5% |
| 6 | (6.0) | 67 | 55 | 7 | 26 | 40 | 24 | 42 | ** | 14 | 6 | 24 | 47 | 20 |
| | | 9% | 9% | 7% | 11% | 8% | 10% | 8% | ** | 14% | 5% | 10% | 9% | 9% |
| 7 | (7.0) | 123 | 97 | 18 | 44 | 77 | 42 | 79 | ** | 22 | 18 | 42 | 86 | 33 |
| | | 17% | 16% | 18% | 18% | 16% | 18% | 16% | ** | 22% | 16% | 18% | 17% | 15% |
| 8 | (8.0) | 199 | 163 | 30 | 62 | 135 | 61 | 136 | ** | 16 | 34 | 61 | 125 | 70 |
| | | 27% | 27% | 30% | 25% | 28% | 27% | 28% | ** | 16% | 31% | 27% | 25% | 32% |
| 9 | (9.0) | 119 | 95 | 22 | 35 | 82 | 33 | 84 | ** | 17 | 20 | 33 | 87 | 28 |
| | | 16% | 16% | 21% | 14% | 17% | 14% | 17% | ** | 17% | 18% | 14% | 18% | 13% |
| 10 - Extremely satisfied | (10.0) | 147 | 119 | 20 | 47 | 99 | 44 | 102 | ** | 20 | 23 | 44 | 93 | 48 |
| | | 20% | 20% | 20% | 19% | 21% | 19% | 21% | ** | 20% | 21% | 19% | 19% | 22% |
| DISSATISFIED (1-4) | | 34 | 27 | * | 17 | 16 | 13 | 20 | ** | 5 | - | 13 | 23 | 11 |
| | | 5% | 4% | *% | 7% | 3% | 5% | 4% | ** | 5% | -% | 5% | 5% | 5% |
| NEUTRAL (5-6) | | 114 | 95 | 12 | 43 | 68 | 38 | 73 | ** | 20 | 13 | 38 | 82 | 31 |
| | | 16% | 16% | 12% | 17% | 14% | 17% | 15% | ** | 20% | 12% | 17% | 17% | 14% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | ~a | b | c | d | a | b |
| Unweighted total | 726 | 580 | 108 | 246 | 467 | 225 | 488 | 97 | 100 | 100 | 225 | 452 | 249 |
| Effective Weighted Sample | 592 | 475 | 85 | 202 | 379 | 185 | 396 | 81 | 82 | 82 | 185 | 379 | 196 |
| Total | 736 | 596 | 102 | 247 | 477 | 230 | 493 | 94 | 100 | 107 | 230 | 496 | 222 |
| SATISFIED (7-10) | 588 | 474 | 90 | 187 | 393 | 179 | 400 | ** | 74 | 94 | 179 | 392 | 179 |
| | 80% | 80% | 88% | 76% | 82% | 78% | 81% | ** | 74% | 88% | 78% | 79% | 81% |
| Answered | 736 | 596 | 102 | 247 | 477 | 230 | 493 | ** | 100 | 107 | 230 | 496 | 222 |
| Mean score | 7.8 | 7.8 | 8.1 | 7.6 | 7.9 | 7.7 | 7.9 | ** | 7.6 | 8.1 | 7.7 | 7.7 | 7.8 |
| Standard deviation | 1.80 | 1.81 | 1.44 | 1.88 | 1.73 | 1.81 | 1.78 | ** | 1.94 | 1.43 | 1.81 | 1.82 | 1.76 |
| Standard error | .07 | .08 | .14 | .12 | .08 | .12 | .08 | ** | .19 | .14 | .12 | .09 | .11 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 726 | 714 | 639 | 87 | 12 | 726 | 706 | 686 | 637 | 726 | 726 | - | 55 | 105 | 566 |
| Effective Weighted Sample | | 592 | 584 | 522 | 70 | 9 | 592 | 576 | 558 | 522 | 592 | 592 | - | 45 | 88 | 459 |
| Total | | 736 | 720 | 645 | 91 | 16 | 736 | 714 | 693 | 636 | 736 | 736 | - | 52 | 115 | 569 |
| 1 - Extremely dissatisfied | (1.0) | 5 | 5 | 5 | ** | ** | 5 | 4 | 4 | 5 | 5 | 5 | ** | ** | 2 | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | ** | 2% | *% |
| 2 | (2.0) | 4 | 4 | 4 | ** | ** | 4 | 4 | 4 | 2 | 4 | 4 | ** | ** | - | 2 |
| | | *% | *% | 1% | ** | ** | *% | *% | 1% | *% | *% | *% | ** | ** | -% | *% |
| 3 | (3.0) | 11 | 11 | 11 | ** | ** | 11 | 11 | 11 | 10 | 11 | 11 | ** | ** | 2 | 3 |
| | | 1% | 2% | 2% | ** | ** | 1% | 2% | 2% | 2% | 1% | 1% | ** | ** | 2% | 1% |
| 4 | (4.0) | 15 | 15 | 12 | ** | ** | 15 | 15 | 11 | 12 | 15 | 15 | ** | ** | 6 | 4 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | 2% | 2% | ** | ** | 5% c | 1% |
| 5 | (5.0) | 47 | 47 | 44 | ** | ** | 47 | 46 | 43 | 42 | 47 | 47 | ** | ** | 18 | 22 |
| | | 6% | 7% | 7% | ** | ** | 6% | 6% | 6% | 7% | 6% | 6% | ** | ** | 16% c | 4% |
| 6 | (6.0) | 67 | 66 | 64 | ** | ** | 67 | 66 | 61 | 59 | 67 | 67 | ** | ** | 24 | 34 |
| | | 9% | 9% | 10% | ** | ** | 9% | 9% | 9% | 9% | 9% | 9% | ** | ** | 21% c | 6% |
| 7 | (7.0) | 123 | 119 | 107 | ** | ** | 123 | 116 | 116 | 111 | 123 | 123 | ** | ** | 20 | 92 |
| | | 17% | 17% | 17% | ** | ** | 17% | 16% | 17% | 17% | 17% | 17% | ** | ** | 18% | 16% |
| 8 | (8.0) | 199 | 194 | 170 | ** | ** | 199 | 196 | 191 | 164 | 199 | 199 | ** | ** | 28 | 164 |
| | | 27% | 27% | 26% | ** | ** | 27% | 27% | 28% | 26% | 27% | 27% | ** | ** | 24% | 29% |
| 9 | (9.0) | 119 | 118 | 105 | ** | ** | 119 | 117 | 110 | 102 | 119 | 119 | ** | ** | 7 | 109 |
| | | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 16% | 16% | 16% | ** | ** | 6% | 19% b |
| 10 - Extremely satisfied | (10.0) | 147 | 142 | 123 | ** | ** | 147 | 140 | 143 | 128 | 147 | 147 | ** | ** | 7 | 137 |
| | | 20% | 20% | 19% | ** | ** | 20% | 20% | 21% | 20% | 20% | 20% | ** | ** | 6% | 24% b |
| DISSATISFIED (1-4) | | 34 | 34 | 32 | ** | ** | 34 | 33 | 30 | 30 | 34 | 34 | ** | ** | 10 | 11 |
| | | 5% | 5% | 5% | ** | ** | 5% | 5% | 4% | 5% | 5% | 5% | ** | ** | 9% c | 2% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 726 | 714 | 639 | 87 | 12 | 726 | 706 | 686 | 637 | 726 | 726 | - | 55 | 105 | 566 |
| Effective Weighted Sample | 592 | 584 | 522 | 70 | 9 | 592 | 576 | 558 | 522 | 592 | 592 | - | 45 | 88 | 459 |
| Total | 736 | 720 | 645 | 91 | 16 | 736 | 714 | 693 | 636 | 736 | 736 | - | 52 | 115 | 569 |
| NEUTRAL (5-6) | 114 | 114 | 108 | ** | ** | 114 | 112 | 104 | 102 | 114 | 114 | ** | ** | 42 | 56 |
| | 16% | 16% | 17% | ** | ** | 16% | 16% | 15% | 16% | 16% | 16% | ** | ** | 37% | 10% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 588 | 573 | 506 | ** | ** | 588 | 569 | 559 | 504 | 588 | 588 | ** | ** | 62 | 503 |
| | 80% | 79% | 78% | ** | ** | 80% | 80% | 81% | 79% | 80% | 80% | ** | ** | 54% | 88% |
| | | | | | | | | | | | | | | | b |
| Answered | 736 | 720 | 645 | ** | ** | 736 | 714 | 693 | 636 | 736 | 736 | ** | ** | 115 | 569 |
| Mean score | 7.8 | 7.8 | 7.7 | ** | ** | 7.8 | 7.8 | 7.8 | 7.8 | 7.8 | 7.8 | ** | ** | 6.7 | 8.2 |
| | | | | | | | | | | | | | | | b |
| Standard deviation | 1.80 | 1.80 | 1.83 | ** | ** | 1.80 | 1.78 | 1.77 | 1.82 | 1.80 | 1.80 | ** | ** | 1.79 | 1.55 |
| Standard error | .07 | .07 | .07 | ** | ** | .07 | .07 | .07 | .07 | .07 | .07 | ** | ** | .17 | .07 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 143

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | ~d | ~e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 514 | 205 | 306 | 125 | 143 | 122 | 75 | 49 | 190 | 144 | 92 | 85 | 337 | 74 | 49 | 54 |
| Effective Weighted Sample | | 415 | 164 | 250 | 104 | 114 | 99 | 59 | 41 | 157 | 116 | 75 | 67 | 313 | 73 | 48 | 52 |
| Total | | 489 | 207 | 278 | 120 | 131 | 114 | 79 | 45 | 187 | 148 | 81 | 71 | 410 | 42 | 21 | 17 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | 1 | - | 1 | - | ** | ** | - | - | ** | ** | 1 | ** | ** | ** |
| | | *% | -% | *% | -% | 1% | -% | ** | ** | -% | -% | ** | ** | *% | ** | ** | ** |
| 2 | (2.0) | 2 | 2 | - | - | - | - | ** | ** | 2 | - | ** | ** | 2 | ** | ** | ** |
| | | *% | 1% | -% | -% | -% | -% | ** | ** | 1% | -% | ** | ** | *% | ** | ** | ** |
| 3 | (3.0) | 2 | 2 | 1 | - | - | 1 | ** | ** | 2 | - | ** | ** | 2 | ** | ** | ** |
| | | *% | 1% | *% | -% | -% | 1% | ** | ** | 1% | -% | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 15 | 3 | 13 | 8 | 3 | 2 | ** | ** | 8 | 3 | ** | ** | 13 | ** | ** | ** |
| | | 3% | 1% | 5% | 7% | 3% | 2% | ** | ** | 4% | 2% | ** | ** | 3% | ** | ** | ** |
| 5 | (5.0) | 45 | 23 | 22 | 12 | 11 | 11 | ** | ** | 17 | 18 | ** | ** | 41 | ** | ** | ** |
| | | 9% | 11% | 8% | 10% | 9% | 10% | ** | ** | 9% | 12% | ** | ** | 10% | ** | ** | ** |
| 6 | (6.0) | 54 | 20 | 32 | 14 | 12 | 14 | ** | ** | 17 | 15 | ** | ** | 46 | ** | ** | ** |
| | | 11% | 10% | 12% | 12% | 9% | 12% | ** | ** | 9% | 10% | ** | ** | 11% | ** | ** | ** |
| 7 | (7.0) | 71 | 32 | 38 | 15 | 17 | 13 | ** | ** | 32 | 19 | ** | ** | 55 | ** | ** | ** |
| | | 14% | 16% | 14% | 13% | 13% | 12% | ** | ** | 17% | 13% | ** | ** | 13% | ** | ** | ** |
| 8 | (8.0) | 110 | 48 | 62 | 18 | 39 | 21 | ** | ** | 44 | 26 | ** | ** | 95 | ** | ** | ** |
| | | 23% | 23% | 22% | 15% | 30% a | 19% | ** | ** | 24% | 17% | ** | ** | 23% | ** | ** | ** |
| 9 | (9.0) | 76 | 27 | 47 | 23 | 17 | 21 | ** | ** | 23 | 32 | ** | ** | 66 | ** | ** | ** |
| | | 16% | 13% | 17% | 19% | 13% | 19% | ** | ** | 12% | 22% | ** | ** | 16% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 113 | 51 | 62 | 29 | 30 | 31 | ** | ** | 43 | 35 | ** | ** | 90 | ** | ** | ** |
| | | 23% | 25% | 22% | 24% | 23% | 27% | ** | ** | 23% | 24% | ** | ** | 22% | ** | ** | ** |
| DISSATISFIED (1-4) | | 21 | 6 | 15 | 8 | 5 | 3 | ** | ** | 12 | 3 | ** | ** | 18 | ** | ** | ** |
| | | 4% | 3% | 5% | 7% | 4% | 2% | ** | ** | 6% | 2% | ** | ** | 4% | ** | ** | ** |
| NEUTRAL (5-6) | | 99 | 43 | 54 | 26 | 23 | 25 | ** | ** | 34 | 33 | ** | ** | 87 | ** | ** | ** |
| | | 20% | 21% | 20% | 22% | 17% | 22% | ** | ** | 18% | 22% | ** | ** | 21% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 143

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | ~e | a | b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 514 | 205 | 306 | 125 | 143 | 122 | 75 | 49 | 190 | 144 | 92 | 85 | 337 | 74 | 49 | 54 |
| Effective Weighted Sample | 415 | 164 | 250 | 104 | 114 | 99 | 59 | 41 | 157 | 116 | 75 | 67 | 313 | 73 | 48 | 52 |
| Total | 489 | 207 | 278 | 120 | 131 | 114 | 79 | 45 | 187 | 148 | 81 | 71 | 410 | 42 | 21 | 17 |
| SATISFIED (7-10) | 370 | 158 | 209 | 85 | 104 | 86 | ** | ** | 142 | 113 | ** | ** | 305 | ** | ** | ** |
| | 76% | 76% | 75% | 71% | 79% | 76% | ** | ** | 76% | 76% | ** | ** | 74% | ** | ** | ** |
| Answered | 489 | 207 | 278 | 120 | 131 | 114 | ** | ** | 187 | 148 | ** | ** | 410 | ** | ** | ** |
| Mean score | 7.8 | 7.8 | 7.8 | 7.7 | 7.9 | 8.0 | ** | ** | 7.7 | 7.9 | ** | ** | 7.7 | ** | ** | ** |
| Standard deviation | 1.82 | 1.82 | 1.83 | 1.93 | 1.79 | 1.80 | ** | ** | 1.89 | 1.76 | ** | ** | 1.84 | ** | ** | ** |
| Standard error | .08 | .13 | .10 | .17 | .15 | .16 | ** | ** | .14 | .15 | ** | ** | .10 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 143**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | | 514 | 413 | 52 | 261 | 242 | 215 | 287 | 102 | 96 | 93 | 215 | 381 | 120 |
| Effective Weighted Sample | | 415 | 332 | 41 | 214 | 192 | 175 | 230 | 84 | 80 | 74 | 175 | 314 | 105 |
| Total | | 489 | 394 | 50 | 257 | 221 | 212 | 265 | 100 | 94 | 95 | 212 | 397 | 84 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | ** | 1 | - | - | 1 | - | ** | ** | - | 1 | - |
| | | *% | -% | ** | *% | -% | -% | *% | -% | ** | ** | -% | *% | -% |
| 2 | (2.0) | 2 | 2 | ** | 2 | - | 2 | - | - | ** | ** | 2 | 2 | - |
| | | *% | *% | ** | 1% | -% | 1% | -% | -% | ** | ** | 1% | *% | -% |
| 3 | (3.0) | 2 | 2 | ** | 1 | 2 | 1 | 2 | 1 | ** | ** | 1 | 2 | 1 |
| | | *% | 1% | ** | *% | 1% | *% | 1% | 1% | ** | ** | *% | *% | 1% |
| 4 | (4.0) | 15 | 12 | ** | 8 | 7 | 5 | 10 | 4 | ** | ** | 5 | 12 | 3 |
| | | 3% | 3% | ** | 3% | 3% | 2% | 4% | 4% | ** | ** | 2% | 3% | 4% |
| 5 | (5.0) | 45 | 32 | ** | 22 | 22 | 17 | 27 | 10 | ** | ** | 17 | 36 | 9 |
| | | 9% | 8% | ** | 9% | 10% | 8% | 10% | 10% | ** | ** | 8% | 9% | 10% |
| 6 | (6.0) | 54 | 47 | ** | 27 | 24 | 26 | 25 | 13 | ** | ** | 26 | 39 | 14 |
| | | 11% | 12% | ** | 10% | 11% | 12% | 10% | 14% | ** | ** | 12% | 10% | 17% |
| 7 | (7.0) | 71 | 56 | ** | 31 | 37 | 24 | 45 | 11 | ** | ** | 24 | 56 | 14 |
| | | 14% | 14% | ** | 12% | 17% | 11% | 17% | 11% | ** | ** | 11% | 14% | 17% |
| 8 | (8.0) | 110 | 93 | ** | 56 | 51 | 51 | 54 | 24 | ** | ** | 51 | 94 | 13 |
| | | 23% | 24% | ** | 22% | 23% | 24% | 20% | 24% | ** | ** | 24% | 24% | 16% |
| 9 | (9.0) | 76 | 58 | ** | 46 | 29 | 38 | 37 | 17 | ** | ** | 38 | 61 | 12 |
| | | 16% | 15% | ** | 18% | 13% | 18% | 14% | 17% | ** | ** | 18% | 15% | 14% |
| 10 - Extremely satisfied | (10.0) | 113 | 92 | ** | 64 | 47 | 48 | 64 | 19 | ** | ** | 48 | 93 | 18 |
| | | 23% | 23% | ** | 25% | 21% | 23% | 24% | 19% | ** | ** | 23% | 23% | 21% |
| DISSATISFIED (1-4) | | 21 | 16 | ** | 12 | 9 | 7 | 13 | 5 | ** | ** | 7 | 17 | 4 |
| | | 4% | 4% | ** | 5% | 4% | 3% | 5% | 5% | ** | ** | 3% | 4% | 4% |
| NEUTRAL (5-6) | | 99 | 78 | ** | 49 | 47 | 43 | 52 | 24 | ** | ** | 43 | 76 | 23 |
| | | 20% | 20% | ** | 19% | 21% | 20% | 20% | 24% | ** | ** | 20% | 19% | 27% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | ~b | ~c | d | a | b |
| Unweighted total | 514 | 413 | 52 | 261 | 242 | 215 | 287 | 102 | 96 | 93 | 215 | 381 | 120 |
| Effective Weighted Sample | 415 | 332 | 41 | 214 | 192 | 175 | 230 | 84 | 80 | 74 | 175 | 314 | 105 |
| Total | 489 | 394 | 50 | 257 | 221 | 212 | 265 | 100 | 94 | 95 | 212 | 397 | 84 |
| SATISFIED (7-10) | 370 | 300 | ** | 197 | 166 | 161 | 199 | 71 | ** | ** | 161 | 305 | 57 |
| | 76% | 76% | ** | 76% | 75% | 76% | 75% | 71% | ** | ** | 76% | 77% | 68% |
| Answered | 489 | 394 | ** | 257 | 221 | 212 | 265 | 100 | ** | ** | 212 | 397 | 84 |
| Mean score | 7.8 | 7.8 | ** | 7.9 | 7.7 | 7.9 | 7.7 | 7.7 | ** | ** | 7.9 | 7.8 | 7.6 |
| Standard deviation | 1.82 | 1.78 | ** | 1.88 | 1.77 | 1.78 | 1.88 | 1.82 | ** | ** | 1.78 | 1.82 | 1.85 |
| Standard error | .08 | .09 | ** | .12 | .11 | .12 | .11 | .18 | ** | ** | .12 | .09 | .17 |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | | 514 | 511 | 504 | 10 | 3 | 514 | 466 | 381 | 392 | 120 | 489 | 25 | 61 | 123 | 330 |
| Effective Weighted Sample | | 415 | 413 | 408 | 7 | 3 | 415 | 378 | 309 | 321 | 96 | 396 | 20 | 50 | 99 | 267 |
| Total | | 489 | 485 | 479 | 10 | 4 | 489 | 445 | 364 | 382 | 119 | 465 | 24 | 59 | 119 | 311 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | - | - | - | 1 | ** | ** | - | - |
| | | *% | *% | *% | ** | ** | *% | *% | -% | -% | -% | *% | ** | ** | -% | -% |
| 2 | (2.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | - | 2 | - | 2 | ** | ** | - | 2 |
| | | *% | *% | *% | ** | ** | *% | *% | -% | *% | -% | *% | ** | ** | -% | 1% |
| 3 | (3.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 1 | - | 2 | ** | ** | - | 1 |
| | | *% | 1% | 1% | ** | ** | *% | 1% | 1% | *% | -% | 1% | ** | ** | -% | *% |
| 4 | (4.0) | 15 | 15 | 15 | ** | ** | 15 | 14 | 12 | 12 | 2 | 14 | ** | ** | 6 | 6 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | 2% | 3% | ** | ** | 5% | 2% |
| 5 | (5.0) | 45 | 43 | 43 | ** | ** | 45 | 41 | 34 | 35 | 11 | 41 | ** | ** | 21 | 17 |
| | | 9% | 9% | 9% | ** | ** | 9% | 9% | 9% | 9% | 10% | 9% | ** | ** | 18% c | 6% |
| 6 | (6.0) | 54 | 54 | 53 | ** | ** | 54 | 48 | 43 | 45 | 12 | 53 | ** | ** | 19 | 33 |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 12% | 12% | 10% | 11% | ** | ** | 16% | 11% |
| 7 | (7.0) | 71 | 71 | 69 | ** | ** | 71 | 67 | 52 | 60 | 15 | 69 | ** | ** | 21 | 45 |
| | | 14% | 15% | 14% | ** | ** | 14% | 15% | 14% | 16% | 12% | 15% | ** | ** | 17% | 14% |
| 8 | (8.0) | 110 | 108 | 108 | ** | ** | 110 | 98 | 88 | 83 | 40 | 104 | ** | ** | 18 | 75 |
| | | 23% | 22% | 22% | ** | ** | 23% | 22% | 24% | 22% | 34% | 22% | ** | ** | 15% | 24% |
| 9 | (9.0) | 76 | 76 | 76 | ** | ** | 76 | 73 | 60 | 64 | 15 | 76 | ** | ** | 15 | 54 |
| | | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 17% | 13% | 16% | ** | ** | 12% | 17% |
| 10 - Extremely satisfied | (10.0) | 113 | 113 | 110 | ** | ** | 113 | 99 | 73 | 79 | 24 | 102 | ** | ** | 21 | 78 |
| | | 23% | 23% | 23% | ** | ** | 23% | 22% | 20% | 21% | 20% | 22% | ** | ** | 17% | 25% |
| DISSATISFIED (1-4) | | 21 | 21 | 21 | ** | ** | 21 | 19 | 15 | 15 | 2 | 19 | ** | ** | 6 | 8 |
| | | 4% | 4% | 4% | ** | ** | 4% | 4% | 4% | 4% | 2% | 4% | ** | ** | 5% | 3% |
| NEUTRAL (5-6) | | 99 | 97 | 97 | ** | ** | 99 | 89 | 77 | 80 | 23 | 94 | ** | ** | 40 | 51 |
| | | 20% | 20% | 20% | ** | ** | 20% | 20% | 21% | 21% | 19% | 20% | ** | ** | 34% c | 16% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 143

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?**

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | b | c |
| Unweighted total | 514 | 511 | 504 | 10 | 3 | 514 | 466 | 381 | 392 | 120 | 489 | 25 | 61 | 123 | 330 |
| Effective Weighted Sample | 415 | 413 | 408 | 7 | 3 | 415 | 378 | 309 | 321 | 96 | 396 | 20 | 50 | 99 | 267 |
| Total | 489 | 485 | 479 | 10 | 4 | 489 | 445 | 364 | 382 | 119 | 465 | 24 | 59 | 119 | 311 |
| SATISFIED (7-10) | 370 | 367 | 362 | ** | ** | 370 | 337 | 272 | 287 | 94 | 352 | ** | ** | 74 | 252 |
| | 76% | 76% | 76% | ** | ** | 76% | 76% | 75% | 75% | 79% | 76% | ** | ** | 62% | 81% b |
| Answered | 489 | 485 | 479 | ** | ** | 489 | 445 | 364 | 382 | 119 | 465 | ** | ** | 119 | 311 |
| Mean score | 7.8 | 7.8 | 7.8 | ** | ** | 7.8 | 7.8 | 7.7 | 7.7 | 7.9 | 7.8 | ** | ** | 7.3 | 8.0 b |
| Standard deviation | 1.82 | 1.82 | 1.82 | ** | ** | 1.82 | 1.82 | 1.75 | 1.77 | 1.61 | 1.81 | ** | ** | 1.86 | 1.67 |
| Standard error | .08 | .08 | .08 | ** | ** | .08 | .08 | .09 | .09 | .15 | .08 | ** | ** | .17 | .09 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 144

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?**

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 257 | 113 | 140 | 50 | 88 | 53 | 36 | 30 | 89 | 60 | 53 | 53 | 180 | 36 | 30 | 11 |
| Effective Weighted Sample | | 215 | 93 | 118 | 43 | 74 | 45 | 29 | 24 | 77 | 49 | 44 | 44 | 167 | 36 | 29 | 10 |
| Total | | 250 | 113 | 133 | 48 | 86 | 51 | 38 | 27 | 91 | 61 | 49 | 47 | 213 | 20 | 13 | 3 |
| 3 | (3.0) | 3 | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 1% | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 13 | 4 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | | 5% | 3% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| 5 | (5.0) | 32 | 14 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28 | ** | ** | ** |
| | | 13% | 13% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| 6 | (6.0) | 27 | 13 | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |
| | | 11% | 11% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| 7 | (7.0) | 55 | 28 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | ** | ** |
| | | 22% | 25% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| 8 | (8.0) | 56 | 19 | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 49 | ** | ** | ** |
| | | 22% | 16% | 28% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| 9 | (9.0) | 29 | 16 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | ** | ** |
| | | 12% | 14% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 36 | 18 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | ** | ** |
| | | 14% | 16% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| DISSATISFIED (1-4) | | 15 | 5 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | | 6% | 5% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| NEUTRAL (5-6) | | 59 | 27 | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 50 | ** | ** | ** |
| | | 23% | 24% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| SATISFIED (7-10) | | 176 | 80 | 94 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 150 | ** | ** | ** |
| | | 70% | 71% | 71% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | ** | ** |
| Answered | | 250 | 113 | 133 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 213 | ** | ** | ** |
| Mean score | | 7.3 | 7.4 | 7.3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.3 | ** | ** | ** |
| Standard deviation | | 1.77 | 1.78 | 1.75 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.77 | ** | ** | ** |
| Standard error | | .11 | .17 | .15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .13 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 144

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?**

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

| | | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 257 | 212 | 11 | 126 | 123 | 106 | 142 | 41 | 53 | 50 | 106 | 189 | 61 |
| Effective Weighted Sample | | 215 | 178 | 8 | 108 | 100 | 91 | 116 | 35 | 46 | 43 | 91 | 164 | 52 |
| Total | | 250 | 208 | 8 | 125 | 117 | 107 | 135 | 40 | 52 | 52 | 107 | 205 | 41 |
| 3 | (3.0) | 3 | 2 | ** | 2 | 1 | 2 | 1 | ** | ** | ** | 2 | 2 | ** |
| | | 1% | 1% | ** | 1% | 1% | 2% | 1% | ** | ** | ** | 2% | 1% | ** |
| 4 | (4.0) | 13 | 11 | ** | 5 | 7 | 3 | 10 | ** | ** | ** | 3 | 8 | ** |
| | | 5% | 5% | ** | 4% | 6% | 3% | 7% | ** | ** | ** | 3% | 4% | ** |
| 5 | (5.0) | 32 | 21 | ** | 15 | 16 | 8 | 22 | ** | ** | ** | 8 | 23 | ** |
| | | 13% | 10% | ** | 12% | 13% | 7% | 16% | ** | ** | ** | 7% | 11% | ** |
| 6 | (6.0) | 27 | 25 | ** | 15 | 11 | 13 | 13 | ** | ** | ** | 13 | 19 | ** |
| | | 11% | 12% | ** | 12% | 9% | 12% | 10% | ** | ** | ** | 12% | 9% | ** |
| 7 | (7.0) | 55 | 44 | ** | 35 | 19 | 32 | 22 | ** | ** | ** | 32 | 48 | ** |
| | | 22% | 21% | ** | 28% | 16% | 30% | 16% | ** | ** | ** | 30% | 23% | ** |
| 8 | (8.0) | 56 | 49 | ** | 24 | 29 | 22 | 31 | ** | ** | ** | 22 | 48 | ** |
| | | 22% | 24% | ** | 19% | 25% | 20% | 23% | ** | ** | ** | 20% | 24% | ** |
| 9 | (9.0) | 29 | 27 | ** | 15 | 13 | 15 | 13 | ** | ** | ** | 15 | 26 | ** |
| | | 12% | 13% | ** | 12% | 11% | 14% | 10% | ** | ** | ** | 14% | 13% | ** |
| 10 - Extremely satisfied | (10.0) | 36 | 28 | ** | 15 | 21 | 13 | 23 | ** | ** | ** | 13 | 31 | ** |
| | | 14% | 13% | ** | 12% | 18% | 12% | 17% | ** | ** | ** | 12% | 15% | ** |
| DISSATISFIED (1-4) | | 15 | 14 | ** | 7 | 8 | 5 | 11 | ** | ** | ** | 5 | 10 | ** |
| | | 6% | 7% | ** | 5% | 7% | 4% | 8% | ** | ** | ** | 4% | 5% | ** |
| NEUTRAL (5-6) | | 59 | 46 | ** | 30 | 26 | 21 | 35 | ** | ** | ** | 21 | 42 | ** |
| | | 23% | 22% | ** | 24% | 22% | 19% | 26% | ** | ** | ** | 19% | 21% | ** |
| SATISFIED (7-10) | | 176 | 148 | ** | 88 | 83 | 82 | 89 | ** | ** | ** | 82 | 153 | ** |
| | | 70% | 71% | ** | 70% | 71% | 76% | 66% | ** | ** | ** | 76% | 75% | ** |
| Answered | | 250 | 208 | ** | 125 | 117 | 107 | 135 | ** | ** | ** | 107 | 205 | ** |
| Mean score | | 7.3 | 7.4 | ** | 7.2 | 7.4 | 7.4 | 7.3 | ** | ** | ** | 7.4 | 7.5 | ** |
| Standard deviation | | 1.77 | 1.74 | ** | 1.70 | 1.87 | 1.61 | 1.90 | ** | ** | ** | 1.61 | 1.72 | ** |
| Standard error | | .11 | .12 | ** | .15 | .17 | .16 | .16 | ** | ** | ** | .16 | .13 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?**

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 257 | 255 | 248 | 9 | 2 | 257 | 237 | 205 | 210 | 78 | 247 | 10 | 35 | 70 | 152 |
| Effective Weighted Sample | | 215 | 213 | 207 | 8 | 2 | 215 | 199 | 171 | 177 | 65 | 207 | 8 | 28 | 58 | 129 |
| Total | | 250 | 247 | 241 | 9 | 3 | 250 | 232 | 199 | 207 | 78 | 241 | 9 | 30 | 65 | 154 |
| 3 | (3.0) | 3 | 3 | 3 | ** | ** | 3 | 3 | 3 | 3 | ** | 3 | ** | ** | ** | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| 4 | (4.0) | 13 | 13 | 12 | ** | ** | 13 | 13 | 11 | 9 | ** | 13 | ** | ** | ** | 2 |
| | | 5% | 5% | 5% | ** | ** | 5% | 5% | 5% | 5% | ** | 5% | ** | ** | ** | 2% |
| 5 | (5.0) | 32 | 30 | 30 | ** | ** | 32 | 27 | 24 | 29 | ** | 29 | ** | ** | ** | 8 |
| | | 13% | 12% | 12% | ** | ** | 13% | 11% | 12% | 14% | ** | 12% | ** | ** | ** | 5% |
| 6 | (6.0) | 27 | 27 | 27 | ** | ** | 27 | 27 | 20 | 18 | ** | 27 | ** | ** | ** | 8 |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 10% | 8% | ** | 11% | ** | ** | ** | 5% |
| 7 | (7.0) | 55 | 53 | 52 | ** | ** | 55 | 54 | 47 | 50 | ** | 54 | ** | ** | ** | 43 |
| | | 22% | 22% | 21% | ** | ** | 22% | 23% | 23% | 24% | ** | 22% | ** | ** | ** | 28% |
| 8 | (8.0) | 56 | 56 | 55 | ** | ** | 56 | 49 | 46 | 44 | ** | 52 | ** | ** | ** | 38 |
| | | 22% | 23% | 23% | ** | ** | 22% | 21% | 23% | 21% | ** | 22% | ** | ** | ** | 25% |
| 9 | (9.0) | 29 | 29 | 28 | ** | ** | 29 | 27 | 20 | 26 | ** | 28 | ** | ** | ** | 24 |
| | | 12% | 12% | 12% | ** | ** | 12% | 12% | 10% | 13% | ** | 12% | ** | ** | ** | 15% |
| 10 - Extremely satisfied | (10.0) | 36 | 36 | 35 | ** | ** | 36 | 34 | 29 | 29 | ** | 36 | ** | ** | ** | 30 |
| | | 14% | 14% | 15% | ** | ** | 14% | 15% | 14% | 14% | ** | 15% | ** | ** | ** | 19% |
| DISSATISFIED (1-4) | | 15 | 15 | 14 | ** | ** | 15 | 15 | 14 | 12 | ** | 15 | ** | ** | ** | 4 |
| | | 6% | 6% | 6% | ** | ** | 6% | 7% | 7% | 6% | ** | 6% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 59 | 57 | 57 | ** | ** | 59 | 53 | 44 | 46 | ** | 56 | ** | ** | ** | 16 |
| | | 23% | 23% | 24% | ** | ** | 23% | 23% | 22% | 22% | ** | 23% | ** | ** | ** | 10% |
| SATISFIED (7-10) | | 176 | 175 | 170 | ** | ** | 176 | 164 | 142 | 148 | ** | 170 | ** | ** | ** | 135 |
| | | 70% | 71% | 70% | ** | ** | 70% | 71% | 71% | 72% | ** | 70% | ** | ** | ** | 87% |
| Answered | | 250 | 247 | 241 | ** | ** | 250 | 232 | 199 | 207 | ** | 241 | ** | ** | ** | 154 |
| Mean score | | 7.3 | 7.3 | 7.3 | ** | ** | 7.3 | 7.3 | 7.3 | 7.3 | ** | 7.3 | ** | ** | ** | 7.9 |
| Standard deviation | | 1.77 | 1.77 | 1.77 | ** | ** | 1.77 | 1.77 | 1.77 | 1.77 | ** | 1.78 | ** | ** | ** | 1.52 |
| Standard error | | .11 | .11 | .11 | ** | ** | .11 | .12 | .12 | .12 | ** | .11 | ** | ** | ** | .12 |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?**

Base : Those who have used GlobalPlayer in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | N |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | IRELAND |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 174 | 100 | 71 | 25 | 57 | 34 | 30 | 28 | 69 | 42 | 26 | 34 | 133 | 18 | 14 | 9 |
| Effective Weighted Sample | | 150 | 85 | 62 | 22 | 49 | 29 | 27 | 25 | 60 | 35 | 23 | 29 | 125 | 18 | 14 | 9 |
| Total | | 184 | 109 | 73 | 23 | 60 | 33 | 39 | 29 | 76 | 42 | 28 | 34 | 165 | 10 | 7 | 3 |
| 2 | (2.0) | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 9 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | | 5% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| 5 | (5.0) | 18 | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | | 10% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| 6 | (6.0) | 12 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | | 6% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| 7 | (7.0) | 39 | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37 | ** | ** | ** |
| | | 21% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| 8 | (8.0) | 58 | 30 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 53 | ** | ** | ** |
| | | 32% | 28% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | ** | ** | ** |
| 9 | (9.0) | 18 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
| | | 10% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 26 | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |
| | | 14% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| DISSATISFIED (1-4) | | 13 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 7% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| NEUTRAL (5-6) | | 30 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** | ** | ** |
| | | 16% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| SATISFIED (7-10) | | 141 | 83 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 129 | ** | ** | ** |
| | | 77% | 76% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78% | ** | ** | ** |
| Answered | | 184 | 109 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 165 | ** | ** | ** |
| Mean score | | 7.4 | 7.5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.5 | ** | ** | ** |
| Standard deviation | | 1.75 | 1.80 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.72 | ** | ** | ** |
| Standard error | | .13 | .18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .15 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?**

Base : Those who have used GlobalPlayer in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 174 | 138 | 16 | 98 | 75 | 91 | 82 | 37 | 37 | 39 | 91 | 135 | 37 |
| Effective Weighted Sample | | 150 | 118 | 13 | 84 | 65 | 79 | 70 | 31 | 34 | 35 | 79 | 118 | 32 |
| Total | | 184 | 147 | 17 | 100 | 82 | 95 | 87 | 35 | 40 | 44 | 95 | 152 | 30 |
| 2 | (2.0) | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 3 | (3.0) | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 1% | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 4 | (4.0) | 9 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | | 5% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** |
| 5 | (5.0) | 18 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | | 10% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** |
| 6 | (6.0) | 12 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** |
| | | 6% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** |
| 7 | (7.0) | 39 | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28 | ** |
| | | 21% | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| 8 | (8.0) | 58 | 45 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** |
| | | 32% | 31% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** |
| 9 | (9.0) | 18 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** |
| | | 10% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| 10 - Extremely satisfied | (10.0) | 26 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** |
| | | 14% | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** |
| DISSATISFIED (1-4) | | 13 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** |
| | | 7% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** |
| NEUTRAL (5-6) | | 30 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** |
| | | 16% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| SATISFIED (7-10) | | 141 | 119 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 118 | ** |
| | | 77% | 81% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** |
| Answered | | 184 | 147 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 152 | ** |
| Mean score | | 7.4 | 7.7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.5 | ** |
| Standard deviation | | 1.75 | 1.64 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.75 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?**

Base : Those who have used GlobalPlayer in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 174 | 138 | 16 | 98 | 75 | 91 | 82 | 37 | 37 | 39 | 91 | 135 | 37 |
| Effective Weighted Sample | 150 | 118 | 13 | 84 | 65 | 79 | 70 | 31 | 34 | 35 | 79 | 118 | 32 |
| Total | 184 | 147 | 17 | 100 | 82 | 95 | 87 | 35 | 40 | 44 | 95 | 152 | 30 |
| Standard error | .13 | .14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .15 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?**

Base : Those who have used GlobalPlayer in the past 3 months

| | | Total | VOD USERS ANY (a) | SVOD (b) | NOT SVOD (~c) | NONE (~d) | TOTAL (e) | BBC CONTENT TV (a) | RADIO (b) | APPS/ SITES (c) | SOUNDS (~d) | ANY (e) | NONE (~f) | BBC FAVOURABILITY 1-4 (~a) | 5-6 (~b) | 7-10 (c) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 174 | 173 | 167 | 7 | 1 | 174 | 160 | 148 | 153 | 63 | 169 | 5 | 22 | 44 | 108 |
| Effective Weighted Sample | | 150 | 149 | 144 | 7 | 1 | 150 | 137 | 128 | 133 | 55 | 146 | 4 | 19 | 38 | 93 |
| Total | | 184 | 183 | 176 | 9 | 1 | 184 | 168 | 156 | 161 | 69 | 179 | 5 | 21 | 48 | 115 |
| 2 | (2.0) | 1 | 1 | 1 | ** | ** | 1 | - | 1 | 1 | ** | 1 | ** | ** | ** | - |
| | | 1% | 1% | 1% | ** | ** | 1% | -% | 1% | 1% | ** | 1% | ** | ** | ** | -% |
| 3 | (3.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | - |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 1% | ** | 1% | ** | ** | ** | -% |
| 4 | (4.0) | 9 | 9 | 9 | ** | ** | 9 | 7 | 8 | 9 | ** | 9 | ** | ** | ** | 6 |
| | | 5% | 5% | 5% | ** | ** | 5% | 4% | 5% | 5% | ** | 5% | ** | ** | ** | 5% |
| 5 | (5.0) | 18 | 18 | 17 | ** | ** | 18 | 18 | 16 | 17 | ** | 18 | ** | ** | ** | 7 |
| | | 10% | 10% | 10% | ** | ** | 10% | 11% | 10% | 11% | ** | 10% | ** | ** | ** | 6% |
| 6 | (6.0) | 12 | 12 | 12 | ** | ** | 12 | 12 | 12 | 12 | ** | 12 | ** | ** | ** | 3 |
| | | 6% | 7% | 7% | ** | ** | 6% | 7% | 8% | 7% | ** | 7% | ** | ** | ** | 3% |
| 7 | (7.0) | 39 | 39 | 36 | ** | ** | 39 | 37 | 36 | 32 | ** | 38 | ** | ** | ** | 21 |
| | | 21% | 22% | 21% | ** | ** | 21% | 22% | 23% | 20% | ** | 21% | ** | ** | ** | 18% |
| 8 | (8.0) | 58 | 57 | 54 | ** | ** | 58 | 55 | 45 | 47 | ** | 57 | ** | ** | ** | 45 |
| | | 32% | 31% | 31% | ** | ** | 32% | 33% | 29% | 29% | ** | 32% | ** | ** | ** | 39% |
| 9 | (9.0) | 18 | 18 | 18 | ** | ** | 18 | 16 | 17 | 18 | ** | 18 | ** | ** | ** | 13 |
| | | 10% | 10% | 10% | ** | ** | 10% | 10% | 11% | 11% | ** | 10% | ** | ** | ** | 11% |
| 10 - Extremely satisfied | (10.0) | 26 | 26 | 26 | ** | ** | 26 | 20 | 18 | 23 | ** | 23 | ** | ** | ** | 20 |
| | | 14% | 14% | 15% | ** | ** | 14% | 12% | 12% | 14% | ** | 13% | ** | ** | ** | 17% |
| DISSATISFIED (1-4) | | 13 | 13 | 13 | ** | ** | 13 | 9 | 12 | 12 | ** | 13 | ** | ** | ** | 6 |
| | | 7% | 7% | 7% | ** | ** | 7% | 5% | 8% | 8% | ** | 7% | ** | ** | ** | 5% |
| NEUTRAL (5-6) | | 30 | 30 | 29 | ** | ** | 30 | 30 | 28 | 29 | ** | 30 | ** | ** | ** | 10 |
| | | 16% | 16% | 17% | ** | ** | 16% | 18% | 18% | 18% | ** | 17% | ** | ** | ** | 9% |
| SATISFIED (7-10) | | 141 | 140 | 134 | ** | ** | 141 | 129 | 116 | 120 | ** | 136 | ** | ** | ** | 99 |
| | | 77% | 77% | 76% | ** | ** | 77% | 77% | 74% | 74% | ** | 76% | ** | ** | ** | 86% |
| Answered | | 184 | 183 | 176 | ** | ** | 184 | 168 | 156 | 161 | ** | 179 | ** | ** | ** | 115 |
| Mean score | | 7.4 | 7.4 | 7.4 | ** | ** | 7.4 | 7.4 | 7.3 | 7.4 | ** | 7.4 | ** | ** | ** | 7.8 |
| Standard deviation | | 1.75 | 1.76 | 1.78 | ** | ** | 1.75 | 1.64 | 1.76 | 1.81 | ** | 1.75 | ** | ** | ** | 1.56 |
| Standard error | | .13 | .13 | .14 | ** | ** | .13 | .13 | .15 | .15 | ** | .13 | ** | ** | ** | .15 |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 146

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 162 | 82 | 79 | 27 | 55 | 35 | 18 | 27 | 56 | 45 | 30 | 29 | 118 | 17 | 17 | 10 |
| Effective Weighted Sample | | 134 | 66 | 67 | 23 | 47 | 29 | 16 | 22 | 47 | 38 | 24 | 24 | 109 | 17 | 16 | 10 |
| Total | | 169 | 89 | 79 | 25 | 55 | 31 | 22 | 35 | 58 | 51 | 30 | 28 | 148 | 10 | 8 | 3 |
| 1 - Extremely dissatisfied | (1.0) | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 5 | (5.0) | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** | ** |
| | | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| 6 | (6.0) | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 7 | (7.0) | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32 | ** | ** | ** |
| | | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| 8 | (8.0) | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | ** | ** |
| | | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| 9 | (9.0) | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |
| | | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| DISSATISFIED (1-4) | | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | ** | ** |
| | | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 41 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | ** | ** |
| | | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| SATISFIED (7-10) | | 118 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 106 | ** | ** | ** |
| | | 70% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 71% | ** | ** | ** |
| Answered | | 169 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 148 | ** | ** | ** |
| Mean score | | 7.3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.3 | ** | ** | ** |
| Standard deviation | | 1.80 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.78 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 146

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 162 | 82 | 79 | 27 | 55 | 35 | 18 | 27 | 56 | 45 | 30 | 29 | 118 | 17 | 17 | 10 |
| Effective Weighted Sample | 134 | 66 | 67 | 23 | 47 | 29 | 16 | 22 | 47 | 38 | 24 | 24 | 109 | 17 | 16 | 10 |
| Total | 169 | 89 | 79 | 25 | 55 | 31 | 22 | 35 | 58 | 51 | 30 | 28 | 148 | 10 | 8 | 3 |
| Standard error | .14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .16 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 146

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 162 | 123 | 16 | 88 | 66 | 74 | 79 | 28 | 40 | 32 | 74 | 124 | 31 |
| Effective Weighted Sample | | 134 | 102 | 13 | 74 | 55 | 63 | 65 | 25 | 34 | 26 | 63 | 104 | 25 |
| Total | | 169 | 130 | 18 | 83 | 78 | 70 | 91 | 30 | 38 | 29 | 70 | 137 | 28 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | * | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | *% | ** |
| 3 | (3.0) | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 4 | (4.0) | 6 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** |
| | | 3% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** |
| 5 | (5.0) | 23 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | | 14% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** |
| 6 | (6.0) | 18 | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** |
| | | 11% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| 7 | (7.0) | 36 | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** |
| | | 21% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| 8 | (8.0) | 39 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36 | ** |
| | | 23% | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** |
| 9 | (9.0) | 24 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** |
| | | 14% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** |
| 10 - Extremely satisfied | (10.0) | 19 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** |
| | | 11% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** |
| DISSATISFIED (1-4) | | 9 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | | 6% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** |
| NEUTRAL (5-6) | | 41 | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** |
| | | 24% | 27% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** |
| SATISFIED (7-10) | | 118 | 89 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 102 | ** |
| | | 70% | 68% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | ** |
| Answered | | 169 | 130 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 137 | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 162 | 123 | 16 | 88 | 66 | 74 | 79 | 28 | 40 | 32 | 74 | 124 | 31 |
| Effective Weighted Sample | 134 | 102 | 13 | 74 | 55 | 63 | 65 | 25 | 34 | 26 | 63 | 104 | 25 |
| Total | 169 | 130 | 18 | 83 | 78 | 70 | 91 | 30 | 38 | 29 | 70 | 137 | 28 |
| Mean score | 7.3 | 7.3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.5 | ** |
| Standard deviation | 1.80 | 1.85 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.74 | ** |
| Standard error | .14 | .17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .16 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 162 | 160 | 155 | 7 | 2 | 162 | 155 | 149 | 148 | 57 | 161 | 1 | 16 | 44 | 102 |
| Effective Weighted Sample | | 134 | 133 | 130 | 6 | 2 | 134 | 128 | 125 | 124 | 48 | 133 | 1 | 13 | 38 | 84 |
| Total | | 169 | 165 | 159 | 10 | 4 | 169 | 162 | 156 | 153 | 62 | 168 | * | 14 | 45 | 110 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | - |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | -% |
| 3 | (3.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 2% | ** | 1% | ** | ** | ** | 1% |
| 4 | (4.0) | 6 | 6 | 6 | ** | ** | 6 | 6 | 5 | 6 | ** | 6 | ** | ** | ** | * |
| | | 3% | 3% | 4% | ** | ** | 3% | 3% | 3% | 4% | ** | 3% | ** | ** | ** | *% |
| 5 | (5.0) | 23 | 23 | 23 | ** | ** | 23 | 19 | 20 | 20 | ** | 23 | ** | ** | ** | 7 |
| | | 14% | 14% | 14% | ** | ** | 14% | 12% | 13% | 13% | ** | 14% | ** | ** | ** | 6% |
| 6 | (6.0) | 18 | 18 | 18 | ** | ** | 18 | 18 | 18 | 18 | ** | 18 | ** | ** | ** | 8 |
| | | 11% | 11% | 12% | ** | ** | 11% | 11% | 11% | 12% | ** | 11% | ** | ** | ** | 8% |
| 7 | (7.0) | 36 | 35 | 33 | ** | ** | 36 | 35 | 33 | 33 | ** | 36 | ** | ** | ** | 23 |
| | | 21% | 21% | 21% | ** | ** | 21% | 22% | 21% | 22% | ** | 21% | ** | ** | ** | 21% |
| 8 | (8.0) | 39 | 37 | 35 | ** | ** | 39 | 39 | 37 | 35 | ** | 39 | ** | ** | ** | 35 |
| | | 23% | 22% | 22% | ** | ** | 23% | 24% | 23% | 23% | ** | 23% | ** | ** | ** | 32% |
| 9 | (9.0) | 24 | 24 | 22 | ** | ** | 24 | 24 | 24 | 22 | ** | 24 | ** | ** | ** | 21 |
| | | 14% | 15% | 14% | ** | ** | 14% | 15% | 15% | 14% | ** | 14% | ** | ** | ** | 19% |
| 10 - Extremely satisfied | (10.0) | 19 | 19 | 19 | ** | ** | 19 | 17 | 18 | 17 | ** | 19 | ** | ** | ** | 15 |
| | | 11% | 11% | 12% | ** | ** | 11% | 11% | 11% | 11% | ** | 11% | ** | ** | ** | 13% |
| DISSATISFIED (1-4) | | 9 | 9 | 9 | ** | ** | 9 | 9 | 8 | 9 | ** | 9 | ** | ** | ** | 2 |
| | | 6% | 6% | 6% | ** | ** | 6% | 5% | 5% | 6% | ** | 5% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 41 | 41 | 41 | ** | ** | 41 | 37 | 38 | 37 | ** | 41 | ** | ** | ** | 15 |
| | | 24% | 25% | 26% | ** | ** | 24% | 23% | 24% | 24% | ** | 25% | ** | ** | ** | 14% |
| SATISFIED (7-10) | | 118 | 115 | 108 | ** | ** | 118 | 116 | 111 | 107 | ** | 118 | ** | ** | ** | 93 |
| | | 70% | 69% | 68% | ** | ** | 70% | 72% | 71% | 70% | ** | 70% | ** | ** | ** | 85% |
| Answered | | 169 | 165 | 159 | ** | ** | 169 | 162 | 156 | 153 | ** | 168 | ** | ** | ** | 110 |
| Mean score | | 7.3 | 7.3 | 7.2 | ** | ** | 7.3 | 7.3 | 7.3 | 7.3 | ** | 7.3 | ** | ** | ** | 7.8 |
| Standard deviation | | 1.80 | 1.81 | 1.84 | ** | ** | 1.80 | 1.75 | 1.76 | 1.78 | ** | 1.77 | ** | ** | ** | 1.46 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?**

Base : Those who have used RadioPlayer in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 162 | 160 | 155 | 7 | 2 | 162 | 155 | 149 | 148 | 57 | 161 | 1 | 16 | 44 | 102 |
| Effective Weighted Sample | 134 | 133 | 130 | 6 | 2 | 134 | 128 | 125 | 124 | 48 | 133 | 1 | 13 | 38 | 84 |
| Total | 169 | 165 | 159 | 10 | 4 | 169 | 162 | 156 | 153 | 62 | 168 | * | 14 | 45 | 110 |
| Standard error | .14 | .14 | .15 | ** | ** | .14 | .14 | .14 | .15 | ** | .14 | ** | ** | ** | .14 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 1538 | 655 | 864 | 350 | 404 | 286 | 218 | 279 | 490 | 490 | 271 | 270 | 1023 | 239 | 140 | 136 |
| Effective Weighted Sample | | 1258 | 533 | 714 | 291 | 334 | 234 | 176 | 227 | 406 | 400 | 223 | 218 | 946 | 230 | 135 | 131 |
| Total | | 1480 | 671 | 791 | 311 | 404 | 269 | 226 | 270 | 484 | 496 | 246 | 239 | 1235 | 140 | 62 | 43 |
| 1 - Extremely dissatisfied | (1.0) | 3 | - | 2 | 1 | - | - | - | 2 | - | - | 1 | 2 | 3 | - | - | - |
| | | *% | -% | *% | *% | -% | -% | -% | 1% | -% | -% | *% | 1% | *% | -% | -% | -% |
| 2 | (2.0) | 2 | 1 | 2 | 1 | - | - | 1 | 1 | 1 | 1 | - | * | 1 | 1 | - | * |
| | | *% | *% | *% | *% | -% | -% | *% | *% | *% | *% | -% | *% | *% | *% | -% | 1% |
| 3 | (3.0) | 7 | 2 | 4 | 4 | 3 | - | - | - | 1 | - | 2 | 4 | 6 | - | 1 | * |
| | | *% | *% | *% | 1% | 1% | -% | -% | -% | *% | -% | 1% | 2% b | *% | -% | 1% | 1% |
| 4 | (4.0) | 18 | 12 | 5 | 2 | 3 | 3 | 6 | 4 | 8 | 4 | 3 | 3 | 17 | - | 1 | 1 |
| | | 1% | 2% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 1% | -% | 1% | 1% |
| 5 | (5.0) | 77 | 39 | 36 | 19 | 14 | 12 | 9 | 23 | 25 | 20 | 13 | 18 | 66 | 5 | 4 | 1 |
| | | 5% | 6% | 5% | 6% | 3% | 4% | 4% | 9% b | 5% | 4% | 5% | 8% | 5% | 4% | 7% | 3% |
| 6 | (6.0) | 108 | 43 | 63 | 24 | 29 | 12 | 12 | 33 | 43 | 23 | 19 | 22 | 94 | 7 | 4 | 3 |
| | | 7% | 6% | 8% | 8% | 7% | 4% | 5% | 12% c | 9% | 5% | 8% | 9% | 8% | 5% | 7% | 7% |
| 7 | (7.0) | 196 | 94 | 100 | 25 | 54 | 45 | 38 | 34 | 65 | 65 | 36 | 30 | 171 | 15 | 6 | 4 |
| | | 13% | 14% | 13% | 8% | 13% | 17% a | 17% a | 13% | 13% | 13% | 15% | 13% | 14% | 11% | 10% | 9% |
| 8 | (8.0) | 346 | 163 | 182 | 56 | 87 | 62 | 66 | 75 | 119 | 130 | 52 | 42 | 296 | 27 | 14 | 10 |
| | | 23% | 24% | 23% | 18% | 21% | 23% | 29% a | 28% a | 25% | 26% | 21% | 17% | 24% | 19% | 22% | 23% |
| 9 | (9.0) | 244 | 102 | 141 | 54 | 59 | 51 | 35 | 47 | 86 | 88 | 34 | 32 | 203 | 26 | 9 | 6 |
| | | 17% | 15% | 18% | 17% | 15% | 19% | 15% | 17% | 18% | 18% | 14% | 13% | 16% | 19% | 15% | 15% |
| 10 - Extremely satisfied | (10.0) | 478 | 216 | 255 | 125 | 155 | 85 | 61 | 51 | 135 | 165 | 86 | 86 | 379 | 60 | 22 | 17 |
| | | 32% | 32% | 32% | 40% de | 38% de | 32% e | 27% | 19% | 28% | 33% | 35% | 36% | 31% | 43% a | 36% | 40% |
| DISSATISFIED (1-4) | | 31 | 15 | 13 | 8 | 6 | 3 | 6 | 7 | 10 | 5 | 6 | 10 | 27 | 1 | 1 | 1 |
| | | 2% | 2% | 2% | 3% | 2% | 1% | 3% | 3% | 2% | 1% | 2% | 4% b | 2% | *% | 2% | 3% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1538 | 655 | 864 | 350 | 404 | 286 | 218 | 279 | 490 | 490 | 271 | 270 | 1023 | 239 | 140 | 136 |
| Effective Weighted Sample | 1258 | 533 | 714 | 291 | 334 | 234 | 176 | 227 | 406 | 400 | 223 | 218 | 946 | 230 | 135 | 131 |
| Total | 1480 | 671 | 791 | 311 | 404 | 269 | 226 | 270 | 484 | 496 | 246 | 239 | 1235 | 140 | 62 | 43 |
| NEUTRAL (5-6) | 185 | 82 | 99 | 42 | 43 | 24 | 20 | 56 | 68 | 43 | 32 | 40 | 160 | 12 | 9 | 5 |
| | 13% | 12% | 13% | 14% | 11% | 9% | 9% | 21% bcd | 14% | 9% | 13% | 17% b | 13% | 8% | 14% | 11% |
| SATISFIED (7-10) | 1264 | 575 | 679 | 260 | 355 | 242 | 199 | 207 | 406 | 449 | 208 | 189 | 1048 | 128 | 52 | 37 |
| | 85% | 86% | 86% | 84% | 88% e | 90% e | 88% e | 77% | 84% | 90% ad | 85% | 79% | 85% | 91% | 84% | 87% |
| Answered | 1480 | 671 | 791 | 311 | 404 | 269 | 226 | 270 | 484 | 496 | 246 | 239 | 1235 | 140 | 62 | 43 |
| Mean score | 8.3 | 8.3 | 8.3 | 8.4 e | 8.5 e | 8.4 e | 8.2 | 7.8 | 8.2 | 8.5 a | 8.3 | 8.1 | 8.2 | 8.7 a | 8.3 | 8.5 |
| Standard deviation | 1.66 | 1.64 | 1.63 | 1.80 | 1.59 | 1.49 | 1.56 | 1.74 | 1.62 | 1.47 | 1.73 | 1.97 | 1.67 | 1.49 | 1.73 | 1.71 |
| Standard error | .04 | .06 | .06 | .10 | .08 | .09 | .11 | .10 | .07 | .07 | .11 | .12 | .05 | .10 | .15 | .15 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 147

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1538 | 1252 | 147 | 623 | 883 | 517 | 979 | 236 | 221 | 220 | 517 | 1047 | 452 |
| Effective Weighted Sample | | 1258 | 1024 | 116 | 512 | 721 | 425 | 799 | 197 | 180 | 177 | 425 | 877 | 376 |
| Total | | 1480 | 1214 | 128 | 600 | 853 | 504 | 940 | 237 | 213 | 209 | 504 | 1113 | 342 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 2 | - | 2 | 1 | - | 2 | - | - | - | - | 1 | 2 |
| | | *% | *% | -% | *% | *% | -% | *% | -% | -% | -% | -% | *% | 1% |
| 2 | (2.0) | 2 | 1 | 1 | 1 | 1 | 1 | 2 | - | - | 1 | 1 | 1 | 1 |
| | | *% | *% | *% | *% | *% | *% | *% | -% | -% | *% | *% | *% | *% |
| 3 | (3.0) | 7 | 5 | - | 4 | 3 | 2 | 5 | 2 | - | - | 2 | 4 | 3 |
| | | *% | *% | -% | 1% | *% | *% | 1% | 1% | -% | -% | *% | *% | 1% |
| 4 | (4.0) | 18 | 15 | 1 | 8 | 10 | 5 | 12 | 2 | 4 | 2 | 5 | 13 | 5 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| 5 | (5.0) | 77 | 62 | 4 | 29 | 46 | 28 | 47 | 15 | 14 | 8 | 28 | 51 | 24 |
| | | 5% | 5% | 3% | 5% | 5% | 6% | 5% | 6% | 6% | 4% | 6% | 5% | 7% |
| 6 | (6.0) | 108 | 80 | 14 | 43 | 62 | 35 | 70 | 19 | 11 | 14 | 35 | 78 | 29 |
| | | 7% | 7% | 11% | 7% | 7% | 7% | 7% | 8% | 5% | 7% | 7% | 7% | 9% |
| 7 | (7.0) | 196 | 156 | 21 | 92 | 101 | 81 | 110 | 43 | 39 | 30 | 81 | 149 | 43 |
| | | 13% | 13% | 16% | 15% | 12% | 16% | 12% | 18% | 19% | 14% | 16% | 13% | 13% |
| 8 | (8.0) | 346 | 289 | 28 | 145 | 199 | 124 | 218 | 57 | 45 | 58 | 124 | 263 | 77 |
| | | 23% | 24% | 22% | 24% | 23% | 25% | 23% | 24% | 21% | 28% | 25% | 24% | 22% |
| 9 | (9.0) | 244 | 202 | 17 | 88 | 154 | 69 | 172 | 22 | 23 | 38 | 69 | 180 | 58 |
| | | 17% | 17% | 13% | 15% | 18% | 14% | 18% | 9% | 11% | 18% a | 14% | 16% | 17% |
| 10 - Extremely satisfied | (10.0) | 478 | 402 | 43 | 188 | 274 | 159 | 303 | 77 | 76 | 58 | 159 | 371 | 100 |
| | | 32% | 33% | 33% | 31% | 32% | 31% | 32% | 33% | 36% | 28% | 31% | 33% | 29% |
| DISSATISFIED (1-4) | | 31 | 24 | 2 | 15 | 16 | 8 | 21 | 4 | 4 | 2 | 8 | 20 | 11 |
| | | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% |
| NEUTRAL (5-6) | | 185 | 142 | 18 | 72 | 108 | 63 | 117 | 34 | 25 | 23 | 63 | 129 | 53 |
| | | 13% | 12% | 14% | 12% | 13% | 13% | 12% | 14% | 12% | 11% | 13% | 12% | 16% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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Table 147

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1538 | 1252 | 147 | 623 | 883 | 517 | 979 | 236 | 221 | 220 | 517 | 1047 | 452 |
| Effective Weighted Sample | 1258 | 1024 | 116 | 512 | 721 | 425 | 799 | 197 | 180 | 177 | 425 | 877 | 376 |
| Total | 1480 | 1214 | 128 | 600 | 853 | 504 | 940 | 237 | 213 | 209 | 504 | 1113 | 342 |
| SATISFIED (7-10) | 1264 | 1048 | 109 | 513 | 729 | 433 | 802 | 199 | 184 | 184 | 433 | 964 | 278 |
| | 85% | 86% | 85% | 85% | 85% | 86% | 85% | 84% | 86% | 88% | 86% | 87% | 81% |
| Answered | 1480 | 1214 | 128 | 600 | 853 | 504 | 940 | 237 | 213 | 209 | 504 | 1113 | 342 |
| Mean score | 8.3 | 8.3 | 8.3 | 8.2 | 8.3 | 8.2 | 8.3 | 8.1 | 8.3 | 8.3 | 8.2 | 8.3 | 8.1 |
| Standard deviation | 1.66 | 1.63 | 1.62 | 1.69 | 1.63 | 1.61 | 1.66 | 1.67 | 1.66 | 1.49 | 1.61 | 1.61 | 1.82 |
| Standard error | .04 | .05 | .13 | .07 | .05 | .07 | .05 | .11 | .11 | .10 | .07 | .05 | .09 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 147

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 1538 | 1510 | 1436 | 102 | 28 | 1538 | 1335 | 983 | 1043 | 293 | 1420 | 118 | 219 | 329 | 990 |
| Effective Weighted Sample | | 1258 | 1236 | 1176 | 83 | 23 | 1258 | 1096 | 803 | 854 | 242 | 1164 | 95 | 174 | 274 | 810 |
| Total | | 1480 | 1452 | 1380 | 100 | 28 | 1480 | 1299 | 946 | 1014 | 302 | 1374 | 106 | 197 | 326 | 956 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | 2 | 1 | ** | 3 | 2 | 2 | 1 | - | 2 | 1 | 2 | - | 1 |
| | | *% | *% | *% | 1% | ** | *% | *% | *% | *% | -% | *% | 1% | 1% | -% | *% |
| 2 | (2.0) | 2 | 2 | 2 | - | ** | 2 | 2 | 1 | 1 | - | 2 | - | 1 | - | 1 |
| | | *% | *% | *% | -% | ** | *% | *% | *% | *% | -% | *% | -% | 1% | -% | *% |
| 3 | (3.0) | 7 | 7 | 7 | - | ** | 7 | 6 | 4 | 5 | - | 7 | - | 3 | 2 | 2 |
| | | *% | *% | 1% | -% | ** | *% | *% | *% | *% | -% | 1% | -% | 2% c | 1% | *% |
| 4 | (4.0) | 18 | 18 | 16 | 2 | ** | 18 | 16 | 14 | 16 | 7 | 17 | 1 | 2 | 9 | 6 |
| | | 1% | 1% | 1% | 2% | ** | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 3% c | 1% |
| 5 | (5.0) | 77 | 75 | 66 | 10 | ** | 77 | 68 | 43 | 46 | 19 | 71 | 6 | 16 | 33 | 28 |
| | | 5% | 5% | 5% | 10% | ** | 5% | 5% | 5% | 5% | 6% | 5% | 5% | 8% c | 10% c | 3% |
| 6 | (6.0) | 108 | 106 | 99 | 10 | ** | 108 | 95 | 74 | 81 | 29 | 103 | 5 | 16 | 43 | 50 |
| | | 7% | 7% | 7% | 10% | ** | 7% | 7% | 8% | 8% | 10% | 7% | 5% | 8% | 13% c | 5% |
| 7 | (7.0) | 196 | 191 | 183 | 13 | ** | 196 | 169 | 129 | 142 | 44 | 178 | 18 | 29 | 47 | 120 |
| | | 13% | 13% | 13% | 13% | ** | 13% | 13% | 14% | 14% | 14% | 13% | 17% | 15% | 14% | 13% |
| 8 | (8.0) | 346 | 337 | 317 | 29 | ** | 346 | 308 | 236 | 240 | 70 | 328 | 18 | 49 | 72 | 225 |
| | | 23% | 23% | 23% | 29% | ** | 23% | 24% | 25% | 24% | 23% | 24% | 17% | 25% | 22% | 23% |
| 9 | (9.0) | 244 | 237 | 228 | 16 | ** | 244 | 217 | 145 | 175 | 59 | 230 | 14 | 23 | 39 | 182 |
| | | 17% | 16% | 17% | 16% | ** | 17% | 17% | 15% | 17% | 19% | 17% | 14% | 12% | 12% | 19% b |
| 10 - Extremely satisfied | (10.0) | 478 | 474 | 458 | 19 | ** | 478 | 416 | 296 | 306 | 75 | 436 | 42 | 57 | 80 | 341 |
| | | 32% | 33% | 33% c | 19% | ** | 32% | 32% | 31% | 30% | 25% | 32% | 39% d | 29% | 25% | 36% b |
| DISSATISFIED (1-4) | | 31 | 31 | 27 | 3 | ** | 31 | 26 | 22 | 24 | 7 | 28 | 2 | 9 | 12 | 10 |
| | | 2% | 2% | 2% | 3% | ** | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 5% c | 4% c | 1% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1538 | 1510 | 1436 | 102 | 28 | 1538 | 1335 | 983 | 1043 | 293 | 1420 | 118 | 219 | 329 | 990 |
| Effective Weighted Sample | 1258 | 1236 | 1176 | 83 | 23 | 1258 | 1096 | 803 | 854 | 242 | 1164 | 95 | 174 | 274 | 810 |
| Total | 1480 | 1452 | 1380 | 100 | 28 | 1480 | 1299 | 946 | 1014 | 302 | 1374 | 106 | 197 | 326 | 956 |
| NEUTRAL (5-6) | 185 | 181 | 165 | 20 | ** | 185 | 163 | 118 | 127 | 48 | 174 | 11 | 31 | 76 | 78 |
| | 13% | 12% | 12% | 20% | ** | 13% | 13% | 12% | 12% | 16% | 13% | 11% | 16% | 23% | 8% |
| | | | | | | | | | | | | | | c | c |
| SATISFIED (7-10) | 1264 | 1240 | 1187 | 77 | ** | 1264 | 1109 | 806 | 863 | 248 | 1172 | 92 | 157 | 239 | 868 |
| | 85% | 85% | 86% | 77% | ** | 85% | 85% | 85% | 85% | 82% | 85% | 87% | 80% | 73% | 91% |
| | | | | | | | | | | | | | | | ab |
| Answered | 1480 | 1452 | 1380 | 100 | ** | 1480 | 1299 | 946 | 1014 | 302 | 1374 | 106 | 197 | 326 | 956 |
| Mean score | 8.3 | 8.3 | 8.3 | 7.8 | ** | 8.3 | 8.3 | 8.2 | 8.2 | 8.1 | 8.3 | 8.4 | 7.9 | 7.8 | 8.5 |
| | | c | c | | | c | | | | | | | | | ab |
| Standard deviation | 1.66 | 1.66 | 1.64 | 1.79 | ** | 1.66 | 1.65 | 1.65 | 1.64 | 1.63 | 1.65 | 1.78 | 1.95 | 1.81 | 1.47 |
| Standard error | .04 | .04 | .04 | .18 | ** | .04 | .05 | .05 | .05 | .09 | .04 | .16 | .13 | .10 | .05 |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 148

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 148 | 73 | 74 | 43 | 44 | 35 | 11 | 15 | 52 | 30 | 32 | 34 | 101 | 22 | 18 | 7 |
| Effective Weighted Sample | | 123 | 60 | 63 | 37 | 38 | 29 | 8 | 12 | 46 | 25 | 25 | 27 | 94 | 22 | 18 | 7 |
| Total | | 142 | 71 | 70 | 40 | 45 | 32 | 10 | 15 | 55 | 29 | 28 | 30 | 119 | 12 | 8 | 2 |
| 1 - Extremely dissatisfied | (1.0) | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| 2 | (2.0) | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | - | ** | ** | ** |
| | | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | -% | ** | ** | ** |
| 3 | (3.0) | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| 5 | (5.0) | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| 6 | (6.0) | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |
| | | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| 7 | (7.0) | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| 8 | (8.0) | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| 9 | (9.0) | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | ** | ** |
| | | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| DISSATISFIED (1-4) | | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | ** | ** |
| | | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| NEUTRAL (5-6) | | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** | ** | ** |
| SATISFIED (7-10) | | 97 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81 | ** | ** | ** |
| | | 69% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 148**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 148 | 73 | 74 | 43 | 44 | 35 | 11 | 15 | 52 | 30 | 32 | 34 | 101 | 22 | 18 | 7 |
| Effective Weighted Sample | 123 | 60 | 63 | 37 | 38 | 29 | 8 | 12 | 46 | 25 | 25 | 27 | 94 | 22 | 18 | 7 |
| Total | 142 | 71 | 70 | 40 | 45 | 32 | 10 | 15 | 55 | 29 | 28 | 30 | 119 | 12 | 8 | 2 |
| Answered | 142 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 119 | ** | ** | ** |
| Mean score | 7.5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.5 | ** | ** | ** |
| Standard deviation | 2.07 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.09 | ** | ** | ** |
| Standard error | .17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .21 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 148

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 148 | 121 | 7 | 80 | 63 | 67 | 75 | 26 | 32 | 34 | 67 | 108 | 38 |
| Effective Weighted Sample | | 123 | 100 | 6 | 67 | 52 | 57 | 61 | 23 | 28 | 30 | 57 | 93 | 31 |
| Total | | 142 | 118 | 5 | 76 | 62 | 67 | 70 | 26 | 33 | 37 | 67 | 113 | 27 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 2% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 2 | (2.0) | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | - | ** |
| | | *% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | -% | ** |
| 3 | (3.0) | 1 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 4 | (4.0) | 6 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** |
| | | 4% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** |
| 5 | (5.0) | 15 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** |
| | | 11% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| 6 | (6.0) | 20 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | | 14% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** |
| 7 | (7.0) | 17 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** |
| | | 12% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** |
| 8 | (8.0) | 28 | 21 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** |
| | | 20% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** |
| 9 | (9.0) | 20 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19 | ** |
| | | 14% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| 10 - Extremely satisfied | (10.0) | 32 | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** |
| | | 22% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** |
| DISSATISFIED (1-4) | | 10 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** |
| | | 7% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** |
| NEUTRAL (5-6) | | 35 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** |
| | | 24% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 148**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 148 | 121 | 7 | 80 | 63 | 67 | 75 | 26 | 32 | 34 | 67 | 108 | 38 |
| Effective Weighted Sample | 123 | 100 | 6 | 67 | 52 | 57 | 61 | 23 | 28 | 30 | 57 | 93 | 31 |
| Total | 142 | 118 | 5 | 76 | 62 | 67 | 70 | 26 | 33 | 37 | 67 | 113 | 27 |
| SATISFIED (7-10) | 97 | 83 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82 | ** |
| | 69% | 70% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** |
| Answered | 142 | 118 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 113 | ** |
| Mean score | 7.5 | 7.7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.7 | ** |
| Standard deviation | 2.07 | 2.04 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.96 | ** |
| Standard error | .17 | .19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .19 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | ~c |
| Unweighted total | | 148 | 147 | 146 | 2 | 1 | 148 | 131 | 124 | 129 | 45 | 142 | 6 | 18 | 44 | 86 |
| Effective Weighted Sample | | 123 | 123 | 122 | 1 | 1 | 123 | 110 | 105 | 110 | 39 | 120 | 5 | 14 | 37 | 73 |
| Total | | 142 | 140 | 139 | 3 | 2 | 142 | 128 | 121 | 127 | 45 | 138 | 3 | 14 | 43 | 85 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | 2 | ** | ** | 2 | 1 | 1 | 1 | ** | 2 | ** | ** | ** | ** |
| | | 2% | 2% | 2% | ** | ** | 2% | 1% | 1% | 1% | ** | 2% | ** | ** | ** | ** |
| 2 | (2.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | ** |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | ** | *% | ** | ** | ** | ** |
| 3 | (3.0) | 1 | 1 | 1 | ** | ** | 1 | - | 1 | 1 | ** | 1 | ** | ** | ** | ** |
| | | 1% | 1% | 1% | ** | ** | 1% | -% | 1% | 1% | ** | 1% | ** | ** | ** | ** |
| 4 | (4.0) | 6 | 6 | 6 | ** | ** | 6 | 5 | 6 | 6 | ** | 6 | ** | ** | ** | ** |
| | | 4% | 4% | 4% | ** | ** | 4% | 4% | 5% | 5% | ** | 4% | ** | ** | ** | ** |
| 5 | (5.0) | 15 | 15 | 15 | ** | ** | 15 | 14 | 13 | 14 | ** | 15 | ** | ** | ** | ** |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 11% | 11% | ** | 11% | ** | ** | ** | ** |
| 6 | (6.0) | 20 | 20 | 20 | ** | ** | 20 | 17 | 18 | 17 | ** | 19 | ** | ** | ** | ** |
| | | 14% | 14% | 14% | ** | ** | 14% | 14% | 15% | 13% | ** | 14% | ** | ** | ** | ** |
| 7 | (7.0) | 17 | 17 | 17 | ** | ** | 17 | 17 | 14 | 17 | ** | 17 | ** | ** | ** | ** |
| | | 12% | 12% | 12% | ** | ** | 12% | 13% | 12% | 13% | ** | 12% | ** | ** | ** | ** |
| 8 | (8.0) | 28 | 28 | 28 | ** | ** | 28 | 26 | 20 | 26 | ** | 28 | ** | ** | ** | ** |
| | | 20% | 20% | 20% | ** | ** | 20% | 20% | 17% | 20% | ** | 20% | ** | ** | ** | ** |
| 9 | (9.0) | 20 | 18 | 18 | ** | ** | 20 | 20 | 18 | 18 | ** | 20 | ** | ** | ** | ** |
| | | 14% | 13% | 13% | ** | ** | 14% | 15% | 15% | 14% | ** | 14% | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 32 | 32 | 32 | ** | ** | 32 | 29 | 29 | 26 | ** | 30 | ** | ** | ** | ** |
| | | 22% | 23% | 23% | ** | ** | 22% | 23% | 24% | 21% | ** | 21% | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | 10 | 10 | 10 | ** | ** | 10 | 6 | 9 | 9 | ** | 10 | ** | ** | ** | ** |
| | | 7% | 7% | 7% | ** | ** | 7% | 5% | 8% | 7% | ** | 7% | ** | ** | ** | ** |
| NEUTRAL (5-6) | | 35 | 35 | 35 | ** | ** | 35 | 31 | 31 | 31 | ** | 34 | ** | ** | ** | ** |
| | | 24% | 25% | 25% | ** | ** | 24% | 24% | 25% | 25% | ** | 25% | ** | ** | ** | ** |
| SATISFIED (7-10) | | 97 | 95 | 94 | ** | ** | 97 | 91 | 82 | 86 | ** | 94 | ** | ** | ** | ** |
| | | 69% | 68% | 68% | ** | ** | 69% | 71% | 67% | 68% | ** | 68% | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | ~c |
| Unweighted total | 148 | 147 | 146 | 2 | 1 | 148 | 131 | 124 | 129 | 45 | 142 | 6 | 18 | 44 | 86 |
| Effective Weighted Sample | 123 | 123 | 122 | 1 | 1 | 123 | 110 | 105 | 110 | 39 | 120 | 5 | 14 | 37 | 73 |
| Total | 142 | 140 | 139 | 3 | 2 | 142 | 128 | 121 | 127 | 45 | 138 | 3 | 14 | 43 | 85 |
| Answered | 142 | 140 | 139 | ** | ** | 142 | 128 | 121 | 127 | ** | 138 | ** | ** | ** | ** |
| Mean score | 7.5 | 7.5 | 7.5 | ** | ** | 7.5 | 7.7 | 7.5 | 7.5 | ** | 7.5 | ** | ** | ** | ** |
| Standard deviation | 2.07 | 2.07 | 2.08 | ** | ** | 2.07 | 1.92 | 2.09 | 2.03 | ** | 2.07 | ** | ** | ** | ** |
| Standard error | .17 | .17 | .17 | ** | ** | .17 | .17 | .19 | .18 | ** | .17 | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | | 850 | 368 | 475 | 95 | 176 | 193 | 158 | 228 | 282 | 215 | 155 | 191 | 544 | 126 | 99 | 81 |
| Effective Weighted Sample | | 686 | 297 | 385 | 80 | 146 | 156 | 126 | 181 | 231 | 173 | 126 | 151 | 500 | 123 | 94 | 78 |
| Total | | 794 | 367 | 420 | 85 | 166 | 175 | 162 | 207 | 276 | 213 | 141 | 158 | 651 | 73 | 45 | 26 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 1 | * | ** | - | 2 | - | - | 1 | - | 2 | - | 2 | - | ** | ** |
| | | *% | *% | *% | ** | -% | 1% | -% | -% | *% | -% | 1% | -% | *% | -% | ** | ** |
| 2 | (2.0) | * | - | * | ** | - | - | * | - | * | - | - | - | - | - | ** | ** |
| | | *% | -% | *% | ** | -% | -% | *% | -% | *% | -% | -% | -% | -% | -% | ** | ** |
| 3 | (3.0) | 9 | 8 | 2 | ** | 1 | - | 1 | 5 | 3 | 1 | 5 | * | 9 | - | ** | ** |
| | | 1% | 2% | *% | ** | 1% | -% | 1% | 2% | 1% | *% | 4% | *% | 1% | -% | ** | ** |
| 4 | (4.0) | 10 | 4 | 5 | ** | 2 | 2 | 4 | 1 | 1 | 4 | 1 | 4 | 7 | 2 | ** | ** |
| | | 1% | 1% | 1% | ** | 1% | 1% | 2% | *% | 1% | 2% | *% | 3% | 1% | 3% | ** | ** |
| 5 | (5.0) | 50 | 33 | 17 | ** | 14 | 9 | 10 | 6 | 15 | 14 | 6 | 14 | 41 | 3 | ** | ** |
| | | 6% | 9% b | 4% | ** | 8% | 5% | 6% | 3% | 5% | 7% | 4% | 9% | 6% | 4% | ** | ** |
| 6 | (6.0) | 80 | 30 | 50 | ** | 18 | 21 | 11 | 18 | 30 | 20 | 8 | 23 | 65 | 9 | ** | ** |
| | | 10% | 8% | 12% | ** | 11% | 12% | 7% | 9% | 11% | 9% | 5% | 14% | 10% | 12% | ** | ** |
| 7 | (7.0) | 135 | 61 | 74 | ** | 20 | 27 | 35 | 33 | 53 | 36 | 27 | 17 | 111 | 13 | ** | ** |
| | | 17% | 17% | 18% | ** | 12% | 15% | 22% | 16% | 19% | 17% | 19% | 11% | 17% | 18% | ** | ** |
| 8 | (8.0) | 210 | 98 | 109 | ** | 43 | 52 | 40 | 62 | 78 | 69 | 34 | 28 | 173 | 17 | ** | ** |
| | | 26% | 27% | 26% | ** | 26% | 30% | 25% | 30% | 28% | 32% d | 24% | 18% | 27% | 24% | ** | ** |
| 9 | (9.0) | 128 | 58 | 68 | ** | 26 | 28 | 29 | 35 | 49 | 30 | 20 | 27 | 103 | 15 | ** | ** |
| | | 16% | 16% | 16% | ** | 16% | 16% | 18% | 17% | 18% | 14% | 14% | 17% | 16% | 21% | ** | ** |
| 10 - Extremely satisfied | (10.0) | 170 | 74 | 95 | ** | 42 | 33 | 32 | 48 | 45 | 40 | 39 | 44 | 138 | 14 | ** | ** |
| | | 21% | 20% | 23% | ** | 25% | 19% | 20% | 23% | 16% | 19% | 28% | 28% a | 21% | 19% | ** | ** |
| DISSATISFIED (1-4) | | 23 | 13 | 8 | ** | 3 | 4 | 5 | 6 | 6 | 4 | 8 | 5 | 18 | 2 | ** | ** |
| | | 3% | 4% | 2% | ** | 2% | 2% | 3% | 3% | 2% | 2% | 5% | 3% | 3% | 3% | ** | ** |
| NEUTRAL (5-6) | | 129 | 63 | 67 | ** | 32 | 30 | 21 | 24 | 45 | 34 | 14 | 37 | 107 | 12 | ** | ** |
| | | 16% | 17% | 16% | ** | 19% | 17% | 13% | 12% | 16% | 16% | 10% | 23% c | 16% | 16% | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 850 | 368 | 475 | 95 | 176 | 193 | 158 | 228 | 282 | 215 | 155 | 191 | 544 | 126 | 99 | 81 |
| Effective Weighted Sample | 686 | 297 | 385 | 80 | 146 | 156 | 126 | 181 | 231 | 173 | 126 | 151 | 500 | 123 | 94 | 78 |
| Total | 794 | 367 | 420 | 85 | 166 | 175 | 162 | 207 | 276 | 213 | 141 | 158 | 651 | 73 | 45 | 26 |
| SATISFIED (7-10) | 642 | 291 | 345 | ** | 131 | 141 | 136 | 177 | 225 | 174 | 119 | 116 | 526 | 59 | ** | ** |
| | 81% | 79% | 82% | ** | 79% | 81% | 84% | 86% | 82% | 82% | 85% | 74% | 81% | 81% | ** | ** |
| Answered | 794 | 367 | 420 | ** | 166 | 175 | 162 | 207 | 276 | 213 | 141 | 158 | 651 | 73 | ** | ** |
| Mean score | 7.9 | 7.8 | 8.0 | ** | 8.0 | 7.9 | 7.9 | 8.1 | 7.8 | 7.9 | 8.0 | 7.9 | 7.9 | 7.9 | ** | ** |
| Standard deviation | 1.68 | 1.76 | 1.57 | ** | 1.70 | 1.64 | 1.62 | 1.58 | 1.59 | 1.55 | 1.91 | 1.81 | 1.68 | 1.58 | ** | ** |
| Standard error | .06 | .09 | .07 | ** | .13 | .12 | .13 | .10 | .09 | .11 | .15 | .13 | .07 | .14 | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 850 | 687 | 111 | 384 | 456 | 349 | 487 | 141 | 174 | 173 | 349 | 554 | 268 |
| Effective Weighted Sample | | 686 | 556 | 87 | 312 | 366 | 283 | 392 | 114 | 140 | 138 | 283 | 457 | 217 |
| Total | | 794 | 649 | 92 | 365 | 418 | 331 | 448 | 131 | 159 | 165 | 331 | 572 | 201 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 1 | * | 2 | * | 1 | * | 1 | - | 1 | 1 | 3 | - |
| | | *% | *% | *% | 1% | *% | *% | *% | 1% | -% | 1% | *% | *% | -% |
| 2 | (2.0) | * | * | - | - | * | - | * | - | - | - | - | - | * |
| | | *% | *% | -% | -% | *% | -% | *% | -% | -% | -% | -% | -% | *% |
| 3 | (3.0) | 9 | 8 | - | 3 | 7 | 2 | 7 | - | - | 2 | 2 | 7 | 2 |
| | | 1% | 1% | -% | 1% | 2% | 1% | 2% | -% | -% | 1% | 1% | 1% | 1% |
| 4 | (4.0) | 10 | 6 | 1 | 4 | 4 | 3 | 5 | 1 | 2 | - | 3 | 7 | 3 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | 1% | 1% | 1% |
| 5 | (5.0) | 50 | 39 | 5 | 26 | 24 | 22 | 27 | 8 | 8 | 10 | 22 | 37 | 11 |
| | | 6% | 6% | 6% | 7% | 6% | 7% | 6% | 6% | 5% | 6% | 7% | 6% | 5% |
| 6 | (6.0) | 80 | 64 | 8 | 37 | 42 | 32 | 47 | 16 | 14 | 9 | 32 | 52 | 24 |
| | | 10% | 10% | 8% | 10% | 10% | 10% | 10% | 13% | 9% | 5% | 10% | 9% | 12% |
| 7 | (7.0) | 135 | 110 | 14 | 56 | 74 | 49 | 81 | 16 | 26 | 31 | 49 | 95 | 36 |
| | | 17% | 17% | 15% | 15% | 18% | 15% | 18% | 12% | 17% | 19% | 15% | 17% | 18% |
| 8 | (8.0) | 210 | 165 | 32 | 90 | 120 | 83 | 125 | 29 | 41 | 40 | 83 | 158 | 50 |
| | | 26% | 25% | 35% | 25% | 29% | 25% | 28% | 22% | 26% | 24% | 25% | 28% | 25% |
| 9 | (9.0) | 128 | 108 | 18 | 61 | 67 | 58 | 69 | 27 | 30 | 28 | 58 | 88 | 35 |
| | | 16% | 17% | 19% | 17% | 16% | 18% | 15% | 21% | 19% | 17% | 18% | 15% | 18% |
| 10 - Extremely satisfied | (10.0) | 170 | 147 | 14 | 88 | 80 | 80 | 87 | 31 | 39 | 44 | 80 | 123 | 41 |
| | | 21% | 23% | 15% | 24% | 19% | 24% | 19% | 24% | 24% | 27% | 24% | 22% | 20% |
| DISSATISFIED (1-4) | | 23 | 15 | 1 | 9 | 11 | 6 | 13 | 2 | 2 | 4 | 6 | 18 | 5 |
| | | 3% | 2% | 1% | 2% | 3% | 2% | 3% | 2% | 1% | 2% | 2% | 3% | 2% |
| NEUTRAL (5-6) | | 129 | 103 | 13 | 63 | 66 | 54 | 74 | 25 | 22 | 19 | 54 | 89 | 34 |
| | | 16% | 16% | 14% | 17% | 16% | 16% | 16% | 19% | 14% | 11% | 16% | 16% | 17% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 850 | 687 | 111 | 384 | 456 | 349 | 487 | 141 | 174 | 173 | 349 | 554 | 268 |
| Effective Weighted Sample | 686 | 556 | 87 | 312 | 366 | 283 | 392 | 114 | 140 | 138 | 283 | 457 | 217 |
| Total | 794 | 649 | 92 | 365 | 418 | 331 | 448 | 131 | 159 | 165 | 331 | 572 | 201 |
| SATISFIED (7-10) | 642 | 531 | 78 | 294 | 341 | 271 | 362 | 104 | 136 | 143 | 271 | 465 | 162 |
| | 81% | 82% | 85% | 81% | 82% | 82% | 81% | 79% | 85% | 86% | 82% | 81% | 80% |
| Answered | 794 | 649 | 92 | 365 | 418 | 331 | 448 | 131 | 159 | 165 | 331 | 572 | 201 |
| Mean score | 7.9 | 8.0 | 7.9 | 8.0 | 7.9 | 8.0 | 7.8 | 8.0 | 8.1 | 8.1 | 8.0 | 7.9 | 7.9 |
| Standard deviation | 1.68 | 1.66 | 1.48 | 1.73 | 1.62 | 1.67 | 1.64 | 1.73 | 1.51 | 1.70 | 1.67 | 1.70 | 1.62 |
| Standard error | .06 | .06 | .14 | .09 | .08 | .09 | .07 | .15 | .11 | .13 | .09 | .07 | .10 |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 850 | 840 | 828 | 22 | 10 | 850 | 758 | 562 | 581 | 195 | 790 | 60 | 155 | 180 | 515 |
| Effective Weighted Sample | | 686 | 678 | 668 | 18 | 8 | 686 | 615 | 457 | 479 | 161 | 641 | 45 | 119 | 146 | 420 |
| Total | | 794 | 782 | 772 | 22 | 12 | 794 | 717 | 539 | 566 | 191 | 747 | 47 | 138 | 167 | 490 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | 3 | ** | ** | 3 | 2 | 2 | * | * | 2 | ** | 1 | * | 1 |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | *% | *% | ** | 1% | *% | *% |
| 2 | (2.0) | * | * | * | ** | ** | * | * | * | * | * | * | ** | - | - | * |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | *% | *% | ** | -% | -% | *% |
| 3 | (3.0) | 9 | 8 | 8 | ** | ** | 9 | 9 | 6 | 8 | 1 | 9 | ** | 2 | 3 | 5 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 2% | 1% |
| 4 | (4.0) | 10 | 8 | 8 | ** | ** | 10 | 8 | 6 | 6 | 1 | 8 | ** | 6 | 2 | 3 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 4% c | 1% | 1% |
| 5 | (5.0) | 50 | 47 | 47 | ** | ** | 50 | 47 | 36 | 43 | 8 | 49 | ** | 11 | 18 | 21 |
| | | 6% | 6% | 6% | ** | ** | 6% | 7% | 7% | 8% | 4% | 7% | ** | 8% | 11% c | 4% |
| 6 | (6.0) | 80 | 78 | 78 | ** | ** | 80 | 73 | 56 | 54 | 13 | 74 | ** | 11 | 28 | 42 |
| | | 10% | 10% | 10% | ** | ** | 10% | 10% | 10% | 10% | 7% | 10% | ** | 8% | 16% c | 9% |
| 7 | (7.0) | 135 | 135 | 133 | ** | ** | 135 | 119 | 91 | 99 | 31 | 125 | ** | 25 | 30 | 79 |
| | | 17% | 17% | 17% | ** | ** | 17% | 17% | 17% | 18% | 16% | 17% | ** | 18% | 18% | 16% |
| 8 | (8.0) | 210 | 206 | 203 | ** | ** | 210 | 187 | 147 | 155 | 63 | 198 | ** | 39 | 39 | 132 |
| | | 26% | 26% | 26% | ** | ** | 26% | 26% | 27% | 27% | 33% | 27% | ** | 28% | 23% | 27% |
| 9 | (9.0) | 128 | 128 | 126 | ** | ** | 128 | 120 | 92 | 94 | 36 | 125 | ** | 18 | 23 | 87 |
| | | 16% | 16% | 16% | ** | ** | 16% | 17% | 17% | 17% | 19% | 17% | ** | 13% | 14% | 18% |
| 10 - Extremely satisfied | (10.0) | 170 | 168 | 165 | ** | ** | 170 | 152 | 104 | 107 | 38 | 157 | ** | 25 | 24 | 121 |
| | | 21% | 21% | 21% | ** | ** | 21% | 21% | 19% | 19% | 20% | 21% | ** | 18% | 15% | 25% |
| DISSATISFIED (1-4) | | 23 | 19 | 19 | ** | ** | 23 | 19 | 14 | 15 | 3 | 19 | ** | 8 | 5 | 9 |
| | | 3% | 2% | 2% | ** | ** | 3% | 3% | 3% | 3% | 2% | 3% | ** | 6% | 3% | 2% |
| NEUTRAL (5-6) | | 129 | 126 | 126 | ** | ** | 129 | 120 | 91 | 97 | 21 | 123 | ** | 21 | 46 | 62 |
| | | 16% | 16% | 16% | ** | ** | 16% | 17% | 17% | 17% | 11% | 16% | ** | 15% | 27% c | 13% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?**

Base : Those who have used Amazon Music in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 850 | 840 | 828 | 22 | 10 | 850 | 758 | 562 | 581 | 195 | 790 | 60 | 155 | 180 | 515 |
| Effective Weighted Sample | 686 | 678 | 668 | 18 | 8 | 686 | 615 | 457 | 479 | 161 | 641 | 45 | 119 | 146 | 420 |
| Total | 794 | 782 | 772 | 22 | 12 | 794 | 717 | 539 | 566 | 191 | 747 | 47 | 138 | 167 | 490 |
| SATISFIED (7-10) | 642 | 637 | 627 | ** | ** | 642 | 578 | 434 | 455 | 167 | 605 | ** | 108 | 116 | 418 |
| | 81% | 81% | 81% | ** | ** | 81% | 81% | 81% | 80% | 88% | 81% | ** | 79% | 70% | 85% b |
| Answered | 794 | 782 | 772 | ** | ** | 794 | 717 | 539 | 566 | 191 | 747 | ** | 138 | 167 | 490 |
| Mean score | 7.9 | 7.9 | 7.9 | ** | ** | 7.9 | 7.9 | 7.9 | 7.8 | 8.1 | 7.9 | ** | 7.6 | 7.5 | 8.1 ab |
| Standard deviation | 1.68 | 1.66 | 1.66 | ** | ** | 1.68 | 1.67 | 1.65 | 1.64 | 1.48 | 1.66 | ** | 1.83 | 1.71 | 1.59 |
| Standard error | .06 | .06 | .06 | ** | ** | .06 | .06 | .07 | .07 | .11 | .06 | ** | .15 | .13 | .07 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | | 69 | 37 | 30 | 16 | 23 | 16 | 9 | 5 | 26 | 15 | 15 | 12 | 56 | 7 | 4 | 2 |
| Effective Weighted Sample | | 61 | 31 | 28 | 14 | 20 | 15 | 9 | 4 | 24 | 13 | 14 | 10 | 53 | 7 | 4 | 2 |
| Total | | 75 | 39 | 34 | 15 | 23 | 18 | 13 | 5 | 29 | 18 | 17 | 10 | 68 | 4 | 2 | 1 |
| 1 - Extremely dissatisfied | (1.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 69 | 37 | 30 | 16 | 23 | 16 | 9 | 5 | 26 | 15 | 15 | 12 | 56 | 7 | 4 | 2 |
| Effective Weighted Sample | 61 | 31 | 28 | 14 | 20 | 15 | 9 | 4 | 24 | 13 | 14 | 10 | 53 | 7 | 4 | 2 |
| Total | 75 | 39 | 34 | 15 | 23 | 18 | 13 | 5 | 29 | 18 | 17 | 10 | 68 | 4 | 2 | 1 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | | 69 | 57 | 4 | 41 | 28 | 33 | 36 | 16 | 16 | 15 | 33 | 55 | 13 |
| Effective Weighted Sample | | 61 | 50 | 4 | 37 | 24 | 30 | 31 | 15 | 15 | 13 | 30 | 50 | 12 |
| Total | | 75 | 61 | 5 | 46 | 29 | 37 | 38 | 18 | 17 | 16 | 37 | 64 | 10 |
| 1 - Extremely dissatisfied | (1.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 150

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 69 | 57 | 4 | 41 | 28 | 33 | 36 | 16 | 16 | 15 | 33 | 55 | 13 |
| Effective Weighted Sample | 61 | 50 | 4 | 37 | 24 | 30 | 31 | 15 | 15 | 13 | 30 | 50 | 12 |
| Total | 75 | 61 | 5 | 46 | 29 | 37 | 38 | 18 | 17 | 16 | 37 | 64 | 10 |
| Mean score | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | | 69 | 69 | 67 | 2 | - | 69 | 66 | 64 | 67 | 23 | 69 | - | 11 | 21 | 37 |
| Effective Weighted Sample | | 61 | 61 | 59 | 2 | - | 61 | 58 | 56 | 59 | 21 | 61 | - | 10 | 18 | 33 |
| Total | | 75 | 75 | 73 | 2 | - | 75 | 71 | 69 | 73 | 27 | 75 | - | 13 | 21 | 40 |
| 1 - Extremely dissatisfied | (1.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 150**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?**

Base : Those who have used Tidal in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 69 | 69 | 67 | 2 | - | 69 | 66 | 64 | 67 | 23 | 69 | - | 11 | 21 | 37 |
| Effective Weighted Sample | 61 | 61 | 59 | 2 | - | 61 | 58 | 56 | 59 | 21 | 61 | - | 10 | 18 | 33 |
| Total | 75 | 75 | 73 | 2 | - | 75 | 71 | 69 | 73 | 27 | 75 | - | 13 | 21 | 40 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 151

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | | 978 | 423 | 545 | 183 | 239 | 196 | 154 | 202 | 242 | 241 | 210 | 273 | 649 | 129 | 110 | 90 |
| Effective Weighted Sample | | 790 | 335 | 449 | 153 | 199 | 159 | 124 | 156 | 201 | 195 | 172 | 214 | 595 | 128 | 105 | 86 |
| Total | | 925 | 408 | 507 | 162 | 228 | 180 | 164 | 187 | 237 | 240 | 200 | 239 | 775 | 73 | 49 | 28 |
| 1 - Extremely dissatisfied | (1.0) | 2 | - | 1 | 1 | 1 | - | - | - | - | - | 1 | 1 | 1 | 1 | - | ** |
| | | *% | -% | *% | 1% | *% | -% | -% | -% | -% | -% | 1% | *% | *% | 1% | -% | ** |
| 2 | (2.0) | 1 | - | 1 | 1 | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | ** |
| | | *% | -% | *% | *% | -% | *% | -% | -% | -% | *% | *% | -% | *% | 1% | -% | ** |
| 3 | (3.0) | 13 | 5 | 8 | 2 | 2 | 2 | 5 | 2 | 4 | 1 | 1 | 6 | 10 | 2 | 1 | ** |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | *% | 1% | 3% | 1% | 2% | 1% | ** |
| 4 | (4.0) | 12 | 4 | 8 | 2 | 2 | 3 | 3 | 3 | 1 | 6 | 3 | 2 | 12 | - | - | ** |
| | | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | *% | 2% | 2% | 1% | 2% | -% | -% | ** |
| 5 | (5.0) | 72 | 35 | 36 | 18 | 18 | 16 | 13 | 7 | 19 | 14 | 16 | 23 | 64 | 3 | 3 | ** |
| | | 8% | 9% | 7% | 11% | 8% | 9% | 8% | 4% | 8% | 6% | 8% | 10% | 8% | 4% | 7% | ** |
| 6 | (6.0) | 68 | 31 | 36 | 16 | 17 | 15 | 9 | 10 | 12 | 20 | 17 | 17 | 55 | 4 | 5 | ** |
| | | 7% | 8% | 7% | 10% | 7% | 8% | 6% | 5% | 5% | 8% | 9% | 7% | 7% | 6% | 9% | ** |
| 7 | (7.0) | 146 | 65 | 81 | 22 | 43 | 32 | 20 | 29 | 42 | 45 | 22 | 35 | 124 | 9 | 10 | ** |
| | | 16% | 16% | 16% | 13% | 19% | 18% | 12% | 16% | 18% | 19% | 11% | 15% | 16% | 12% | 19% | ** |
| 8 | (8.0) | 228 | 101 | 127 | 31 | 43 | 37 | 45 | 70 | 74 | 61 | 48 | 44 | 191 | 21 | 9 | ** |
| | | 25% | 25% | 25% | 19% | 19% | 21% | 28% | 37% abc | 31% d | 26% | 24% | 18% | 25% | 29% | 19% | ** |
| 9 | (9.0) | 145 | 62 | 82 | 27 | 39 | 22 | 24 | 32 | 35 | 40 | 39 | 27 | 117 | 13 | 9 | ** |
| | | 16% | 15% | 16% | 17% | 17% | 12% | 14% | 17% | 15% | 17% | 19% | 11% | 15% | 18% | 18% | ** |
| 10 - Extremely satisfied | (10.0) | 239 | 105 | 128 | 42 | 64 | 52 | 45 | 33 | 49 | 52 | 51 | 83 | 199 | 20 | 13 | ** |
| | | 26% | 26% | 25% | 26% | 28% | 29% | 28% | 18% | 21% | 22% | 26% | 35% ab | 26% | 27% | 26% | ** |
| DISSATISFIED (1-4) | | 28 | 10 | 17 | 6 | 4 | 6 | 7 | 5 | 5 | 7 | 6 | 9 | 24 | 3 | 1 | ** |
| | | 3% | 2% | 3% | 4% | 2% | 3% | 4% | 3% | 2% | 3% | 3% | 4% | 3% | 4% | 1% | ** |
| NEUTRAL (5-6) | | 140 | 66 | 72 | 34 | 35 | 30 | 23 | 18 | 31 | 34 | 34 | 40 | 120 | 7 | 8 | ** |
| | | 15% | 16% | 14% | 21% e | 15% | 17% | 14% | 9% | 13% | 14% | 17% | 17% | 15% | 9% | 16% | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 978 | 423 | 545 | 183 | 239 | 196 | 154 | 202 | 242 | 241 | 210 | 273 | 649 | 129 | 110 | 90 |
| Effective Weighted Sample | 790 | 335 | 449 | 153 | 199 | 159 | 124 | 156 | 201 | 195 | 172 | 214 | 595 | 128 | 105 | 86 |
| Total | 925 | 408 | 507 | 162 | 228 | 180 | 164 | 187 | 237 | 240 | 200 | 239 | 775 | 73 | 49 | 28 |
| SATISFIED (7-10) | 757 | 333 | 417 | 122 | 189 | 143 | 135 | 165 | 201 | 199 | 160 | 189 | 631 | 63 | 41 | ** |
| | 82% | 81% | 82% | 75% | 83% | 80% | 82% | 88% a | 85% | 83% | 80% | 79% | 81% | 87% | 83% | ** |
| Answered | 925 | 408 | 507 | 162 | 228 | 180 | 164 | 187 | 237 | 240 | 200 | 239 | 775 | 73 | 49 | ** |
| Mean score | 8.0 | 8.0 | 8.0 | 7.8 | 8.1 | 7.9 | 8.0 | 8.0 | 7.9 | 7.9 | 8.0 | 8.0 | 8.0 | 8.2 | 8.1 | ** |
| Standard deviation | 1.74 | 1.71 | 1.74 | 1.94 | 1.71 | 1.81 | 1.81 | 1.46 | 1.61 | 1.62 | 1.80 | 1.94 | 1.75 | 1.80 | 1.66 | ** |
| Standard error | .06 | .08 | .07 | .14 | .11 | .13 | .15 | .10 | .10 | .10 | .12 | .12 | .07 | .16 | .16 | ** |

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Table 151

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 978 | 793 | 96 | 431 | 526 | 367 | 583 | 176 | 149 | 156 | 367 | 638 | 303 |
| Effective Weighted Sample | | 790 | 640 | 77 | 358 | 414 | 306 | 461 | 150 | 123 | 128 | 306 | 530 | 251 |
| Total | | 925 | 761 | 79 | 415 | 490 | 359 | 540 | 178 | 141 | 152 | 359 | 678 | 222 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | ** | 2 | - | 1 | - | 1 | - | - | 1 | 1 | - |
| | | *% | *% | ** | *% | -% | *% | -% | *% | -% | -% | *% | *% | -% |
| 2 | (2.0) | 1 | 1 | ** | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 |
| | | *% | *% | ** | *% | -% | *% | *% | -% | *% | -% | *% | -% | 1% |
| 3 | (3.0) | 13 | 10 | ** | 7 | 6 | 7 | 6 | 2 | 5 | 4 | 7 | 9 | 4 |
| | | 1% | 1% | ** | 2% | 1% | 2% | 1% | 1% | 3% | 3% | 2% | 1% | 2% |
| 4 | (4.0) | 12 | 12 | ** | 7 | 5 | 5 | 6 | 1 | 2 | 2 | 5 | 10 | 2 |
| | | 1% | 2% | ** | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 1% |
| 5 | (5.0) | 72 | 56 | ** | 32 | 39 | 27 | 42 | 18 | 11 | 4 | 27 | 51 | 21 |
| | | 8% | 7% | ** | 8% | 8% | 8% | 8% | 10% | 7% | 3% | 8% | 8% | 9% |
| 6 | (6.0) | 68 | 58 | ** | 30 | 35 | 24 | 40 | 10 | 4 | 13 | 24 | 47 | 19 |
| | | 7% | 8% | ** | 7% | 7% | 7% | 7% | 5% | 3% | 9% | 7% | 7% | 8% |
| 7 | (7.0) | 146 | 118 | ** | 63 | 80 | 52 | 89 | 26 | 18 | 21 | 52 | 111 | 32 |
| | | 16% | 15% | ** | 15% | 16% | 15% | 17% | 15% | 13% | 14% | 15% | 16% | 14% |
| 8 | (8.0) | 228 | 192 | ** | 92 | 131 | 80 | 142 | 35 | 26 | 44 | 80 | 166 | 54 |
| | | 25% | 25% | ** | 22% | 27% | 22% | 26% | 20% | 19% | 29% | 22% | 24% | 24% |
| 9 | (9.0) | 145 | 119 | ** | 66 | 77 | 60 | 83 | 27 | 28 | 26 | 60 | 101 | 39 |
| | | 16% | 16% | ** | 16% | 16% | 17% | 15% | 15% | 20% | 17% | 17% | 15% | 17% |
| 10 - Extremely satisfied | (10.0) | 239 | 196 | ** | 116 | 118 | 103 | 131 | 57 | 46 | 38 | 103 | 183 | 51 |
| | | 26% | 26% | ** | 28% | 24% | 29% | 24% | 32% | 33% | 25% | 29% | 27% | 23% |
| DISSATISFIED (1-4) | | 28 | 22 | ** | 16 | 11 | 14 | 13 | 4 | 8 | 6 | 14 | 20 | 7 |
| | | 3% | 3% | ** | 4% | 2% | 4% | 2% | 2% | 5% | 4% | 4% | 3% | 3% |
| NEUTRAL (5-6) | | 140 | 114 | ** | 62 | 74 | 51 | 82 | 28 | 14 | 17 | 51 | 97 | 39 |
| | | 15% | 15% | ** | 15% | 15% | 14% | 15% | 16% | 10% | 11% | 14% | 14% | 18% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 978 | 793 | 96 | 431 | 526 | 367 | 583 | 176 | 149 | 156 | 367 | 638 | 303 |
| Effective Weighted Sample | 790 | 640 | 77 | 358 | 414 | 306 | 461 | 150 | 123 | 128 | 306 | 530 | 251 |
| Total | 925 | 761 | 79 | 415 | 490 | 359 | 540 | 178 | 141 | 152 | 359 | 678 | 222 |
| SATISFIED (7-10) | 757 | 625 | ** | 337 | 406 | 295 | 445 | 146 | 119 | 129 | 295 | 561 | 175 |
| | 82% | 82% | ** | 81% | 83% | 82% | 82% | 82% | 85% | 85% | 82% | 83% | 79% |
| Answered | 925 | 761 | ** | 415 | 490 | 359 | 540 | 178 | 141 | 152 | 359 | 678 | 222 |
| Mean score | 8.0 | 8.0 | ** | 8.0 | 8.0 | 8.1 | 8.0 | 8.1 | 8.2 | 8.1 | 8.1 | 8.0 | 7.9 |
| Standard deviation | 1.74 | 1.71 | ** | 1.84 | 1.66 | 1.81 | 1.67 | 1.83 | 1.91 | 1.67 | 1.81 | 1.73 | 1.79 |
| Standard error | .06 | .06 | ** | .09 | .07 | .09 | .07 | .14 | .16 | .13 | .09 | .07 | .10 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 978 | 945 | 875 | 103 | 33 | 978 | 836 | 621 | 642 | 169 | 889 | 89 | 184 | 200 | 594 |
| Effective Weighted Sample | | 790 | 769 | 711 | 80 | 25 | 790 | 685 | 511 | 533 | 141 | 728 | 63 | 139 | 165 | 486 |
| Total | | 925 | 885 | 823 | 102 | 40 | 925 | 802 | 599 | 629 | 168 | 852 | 73 | 165 | 187 | 573 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 2 | 2 | - | ** | 2 | 2 | 1 | - | - | 2 | ** | - | 1 | 1 |
| | | *% | *% | *% | -% | ** | *% | *% | *% | -% | -% | *% | ** | -% | *% | *% |
| 2 | (2.0) | 1 | 1 | 1 | - | ** | 1 | 1 | - | - | - | 1 | ** | 1 | 1 | - |
| | | *% | *% | *% | -% | ** | *% | *% | -% | -% | -% | *% | ** | *% | *% | -% |
| 3 | (3.0) | 13 | 10 | 10 | 3 | ** | 13 | 9 | 7 | 7 | 1 | 9 | ** | 4 | 4 | 5 |
| | | 1% | 1% | 1% | 3% | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 2% | 2% | 1% |
| 4 | (4.0) | 12 | 12 | 12 | 1 | ** | 12 | 12 | 9 | 11 | 3 | 12 | ** | 4 | 6 | 2 |
| | | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 2% | 2% | 1% | ** | 2% | 3% | *% |
| | | | | | | | | | | | | | | | | c |
| 5 | (5.0) | 72 | 66 | 59 | 13 | ** | 72 | 60 | 42 | 45 | 15 | 62 | ** | 16 | 27 | 29 |
| | | 8% | 7% | 7% | 13% | ** | 8% | 7% | 7% | 7% | 9% | 7% | ** | 10% | 14% | 5% |
| | | | | | | | | | | | | | | | | c |
| 6 | (6.0) | 68 | 64 | 60 | 8 | ** | 68 | 57 | 44 | 49 | 8 | 63 | ** | 12 | 25 | 31 |
| | | 7% | 7% | 7% | 8% | ** | 7% | 7% | 7% | 8% | 5% | 7% | ** | 7% | 13% | 5% |
| | | | | | | | | | | | | | | | | c |
| 7 | (7.0) | 146 | 139 | 128 | 18 | ** | 146 | 126 | 100 | 107 | 28 | 138 | ** | 23 | 31 | 92 |
| | | 16% | 16% | 16% | 18% | ** | 16% | 16% | 17% | 17% | 16% | 16% | ** | 14% | 16% | 16% |
| 8 | (8.0) | 228 | 218 | 203 | 25 | ** | 228 | 204 | 153 | 157 | 41 | 213 | ** | 50 | 39 | 140 |
| | | 25% | 25% | 25% | 24% | ** | 25% | 25% | 25% | 25% | 24% | 25% | ** | 30% | 21% | 24% |
| 9 | (9.0) | 145 | 139 | 129 | 16 | ** | 145 | 129 | 97 | 106 | 31 | 136 | ** | 13 | 25 | 107 |
| | | 16% | 16% | 16% | 15% | ** | 16% | 16% | 16% | 17% | 19% | 16% | ** | 8% | 14% | 19% |
| | | | | | | | | | | | | | | | | a |
| 10 - Extremely satisfied | (10.0) | 239 | 234 | 220 | 19 | ** | 239 | 205 | 146 | 146 | 40 | 215 | ** | 43 | 30 | 166 |
| | | 26% | 26% | 27% | 18% | ** | 26% | 25% | 24% | 23% | 24% | 25% | ** | 26% | 16% | 29% |
| | | | | | | | | | | | | | | | | b |
| DISSATISFIED (1-4) | | 28 | 26 | 25 | 3 | ** | 28 | 23 | 17 | 18 | 4 | 25 | ** | 8 | 11 | 9 |
| | | 3% | 3% | 3% | 3% | ** | 3% | 3% | 3% | 3% | 3% | 3% | ** | 5% | 6% | 2% |
| | | | | | | | | | | | | | | | | c |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months

| | Total | VOD USERS ANY | VOD USERS SVOD | VOD USERS NOT SVOD | VOD USERS NONE | VOD USERS TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | BBC CONTENT IN LAST 3 MONTHS RADIO | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES | BBC CONTENT IN LAST 3 MONTHS SOUNDS | BBC CONTENT IN LAST 3 MONTHS ANY | BBC CONTENT IN LAST 3 MONTHS NONE | BBC FAVOURABILITY 1-4 | BBC FAVOURABILITY 5-6 | BBC FAVOURABILITY 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 978 | 945 | 875 | 103 | 33 | 978 | 836 | 621 | 642 | 169 | 889 | 89 | 184 | 200 | 594 |
| Effective Weighted Sample | 790 | 769 | 711 | 80 | 25 | 790 | 685 | 511 | 533 | 141 | 728 | 63 | 139 | 165 | 486 |
| Total | 925 | 885 | 823 | 102 | 40 | 925 | 802 | 599 | 629 | 168 | 852 | 73 | 165 | 187 | 573 |
| NEUTRAL (5-6) | 140 | 130 | 118 | 21 | ** | 140 | 116 | 86 | 95 | 23 | 125 | ** | 28 | 52 | 60 |
| | 15% | 15% | 14% | 21% | ** | 15% | 15% | 14% | 15% | 14% | 15% | ** | 17% | 28% | 10% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 757 | 729 | 680 | 78 | ** | 757 | 663 | 495 | 516 | 140 | 702 | ** | 129 | 124 | 504 |
| | 82% | 82% | 83% | 76% | ** | 82% | 83% | 83% | 82% | 83% | 82% | ** | 78% | 67% | 88% |
| | | | | | | | | | | | | | | | ab |
| Answered | 925 | 885 | 823 | 102 | ** | 925 | 802 | 599 | 629 | 168 | 852 | ** | 165 | 187 | 573 |
| Mean score | 8.0 | 8.0 | 8.0 | 7.6 | ** | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 | ** | 7.8 | 7.3 | 8.3 |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 1.74 | 1.73 | 1.73 | 1.79 | ** | 1.74 | 1.72 | 1.70 | 1.67 | 1.69 | 1.71 | ** | 1.87 | 1.90 | 1.58 |
| Standard error | .06 | .06 | .06 | .18 | ** | .06 | .06 | .07 | .07 | .13 | .06 | ** | .14 | .13 | .07 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 152

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 247 | 121 | 121 | 84 | 66 | 48 | 30 | 18 | 72 | 73 | 46 | 52 | 177 | 35 | 11 | 24 |
| Effective Weighted Sample | | 207 | 102 | 102 | 70 | 55 | 42 | 24 | 16 | 64 | 61 | 38 | 42 | 165 | 35 | 11 | 23 |
| Total | | 240 | 128 | 108 | 72 | 69 | 47 | 34 | 16 | 76 | 74 | 43 | 43 | 209 | 20 | 5 | 7 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | 1% | -% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 7 | - | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | | 3% | -% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 4 | (4.0) | 5 | 5 | * | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | | 2% | 4% | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| 5 | (5.0) | 19 | 11 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | ** | ** |
| | | 8% | 8% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 22 | 10 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20 | ** | ** | ** |
| | | 9% | 8% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| 7 | (7.0) | 56 | 33 | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 49 | ** | ** | ** |
| | | 23% | 25% | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| 8 | (8.0) | 54 | 27 | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 45 | ** | ** | ** |
| | | 22% | 21% | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| 9 | (9.0) | 21 | 6 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | ** | ** |
| | | 9% | 5% | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 54 | 37 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | ** | ** |
| | | 23% | 29% | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | ** | ** |
| DISSATISFIED (1-4) | | 14 | 5 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 6% | 4% | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| NEUTRAL (5-6) | | 41 | 21 | 20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38 | ** | ** | ** |
| | | 17% | 17% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18% | ** | ** | ** |
| SATISFIED (7-10) | | 186 | 102 | 80 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 158 | ** | ** | ** |
| | | 77% | 80% | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | ** | ** |
| Answered | | 240 | 128 | 108 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 209 | ** | ** | ** |
| Mean score | | 7.6 | 7.8 | 7.4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.6 | ** | ** | ** |
| Standard deviation | | 1.87 | 1.77 | 1.95 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.90 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

|  | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 247 | 121 | 121 | 84 | 66 | 48 | 30 | 18 | 72 | 73 | 46 | 52 | 177 | 35 | 11 | 24 |
| Effective Weighted Sample | 207 | 102 | 102 | 70 | 55 | 42 | 24 | 16 | 64 | 61 | 38 | 42 | 165 | 35 | 11 | 23 |
| Total | 240 | 128 | 108 | 72 | 69 | 47 | 34 | 16 | 76 | 74 | 43 | 43 | 209 | 20 | 5 | 7 |
| Standard error | .12 | .16 | .18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .14 | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

| | | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 247 | 198 | 18 | 119 | 117 | 87 | 145 | 40 | 39 | 41 | 87 | 158 | 79 |
| Effective Weighted Sample | | 207 | 165 | 15 | 102 | 96 | 75 | 121 | 35 | 33 | 36 | 75 | 134 | 71 |
| Total | | 240 | 193 | 16 | 125 | 107 | 93 | 136 | 44 | 39 | 45 | 93 | 174 | 59 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | ** | 1 | - | ** | 1 | ** | ** | ** | ** | 1 | ** |
| | | 1% | -% | ** | 1% | -% | ** | 1% | ** | ** | ** | ** | 1% | ** |
| 3 | (3.0) | 7 | 6 | ** | 5 | 2 | ** | 3 | ** | ** | ** | ** | 5 | ** |
| | | 3% | 3% | ** | 4% | 1% | ** | 2% | ** | ** | ** | ** | 3% | ** |
| 4 | (4.0) | 5 | 4 | ** | 3 | 3 | ** | 3 | ** | ** | ** | ** | 3 | ** |
| | | 2% | 2% | ** | 2% | 3% | ** | 2% | ** | ** | ** | ** | 2% | ** |
| 5 | (5.0) | 19 | 13 | ** | 13 | 4 | ** | 7 | ** | ** | ** | ** | 12 | ** |
| | | 8% | 7% | ** | 10% | 4% | ** | 5% | ** | ** | ** | ** | 7% | ** |
| 6 | (6.0) | 22 | 17 | ** | 10 | 11 | ** | 16 | ** | ** | ** | ** | 11 | ** |
| | | 9% | 9% | ** | 8% | 10% | ** | 12% | ** | ** | ** | ** | 7% | ** |
| 7 | (7.0) | 56 | 46 | ** | 32 | 25 | ** | 32 | ** | ** | ** | ** | 43 | ** |
| | | 23% | 24% | ** | 25% | 23% | ** | 24% | ** | ** | ** | ** | 25% | ** |
| 8 | (8.0) | 54 | 45 | ** | 29 | 22 | ** | 26 | ** | ** | ** | ** | 38 | ** |
| | | 22% | 23% | ** | 23% | 20% | ** | 19% | ** | ** | ** | ** | 22% | ** |
| 9 | (9.0) | 21 | 16 | ** | 13 | 8 | ** | 10 | ** | ** | ** | ** | 16 | ** |
| | | 9% | 8% | ** | 11% | 7% | ** | 7% | ** | ** | ** | ** | 9% | ** |
| 10 - Extremely satisfied | (10.0) | 54 | 46 | ** | 19 | 34 | ** | 37 | ** | ** | ** | ** | 43 | ** |
| | | 23% | 24% | ** | 15% | 32% a | ** | 27% | ** | ** | ** | ** | 25% | ** |
| DISSATISFIED (1-4) | | 14 | 10 | ** | 9 | 4 | ** | 7 | ** | ** | ** | ** | 10 | ** |
| | | 6% | 5% | ** | 7% | 4% | ** | 5% | ** | ** | ** | ** | 6% | ** |
| NEUTRAL (5-6) | | 41 | 30 | ** | 23 | 15 | ** | 24 | ** | ** | ** | ** | 23 | ** |
| | | 17% | 16% | ** | 18% | 14% | ** | 17% | ** | ** | ** | ** | 13% | ** |
| SATISFIED (7-10) | | 186 | 152 | ** | 93 | 88 | ** | 105 | ** | ** | ** | ** | 141 | ** |
| | | 77% | 79% | ** | 75% | 82% | ** | 77% | ** | ** | ** | ** | 81% | ** |
| Answered | | 240 | 193 | ** | 125 | 107 | ** | 136 | ** | ** | ** | ** | 174 | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 152**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | ~a | b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | 247 | 198 | 18 | 119 | 117 | 87 | 145 | 40 | 39 | 41 | 87 | 158 | 79 |
| Effective Weighted Sample | 207 | 165 | 15 | 102 | 96 | 75 | 121 | 35 | 33 | 36 | 75 | 134 | 71 |
| Total | 240 | 193 | 16 | 125 | 107 | 93 | 136 | 44 | 39 | 45 | 93 | 174 | 59 |
| Mean score | 7.6 | 7.7 | ** | 7.3 | 8.0 | ** | 7.7 | ** | ** | ** | ** | 7.7 | ** |
| Standard deviation | 1.87 | 1.81 | ** | 1.91 | 1.76 | ** | 1.91 | ** | ** | ** | ** | 1.89 | ** |
| Standard error | .12 | .13 | ** | .18 | .16 | ** | .16 | ** | ** | ** | ** | .15 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 247 | 241 | 231 | 16 | 6 | 247 | 210 | 159 | 178 | 59 | 222 | 25 | 45 | 51 | 151 |
| Effective Weighted Sample | | 207 | 202 | 193 | 13 | 5 | 207 | 177 | 134 | 151 | 51 | 187 | 20 | 37 | 42 | 127 |
| Total | | 240 | 235 | 226 | 15 | 6 | 240 | 207 | 156 | 178 | 61 | 217 | 24 | 43 | 50 | 147 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | - | - | ** | 1 | ** | ** | ** | - |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | -% | -% | ** | 1% | ** | ** | ** | -% |
| 3 | (3.0) | 7 | 6 | 6 | ** | ** | 7 | 6 | 6 | 4 | ** | 6 | ** | ** | ** | 1 |
| | | 3% | 2% | 3% | ** | ** | 3% | 3% | 4% | 2% | ** | 3% | ** | ** | ** | 1% |
| 4 | (4.0) | 5 | 5 | 5 | ** | ** | 5 | 4 | 3 | 3 | ** | 4 | ** | ** | ** | 2 |
| | | 2% | 2% | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | 1% |
| 5 | (5.0) | 19 | 19 | 19 | ** | ** | 19 | 15 | 13 | 13 | ** | 17 | ** | ** | ** | 8 |
| | | 8% | 8% | 8% | ** | ** | 8% | 7% | 9% | 7% | ** | 8% | ** | ** | ** | 6% |
| 6 | (6.0) | 22 | 22 | 21 | ** | ** | 22 | 21 | 14 | 15 | ** | 22 | ** | ** | ** | 13 |
| | | 9% | 9% | 9% | ** | ** | 9% | 10% | 9% | 9% | ** | 10% | ** | ** | ** | 9% |
| 7 | (7.0) | 56 | 55 | 53 | ** | ** | 56 | 51 | 40 | 51 | ** | 53 | ** | ** | ** | 40 |
| | | 23% | 24% | 23% | ** | ** | 23% | 25% | 26% | 28% | ** | 25% | ** | ** | ** | 27% |
| 8 | (8.0) | 54 | 53 | 50 | ** | ** | 54 | 44 | 28 | 38 | ** | 45 | ** | ** | ** | 32 |
| | | 22% | 23% | 22% | ** | ** | 22% | 21% | 18% | 21% | ** | 21% | ** | ** | ** | 22% |
| 9 | (9.0) | 21 | 21 | 20 | ** | ** | 21 | 20 | 18 | 17 | ** | 21 | ** | ** | ** | 20 |
| | | 9% | 9% | 9% | ** | ** | 9% | 10% | 11% | 10% | ** | 10% | ** | ** | ** | 13% |
| 10 - Extremely satisfied | (10.0) | 54 | 52 | 51 | ** | ** | 54 | 44 | 33 | 37 | ** | 47 | ** | ** | ** | 31 |
| | | 23% | 22% | 22% | ** | ** | 23% | 21% | 21% | 21% | ** | 22% | ** | ** | ** | 21% |
| DISSATISFIED (1-4) | | 14 | 12 | 12 | ** | ** | 14 | 12 | 9 | 7 | ** | 12 | ** | ** | ** | 3 |
| | | 6% | 5% | 6% | ** | ** | 6% | 6% | 6% | 4% | ** | 5% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 41 | 41 | 40 | ** | ** | 41 | 36 | 27 | 28 | ** | 39 | ** | ** | ** | 21 |
| | | 17% | 17% | 18% | ** | ** | 17% | 17% | 18% | 16% | ** | 18% | ** | ** | ** | 14% |
| SATISFIED (7-10) | | 186 | 182 | 173 | ** | ** | 186 | 159 | 119 | 142 | ** | 167 | ** | ** | ** | 124 |
| | | 77% | 77% | 77% | ** | ** | 77% | 77% | 77% | 80% | ** | 77% | ** | ** | ** | 84% |
| Answered | | 240 | 235 | 226 | ** | ** | 240 | 207 | 156 | 178 | ** | 217 | ** | ** | ** | 147 |
| Mean score | | 7.6 | 7.6 | 7.6 | ** | ** | 7.6 | 7.6 | 7.6 | 7.6 | ** | 7.6 | ** | ** | ** | 7.9 |
| Standard deviation | | 1.87 | 1.85 | 1.87 | ** | ** | 1.87 | 1.86 | 1.86 | 1.72 | ** | 1.85 | ** | ** | ** | 1.57 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 152**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?**

Base : Those who have used SoundCloud in the past 3 months

|  | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% |  | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 247 | 241 | 231 | 16 | 6 | 247 | 210 | 159 | 178 | 59 | 222 | 25 | 45 | 51 | 151 |
| Effective Weighted Sample | 207 | 202 | 193 | 13 | 5 | 207 | 177 | 134 | 151 | 51 | 187 | 20 | 37 | 42 | 127 |
| Total | 240 | 235 | 226 | 15 | 6 | 240 | 207 | 156 | 178 | 61 | 217 | 24 | 43 | 50 | 147 |
| Standard error | .12 | .12 | .12 | ** | ** | .12 | .13 | .15 | .13 | ** | .12 | ** | ** | ** | .13 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 2786 | 1248 | 1520 | 330 | 488 | 472 | 452 | 1037 | 929 | 778 | 451 | 595 | 1887 | 347 | 305 | 247 |
| Effective Weighted Sample | | 2251 | 1012 | 1230 | 275 | 402 | 382 | 365 | 829 | 755 | 630 | 374 | 473 | 1718 | 327 | 287 | 237 |
| Total | | 2713 | 1288 | 1407 | 299 | 476 | 431 | 472 | 1030 | 923 | 812 | 414 | 537 | 2287 | 209 | 139 | 78 |
| 1 - Extremely dissatisfied | (1.0) | 22 | 9 | 11 | 1 | 1 | 5 | 4 | 10 | 8 | 4 | 4 | 6 | 20 | * | 1 | 1 |
| | | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% | *% | 1% |
| 2 | (2.0) | 22 | 18 | 4 | 1 | 2 | 3 | 6 | 10 | 7 | 6 | 6 | 4 | 20 | 2 | * | - |
| | | 1% | 1% b | *% | *% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | -% |
| 3 | (3.0) | 48 | 29 | 18 | 4 | 6 | 13 | 6 | 19 | 13 | 26 | 3 | 6 | 41 | 3 | 2 | 2 |
| | | 2% | 2% | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 3% c | 1% | 1% | 2% | 2% | 2% | 2% |
| 4 | (4.0) | 68 | 36 | 33 | 10 | 14 | 11 | 13 | 20 | 19 | 22 | 12 | 15 | 56 | 5 | 5 | 2 |
| | | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 2% |
| 5 | (5.0) | 194 | 83 | 110 | 29 | 35 | 31 | 28 | 71 | 51 | 61 | 36 | 43 | 169 | 13 | 8 | 5 |
| | | 7% | 6% | 8% | 10% | 7% | 7% | 6% | 7% | 6% | 8% | 9% | 8% | 7% | 6% | 5% | 6% |
| 6 | (6.0) | 282 | 128 | 150 | 37 | 64 | 56 | 43 | 80 | 87 | 78 | 40 | 72 | 241 | 18 | 16 | 6 |
| | | 10% | 10% | 11% | 12% | 14% e | 13% e | 9% | 8% | 9% | 10% | 10% | 13% | 11% | 9% | 12% | 8% |
| 7 | (7.0) | 476 | 249 | 226 | 57 | 96 | 80 | 69 | 173 | 174 | 133 | 82 | 83 | 402 | 39 | 21 | 15 |
| | | 18% | 19% | 16% | 19% | 20% | 19% | 15% | 17% | 19% | 16% | 20% | 16% | 18% | 19% | 15% | 19% |
| 8 | (8.0) | 693 | 341 | 349 | 84 | 105 | 103 | 132 | 270 | 246 | 200 | 107 | 133 | 577 | 58 | 38 | 19 |
| | | 26% | 26% | 25% | 28% | 22% | 24% | 28% | 26% | 27% | 25% | 26% | 25% | 25% | 28% | 28% | 25% |
| 9 | (9.0) | 366 | 175 | 189 | 27 | 57 | 51 | 73 | 158 | 134 | 110 | 52 | 68 | 309 | 27 | 19 | 11 |
| | | 14% | 14% | 13% | 9% | 12% | 12% | 15% | 15% a | 15% | 14% | 13% | 13% | 14% | 13% | 14% | 15% |
| 10 - Extremely satisfied | (10.0) | 541 | 222 | 317 | 50 | 95 | 79 | 98 | 220 | 185 | 172 | 72 | 106 | 452 | 43 | 29 | 17 |
| | | 20% | 17% | 23% a | 17% | 20% | 18% | 21% | 21% | 20% | 21% | 17% | 20% | 20% | 21% | 21% | 21% |
| DISSATISFIED (1-4) | | 160 | 91 | 67 | 16 | 24 | 32 | 29 | 59 | 46 | 58 | 24 | 32 | 137 | 11 | 8 | 4 |
| | | 6% | 7% | 5% | 6% | 5% | 7% | 6% | 6% | 5% | 7% | 6% | 6% | 6% | 5% | 6% | 6% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2786 | 1248 | 1520 | 330 | 488 | 472 | 452 | 1037 | 929 | 778 | 451 | 595 | 1887 | 347 | 305 | 247 |
| Effective Weighted Sample | 2251 | 1012 | 1230 | 275 | 402 | 382 | 365 | 829 | 755 | 630 | 374 | 473 | 1718 | 327 | 287 | 237 |
| Total | 2713 | 1288 | 1407 | 299 | 476 | 431 | 472 | 1030 | 923 | 812 | 414 | 537 | 2287 | 209 | 139 | 78 |
| NEUTRAL (5-6) | 476 | 211 | 260 | 65 | 100 | 86 | 71 | 151 | 139 | 139 | 76 | 115 | 410 | 31 | 24 | 12 |
| | 18% | 16% | 18% | 22% | 21% | 20% | 15% | 15% | 15% | 17% | 18% | 21% | 18% | 15% | 17% | 15% |
| | | | | e | e | | | | | | | a | | | | |
| SATISFIED (7-10) | 2077 | 986 | 1081 | 217 | 352 | 312 | 372 | 820 | 738 | 615 | 313 | 390 | 1740 | 167 | 107 | 62 |
| | 77% | 77% | 77% | 73% | 74% | 72% | 79% | 80% | 80% | 76% | 76% | 73% | 76% | 80% | 77% | 80% |
| | | | | | | | | c | d | | | | | | | |
| Answered | 2713 | 1288 | 1407 | 299 | 476 | 431 | 472 | 1030 | 923 | 812 | 414 | 537 | 2287 | 209 | 139 | 78 |
| Mean score | 7.6 | 7.5 | 7.7 | 7.4 | 7.6 | 7.4 | 7.8 | 7.8 | 7.7 | 7.6 | 7.5 | 7.6 | 7.6 | 7.7 | 7.8 | 7.7 |
| | | | | | | | | c | | | | | | | | |
| Standard deviation | 1.89 | 1.90 | 1.86 | 1.79 | 1.80 | 1.98 | 1.89 | 1.91 | 1.82 | 1.95 | 1.88 | 1.93 | 1.90 | 1.80 | 1.81 | 1.88 |
| Standard error | .04 | .05 | .05 | .10 | .08 | .09 | .09 | .06 | .06 | .07 | .09 | .08 | .04 | .10 | .10 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 153

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2786 | 2251 | 347 | 912 | 1831 | 792 | 1944 | 338 | 368 | 355 | 792 | 1641 | 1062 |
| Effective Weighted Sample | | 2251 | 1821 | 272 | 743 | 1473 | 644 | 1566 | 276 | 301 | 284 | 644 | 1361 | 841 |
| Total | | 2713 | 2221 | 312 | 875 | 1799 | 765 | 1902 | 320 | 349 | 345 | 765 | 1752 | 902 |
| 1 - Extremely dissatisfied | (1.0) | 22 | 14 | 4 | 5 | 16 | 4 | 17 | 1 | 1 | 3 | 4 | 12 | 8 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% |
| 2 | (2.0) | 22 | 20 | 2 | 6 | 15 | 6 | 15 | 1 | 4 | 4 | 6 | 14 | 8 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 48 | 39 | 7 | 12 | 35 | 9 | 38 | 5 | 3 | 2 | 9 | 31 | 16 |
| | | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| 4 | (4.0) | 68 | 53 | 8 | 25 | 44 | 20 | 47 | 11 | 14 | 7 | 20 | 46 | 21 |
| | | 3% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 4% | 2% | 3% | 3% | 2% |
| 5 | (5.0) | 194 | 163 | 15 | 69 | 124 | 59 | 133 | 29 | 29 | 20 | 59 | 111 | 75 |
| | | 7% | 7% | 5% | 8% | 7% | 8% | 7% | 9% | 8% | 6% | 8% | 6% | 8% |
| 6 | (6.0) | 282 | 233 | 25 | 107 | 166 | 91 | 182 | 44 | 44 | 36 | 91 | 191 | 82 |
| | | 10% | 11% | 8% | 12% | 9% | 12% | 10% | 14% | 13% | 10% | 12% | 11% | 9% |
| 7 | (7.0) | 476 | 394 | 52 | 146 | 326 | 129 | 340 | 52 | 53 | 57 | 129 | 315 | 155 |
| | | 18% | 18% | 17% | 17% | 18% | 17% | 18% | 16% | 15% | 16% | 17% | 18% | 17% |
| 8 | (8.0) | 693 | 549 | 85 | 211 | 473 | 189 | 494 | 73 | 81 | 93 | 189 | 455 | 225 |
| | | 26% | 25% | 27% | 24% | 26% | 25% | 26% | 23% | 23% | 27% | 25% | 26% | 25% |
| 9 | (9.0) | 366 | 305 | 48 | 110 | 253 | 99 | 262 | 39 | 46 | 54 | 99 | 228 | 129 |
| | | 14% | 14% | 15% | 13% | 14% | 13% | 14% | 12% | 13% | 16% | 13% | 13% | 14% |
| 10 - Extremely satisfied | (10.0) | 541 | 451 | 65 | 184 | 347 | 159 | 372 | 64 | 74 | 70 | 159 | 348 | 183 |
| | | 20% | 20% | 21% | 21% | 19% | 21% | 20% | 20% | 21% | 20% | 21% | 20% | 20% |
| DISSATISFIED (1-4) | | 160 | 126 | 21 | 48 | 110 | 40 | 117 | 17 | 22 | 16 | 40 | 103 | 54 |
| | | 6% | 6% | 7% | 5% | 6% | 5% | 6% | 5% | 6% | 5% | 5% | 6% | 6% |
| NEUTRAL (5-6) | | 476 | 396 | 40 | 176 | 290 | 150 | 315 | 73 | 72 | 55 | 150 | 303 | 157 |
| | | 18% | 18% | 13% | 20% | 16% | 20% | 17% | 23% | 21% | 16% | 20% | 17% | 17% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 153

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2786 | 2251 | 347 | 912 | 1831 | 792 | 1944 | 338 | 368 | 355 | 792 | 1641 | 1062 |
| Effective Weighted Sample | 2251 | 1821 | 272 | 743 | 1473 | 644 | 1566 | 276 | 301 | 284 | 644 | 1361 | 841 |
| Total | 2713 | 2221 | 312 | 875 | 1799 | 765 | 1902 | 320 | 349 | 345 | 765 | 1752 | 902 |
| SATISFIED (7-10) | 2077 | 1699 | 250 | 651 | 1399 | 575 | 1469 | 229 | 254 | 274 | 575 | 1346 | 691 |
| | 77% | 76% | 80% | 74% | 78% | 75% | 77% | 72% | 73% | 79% | 75% | 77% | 77% |
| Answered | 2713 | 2221 | 312 | 875 | 1799 | 765 | 1902 | 320 | 349 | 345 | 765 | 1752 | 902 |
| Mean score | 7.6 | 7.7 | 7.8 | 7.6 | 7.6 | 7.7 | 7.6 | 7.6 | 7.6 | 7.8 | 7.7 | 7.6 | 7.6 |
| Standard deviation | 1.89 | 1.88 | 1.93 | 1.88 | 1.89 | 1.86 | 1.90 | 1.86 | 1.91 | 1.81 | 1.86 | 1.87 | 1.93 |
| Standard error | .04 | .04 | .10 | .06 | .04 | .07 | .04 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 153

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 2786 | 2786 | 2385 | 401 | - | 2786 | 2786 | 1883 | 1918 | 645 | 2786 | - | 296 | 577 | 1913 |
| Effective Weighted Sample | | 2251 | 2251 | 1930 | 322 | - | 2251 | 2251 | 1517 | 1558 | 525 | 2251 | - | 237 | 470 | 1544 |
| Total | | 2713 | 2713 | 2299 | 414 | - | 2713 | 2713 | 1829 | 1868 | 644 | 2713 | - | 281 | 574 | 1859 |
| 1 - Extremely dissatisfied | (1.0) | 22 1% | 22 1% | 17 1% | 4 1% | ** ** | 22 1% | 22 1% | 10 1% | 8 *% | 3 *% | 22 1% | ** ** | 13 5% bc | 1 *% | 8 *% |
| 2 | (2.0) | 22 1% | 22 1% | 17 1% | 5 1% | ** ** | 22 1% | 22 1% | 7 *% | 11 1% | 2 *% | 22 1% | ** ** | 11 4% c | 8 1% c | 3 *% |
| 3 | (3.0) | 48 2% | 48 2% | 46 2% | 2 1% | ** ** | 48 2% | 48 2% | 27 1% | 27 1% | 9 1% | 48 2% | ** ** | 34 12% bc | 12 2% c | 2 *% |
| 4 | (4.0) | 68 3% | 68 3% | 58 3% | 10 2% | ** ** | 68 3% | 68 3% | 37 2% | 40 2% | 11 2% | 68 3% | ** ** | 29 10% bc | 24 4% c | 16 1% |
| 5 | (5.0) | 194 7% | 194 7% | 157 7% | 37 9% | ** ** | 194 7% | 194 7% d | 122 7% d | 120 6% | 23 4% | 194 7% d | ** ** | 58 21% c | 89 16% c | 47 3% |
| 6 | (6.0) | 282 10% | 282 10% | 255 11% | 27 6% | ** ** | 282 10% | 282 10% d | 157 9% | 183 10% | 43 7% | 282 10% d | ** ** | 43 15% c | 122 21% c | 117 6% |
| 7 | (7.0) | 476 18% | 476 18% | 417 18% | 59 14% | ** ** | 476 18% | 476 18% | 330 18% | 328 18% | 106 16% | 476 18% | ** ** | 36 13% | 126 22% a | 314 17% |
| 8 | (8.0) | 693 26% | 693 26% | 582 25% | 111 27% | ** ** | 693 26% | 693 26% | 475 26% | 492 26% | 145 23% | 693 26% | ** ** | 41 15% | 119 21% | 533 29% ab |
| 9 | (9.0) | 366 14% | 366 14% | 295 13% | 71 17% | ** ** | 366 14% | 366 14% | 274 15% | 274 15% | 123 19% ae | 366 14% | ** ** | 9 3% | 35 6% | 322 17% ab |
| 10 - Extremely satisfied | (10.0) | 541 20% | 541 20% | 455 20% | 86 21% | ** ** | 541 20% | 541 20% | 390 21% | 386 21% | 178 28% abce | 541 20% | ** ** | 7 2% | 38 7% | 497 27% ab |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used BBC iPlayer in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2786 | 2786 | 2385 | 401 | - | 2786 | 2786 | 1883 | 1918 | 645 | 2786 | - | 296 | 577 | 1913 |
| Effective Weighted Sample | 2251 | 2251 | 1930 | 322 | - | 2251 | 2251 | 1517 | 1558 | 525 | 2251 | - | 237 | 470 | 1544 |
| Total | 2713 | 2713 | 2299 | 414 | - | 2713 | 2713 | 1829 | 1868 | 644 | 2713 | - | 281 | 574 | 1859 |
| DISSATISFIED (1-4) | 160 | 160 | 138 | 22 | ** | 160 | 160 | 81 | 86 | 26 | 160 | ** | 86 | 45 | 29 |
| | 6% | 6% | 6% | 5% | ** | 6% | 6% | 4% | 5% | 4% | 6% | ** | 31% | 8% | 2% |
| | | | | | | | | | | | | | bc | c | |
| NEUTRAL (5-6) | 476 | 476 | 412 | 64 | ** | 476 | 476 | 279 | 303 | 66 | 476 | ** | 102 | 211 | 164 |
| | 18% | 18% | 18% | 15% | ** | 18% | 18% | 15% | 16% | 10% | 18% | ** | 36% | 37% | 9% |
| | | | | | | | d | d | d | | d | | c | c | |
| SATISFIED (7-10) | 2077 | 2077 | 1749 | 328 | ** | 2077 | 2077 | 1469 | 1480 | 552 | 2077 | ** | 93 | 317 | 1666 |
| | 77% | 77% | 76% | 79% | ** | 77% | 77% | 80% | 79% | 86% | 77% | ** | 33% | 55% | 90% |
| | | | | | | | | ae | | abce | | | | a | ab |
| Answered | 2713 | 2713 | 2299 | 414 | ** | 2713 | 2713 | 1829 | 1868 | 644 | 2713 | ** | 281 | 574 | 1859 |
| Mean score | 7.6 | 7.6 | 7.6 | 7.8 | ** | 7.6 | 7.6 | 7.8 | 7.8 | 8.1 | 7.6 | ** | 5.5 | 6.7 | 8.3 |
| | | | | | | | | ae | | abce | | | | a | ab |
| Standard deviation | 1.89 | 1.89 | 1.88 | 1.92 | ** | 1.89 | 1.89 | 1.79 | 1.79 | 1.74 | 1.89 | ** | 2.14 | 1.71 | 1.50 |
| Standard error | .04 | .04 | .04 | .10 | ** | .04 | .04 | .04 | .04 | .07 | .04 | ** | .12 | .07 | .03 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 1877 | 773 | 1094 | 224 | 324 | 301 | 312 | 714 | 579 | 526 | 312 | 442 | 1305 | 160 | 228 | 184 |
| Effective Weighted Sample | | 1514 | 626 | 884 | 186 | 267 | 243 | 250 | 572 | 470 | 425 | 258 | 352 | 1192 | 151 | 219 | 176 |
| Total | | 1838 | 809 | 1020 | 206 | 313 | 274 | 321 | 722 | 585 | 547 | 291 | 397 | 1584 | 96 | 101 | 57 |
| 1 - Extremely dissatisfied | (1.0) | 13 1% | 5 1% | 8 1% | 1 *% | 3 1% | 6 2% | - -% | 4 1% | 3 1% | 5 1% | 3 1% | 2 1% | 12 1% | - -% | 1 1% | 1 1% |
| 2 | (2.0) | 17 1% | 11 1% | 6 1% | 2 1% | 1 *% | 6 2% | 3 1% | 6 1% | 7 1% | 5 1% | 3 1% | 3 1% | 16 1% | 1 1% | - -% | - -% |
| 3 | (3.0) | 32 2% | 23 3% b | 9 1% | 2 1% | 5 2% | 5 2% | 11 3% | 9 1% | 12 2% | 12 2% | 1 *% | 8 2% | 28 2% | 1 1% | 1 1% | 2 4% |
| 4 | (4.0) | 72 4% | 46 6% b | 26 3% | 10 5% | 10 3% | 15 5% | 13 4% | 24 3% | 40 7% d | 17 3% | 8 3% | 7 2% | 62 4% | 3 4% | 4 4% | 2 4% |
| 5 | (5.0) | 192 10% | 88 11% | 103 10% | 20 10% | 34 11% | 34 12% | 25 8% | 78 11% | 56 10% | 56 10% | 37 13% | 42 10% | 163 10% | 14 15% | 9 9% | 5 9% |
| 6 | (6.0) | 228 12% | 115 14% | 111 11% | 27 13% | 39 12% | 46 17% | 33 10% | 83 11% | 88 15% | 65 12% | 29 10% | 44 11% | 200 13% | 10 10% | 10 10% | 8 14% |
| 7 | (7.0) | 386 21% | 181 22% | 201 20% | 46 22% | 65 21% | 58 21% | 71 22% | 147 20% | 124 21% | 120 22% | 64 22% | 75 19% | 336 21% | 16 17% | 19 19% | 14 24% |
| 8 | (8.0) | 430 23% | 183 23% | 245 24% | 45 22% | 71 23% | 50 18% | 85 27% | 179 25% | 134 23% | 131 24% | 73 25% | 87 22% | 370 23% | 23 24% | 25 24% | 12 20% |
| 9 | (9.0) | 204 11% | 69 8% | 134 13% a | 22 11% | 41 13% | 22 8% | 28 9% | 91 13% | 57 10% | 68 12% | 36 12% | 42 11% | 172 11% | 13 13% | 14 14% | 6 10% |
| 10 - Extremely satisfied | (10.0) | 264 14% | 88 11% | 176 17% a | 31 15% | 46 15% | 33 12% | 52 16% | 101 14% | 65 11% | 69 13% | 38 13% | 89 22% abc | 224 14% | 14 14% | 18 18% | 8 15% |
| DISSATISFIED (1-4) | | 134 7% | 84 10% b | 49 5% | 16 8% | 18 6% | 31 11% e | 26 8% | 43 6% | 62 11% cd | 39 7% | 14 5% | 20 5% | 119 8% | 5 5% | 5 5% | 5 8% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1877 | 773 | 1094 | 224 | 324 | 301 | 312 | 714 | 579 | 526 | 312 | 442 | 1305 | 160 | 228 | 184 |
| Effective Weighted Sample | 1514 | 626 | 884 | 186 | 267 | 243 | 250 | 572 | 470 | 425 | 258 | 352 | 1192 | 151 | 219 | 176 |
| Total | 1838 | 809 | 1020 | 206 | 313 | 274 | 321 | 722 | 585 | 547 | 291 | 397 | 1584 | 96 | 101 | 57 |
| NEUTRAL (5-6) | 420 | 203 | 214 | 46 | 73 | 80 | 58 | 161 | 144 | 121 | 66 | 85 | 363 | 24 | 19 | 13 |
| | 23% | 25% | 21% | 22% | 23% | 29% | 18% | 22% | 25% | 22% | 23% | 21% | 23% | 25% | 19% | 23% |
| | | | | | | d | | | | | | | | | | |
| SATISFIED (7-10) | 1284 | 521 | 757 | 144 | 222 | 163 | 237 | 518 | 379 | 387 | 211 | 293 | 1103 | 66 | 76 | 39 |
| | 70% | 64% | 74% | 70% | 71% | 59% | 74% | 72% | 65% | 71% | 73% | 74% | 70% | 69% | 75% | 69% |
| | | | a | | c | | c | c | | | | a | | | | |
| Answered | 1838 | 809 | 1020 | 206 | 313 | 274 | 321 | 722 | 585 | 547 | 291 | 397 | 1584 | 96 | 101 | 57 |
| Mean score | 7.3 | 7.0 | 7.5 | 7.3 | 7.4 | 6.8 | 7.4 | 7.4 | 7.0 | 7.3 | 7.3 | 7.6 | 7.3 | 7.3 | 7.6 | 7.2 |
| | | | a | | c | | c | c | | | | a | | | | |
| Standard deviation | 1.89 | 1.91 | 1.83 | 1.87 | 1.85 | 2.07 | 1.86 | 1.83 | 1.89 | 1.88 | 1.81 | 1.92 | 1.89 | 1.85 | 1.80 | 1.94 |
| Standard error | .04 | .07 | .06 | .12 | .10 | .12 | .11 | .07 | .08 | .08 | .10 | .09 | .05 | .15 | .12 | .14 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 154

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1877 | 1538 | 220 | 647 | 1212 | 556 | 1299 | 225 | 253 | 260 | 556 | 1111 | 713 |
| Effective Weighted Sample | | 1514 | 1241 | 171 | 525 | 975 | 452 | 1044 | 187 | 207 | 207 | 452 | 921 | 562 |
| Total | | 1838 | 1520 | 200 | 618 | 1203 | 539 | 1278 | 219 | 241 | 251 | 539 | 1191 | 610 |
| 1 - Extremely dissatisfied | (1.0) | 13 | 9 | 1 | 3 | 10 | 1 | 12 | - | - | 1 | 1 | 12 | 1 |
| | | 1% | 1% | 1% | *% | 1% | *% | 1% | -% | -% | 1% | *% | 1% | *% |
| 2 | (2.0) | 17 | 16 | 1 | 10 | 7 | 7 | 10 | 4 | 2 | 1 | 7 | 10 | 8 |
| | | 1% | 1% | *% | 2% | 1% | 1% | 1% | 2% | 1% | *% | 1% | 1% | 1% |
| 3 | (3.0) | 32 | 21 | 9 | 10 | 20 | 9 | 21 | 5 | 2 | 4 | 9 | 19 | 13 |
| | | 2% | 1% | 5% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| | | | | a | | | | | | | | | | |
| 4 | (4.0) | 72 | 60 | 10 | 31 | 41 | 29 | 42 | 19 | 17 | 8 | 29 | 50 | 21 |
| | | 4% | 4% | 5% | 5% | 3% | 5% | 3% | 9% | 7% | 3% | 5% | 4% | 3% |
| 5 | (5.0) | 192 | 158 | 17 | 58 | 131 | 50 | 139 | 17 | 24 | 22 | 50 | 112 | 73 |
| | | 10% | 10% | 9% | 9% | 11% | 9% | 11% | 8% | 10% | 9% | 9% | 9% | 12% |
| 6 | (6.0) | 228 | 184 | 27 | 76 | 147 | 68 | 154 | 34 | 26 | 33 | 68 | 144 | 80 |
| | | 12% | 12% | 13% | 12% | 12% | 13% | 12% | 16% | 11% | 13% | 13% | 12% | 13% |
| 7 | (7.0) | 386 | 322 | 34 | 130 | 254 | 114 | 270 | 46 | 58 | 50 | 114 | 276 | 107 |
| | | 21% | 21% | 17% | 21% | 21% | 21% | 21% | 21% | 24% | 20% | 21% | 23% | 17% |
| | | | | | | | | | | | | | b | |
| 8 | (8.0) | 430 | 357 | 50 | 140 | 286 | 121 | 302 | 42 | 52 | 62 | 121 | 272 | 148 |
| | | 23% | 23% | 25% | 23% | 24% | 23% | 24% | 19% | 22% | 25% | 23% | 23% | 24% |
| 9 | (9.0) | 204 | 173 | 20 | 66 | 138 | 59 | 145 | 26 | 23 | 29 | 59 | 121 | 78 |
| | | 11% | 11% | 10% | 11% | 11% | 11% | 11% | 12% | 10% | 12% | 11% | 10% | 13% |
| 10 - Extremely satisfied | (10.0) | 264 | 220 | 31 | 94 | 169 | 79 | 184 | 27 | 37 | 41 | 79 | 174 | 81 |
| | | 14% | 14% | 16% | 15% | 14% | 15% | 14% | 12% | 15% | 16% | 15% | 15% | 13% |
| DISSATISFIED (1-4) | | 134 | 106 | 21 | 53 | 79 | 47 | 85 | 28 | 21 | 14 | 47 | 91 | 43 |
| | | 7% | 7% | 11% | 9% | 7% | 9% | 7% | 13% | 9% | 6% | 9% | 8% | 7% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1877 | 1538 | 220 | 647 | 1212 | 556 | 1299 | 225 | 253 | 260 | 556 | 1111 | 713 |
| Effective Weighted Sample | 1514 | 1241 | 171 | 525 | 975 | 452 | 1044 | 187 | 207 | 207 | 452 | 921 | 562 |
| Total | 1838 | 1520 | 200 | 618 | 1203 | 539 | 1278 | 219 | 241 | 251 | 539 | 1191 | 610 |
| NEUTRAL (5-6) | 420 | 342 | 44 | 134 | 278 | 118 | 293 | 51 | 49 | 54 | 118 | 257 | 153 |
| | 23% | 22% | 22% | 22% | 23% | 22% | 23% | 23% | 21% | 22% | 22% | 22% | 25% |
| SATISFIED (7-10) | 1284 | 1072 | 135 | 430 | 846 | 373 | 900 | 140 | 170 | 182 | 373 | 843 | 414 |
| | 70% | 71% | 67% | 70% | 70% | 69% | 70% | 64% | 71% | 73% | 69% | 71% | 68% |
| Answered | 1838 | 1520 | 200 | 618 | 1203 | 539 | 1278 | 219 | 241 | 251 | 539 | 1191 | 610 |
| Mean score | 7.3 | 7.3 | 7.2 | 7.3 | 7.3 | 7.3 | 7.3 | 7.0 | 7.3 | 7.5 | 7.3 | 7.3 | 7.3 |
| Standard deviation | 1.89 | 1.87 | 2.00 | 1.93 | 1.86 | 1.90 | 1.88 | 1.96 | 1.86 | 1.81 | 1.90 | 1.89 | 1.88 |
| Standard error | .04 | .05 | .13 | .08 | .05 | .08 | .05 | .13 | .12 | .11 | .08 | .06 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 1877 | 1877 | 1640 | 237 | - | 1877 | 1783 | 1251 | 1218 | 385 | 1822 | 55 | 244 | 386 | 1247 |
| Effective Weighted Sample | | 1514 | 1514 | 1320 | 194 | - | 1514 | 1443 | 1008 | 990 | 313 | 1473 | 42 | 193 | 316 | 1005 |
| Total | | 1838 | 1838 | 1593 | 244 | - | 1838 | 1759 | 1227 | 1205 | 396 | 1792 | 46 | 227 | 380 | 1231 |
| 1 - Extremely dissatisfied | (1.0) | 13 / 1% | 13 / 1% | 12 / 1% | 2 / 1% | ** / ** | 13 / 1% | 13 / 1% | 9 / 1% | 10 / 1% | 2 / *% | 13 / 1% | ** / ** | 6 / 3% bc | 1 / *% | 6 / 1% |
| 2 | (2.0) | 17 / 1% | 17 / 1% | 16 / 1% | 2 / 1% | ** / ** | 17 / 1% | 16 / 1% | 8 / 1% | 10 / 1% | 5 / 1% | 16 / 1% | ** / ** | 6 / 3% c | 4 / 1% | 7 / 1% |
| 3 | (3.0) | 32 / 2% | 32 / 2% | 30 / 2% | 2 / 1% | ** / ** | 32 / 2% | 32 / 2% | 21 / 2% | 25 / 2% | 10 / 2% | 32 / 2% | ** / ** | 13 / 6% c | 8 / 2% | 11 / 1% |
| 4 | (4.0) | 72 / 4% | 72 / 4% | 68 / 4% | 4 / 2% | ** / ** | 72 / 4% | 68 / 4% | 53 / 4% | 55 / 5% | 18 / 5% | 71 / 4% | ** / ** | 19 / 9% c | 18 / 5% | 34 / 3% |
| 5 | (5.0) | 192 / 10% | 192 / 10% | 170 / 11% | 21 / 9% | ** / ** | 192 / 10% | 179 / 10% | 125 / 10% | 125 / 10% | 42 / 11% | 187 / 10% | ** / ** | 47 / 21% c | 64 / 17% c | 81 / 7% |
| 6 | (6.0) | 228 / 12% | 228 / 12% | 197 / 12% | 31 / 13% | ** / ** | 228 / 12% | 215 / 12% | 156 / 13% | 146 / 12% | 51 / 13% | 222 / 12% | ** / ** | 28 / 12% | 73 / 19% c | 127 / 10% |
| 7 | (7.0) | 386 / 21% | 386 / 21% | 350 / 22% | 36 / 15% | ** / ** | 386 / 21% | 369 / 21% | 242 / 20% | 263 / 22% | 76 / 19% | 373 / 21% | ** / ** | 48 / 21% | 83 / 22% | 255 / 21% |
| 8 | (8.0) | 430 / 23% | 430 / 23% | 362 / 23% | 68 / 28% | ** / ** | 430 / 23% | 413 / 23% | 303 / 25% | 276 / 23% | 96 / 24% | 422 / 24% | ** / ** | 32 / 14% | 69 / 18% | 329 / 27% ab |
| 9 | (9.0) | 204 / 11% | 204 / 11% | 165 / 10% | 38 / 16% | ** / ** | 204 / 11% | 199 / 11% | 143 / 12% | 135 / 11% | 43 / 11% | 202 / 11% | ** / ** | 10 / 4% | 28 / 7% | 166 / 13% ab |
| 10 - Extremely satisfied | (10.0) | 264 / 14% | 264 / 14% | 224 / 14% | 40 / 16% | ** / ** | 264 / 14% | 255 / 14% | 168 / 14% | 160 / 13% | 54 / 14% | 255 / 14% | ** / ** | 16 / 7% | 33 / 9% | 215 / 17% ab |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1877 | 1877 | 1640 | 237 | - | 1877 | 1783 | 1251 | 1218 | 385 | 1822 | 55 | 244 | 386 | 1247 |
| Effective Weighted Sample | 1514 | 1514 | 1320 | 194 | - | 1514 | 1443 | 1008 | 990 | 313 | 1473 | 42 | 193 | 316 | 1005 |
| Total | 1838 | 1838 | 1593 | 244 | - | 1838 | 1759 | 1227 | 1205 | 396 | 1792 | 46 | 227 | 380 | 1231 |
| DISSATISFIED (1-4) | 134 | 134 | 125 | 10 | ** | 134 | 128 | 91 | 101 | 34 | 132 | ** | 46 | 30 | 58 |
| | 7% | 7% | 8% | 4% | ** | 7% | 7% | 7% | 8% | 9% | 7% | ** | 20% bc | 8% | 5% |
| NEUTRAL (5-6) | 420 | 420 | 367 | 52 | ** | 420 | 395 | 281 | 270 | 93 | 409 | ** | 75 | 137 | 208 |
| | 23% | 23% | 23% | 21% | ** | 23% | 22% | 23% | 22% | 23% | 23% | ** | 33% c | 36% c | 17% |
| SATISFIED (7-10) | 1284 | 1284 | 1102 | 182 | ** | 1284 | 1236 | 856 | 834 | 269 | 1251 | ** | 106 | 213 | 965 |
| | 70% | 70% | 69% | 75% | ** | 70% | 70% | 70% | 69% | 68% | 70% | ** | 47% | 56% | 78% ab |
| Answered | 1838 | 1838 | 1593 | 244 | ** | 1838 | 1759 | 1227 | 1205 | 396 | 1792 | ** | 227 | 380 | 1231 |
| Mean score | 7.3 | 7.3 | 7.2 | 7.6 b | ** | 7.3 | 7.3 | 7.3 | 7.2 | 7.2 | 7.3 | ** | 6.1 | 6.8 a | 7.6 ab |
| Standard deviation | 1.89 | 1.89 | 1.90 | 1.79 | ** | 1.89 | 1.89 | 1.87 | 1.90 | 1.91 | 1.89 | ** | 2.14 | 1.77 | 1.75 |
| Standard error | .04 | .04 | .05 | .12 | ** | .04 | .04 | .05 | .05 | .10 | .04 | ** | .14 | .09 | .05 |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | b | ~c | ~d |
| Unweighted total | | 332 | 146 | 184 | 53 | 77 | 68 | 48 | 86 | 103 | 92 | 67 | 69 | 106 | 214 | 5 | 7 |
| Effective Weighted Sample | | 274 | 121 | 153 | 44 | 63 | 57 | 40 | 72 | 86 | 75 | 55 | 60 | 99 | 204 | 5 | 7 |
| Total | | 261 | 127 | 133 | 47 | 63 | 53 | 34 | 64 | 86 | 74 | 53 | 46 | 128 | 128 | 3 | 2 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | - | ** | ** | ** | ** | ** | 1 | ** | ** | ** | 2 | 1 | ** | ** |
| | | 1% | 2% | -% | ** | ** | ** | ** | ** | 1% | ** | ** | ** | 2% | *% | ** | ** |
| 2 | (2.0) | 4 | 4 | - | ** | ** | ** | ** | ** | 2 | ** | ** | ** | 3 | 1 | ** | ** |
| | | 1% | 3% | -% | ** | ** | ** | ** | ** | 2% | ** | ** | ** | 2% | 1% | ** | ** |
| 3 | (3.0) | 10 | 4 | 6 | ** | ** | ** | ** | ** | 5 | ** | ** | ** | 7 | 3 | ** | ** |
| | | 4% | 4% | 4% | ** | ** | ** | ** | ** | 5% | ** | ** | ** | 5% | 3% | ** | ** |
| 4 | (4.0) | 19 | 12 | 7 | ** | ** | ** | ** | ** | 5 | ** | ** | ** | 11 | 7 | ** | ** |
| | | 7% | 10% | 5% | ** | ** | ** | ** | ** | 6% | ** | ** | ** | 9% | 5% | ** | ** |
| 5 | (5.0) | 31 | 11 | 19 | ** | ** | ** | ** | ** | 10 | ** | ** | ** | 15 | 16 | ** | ** |
| | | 12% | 9% | 14% | ** | ** | ** | ** | ** | 11% | ** | ** | ** | 12% | 12% | ** | ** |
| 6 | (6.0) | 42 | 24 | 17 | ** | ** | ** | ** | ** | 14 | ** | ** | ** | 23 | 18 | ** | ** |
| | | 16% | 19% | 13% | ** | ** | ** | ** | ** | 16% | ** | ** | ** | 18% | 14% | ** | ** |
| 7 | (7.0) | 45 | 16 | 29 | ** | ** | ** | ** | ** | 15 | ** | ** | ** | 23 | 22 | ** | ** |
| | | 17% | 13% | 22% | ** | ** | ** | ** | ** | 17% | ** | ** | ** | 18% | 17% | ** | ** |
| 8 | (8.0) | 57 | 30 | 27 | ** | ** | ** | ** | ** | 20 | ** | ** | ** | 24 | 32 | ** | ** |
| | | 22% | 23% | 21% | ** | ** | ** | ** | ** | 23% | ** | ** | ** | 18% | 25% | ** | ** |
| 9 | (9.0) | 17 | 7 | 9 | ** | ** | ** | ** | ** | 7 | ** | ** | ** | 7 | 10 | ** | ** |
| | | 7% | 6% | 7% | ** | ** | ** | ** | ** | 8% | ** | ** | ** | 5% | 8% | ** | ** |
| 10 - Extremely satisfied | (10.0) | 33 | 14 | 19 | ** | ** | ** | ** | ** | 8 | ** | ** | ** | 14 | 19 | ** | ** |
| | | 13% | 11% | 14% | ** | ** | ** | ** | ** | 10% | ** | ** | ** | 11% | 15% | ** | ** |
| DISSATISFIED (1-4) | | 35 | 23 | 12 | ** | ** | ** | ** | ** | 12 | ** | ** | ** | 23 | 12 | ** | ** |
| | | 14% | 18% | 9% | ** | ** | ** | ** | ** | 14% | ** | ** | ** | 18% | 9% | ** | ** |
| NEUTRAL (5-6) | | 73 | 36 | 36 | ** | ** | ** | ** | ** | 24 | ** | ** | ** | 38 | 33 | ** | ** |
| | | 28% | 28% | 27% | ** | ** | ** | ** | ** | 28% | ** | ** | ** | 30% | 26% | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | ~e | a | ~b | ~c | ~d | a | b | ~c | ~d |
| Unweighted total | 332 | 146 | 184 | 53 | 77 | 68 | 48 | 86 | 103 | 92 | 67 | 69 | 106 | 214 | 5 | 7 |
| Effective Weighted Sample | 274 | 121 | 153 | 44 | 63 | 57 | 40 | 72 | 86 | 75 | 55 | 60 | 99 | 204 | 5 | 7 |
| Total | 261 | 127 | 133 | 47 | 63 | 53 | 34 | 64 | 86 | 74 | 53 | 46 | 128 | 128 | 3 | 2 |
| SATISFIED (7-10) | 153 | 68 | 84 | ** | ** | ** | ** | ** | 50 | ** | ** | ** | 67 | 83 | ** | ** |
| | 58% | 53% | 64% | ** | ** | ** | ** | ** | 58% | ** | ** | ** | 53% | 65% | ** | ** |
| Answered | 261 | 127 | 133 | ** | ** | ** | ** | ** | 86 | ** | ** | ** | 128 | 128 | ** | ** |
| Mean score | 6.8 | 6.6 | 7.0 | ** | ** | ** | ** | ** | 6.7 | ** | ** | ** | 6.5 | 7.1 | ** | ** |
| Standard deviation | 2.06 | 2.21 | 1.90 | ** | ** | ** | ** | ** | 2.06 | ** | ** | ** | 2.15 | 1.95 | ** | ** |
| Standard error | .11 | .18 | .14 | ** | ** | ** | ** | ** | .20 | ** | ** | ** | .21 | .13 | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 155

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 332 | 271 | 36 | 137 | 190 | 118 | 209 | 51 | 59 | 44 | 118 | 237 | 91 |
| Effective Weighted Sample | | 274 | 224 | 30 | 115 | 155 | 99 | 171 | 43 | 49 | 37 | 99 | 196 | 76 |
| Total | | 261 | 214 | 25 | 111 | 145 | 96 | 161 | 42 | 49 | 35 | 96 | 194 | 65 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | ** | 3 | - | 3 | - | ** | ** | ** | 3 | 2 | ** |
| | | 1% | 1% | ** | 2% | -% | 3% | -% | ** | ** | ** | 3% | 1% | ** |
| 2 | (2.0) | 4 | 4 | ** | 1 | 3 | 1 | 3 | ** | ** | ** | 1 | - | ** |
| | | 1% | 2% | ** | 1% | 2% | 1% | 2% | ** | ** | ** | 1% | -% | ** |
| 3 | (3.0) | 10 | 9 | ** | 6 | 4 | 4 | 6 | ** | ** | ** | 4 | 10 | ** |
| | | 4% | 4% | ** | 6% | 3% | 4% | 4% | ** | ** | ** | 4% | 5% | ** |
| 4 | (4.0) | 19 | 15 | ** | 9 | 10 | 7 | 12 | ** | ** | ** | 7 | 15 | ** |
| | | 7% | 7% | ** | 8% | 7% | 7% | 7% | ** | ** | ** | 7% | 8% | ** |
| 5 | (5.0) | 31 | 26 | ** | 15 | 14 | 14 | 16 | ** | ** | ** | 14 | 20 | ** |
| | | 12% | 12% | ** | 13% | 10% | 14% | 10% | ** | ** | ** | 14% | 10% | ** |
| 6 | (6.0) | 42 | 33 | ** | 19 | 23 | 15 | 26 | ** | ** | ** | 15 | 26 | ** |
| | | 16% | 15% | ** | 17% | 16% | 16% | 16% | ** | ** | ** | 16% | 14% | ** |
| 7 | (7.0) | 45 | 33 | ** | 15 | 29 | 14 | 29 | ** | ** | ** | 14 | 35 | ** |
| | | 17% | 15% | ** | 13% | 20% | 15% | 18% | ** | ** | ** | 15% | 18% | ** |
| 8 | (8.0) | 57 | 45 | ** | 21 | 36 | 19 | 38 | ** | ** | ** | 19 | 48 | ** |
| | | 22% | 21% | ** | 19% | 25% | 19% | 24% | ** | ** | ** | 19% | 25% | ** |
| 9 | (9.0) | 17 | 15 | ** | 11 | 6 | 11 | 6 | ** | ** | ** | 11 | 14 | ** |
| | | 7% | 7% | ** | 10% | 4% | 11% | 4% | ** | ** | ** | 11% | 7% | ** |
| 10 - Extremely satisfied | (10.0) | 33 | 32 | ** | 12 | 21 | 9 | 24 | ** | ** | ** | 9 | 24 | ** |
| | | 13% | 15% | ** | 11% | 15% | 9% | 15% | ** | ** | ** | 9% | 12% | ** |
| DISSATISFIED (1-4) | | 35 | 30 | ** | 19 | 17 | 15 | 21 | ** | ** | ** | 15 | 26 | ** |
| | | 14% | 14% | ** | 17% | 12% | 15% | 13% | ** | ** | ** | 15% | 14% | ** |
| NEUTRAL (5-6) | | 73 | 59 | ** | 34 | 37 | 29 | 42 | ** | ** | ** | 29 | 46 | ** |
| | | 28% | 28% | ** | 30% | 25% | 30% | 26% | ** | ** | ** | 30% | 24% | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 155**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 332 | 271 | 36 | 137 | 190 | 118 | 209 | 51 | 59 | 44 | 118 | 237 | 91 |
| Effective Weighted Sample | 274 | 224 | 30 | 115 | 155 | 99 | 171 | 43 | 49 | 37 | 99 | 196 | 76 |
| Total | 261 | 214 | 25 | 111 | 145 | 96 | 161 | 42 | 49 | 35 | 96 | 194 | 65 |
| SATISFIED (7-10) | 153 | 125 | ** | 59 | 92 | 53 | 98 | ** | ** | ** | 53 | 122 | ** |
| | 58% | 58% | ** | 53% | 63% | 55% | 61% | ** | ** | ** | 55% | 63% | ** |
| Answered | 261 | 214 | ** | 111 | 145 | 96 | 161 | ** | ** | ** | 96 | 194 | ** |
| Mean score | 6.8 | 6.9 | ** | 6.6 | 7.0 | 6.6 | 7.0 | ** | ** | ** | 6.6 | 6.9 | ** |
| Standard deviation | 2.06 | 2.15 | ** | 2.20 | 1.97 | 2.16 | 2.02 | ** | ** | ** | 2.16 | 2.01 | ** |
| Standard error | .11 | .13 | ** | .19 | .14 | .20 | .14 | ** | ** | ** | .20 | .13 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 332 | 332 | 299 | 33 | - | 332 | 313 | 245 | 258 | 79 | 325 | 7 | 49 | 82 | 201 |
| Effective Weighted Sample | | 274 | 274 | 246 | 28 | - | 274 | 258 | 204 | 213 | 66 | 268 | 7 | 41 | 69 | 164 |
| Total | | 261 | 261 | 236 | 26 | - | 261 | 247 | 204 | 211 | 65 | 257 | 4 | 40 | 67 | 154 |
| 1 - Extremely dissatisfied | (1.0) | 3 | 3 | 3 | ** | ** | 3 | 3 | 1 | 2 | ** | 3 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| 2 | (2.0) | 4 | 4 | 2 | ** | ** | 4 | 3 | 2 | 2 | ** | 4 | ** | ** | ** | 1 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 2% | ** | ** | ** | 1% |
| 3 | (3.0) | 10 | 10 | 10 | ** | ** | 10 | 10 | 9 | 10 | ** | 10 | ** | ** | ** | 4 |
| | | 4% | 4% | 4% | ** | ** | 4% | 4% | 4% | 5% | ** | 4% | ** | ** | ** | 2% |
| 4 | (4.0) | 19 | 19 | 17 | ** | ** | 19 | 17 | 17 | 17 | ** | 19 | ** | ** | ** | 3 |
| | | 7% | 7% | 7% | ** | ** | 7% | 7% | 8% | 8% | ** | 7% | ** | ** | ** | 2% |
| 5 | (5.0) | 31 | 31 | 30 | ** | ** | 31 | 28 | 25 | 28 | ** | 30 | ** | ** | ** | 11 |
| | | 12% | 12% | 13% | ** | ** | 12% | 11% | 12% | 13% | ** | 12% | ** | ** | ** | 7% |
| 6 | (6.0) | 42 | 42 | 36 | ** | ** | 42 | 41 | 35 | 30 | ** | 42 | ** | ** | ** | 20 |
| | | 16% | 16% | 15% | ** | ** | 16% | 16% | 17% | 14% | ** | 16% | ** | ** | ** | 13% |
| 7 | (7.0) | 45 | 45 | 40 | ** | ** | 45 | 43 | 33 | 37 | ** | 45 | ** | ** | ** | 29 |
| | | 17% | 17% | 17% | ** | ** | 17% | 17% | 16% | 17% | ** | 17% | ** | ** | ** | 19% |
| 8 | (8.0) | 57 | 57 | 51 | ** | ** | 57 | 55 | 42 | 47 | ** | 56 | ** | ** | ** | 43 |
| | | 22% | 22% | 22% | ** | ** | 22% | 22% | 21% | 22% | ** | 22% | ** | ** | ** | 28% |
| 9 | (9.0) | 17 | 17 | 17 | ** | ** | 17 | 17 | 16 | 15 | ** | 17 | ** | ** | ** | 15 |
| | | 7% | 7% | 7% | ** | ** | 7% | 7% | 8% | 7% | ** | 7% | ** | ** | ** | 10% |
| 10 - Extremely satisfied | (10.0) | 33 | 33 | 28 | ** | ** | 33 | 32 | 23 | 22 | ** | 32 | ** | ** | ** | 26 |
| | | 13% | 13% | 12% | ** | ** | 13% | 13% | 11% | 10% | ** | 12% | ** | ** | ** | 17% |
| DISSATISFIED (1-4) | | 35 | 35 | 32 | ** | ** | 35 | 32 | 29 | 32 | ** | 35 | ** | ** | ** | 10 |
| | | 14% | 14% | 13% | ** | ** | 14% | 13% | 14% | 15% | ** | 14% | ** | ** | ** | 6% |
| NEUTRAL (5-6) | | 73 | 73 | 66 | ** | ** | 73 | 69 | 60 | 58 | ** | 72 | ** | ** | ** | 31 |
| | | 28% | 28% | 28% | ** | ** | 28% | 28% | 29% | 28% | ** | 28% | ** | ** | ** | 20% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 155**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 332 | 332 | 299 | 33 | - | 332 | 313 | 245 | 258 | 79 | 325 | 7 | 49 | 82 | 201 |
| Effective Weighted Sample | 274 | 274 | 246 | 28 | - | 274 | 258 | 204 | 213 | 66 | 268 | 7 | 41 | 69 | 164 |
| Total | 261 | 261 | 236 | 26 | - | 261 | 247 | 204 | 211 | 65 | 257 | 4 | 40 | 67 | 154 |
| SATISFIED (7-10) | 153 | 153 | 138 | ** | ** | 153 | 146 | 115 | 121 | ** | 150 | ** | ** | ** | 114 |
| | 58% | 58% | 58% | ** | ** | 58% | 59% | 56% | 57% | ** | 58% | ** | ** | ** | 74% |
| Answered | 261 | 261 | 236 | ** | ** | 261 | 247 | 204 | 211 | ** | 257 | ** | ** | ** | 154 |
| Mean score | 6.8 | 6.8 | 6.8 | ** | ** | 6.8 | 6.9 | 6.8 | 6.7 | ** | 6.8 | ** | ** | ** | 7.5 |
| Standard deviation | 2.06 | 2.06 | 2.05 | ** | ** | 2.06 | 2.05 | 2.03 | 2.04 | ** | 2.06 | ** | ** | ** | 1.91 |
| Standard error | .11 | .11 | .12 | ** | ** | .11 | .12 | .13 | .13 | ** | .11 | ** | ** | ** | .13 |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 156

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | | 97 | 50 | 45 | 15 | 43 | 18 | 11 | 10 | 35 | 21 | 19 | 21 | 60 | 7 | 27 | 3 |
| Effective Weighted Sample | | 79 | 39 | 38 | 13 | 38 | 15 | 8 | 8 | 29 | 17 | 16 | 17 | 57 | 7 | 26 | 3 |
| Total | | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 156**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~a | ~b | ~c | ~d |
| Unweighted total | 97 | 50 | 45 | 15 | 43 | 18 | 11 | 10 | 35 | 21 | 19 | 21 | 60 | 7 | 27 | 3 |
| Effective Weighted Sample | 79 | 39 | 38 | 13 | 38 | 15 | 8 | 8 | 29 | 17 | 16 | 17 | 57 | 7 | 26 | 3 |
| Total | 92 | 48 | 42 | 16 | 47 | 16 | 7 | 6 | 35 | 21 | 18 | 17 | 75 | 4 | 12 | 1 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 156

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | | 97 | 72 | 8 | 61 | 35 | 52 | 44 | 13 | 24 | 25 | 52 | 76 | 20 |
| Effective Weighted Sample | | 79 | 60 | 6 | 51 | 27 | 44 | 34 | 12 | 20 | 21 | 44 | 65 | 16 |
| Total | | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | ~a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | ~a | ~b |
| Unweighted total | 97 | 72 | 8 | 61 | 35 | 52 | 44 | 13 | 24 | 25 | 52 | 76 | 20 |
| Effective Weighted Sample | 79 | 60 | 6 | 51 | 27 | 44 | 34 | 12 | 20 | 21 | 44 | 65 | 16 |
| Total | 92 | 69 | 6 | 60 | 30 | 53 | 37 | 16 | 23 | 26 | 53 | 80 | 12 |
| Mean score | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | | 97 | 97 | 93 | 4 | - | 97 | 94 | 91 | 92 | 29 | 97 | - | 4 | 26 | 67 |
| Effective Weighted Sample | | 79 | 79 | 77 | 4 | - | 79 | 76 | 75 | 76 | 23 | 79 | - | 3 | 23 | 53 |
| Total | | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| 2 | (2.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 3 | (3.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4 | (4.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 5 | (5.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 6 | (6.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 7 | (7.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 8 | (8.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 9 | (9.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| DISSATISFIED (1-4) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| NEUTRAL (5-6) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SATISFIED (7-10) | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Answered | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Mean score | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Standard deviation | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | ~e | ~f | ~a | ~b | ~c |
| Unweighted total | 97 | 97 | 93 | 4 | - | 97 | 94 | 91 | 92 | 29 | 97 | - | 4 | 26 | 67 |
| Effective Weighted Sample | 79 | 79 | 77 | 4 | - | 79 | 76 | 75 | 76 | 23 | 79 | - | 3 | 23 | 53 |
| Total | 92 | 92 | 90 | 2 | - | 92 | 88 | 88 | 89 | 26 | 92 | - | 3 | 30 | 59 |
| Standard error | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 157**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 1242 | 538 | 690 | 150 | 268 | 237 | 216 | 368 | 407 | 362 | 215 | 246 | 822 | 167 | 142 | 111 |
| Effective Weighted Sample | | 1004 | 438 | 559 | 125 | 220 | 189 | 173 | 299 | 335 | 288 | 179 | 196 | 756 | 162 | 137 | 107 |
| Total | | 1181 | 551 | 616 | 133 | 253 | 211 | 218 | 365 | 401 | 361 | 193 | 215 | 988 | 97 | 61 | 34 |
| 1 - Extremely dissatisfied | (1.0) | * | - | * | - | * | - | - | - | * | - | - | - | - | - | - | * |
| | | *% | -% | *% | -% | *% | -% | -% | -% | *% | -% | -% | -% | -% | -% | -% | 1% |
| 2 | (2.0) | 1 | 1 | - | 1 | - | - | - | - | * | * | - | - | - | - | - | 1 |
| | | *% | *% | -% | *% | -% | -% | -% | -% | *% | *% | -% | -% | -% | -% | -% | 2% a |
| 3 | (3.0) | 19 | 9 | 8 | 3 | 3 | 5 | 3 | 5 | 8 | 7 | 3 | 1 | 18 | - | - | 1 |
| | | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | -% | -% | 3% |
| 4 | (4.0) | 46 | 27 | 17 | 6 | 11 | 11 | 6 | 11 | 28 | 8 | 4 | 6 | 42 | 2 | 2 | 1 |
| | | 4% | 5% | 3% | 4% | 5% | 5% | 3% | 3% | 7% b | 2% | 2% | 3% | 4% | 2% | 3% | 2% |
| 5 | (5.0) | 113 | 53 | 58 | 14 | 25 | 23 | 18 | 33 | 39 | 37 | 11 | 25 | 96 | 9 | 5 | 3 |
| | | 10% | 10% | 9% | 11% | 10% | 11% | 8% | 9% | 10% | 10% | 5% | 11% | 10% | 9% | 9% | 8% |
| 6 | (6.0) | 164 | 86 | 75 | 18 | 39 | 38 | 21 | 47 | 56 | 48 | 23 | 36 | 135 | 18 | 6 | 6 |
| | | 14% | 16% | 12% | 13% | 15% | 18% | 10% | 13% | 14% | 13% | 12% | 17% | 14% | 18% | 10% | 16% |
| 7 | (7.0) | 260 | 128 | 132 | 23 | 58 | 51 | 48 | 79 | 90 | 79 | 50 | 40 | 220 | 19 | 16 | 5 |
| | | 22% | 23% | 21% | 17% | 23% | 24% | 22% | 22% | 22% | 22% | 26% | 19% | 22% | 20% | 26% | 16% |
| 8 | (8.0) | 270 | 129 | 136 | 31 | 50 | 42 | 59 | 89 | 94 | 83 | 50 | 42 | 220 | 28 | 14 | 9 |
| | | 23% | 23% | 22% | 23% | 20% | 20% | 27% | 24% | 23% | 23% | 26% | 19% | 22% | 28% | 22% | 26% |
| 9 | (9.0) | 130 | 49 | 80 | 19 | 30 | 14 | 27 | 40 | 38 | 46 | 18 | 26 | 108 | 12 | 8 | 3 |
| | | 11% | 9% | 13% | 14% | 12% | 7% | 12% | 11% | 9% | 13% | 10% | 12% | 11% | 12% | 13% | 8% |
| 10 - Extremely satisfied | (10.0) | 178 | 68 | 110 | 19 | 36 | 28 | 35 | 61 | 48 | 53 | 34 | 40 | 150 | 11 | 11 | 7 |
| | | 15% | 12% | 18% | 14% | 14% | 13% | 16% | 17% | 12% | 15% | 18% | 19% | 15% | 11% | 17% | 19% |
| DISSATISFIED (1-4) | | 65 | 37 | 26 | 9 | 14 | 16 | 10 | 16 | 36 | 15 | 7 | 7 | 59 | 2 | 2 | 2 |
| | | 6% | 7% | 4% | 7% | 6% | 7% | 5% | 4% | 9% d | 4% | 3% | 3% | 6% | 2% | 3% | 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 157

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1242 | 538 | 690 | 150 | 268 | 237 | 216 | 368 | 407 | 362 | 215 | 246 | 822 | 167 | 142 | 111 |
| Effective Weighted Sample | 1004 | 438 | 559 | 125 | 220 | 189 | 173 | 299 | 335 | 288 | 179 | 196 | 756 | 162 | 137 | 107 |
| Total | 1181 | 551 | 616 | 133 | 253 | 211 | 218 | 365 | 401 | 361 | 193 | 215 | 988 | 97 | 61 | 34 |
| NEUTRAL (5-6) | 277 | 140 | 134 | 32 | 64 | 61 | 40 | 80 | 95 | 85 | 34 | 61 | 231 | 26 | 11 | 8 |
| | 23% | 25% | 22% | 24% | 25% | 29% | 18% | 22% | 24% | 23% | 18% | 28% | 23% | 27% | 19% | 24% |
| SATISFIED (7-10) | 839 | 375 | 457 | 91 | 175 | 135 | 169 | 269 | 269 | 261 | 152 | 148 | 698 | 69 | 48 | 24 |
| | 71% | 68% | 74% | 69% | 69% | 64% | 77% | 74% | 67% | 72% | 79% | 69% | 71% | 71% | 79% | 69% |
| | | | | | | | c | | | | a | | | | | |
| Answered | 1181 | 551 | 616 | 133 | 253 | 211 | 218 | 365 | 401 | 361 | 193 | 215 | 988 | 97 | 61 | 34 |
| Mean score | 7.4 | 7.2 | 7.6 | 7.4 | 7.3 | 7.1 | 7.6 | 7.5 | 7.2 | 7.4 | 7.6 | 7.5 | 7.4 | 7.4 | 7.6 | 7.4 |
| | | | a | | | | c | c | | | a | | | | | |
| Standard deviation | 1.74 | 1.72 | 1.74 | 1.85 | 1.74 | 1.76 | 1.68 | 1.71 | 1.78 | 1.72 | 1.61 | 1.75 | 1.76 | 1.52 | 1.62 | 2.01 |
| Standard error | .05 | .07 | .07 | .15 | .11 | .11 | .11 | .09 | .09 | .09 | .11 | .11 | .06 | .12 | .14 | .19 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 157

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 1242 | 1022 | 146 | 443 | 784 | 397 | 826 | 173 | 197 | 171 | 397 | 779 | 433 |
| Effective Weighted Sample | | 1004 | 828 | 114 | 363 | 629 | 325 | 664 | 144 | 161 | 138 | 325 | 648 | 345 |
| Total | | 1181 | 985 | 126 | 425 | 743 | 383 | 781 | 160 | 186 | 175 | 383 | 818 | 344 |
| 1 - Extremely dissatisfied | (1.0) | * | * | - | * | - | * | - | * | - | - | * | - | - |
| | | *% | *% | -% | *% | -% | *% | -% | *% | -% | -% | *% | -% | -% |
| 2 | (2.0) | 1 | 1 | - | - | * | - | * | - | - | - | - | * | * |
| | | *% | *% | -% | -% | *% | -% | *% | -% | -% | -% | -% | *% | *% |
| 3 | (3.0) | 19 | 16 | 1 | 8 | 10 | 6 | 12 | 3 | 3 | 3 | 6 | 12 | 6 |
| | | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% |
| 4 | (4.0) | 46 | 38 | 5 | 16 | 29 | 14 | 30 | 7 | 9 | 3 | 14 | 33 | 12 |
| | | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 5% | 2% | 4% | 4% | 4% |
| 5 | (5.0) | 113 | 95 | 12 | 43 | 68 | 35 | 74 | 18 | 20 | 9 | 35 | 72 | 37 |
| | | 10% | 10% | 9% | 10% | 9% | 9% | 10% | 11% | 11% | 5% | 9% | 9% | 11% |
| 6 | (6.0) | 164 | 132 | 24 | 61 | 101 | 56 | 106 | 25 | 35 | 23 | 56 | 115 | 47 |
| | | 14% | 13% | 19% | 14% | 14% | 15% | 14% | 16% | 19% | 13% | 15% | 14% | 14% |
| 7 | (7.0) | 260 | 212 | 27 | 93 | 165 | 88 | 169 | 37 | 41 | 38 | 88 | 192 | 62 |
| | | 22% | 21% | 22% | 22% | 22% | 23% | 22% | 23% | 22% | 22% | 23% | 24% | 18% |
| 8 | (8.0) | 270 | 223 | 29 | 90 | 177 | 80 | 187 | 24 | 38 | 44 | 80 | 183 | 85 |
| | | 23% | 23% | 23% | 21% | 24% | 21% | 24% | 15% | 21% | 25% | 21% | 22% | 25% |
| 9 | (9.0) | 130 | 117 | 7 | 48 | 82 | 43 | 87 | 19 | 17 | 20 | 43 | 89 | 39 |
| | | 11% | 12% | 6% | 11% | 11% | 11% | 11% | 12% | 9% | 11% | 11% | 11% | 11% |
| 10 - Extremely satisfied | (10.0) | 178 | 151 | 20 | 66 | 112 | 62 | 116 | 26 | 23 | 35 | 62 | 121 | 54 |
| | | 15% | 15% | 16% | 15% | 15% | 16% | 15% | 16% | 12% | 20% | 16% | 15% | 16% |
| DISSATISFIED (1-4) | | 65 | 55 | 7 | 24 | 39 | 20 | 42 | 11 | 12 | 6 | 20 | 46 | 19 |
| | | 6% | 6% | 5% | 6% | 5% | 5% | 5% | 7% | 6% | 4% | 5% | 6% | 6% |
| NEUTRAL (5-6) | | 277 | 227 | 35 | 104 | 170 | 91 | 180 | 43 | 55 | 32 | 91 | 187 | 85 |
| | | 23% | 23% | 28% | 24% | 23% | 24% | 23% | 27% | 30% | 18% | 24% | 23% | 25% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 157

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1242 | 1022 | 146 | 443 | 784 | 397 | 826 | 173 | 197 | 171 | 397 | 779 | 433 |
| Effective Weighted Sample | 1004 | 828 | 114 | 363 | 629 | 325 | 664 | 144 | 161 | 138 | 325 | 648 | 345 |
| Total | 1181 | 985 | 126 | 425 | 743 | 383 | 781 | 160 | 186 | 175 | 383 | 818 | 344 |
| SATISFIED (7-10) | 839 | 703 | 84 | 298 | 535 | 272 | 558 | 106 | 119 | 136 | 272 | 585 | 240 |
| | 71% | 71% | 67% | 70% | 72% | 71% | 72% | 66% | 64% | 78% | 71% | 72% | 70% |
| | | | | | | | | | | b | | | |
| Answered | 1181 | 985 | 126 | 425 | 743 | 383 | 781 | 160 | 186 | 175 | 383 | 818 | 344 |
| Mean score | 7.4 | 7.4 | 7.3 | 7.4 | 7.4 | 7.4 | 7.4 | 7.3 | 7.1 | 7.7 | 7.4 | 7.4 | 7.4 |
| | | | | | | | | | | b | | | |
| Standard deviation | 1.74 | 1.75 | 1.72 | 1.77 | 1.71 | 1.75 | 1.72 | 1.85 | 1.72 | 1.67 | 1.75 | 1.72 | 1.78 |
| Standard error | .05 | .05 | .14 | .08 | .06 | .09 | .06 | .14 | .12 | .13 | .09 | .06 | .09 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 157

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 1242 | 1242 | 1118 | 124 | - | 1242 | 1157 | 833 | 865 | 334 | 1191 | 51 | 174 | 232 | 836 |
| Effective Weighted Sample | | 1004 | 1004 | 903 | 102 | - | 1004 | 939 | 677 | 704 | 275 | 966 | 39 | 134 | 191 | 680 |
| Total | | 1181 | 1181 | 1055 | 126 | - | 1181 | 1110 | 804 | 838 | 335 | 1141 | 40 | 155 | 218 | 808 |
| 1 - Extremely dissatisfied | (1.0) | * *% | * *% | * *% | - -% | ** ** | * *% | * *% | * *% | * *% | * *% | * *% | ** ** | - -% | - -% | * *% |
| 2 | (2.0) | 1 *% | 1 *% | 1 *% | - -% | ** ** | 1 *% | 1 *% | * *% | 1 *% | - -% | 1 *% | ** ** | * *% | - -% | * *% |
| 3 | (3.0) | 19 2% | 19 2% | 16 2% | 3 2% | ** ** | 19 2% | 17 2% | 14 2% | 11 1% | 6 2% | 17 1% | ** ** | 7 5% c | 3 1% | 9 1% |
| 4 | (4.0) | 46 4% | 46 4% | 44 4% | 2 1% | ** ** | 46 4% | 42 4% | 30 4% | 33 4% | 11 3% | 44 4% | ** ** | 13 8% c | 12 5% | 22 3% |
| 5 | (5.0) | 113 10% | 113 10% | 102 10% | 11 9% | ** ** | 113 10% | 99 9% | 69 9% | 84 10% | 28 8% | 105 9% | ** ** | 30 20% c | 41 19% c | 42 5% |
| 6 | (6.0) | 164 14% | 164 14% | 150 14% | 14 11% | ** ** | 164 14% | 154 14% | 108 13% | 109 13% | 50 15% | 159 14% | ** ** | 31 20% c | 53 24% c | 80 10% |
| 7 | (7.0) | 260 22% | 260 22% | 237 22% | 23 18% | ** ** | 260 22% | 249 22% | 183 23% | 196 23% | 67 20% | 253 22% | ** ** | 29 19% | 49 23% | 182 22% |
| 8 | (8.0) | 270 23% | 270 23% | 229 22% | 41 33% | ** ** | 270 23% | 251 23% | 195 24% | 198 24% | 81 24% | 261 23% | ** ** | 24 16% | 31 14% | 215 27% ab |
| 9 | (9.0) | 130 11% | 130 11% | 121 11% | 9 8% | ** ** | 130 11% | 126 11% | 94 12% | 94 11% | 44 13% | 128 11% | ** ** | 8 5% | 8 4% | 114 14% ab |
| 10 - Extremely satisfied | (10.0) | 178 15% | 178 15% | 155 15% | 23 18% | ** ** | 178 15% | 171 15% | 110 14% | 112 13% | 47 14% | 172 15% | ** ** | 12 8% | 22 10% | 144 18% a |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 157

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 1242 | 1242 | 1118 | 124 | - | 1242 | 1157 | 833 | 865 | 334 | 1191 | 51 | 174 | 232 | 836 |
| Effective Weighted Sample | 1004 | 1004 | 903 | 102 | - | 1004 | 939 | 677 | 704 | 275 | 966 | 39 | 134 | 191 | 680 |
| Total | 1181 | 1181 | 1055 | 126 | - | 1181 | 1110 | 804 | 838 | 335 | 1141 | 40 | 155 | 218 | 808 |
| DISSATISFIED (1-4) | 65 | 65 | 61 | 4 | ** | 65 | 60 | 45 | 45 | 17 | 62 | ** | 20 | 14 | 31 |
| | 6% | 6% | 6% | 4% | ** | 6% | 5% | 6% | 5% | 5% | 5% | ** | 13% c | 7% | 4% |
| NEUTRAL (5-6) | 277 | 277 | 252 | 24 | ** | 277 | 254 | 178 | 193 | 79 | 264 | ** | 61 | 93 | 122 |
| | 23% | 23% | 24% | 19% | ** | 23% | 23% | 22% | 23% | 23% | 23% | ** | 40% c | 43% c | 15% |
| SATISFIED (7-10) | 839 | 839 | 742 | 97 | ** | 839 | 796 | 582 | 600 | 240 | 814 | ** | 74 | 111 | 655 |
| | 71% | 71% | 70% | 77% | ** | 71% | 72% | 72% | 72% | 71% | 71% | ** | 48% | 51% | 81% ab |
| Answered | 1181 | 1181 | 1055 | 126 | ** | 1181 | 1110 | 804 | 838 | 335 | 1141 | ** | 155 | 218 | 808 |
| Mean score | 7.4 | 7.4 | 7.4 | 7.6 | ** | 7.4 | 7.4 | 7.4 | 7.4 | 7.4 | 7.4 | ** | 6.5 | 6.7 | 7.8 ab |
| Standard deviation | 1.74 | 1.74 | 1.74 | 1.69 | ** | 1.74 | 1.73 | 1.70 | 1.70 | 1.72 | 1.73 | ** | 1.81 | 1.67 | 1.62 |
| Standard error | .05 | .05 | .05 | .15 | ** | .05 | .05 | .06 | .06 | .09 | .05 | ** | .14 | .11 | .06 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 158

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | | 865 | 350 | 505 | 60 | 143 | 150 | 163 | 347 | 270 | 211 | 162 | 216 | 588 | 111 | 86 | 80 |
| Effective Weighted Sample | | 696 | 289 | 401 | 50 | 121 | 120 | 130 | 278 | 224 | 167 | 134 | 171 | 534 | 105 | 83 | 77 |
| Total | | 836 | 374 | 453 | 51 | 139 | 127 | 165 | 354 | 284 | 215 | 146 | 184 | 709 | 65 | 38 | 24 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | * | ** | * | 1 | - | - | 1 | 1 | - | - | - | 1 | ** | ** |
| | | *% | *% | *% | ** | *% | *% | -% | -% | *% | *% | -% | -% | -% | 1% | ** | ** |
| 2 | (2.0) | 2 | 1 | * | ** | - | - | 1 | 1 | 2 | 1 | - | - | 1 | - | ** | ** |
| | | *% | *% | *% | ** | -% | -% | 1% | *% | 1% | *% | -% | -% | *% | -% | ** | ** |
| 3 | (3.0) | 13 | 6 | 6 | ** | 3 | 2 | - | 6 | 5 | 5 | 2 | 1 | 12 | 1 | ** | ** |
| | | 2% | 1% | 1% | ** | 2% | 1% | -% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | ** | ** |
| 4 | (4.0) | 34 | 21 | 13 | ** | 9 | 1 | 7 | 12 | 20 | 7 | 6 | 2 | 32 | 1 | ** | ** |
| | | 4% | 6% | 3% | ** | 6% | 1% | 4% | 3% | 7% d | 3% | 4% | 1% | 5% | 1% | ** | ** |
| 5 | (5.0) | 102 | 52 | 50 | ** | 18 | 20 | 18 | 40 | 32 | 24 | 14 | 31 | 86 | 8 | ** | ** |
| | | 12% | 14% | 11% | ** | 13% | 16% | 11% | 11% | 11% | 11% | 9% | 17% | 12% | 12% | ** | ** |
| 6 | (6.0) | 135 | 67 | 65 | ** | 21 | 20 | 30 | 54 | 51 | 26 | 32 | 25 | 114 | 13 | ** | ** |
| | | 16% | 18% | 14% | ** | 15% | 16% | 18% | 15% | 18% | 12% | 22% | 13% | 16% | 19% | ** | ** |
| 7 | (7.0) | 169 | 84 | 83 | ** | 33 | 26 | 33 | 65 | 58 | 53 | 27 | 31 | 144 | 14 | ** | ** |
| | | 20% | 23% | 18% | ** | 24% | 20% | 20% | 18% | 20% | 25% | 19% | 17% | 20% | 21% | ** | ** |
| 8 | (8.0) | 173 | 69 | 102 | ** | 23 | 31 | 32 | 79 | 59 | 49 | 30 | 35 | 152 | 10 | ** | ** |
| | | 21% | 18% | 23% | ** | 16% | 24% | 19% | 22% | 21% | 23% | 20% | 19% | 21% | 16% | ** | ** |
| 9 | (9.0) | 75 | 23 | 52 | ** | 11 | 7 | 17 | 34 | 24 | 18 | 11 | 20 | 59 | 9 | ** | ** |
| | | 9% | 6% | 12% | ** | 8% | 6% | 10% | 10% | 9% | 8% | 8% | 11% | 8% | 14% | ** | ** |
| 10 - Extremely satisfied | (10.0) | 131 | 50 | 80 | ** | 20 | 19 | 27 | 62 | 33 | 32 | 25 | 40 | 109 | 10 | ** | ** |
| | | 16% | 13% | 18% | ** | 14% | 15% | 17% | 18% | 12% | 15% | 17% | 22% a | 15% | 16% | ** | ** |
| DISSATISFIED (1-4) | | 51 | 28 | 20 | ** | 12 | 3 | 8 | 20 | 27 | 13 | 8 | 3 | 46 | 2 | ** | ** |
| | | 6% | 8% | 4% | ** | 9% | 3% | 5% | 6% | 10% d | 6% | 5% | 2% | 6% | 3% | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 158

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | ~c | ~d |
| Unweighted total | 865 | 350 | 505 | 60 | 143 | 150 | 163 | 347 | 270 | 211 | 162 | 216 | 588 | 111 | 86 | 80 |
| Effective Weighted Sample | 696 | 289 | 401 | 50 | 121 | 120 | 130 | 278 | 224 | 167 | 134 | 171 | 534 | 105 | 83 | 77 |
| Total | 836 | 374 | 453 | 51 | 139 | 127 | 165 | 354 | 284 | 215 | 146 | 184 | 709 | 65 | 38 | 24 |
| NEUTRAL (5-6) | 237 | 119 | 115 | ** | 39 | 40 | 48 | 94 | 83 | 50 | 45 | 55 | 199 | 20 | ** | ** |
| | 28% | 32% | 25% | ** | 28% | 32% | 29% | 26% | 29% | 23% | 31% | 30% | 28% | 31% | ** | ** |
| SATISFIED (7-10) | 549 | 226 | 318 | ** | 87 | 83 | 109 | 241 | 174 | 152 | 93 | 126 | 463 | 43 | ** | ** |
| | 66% | 61% | 70% | ** | 63% | 66% | 66% | 68% | 61% | 71% | 64% | 68% | 65% | 67% | ** | ** |
| | | | a | | | | | | | | | | | | | |
| Answered | 836 | 374 | 453 | ** | 139 | 127 | 165 | 354 | 284 | 215 | 146 | 184 | 709 | 65 | ** | ** |
| Mean score | 7.2 | 7.0 | 7.5 | ** | 7.0 | 7.2 | 7.3 | 7.4 | 7.0 | 7.3 | 7.3 | 7.5 | 7.2 | 7.4 | ** | ** |
| | | | a | | | | | | | | | a | | | | |
| Standard deviation | 1.82 | 1.80 | 1.78 | ** | 1.87 | 1.74 | 1.79 | 1.82 | 1.83 | 1.80 | 1.77 | 1.82 | 1.80 | 1.79 | ** | ** |
| Standard error | .06 | .10 | .08 | ** | .16 | .14 | .14 | .10 | .11 | .12 | .14 | .12 | .07 | .17 | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 865 | 696 | 112 | 302 | 550 | 280 | 571 | 111 | 124 | 132 | 280 | 489 | 349 |
| Effective Weighted Sample | | 696 | 561 | 86 | 248 | 437 | 229 | 455 | 93 | 103 | 108 | 229 | 404 | 274 |
| Total | | 836 | 679 | 100 | 295 | 529 | 275 | 548 | 104 | 120 | 139 | 275 | 516 | 301 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | - | 1 | * | 1 | * | 1 | 1 | - | 1 | 1 | - |
| | | *% | *% | -% | *% | *% | *% | *% | 1% | *% | -% | *% | *% | -% |
| 2 | (2.0) | 2 | 2 | - | 1 | 1 | 1 | 1 | - | - | 1 | 1 | 2 | 1 |
| | | *% | *% | -% | *% | *% | *% | *% | -% | -% | 1% | *% | *% | *% |
| 3 | (3.0) | 13 | 10 | 1 | 2 | 10 | 1 | 11 | 1 | 1 | 1 | 1 | 4 | 9 |
| | | 2% | 1% | 1% | 1% | 2% | *% | 2% | 1% | 1% | 1% | *% | 1% | 3% |
| 4 | (4.0) | 34 | 26 | 6 | 13 | 22 | 12 | 23 | 5 | 4 | 4 | 12 | 21 | 13 |
| | | 4% | 4% | 6% | 4% | 4% | 4% | 4% | 5% | 3% | 3% | 4% | 4% | 4% |
| 5 | (5.0) | 102 | 83 | 11 | 36 | 65 | 32 | 69 | 13 | 15 | 11 | 32 | 60 | 40 |
| | | 12% | 12% | 11% | 12% | 12% | 11% | 13% | 12% | 12% | 8% | 11% | 12% | 13% |
| 6 | (6.0) | 135 | 111 | 19 | 47 | 86 | 46 | 88 | 16 | 23 | 25 | 46 | 80 | 50 |
| | | 16% | 16% | 19% | 16% | 16% | 17% | 16% | 16% | 19% | 18% | 17% | 16% | 17% |
| 7 | (7.0) | 169 | 132 | 18 | 60 | 106 | 56 | 109 | 28 | 24 | 22 | 56 | 113 | 54 |
| | | 20% | 19% | 18% | 20% | 20% | 20% | 20% | 27% | 20% | 16% | 20% | 22% | 18% |
| 8 | (8.0) | 173 | 145 | 22 | 63 | 107 | 60 | 111 | 20 | 23 | 35 | 60 | 109 | 60 |
| | | 21% | 21% | 22% | 21% | 20% | 22% | 20% | 19% | 19% | 25% | 22% | 21% | 20% |
| 9 | (9.0) | 75 | 58 | 12 | 27 | 47 | 24 | 50 | 8 | 12 | 14 | 24 | 38 | 33 |
| | | 9% | 9% | 12% | 9% | 9% | 9% | 9% | 7% | 10% | 10% | 9% | 7% | 11% |
| 10 - Extremely satisfied | (10.0) | 131 | 112 | 12 | 46 | 84 | 43 | 87 | 13 | 19 | 25 | 43 | 87 | 40 |
| | | 16% | 16% | 12% | 15% | 16% | 16% | 16% | 12% | 16% | 18% | 16% | 17% | 13% |
| DISSATISFIED (1-4) | | 51 | 39 | 7 | 17 | 33 | 15 | 35 | 7 | 5 | 6 | 15 | 28 | 23 |
| | | 6% | 6% | 7% | 6% | 6% | 5% | 6% | 6% | 4% | 4% | 5% | 5% | 8% |
| NEUTRAL (5-6) | | 237 | 193 | 30 | 83 | 152 | 78 | 157 | 29 | 38 | 36 | 78 | 141 | 90 |
| | | 28% | 28% | 30% | 28% | 29% | 28% | 29% | 28% | 31% | 26% | 28% | 27% | 30% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 865 | 696 | 112 | 302 | 550 | 280 | 571 | 111 | 124 | 132 | 280 | 489 | 349 |
| Effective Weighted Sample | 696 | 561 | 86 | 248 | 437 | 229 | 455 | 93 | 103 | 108 | 229 | 404 | 274 |
| Total | 836 | 679 | 100 | 295 | 529 | 275 | 548 | 104 | 120 | 139 | 275 | 516 | 301 |
| SATISFIED (7-10) | 549 | 447 | 63 | 196 | 345 | 183 | 356 | 69 | 77 | 97 | 183 | 347 | 188 |
| | 66% | 66% | 64% | 66% | 65% | 67% | 65% | 66% | 64% | 69% | 67% | 67% | 62% |
| Answered | 836 | 679 | 100 | 295 | 529 | 275 | 548 | 104 | 120 | 139 | 275 | 516 | 301 |
| Mean score | 7.2 | 7.3 | 7.2 | 7.3 | 7.2 | 7.3 | 7.2 | 7.1 | 7.3 | 7.5 | 7.3 | 7.3 | 7.1 |
| Standard deviation | 1.82 | 1.83 | 1.73 | 1.80 | 1.82 | 1.78 | 1.83 | 1.74 | 1.79 | 1.78 | 1.78 | 1.80 | 1.86 |
| Standard error | .06 | .07 | .16 | .10 | .08 | .11 | .08 | .17 | .16 | .16 | .11 | .08 | .10 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 865 | 865 | 750 | 115 | - | 865 | 820 | 588 | 583 | 195 | 841 | 24 | 119 | 187 | 559 |
| Effective Weighted Sample | | 696 | 696 | 603 | 93 | - | 696 | 661 | 479 | 475 | 158 | 679 | 17 | 93 | 155 | 448 |
| Total | | 836 | 836 | 718 | 119 | - | 836 | 799 | 586 | 575 | 201 | 819 | 17 | 114 | 177 | 546 |
| 1 - Extremely dissatisfied | (1.0) | 1 *% | 1 *% | 1 *% | - -% | ** ** | 1 *% | 1 *% | 1 *% | 1 *% | - -% | 1 *% | ** ** | 1 1% | - -% | * *% |
| 2 | (2.0) | 2 *% | 2 *% | 2 *% | - -% | ** ** | 2 *% | 2 *% | 2 *% | 1 *% | - -% | 2 *% | ** ** | 1 *% | - -% | 2 *% |
| 3 | (3.0) | 13 2% | 13 2% | 9 1% | 4 3% | ** ** | 13 2% | 13 2% | 10 2% | 8 1% | 3 1% | 13 2% | ** ** | 4 4% | 4 2% | 5 1% |
| 4 | (4.0) | 34 4% | 34 4% | 33 5% | 2 1% | ** ** | 34 4% | 33 4% | 26 4% | 20 3% | 1 *% | 34 4% | ** ** | 12 11% c | 11 6% c | 11 2% |
| 5 | (5.0) | 102 12% | 102 12% | 89 12% | 12 10% | ** ** | 102 12% | 97 12% | 64 11% | 65 11% | 28 14% | 99 12% | ** ** | 16 14% | 35 20% c | 51 9% |
| 6 | (6.0) | 135 16% | 135 16% | 115 16% | 20 17% | ** ** | 135 16% | 128 16% | 101 17% | 94 16% | 40 20% | 135 16% | ** ** | 21 18% | 37 21% | 78 14% |
| 7 | (7.0) | 169 20% | 169 20% | 151 21% | 19 16% | ** ** | 169 20% | 162 20% | 115 20% | 122 21% | 38 19% | 165 20% | ** ** | 21 18% | 41 23% | 107 20% |
| 8 | (8.0) | 173 21% | 173 21% | 146 20% | 27 23% | ** ** | 173 21% | 167 21% | 125 21% | 120 21% | 39 19% | 168 21% | ** ** | 23 20% | 26 15% | 123 23% |
| 9 | (9.0) | 75 9% | 75 9% | 65 9% | 11 9% | ** ** | 75 9% | 70 9% | 50 9% | 54 9% | 20 10% | 73 9% | ** ** | 7 6% | 9 5% | 59 11% |
| 10 - Extremely satisfied | (10.0) | 131 16% | 131 16% | 106 15% | 25 21% | ** ** | 131 16% | 125 16% | 92 16% | 90 16% | 33 16% | 129 16% | ** ** | 8 7% | 14 8% | 109 20% ab |
| DISSATISFIED (1-4) | | 51 6% | 51 6% | 46 6% | 5 4% | ** ** | 51 6% | 49 6% | 39 7% | 29 5% | 3 2% | 51 6% | ** ** | 18 16% c | 15 8% c | 18 3% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used My5 (previously Demand 5) in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 865 | 865 | 750 | 115 | - | 865 | 820 | 588 | 583 | 195 | 841 | 24 | 119 | 187 | 559 |
| Effective Weighted Sample | 696 | 696 | 603 | 93 | - | 696 | 661 | 479 | 475 | 158 | 679 | 17 | 93 | 155 | 448 |
| Total | 836 | 836 | 718 | 119 | - | 836 | 799 | 586 | 575 | 201 | 819 | 17 | 114 | 177 | 546 |
| NEUTRAL (5-6) | 237 | 237 | 205 | 32 | ** | 237 | 225 | 165 | 159 | 68 | 234 | ** | 36 | 72 | 129 |
| | 28% | 28% | 29% | 27% | ** | 28% | 28% | 28% | 28% | 34% | 29% | ** | 32% | 40% | 24% |
| | | | | | | | | | | | | | | | c |
| SATISFIED (7-10) | 549 | 549 | 467 | 81 | ** | 549 | 525 | 382 | 386 | 130 | 535 | ** | 59 | 91 | 399 |
| | 66% | 66% | 65% | 68% | ** | 66% | 66% | 65% | 67% | 64% | 65% | ** | 52% | 51% | 73% |
| | | | | | | | | | | | | | | | ab |
| Answered | 836 | 836 | 718 | 119 | ** | 836 | 799 | 586 | 575 | 201 | 819 | ** | 114 | 177 | 546 |
| Mean score | 7.2 | 7.2 | 7.2 | 7.5 | ** | 7.2 | 7.2 | 7.2 | 7.3 | 7.3 | 7.2 | ** | 6.5 | 6.6 | 7.6 |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 1.82 | 1.82 | 1.81 | 1.86 | ** | 1.82 | 1.82 | 1.82 | 1.77 | 1.72 | 1.82 | ** | 1.90 | 1.68 | 1.75 |
| Standard error | .06 | .06 | .07 | .17 | ** | .06 | .06 | .08 | .07 | .12 | .06 | ** | .17 | .12 | .07 |

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Table 159

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | | 804 | 403 | 398 | 88 | 175 | 155 | 136 | 250 | 282 | 228 | 141 | 141 | 516 | 120 | 101 | 67 |
| Effective Weighted Sample | | 648 | 326 | 321 | 73 | 146 | 126 | 108 | 196 | 232 | 183 | 117 | 110 | 474 | 118 | 95 | 63 |
| Total | | 770 | 405 | 361 | 81 | 171 | 145 | 140 | 233 | 280 | 233 | 129 | 119 | 633 | 70 | 46 | 22 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | 1 | ** | - | - | - | 1 | * | 1 | 1 | - | 1 | - | - | ** |
| | | *% | *% | *% | ** | -% | -% | -% | *% | *% | *% | *% | -% | *% | -% | -% | ** |
| 2 | (2.0) | 3 | 1 | 1 | ** | 1 | - | 1 | - | 1 | - | 1 | - | 3 | - | - | ** |
| | | *% | *% | *% | ** | 1% | -% | 1% | -% | *% | -% | 1% | -% | *% | -% | -% | ** |
| 3 | (3.0) | 7 | 6 | 1 | ** | - | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 6 | - | 1 | ** |
| | | 1% | 1% | *% | ** | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | 2% | ** |
| 4 | (4.0) | 12 | 9 | 3 | ** | 1 | 1 | 4 | 6 | 6 | 2 | 1 | 3 | 10 | 1 | 1 | ** |
| | | 2% | 2% | 1% | ** | 1% | *% | 3% | 3% | 2% | 1% | 1% | 3% | 2% | 1% | 2% | ** |
| 5 | (5.0) | 47 | 27 | 21 | ** | 8 | 9 | 4 | 21 | 22 | 12 | 5 | 8 | 39 | 5 | 3 | ** |
| | | 6% | 7% | 6% | ** | 5% | 6% | 3% | 9% | 8% | 5% | 4% | 7% | 6% | 7% | 7% | ** |
| 6 | (6.0) | 69 | 33 | 36 | ** | 14 | 15 | 15 | 12 | 24 | 23 | 11 | 11 | 60 | 4 | 3 | ** |
| | | 9% | 8% | 10% | ** | 8% | 10% | 11% | 5% | 9% | 10% | 8% | 9% | 9% | 6% | 6% | ** |
| 7 | (7.0) | 138 | 71 | 66 | ** | 32 | 32 | 21 | 39 | 54 | 46 | 20 | 17 | 115 | 12 | 8 | ** |
| | | 18% | 17% | 18% | ** | 19% | 22% | 15% | 17% | 19% | 20% | 16% | 14% | 18% | 17% | 16% | ** |
| 8 | (8.0) | 207 | 110 | 96 | ** | 43 | 37 | 37 | 69 | 71 | 72 | 31 | 30 | 173 | 19 | 9 | ** |
| | | 27% | 27% | 27% | ** | 25% | 25% | 27% | 30% | 25% | 31% | 24% | 26% | 27% | 28% | 19% | ** |
| 9 | (9.0) | 144 | 81 | 62 | ** | 30 | 26 | 26 | 50 | 66 | 33 | 27 | 15 | 116 | 14 | 11 | ** |
| | | 19% | 20% | 17% | ** | 18% | 18% | 19% | 22% | 24% | 14% | 21% | 13% | 18% | 20% | 23% | ** |
| 10 - Extremely satisfied | (10.0) | 141 | 67 | 74 | ** | 42 | 24 | 30 | 33 | 32 | 42 | 32 | 33 | 110 | 15 | 11 | ** |
| | | 18% | 16% | 21% | ** | 25% | 17% | 22% | 14% | 11% | 18% | 25% a | 28% a | 17% | 22% | 24% | ** |
| DISSATISFIED (1-4) | | 24 | 17 | 7 | ** | 2 | 3 | 7 | 9 | 10 | 5 | 4 | 4 | 20 | 1 | 2 | ** |
| | | 3% | 4% | 2% | ** | 1% | 2% | 5% | 4% | 4% | 2% | 3% | 3% | 3% | 1% | 4% | ** |
| NEUTRAL (5-6) | | 116 | 60 | 57 | ** | 22 | 24 | 18 | 33 | 46 | 35 | 15 | 19 | 99 | 9 | 6 | ** |
| | | 15% | 15% | 16% | ** | 13% | 16% | 13% | 14% | 16% | 15% | 12% | 16% | 16% | 12% | 14% | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | b | c | d | e | a | b | c | d | a | b | c | ~d |
| Unweighted total | 804 | 403 | 398 | 88 | 175 | 155 | 136 | 250 | 282 | 228 | 141 | 141 | 516 | 120 | 101 | 67 |
| Effective Weighted Sample | 648 | 326 | 321 | 73 | 146 | 126 | 108 | 196 | 232 | 183 | 117 | 110 | 474 | 118 | 95 | 63 |
| Total | 770 | 405 | 361 | 81 | 171 | 145 | 140 | 233 | 280 | 233 | 129 | 119 | 633 | 70 | 46 | 22 |
| SATISFIED (7-10) | 630 | 328 | 298 | ** | 147 | 119 | 115 | 191 | 223 | 193 | 109 | 96 | 514 | 60 | 38 | ** |
| | 82% | 81% | 82% | ** | 86% | 82% | 82% | 82% | 80% | 83% | 85% | 81% | 81% | 87% | 83% | ** |
| Answered | 770 | 405 | 361 | ** | 171 | 145 | 140 | 233 | 280 | 233 | 129 | 119 | 633 | 70 | 46 | ** |
| Mean score | 7.9 | 7.8 | 7.9 | ** | 8.1 | 7.8 | 8.0 | 7.8 | 7.7 | 7.9 | 8.1 | 8.0 | 7.8 | 8.1 | 8.0 | ** |
| Standard deviation | 1.65 | 1.68 | 1.61 | ** | 1.57 | 1.56 | 1.71 | 1.66 | 1.63 | 1.54 | 1.72 | 1.74 | 1.64 | 1.50 | 1.76 | ** |
| Standard error | .06 | .08 | .08 | ** | .12 | .12 | .15 | .11 | .10 | .10 | .14 | .15 | .07 | .14 | .18 | ** |

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Table 159

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 804 | 658 | 101 | 334 | 459 | 293 | 497 | 109 | 138 | 138 | 293 | 531 | 247 |
| Effective Weighted Sample | | 648 | 530 | 80 | 273 | 366 | 240 | 396 | 93 | 112 | 111 | 240 | 438 | 199 |
| Total | | 770 | 625 | 97 | 323 | 436 | 286 | 471 | 112 | 128 | 136 | 286 | 559 | 193 |
| 1 - Extremely dissatisfied | (1.0) | 2 | 1 | 1 | - | 1 | - | 1 | - | - | - | - | 1 | 1 |
| | | *% | *% | 1% | -% | *% | -% | *% | -% | -% | -% | -% | *% | 1% |
| 2 | (2.0) | 3 | 1 | - | - | 3 | - | 3 | - | - | - | - | 3 | - |
| | | *% | *% | -% | -% | 1% | -% | 1% | -% | -% | -% | -% | *% | -% |
| 3 | (3.0) | 7 | 5 | 1 | 3 | 2 | 2 | 4 | - | 2 | - | 2 | 4 | 3 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | 2% | -% | 1% | 1% | 2% |
| 4 | (4.0) | 12 | 8 | 4 | 5 | 7 | 5 | 7 | 1 | 3 | 3 | 5 | 7 | 5 |
| | | 2% | 1% | 4% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 1% | 2% |
| 5 | (5.0) | 47 | 42 | 4 | 19 | 29 | 16 | 31 | 8 | 4 | 8 | 16 | 33 | 14 |
| | | 6% | 7% | 4% | 6% | 7% | 6% | 7% | 7% | 3% | 6% | 6% | 6% | 7% |
| 6 | (6.0) | 69 | 62 | 2 | 33 | 34 | 25 | 40 | 5 | 13 | 14 | 25 | 53 | 15 |
| | | 9% | 10% | 3% | 10% | 8% | 9% | 9% | 5% | 10% | 10% | 9% | 9% | 8% |
| 7 | (7.0) | 138 | 104 | 22 | 70 | 68 | 62 | 76 | 28 | 23 | 27 | 62 | 108 | 28 |
| | | 18% | 17% | 22% | 22% | 16% | 22% | 16% | 25% | 18% | 20% | 22% | 19% | 14% |
| 8 | (8.0) | 207 | 159 | 36 | 75 | 130 | 72 | 133 | 24 | 39 | 30 | 72 | 143 | 59 |
| | | 27% | 25% | 37% | 23% | 30% | 25% | 28% | 22% | 31% | 22% | 25% | 26% | 31% |
| 9 | (9.0) | 144 | 124 | 12 | 64 | 79 | 56 | 87 | 22 | 17 | 30 | 56 | 110 | 30 |
| | | 19% | 20% | 12% | 20% | 18% | 20% | 18% | 20% | 13% | 22% | 20% | 20% | 16% |
| 10 - Extremely satisfied | (10.0) | 141 | 119 | 17 | 54 | 83 | 47 | 90 | 23 | 26 | 23 | 47 | 98 | 38 |
| | | 18% | 19% | 17% | 17% | 19% | 16% | 19% | 20% | 20% | 17% | 16% | 17% | 20% |
| DISSATISFIED (1-4) | | 24 | 15 | 5 | 9 | 13 | 7 | 14 | 1 | 6 | 3 | 7 | 14 | 9 |
| | | 3% | 2% | 5% | 3% | 3% | 2% | 3% | 1% | 4% | 2% | 2% | 3% | 5% |
| NEUTRAL (5-6) | | 116 | 104 | 7 | 52 | 63 | 42 | 72 | 13 | 17 | 22 | 42 | 86 | 29 |
| | | 15% | 17% | 7% | 16% | 14% | 15% | 15% | 12% | 13% | 16% | 15% | 15% | 15% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 804 | 658 | 101 | 334 | 459 | 293 | 497 | 109 | 138 | 138 | 293 | 531 | 247 |
| Effective Weighted Sample | 648 | 530 | 80 | 273 | 366 | 240 | 396 | 93 | 112 | 111 | 240 | 438 | 199 |
| Total | 770 | 625 | 97 | 323 | 436 | 286 | 471 | 112 | 128 | 136 | 286 | 559 | 193 |
| SATISFIED (7-10) | 630 | 506 | 85 | 263 | 360 | 237 | 385 | 98 | 106 | 111 | 237 | 460 | 155 |
| | 82% | 81% | 88% | 81% | 83% | 83% | 82% | 87% | 82% | 82% | 83% | 82% | 80% |
| Answered | 770 | 625 | 97 | 323 | 436 | 286 | 471 | 112 | 128 | 136 | 286 | 559 | 193 |
| Mean score | 7.9 | 7.9 | 7.8 | 7.8 | 7.9 | 7.9 | 7.9 | 8.0 | 7.9 | 7.9 | 7.9 | 7.9 | 7.8 |
| Standard deviation | 1.65 | 1.64 | 1.61 | 1.59 | 1.64 | 1.55 | 1.66 | 1.51 | 1.64 | 1.56 | 1.55 | 1.60 | 1.76 |
| Standard error | .06 | .06 | .16 | .09 | .08 | .09 | .07 | .14 | .14 | .13 | .09 | .07 | .11 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 159

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 804 | 804 | 756 | 48 | - | 804 | 751 | 512 | 554 | 169 | 776 | 28 | 133 | 167 | 504 |
| Effective Weighted Sample | | 648 | 648 | 610 | 38 | - | 648 | 604 | 413 | 449 | 134 | 627 | 22 | 107 | 135 | 406 |
| Total | | 770 | 770 | 727 | 44 | - | 770 | 719 | 488 | 537 | 169 | 746 | 24 | 133 | 158 | 478 |
| 1 - Extremely dissatisfied | (1.0) | 2 *% | 2 *% | 1 *% | ** ** | ** ** | 2 *% | 1 *% | 1 *% | 1 *% | 1 *% | 1 *% | ** ** | 1 1% | 1 *% | * *% |
| 2 | (2.0) | 3 *% | 3 *% | 1 *% | ** ** | ** ** | 3 *% | 3 *% | - -% | 1 *% | 1 1% | 3 *% | ** ** | 1 1% | - -% | 1 *% |
| 3 | (3.0) | 7 1% | 7 1% | 6 1% | ** ** | ** ** | 7 1% | 6 1% | 4 1% | 4 1% | 2 1% | 6 1% | ** ** | 5 4% c | 2 1% | * *% |
| 4 | (4.0) | 12 2% | 12 2% | 12 2% | ** ** | ** ** | 12 2% | 11 2% | 6 1% | 9 2% | 2 1% | 12 2% | ** ** | 6 4% | 2 1% | 5 1% |
| 5 | (5.0) | 47 6% | 47 6% | 46 6% | ** ** | ** ** | 47 6% | 43 6% | 26 5% | 30 6% | 7 4% | 45 6% | ** ** | 12 9% | 18 11% c | 17 4% |
| 6 | (6.0) | 69 9% | 69 9% | 61 8% | ** ** | ** ** | 69 9% | 64 9% | 39 8% | 46 8% | 11 6% | 68 9% | ** ** | 13 10% | 25 16% c | 31 6% |
| 7 | (7.0) | 138 18% | 138 18% | 132 18% | ** ** | ** ** | 138 18% | 128 18% | 93 19% | 102 19% | 37 22% | 131 18% | ** ** | 24 18% | 32 20% | 82 17% |
| 8 | (8.0) | 207 27% | 207 27% | 197 27% | ** ** | ** ** | 207 27% | 196 27% | 130 27% | 154 29% | 44 26% | 202 27% | ** ** | 33 25% | 35 22% | 138 29% |
| 9 | (9.0) | 144 19% | 144 19% | 132 18% | ** ** | ** ** | 144 19% | 137 19% | 98 20% | 103 19% | 29 17% | 142 19% | ** ** | 13 10% | 26 16% | 105 22% a |
| 10 - Extremely satisfied | (10.0) | 141 18% | 141 18% | 137 19% | ** ** | ** ** | 141 18% | 132 18% | 91 19% | 88 16% | 35 21% | 136 18% | ** ** | 25 18% | 18 11% | 98 21% |
| DISSATISFIED (1-4) | | 24 3% | 24 3% | 20 3% | ** ** | ** ** | 24 3% | 20 3% | 10 2% | 15 3% | 6 3% | 21 3% | ** ** | 13 10% c | 4 3% | 7 1% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 804 | 804 | 756 | 48 | - | 804 | 751 | 512 | 554 | 169 | 776 | 28 | 133 | 167 | 504 |
| Effective Weighted Sample | 648 | 648 | 610 | 38 | - | 648 | 604 | 413 | 449 | 134 | 627 | 22 | 107 | 135 | 406 |
| Total | 770 | 770 | 727 | 44 | - | 770 | 719 | 488 | 537 | 169 | 746 | 24 | 133 | 158 | 478 |
| NEUTRAL (5-6) | 116 | 116 | 108 | ** | ** | 116 | 108 | 65 | 76 | 17 | 113 | ** | 25 | 43 | 48 |
| | 15% | 15% | 15% | ** | ** | 15% | 15% | 13% | 14% | 10% | 15% | ** | 19% | 27% | 10% |
| | | | | | | | | | | | | | | c | |
| SATISFIED (7-10) | 630 | 630 | 599 | ** | ** | 630 | 592 | 412 | 447 | 146 | 611 | ** | 95 | 111 | 424 |
| | 82% | 82% | 82% | ** | ** | 82% | 82% | 85% | 83% | 86% | 82% | ** | 72% | 70% | 89% |
| | | | | | | | | | | | | | | | ab |
| Answered | 770 | 770 | 727 | ** | ** | 770 | 719 | 488 | 537 | 169 | 746 | ** | 133 | 158 | 478 |
| Mean score | 7.9 | 7.9 | 7.9 | ** | ** | 7.9 | 7.9 | 8.0 | 7.9 | 8.0 | 7.9 | ** | 7.4 | 7.4 | 8.2 |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 1.65 | 1.65 | 1.62 | ** | ** | 1.65 | 1.62 | 1.55 | 1.57 | 1.65 | 1.62 | ** | 2.03 | 1.66 | 1.44 |
| Standard error | .06 | .06 | .06 | ** | ** | .06 | .06 | .07 | .07 | .13 | .06 | ** | .18 | .13 | .06 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 160

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 310 | 179 | 127 | 36 | 61 | 56 | 48 | 108 | 91 | 84 | 74 | 58 | 217 | 36 | 34 | 23 |
| Effective Weighted Sample | | 256 | 147 | 106 | 32 | 53 | 47 | 39 | 85 | 78 | 70 | 61 | 47 | 201 | 33 | 33 | 23 |
| Total | | 310 | 183 | 124 | 36 | 62 | 57 | 50 | 104 | 97 | 93 | 70 | 47 | 266 | 22 | 15 | 7 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | - | ** | ** | ** | ** | - | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | *% | *% | -% | ** | ** | ** | ** | -% | ** | ** | ** | ** | *% | ** | ** | ** |
| 2 | (2.0) | 2 | 1 | 1 | ** | ** | ** | ** | - | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 1% | 1% | 1% | ** | ** | ** | ** | -% | ** | ** | ** | ** | 1% | ** | ** | ** |
| 3 | (3.0) | 9 | 5 | 4 | ** | ** | ** | ** | 2 | ** | ** | ** | ** | 9 | ** | ** | ** |
| | | 3% | 3% | 3% | ** | ** | ** | ** | 2% | ** | ** | ** | ** | 3% | ** | ** | ** |
| 4 | (4.0) | 14 | 5 | 9 | ** | ** | ** | ** | 6 | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 5% | 3% | 7% | ** | ** | ** | ** | 6% | ** | ** | ** | ** | 5% | ** | ** | ** |
| 5 | (5.0) | 30 | 20 | 10 | ** | ** | ** | ** | 11 | ** | ** | ** | ** | 25 | ** | ** | ** |
| | | 10% | 11% | 8% | ** | ** | ** | ** | 11% | ** | ** | ** | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 50 | 31 | 17 | ** | ** | ** | ** | 17 | ** | ** | ** | ** | 42 | ** | ** | ** |
| | | 16% | 17% | 14% | ** | ** | ** | ** | 16% | ** | ** | ** | ** | 16% | ** | ** | ** |
| 7 | (7.0) | 51 | 27 | 24 | ** | ** | ** | ** | 13 | ** | ** | ** | ** | 45 | ** | ** | ** |
| | | 17% | 15% | 19% | ** | ** | ** | ** | 12% | ** | ** | ** | ** | 17% | ** | ** | ** |
| 8 | (8.0) | 78 | 50 | 26 | ** | ** | ** | ** | 28 | ** | ** | ** | ** | 67 | ** | ** | ** |
| | | 25% | 28% | 21% | ** | ** | ** | ** | 27% | ** | ** | ** | ** | 25% | ** | ** | ** |
| 9 | (9.0) | 28 | 15 | 13 | ** | ** | ** | ** | 14 | ** | ** | ** | ** | 24 | ** | ** | ** |
| | | 9% | 8% | 11% | ** | ** | ** | ** | 13% | ** | ** | ** | ** | 9% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 47 | 26 | 20 | ** | ** | ** | ** | 14 | ** | ** | ** | ** | 39 | ** | ** | ** |
| | | 15% | 14% | 16% | ** | ** | ** | ** | 13% | ** | ** | ** | ** | 15% | ** | ** | ** |
| DISSATISFIED (1-4) | | 26 | 13 | 14 | ** | ** | ** | ** | 8 | ** | ** | ** | ** | 25 | ** | ** | ** |
| | | 9% | 7% | 11% | ** | ** | ** | ** | 8% | ** | ** | ** | ** | 9% | ** | ** | ** |
| NEUTRAL (5-6) | | 80 | 51 | 27 | ** | ** | ** | ** | 28 | ** | ** | ** | ** | 67 | ** | ** | ** |
| | | 26% | 28% | 22% | ** | ** | ** | ** | 27% | ** | ** | ** | ** | 25% | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 160

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | ~c | ~d | e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | 310 | 179 | 127 | 36 | 61 | 56 | 48 | 108 | 91 | 84 | 74 | 58 | 217 | 36 | 34 | 23 |
| Effective Weighted Sample | 256 | 147 | 106 | 32 | 53 | 47 | 39 | 85 | 78 | 70 | 61 | 47 | 201 | 33 | 33 | 23 |
| Total | 310 | 183 | 124 | 36 | 62 | 57 | 50 | 104 | 97 | 93 | 70 | 47 | 266 | 22 | 15 | 7 |
| SATISFIED (7-10) | 204 | 119 | 83 | ** | ** | ** | ** | 68 | ** | ** | ** | ** | 175 | ** | ** | ** |
| | 66% | 65% | 67% | ** | ** | ** | ** | 65% | ** | ** | ** | ** | 66% | ** | ** | ** |
| Answered | 310 | 183 | 124 | ** | ** | ** | ** | 104 | ** | ** | ** | ** | 266 | ** | ** | ** |
| Mean score | 7.2 | 7.2 | 7.2 | ** | ** | ** | ** | 7.3 | ** | ** | ** | ** | 7.2 | ** | ** | ** |
| Standard deviation | 1.91 | 1.89 | 1.97 | ** | ** | ** | ** | 1.83 | ** | ** | ** | ** | 1.94 | ** | ** | ** |
| Standard error | .11 | .14 | .17 | ** | ** | ** | ** | .18 | ** | ** | ** | ** | .13 | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 160

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | | 310 | 249 | 32 | 130 | 177 | 118 | 189 | 43 | 59 | 51 | 118 | 193 | 109 |
| Effective Weighted Sample | | 256 | 206 | 26 | 112 | 142 | 103 | 151 | 37 | 51 | 45 | 103 | 166 | 86 |
| Total | | 310 | 251 | 32 | 138 | 169 | 128 | 179 | 44 | 61 | 59 | 128 | 214 | 90 |
| 1 - Extremely dissatisfied | (1.0) | 1 | - | ** | - | - | - | - | ** | ** | ** | - | - | 1 |
| | | *% | -% | ** | -% | -% | -% | -% | ** | ** | ** | -% | -% | 1% |
| 2 | (2.0) | 2 | - | ** | 2 | - | 1 | 1 | ** | ** | ** | 1 | 1 | 1 |
| | | 1% | -% | ** | 2% | -% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| 3 | (3.0) | 9 | 8 | ** | 4 | 3 | 4 | 3 | ** | ** | ** | 4 | 5 | 4 |
| | | 3% | 3% | ** | 3% | 2% | 3% | 2% | ** | ** | ** | 3% | 2% | 5% |
| 4 | (4.0) | 14 | 12 | ** | 6 | 8 | 5 | 9 | ** | ** | ** | 5 | 9 | 6 |
| | | 5% | 5% | ** | 5% | 5% | 4% | 5% | ** | ** | ** | 4% | 4% | 6% |
| 5 | (5.0) | 30 | 23 | ** | 10 | 19 | 9 | 21 | ** | ** | ** | 9 | 20 | 9 |
| | | 10% | 9% | ** | 7% | 11% | 7% | 12% | ** | ** | ** | 7% | 10% | 10% |
| 6 | (6.0) | 50 | 41 | ** | 21 | 29 | 19 | 31 | ** | ** | ** | 19 | 37 | 12 |
| | | 16% | 16% | ** | 15% | 17% | 15% | 17% | ** | ** | ** | 15% | 17% | 14% |
| 7 | (7.0) | 51 | 42 | ** | 25 | 26 | 25 | 27 | ** | ** | ** | 25 | 40 | 11 |
| | | 17% | 17% | ** | 18% | 15% | 19% | 15% | ** | ** | ** | 19% | 19% | 12% |
| 8 | (8.0) | 78 | 64 | ** | 32 | 46 | 32 | 46 | ** | ** | ** | 32 | 52 | 24 |
| | | 25% | 26% | ** | 23% | 27% | 25% | 26% | ** | ** | ** | 25% | 24% | 27% |
| 9 | (9.0) | 28 | 18 | ** | 13 | 15 | 12 | 16 | ** | ** | ** | 12 | 17 | 11 |
| | | 9% | 7% | ** | 10% | 9% | 9% | 9% | ** | ** | ** | 9% | 8% | 12% |
| 10 - Extremely satisfied | (10.0) | 47 | 42 | ** | 24 | 23 | 22 | 24 | ** | ** | ** | 22 | 33 | 11 |
| | | 15% | 17% | ** | 17% | 13% | 17% | 14% | ** | ** | ** | 17% | 16% | 12% |
| DISSATISFIED (1-4) | | 26 | 20 | ** | 13 | 11 | 11 | 14 | ** | ** | ** | 11 | 15 | 11 |
| | | 9% | 8% | ** | 9% | 7% | 8% | 8% | ** | ** | ** | 8% | 7% | 13% |
| NEUTRAL (5-6) | | 80 | 64 | ** | 31 | 48 | 27 | 52 | ** | ** | ** | 27 | 57 | 22 |
| | | 26% | 26% | ** | 22% | 28% | 21% | 29% | ** | ** | ** | 21% | 27% | 24% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 310 | 249 | 32 | 130 | 177 | 118 | 189 | 43 | 59 | 51 | 118 | 193 | 109 |
| Effective Weighted Sample | 256 | 206 | 26 | 112 | 142 | 103 | 151 | 37 | 51 | 45 | 103 | 166 | 86 |
| Total | 310 | 251 | 32 | 138 | 169 | 128 | 179 | 44 | 61 | 59 | 128 | 214 | 90 |
| SATISFIED (7-10) | 204 | 166 | ** | 94 | 110 | 90 | 114 | ** | ** | ** | 90 | 142 | 57 |
| | 66% | 66% | ** | 68% | 65% | 71% | 63% | ** | ** | ** | 71% | 66% | 63% |
| Answered | 310 | 251 | ** | 138 | 169 | 128 | 179 | ** | ** | ** | 128 | 214 | 90 |
| Mean score | 7.2 | 7.3 | ** | 7.3 | 7.2 | 7.4 | 7.2 | ** | ** | ** | 7.4 | 7.3 | 7.1 |
| Standard deviation | 1.91 | 1.86 | ** | 1.98 | 1.77 | 1.91 | 1.84 | ** | ** | ** | 1.91 | 1.83 | 2.09 |
| Standard error | .11 | .12 | ** | .17 | .13 | .18 | .13 | ** | ** | ** | .18 | .13 | .20 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | | 310 | 310 | 271 | 39 | - | 310 | 294 | 225 | 228 | 100 | 299 | 11 | 49 | 58 | 203 |
| Effective Weighted Sample | | 256 | 256 | 226 | 31 | - | 256 | 243 | 188 | 190 | 83 | 248 | 9 | 39 | 50 | 167 |
| Total | | 310 | 310 | 275 | 35 | - | 310 | 295 | 231 | 233 | 104 | 300 | 10 | 46 | 57 | 207 |
| 1 - Extremely dissatisfied | (1.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | - | - | - | 1 | ** | ** | ** | - |
| | | *% | *% | *% | ** | ** | *% | *% | -% | -% | -% | *% | ** | ** | ** | -% |
| 2 | (2.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 1 | 1 | 2 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | ** | ** | 1% |
| 3 | (3.0) | 9 | 9 | 7 | ** | ** | 9 | 9 | 7 | 6 | 1 | 9 | ** | ** | ** | 2 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 3% | 3% | 1% | 3% | ** | ** | ** | 1% |
| 4 | (4.0) | 14 | 14 | 14 | ** | ** | 14 | 13 | 10 | 12 | 6 | 14 | ** | ** | ** | 5 |
| | | 5% | 5% | 5% | ** | ** | 5% | 5% | 4% | 5% | 6% | 5% | ** | ** | ** | 3% |
| 5 | (5.0) | 30 | 30 | 26 | ** | ** | 30 | 28 | 19 | 23 | 10 | 28 | ** | ** | ** | 15 |
| | | 10% | 10% | 9% | ** | ** | 10% | 10% | 8% | 10% | 10% | 9% | ** | ** | ** | 7% |
| 6 | (6.0) | 50 | 50 | 43 | ** | ** | 50 | 47 | 36 | 37 | 17 | 47 | ** | ** | ** | 26 |
| | | 16% | 16% | 16% | ** | ** | 16% | 16% | 16% | 16% | 16% | 16% | ** | ** | ** | 12% |
| 7 | (7.0) | 51 | 51 | 48 | ** | ** | 51 | 49 | 39 | 36 | 13 | 51 | ** | ** | ** | 37 |
| | | 17% | 17% | 18% | ** | ** | 17% | 17% | 17% | 16% | 13% | 17% | ** | ** | ** | 18% |
| 8 | (8.0) | 78 | 78 | 67 | ** | ** | 78 | 72 | 57 | 64 | 26 | 75 | ** | ** | ** | 53 |
| | | 25% | 25% | 24% | ** | ** | 25% | 24% | 25% | 27% | 25% | 25% | ** | ** | ** | 25% |
| 9 | (9.0) | 28 | 28 | 25 | ** | ** | 28 | 27 | 22 | 19 | 12 | 27 | ** | ** | ** | 26 |
| | | 9% | 9% | 9% | ** | ** | 9% | 9% | 9% | 8% | 11% | 9% | ** | ** | ** | 13% |
| 10 - Extremely satisfied | (10.0) | 47 | 47 | 42 | ** | ** | 47 | 46 | 39 | 34 | 19 | 46 | ** | ** | ** | 41 |
| | | 15% | 15% | 15% | ** | ** | 15% | 16% | 17% | 14% | 18% | 15% | ** | ** | ** | 20% |
| DISSATISFIED (1-4) | | 26 | 26 | 25 | ** | ** | 26 | 26 | 19 | 20 | 8 | 26 | ** | ** | ** | 9 |
| | | 9% | 9% | 9% | ** | ** | 9% | 9% | 8% | 9% | 8% | 9% | ** | ** | ** | 4% |
| NEUTRAL (5-6) | | 80 | 80 | 68 | ** | ** | 80 | 76 | 55 | 60 | 27 | 76 | ** | ** | ** | 40 |
| | | 26% | 26% | 25% | ** | ** | 26% | 26% | 24% | 26% | 26% | 25% | ** | ** | ** | 19% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)**

Base : Those who have used UKTV Play in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 310 | 310 | 271 | 39 | - | 310 | 294 | 225 | 228 | 100 | 299 | 11 | 49 | 58 | 203 |
| Effective Weighted Sample | 256 | 256 | 226 | 31 | - | 256 | 243 | 188 | 190 | 83 | 248 | 9 | 39 | 50 | 167 |
| Total | 310 | 310 | 275 | 35 | - | 310 | 295 | 231 | 233 | 104 | 300 | 10 | 46 | 57 | 207 |
| SATISFIED (7-10) | 204 | 204 | 182 | ** | ** | 204 | 194 | 157 | 153 | 70 | 198 | ** | ** | ** | 157 |
| | 66% | 66% | 66% | ** | ** | 66% | 66% | 68% | 66% | 67% | 66% | ** | ** | ** | 76% |
| Answered | 310 | 310 | 275 | ** | ** | 310 | 295 | 231 | 233 | 104 | 300 | ** | ** | ** | 207 |
| Mean score | 7.2 | 7.2 | 7.2 | ** | ** | 7.2 | 7.2 | 7.3 | 7.2 | 7.4 | 7.2 | ** | ** | ** | 7.7 |
| Standard deviation | 1.91 | 1.91 | 1.92 | ** | ** | 1.91 | 1.93 | 1.91 | 1.87 | 1.91 | 1.92 | ** | ** | ** | 1.77 |
| Standard error | .11 | .11 | .12 | ** | ** | .11 | .11 | .13 | .12 | .19 | .11 | ** | ** | ** | .12 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 161**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | ~a | ~b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 176 | 99 | 75 | 19 | 50 | 41 | 30 | 36 | 54 | 52 | 31 | 38 | 109 | 31 | 20 | 16 |
| Effective Weighted Sample | | 142 | 80 | 61 | 17 | 42 | 34 | 22 | 29 | 46 | 41 | 25 | 30 | 101 | 31 | 20 | 15 |
| Total | | 165 | 100 | 63 | 18 | 50 | 38 | 29 | 30 | 55 | 51 | 25 | 32 | 133 | 18 | 9 | 5 |
| 3 | (3.0) | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| 4 | (4.0) | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| 5 | (5.0) | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |
| | | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| 6 | (6.0) | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
| | | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| 7 | (7.0) | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | ** | ** |
| | | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| 8 | (8.0) | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28 | ** | ** | ** |
| | | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| 9 | (9.0) | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |
| | | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| DISSATISFIED (1-4) | | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| NEUTRAL (5-6) | | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32 | ** | ** | ** |
| | | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| SATISFIED (7-10) | | 117 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91 | ** | ** | ** |
| | | 71% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68% | ** | ** | ** |
| Answered | | 165 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 133 | ** | ** | ** |
| Mean score | | 7.5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.4 | ** | ** | ** |
| Standard deviation | | 1.86 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.92 | ** | ** | ** |
| Standard error | | .14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .18 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 161**

**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

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | ~a | ~b | ~a | ~b | ~a | ~b | ~c | ~d | a | ~b |
| Unweighted total | | 176 | 148 | 20 | 91 | 82 | 75 | 98 | 28 | 27 | 37 | 75 | 124 | 46 |
| Effective Weighted Sample | | 142 | 120 | 16 | 75 | 65 | 62 | 77 | 24 | 23 | 30 | 62 | 101 | 40 |
| Total | | 165 | 142 | 14 | 86 | 75 | 72 | 90 | 29 | 24 | 36 | 72 | 127 | 34 |
| 3 | (3.0) | 2 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** |
| | | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** |
| 4 | (4.0) | 9 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** |
| | | 6% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** |
| 5 | (5.0) | 19 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** |
| | | 11% | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** |
| 6 | (6.0) | 19 | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** |
| | | 11% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** |
| 7 | (7.0) | 24 | 22 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** |
| | | 14% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** |
| 8 | (8.0) | 36 | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** |
| | | 22% | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** |
| 9 | (9.0) | 28 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** |
| | | 17% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** |
| 10 - Extremely satisfied | (10.0) | 29 | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** |
| | | 18% | 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** |
| DISSATISFIED (1-4) | | 11 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** |
| | | 6% | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** |
| NEUTRAL (5-6) | | 37 | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26 | ** |
| | | 23% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** |
| SATISFIED (7-10) | | 117 | 106 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92 | ** |
| | | 71% | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** |
| Answered | | 165 | 142 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | ** |
| Mean score | | 7.5 | 7.7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.6 | ** |
| Standard deviation | | 1.86 | 1.81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.88 | ** |
| Standard error | | .14 | .15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .17 | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 161

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using 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

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD ~c | NONE ~d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS ~d | ANY e | NONE ~f | BBC FAVOURABILITY 1-4 ~a | 5-6 ~b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 176 | 176 | 176 | - | - | 176 | 157 | 130 | 125 | 39 | 166 | 10 | 24 | 41 | 111 |
| Effective Weighted Sample | | 142 | 142 | 142 | - | - | 142 | 127 | 107 | 103 | 33 | 135 | 7 | 18 | 34 | 90 |
| Total | | 165 | 165 | 165 | - | - | 165 | 149 | 129 | 121 | 38 | 158 | 7 | 19 | 36 | 110 |
| 3 | (3.0) | 2 | 2 | 2 | ** | ** | 2 | 2 | 2 | 2 | ** | 2 | ** | ** | ** | 2 |
| | | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | 1% | ** | ** | ** | 1% |
| 4 | (4.0) | 9 | 9 | 9 | ** | ** | 9 | 8 | 8 | 9 | ** | 9 | ** | ** | ** | 2 |
| | | 6% | 6% | 6% | ** | ** | 6% | 5% | 6% | 8% | ** | 6% | ** | ** | ** | 2% |
| 5 | (5.0) | 19 | 19 | 19 | ** | ** | 19 | 17 | 14 | 10 | ** | 18 | ** | ** | ** | 8 |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 11% | 9% | ** | 11% | ** | ** | ** | 7% |
| 6 | (6.0) | 19 | 19 | 19 | ** | ** | 19 | 17 | 14 | 13 | ** | 17 | ** | ** | ** | 8 |
| | | 11% | 11% | 11% | ** | ** | 11% | 11% | 11% | 11% | ** | 11% | ** | ** | ** | 7% |
| 7 | (7.0) | 24 | 24 | 24 | ** | ** | 24 | 19 | 15 | 15 | ** | 21 | ** | ** | ** | 13 |
| | | 14% | 14% | 14% | ** | ** | 14% | 13% | 12% | 13% | ** | 13% | ** | ** | ** | 12% |
| 8 | (8.0) | 36 | 36 | 36 | ** | ** | 36 | 32 | 32 | 29 | ** | 35 | ** | ** | ** | 28 |
| | | 22% | 22% | 22% | ** | ** | 22% | 21% | 24% | 24% | ** | 22% | ** | ** | ** | 25% |
| 9 | (9.0) | 28 | 28 | 28 | ** | ** | 28 | 28 | 22 | 22 | ** | 28 | ** | ** | ** | 25 |
| | | 17% | 17% | 17% | ** | ** | 17% | 19% | 17% | 18% | ** | 18% | ** | ** | ** | 23% |
| 10 - Extremely satisfied | (10.0) | 29 | 29 | 29 | ** | ** | 29 | 28 | 23 | 21 | ** | 29 | ** | ** | ** | 24 |
| | | 18% | 18% | 18% | ** | ** | 18% | 19% | 18% | 17% | ** | 18% | ** | ** | ** | 22% |
| DISSATISFIED (1-4) | | 11 | 11 | 11 | ** | ** | 11 | 9 | 9 | 11 | ** | 11 | ** | ** | ** | 4 |
| | | 6% | 6% | 6% | ** | ** | 6% | 6% | 7% | 9% | ** | 7% | ** | ** | ** | 4% |
| NEUTRAL (5-6) | | 37 | 37 | 37 | ** | ** | 37 | 33 | 29 | 24 | ** | 34 | ** | ** | ** | 16 |
| | | 23% | 23% | 23% | ** | ** | 23% | 22% | 22% | 20% | ** | 22% | ** | ** | ** | 15% |
| SATISFIED (7-10) | | 117 | 117 | 117 | ** | ** | 117 | 106 | 92 | 86 | ** | 113 | ** | ** | ** | 90 |
| | | 71% | 71% | 71% | ** | ** | 71% | 71% | 71% | 72% | ** | 71% | ** | ** | ** | 82% |
| Answered | | 165 | 165 | 165 | ** | ** | 165 | 149 | 129 | 121 | ** | 158 | ** | ** | ** | 110 |
| Mean score | | 7.5 | 7.5 | 7.5 | ** | ** | 7.5 | 7.6 | 7.6 | 7.6 | ** | 7.6 | ** | ** | ** | 8.0 |
| Standard deviation | | 1.86 | 1.86 | 1.86 | ** | ** | 1.86 | 1.87 | 1.87 | 1.89 | ** | 1.87 | ** | ** | ** | 1.70 |
| Standard error | | .14 | .14 | .14 | ** | ** | .14 | .15 | .16 | .17 | ** | .15 | ** | ** | ** | .16 |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Unweighted total | | 297 | 137 | 159 | 30 | 57 | 73 | 57 | 80 | 88 | 81 | 56 | 70 | 205 | 36 | 15 | 41 |
| Effective Weighted Sample | | 241 | 110 | 130 | 26 | 48 | 59 | 46 | 61 | 72 | 64 | 48 | 56 | 189 | 34 | 15 | 40 |
| Total | | 289 | 135 | 152 | 28 | 59 | 68 | 59 | 75 | 89 | 77 | 55 | 66 | 248 | 21 | 6 | 13 |
| 2 | (2.0) | 1 | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | | *% | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | *% | ** | ** | ** |
| 3 | (3.0) | 5 | 1 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | | 2% | 1% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| 4 | (4.0) | 8 | 5 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | | 3% | 3% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| 5 | (5.0) | 24 | 10 | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | | 8% | 7% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| 6 | (6.0) | 33 | 14 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | | 11% | 10% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | ** |
| 7 | (7.0) | 56 | 27 | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 48 | ** | ** | ** |
| | | 19% | 20% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | ** | ** |
| 8 | (8.0) | 73 | 37 | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60 | ** | ** | ** |
| | | 25% | 27% | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| 9 | (9.0) | 39 | 21 | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36 | ** | ** | ** |
| | | 13% | 15% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| 10 - Extremely satisfied | (10.0) | 50 | 21 | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42 | ** | ** | ** |
| | | 17% | 15% | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | ** | ** |
| DISSATISFIED (1-4) | | 14 | 7 | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | | 5% | 5% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| NEUTRAL (5-6) | | 57 | 23 | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 50 | ** | ** | ** |
| | | 20% | 17% | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | ** |
| SATISFIED (7-10) | | 217 | 105 | 112 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 186 | ** | ** | ** |
| | | 75% | 78% | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | ** | ** | ** |
| Answered | | 289 | 135 | 152 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 248 | ** | ** | ** |
| Mean score | | 7.6 | 7.6 | 7.6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7.6 | ** | ** | ** |
| Standard deviation | | 1.75 | 1.69 | 1.81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.77 | ** | ** | ** |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 162

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| | | a | b | ~a | ~b | ~c | ~d | ~e | ~a | ~b | ~c | ~d | a | ~b | ~c | ~d |
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 297 | 137 | 159 | 30 | 57 | 73 | 57 | 80 | 88 | 81 | 56 | 70 | 205 | 36 | 15 | 41 |
| Effective Weighted Sample | 241 | 110 | 130 | 26 | 48 | 59 | 46 | 61 | 72 | 64 | 48 | 56 | 189 | 34 | 15 | 40 |
| Total | 289 | 135 | 152 | 28 | 59 | 68 | 59 | 75 | 89 | 77 | 55 | 66 | 248 | 21 | 6 | 13 |
| Standard error | .10 | .14 | .14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | .12 | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | | 297 | 270 | 5 | 138 | 156 | 127 | 165 | 54 | 58 | 65 | 127 | 201 | 89 |
| Effective Weighted Sample | | 241 | 217 | 4 | 115 | 123 | 105 | 131 | 43 | 49 | 54 | 105 | 168 | 69 |
| Total | | 289 | 261 | 5 | 139 | 147 | 128 | 156 | 50 | 61 | 66 | 128 | 213 | 71 |
| 2 | (2.0) | 1 | 1 | ** | - | 1 | - | 1 | ** | ** | ** | - | - | ** |
| | | *% | *% | ** | -% | 1% | -% | 1% | ** | ** | ** | -% | -% | ** |
| 3 | (3.0) | 5 | 5 | ** | 2 | 3 | 2 | 3 | ** | ** | ** | 2 | 4 | ** |
| | | 2% | 2% | ** | 1% | 2% | 2% | 2% | ** | ** | ** | 2% | 2% | ** |
| 4 | (4.0) | 8 | 8 | ** | 2 | 6 | 2 | 6 | ** | ** | ** | 2 | 3 | ** |
| | | 3% | 3% | ** | 1% | 4% | 2% | 4% | ** | ** | ** | 2% | 2% | ** |
| 5 | (5.0) | 24 | 18 | ** | 16 | 8 | 15 | 9 | ** | ** | ** | 15 | 16 | ** |
| | | 8% | 7% | ** | 12% | 6% | 12% | 6% | ** | ** | ** | 12% | 8% | ** |
| 6 | (6.0) | 33 | 28 | ** | 15 | 17 | 12 | 20 | ** | ** | ** | 12 | 26 | ** |
| | | 11% | 11% | ** | 11% | 12% | 10% | 13% | ** | ** | ** | 10% | 12% | ** |
| 7 | (7.0) | 56 | 55 | ** | 26 | 29 | 25 | 29 | ** | ** | ** | 25 | 45 | ** |
| | | 19% | 21% | ** | 18% | 20% | 20% | 19% | ** | ** | ** | 20% | 21% | ** |
| 8 | (8.0) | 73 | 66 | ** | 33 | 40 | 29 | 42 | ** | ** | ** | 29 | 53 | ** |
| | | 25% | 25% | ** | 24% | 27% | 23% | 27% | ** | ** | ** | 23% | 25% | ** |
| 9 | (9.0) | 39 | 36 | ** | 21 | 17 | 19 | 20 | ** | ** | ** | 19 | 32 | ** |
| | | 13% | 14% | ** | 15% | 12% | 15% | 13% | ** | ** | ** | 15% | 15% | ** |
| 10 - Extremely satisfied | (10.0) | 50 | 46 | ** | 24 | 26 | 23 | 26 | ** | ** | ** | 23 | 33 | ** |
| | | 17% | 17% | ** | 17% | 18% | 18% | 17% | ** | ** | ** | 18% | 16% | ** |
| DISSATISFIED (1-4) | | 14 | 13 | ** | 4 | 10 | 4 | 10 | ** | ** | ** | 4 | 7 | ** |
| | | 5% | 5% | ** | 3% | 7% | 3% | 6% | ** | ** | ** | 3% | 3% | ** |
| NEUTRAL (5-6) | | 57 | 45 | ** | 31 | 26 | 28 | 29 | ** | ** | ** | 28 | 42 | ** |
| | | 20% | 17% | ** | 22% | 17% | 22% | 19% | ** | ** | ** | 22% | 20% | ** |
| SATISFIED (7-10) | | 217 | 203 | ** | 104 | 112 | 96 | 117 | ** | ** | ** | 96 | 163 | ** |
| | | 75% | 78% | ** | 75% | 76% | 75% | 75% | ** | ** | ** | 75% | 77% | ** |
| Answered | | 289 | 261 | ** | 139 | 147 | 128 | 156 | ** | ** | ** | 128 | 213 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | ~b |
| Unweighted total | 297 | 270 | 5 | 138 | 156 | 127 | 165 | 54 | 58 | 65 | 127 | 201 | 89 |
| Effective Weighted Sample | 241 | 217 | 4 | 115 | 123 | 105 | 131 | 43 | 49 | 54 | 105 | 168 | 69 |
| Total | 289 | 261 | 5 | 139 | 147 | 128 | 156 | 50 | 61 | 66 | 128 | 213 | 71 |
| Mean score | 7.6 | 7.6 | ** | 7.6 | 7.6 | 7.6 | 7.6 | ** | ** | ** | 7.6 | 7.6 | ** |
| Standard deviation | 1.75 | 1.72 | ** | 1.73 | 1.80 | 1.75 | 1.78 | ** | ** | ** | 1.75 | 1.65 | ** |
| Standard error | .10 | .10 | ** | .15 | .14 | .16 | .14 | ** | ** | ** | .16 | .12 | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | | 297 | 297 | 283 | 14 | - | 297 | 277 | 206 | 217 | 79 | 284 | 13 | 53 | 65 | 179 |
| Effective Weighted Sample | | 241 | 241 | 229 | 12 | - | 241 | 225 | 169 | 181 | 66 | 231 | 10 | 42 | 55 | 145 |
| Total | | 289 | 289 | 274 | 15 | - | 289 | 272 | 207 | 217 | 85 | 278 | 10 | 51 | 67 | 171 |
| 2 | (2.0) | 1 | 1 | 1 | ** | ** | 1 | 1 | 1 | 1 | ** | 1 | ** | ** | ** | - |
| | | *% | *% | *% | ** | ** | *% | *% | *% | *% | ** | *% | ** | ** | ** | -% |
| 3 | (3.0) | 5 | 5 | 4 | ** | ** | 5 | 5 | 5 | 5 | ** | 5 | ** | ** | ** | 1 |
| | | 2% | 2% | 1% | ** | ** | 2% | 2% | 2% | 2% | ** | 2% | ** | ** | ** | 1% |
| 4 | (4.0) | 8 | 8 | 8 | ** | ** | 8 | 7 | 5 | 5 | ** | 7 | ** | ** | ** | 2 |
| | | 3% | 3% | 3% | ** | ** | 3% | 3% | 2% | 2% | ** | 3% | ** | ** | ** | 1% |
| 5 | (5.0) | 24 | 24 | 24 | ** | ** | 24 | 23 | 14 | 18 | ** | 23 | ** | ** | ** | 8 |
| | | 8% | 8% | 9% | ** | ** | 8% | 8% | 7% | 8% | ** | 8% | ** | ** | ** | 5% |
| 6 | (6.0) | 33 | 33 | 30 | ** | ** | 33 | 28 | 28 | 27 | ** | 32 | ** | ** | ** | 17 |
| | | 11% | 11% | 11% | ** | ** | 11% | 10% | 14% | 12% | ** | 11% | ** | ** | ** | 10% |
| 7 | (7.0) | 56 | 56 | 53 | ** | ** | 56 | 54 | 36 | 43 | ** | 54 | ** | ** | ** | 30 |
| | | 19% | 19% | 19% | ** | ** | 19% | 20% | 18% | 20% | ** | 19% | ** | ** | ** | 18% |
| 8 | (8.0) | 73 | 73 | 69 | ** | ** | 73 | 66 | 47 | 53 | ** | 68 | ** | ** | ** | 43 |
| | | 25% | 25% | 25% | ** | ** | 25% | 24% | 23% | 25% | ** | 24% | ** | ** | ** | 25% |
| 9 | (9.0) | 39 | 39 | 37 | ** | ** | 39 | 39 | 33 | 29 | ** | 39 | ** | ** | ** | 31 |
| | | 13% | 13% | 14% | ** | ** | 13% | 14% | 16% | 13% | ** | 14% | ** | ** | ** | 18% |
| 10 - Extremely satisfied | (10.0) | 50 | 50 | 49 | ** | ** | 50 | 49 | 38 | 37 | ** | 50 | ** | ** | ** | 38 |
| | | 17% | 17% | 18% | ** | ** | 17% | 18% | 18% | 17% | ** | 18% | ** | ** | ** | 22% |
| DISSATISFIED (1-4) | | 14 | 14 | 12 | ** | ** | 14 | 13 | 10 | 10 | ** | 13 | ** | ** | ** | 4 |
| | | 5% | 5% | 4% | ** | ** | 5% | 5% | 5% | 5% | ** | 5% | ** | ** | ** | 2% |
| NEUTRAL (5-6) | | 57 | 57 | 54 | ** | ** | 57 | 50 | 42 | 45 | ** | 55 | ** | ** | ** | 25 |
| | | 20% | 20% | 20% | ** | ** | 20% | 19% | 21% | 21% | ** | 20% | ** | ** | ** | 15% |
| SATISFIED (7-10) | | 217 | 217 | 208 | ** | ** | 217 | 208 | 154 | 162 | ** | 210 | ** | ** | ** | 143 |
| | | 75% | 75% | 76% | ** | ** | 75% | 76% | 74% | 75% | ** | 75% | ** | ** | ** | 83% |
| Answered | | 289 | 289 | 274 | ** | ** | 289 | 272 | 207 | 217 | ** | 278 | ** | ** | ** | 171 |
| Mean score | | 7.6 | 7.6 | 7.6 | ** | ** | 7.6 | 7.6 | 7.6 | 7.6 | ** | 7.6 | ** | ** | ** | 8.0 |
| Standard deviation | | 1.75 | 1.75 | 1.74 | ** | ** | 1.75 | 1.77 | 1.79 | 1.76 | ** | 1.77 | ** | ** | ** | 1.58 |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Prepared by Critical Research : 0203 643 9043

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV 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

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | ~d | e | ~f | ~a | ~b | c |
| Unweighted total | 297 | 297 | 283 | 14 | - | 297 | 277 | 206 | 217 | 79 | 284 | 13 | 53 | 65 | 179 |
| Effective Weighted Sample | 241 | 241 | 229 | 12 | - | 241 | 225 | 169 | 181 | 66 | 231 | 10 | 42 | 55 | 145 |
| Total | 289 | 289 | 274 | 15 | - | 289 | 272 | 207 | 217 | 85 | 278 | 10 | 51 | 67 | 171 |
| Standard error | .10 | .10 | .10 | ** | ** | .10 | .11 | .12 | .12 | ** | .10 | ** | ** | ** | .12 |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 2534 | 1254 | 1257 | 355 | 500 | 458 | 398 | 819 | 901 | 757 | 406 | 444 | 1729 | 332 | 249 | 224 |
| Effective Weighted Sample | | 2068 | 1023 | 1028 | 297 | 419 | 375 | 321 | 656 | 745 | 612 | 339 | 357 | 1588 | 322 | 235 | 215 |
| Total | | 2479 | 1284 | 1171 | 336 | 508 | 428 | 416 | 787 | 901 | 779 | 383 | 392 | 2099 | 195 | 113 | 71 |
| 1 - Extremely dissatisfied | (1.0) | 17 | 11 | 7 | - | 1 | 5 | 2 | 9 | 6 | 8 | * | 2 | 16 | 1 | * | * |
| | | 1% | 1% | 1% | -% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% | *% |
| 2 | (2.0) | 20 | 9 | 9 | 3 | 3 | 4 | 2 | 5 | 7 | 6 | 3 | 3 | 18 | 1 | 1 | - |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | -% |
| 3 | (3.0) | 46 | 26 | 19 | 4 | 7 | 5 | 9 | 20 | 12 | 17 | 5 | 11 | 39 | 4 | 2 | 1 |
| | | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 1% |
| 4 | (4.0) | 59 | 33 | 25 | 10 | 15 | 12 | 7 | 16 | 25 | 16 | 12 | 6 | 51 | 4 | 2 | 2 |
| | | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 2% |
| 5 | (5.0) | 250 | 133 | 113 | 43 | 62 | 36 | 29 | 80 | 82 | 74 | 45 | 44 | 218 | 16 | 11 | 6 |
| | | 10% | 10% | 10% | 13% | 12% | 8% | 7% | 10% | 9% | 10% | 12% | 11% | 10% | 8% | 10% | 8% |
| 6 | (6.0) | 265 | 132 | 128 | 46 | 64 | 43 | 47 | 64 | 101 | 67 | 43 | 52 | 227 | 19 | 13 | 6 |
| | | 11% | 10% | 11% | 14% e | 13% | 10% | 11% | 8% | 11% | 9% | 11% | 13% | 11% | 10% | 11% | 9% |
| 7 | (7.0) | 478 | 254 | 222 | 82 | 102 | 76 | 83 | 135 | 171 | 159 | 70 | 74 | 398 | 45 | 21 | 15 |
| | | 19% | 20% | 19% | 24% e | 20% | 18% | 20% | 17% | 19% | 20% | 18% | 19% | 19% | 23% | 18% | 21% |
| 8 | (8.0) | 665 | 373 | 286 | 83 | 114 | 113 | 120 | 235 | 240 | 224 | 94 | 100 | 559 | 58 | 26 | 22 |
| | | 27% | 29% | 24% | 25% | 22% | 26% | 29% | 30% b | 27% | 29% | 25% | 26% | 27% | 30% | 23% | 30% |
| 9 | (9.0) | 310 | 152 | 157 | 31 | 54 | 64 | 48 | 112 | 138 | 89 | 45 | 35 | 264 | 25 | 14 | 7 |
| | | 13% | 12% | 13% | 9% | 11% | 15% | 11% | 14% | 15% d | 11% | 12% | 9% | 13% | 13% | 12% | 10% |
| 10 - Extremely satisfied | (10.0) | 368 | 159 | 206 | 34 | 85 | 69 | 68 | 112 | 119 | 119 | 64 | 65 | 310 | 22 | 24 | 13 |
| | | 15% | 12% | 18% a | 10% | 17% | 16% | 16% | 14% | 13% | 15% | 17% | 16% | 15% | 11% | 21% b | 18% |
| DISSATISFIED (1-4) | | 142 | 80 | 59 | 18 | 27 | 26 | 20 | 50 | 51 | 47 | 21 | 22 | 123 | 10 | 6 | 3 |
| | | 6% | 6% | 5% | 5% | 5% | 6% | 5% | 6% | 6% | 6% | 5% | 6% | 6% | 5% | 5% | 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2534 | 1254 | 1257 | 355 | 500 | 458 | 398 | 819 | 901 | 757 | 406 | 444 | 1729 | 332 | 249 | 224 |
| Effective Weighted Sample | 2068 | 1023 | 1028 | 297 | 419 | 375 | 321 | 656 | 745 | 612 | 339 | 357 | 1588 | 322 | 235 | 215 |
| Total | 2479 | 1284 | 1171 | 336 | 508 | 428 | 416 | 787 | 901 | 779 | 383 | 392 | 2099 | 195 | 113 | 71 |
| NEUTRAL (5-6) | 515 | 266 | 242 | 89 | 127 | 79 | 76 | 144 | 183 | 141 | 88 | 96 | 445 | 35 | 24 | 12 |
| | 21% | 21% | 21% | 26% e | 25% e | 18% | 18% | 18% | 20% | 18% | 23% | 25% | 21% | 18% | 21% | 17% |
| SATISFIED (7-10) | 1821 | 938 | 870 | 230 | 355 | 323 | 320 | 593 | 668 | 591 | 274 | 274 | 1532 | 150 | 83 | 56 |
| | 73% | 73% | 74% | 68% | 70% | 76% | 77% | 75% | 74% | 76% | 72% | 70% | 73% | 77% | 74% | 79% |
| Answered | 2479 | 1284 | 1171 | 336 | 508 | 428 | 416 | 787 | 901 | 779 | 383 | 392 | 2099 | 195 | 113 | 71 |
| Mean score | 7.4 | 7.3 | 7.5 | 7.2 | 7.4 | 7.5 a | 7.6 a | 7.5 | 7.5 | 7.4 | 7.4 | 7.3 | 7.4 | 7.4 | 7.6 | 7.6 |
| Standard deviation | 1.84 | 1.83 | 1.85 | 1.70 | 1.84 | 1.89 | 1.77 | 1.90 | 1.80 | 1.87 | 1.84 | 1.89 | 1.86 | 1.70 | 1.91 | 1.71 |
| Standard error | .04 | .05 | .05 | .09 | .08 | .09 | .09 | .07 | .06 | .07 | .09 | .09 | .04 | .09 | .12 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 163

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2534 | 2038 | 306 | 936 | 1552 | 800 | 1677 | 335 | 363 | 356 | 800 | 1611 | 859 |
| Effective Weighted Sample | | 2068 | 1666 | 240 | 772 | 1258 | 661 | 1359 | 280 | 299 | 289 | 661 | 1352 | 691 |
| Total | | 2479 | 2009 | 277 | 916 | 1519 | 794 | 1631 | 335 | 349 | 351 | 794 | 1737 | 696 |
| 1 - Extremely dissatisfied | (1.0) | 17 | 12 | 4 | 1 | 14 | 1 | 14 | 1 | 1 | 1 | 1 | 13 | 4 |
| | | 1% | 1% | 1% | *% | 1% | *% | 1% | *% | *% | *% | *% | 1% | 1% |
| 2 | (2.0) | 20 | 18 | - | 10 | 10 | 8 | 12 | 2 | 5 | - | 8 | 12 | 6 |
| | | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 2% | -% | 1% | 1% | 1% |
| 3 | (3.0) | 46 | 37 | 7 | 16 | 30 | 13 | 33 | 4 | 5 | 7 | 13 | 28 | 18 |
| | | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% |
| 4 | (4.0) | 59 | 46 | 5 | 24 | 35 | 17 | 40 | 7 | 9 | 2 | 17 | 41 | 16 |
| | | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% |
| 5 | (5.0) | 250 | 196 | 19 | 92 | 151 | 79 | 164 | 41 | 32 | 27 | 79 | 161 | 80 |
| | | 10% | 10% | 7% | 10% | 10% | 10% | 10% | 12% | 9% | 8% | 10% | 9% | 12% |
| 6 | (6.0) | 265 | 209 | 23 | 103 | 154 | 88 | 167 | 49 | 45 | 31 | 88 | 184 | 79 |
| | | 11% | 10% | 8% | 11% | 10% | 11% | 10% | 15% | 13% | 9% | 11% | 11% | 11% |
| 7 | (7.0) | 478 | 374 | 62 | 171 | 300 | 141 | 330 | 59 | 66 | 57 | 141 | 333 | 134 |
| | | 19% | 19% | 22% | 19% | 20% | 18% | 20% | 17% | 19% | 16% | 18% | 19% | 19% |
| 8 | (8.0) | 665 | 561 | 72 | 228 | 425 | 201 | 449 | 73 | 79 | 111 | 201 | 456 | 198 |
| | | 27% | 28% | 26% | 25% | 28% | 25% | 28% | 22% | 23% | 32%<br>a | 25% | 26% | 28% |
| 9 | (9.0) | 310 | 248 | 44 | 121 | 187 | 110 | 196 | 41 | 43 | 55 | 110 | 231 | 76 |
| | | 13% | 12% | 16% | 13% | 12% | 14% | 12% | 12% | 12% | 16% | 14% | 13% | 11% |
| 10 - Extremely satisfied | (10.0) | 368 | 310 | 42 | 151 | 213 | 135 | 227 | 61 | 64 | 59 | 135 | 277 | 85 |
| | | 15% | 15% | 15% | 16% | 14% | 17% | 14% | 18% | 18% | 17% | 17% | 16% | 12% |
| DISSATISFIED (1-4) | | 142 | 113 | 16 | 51 | 89 | 39 | 99 | 13 | 21 | 11 | 39 | 94 | 44 |
| | | 6% | 6% | 6% | 6% | 6% | 5% | 6% | 4% | 6% | 3% | 5% | 5% | 6% |
| NEUTRAL (5-6) | | 515 | 404 | 42 | 194 | 305 | 167 | 331 | 89 | 77 | 58 | 167 | 346 | 159 |
| | | 21% | 20% | 15% | 21% | 20% | 21% | 20% | 27%<br>c | 22% | 17% | 21% | 20% | 23% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2534 | 2038 | 306 | 936 | 1552 | 800 | 1677 | 335 | 363 | 356 | 800 | 1611 | 859 |
| Effective Weighted Sample | 2068 | 1666 | 240 | 772 | 1258 | 661 | 1359 | 280 | 299 | 289 | 661 | 1352 | 691 |
| Total | 2479 | 2009 | 277 | 916 | 1519 | 794 | 1631 | 335 | 349 | 351 | 794 | 1737 | 696 |
| SATISFIED (7-10) | 1821 | 1493 | 219 | 671 | 1125 | 588 | 1202 | 233 | 252 | 282 | 588 | 1297 | 493 |
| | 73% | 74% | 79% | 73% | 74% | 74% | 74% | 69% | 72% | 80% | 74% | 75% | 71% |
| | | | | | | | | | | a | | | |
| Answered | 2479 | 2009 | 277 | 916 | 1519 | 794 | 1631 | 335 | 349 | 351 | 794 | 1737 | 696 |
| Mean score | 7.4 | 7.5 | 7.6 | 7.5 | 7.4 | 7.5 | 7.4 | 7.5 | 7.5 | 7.8 | 7.5 | 7.5 | 7.3 |
| | | | | | | | | | | b | | | |
| Standard deviation | 1.84 | 1.84 | 1.84 | 1.84 | 1.84 | 1.82 | 1.85 | 1.83 | 1.89 | 1.65 | 1.82 | 1.84 | 1.84 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .06 | .05 | .10 | .10 | .09 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 163

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | | 2534 | 2451 | 2216 | 318 | 83 | 2534 | 2388 | 1894 | 2534 | 636 | 2534 | - | 287 | 530 | 1717 |
| Effective Weighted Sample | | 2068 | 2002 | 1815 | 253 | 66 | 2068 | 1949 | 1547 | 2068 | 522 | 2068 | - | 231 | 440 | 1397 |
| Total | | 2479 | 2400 | 2170 | 309 | 79 | 2479 | 2341 | 1849 | 2479 | 636 | 2479 | - | 279 | 527 | 1672 |
| 1 - Extremely dissatisfied | (1.0) | 17 | 15 | 13 | 5 | ** | 17 | 15 | 13 | 17 | 8 | 17 | ** | 16 | * | 1 |
| | | 1% | 1% | 1% | 2% | ** | 1% | 1% | 1% | 1% | 1% | 1% | ** | 6% bc | *% | *% |
| 2 | (2.0) | 20 | 20 | 17 | 2 | ** | 20 | 18 | 15 | 20 | - | 20 | ** | 16 | 4 | - |
| | | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | -% | 1% | ** | 6% bc | 1% c | -% |
| 3 | (3.0) | 46 | 41 | 37 | 9 | ** | 46 | 43 | 25 | 46 | 3 | 46 | ** | 34 | 7 | 5 |
| | | 2% | 2% | 2% | 3% | ** | 2% | 2% | 1% | 2% | 1% | 2% | ** | 12% bc | 1% | *% |
| 4 | (4.0) | 59 | 58 | 55 | 4 | ** | 59 | 49 | 38 | 59 | 11 | 59 | ** | 32 | 17 | 10 |
| | | 2% | 2% | 3% | 1% | ** | 2% | 2% | 2% | 2% | 2% | 2% | ** | 12% bc | 3% c | 1% |
| 5 | (5.0) | 250 | 237 | 214 | 37 | ** | 250 | 222 | 179 | 250 | 37 | 250 | ** | 66 | 131 | 54 |
| | | 10% | 10% | 10% | 12% | ** | 10% | 9% | 10% d | 10% d | 6% | 10% d | ** | 24% c | 25% c | 3% |
| 6 | (6.0) | 265 | 252 | 239 | 26 | ** | 265 | 247 | 196 | 265 | 69 | 265 | ** | 48 | 126 | 91 |
| | | 11% | 11% | 11% | 8% | ** | 11% | 11% | 11% | 11% | 11% | 11% | ** | 17% c | 24% c | 5% |
| 7 | (7.0) | 478 | 467 | 416 | 62 | ** | 478 | 448 | 358 | 478 | 96 | 478 | ** | 36 | 130 | 313 |
| | | 19% | 19% | 19% | 20% | ** | 19% | 19% | 19% | 19% | 15% | 19% | ** | 13% | 25% ac | 19% |
| 8 | (8.0) | 665 | 640 | 581 | 85 | ** | 665 | 639 | 495 | 665 | 173 | 665 | ** | 21 | 81 | 563 |
| | | 27% | 27% | 27% | 27% | ** | 27% | 27% | 27% | 27% | 27% | 27% | ** | 7% | 15% a | 34% ab |
| 9 | (9.0) | 310 | 309 | 274 | 36 | ** | 310 | 303 | 245 | 310 | 112 | 310 | ** | 6 | 16 | 288 |
| | | 13% | 13% | 13% | 12% | ** | 13% | 13% | 13% | 13% | 18% ace | 13% | ** | 2% | 3% | 17% ab |
| 10 - Extremely satisfied | (10.0) | 368 | 361 | 325 | 43 | ** | 368 | 357 | 286 | 368 | 126 | 368 | ** | 4 | 16 | 348 |
| | | 15% | 15% | 15% | 14% | ** | 15% | 15% | 15% | 15% | 20% ce | 15% | ** | 2% | 3% | 21% ab |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | d | e | ~f | a | b | c |
| Unweighted total | 2534 | 2451 | 2216 | 318 | 83 | 2534 | 2388 | 1894 | 2534 | 636 | 2534 | - | 287 | 530 | 1717 |
| Effective Weighted Sample | 2068 | 2002 | 1815 | 253 | 66 | 2068 | 1949 | 1547 | 2068 | 522 | 2068 | - | 231 | 440 | 1397 |
| Total | 2479 | 2400 | 2170 | 309 | 79 | 2479 | 2341 | 1849 | 2479 | 636 | 2479 | - | 279 | 527 | 1672 |
| DISSATISFIED (1-4) | 142 | 134 | 122 | 20 | ** | 142 | 126 | 90 | 142 | 22 | 142 | ** | 98 | 28 | 16 |
| | 6% | 6% | 6% | 6% | ** | 6% | 5% | 5% | 6% | 4% | 6% | ** | 35% | 5% | 1% |
| | | | | | | | | | | | | | bc | c | |
| NEUTRAL (5-6) | 515 | 489 | 453 | 63 | ** | 515 | 469 | 375 | 515 | 107 | 515 | ** | 114 | 257 | 145 |
| | 21% | 20% | 21% | 20% | ** | 21% | 20% | 20% | 21% | 17% | 21% | ** | 41% | 49% | 9% |
| | | | | | | | | | | | | | c | c | |
| SATISFIED (7-10) | 1821 | 1776 | 1595 | 226 | ** | 1821 | 1746 | 1384 | 1821 | 507 | 1821 | ** | 67 | 243 | 1512 |
| | 73% | 74% | 74% | 73% | ** | 73% | 75% | 75% | 73% | 80% | 73% | ** | 24% | 46% | 90% |
| | | | | | | | | | | ce | | | | a | ab |
| Answered | 2479 | 2400 | 2170 | 309 | ** | 2479 | 2341 | 1849 | 2479 | 636 | 2479 | ** | 279 | 527 | 1672 |
| Mean score | 7.4 | 7.5 | 7.4 | 7.3 | ** | 7.4 | 7.5 | 7.5 | 7.4 | 7.8 | 7.4 | ** | 5.1 | 6.4 | 8.2 |
| | | | | | | | | | | abce | | | | a | ab |
| Standard deviation | 1.84 | 1.83 | 1.83 | 1.94 | ** | 1.84 | 1.83 | 1.81 | 1.84 | 1.76 | 1.84 | ** | 2.03 | 1.45 | 1.37 |
| Standard error | .04 | .04 | .04 | .11 | ** | .04 | .04 | .04 | .04 | .07 | .04 | ** | .12 | .06 | .03 |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 164

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Extremely unfavourable | (1.0) | 279 | 161 | 114 | 12 | 41 | 47 | 56 | 120 | 59 | 65 | 52 | 102 | 235 | 24 | 13 | 6 |
| | | 6% | 8% | 5% | 2% | 5% | 7% | 8% | 7% | 5% | 5% | 7% | 10% | 6% | 7% | 6% | 5% |
| | | | b | | | | a | a | a | | | | ab | | | | |
| 2 | (2.0) | 106 | 62 | 41 | 5 | 15 | 25 | 18 | 41 | 29 | 23 | 22 | 29 | 88 | 7 | 7 | 3 |
| | | 2% | 3% | 2% | 1% | 2% | 4% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 2% |
| | | | | | | | a | | | | | | | | | | |
| 3 | (3.0) | 198 | 107 | 88 | 16 | 30 | 17 | 35 | 100 | 47 | 57 | 32 | 59 | 160 | 21 | 12 | 5 |
| | | 5% | 5% | 4% | 3% | 4% | 3% | 5% | 6% | 4% | 5% | 5% | 6% | 4% | 6% | 6% | 4% |
| | | | | | | | | | c | | | | | | | | |
| 4 | (4.0) | 220 | 103 | 112 | 22 | 52 | 23 | 29 | 93 | 64 | 58 | 34 | 57 | 178 | 23 | 12 | 8 |
| | | 5% | 5% | 5% | 4% | 7% | 3% | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 6% |
| 5 | (5.0) | 517 | 233 | 279 | 77 | 110 | 82 | 65 | 182 | 136 | 142 | 82 | 148 | 435 | 41 | 24 | 17 |
| | | 12% | 11% | 13% | 15% | 14% | 12% | 9% | 11% | 10% | 12% | 12% | 14% | 12% | 12% | 11% | 13% |
| | | | | | d | | | | | | | | | | | | |
| 6 | (6.0) | 501 | 239 | 256 | 88 | 93 | 83 | 79 | 152 | 129 | 147 | 92 | 124 | 437 | 31 | 24 | 10 |
| | | 12% | 11% | 12% | 17% | 12% | 12% | 11% | 9% | 10% | 12% | 13% | 12% | 12% | 9% | 11% | 8% |
| | | | | | e | | | | | | | | | | | | |
| 7 | (7.0) | 774 | 377 | 396 | 134 | 138 | 121 | 127 | 253 | 242 | 233 | 117 | 176 | 635 | 74 | 34 | 31 |
| | | 18% | 18% | 18% | 26% | 17% | 18% | 18% | 16% | 19% | 19% | 17% | 17% | 17% | 21% | 16% | 23% |
| | | | | | bcde | | | | | | | | | | | | ac |
| 8 | (8.0) | 795 | 365 | 423 | 82 | 153 | 140 | 134 | 281 | 270 | 242 | 122 | 149 | 666 | 59 | 43 | 26 |
| | | 18% | 17% | 19% | 16% | 19% | 21% | 19% | 17% | 21% | 20% | 18% | 14% | 18% | 17% | 20% | 20% |
| | | | | | | | | | | d | d | | | | | | |
| 9 | (9.0) | 436 | 211 | 219 | 40 | 67 | 56 | 70 | 198 | 156 | 117 | 56 | 97 | 371 | 33 | 21 | 11 |
| | | 10% | 10% | 10% | 8% | 9% | 8% | 10% | 12% | 12% | 9% | 8% | 9% | 10% | 10% | 10% | 8% |
| | | | | | | | | | a | | | | | | | | |
| 10 - Extremely favourable | (10.0) | 525 | 246 | 274 | 51 | 94 | 83 | 91 | 205 | 173 | 151 | 86 | 103 | 451 | 34 | 27 | 13 |
| | | 12% | 12% | 12% | 10% | 12% | 12% | 13% | 13% | 13% | 12% | 12% | 10% | 12% | 10% | 12% | 10% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC.** On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| UNFAVOURABLE (1-4) | 803 | 433 | 355 | 55 | 138 | 112 | 138 | 354 | 199 | 202 | 140 | 247 | 661 | 75 | 45 | 22 |
| | 18% | 21% | 16% | 10% | 17% | 17% | 20% | 22% | 15% | 16% | 20% | 24% | 18% | 22% | 21% | 17% |
| | | b | | | a | a | a | ac | | | | ab | | | | |
| NEUTRAL (5-6) | 1018 | 472 | 536 | 165 | 202 | 165 | 144 | 334 | 265 | 290 | 174 | 272 | 872 | 72 | 47 | 28 |
| | 23% | 22% | 24% | 31% | 26% | 24% | 20% | 21% | 20% | 23% | 25% | 26% | 24% | 21% | 22% | 21% |
| | | | | de | | | | | | | | a | | | | |
| FAVOURABLE (7-10) | 2529 | 1199 | 1312 | 307 | 451 | 401 | 421 | 938 | 841 | 743 | 381 | 525 | 2122 | 201 | 125 | 81 |
| | 58% | 57% | 60% | 58% | 57% | 59% | 60% | 58% | 64% | 60% | 55% | 50% | 58% | 58% | 58% | 62% |
| | | | | | | | | | cd | d | | | | | | |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean score | 6.6 | 6.4 | 6.7 | 6.7 | 6.6 | 6.6 | 6.6 | 6.5 | 6.9 | 6.7 | 6.4 | 6.1 | 6.6 | 6.4 | 6.5 | 6.6 |
| | | | a | | | | | | cd | d | | | | | | |
| Standard deviation | 2.48 | 2.57 | 2.38 | 1.98 | 2.37 | 2.49 | 2.59 | 2.62 | 2.36 | 2.38 | 2.55 | 2.63 | 2.48 | 2.49 | 2.55 | 2.31 |
| Standard error | .04 | .06 | .05 | .08 | .08 | .09 | .10 | .07 | .07 | .07 | .09 | .08 | .05 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 164

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC.** On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Extremely unfavourable | (1.0) | 279 | 234 | 22 | 73 | 196 | 64 | 202 | 29 | 29 | 26 | 64 | 160 | 107 |
| | | 6% | 7% | 5% | 5% | 7% | 5% | 7% | 6% | 5% | 5% | 5% | 6% | 7% |
| 2 | (2.0) | 106 | 90 | 11 | 26 | 78 | 25 | 79 | 13 | 13 | 4 | 25 | 66 | 33 |
| | | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 1% | 2% | 2% | 2% |
| 3 | (3.0) | 198 | 169 | 23 | 54 | 141 | 47 | 146 | 18 | 16 | 20 | 47 | 105 | 88 |
| | | 5% | 5% | 5% | 4% | 5% | 4% | 5% | 4% | 3% | 4% | 4% | 4% | 6% |
| 4 | (4.0) | 220 | 160 | 36 | 65 | 150 | 55 | 159 | 26 | 28 | 18 | 55 | 117 | 96 |
| | | 5% | 5% | 8% | 5% | 5% | 5% | 5% | 5% | 5% | 3% | 5% | 4% | 6% |
| | | | | a | | | | | | | | | | |
| 5 | (5.0) | 517 | 412 | 46 | 157 | 348 | 131 | 372 | 64 | 73 | 40 | 131 | 301 | 198 |
| | | 12% | 12% | 10% | 11% | 12% | 11% | 12% | 13% | 13% | 8% | 11% | 11% | 13% |
| | | | | | | | | | | | c | | | |
| 6 | (6.0) | 501 | 406 | 49 | 176 | 308 | 148 | 333 | 66 | 62 | 66 | 148 | 319 | 172 |
| | | 12% | 11% | 11% | 13% | 11% | 12% | 11% | 13% | 11% | 13% | 12% | 12% | 11% |
| 7 | (7.0) | 774 | 609 | 84 | 259 | 502 | 215 | 544 | 75 | 107 | 93 | 215 | 500 | 257 |
| | | 18% | 17% | 18% | 19% | 17% | 18% | 18% | 15% | 20% | 18% | 18% | 19% | 17% |
| 8 | (8.0) | 795 | 661 | 91 | 256 | 529 | 225 | 558 | 84 | 102 | 114 | 225 | 525 | 252 |
| | | 18% | 19% | 20% | 19% | 18% | 19% | 18% | 17% | 19% | 22% | 19% | 19% | 16% |
| 9 | (9.0) | 436 | 357 | 51 | 142 | 286 | 130 | 297 | 58 | 43 | 67 | 130 | 265 | 159 |
| | | 10% | 10% | 11% | 10% | 10% | 11% | 10% | 12% | 8% | 13% | 11% | 10% | 10% |
| 10 - Extremely favourable | (10.0) | 525 | 454 | 46 | 170 | 342 | 150 | 361 | 63 | 71 | 74 | 150 | 338 | 173 |
| | | 12% | 13% | 10% | 12% | 12% | 13% | 12% | 13% | 13% | 14% | 13% | 13% | 11% |
| UNFAVOURABLE (1-4) | | 803 | 653 | 92 | 219 | 565 | 192 | 587 | 86 | 86 | 68 | 192 | 448 | 325 |
| | | 18% | 18% | 20% | 16% | 20% | 16% | 19% | 17% | 16% | 13% | 16% | 17% | 21% |
| | | | | | | a | | | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEUTRAL (5-6) | 1018 | 817 | 95 | 333 | 656 | 279 | 705 | 130 | 134 | 106 | 279 | 620 | 370 |
| | 23% | 23% | 21% | 24% | 23% | 23% | 23% | 26% | 25% | 20% | 23% | 23% | 24% |
| FAVOURABLE (7-10) | 2529 | 2081 | 272 | 827 | 1659 | 720 | 1760 | 280 | 322 | 348 | 720 | 1629 | 841 |
| | 58% | 59% | 59% | 60% | 58% | 60% | 58% | 56% | 59% | 67% | 60% | 60% | 55% |
| | | | | | | | | | | a | | b | |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean score | 6.6 | 6.6 | 6.6 | 6.7 | 6.5 | 6.7 | 6.5 | 6.6 | 6.6 | 7.0 | 6.7 | 6.7 | 6.4 |
| | | | | | | | | | | | | b | |
| Standard deviation | 2.48 | 2.51 | 2.39 | 2.38 | 2.52 | 2.40 | 2.50 | 2.47 | 2.38 | 2.32 | 2.40 | 2.44 | 2.53 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .11 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Extremely unfavourable | (1.0) | 279 6% | 219 6% | 198 6% | 81 8% | 60 11% abe | 279 6% | 118 3% d | 56 2% | 51 2% | 8 1% | 140 4% bcd | 139 38% abcde | 279 35% bc | - -% | - -% |
| 2 | (2.0) | 106 2% | 90 2% | 82 2% | 24 2% | 15 3% | 106 2% | 77 2% | 45 2% | 40 2% | 9 1% | 87 2% | 19 5% abcde | 106 13% bc | - -% | - -% |
| 3 | (3.0) | 198 5% | 158 4% | 134 4% | 63 6% b | 39 7% | 198 5% | 162 4% d | 102 4% | 84 3% | 13 2% | 178 4% d | 19 5% d | 198 25% bc | - -% | - -% |
| 4 | (4.0) | 220 5% | 185 5% | 165 5% | 55 5% | 35 7% | 220 5% | 184 5% | 115 4% | 105 4% | 22 3% | 202 5% | 18 5% | 220 27% bc | - -% | - -% |
| 5 | (5.0) | 517 12% | 443 12% | 392 12% | 125 12% | 73 14% | 517 12% | 417 11% d | 253 10% d | 253 10% d | 44 6% | 450 11% d | 67 19% abcde | - -% | 517 51% ac | - -% |
| 6 | (6.0) | 501 12% | 423 11% | 370 11% | 132 13% | 79 15% | 501 12% | 446 12% | 301 11% | 276 11% | 71 10% | 472 12% | 30 8% | - -% | 501 49% ac | - -% |
| 7 | (7.0) | 774 18% | 714 19% cd | 633 19% cd | 141 14% | 60 11% | 774 18% d | 721 19% f | 509 19% f | 513 21% f | 126 17% f | 744 19% f | 30 8% | - -% | - -% | 774 31% ab |
| 8 | (8.0) | 795 18% | 719 19% | 634 19% | 160 16% | 75 14% | 795 18% | 747 20% f | 546 21% f | 534 21% f | 165 22% f | 779 20% f | 16 4% | - -% | - -% | 795 31% ab |
| 9 | (9.0) | 436 10% | 404 11% | 332 10% | 103 10% | 32 6% | 436 10% | 421 11% f | 330 13% f | 297 12% f | 125 17% abcef | 428 11% f | 7 2% | - -% | - -% | 436 17% ab |
| 10 - Extremely favourable | (10.0) | 525 12% | 459 12% | 390 12% | 135 13% | 66 12% | 525 12% | 490 13% f | 358 14% f | 338 14% f | 156 21% abcef | 507 13% f | 18 5% | - -% | - -% | 525 21% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| UNFAVOURABLE (1-4) | 803 | 653 | 580 | 223 | 150 | 803 | 542 | 319 | 280 | 52 | 607 | 195 | 803 | - | - |
| | 18% | 17% | 17% | 22% | 28% | 18% | 14% | 12% | 11% | 7% | 15% | 54% | 100% | -% | -% |
| | | | | ab | abe | | cd | d | d | | bcd | abcde | bc | | |
| NEUTRAL (5-6) | 1018 | 866 | 762 | 256 | 152 | 1018 | 863 | 553 | 529 | 115 | 921 | 97 | - | 1018 | - |
| | 23% | 23% | 23% | 25% | 28% | 23% | 23% | 21% | 21% | 16% | 23% | 27% | -% | 100% | -% |
| | | | | | | | d | d | d | | d | d | | ac | |
| | | | | | | | | | | | | ac | | | |
| FAVOURABLE (7-10) | 2529 | 2297 | 1990 | 539 | 232 | 2529 | 2379 | 1744 | 1682 | 572 | 2458 | 71 | - | - | 2529 |
| | 58% | 60% | 60% | 53% | 43% | 58% | 63% | 67% | 68% | 77% | 62% | 20% | -% | -% | 100% |
| | | cd | cd | d | | d | f | aef | aef | abcef | f | | | | ab |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean score | 6.6 | 6.6 | 6.6 | 6.4 | 5.9 | 6.6 | 6.9 | 7.1 | 7.1 | 7.7 | 6.8 | 3.9 | 2.4 | 5.5 | 8.3 |
| | | d | d | d | | d | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.48 | 2.43 | 2.43 | 2.63 | 2.74 | 2.48 | 2.26 | 2.16 | 2.12 | 1.97 | 2.30 | 2.82 | 1.22 | .50 | 1.11 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .07 | .04 | .14 | .04 | .02 | .02 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 574 | 314 | 251 | 40 | 95 | 100 | 99 | 239 | 126 | 141 | 108 | 191 | 378 | 87 | 65 | 44 |
| Effective Weighted Sample | 449 | 245 | 198 | 33 | 76 | 78 | 80 | 187 | 102 | 111 | 84 | 147 | 334 | 84 | 59 | 42 |
| Total | 576 | 327 | 241 | 33 | 86 | 89 | 108 | 259 | 135 | 144 | 102 | 187 | 477 | 52 | 32 | 14 |
| BBC seen to have political/ social bias/ agenda-based | 224 | 137 | 82 | ** | ** | 29 | ** | 122 | 68 | 66 | 32 | 57 | 186 | ** | ** | ** |
| | 39% | 42% | 34% | ** | ** | 33% | ** | 47% | 51% cd | 46% | 31% | 31% | 39% | ** | ** | ** |
| Negative view of TV licence (general) | 130 | 74 | 55 | ** | ** | 23 | ** | 62 | 22 | 34 | 26 | 48 | 110 | ** | ** | ** |
| | 23% | 22% | 23% | ** | ** | 25% | ** | 24% | 16% | 24% | 25% | 26% | 23% | ** | ** | ** |
| Poor programming/ little of interest/ boring/ repetitive material (general) | 94 | 50 | 43 | ** | ** | 21 | ** | 35 | 20 | 17 | 22 | 32 | 82 | ** | ** | ** |
| | 16% | 15% | 18% | ** | ** | 24% | ** | 13% | 15% | 12% | 21% | 17% | 17% | ** | ** | ** |
| Poor quality programming | 81 | 47 | 34 | ** | ** | 10 | ** | 39 | 19 | 24 | 10 | 27 | 68 | ** | ** | ** |
| | 14% | 14% | 14% | ** | ** | 11% | ** | 15% | 14% | 17% | 10% | 14% | 14% | ** | ** | ** |
| Do not watch/ listen to BBC/ use the BBC only a little | 78 | 32 | 46 | ** | ** | 13 | ** | 27 | 12 | 16 | 16 | 34 | 68 | ** | ** | ** |
| | 14% | 10% | 19% a | ** | ** | 15% | ** | 10% | 9% | 11% | 16% | 18% | 14% | ** | ** | ** |
| Repeats/ nothing new | 54 | 31 | 23 | ** | ** | 1 | ** | 41 | 8 | 13 | 14 | 18 | 44 | ** | ** | ** |
| | 9% | 9% | 10% | ** | ** | 1% | ** | 16% c | 6% | 9% | 14% | 10% | 9% | ** | ** | ** |
| Poor news reporting/ mentions of fake news | 54 | 28 | 26 | ** | ** | 7 | ** | 31 | 20 | 14 | 4 | 15 | 46 | ** | ** | ** |
| | 9% | 9% | 11% | ** | ** | 8% | ** | 12% | 15% | 10% | 4% | 8% | 10% | ** | ** | ** |
| Poor value for money/ not worth the licence fee | 44 | 29 | 15 | ** | ** | 6 | ** | 18 | 7 | 14 | 6 | 18 | 36 | ** | ** | ** |
| | 8% | 9% | 6% | ** | ** | 6% | ** | 7% | 5% | 9% | 6% | 9% | 8% | ** | ** | ** |
| BBC seen as not representative/ out of touch (general) | 38 | 22 | 15 | ** | ** | 3 | ** | 15 | 13 | 10 | 4 | 9 | 30 | ** | ** | ** |
| | 7% | 7% | 6% | ** | ** | 4% | ** | 6% | 10% | 7% | 4% | 5% | 6% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 574 | 314 | 251 | 40 | 95 | 100 | 99 | 239 | 126 | 141 | 108 | 191 | 378 | 87 | 65 | 44 |
| Effective Weighted Sample | 449 | 245 | 198 | 33 | 76 | 78 | 80 | 187 | 102 | 111 | 84 | 147 | 334 | 84 | 59 | 42 |
| Total | 576 | 327 | 241 | 33 | 86 | 89 | 108 | 259 | 135 | 144 | 102 | 187 | 477 | 52 | 32 | 14 |
| Over-paid presenters/ unfair staff pay scales | 30 | 20 | 10 | ** | ** | 2 | ** | 24 | 7 | 9 | 9 | 4 | 26 | ** | ** | ** |
| | 5% | 6% | 4% | ** | ** | 3% | ** | 9% | 5% | 6% | 9% | 2% | 5% | ** | ** | ** |
| Poor image of BBC (disreputable staff, corruption, not trusted) | 29 | 16 | 12 | ** | ** | 6 | ** | 14 | 9 | 9 | 6 | 5 | 24 | ** | ** | ** |
| | 5% | 5% | 5% | ** | ** | 6% | ** | 5% | 7% | 6% | 5% | 3% | 5% | ** | ** | ** |
| Poor quality of broadcasting staff | 26 | 19 | 6 | ** | ** | 5 | ** | 14 | 9 | 6 | 6 | 4 | 22 | ** | ** | ** |
| | 5% | 6% | 3% | ** | ** | 5% | ** | 5% | 6% | 4% | 6% | 2% | 5% | ** | ** | ** |
| Preference for other channels/ other providers seen as better | 22 | 11 | 11 | ** | ** | 5 | ** | 5 | 5 | 7 | 4 | 7 | 20 | ** | ** | ** |
| | 4% | 3% | 5% | ** | ** | 5% | ** | 2% | 3% | 5% | 4% | 4% | 4% | ** | ** | ** |
| Poor view of the elderly being charged the TV licence fee | 12 | 6 | 6 | ** | ** | 3 | ** | 5 | 1 | 2 | 3 | 6 | 10 | ** | ** | ** |
| | 2% | 2% | 2% | ** | ** | 4% | ** | 2% | *% | 1% | 3% | 3% | 2% | ** | ** | ** |
| Poor representation of Scotland | 7 | 3 | 3 | ** | ** | 2 | ** | 2 | 2 | 2 | * | 2 | 1 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | 2% | ** | 1% | 1% | 2% | *% | 1% | *% | ** | ** | ** |
| Dissatisfied with radio programming | 5 | 4 | 1 | ** | ** | 1 | ** | 2 | 3 | - | - | 1 | 4 | ** | ** | ** |
| | 1% | 1% | *% | ** | ** | 1% | ** | 1% | 2% | -% | -% | 1% | 1% | ** | ** | ** |
| Would rather have the option to pay to watch BBC/ opt out of paying the TV licence | 5 | 3 | 1 | ** | ** | 1 | ** | 2 | - | 2 | 3 | - | 4 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | 1% | ** | 1% | -% | 1% | 3% | -% | 1% | ** | ** | ** |
| Technical issues with iPlayer/ BBC apps | 4 | 3 | 1 | ** | ** | - | ** | 3 | 4 | * | - | - | 4 | ** | ** | ** |
| | 1% | 1% | *% | ** | ** | -% | ** | 1% | 3% | *% | -% | -% | 1% | ** | ** | ** |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 165

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | ~a | ~b | c | ~d | e | a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 574 | 314 | 251 | 40 | 95 | 100 | 99 | 239 | 126 | 141 | 108 | 191 | 378 | 87 | 65 | 44 |
| Effective Weighted Sample | 449 | 245 | 198 | 33 | 76 | 78 | 80 | 187 | 102 | 111 | 84 | 147 | 334 | 84 | 59 | 42 |
| Total | 576 | 327 | 241 | 33 | 86 | 89 | 108 | 259 | 135 | 144 | 102 | 187 | 477 | 52 | 32 | 14 |
| Poor view of senior management team | 2 | 1 | 1 | ** | ** | - | ** | 1 | - | 1 | 1 | - | 2 | ** | ** | ** |
| | *% | *% | *% | ** | ** | -% | ** | 1% | -% | 1% | 1% | -% | *% | ** | ** | ** |
| Negative impressions (general) | 53 | 34 | 18 | ** | ** | 6 | ** | 26 | 14 | 12 | 10 | 17 | 45 | ** | ** | ** |
| | 9% | 10% | 7% | ** | ** | 7% | ** | 10% | 11% | 8% | 9% | 9% | 9% | ** | ** | ** |
| Other | 15 | 8 | 5 | ** | ** | 4 | ** | 4 | 4 | 2 | 3 | 4 | 13 | ** | ** | ** |
| | 3% | 3% | 2% | ** | ** | 4% | ** | 1% | 3% | 2% | 3% | 2% | 3% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 574 | 481 | 66 | 163 | 400 | 144 | 414 | 62 | 65 | 56 | 144 | 311 | 235 |
| Effective Weighted Sample | 449 | 377 | 51 | 130 | 311 | 114 | 323 | 50 | 51 | 42 | 114 | 249 | 180 |
| Total | 576 | 486 | 56 | 154 | 408 | 137 | 421 | 60 | 58 | 50 | 137 | 329 | 225 |
| BBC seen to have political/ social bias/ agenda-based | 224 | 183 | ** | 35 | 184 | 31 | 185 | ** | ** | ** | 31 | 123 | 94 |
| | 39% | 38% | ** | 23% | 45% a | 23% | 44% a | ** | ** | ** | 23% | 37% | 42% |
| Negative view of TV licence (general) | 130 | 110 | ** | 30 | 100 | 29 | 101 | ** | ** | ** | 29 | 79 | 44 |
| | 23% | 23% | ** | 19% | 25% | 21% | 24% | ** | ** | ** | 21% | 24% | 20% |
| Poor programming/ little of interest/ boring/ repetitive material (general) | 94 | 83 | ** | 25 | 67 | 25 | 67 | ** | ** | ** | 25 | 56 | 35 |
| | 16% | 17% | ** | 16% | 16% | 18% | 16% | ** | ** | ** | 18% | 17% | 15% |
| Poor quality programming | 81 | 65 | ** | 24 | 56 | 22 | 58 | ** | ** | ** | 22 | 41 | 36 |
| | 14% | 13% | ** | 16% | 14% | 16% | 14% | ** | ** | ** | 16% | 12% | 16% |
| Do not watch/ listen to BBC/ use the BBC only a little | 78 | 65 | ** | 23 | 53 | 18 | 58 | ** | ** | ** | 18 | 44 | 28 |
| | 14% | 13% | ** | 15% | 13% | 13% | 14% | ** | ** | ** | 13% | 13% | 13% |
| Repeats/ nothing new | 54 | 41 | ** | 11 | 43 | 8 | 45 | ** | ** | ** | 8 | 13 | 40 |
| | 9% | 9% | ** | 7% | 11% | 6% | 11% | ** | ** | ** | 6% | 4% | 18% a |
| Poor news reporting/ mentions of fake news | 54 | 46 | ** | 4 | 47 | 4 | 47 | ** | ** | ** | 4 | 30 | 22 |
| | 9% | 9% | ** | 3% | 12% a | 3% | 11% | ** | ** | ** | 3% | 9% | 10% |
| Poor value for money/ not worth the licence fee | 44 | 42 | ** | 12 | 30 | 12 | 30 | ** | ** | ** | 12 | 28 | 16 |
| | 8% | 9% | ** | 8% | 7% | 9% | 7% | ** | ** | ** | 9% | 8% | 7% |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 165

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 574 | 481 | 66 | 163 | 400 | 144 | 414 | 62 | 65 | 56 | 144 | 311 | 235 |
| Effective Weighted Sample | 449 | 377 | 51 | 130 | 311 | 114 | 323 | 50 | 51 | 42 | 114 | 249 | 180 |
| Total | 576 | 486 | 56 | 154 | 408 | 137 | 421 | 60 | 58 | 50 | 137 | 329 | 225 |
| BBC seen as not representative/ out of touch (general) | 38 | 36 | ** | 10 | 27 | 10 | 27 | ** | ** | ** | 10 | 27 | 9 |
| | 7% | 7% | ** | 7% | 7% | 7% | 6% | ** | ** | ** | 7% | 8% | 4% |
| Over-paid presenters/ unfair staff pay scales | 30 | 26 | ** | 5 | 25 | 5 | 25 | ** | ** | ** | 5 | 16 | 14 |
| | 5% | 5% | ** | 3% | 6% | 3% | 6% | ** | ** | ** | 3% | 5% | 6% |
| Poor image of BBC (disreputable staff, corruption, not trusted) | 29 | 27 | ** | 8 | 21 | 8 | 21 | ** | ** | ** | 8 | 21 | 6 |
| | 5% | 5% | ** | 5% | 5% | 6% | 5% | ** | ** | ** | 6% | 6% | 3% |
| Poor quality of broadcasting staff | 26 | 20 | ** | 6 | 21 | 6 | 21 | ** | ** | ** | 6 | 13 | 11 |
| | 5% | 4% | ** | 4% | 5% | 4% | 5% | ** | ** | ** | 4% | 4% | 5% |
| Preference for other channels/ other providers seen as better | 22 | 22 | ** | 10 | 12 | 10 | 12 | ** | ** | ** | 10 | 17 | 5 |
| | 4% | 5% | ** | 7% | 3% | 7% | 3% | ** | ** | ** | 7% | 5% | 2% |
| Poor view of the elderly being charged the TV licence fee | 12 | 9 | ** | 2 | 8 | 2 | 8 | ** | ** | ** | 2 | 6 | 6 |
| | 2% | 2% | ** | 1% | 2% | 2% | 2% | ** | ** | ** | 2% | 2% | 3% |
| Poor representation of Scotland | 7 | 6 | ** | 2 | 5 | 2 | 5 | ** | ** | ** | 2 | 5 | 2 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| Dissatisfied with radio programming | 5 | 4 | ** | 2 | 4 | 2 | 4 | ** | ** | ** | 2 | 2 | 2 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 165

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 574 | 481 | 66 | 163 | 400 | 144 | 414 | 62 | 65 | 56 | 144 | 311 | 235 |
| Effective Weighted Sample | 449 | 377 | 51 | 130 | 311 | 114 | 323 | 50 | 51 | 42 | 114 | 249 | 180 |
| Total | 576 | 486 | 56 | 154 | 408 | 137 | 421 | 60 | 58 | 50 | 137 | 329 | 225 |
| Would rather have the option to pay to watch BBC/ opt out of paying the TV licence | 5 | 3 | ** | 2 | 3 | 2 | 3 | ** | ** | ** | 2 | 4 | 1 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | *% |
| Technical issues with iPlayer/ BBC apps | 4 | 3 | ** | 2 | 3 | 2 | 3 | ** | ** | ** | 2 | 2 | 2 |
| | 1% | 1% | ** | 1% | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | 1% |
| Poor view of senior management team | 2 | 2 | ** | 1 | 1 | 1 | 1 | ** | ** | ** | 1 | 1 | 1 |
| | *% | *% | ** | 1% | *% | 1% | *% | ** | ** | ** | 1% | *% | *% |
| Negative impressions (general) | 53 | 37 | ** | 19 | 30 | 15 | 35 | ** | ** | ** | 15 | 28 | 23 |
| | 9% | 8% | ** | 13% | 7% | 11% | 8% | ** | ** | ** | 11% | 8% | 10% |
| Other | 15 | 12 | ** | 6 | 7 | 5 | 7 | ** | ** | ** | 5 | 11 | 2 |
| | 3% | 2% | ** | 4% | 2% | 4% | 2% | ** | ** | ** | 4% | 3% | 1% |

Minimum Base: 30 (^)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 165**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | ~d | e | f | a | ~b | ~c |
| Unweighted total | 574 | 495 | 444 | 130 | 79 | 574 | 333 | 189 | 174 | 30 | 384 | 190 | 574 | - | - |
| Effective Weighted Sample | 449 | 398 | 357 | 102 | 63 | 449 | 264 | 146 | 141 | 24 | 303 | 147 | 449 | - | - |
| Total | 576 | 464 | 413 | 162 | 111 | 576 | 352 | 198 | 174 | 29 | 398 | 177 | 576 | - | - |
| BBC seen to have political/ social bias/ agenda-based | 224 | 179 | 163 | 61 | ** | 224 | 155 | 95 | 89 | ** | 172 | 52 | 224 | ** | ** |
| | 39% | 39% | 39% | 38% | ** | 39% | 44% f | 48% f | 51% f | ** | 43% f | 29% | 39% | ** | ** |
| Negative view of TV licence (general) | 130 | 104 | 92 | 38 | ** | 130 | 64 | 30 | 31 | ** | 76 | 54 | 130 | ** | ** |
| | 23% | 22% | 22% | 23% | ** | 23% | 18% | 15% | 18% | ** | 19% | 30% abe | 23% | ** | ** |
| Poor programming/ little of interest/ boring/ repetitive material (general) | 94 | 75 | 68 | 26 | ** | 94 | 55 | 31 | 24 | ** | 66 | 27 | 94 | ** | ** |
| | 16% | 16% | 16% | 16% | ** | 16% | 16% | 16% | 14% | ** | 17% | 15% | 16% | ** | ** |
| Poor quality programming | 81 | 65 | 55 | 26 | ** | 81 | 51 | 26 | 31 | ** | 57 | 24 | 81 | ** | ** |
| | 14% | 14% | 13% | 16% | ** | 14% | 15% | 13% | 18% | ** | 14% | 14% | 14% | ** | ** |
| Do not watch/ listen to BBC/ use the BBC only a little | 78 | 66 | 63 | 15 | ** | 78 | 26 | 9 | 11 | ** | 33 | 45 | 78 | ** | ** |
| | 14% | 14% | 15% | 9% | ** | 14% | 7% | 5% | 6% | ** | 8% | 26% abce | 14% | ** | ** |
| Repeats/ nothing new | 54 | 44 | 29 | 25 | ** | 54 | 39 | 20 | 17 | ** | 43 | 11 | 54 | ** | ** |
| | 9% | 9% | 7% | 15% | ** | 9% | 11% | 10% | 10% | ** | 11% | 6% | 9% | ** | ** |
| Poor news reporting/ mentions of fake news | 54 | 42 | 38 | 16 | ** | 54 | 39 | 20 | 16 | ** | 40 | 14 | 54 | ** | ** |
| | 9% | 9% | 9% | 10% | ** | 9% | 11% | 10% | 9% | ** | 10% | 8% | 9% | ** | ** |
| Poor value for money/ not worth the licence fee | 44 | 36 | 32 | 12 | ** | 44 | 28 | 16 | 13 | ** | 33 | 12 | 44 | ** | ** |
| | 8% | 8% | 8% | 7% | ** | 8% | 8% | 8% | 7% | ** | 8% | 7% | 8% | ** | ** |
| BBC seen as not representative/ out of touch (general) | 38 | 34 | 30 | 8 | ** | 38 | 20 | 8 | 11 | ** | 24 | 14 | 38 | ** | ** |
| | 7% | 7% | 7% | 5% | ** | 7% | 6% | 4% | 6% | ** | 6% | 8% | 7% | ** | ** |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 165

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | ~d | e | f | a | ~b | ~c |
| Unweighted total | 574 | 495 | 444 | 130 | 79 | 574 | 333 | 189 | 174 | 30 | 384 | 190 | 574 | - | - |
| Effective Weighted Sample | 449 | 398 | 357 | 102 | 63 | 449 | 264 | 146 | 141 | 24 | 303 | 147 | 449 | - | - |
| Total | 576 | 464 | 413 | 162 | 111 | 576 | 352 | 198 | 174 | 29 | 398 | 177 | 576 | - | - |
| Over-paid presenters/ unfair staff pay scales | 30 5% | 26 6% | 16 4% | 14 8% | ** ** | 30 5% | 26 7% | 12 6% | 12 7% | ** ** | 26 7% | 4 2% | 30 5% | ** ** | ** ** |
| Poor image of BBC (disreputable staff, corruption, not trusted) | 29 5% | 23 5% | 21 5% | 7 5% | ** ** | 29 5% | 20 6% | 6 3% | 7 4% | ** ** | 20 5% | 8 5% | 29 5% | ** ** | ** ** |
| Poor quality of broadcasting staff | 26 5% | 26 6% | 22 5% | 4 3% | ** ** | 26 5% | 23 7% f | 20 10% f | 17 10% f | ** ** | 25 6% f | 1 *% | 26 5% | ** ** | ** ** |
| Preference for other channels/ other providers seen as better | 22 4% | 20 4% | 18 4% | 4 3% | ** ** | 22 4% | 14 4% | 8 4% | 10 6% | ** ** | 17 4% | 5 3% | 22 4% | ** ** | ** ** |
| Poor view of the elderly being charged the TV licence fee | 12 2% | 9 2% | 8 2% | 4 3% | ** ** | 12 2% | 6 2% | 3 1% | 2 1% | ** ** | 6 2% | 5 3% | 12 2% | ** ** | ** ** |
| Poor representation of Scotland | 7 1% | 7 1% | 7 2% | - -% | ** ** | 7 1% | 4 1% | 2 1% | 3 2% | ** ** | 4 1% | 2 1% | 7 1% | ** ** | ** ** |
| Dissatisfied with radio programming | 5 1% | 5 1% | 4 1% | 2 1% | ** ** | 5 1% | 2 1% | 3 2% | 3 2% | ** ** | 4 1% | 2 1% | 5 1% | ** ** | ** ** |
| Would rather have the option to pay to watch BBC/ opt out of paying the TV licence | 5 1% | 5 1% | 5 1% | - -% | ** ** | 5 1% | 2 1% | 3 1% | 1 *% | ** ** | 3 1% | 1 1% | 5 1% | ** ** | ** ** |
| Technical issues with iPlayer/ BBC apps | 4 1% | 4 1% | 3 1% | 2 1% | ** ** | 4 1% | 4 1% | 4 2% | 4 2% | ** ** | 4 1% | - -% | 4 1% | ** ** | ** ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | ~d | e | a | b | c | ~d | e | f | a | ~b | ~c |
| Unweighted total | 574 | 495 | 444 | 130 | 79 | 574 | 333 | 189 | 174 | 30 | 384 | 190 | 574 | - | - |
| Effective Weighted Sample | 449 | 398 | 357 | 102 | 63 | 449 | 264 | 146 | 141 | 24 | 303 | 147 | 449 | - | - |
| Total | 576 | 464 | 413 | 162 | 111 | 576 | 352 | 198 | 174 | 29 | 398 | 177 | 576 | - | - |
| Poor view of senior management team | 2 | 2 | 2 | - | ** | 2 | 1 | - | 1 | ** | 1 | 1 | 2 | ** | ** |
| | *% | *% | 1% | -% | ** | *% | *% | -% | 1% | ** | *% | *% | *% | ** | ** |
| Negative impressions (general) | 53 | 42 | 38 | 15 | ** | 53 | 35 | 16 | 16 | ** | 36 | 17 | 53 | ** | ** |
| | 9% | 9% | 9% | 9% | ** | 9% | 10% | 8% | 9% | ** | 9% | 10% | 9% | ** | ** |
| Other | 15 | 11 | 9 | 5 | ** | 15 | 11 | 7 | 8 | ** | 11 | 4 | 15 | ** | ** |
| | 3% | 2% | 2% | 3% | ** | 3% | 3% | 3% | 4% | ** | 3% | 2% | 3% | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1670 | 741 | 915 | 181 | 294 | 287 | 268 | 633 | 564 | 470 | 265 | 349 | 1144 | 192 | 190 | 144 |
| Effective Weighted Sample | 1340 | 597 | 733 | 151 | 250 | 236 | 211 | 495 | 458 | 378 | 215 | 274 | 1034 | 170 | 176 | 135 |
| Total | 1697 | 797 | 884 | 169 | 307 | 270 | 279 | 663 | 587 | 503 | 250 | 333 | 1438 | 122 | 89 | 47 |
| The BBC provides a good service (general) | 417 25% | 222 28% | 192 22% | 62 37% ce | 93 30% e | 62 23% | 68 25% | 131 20% | 150 26% | 108 21% | 76 30% | 79 24% | 350 24% | 32 26% | 25 28% | 9 20% |
| Good range of programmes/ variety | 367 22% | 162 20% | 202 23% | 28 17% | 63 20% | 50 18% | 65 23% | 160 24% | 146 25% | 115 23% | 44 18% | 57 17% | 300 21% | 32 26% | 24 27% | 11 23% |
| Good quality content (general) | 337 20% | 182 23% | 154 17% | 23 14% | 52 17% | 60 22% | 56 20% | 145 22% | 144 25% cd | 115 23% d | 36 14% | 32 10% | 295 20% | 20 16% | 15 16% | 8 17% |
| Programmes of interest | 218 13% | 84 11% | 133 15% | 23 14% | 27 9% | 31 12% | 45 16% | 91 14% | 69 12% | 56 11% | 34 14% | 58 17% | 186 13% | 14 12% | 12 13% | 7 14% |
| Good quality news coverage | 165 10% | 75 9% | 88 10% | 10 6% | 16 5% | 23 8% | 21 8% | 90 14% ab | 58 10% | 55 11% | 18 7% | 28 8% | 140 10% | 12 10% | 7 8% | 5 12% |
| Good quality non-factual/ drama/ entertainment/ music content | 150 9% | 62 8% | 87 10% | 5 3% | 20 7% | 24 9% | 26 9% | 72 11% a | 53 9% | 41 8% | 19 8% | 29 9% | 126 9% | 13 11% | 7 8% | 4 9% |
| Accessible range of content/ services/ iPlayer/ apps | 140 8% | 61 8% | 80 9% | 20 12% e | 32 11% e | 31 11% e | 23 8% | 34 5% | 53 9% | 59 12% d | 14 5% | 15 4% | 119 8% | 13 11% | 5 5% | 4 8% |
| No advertising | 129 8% | 68 9% | 59 7% | 7 4% | 14 5% | 17 6% | 21 8% | 70 11% b | 55 9% | 38 8% | 16 7% | 19 6% | 111 8% | 9 8% | 7 8% | 2 4% |
| Impartial/ trustworthy content | 122 7% | 77 10% b | 44 5% | 1 1% | 19 6% a | 20 7% a | 16 6% | 66 10% a | 60 10% c | 35 7% | 6 3% | 20 6% | 103 7% | 5 4% | 10 12% b | 4 9% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1670 | 741 | 915 | 181 | 294 | 287 | 268 | 633 | 564 | 470 | 265 | 349 | 1144 | 192 | 190 | 144 |
| Effective Weighted Sample | 1340 | 597 | 733 | 151 | 250 | 236 | 211 | 495 | 458 | 378 | 215 | 274 | 1034 | 170 | 176 | 135 |
| Total | 1697 | 797 | 884 | 169 | 307 | 270 | 279 | 663 | 587 | 503 | 250 | 333 | 1438 | 122 | 89 | 47 |
| Good quality factual/ informative/ educational content | 118 | 47 | 69 | 6 | 15 | 23 | 11 | 61 | 49 | 29 | 15 | 23 | 98 | 10 | 8 | 2 |
| | 7% | 6% | 8% | 4% | 5% | 8% | 4% | 9% | 8% | 6% | 6% | 7% | 7% | 8% | 9% | 5% |
| Good quality radio/ enjoy listening | 101 | 42 | 58 | 5 | 20 | 17 | 16 | 42 | 39 | 39 | 5 | 18 | 90 | 5 | 2 | 4 |
| | 6% | 5% | 7% | 3% | 6% | 6% | 6% | 6% | 7% | 8% | 2% | 5% | 6% | 4% | 2% | 8% |
| | | | | | | | | | | c | | | | | | |
| Positive impressions but not enough variety | 74 | 23 | 50 | 2 | 17 | 12 | 13 | 30 | 17 | 29 | 13 | 15 | 60 | 6 | 5 | 2 |
| | 4% | 3% | 6% | 1% | 5% | 4% | 4% | 4% | 3% | 6% | 5% | 4% | 4% | 5% | 6% | 5% |
| Positive impressions but mentions of bias | 73 | 37 | 34 | 2 | 12 | 7 | 8 | 44 | 41 | 17 | 4 | 10 | 65 | 5 | 2 | * |
| | 4% | 5% | 4% | 1% | 4% | 2% | 3% | 7% | 7% | 3% | 2% | 3% | 5% | 4% | 2% | 1% |
| | | | | | | | | a | c | | | | | | | |
| Mentions of having to pay licence fee/ cost (negative) | 48 | 14 | 34 | 3 | 5 | 11 | 6 | 24 | 12 | 12 | 4 | 19 | 41 | 6 | 1 | 1 |
| | 3% | 2% | 4% | 2% | 1% | 4% | 2% | 4% | 2% | 2% | 1% | 6% | 3% | 5% | 1% | 1% |
| | | | | | | | | | | | | a | | | | |
| Good value for money/ satisfied with cost | 29 | 22 | 6 | - | 4 | 5 | 5 | 14 | 15 | 10 | 1 | 3 | 26 | 3 | * | - |
| | 2% | 3% | 1% | -% | 1% | 2% | 2% | 2% | 3% | 2% | *% | 1% | 2% | 2% | 1% | -% |
| | | b | | | | | | | | | | | | | | |
| Positive impressions but room for improvement | 27 | 16 | 11 | 2 | 5 | 2 | 7 | 13 | 8 | 11 | 5 | 3 | 25 | - | 1 | 1 |
| | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | -% | 1% | 2% |
| Good quantity of content/ volume | 23 | 9 | 13 | 2 | 2 | 7 | 2 | 9 | 10 | 6 | 4 | 2 | 18 | 2 | 2 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 3% |
| Positive impressions (general) | 69 | 35 | 33 | 7 | 17 | 13 | 11 | 18 | 22 | 22 | 10 | 14 | 60 | 3 | 3 | 2 |
| | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 3% | 3% | 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1670 | 741 | 915 | 181 | 294 | 287 | 268 | 633 | 564 | 470 | 265 | 349 | 1144 | 192 | 190 | 144 |
| Effective Weighted Sample | 1340 | 597 | 733 | 151 | 250 | 236 | 211 | 495 | 458 | 378 | 215 | 274 | 1034 | 170 | 176 | 135 |
| Total | 1697 | 797 | 884 | 169 | 307 | 270 | 279 | 663 | 587 | 503 | 250 | 333 | 1438 | 122 | 89 | 47 |
| Other | 56 | 29 | 24 | 5 | 14 | 7 | 6 | 24 | 12 | 16 | 11 | 17 | 48 | 3 | 2 | 3 |
| | 3% | 4% | 3% | 3% | 4% | 3% | 2% | 4% | 2% | 3% | 5% | 5% | 3% | 2% | 2% | 6% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1670 | 1384 | 193 | 554 | 1083 | 490 | 1144 | 199 | 214 | 247 | 490 | 998 | 621 |
| Effective Weighted Sample | 1340 | 1109 | 153 | 459 | 856 | 407 | 905 | 169 | 177 | 200 | 407 | 831 | 475 |
| Total | 1697 | 1424 | 179 | 552 | 1116 | 492 | 1172 | 200 | 207 | 249 | 492 | 1096 | 563 |
| The BBC provides a good service (general) | 417 | 346 | 36 | 135 | 270 | 108 | 295 | 34 | 59 | 60 | 108 | 300 | 111 |
| | 25% | 24% | 20% | 25% | 24% | 22% | 25% | 17% | 28% | 24% | 22% | 27% b | 20% |
| Good range of programmes/ variety | 367 | 309 | 50 | 123 | 243 | 111 | 254 | 46 | 50 | 52 | 111 | 227 | 134 |
| | 22% | 22% | 28% | 22% | 22% | 23% | 22% | 23% | 24% | 21% | 23% | 21% | 24% |
| Good quality content (general) | 337 | 287 | 37 | 113 | 223 | 110 | 226 | 45 | 43 | 55 | 110 | 228 | 100 |
| | 20% | 20% | 21% | 20% | 20% | 22% | 19% | 23% | 21% | 22% | 22% | 21% | 18% |
| Programmes of interest | 218 | 179 | 28 | 75 | 140 | 64 | 151 | 29 | 28 | 28 | 64 | 127 | 85 |
| | 13% | 13% | 16% | 13% | 13% | 13% | 13% | 15% | 14% | 11% | 13% | 12% | 15% |
| Good quality news coverage | 165 | 150 | 14 | 35 | 128 | 33 | 130 | 15 | 13 | 18 | 33 | 86 | 79 |
| | 10% | 11% | 8% | 6% | 11% a | 7% | 11% | 8% | 6% | 7% | 7% | 8% | 14% a |
| Good quality non-factual/ drama/ entertainment/ music content | 150 | 137 | 8 | 51 | 97 | 46 | 102 | 21 | 21 | 23 | 46 | 91 | 58 |
| | 9% | 10% | 4% | 9% | 9% | 9% | 9% | 11% | 10% | 9% | 9% | 8% | 10% |
| Accessible range of content/ services/ iPlayer/ apps | 140 | 114 | 21 | 55 | 84 | 49 | 90 | 35 | 22 | 11 | 49 | 108 | 30 |
| | 8% | 8% | 12% | 10% | 7% | 10% | 8% | 18% c | 10% | 4% | 10% | 10% b | 5% |
| No advertising | 129 | 106 | 18 | 26 | 102 | 26 | 102 | 15 | 8 | 12 | 26 | 75 | 53 |
| | 8% | 7% | 10% | 5% | 9% a | 5% | 9% | 7% | 4% | 5% | 5% | 7% | 9% |
| Impartial/ trustworthy content | 122 | 106 | 14 | 31 | 89 | 28 | 92 | 13 | 12 | 16 | 28 | 76 | 42 |
| | 7% | 7% | 8% | 6% | 8% | 6% | 8% | 6% | 6% | 6% | 6% | 7% | 7% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1670 | 1384 | 193 | 554 | 1083 | 490 | 1144 | 199 | 214 | 247 | 490 | 998 | 621 |
| Effective Weighted Sample | 1340 | 1109 | 153 | 459 | 856 | 407 | 905 | 169 | 177 | 200 | 407 | 831 | 475 |
| Total | 1697 | 1424 | 179 | 552 | 1116 | 492 | 1172 | 200 | 207 | 249 | 492 | 1096 | 563 |
| Good quality factual/ informative/ educational content | 118 | 100 | 13 | 30 | 86 | 27 | 89 | 13 | 17 | 11 | 27 | 60 | 55 |
| | 7% | 7% | 7% | 5% | 8% | 6% | 8% | 6% | 8% | 5% | 6% | 5% | 10% a |
| Good quality radio/ enjoy listening | 101 | 87 | 13 | 26 | 74 | 23 | 76 | 14 | 9 | 7 | 23 | 65 | 35 |
| | 6% | 6% | 7% | 5% | 7% | 5% | 7% | 7% | 4% | 3% | 5% | 6% | 6% |
| Positive impressions but not enough variety | 74 | 68 | 6 | 19 | 54 | 19 | 54 | 7 | 6 | 10 | 19 | 48 | 23 |
| | 4% | 5% | 3% | 3% | 5% | 4% | 5% | 4% | 3% | 4% | 4% | 4% | 4% |
| Positive impressions but mentions of bias | 73 | 60 | 10 | 15 | 57 | 15 | 57 | 5 | 6 | 10 | 15 | 38 | 32 |
| | 4% | 4% | 6% | 3% | 5% | 3% | 5% | 3% | 3% | 4% | 3% | 3% | 6% |
| Mentions of having to pay licence fee/ cost (negative) | 48 | 41 | 5 | 15 | 33 | 15 | 33 | 4 | 10 | 10 | 15 | 30 | 17 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 5% | 4% | 3% | 3% | 3% |
| Good value for money/ satisfied with cost | 29 | 21 | 8 | 8 | 21 | 8 | 21 | 5 | 3 | 2 | 8 | 17 | 12 |
| | 2% | 1% | 5% a | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| Positive impressions but room for improvement | 27 | 24 | 3 | 8 | 18 | 8 | 18 | 4 | 3 | 5 | 8 | 20 | 5 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% |
| Good quantity of content/ volume | 23 | 16 | 3 | 6 | 17 | 6 | 17 | 2 | 2 | 3 | 6 | 13 | 6 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Positive impressions (general) | 69 | 56 | 9 | 26 | 41 | 25 | 42 | 14 | 7 | 10 | 25 | 47 | 20 |
| | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 7% | 3% | 4% | 5% | 4% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1670 | 1384 | 193 | 554 | 1083 | 490 | 1144 | 199 | 214 | 247 | 490 | 998 | 621 |
| Effective Weighted Sample | 1340 | 1109 | 153 | 459 | 856 | 407 | 905 | 169 | 177 | 200 | 407 | 831 | 475 |
| Total | 1697 | 1424 | 179 | 552 | 1116 | 492 | 1172 | 200 | 207 | 249 | 492 | 1096 | 563 |
| Other | 56 | 49 | 3 | 16 | 38 | 13 | 40 | 7 | 1 | 6 | 13 | 35 | 19 |
| | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | *% | 2% | 3% | 3% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 1670 | 1555 | 1347 | 323 | 115 | 1670 | 1578 | 1178 | 1150 | 432 | 1631 | 39 | - | - | 1670 |
| Effective Weighted Sample | 1340 | 1270 | 1102 | 250 | 87 | 1340 | 1269 | 951 | 945 | 352 | 1311 | 29 | - | - | 1340 |
| Total | 1697 | 1542 | 1321 | 376 | 155 | 1697 | 1603 | 1191 | 1141 | 440 | 1658 | 39 | - | - | 1697 |
| The BBC provides a good service (general) | 417 | 382 | 345 | 72 | 35 | 417 | 387 | 269 | 291 | 102 | 401 | ** | ** | ** | 417 |
| | 25% | 25% | 26% | 19% | 23% | 25% | 24% | 23% | 25% | 23% | 24% | ** | ** | ** | 25% |
| Good range of programmes/ variety | 367 | 340 | 292 | 75 | 28 | 367 | 357 | 271 | 258 | 112 | 363 | ** | ** | ** | 367 |
| | 22% | 22% | 22% | 20% | 18% | 22% | 22% | 23% | 23% | 25% | 22% | ** | ** | ** | 22% |
| Good quality content (general) | 337 | 310 | 276 | 60 | 27 | 337 | 324 | 245 | 258 | 103 | 332 | ** | ** | ** | 337 |
| | 20% | 20% | 21% | 16% | 17% | 20% | 20% | 21% | 23% | 23% | 20% | ** | ** | ** | 20% |
| Programmes of interest | 218 | 207 | 168 | 50 | 11 | 218 | 216 | 158 | 132 | 47 | 218 | ** | ** | ** | 218 |
| | 13% | 13% | 13% | 13% | 7% | 13% | 13% | 13% | 12% | 11% | 13% | ** | ** | ** | 13% |
| Good quality news coverage | 165 | 146 | 122 | 43 | 19 | 165 | 163 | 126 | 118 | 55 | 165 | ** | ** | ** | 165 |
| | 10% | 9% | 9% | 11% | 12% | 10% | 10% | 11% | 10% | 12% | 10% | ** | ** | ** | 10% |
| Good quality non-factual/ drama/ entertainment/ music content | 150 | 137 | 115 | 35 | 14 | 150 | 149 | 116 | 109 | 52 | 150 | ** | ** | ** | 150 |
| | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 10% | 10% | 12% | 9% | ** | ** | ** | 9% |
| Accessible range of content/ services/ iPlayer/ apps | 140 | 140 | 124 | 16 | - | 140 | 133 | 105 | 120 | 43 | 138 | ** | ** | ** | 140 |
| | 8% | 9% | 9% | 4% | -% | 8% | 8% | 9% | 10% | 10% | 8% | ** | ** | ** | 8% |
| | | d | cd | | | d | | | | | | | | | |
| No advertising | 129 | 117 | 94 | 35 | 12 | 129 | 126 | 96 | 80 | 47 | 127 | ** | ** | ** | 129 |
| | 8% | 8% | 7% | 9% | 8% | 8% | 8% | 8% | 7% | 11% | 8% | ** | ** | ** | 8% |
| Impartial/ trustworthy content | 122 | 116 | 94 | 28 | 6 | 122 | 119 | 97 | 100 | 45 | 122 | ** | ** | ** | 122 |
| | 7% | 8% | 7% | 7% | 4% | 7% | 7% | 8% | 9% | 10% | 7% | ** | ** | ** | 7% |
| Good quality factual/ informative/ educational content | 118 | 110 | 86 | 33 | 8 | 118 | 112 | 95 | 90 | 42 | 116 | ** | ** | ** | 118 |
| | 7% | 7% | 6% | 9% | 5% | 7% | 7% | 8% | 8% | 9% | 7% | ** | ** | ** | 7% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?**

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | ~f | ~a | ~b | c |
| Unweighted total | 1670 | 1555 | 1347 | 323 | 115 | 1670 | 1578 | 1178 | 1150 | 432 | 1631 | 39 | - | - | 1670 |
| Effective Weighted Sample | 1340 | 1270 | 1102 | 250 | 87 | 1340 | 1269 | 951 | 945 | 352 | 1311 | 29 | - | - | 1340 |
| Total | 1697 | 1542 | 1321 | 376 | 155 | 1697 | 1603 | 1191 | 1141 | 440 | 1658 | 39 | - | - | 1697 |
| Good quality radio/ enjoy listening | 101 6% | 88 6% | 74 6% | 27 7% | 13 8% | 101 6% | 83 5% a | 95 8% | 64 6% | 45 10% ace | 98 6% | ** ** | ** ** | ** ** | 101 6% |
| Positive impressions but not enough variety | 74 4% | 66 4% | 58 4% | 16 4% | 7 5% | 74 4% | 73 5% | 47 4% | 47 4% | 23 5% | 74 4% | ** ** | ** ** | ** ** | 74 4% |
| Positive impressions but mentions of bias | 73 4% | 65 4% | 51 4% | 22 6% | 8 5% | 73 4% | 68 4% | 64 5% | 50 4% | 24 5% | 71 4% | ** ** | ** ** | ** ** | 73 4% |
| Mentions of having to pay licence fee/ cost (negative) | 48 3% | 43 3% | 32 2% | 16 4% | 5 3% | 48 3% | 44 3% | 22 2% | 27 2% | 10 2% | 46 3% | ** ** | ** ** | ** ** | 48 3% |
| Good value for money/ satisfied with cost | 29 2% | 29 2% | 28 2% | 1 *% | - -% | 29 2% | 29 2% | 24 2% | 28 2% | 18 4% e | 29 2% | ** ** | ** ** | ** ** | 29 2% |
| Positive impressions but room for improvement | 27 2% | 25 2% | 24 2% | 4 1% | 2 1% | 27 2% | 27 2% | 20 2% | 16 1% | 7 2% | 27 2% | ** ** | ** ** | ** ** | 27 2% |
| Good quantity of content/ volume | 23 1% | 21 1% | 19 1% | 3 1% | 1 1% | 23 1% | 21 1% | 19 2% | 16 1% | 11 2% | 23 1% | ** ** | ** ** | ** ** | 23 1% |
| Positive impressions (general) | 69 4% | 55 4% | 47 4% | 22 6% | 14 9% a | 69 4% | 61 4% | 40 3% | 44 4% | 18 4% | 65 4% | ** ** | ** ** | ** ** | 69 4% |
| Other | 56 3% | 46 3% | 39 3% | 17 5% | 10 6% | 56 3% | 48 3% | 32 3% | 38 3% | 14 3% | 52 3% | ** ** | ** ** | ** ** | 56 3% |

Minimum Base: 30 (^)
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 197 5% | 117 6% b | 77 4% | 10 2% | 21 3% | 33 5% a | 44 6% ab | 88 5% ab | 43 3% | 46 4% | 50 7% ab | 57 5% | 162 4% | 17 5% | 12 6% | 6 4% |
| 2 | (2.0) | 73 2% | 40 2% | 32 1% | 4 1% | 7 1% | 6 1% | 14 2% | 40 2% | 26 2% | 14 1% | 15 2% | 17 2% | 65 2% | 2 1% | 5 2% | 1 *% |
| 3 | (3.0) | 128 3% | 87 4% b | 38 2% | 8 1% | 24 3% | 22 3% | 20 3% | 54 3% | 32 2% | 36 3% | 27 4% | 33 3% | 104 3% | 14 4% | 7 3% | 2 2% |
| 4 | (4.0) | 171 4% | 85 4% | 83 4% | 26 5% | 39 5% | 18 3% | 19 3% | 68 4% | 58 4% | 40 3% | 22 3% | 41 4% | 135 4% | 19 6% | 10 5% | 7 5% |
| 5 | (5.0) | 341 8% | 177 8% | 162 7% | 51 10% | 63 8% | 46 7% | 57 8% | 123 8% | 93 7% | 67 5% | 60 9% | 117 11% ab | 292 8% | 19 6% | 14 7% | 15 12% b |
| 6 | (6.0) | 409 9% | 195 9% | 207 9% | 60 11% | 96 12% e | 64 9% | 62 9% | 124 8% | 106 8% | 122 10% | 65 9% | 105 10% | 348 10% | 33 9% | 20 9% | 9 7% |
| 7 | (7.0) | 606 14% | 273 13% | 330 15% | 93 18% e | 126 16% e | 117 17% e | 98 14% | 171 11% | 185 14% | 200 16% d | 93 13% | 124 12% | 509 14% | 52 15% | 28 13% | 17 13% |
| 8 | (8.0) | 919 21% | 438 21% | 476 22% | 115 22% | 177 22% | 145 21% | 133 19% | 346 21% | 282 22% | 284 23% | 145 21% | 199 19% | 783 21% | 70 20% | 45 21% | 21 16% |
| 9 | (9.0) | 541 12% | 262 12% | 276 13% | 56 11% | 75 9% | 80 12% | 107 15% b | 219 13% | 195 15% | 149 12% | 75 11% | 116 11% | 450 12% | 39 11% | 31 14% | 22 17% |
| 10 - Extremely well | (10.0) | 797 18% | 355 17% | 436 20% | 83 16% | 128 16% | 113 17% | 125 18% | 344 21% b | 256 20% | 228 18% | 121 17% | 177 17% | 659 18% | 71 20% | 40 18% | 27 20% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 167 | 76 | 86 | 21 | 35 | 35 | 24 | 48 | 29 | 49 | 24 | 59 | 146 | 11 | 6 | 4 |
| | 4% | 4% | 4% | 4% | 4% | 5% | 3% | 3% | 2% | 4% | 4% | 6%<br>a | 4% | 3% | 3% | 3% |
| NEGATIVE VIEW (1-4) | 569 | 329 | 230 | 48 | 91 | 79 | 97 | 250 | 159 | 135 | 113 | 149 | 467 | 53 | 34 | 15 |
| | 13% | 16%<br>b | 10% | 9% | 12% | 12% | 14% | 15%<br>a | 12% | 11% | 16%<br>b | 14% | 13% | 15% | 16% | 12% |
| NEUTRAL (5-6) | 750 | 372 | 369 | 111 | 159 | 109 | 119 | 247 | 199 | 190 | 125 | 221 | 640 | 52 | 34 | 24 |
| | 17% | 18% | 17% | 21%<br>e | 20%<br>e | 16% | 17% | 15% | 15% | 15% | 18% | 21%<br>ab | 18% | 15% | 16% | 19% |
| POSITIVE VIEW (7-10) | 2864 | 1328 | 1517 | 348 | 506 | 454 | 463 | 1080 | 917 | 861 | 434 | 615 | 2402 | 232 | 144 | 87 |
| | 66% | 63% | 69%<br>a | 66% | 64% | 67% | 66% | 66% | 70%<br>cd | 70%<br>cd | 62% | 59% | 66% | 67% | 66% | 67% |
| MOST NEGATIVE (1-2) | 270 | 157 | 110 | 14 | 28 | 39 | 58 | 128 | 69 | 60 | 65 | 74 | 227 | 19 | 17 | 6 |
| | 6% | 7%<br>b | 5% | 3% | 4% | 6% | 8%<br>ab | 8%<br>ab | 5% | 5% | 9%<br>ab | 7% | 6% | 6% | 8% | 5% |
| MOST POSITIVE (9-10) | 1339 | 617 | 711 | 139 | 203 | 192 | 232 | 563 | 451 | 377 | 196 | 293 | 1109 | 110 | 70 | 49 |
| | 31% | 29% | 32% | 26% | 26% | 28% | 33%<br>b | 35%<br>abc | 35%<br>cd | 31% | 28% | 28% | 30% | 32% | 32% | 37%<br>a |
| Answered | 4183 | 2029 | 2117 | 506 | 756 | 643 | 679 | 1577 | 1276 | 1186 | 672 | 985 | 3508 | 337 | 212 | 126 |
| Mean score | 7.2 | 7.0 | 7.4<br>a | 7.2 | 7.2 | 7.2 | 7.1 | 7.2 | 7.4<br>cd | 7.3<br>cd | 6.9 | 6.9 | 7.2 | 7.2 | 7.1 | 7.3 |
| Standard deviation | 2.42 | 2.53 | 2.28 | 2.06 | 2.19 | 2.36 | 2.55 | 2.58 | 2.33 | 2.27 | 2.63 | 2.51 | 2.40 | 2.46 | 2.54 | 2.40 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 167

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 197 | 159 | 20 | 45 | 146 | 36 | 155 | 11 | 18 | 19 | 36 | 120 | 68 |
| | | 5% | 4% | 4% | 3% | 5% | 3% | 5%<br>a | 2% | 3% | 4% | 3% | 4% | 4% |
| 2 | (2.0) | 73 | 64 | 7 | 16 | 56 | 15 | 56 | 4 | 7 | 8 | 15 | 42 | 29 |
| | | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 128 | 101 | 15 | 38 | 88 | 33 | 91 | 9 | 16 | 14 | 33 | 74 | 49 |
| | | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% |
| 4 | (4.0) | 171 | 136 | 20 | 48 | 117 | 33 | 130 | 19 | 16 | 8 | 33 | 101 | 65 |
| | | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 4% | 3% | 2% | 3% | 4% | 4% |
| 5 | (5.0) | 341 | 260 | 45 | 105 | 230 | 93 | 241 | 45 | 44 | 33 | 93 | 188 | 140 |
| | | 8% | 7% | 10% | 8% | 8% | 8% | 8% | 9% | 8% | 6% | 8% | 7% | 9% |
| 6 | (6.0) | 409 | 331 | 38 | 141 | 255 | 125 | 271 | 56 | 61 | 42 | 125 | 254 | 147 |
| | | 9% | 9% | 8% | 10% | 9% | 10% | 9% | 11% | 11% | 8% | 10% | 9% | 10% |
| 7 | (7.0) | 606 | 483 | 68 | 223 | 374 | 192 | 404 | 87 | 80 | 83 | 192 | 408 | 187 |
| | | 14% | 14% | 15% | 16% | 13% | 16% | 13% | 18% | 15% | 16% | 16% | 15% | 12% |
| 8 | (8.0) | 919 | 764 | 90 | 294 | 615 | 255 | 651 | 118 | 118 | 99 | 255 | 588 | 311 |
| | | 21% | 22% | 20% | 21% | 21% | 21% | 21% | 24% | 22% | 19% | 21% | 22% | 20% |
| 9 | (9.0) | 541 | 440 | 65 | 165 | 365 | 146 | 382 | 46 | 68 | 79 | 146 | 327 | 205 |
| | | 12% | 12% | 14% | 12% | 13% | 12% | 13% | 9% | 12% | 15%<br>a | 12% | 12% | 13% |
| 10 - Extremely well | (10.0) | 797 | 668 | 81 | 249 | 533 | 218 | 562 | 81 | 88 | 121 | 218 | 493 | 277 |
| | | 18% | 19% | 18% | 18% | 18% | 18% | 18% | 16% | 16% | 23%<br>b | 18% | 18% | 18% |
| Don't know | | 167 | 144 | 11 | 54 | 102 | 43 | 111 | 21 | 26 | 15 | 43 | 104 | 55 |
| | | 4% | 4% | 2% | 4% | 4% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 569 | 460 | 62 | 147 | 407 | 118 | 432 | 43 | 58 | 49 | 118 | 336 | 213 |
| | 13% | 13% | 13% | 11% | 14% a | 10% | 14% a | 9% | 11% | 9% | 10% | 12% | 14% |
| NEUTRAL (5-6) | 750 | 591 | 83 | 246 | 485 | 218 | 511 | 101 | 105 | 75 | 218 | 442 | 288 |
| | 17% | 17% | 18% | 18% | 17% | 18% | 17% | 20% | 19% | 14% | 18% | 16% | 19% |
| POSITIVE VIEW (7-10) | 2864 | 2356 | 304 | 931 | 1886 | 811 | 1998 | 332 | 354 | 383 | 811 | 1816 | 981 |
| | 66% | 66% | 66% | 68% | 65% | 68% | 65% | 67% | 65% | 73% b | 68% | 67% | 64% |
| MOST NEGATIVE (1-2) | 270 | 223 | 27 | 61 | 202 | 52 | 212 | 15 | 25 | 26 | 52 | 161 | 98 |
| | 6% | 6% | 6% | 4% | 7% a | 4% | 7% a | 3% | 5% | 5% | 4% | 6% | 6% |
| MOST POSITIVE (9-10) | 1339 | 1109 | 146 | 414 | 897 | 364 | 944 | 126 | 156 | 200 | 364 | 820 | 482 |
| | 31% | 31% | 32% | 30% | 31% | 31% | 31% | 25% | 29% | 38% abd | 31% | 30% | 31% |
| Answered | 4183 | 3407 | 448 | 1324 | 2778 | 1147 | 2942 | 475 | 517 | 507 | 1147 | 2593 | 1481 |
| Mean score | 7.2 | 7.2 | 7.1 | 7.3 | 7.1 | 7.3 | 7.1 | 7.3 | 7.2 | 7.6 | 7.3 | 7.2 | 7.1 |
| Standard deviation | 2.42 | 2.42 | 2.41 | 2.25 | 2.48 | 2.23 | 2.48 | 2.08 | 2.26 | 2.31 | 2.23 | 2.38 | 2.45 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .06 | .05 | .09 | .10 | .10 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 197 | 158 | 141 | 56 | 39 | 197 | 99 | 53 | 51 | 12 | 114 | 83 | 171 | 18 | 8 |
| | | 5% | 4% | 4% | 6% | 7% | 5% | 3% | 2% | 2% | 2% | 3% | 23% abcde | 21% bc | 2% c | *% |
| 2 | (2.0) | 73 | 59 | 50 | 22 | 14 | 73 | 54 | 30 | 27 | 7 | 63 | 9 | 55 | 10 | 8 |
| | | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 1% | 1% | 1% | 2% | 3% | 7% bc | 1% | *% |
| 3 | (3.0) | 128 | 111 | 99 | 29 | 17 | 128 | 97 | 62 | 56 | 14 | 109 | 19 | 98 | 14 | 15 |
| | | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 2% | 3% | 5% bcd | 12% bc | 1% | 1% |
| 4 | (4.0) | 171 | 146 | 121 | 50 | 25 | 171 | 126 | 82 | 95 | 19 | 147 | 24 | 84 | 66 | 21 |
| | | 4% | 4% | 4% | 5% | 5% | 4% | 3% | 3% | 4% | 3% | 4% | 7% abd | 10% bc | 6% c | 1% |
| 5 | (5.0) | 341 | 288 | 258 | 83 | 52 | 341 | 283 | 187 | 157 | 43 | 301 | 39 | 107 | 168 | 66 |
| | | 8% | 8% | 8% | 8% | 10% | 8% | 7% | 7% | 6% | 6% | 8% | 11% cd | 13% c | 16% c | 3% |
| 6 | (6.0) | 409 | 362 | 322 | 87 | 47 | 409 | 363 | 249 | 213 | 58 | 378 | 31 | 75 | 208 | 126 |
| | | 9% | 9% | 10% | 9% | 9% | 9% | 10% | 10% | 9% | 8% | 9% | 8% | 9% c | 20% ac | 5% |
| 7 | (7.0) | 606 | 530 | 472 | 135 | 77 | 606 | 559 | 378 | 378 | 112 | 578 | 28 | 68 | 200 | 338 |
| | | 14% | 14% | 14% | 13% | 14% | 14% | 15% f | 14% f | 15% f | 15% f | 15% f | 8% | 8% | 20% ac | 13% a |
| 8 | (8.0) | 919 | 844 | 740 | 179 | 75 | 919 | 851 | 620 | 630 | 166 | 889 | 29 | 49 | 195 | 675 |
| | | 21% | 22% cd | 22% cd | 18% | 14% | 21% d | 22% f | 24% f | 25% f | 22% f | 22% f | 8% | 6% | 19% a | 27% ab |
| 9 | (9.0) | 541 | 481 | 411 | 131 | 61 | 541 | 515 | 387 | 348 | 118 | 531 | 10 | 6 | 54 | 481 |
| | | 12% | 13% | 12% | 13% | 11% | 12% | 14% f | 15% f | 14% f | 16% f | 13% f | 3% | 1% | 5% a | 19% ab |
| 10 - Extremely well | (10.0) | 797 | 717 | 609 | 188 | 80 | 797 | 751 | 526 | 517 | 185 | 773 | 24 | 11 | 45 | 741 |
| | | 18% | 19% | 18% | 18% | 15% | 18% | 20% f | 20% f | 21% f | 25% abef | 19% f | 7% | 1% | 4% a | 29% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 167 | 120 | 108 | 59 | 47 | 167 | 86 | 41 | 18 | 2 | 101 | 66 | 79 | 39 | 49 |
| | 4% | 3% | 3% | 6% | 9% | 4% | 2% | 2% | 1% | *% | 3% | 18% | 10% | 4% | 2% |
| | | | | ab | abe | | cd | | | | cd | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 569 | 474 | 412 | 157 | 95 | 569 | 376 | 227 | 229 | 53 | 433 | 135 | 407 | 109 | 53 |
| | 13% | 12% | 12% | 15% | 18% | 13% | 10% | 9% | 9% | 7% | 11% | 37% | 51% | 11% | 2% |
| | | | | | ab | | | | | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 750 | 651 | 580 | 170 | 99 | 750 | 646 | 436 | 370 | 102 | 680 | 70 | 182 | 376 | 192 |
| | 17% | 17% | 17% | 17% | 19% | 17% | 17% | 17% | 15% | 14% | 17% | 19% | 23% | 37% | 8% |
| | | | | | | | | | | | | | c | ac | |
| POSITIVE VIEW (7-10) | 2864 | 2571 | 2232 | 633 | 293 | 2864 | 2676 | 1910 | 1872 | 582 | 2772 | 92 | 134 | 495 | 2235 |
| | 66% | 67% | 67% | 62% | 55% | 66% | 71% | 73% | 75% | 79% | 70% | 25% | 17% | 49% | 88% |
| | | cd | d | | | d | f | ef | aef | abef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 270 | 217 | 192 | 78 | 53 | 270 | 153 | 84 | 78 | 20 | 177 | 93 | 225 | 28 | 16 |
| | 6% | 6% | 6% | 8% | 10% | 6% | 4% | 3% | 3% | 3% | 4% | 25% | 28% | 3% | 1% |
| | | | | | ab | | | | | | | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1339 | 1198 | 1020 | 319 | 141 | 1339 | 1266 | 913 | 865 | 304 | 1305 | 34 | 17 | 100 | 1222 |
| | 31% | 31% | 31% | 31% | 26% | 31% | 33% | 35% | 35% | 41% | 33% | 9% | 2% | 10% | 48% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4183 | 3696 | 3223 | 959 | 487 | 4183 | 3698 | 2574 | 2472 | 736 | 3886 | 297 | 724 | 979 | 2480 |
| Mean score | 7.2 | 7.2 | 7.2 | 7.0 | 6.7 | 7.2 | 7.4 | 7.5 | 7.6 | 7.8 | 7.4 | 4.7 | 4.1 | 6.5 | 8.4 |
| | | d | d | | | d | f | ef | ef | abef | f | | | a | ab |
| Standard deviation | 2.42 | 2.37 | 2.37 | 2.56 | 2.68 | 2.42 | 2.21 | 2.12 | 2.11 | 2.05 | 2.26 | 3.00 | 2.41 | 1.80 | 1.55 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .08 | .04 | .17 | .09 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 168

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 134 3% | 87 4% b | 44 2% | 5 1% | 15 2% | 21 3% | 31 4% a | 59 4% a | 22 2% | 25 2% | 33 5% ab | 51 5% ab | 120 3% | 6 2% | 5 2% | 4 3% |
| 2 | (2.0) | 65 1% | 34 2% | 30 1% | 1 *% | 13 2% | 5 1% | 11 2% | 35 2% a | 23 2% | 12 1% | 13 2% | 17 2% | 55 1% | 5 1% | 5 2% d | * *% |
| 3 | (3.0) | 117 3% | 86 4% b | 30 1% | 12 2% | 15 2% | 15 2% | 17 2% | 57 4% | 33 3% | 32 3% | 21 3% | 31 3% | 94 3% | 12 4% | 7 3% | 4 3% |
| 4 | (4.0) | 174 4% | 88 4% | 83 4% | 23 4% | 28 4% | 20 3% | 37 5% | 65 4% | 42 3% | 41 3% | 33 5% | 54 5% | 142 4% | 17 5% | 9 4% | 5 4% |
| 5 | (5.0) | 367 8% | 194 9% | 172 8% | 44 8% | 68 9% | 52 8% | 57 8% | 143 9% | 94 7% | 105 8% | 63 9% | 103 10% | 303 8% | 34 10% | 19 9% | 12 9% |
| 6 | (6.0) | 470 11% | 221 10% | 247 11% | 74 14% de | 97 12% | 89 13% e | 62 9% | 146 9% | 124 9% | 129 10% | 82 12% | 131 13% | 390 11% | 41 12% | 23 11% | 15 12% |
| 7 | (7.0) | 739 17% | 346 16% | 388 18% | 111 21% e | 142 18% | 120 18% | 109 16% | 254 16% | 242 19% | 201 16% | 122 18% | 160 15% | 623 17% | 58 17% | 35 16% | 22 17% |
| 8 | (8.0) | 942 22% | 456 22% | 476 22% | 114 22% | 162 20% | 147 22% | 154 22% | 364 22% | 309 24% d | 300 24% d | 143 21% | 180 17% | 784 21% | 75 22% | 51 23% | 31 24% |
| 9 | (9.0) | 507 12% | 221 11% | 283 13% | 62 12% | 99 13% | 86 13% | 94 13% | 159 10% | 179 14% d | 156 13% | 68 10% | 97 9% | 426 12% | 42 12% | 28 13% | 12 9% |
| 10 - Extremely well | (10.0) | 524 12% | 231 11% | 283 13% | 52 10% | 97 12% | 76 11% | 85 12% | 209 13% | 164 13% | 140 11% | 78 11% | 129 12% | 454 12% b | 27 8% | 27 12% | 16 12% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 311 | 140 | 165 | 28 | 54 | 47 | 44 | 133 | 73 | 95 | 41 | 91 | 263 | 30 | 9 | 8 |
| | 7% | 7% | 8% | 5% | 7% | 7% | 6% | 8% | 6% | 8% | 6% | 9%<br>a | 7% | 9%<br>c | 4% | 6% |
| NEGATIVE VIEW (1-4) | 490 | 295 | 188 | 41 | 71 | 61 | 96 | 217 | 120 | 109 | 99 | 154 | 410 | 41 | 26 | 13 |
| | 11% | 14%<br>b | 9% | 8% | 9% | 9% | 14%<br>a | 13%<br>abc | 9% | 9% | 14%<br>ab | 15%<br>ab | 11% | 12% | 12% | 10% |
| NEUTRAL (5-6) | 837 | 414 | 419 | 119 | 166 | 140 | 120 | 289 | 218 | 233 | 144 | 234 | 693 | 75 | 42 | 27 |
| | 19% | 20% | 19% | 23% | 21% | 21% | 17% | 18% | 17% | 19% | 21% | 22%<br>a | 19% | 21% | 19% | 21% |
| POSITIVE VIEW (7-10) | 2712 | 1255 | 1431 | 340 | 500 | 429 | 443 | 987 | 893 | 797 | 411 | 566 | 2288 | 202 | 141 | 82 |
| | 62% | 60% | 65%<br>a | 64% | 63% | 63% | 63% | 61% | 68%<br>cd | 65%<br>d | 59% | 54% | 63% | 58% | 65% | 62% |
| MOST NEGATIVE (1-2) | 199 | 121 | 75 | 6 | 28 | 26 | 42 | 94 | 45 | 37 | 45 | 69 | 174 | 11 | 10 | 4 |
| | 5% | 6%<br>b | 3% | 1% | 4% | 4%<br>a | 6%<br>a | 6%<br>a | 3% | 3% | 7%<br>ab | 7%<br>ab | 5% | 3% | 4% | 3% |
| MOST POSITIVE (9-10) | 1031 | 453 | 567 | 114 | 196 | 162 | 179 | 369 | 342 | 296 | 146 | 226 | 880 | 69 | 55 | 28 |
| | 24% | 22% | 26%<br>a | 22% | 25% | 24% | 26% | 23% | 26% | 24% | 21% | 22% | 24% | 20% | 25% | 22% |
| Answered | 4039 | 1964 | 2038 | 499 | 737 | 631 | 659 | 1493 | 1232 | 1140 | 655 | 953 | 3391 | 318 | 209 | 122 |
| Mean score | 7.1 | 6.8 | 7.3<br>a | 7.2 | 7.2 | 7.1 | 7.0 | 6.9 | 7.3<br>cd | 7.2<br>cd | 6.8 | 6.7 | 7.1 | 6.9 | 7.1 | 7.1 |
| Standard deviation | 2.20 | 2.32 | 2.05 | 1.84 | 2.07 | 2.10 | 2.34 | 2.33 | 2.05 | 2.04 | 2.33 | 2.40 | 2.21 | 2.07 | 2.18 | 2.11 |
| Standard error | .03 | .05 | .04 | .08 | .08 | .08 | .09 | .06 | .06 | .06 | .09 | .08 | .04 | .09 | .10 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 134 | 114 | 8 | 26 | 103 | 22 | 106 | 6 | 9 | 14 | 22 | 79 | 47 |
| | | 3% | 3% | 2% | 2% | 4%<br>a | 2% | 3% | 1% | 2% | 3% | 2% | 3% | 3% |
| 2 | (2.0) | 65 | 50 | 8 | 15 | 49 | 14 | 50 | 5 | 7 | 4 | 14 | 34 | 28 |
| | | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| 3 | (3.0) | 117 | 91 | 16 | 32 | 81 | 25 | 88 | 9 | 10 | 10 | 25 | 64 | 50 |
| | | 3% | 3% | 4% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 3% |
| 4 | (4.0) | 174 | 147 | 22 | 57 | 113 | 47 | 123 | 25 | 22 | 14 | 47 | 101 | 62 |
| | | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 5% | 4% | 3% | 4% | 4% | 4% |
| 5 | (5.0) | 367 | 299 | 38 | 101 | 256 | 87 | 270 | 43 | 39 | 30 | 87 | 206 | 149 |
| | | 8% | 8% | 8% | 7% | 9% | 7% | 9% | 9% | 7% | 6% | 7% | 8% | 10% |
| 6 | (6.0) | 470 | 370 | 49 | 171 | 287 | 144 | 308 | 66 | 75 | 55 | 144 | 288 | 175 |
| | | 11% | 10% | 11% | 12% | 10% | 12% | 10% | 13% | 14% | 11% | 12% | 11% | 11% |
| 7 | (7.0) | 739 | 584 | 90 | 245 | 486 | 198 | 530 | 75 | 95 | 90 | 198 | 476 | 244 |
| | | 17% | 16% | 20% | 18% | 17% | 17% | 17% | 15% | 18% | 17% | 17% | 18% | 16% |
| 8 | (8.0) | 942 | 769 | 100 | 295 | 632 | 267 | 658 | 111 | 120 | 123 | 267 | 594 | 328 |
| | | 22% | 22% | 22% | 21% | 22% | 22% | 22% | 22% | 22% | 24% | 22% | 22% | 21% |
| 9 | (9.0) | 507 | 413 | 54 | 195 | 304 | 171 | 326 | 70 | 70 | 80 | 171 | 355 | 148 |
| | | 12% | 12% | 12% | 14%<br>b | 11% | 14%<br>b | 11% | 14% | 13% | 15% | 14% | 13%<br>b | 10% |
| 10 - Extremely well | (10.0) | 524 | 451 | 44 | 175 | 336 | 158 | 351 | 59 | 69 | 81 | 158 | 329 | 175 |
| | | 12% | 13% | 9% | 13% | 12% | 13% | 12% | 12% | 13% | 15% | 13% | 12% | 11% |
| Don't know | | 311 | 263 | 32 | 67 | 234 | 57 | 243 | 27 | 26 | 21 | 57 | 170 | 131 |
| | | 7% | 7% | 7% | 5% | 8%<br>a | 5% | 8%<br>a | 5% | 5% | 4% | 5% | 6% | 9% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 490 | 402 | 54 | 130 | 346 | 109 | 366 | 45 | 49 | 43 | 109 | 279 | 187 |
| | 11% | 11% | 12% | 9% | 12% | 9% | 12% | 9% | 9% | 8% | 9% | 10% | 12% |
| NEUTRAL (5-6) | 837 | 670 | 86 | 271 | 542 | 231 | 578 | 110 | 114 | 86 | 231 | 493 | 324 |
| | 19% | 19% | 19% | 20% | 19% | 19% | 19% | 22% | 21% | 16% | 19% | 18% | 21% |
| POSITIVE VIEW (7-10) | 2712 | 2217 | 287 | 909 | 1758 | 794 | 1866 | 315 | 354 | 373 | 794 | 1755 | 894 |
| | 62% | 62% | 63% | 66% | 61% | 67% | 61% | 63% | 65% | 71% | 67% | 65% | 58% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 199 | 163 | 16 | 41 | 152 | 37 | 156 | 12 | 16 | 18 | 37 | 114 | 75 |
| | 5% | 5% | 4% | 3% | 5% | 3% | 5% | 2% | 3% | 3% | 3% | 4% | 5% |
| | | | | | a | | a | | | | | | |
| MOST POSITIVE (9-10) | 1031 | 864 | 98 | 370 | 640 | 329 | 678 | 129 | 139 | 160 | 329 | 684 | 322 |
| | 24% | 24% | 21% | 27% | 22% | 28% | 22% | 26% | 26% | 31% | 28% | 25% | 21% |
| | | | | b | | b | | | | | | b | |
| Answered | 4039 | 3288 | 427 | 1311 | 2646 | 1134 | 2810 | 470 | 517 | 501 | 1134 | 2527 | 1405 |
| Mean score | 7.1 | 7.1 | 7.0 | 7.2 | 7.0 | 7.3 | 7.0 | 7.2 | 7.2 | 7.4 | 7.3 | 7.2 | 6.9 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.20 | 2.22 | 2.08 | 2.05 | 2.25 | 2.05 | 2.24 | 2.00 | 2.02 | 2.07 | 2.05 | 2.15 | 2.23 |
| Standard error | .03 | .04 | .10 | .06 | .04 | .06 | .04 | .09 | .09 | .09 | .06 | .04 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 168

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 134 3% | 101 3% | 92 3% | 42 4% | 33 6% abe | 134 3% | 52 1% | 19 1% | 24 1% | 1 *% | 62 2% bd | 72 20% abcde | 124 15% bc | 8 1% c | 2 *% |
| 2 | (2.0) | 65 1% | 49 1% | 40 1% | 25 2% | 16 3% | 65 1% | 48 1% | 26 1% | 21 1% | 6 1% | 51 1% | 14 4% abcde | 54 7% bc | 3 *% | 8 *% |
| 3 | (3.0) | 117 3% | 91 2% | 78 2% | 39 4% ab | 26 5% | 117 3% | 88 2% d | 48 2% | 48 2% | 4 *% | 99 2% d | 18 5% abcde | 87 11% bc | 20 2% c | 11 *% |
| 4 | (4.0) | 174 4% | 150 4% | 128 4% | 46 5% | 24 4% | 174 4% | 142 4% | 90 3% | 72 3% | 17 2% | 151 4% | 23 6% cd | 101 13% bc | 49 5% c | 24 1% |
| 5 | (5.0) | 367 8% | 304 8% | 260 8% | 107 11% | 63 12% | 367 8% | 299 8% | 202 8% | 161 6% | 43 6% | 325 8% | 42 12% cd | 116 15% c | 176 17% c | 75 3% |
| 6 | (6.0) | 470 11% | 429 11% | 375 11% | 94 9% | 40 8% | 470 11% | 411 11% | 267 10% | 263 11% | 55 7% | 434 11% | 35 10% | 92 11% c | 224 22% ac | 154 6% |
| 7 | (7.0) | 739 17% | 665 17% | 582 17% | 157 15% | 75 14% | 739 17% | 680 18% f | 459 18% f | 475 19% f | 115 16% f | 707 18% f | 32 9% | 63 8% | 213 21% a | 464 18% a |
| 8 | (8.0) | 942 22% | 858 22% d | 752 23% d | 190 19% | 84 16% | 942 22% | 886 23% f | 649 25% f | 636 26% f | 198 27% f | 917 23% f | 25 7% | 34 4% | 167 16% a | 741 29% ab |
| 9 | (9.0) | 507 12% | 478 13% cd | 418 13% cd | 89 9% | 29 5% | 507 12% d | 481 13% f | 377 14% f | 362 15% f | 141 19% abcef | 497 12% f | 10 3% | 12 2% | 44 4% a | 451 18% ab |
| 10 - Extremely well | (10.0) | 524 12% | 462 12% | 397 12% | 127 12% | 62 12% | 524 12% | 483 13% f | 373 14% f | 334 13% f | 142 19% abcef | 509 13% f | 15 4% | 12 1% | 25 2% | 487 19% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

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**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 311 | 228 | 210 | 101 | 82 | 311 | 213 | 106 | 92 | 16 | 235 | 76 | 109 | 89 | 113 |
| | 7% | 6% | 6% | 10% | 15% | 7% | 6% | 4% | 4% | 2% | 6% | 21% | 14% | 9% | 4% |
| | | | | ab | abe | | cd | | | | bcd | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 490 | 392 | 338 | 153 | 99 | 490 | 330 | 183 | 166 | 28 | 363 | 127 | 365 | 80 | 45 |
| | 11% | 10% | 10% | 15% | 18% | 11% | 9% | 7% | 7% | 4% | 9% | 35% | 46% | 8% | 2% |
| | | | | abe | abe | | cd | d | | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 837 | 734 | 635 | 202 | 103 | 837 | 710 | 469 | 425 | 98 | 760 | 78 | 208 | 400 | 229 |
| | 19% | 19% | 19% | 20% | 19% | 19% | 19% | 18% | 17% | 13% | 19% | 21% | 26% | 39% | 9% |
| | | | | | | | d | d | | | d | d | c | ac | |
| POSITIVE VIEW (7-10) | 2712 | 2462 | 2149 | 563 | 250 | 2712 | 2531 | 1858 | 1808 | 596 | 2629 | 83 | 121 | 449 | 2143 |
| | 62% | 65% | 65% | 55% | 47% | 62% | 67% | 71% | 73% | 81% | 66% | 23% | 15% | 44% | 85% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 199 | 150 | 132 | 67 | 49 | 199 | 100 | 45 | 45 | 8 | 113 | 86 | 178 | 12 | 10 |
| | 5% | 4% | 4% | 7% | 9% | 5% | 3% | 2% | 2% | 1% | 3% | 24% | 22% | 1% | *% |
| | | | | ab | abe | | | | | | | abcde | bc | | |
| MOST POSITIVE (9-10) | 1031 | 940 | 816 | 216 | 91 | 1031 | 965 | 750 | 697 | 283 | 1006 | 26 | 24 | 69 | 938 |
| | 24% | 25% | 24% | 21% | 17% | 24% | 25% | 29% | 28% | 38% | 25% | 7% | 3% | 7% | 37% |
| | | d | d | | | d | f | ef | f | abcef | f | | | a | ab |
| Answered | 4039 | 3588 | 3122 | 918 | 452 | 4039 | 3571 | 2510 | 2398 | 722 | 3752 | 288 | 694 | 930 | 2416 |
| Mean score | 7.1 | 7.1 | 7.1 | 6.7 | 6.4 | 7.1 | 7.3 | 7.5 | 7.5 | 7.9 | 7.2 | 4.7 | 4.3 | 6.4 | 8.1 |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.20 | 2.12 | 2.12 | 2.41 | 2.61 | 2.20 | 2.00 | 1.89 | 1.86 | 1.70 | 2.03 | 2.82 | 2.31 | 1.58 | 1.46 |
| Standard error | .03 | .03 | .04 | .09 | .14 | .03 | .03 | .04 | .04 | .06 | .03 | .16 | .09 | .05 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 169

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 173 | 105 | 66 | 7 | 24 | 21 | 38 | 81 | 30 | 38 | 41 | 61 | 149 | 11 | 9 | 3 |
| | | 4% | 5% b | 3% | 1% | 3% | 3% | 5% a | 5% a | 2% | 3% | 6% ab | 6% ab | 4% | 3% | 4% | 3% |
| 2 | (2.0) | 84 | 45 | 39 | 8 | 12 | 10 | 22 | 30 | 22 | 19 | 16 | 26 | 65 | 10 | 6 | 2 |
| | | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 2% |
| 3 | (3.0) | 151 | 89 | 61 | 9 | 30 | 22 | 21 | 69 | 51 | 33 | 27 | 40 | 123 | 15 | 10 | 4 |
| | | 3% | 4% | 3% | 2% | 4% | 3% | 3% | 4% a | 4% | 3% | 4% | 4% | 3% | 4% | 5% | 3% |
| 4 | (4.0) | 218 | 113 | 102 | 17 | 43 | 36 | 38 | 83 | 65 | 67 | 34 | 49 | 181 | 21 | 9 | 7 |
| | | 5% | 5% | 5% | 3% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 6% | 4% | 5% |
| 5 | (5.0) | 418 | 200 | 214 | 75 | 61 | 56 | 66 | 158 | 95 | 123 | 69 | 120 | 349 | 38 | 20 | 12 |
| | | 10% | 10% | 10% | 14% bce | 8% | 8% | 9% | 10% | 7% | 10% | 10% | 11% a | 10% | 11% | 9% | 9% |
| 6 | (6.0) | 444 | 210 | 227 | 67 | 98 | 80 | 63 | 136 | 114 | 149 | 62 | 117 | 381 | 32 | 17 | 14 |
| | | 10% | 10% | 10% | 13% e | 12% e | 12% | 9% | 8% | 9% | 12% | 9% | 11% | 10% | 9% | 8% | 10% |
| 7 | (7.0) | 745 | 343 | 398 | 110 | 151 | 128 | 120 | 234 | 231 | 218 | 134 | 153 | 639 | 53 | 30 | 23 |
| | | 17% | 16% | 18% | 21% e | 19% e | 19% | 17% | 14% | 18% | 18% | 19% | 15% | 17% | 15% | 14% | 18% |
| 8 | (8.0) | 850 | 414 | 431 | 105 | 153 | 150 | 127 | 309 | 301 | 249 | 122 | 172 | 697 | 73 | 50 | 30 |
| | | 20% | 20% | 20% | 20% | 19% | 22% | 18% | 19% | 23% cd | 20% | 18% | 17% | 19% | 21% | 23% | 23% |
| 9 | (9.0) | 513 | 232 | 277 | 50 | 90 | 74 | 82 | 212 | 187 | 158 | 66 | 95 | 435 | 36 | 28 | 15 |
| | | 12% | 11% | 13% | 9% | 11% | 11% | 12% | 13% | 14% cd | 13% | 9% | 9% | 12% | 10% | 13% | 11% |
| 10 - Extremely well | (10.0) | 523 | 248 | 268 | 49 | 87 | 72 | 89 | 224 | 162 | 129 | 89 | 127 | 439 | 40 | 30 | 15 |
| | | 12% | 12% | 12% | 9% | 11% | 11% | 13% | 14% | 12% | 10% | 13% | 12% | 12% | 11% | 14% | 11% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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**Table 169**

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**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 230 | 105 | 121 | 31 | 42 | 28 | 34 | 90 | 46 | 51 | 34 | 85 | 196 | 20 | 8 | 6 |
| | 5% | 5% | 5% | 6% | 5% | 4% | 5% | 6% | 4% | 4% | 5% | 8% ab | 5% | 6% | 4% | 5% |
| NEGATIVE VIEW (1-4) | 626 | 352 | 268 | 41 | 109 | 89 | 120 | 264 | 168 | 157 | 119 | 175 | 518 | 57 | 35 | 16 |
| | 14% | 17% b | 12% | 8% | 14% a | 13% a | 17% a | 16% a | 13% | 13% | 17% | 17% | 14% | 16% | 16% | 13% |
| NEUTRAL (5-6) | 862 | 410 | 442 | 142 | 159 | 136 | 130 | 293 | 209 | 272 | 132 | 237 | 730 | 70 | 37 | 25 |
| | 20% | 19% | 20% | 27% bcde | 20% | 20% | 18% | 18% | 16% | 22% a | 19% | 23% a | 20% | 20% | 17% | 19% |
| POSITIVE VIEW (7-10) | 2632 | 1237 | 1373 | 314 | 481 | 424 | 419 | 979 | 881 | 754 | 412 | 547 | 2210 | 202 | 137 | 83 |
| | 61% | 59% | 62% | 60% | 61% | 63% | 60% | 60% | 68% bcd | 61% d | 59% | 52% | 60% | 58% | 63% | 64% |
| MOST NEGATIVE (1-2) | 257 | 150 | 105 | 15 | 35 | 31 | 61 | 112 | 52 | 57 | 57 | 87 | 214 | 21 | 16 | 6 |
| | 6% | 7% b | 5% | 3% | 4% | 5% | 9% abc | 7% a | 4% | 5% | 8% ab | 8% ab | 6% | 6% | 7% | 5% |
| MOST POSITIVE (9-10) | 1036 | 480 | 544 | 99 | 177 | 146 | 171 | 436 | 349 | 287 | 155 | 222 | 874 | 75 | 57 | 29 |
| | 24% | 23% | 25% | 19% | 22% | 22% | 24% | 27% a | 27% d | 23% | 22% | 21% | 24% | 22% | 26% | 23% |
| Answered | 4120 | 1999 | 2082 | 497 | 749 | 650 | 669 | 1536 | 1259 | 1184 | 662 | 959 | 3458 | 328 | 209 | 125 |
| Mean score | 6.9 | 6.7 | 7.0 a | 6.9 | 6.9 | 6.9 | 6.7 | 6.9 | 7.1 cd | 6.9 d | 6.7 | 6.6 | 6.9 | 6.7 | 6.9 | 7.0 |
| Standard deviation | 2.33 | 2.43 | 2.22 | 1.94 | 2.21 | 2.18 | 2.50 | 2.48 | 2.19 | 2.19 | 2.48 | 2.51 | 2.33 | 2.35 | 2.46 | 2.18 |
| Standard error | .04 | .06 | .05 | .08 | .08 | .08 | .10 | .06 | .06 | .06 | .09 | .08 | .04 | .10 | .12 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 173 | 149 | 13 | 40 | 128 | 38 | 130 | 12 | 15 | 21 | 38 | 100 | 64 |
| | | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 2% | 3% | 4% | 3% | 4% | 4% |
| 2 | (2.0) | 84 | 69 | 10 | 25 | 56 | 22 | 59 | 9 | 10 | 4 | 22 | 53 | 28 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% |
| 3 | (3.0) | 151 | 120 | 23 | 47 | 100 | 43 | 103 | 23 | 20 | 12 | 43 | 78 | 68 |
| | | 3% | 3% | 5% | 3% | 3% | 4% | 3% | 5% | 4% | 2% | 4% | 3% | 4% |
| 4 | (4.0) | 218 | 176 | 28 | 58 | 155 | 48 | 163 | 24 | 27 | 19 | 48 | 134 | 80 |
| | | 5% | 5% | 6% | 4% | 5% | 4% | 5% | 5% | 5% | 4% | 4% | 5% | 5% |
| 5 | (5.0) | 418 | 336 | 42 | 115 | 291 | 92 | 313 | 45 | 49 | 34 | 92 | 222 | 183 |
| | | 10% | 9% | 9% | 8% | 10% | 8% | 10% | 9% | 9% | 6% | 8% | 8% | 12% a |
| 6 | (6.0) | 444 | 360 | 37 | 142 | 292 | 118 | 314 | 63 | 46 | 42 | 118 | 270 | 164 |
| | | 10% | 10% | 8% | 10% | 10% | 10% | 10% | 13% | 8% | 8% | 10% | 10% | 11% |
| 7 | (7.0) | 745 | 584 | 83 | 248 | 486 | 212 | 517 | 87 | 97 | 97 | 212 | 491 | 237 |
| | | 17% | 16% | 18% | 18% | 17% | 18% | 17% | 18% | 18% | 19% | 18% | 18% | 15% |
| 8 | (8.0) | 850 | 703 | 96 | 304 | 535 | 265 | 572 | 108 | 119 | 110 | 265 | 565 | 271 |
| | | 20% | 20% | 21% | 22% | 19% | 22% | 19% | 22% | 22% | 21% | 22% | 21% | 18% |
| 9 | (9.0) | 513 | 419 | 59 | 163 | 340 | 149 | 354 | 51 | 69 | 76 | 149 | 335 | 168 |
| | | 12% | 12% | 13% | 12% | 12% | 12% | 12% | 10% | 13% | 14% | 12% | 12% | 11% |
| 10 - Extremely well | (10.0) | 523 | 442 | 48 | 177 | 337 | 157 | 356 | 56 | 69 | 89 | 157 | 318 | 189 |
| | | 12% | 12% | 10% | 13% | 12% | 13% | 12% | 11% | 13% | 17% | 13% | 12% | 12% |
| Don't know | | 230 | 194 | 19 | 58 | 161 | 47 | 171 | 18 | 23 | 19 | 47 | 130 | 85 |
| | | 5% | 5% | 4% | 4% | 6% | 4% | 6% | 4% | 4% | 4% | 4% | 5% | 6% |
| NEGATIVE VIEW (1-4) | | 626 | 514 | 74 | 171 | 439 | 152 | 456 | 69 | 72 | 55 | 152 | 365 | 240 |
| | | 14% | 14% | 16% | 12% | 15% | 13% | 15% | 14% | 13% | 11% | 13% | 14% | 16% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEUTRAL (5-6) | 862 | 696 | 80 | 257 | 582 | 210 | 627 | 108 | 95 | 76 | 210 | 492 | 347 |
| | 20% | 20% | 17% | 19% | 20% | 18% | 21% | 22% | 18% | 15% | 18% | 18% | 23% |
| | | | | | | | | c | | | | | a |
| POSITIVE VIEW (7-10) | 2632 | 2147 | 286 | 891 | 1698 | 782 | 1800 | 302 | 353 | 372 | 782 | 1710 | 864 |
| | 61% | 60% | 62% | 65% | 59% | 66% | 59% | 61% | 65% | 71% | 66% | 63% | 56% |
| | | | | b | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 257 | 218 | 23 | 65 | 185 | 60 | 190 | 21 | 25 | 25 | 60 | 153 | 92 |
| | 6% | 6% | 5% | 5% | 6% | 5% | 6% | 4% | 5% | 5% | 5% | 6% | 6% |
| MOST POSITIVE (9-10) | 1036 | 860 | 107 | 340 | 677 | 306 | 710 | 107 | 138 | 165 | 306 | 654 | 356 |
| | 24% | 24% | 23% | 25% | 23% | 26% | 23% | 22% | 25% | 32% | 26% | 24% | 23% |
| | | | | | | | | | | a | | | |
| Answered | 4120 | 3357 | 440 | 1319 | 2719 | 1144 | 2882 | 478 | 520 | 504 | 1144 | 2567 | 1451 |
| Mean score | 6.9 | 6.9 | 6.8 | 7.0 | 6.8 | 7.1 | 6.8 | 6.9 | 7.0 | 7.3 | 7.1 | 7.0 | 6.7 |
| | | | | b | | b | | | | a | | b | |
| Standard deviation | 2.33 | 2.35 | 2.29 | 2.22 | 2.37 | 2.25 | 2.35 | 2.19 | 2.24 | 2.25 | 2.25 | 2.28 | 2.38 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .07 | .04 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 173 | 137 | 125 | 48 | 36 | 173 | 75 | 34 | 34 | 6 | 87 | 87 | 162 | 7 | 5 |
| | | 4% | 4% | 4% | 5% | 7% a | 4% | 2% | 1% | 1% | 1% | 2% | 24% abcde | 20% bc | 1% | *% |
| 2 | (2.0) | 84 | 66 | 57 | 26 | 18 | 84 | 64 | 39 | 28 | 6 | 70 | 14 | 72 | 7 | 5 |
| | | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 4% bcd | 9% bc | 1% | *% |
| 3 | (3.0) | 151 | 124 | 108 | 44 | 27 | 151 | 109 | 65 | 57 | 6 | 123 | 29 | 120 | 26 | 5 |
| | | 3% | 3% | 3% | 4% | 5% | 3% | 3% d | 2% | 2% | 1% | 3% d | 8% abcde | 15% bc | 3% c | *% |
| 4 | (4.0) | 218 | 192 | 160 | 58 | 26 | 218 | 181 | 108 | 109 | 21 | 194 | 24 | 112 | 81 | 25 |
| | | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | 4% | 3% | 5% | 7% d | 14% bc | 8% c | 1% |
| 5 | (5.0) | 418 | 355 | 303 | 116 | 63 | 418 | 349 | 227 | 201 | 52 | 373 | 45 | 108 | 221 | 89 |
| | | 10% | 9% | 9% | 11% | 12% | 10% | 9% | 9% | 8% | 7% | 9% | 12% d | 13% c | 22% ac | 4% |
| 6 | (6.0) | 444 | 398 | 359 | 85 | 46 | 444 | 406 | 261 | 264 | 56 | 427 | 17 | 54 | 206 | 184 |
| | | 10% | 10% | 11% | 8% | 9% | 10% | 11% f | 10% f | 11% f | 8% | 11% f | 5% | 7% | 20% ac | 7% |
| 7 | (7.0) | 745 | 664 | 587 | 158 | 81 | 745 | 675 | 467 | 475 | 142 | 712 | 33 | 49 | 238 | 457 |
| | | 17% | 17% | 18% | 16% | 15% | 17% | 18% f | 18% f | 19% f | 19% f | 18% f | 9% | 6% | 23% ac | 18% a |
| 8 | (8.0) | 850 | 788 | 702 | 148 | 62 | 850 | 803 | 572 | 587 | 170 | 829 | 22 | 23 | 111 | 717 |
| | | 20% | 21% cd | 21% cd | 15% | 12% | 20% cd | 21% f | 22% f | 24% f | 23% f | 21% f | 6% | 3% | 11% a | 28% ab |
| 9 | (9.0) | 513 | 470 | 403 | 110 | 43 | 513 | 485 | 383 | 336 | 118 | 500 | 13 | 11 | 38 | 464 |
| | | 12% | 12% | 12% | 11% | 8% | 12% | 13% f | 15% f | 14% f | 16% f | 13% f | 4% | 1% | 4% a | 18% ab |
| 10 - Extremely well | (10.0) | 523 | 469 | 389 | 134 | 54 | 523 | 494 | 374 | 352 | 154 | 512 | 11 | 6 | 18 | 499 |
| | | 12% | 12% | 12% | 13% | 10% | 12% | 13% f | 14% f | 14% f | 21% abcef | 13% f | 3% | 1% | 2% | 20% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 230 | 152 | 138 | 92 | 78 | 230 | 142 | 84 | 48 | 7 | 161 | 69 | 85 | 65 | 80 |
| | 5% | 4% | 4% | 9% | 15% | 5% | 4% | 3% | 2% | 1% | 4% | 19% | 11% | 6% | 3% |
| | | | | abe | abce | | cd | cd | | | cd | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 626 | 519 | 450 | 176 | 107 | 626 | 429 | 247 | 228 | 39 | 473 | 153 | 466 | 121 | 39 |
| | 14% | 14% | 14% | 17% | 20% | 14% | 11% | 9% | 9% | 5% | 12% | 42% | 58% | 12% | 2% |
| | | | | | abe | | d | d | d | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 862 | 753 | 661 | 201 | 109 | 862 | 755 | 488 | 465 | 108 | 800 | 62 | 162 | 427 | 273 |
| | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 19% | 19% | 15% | 20% | 17% | 20% | 42% | 11% |
| | | | | | | | d | | | | d | | c | ac | |
| POSITIVE VIEW (7-10) | 2632 | 2391 | 2082 | 550 | 241 | 2632 | 2458 | 1797 | 1750 | 584 | 2553 | 79 | 89 | 405 | 2137 |
| | 61% | 63% | 62% | 54% | 45% | 61% | 65% | 69% | 70% | 79% | 64% | 22% | 11% | 40% | 85% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 257 | 202 | 183 | 74 | 54 | 257 | 139 | 73 | 62 | 12 | 157 | 100 | 234 | 14 | 9 |
| | 6% | 5% | 5% | 7% | 10% | 6% | 4% | 3% | 2% | 2% | 4% | 28% | 29% | 1% | *% |
| | | | | | abe | | d | | | | cd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1036 | 939 | 792 | 244 | 97 | 1036 | 979 | 758 | 689 | 272 | 1012 | 24 | 17 | 56 | 963 |
| | 24% | 25% | 24% | 24% | 18% | 24% | 26% | 29% | 28% | 37% | 25% | 7% | 2% | 6% | 38% |
| | | | | | | | f | ef | f | abcef | f | | | a | ab |
| Answered | 4120 | 3664 | 3193 | 927 | 456 | 4120 | 3642 | 2532 | 2442 | 731 | 3825 | 295 | 718 | 953 | 2449 |
| Mean score | 6.9 | 6.9 | 6.9 | 6.7 | 6.2 | 6.9 | 7.1 | 7.3 | 7.3 | 7.8 | 7.1 | 4.3 | 3.7 | 6.1 | 8.1 |
| | | cd | cd | | | d | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.33 | 2.28 | 2.27 | 2.51 | 2.64 | 2.33 | 2.14 | 2.05 | 2.00 | 1.85 | 2.16 | 2.82 | 2.19 | 1.57 | 1.48 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .07 | .03 | .16 | .08 | .05 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 170

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT** On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 232 | 145 | 84 | 8 | 37 | 29 | 49 | 106 | 60 | 53 | 43 | 72 | 195 | 19 | 11 | 5 |
| | | 5% | 7% b | 4% | 2% | 5% a | 4% a | 7% a | 7% a | 5% | 4% | 6% | 7% | 5% | 6% | 5% | 4% |
| 2 | (2.0) | 81 | 43 | 36 | 9 | 16 | 7 | 16 | 33 | 34 | 18 | 14 | 15 | 67 | 5 | 7 | 2 |
| | | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 3% | 2% |
| 3 | (3.0) | 143 | 78 | 64 | 14 | 21 | 27 | 25 | 57 | 33 | 39 | 29 | 42 | 110 | 19 | 10 | 5 |
| | | 3% | 4% | 3% | 3% | 3% | 4% | 4% | 4% | 3% | 3% | 4% | 4% | 3% | 5% a | 4% | 4% |
| 4 | (4.0) | 234 | 123 | 110 | 31 | 39 | 30 | 35 | 98 | 66 | 67 | 45 | 50 | 193 | 21 | 13 | 7 |
| | | 5% | 6% | 5% | 6% | 5% | 4% | 5% | 6% | 5% | 5% | 6% | 5% | 5% | 6% | 6% | 6% |
| 5 | (5.0) | 437 | 225 | 206 | 52 | 74 | 60 | 72 | 175 | 117 | 134 | 58 | 123 | 367 | 31 | 24 | 16 |
| | | 10% | 11% | 9% | 10% | 9% | 9% | 10% | 11% | 9% | 11% | 8% | 12% | 10% | 9% | 11% | 12% |
| 6 | (6.0) | 557 | 263 | 291 | 78 | 109 | 90 | 97 | 181 | 161 | 155 | 86 | 145 | 472 | 46 | 26 | 14 |
| | | 13% | 12% | 13% | 15% | 14% | 13% | 14% | 11% | 12% | 13% | 12% | 14% | 13% | 13% | 12% | 11% |
| 7 | (7.0) | 757 | 372 | 383 | 104 | 143 | 127 | 107 | 276 | 234 | 226 | 111 | 179 | 638 | 63 | 32 | 24 |
| | | 17% | 18% | 17% | 20% | 18% | 19% | 15% | 17% | 18% | 18% | 16% | 17% | 17% | 18% | 15% | 18% |
| 8 | (8.0) | 772 | 355 | 409 | 100 | 147 | 137 | 110 | 275 | 266 | 216 | 130 | 151 | 646 | 58 | 43 | 25 |
| | | 18% | 17% | 19% | 19% | 19% | 20% | 16% | 17% | 20% d | 17% | 19% | 14% | 18% | 17% | 20% | 19% |
| 9 | (9.0) | 400 | 179 | 218 | 56 | 72 | 56 | 79 | 133 | 128 | 132 | 64 | 69 | 339 | 28 | 20 | 13 |
| | | 9% | 8% | 10% | 11% | 9% | 8% | 11% | 8% | 10% | 11% d | 9% | 7% | 9% | 8% | 9% | 10% |
| 10 - Extremely well | (10.0) | 401 | 169 | 225 | 40 | 77 | 68 | 57 | 157 | 115 | 93 | 75 | 107 | 339 | 30 | 19 | 13 |
| | | 9% | 8% | 10% | 8% | 10% | 10% | 8% | 10% | 9% | 8% | 11% | 10% | 9% | 9% | 9% | 10% |
| Don't know | | 336 | 154 | 178 | 36 | 57 | 46 | 56 | 135 | 91 | 101 | 41 | 92 | 289 | 27 | 13 | 7 |
| | | 8% | 7% | 8% | 7% | 7% | 7% | 8% | 8% | 7% | 8% | 6% | 9% | 8% | 8% | 6% | 6% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 690 | 389 | 293 | 62 | 113 | 93 | 125 | 294 | 194 | 177 | 130 | 178 | 565 | 65 | 41 | 19 |
| | 16% | 18% | 13% | 12% | 14% | 14% | 18% | 18% | 15% | 14% | 19% | 17% | 15% | 19% | 19% | 15% |
| | | b | | | | | a | a | | | | | | | | |
| NEUTRAL (5-6) | 994 | 488 | 497 | 130 | 183 | 150 | 169 | 357 | 278 | 289 | 144 | 268 | 839 | 77 | 49 | 30 |
| | 23% | 23% | 23% | 25% | 23% | 22% | 24% | 22% | 21% | 23% | 21% | 26% | 23% | 22% | 23% | 23% |
| POSITIVE VIEW (7-10) | 2329 | 1074 | 1235 | 300 | 439 | 388 | 353 | 840 | 742 | 667 | 380 | 506 | 1961 | 179 | 114 | 74 |
| | 54% | 51% | 56% | 57% | 55% | 57% | 50% | 52% | 57% | 54% | 55% | 48% | 54% | 52% | 53% | 57% |
| | | | a | | | | | | d | | | | | | | |
| MOST NEGATIVE (1-2) | 313 | 187 | 120 | 17 | 53 | 36 | 65 | 139 | 94 | 71 | 56 | 87 | 262 | 25 | 18 | 7 |
| | 7% | 9% | 5% | 3% | 7% | 5% | 9% | 9% | 7% | 6% | 8% | 8% | 7% | 7% | 8% | 6% |
| | | b | | | | | a | a | | | | | | | | |
| MOST POSITIVE (9-10) | 801 | 348 | 443 | 96 | 149 | 124 | 136 | 289 | 243 | 225 | 139 | 176 | 678 | 58 | 40 | 26 |
| | 18% | 17% | 20% | 18% | 19% | 18% | 19% | 18% | 19% | 18% | 20% | 17% | 19% | 17% | 18% | 20% |
| | | | a | | | | | | | | | | | | | |
| Answered | 4014 | 1951 | 2025 | 491 | 734 | 631 | 647 | 1491 | 1214 | 1134 | 655 | 952 | 3365 | 321 | 204 | 123 |
| Mean score | 6.6 | 6.4 | 6.8 | 6.8 | 6.7 | 6.7 | 6.4 | 6.4 | 6.7 | 6.6 | 6.5 | 6.4 | 6.6 | 6.4 | 6.5 | 6.7 |
| | | | a | de | | e | | | d | | | | | | | |
| Standard deviation | 2.36 | 2.44 | 2.25 | 2.00 | 2.30 | 2.24 | 2.48 | 2.47 | 2.31 | 2.24 | 2.47 | 2.45 | 2.35 | 2.39 | 2.44 | 2.29 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .07 | .07 | .07 | .09 | .08 | .05 | .10 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 170

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 232 | 194 | 24 | 50 | 176 | 45 | 180 | 16 | 20 | 19 | 45 | 143 | 76 |
| | | 5% | 5% | 5% | 4% | 6% a | 4% | 6% | 3% | 4% | 4% | 4% | 5% | 5% |
| 2 | (2.0) | 81 | 67 | 11 | 20 | 60 | 16 | 64 | 7 | 6 | 4 | 16 | 48 | 32 |
| | | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 143 | 115 | 13 | 52 | 85 | 46 | 90 | 22 | 24 | 17 | 46 | 71 | 66 |
| | | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 4% a |
| 4 | (4.0) | 234 | 187 | 29 | 73 | 154 | 56 | 169 | 24 | 37 | 19 | 56 | 141 | 88 |
| | | 5% | 5% | 6% | 5% | 5% | 5% | 6% | 5% | 7% | 4% | 5% | 5% | 6% |
| 5 | (5.0) | 437 | 351 | 47 | 127 | 298 | 109 | 313 | 49 | 53 | 46 | 109 | 234 | 188 |
| | | 10% | 10% | 10% | 9% | 10% | 9% | 10% | 10% | 10% | 9% | 9% | 9% | 12% a |
| 6 | (6.0) | 557 | 450 | 67 | 187 | 363 | 153 | 394 | 70 | 61 | 66 | 153 | 343 | 203 |
| | | 13% | 13% | 15% | 14% | 13% | 13% | 13% | 14% | 11% | 13% | 13% | 13% | 13% |
| 7 | (7.0) | 757 | 604 | 81 | 235 | 514 | 214 | 534 | 92 | 94 | 84 | 214 | 488 | 254 |
| | | 17% | 17% | 18% | 17% | 18% | 18% | 18% | 19% | 17% | 16% | 18% | 18% | 17% |
| 8 | (8.0) | 772 | 628 | 79 | 274 | 484 | 242 | 513 | 102 | 110 | 110 | 242 | 509 | 244 |
| | | 18% | 18% | 17% | 20% | 17% | 20% | 17% | 21% | 20% | 21% | 20% | 19% | 16% |
| 9 | (9.0) | 400 | 331 | 43 | 141 | 250 | 124 | 266 | 44 | 61 | 64 | 124 | 276 | 118 |
| | | 9% | 9% | 9% | 10% | 9% | 10% | 9% | 9% | 11% | 12% | 10% | 10% | 8% |
| 10 - Extremely well | (10.0) | 401 | 339 | 30 | 148 | 242 | 125 | 265 | 46 | 46 | 68 | 125 | 261 | 128 |
| | | 9% | 10% | 7% | 11% | 8% | 10% | 9% | 9% | 9% | 13% | 10% | 10% | 8% |
| Don't know | | 336 | 284 | 35 | 72 | 254 | 60 | 264 | 23 | 31 | 27 | 60 | 182 | 140 |
| | | 8% | 8% | 8% | 5% | 9% a | 5% | 9% a | 5% | 6% | 5% | 5% | 7% | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 170

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 690 | 563 | 77 | 194 | 475 | 163 | 503 | 70 | 87 | 58 | 163 | 404 | 262 |
| | 16% | 16% | 17% | 14% | 16% | 14% | 16% | 14% | 16% | 11% | 14% | 15% | 17% |
| NEUTRAL (5-6) | 994 | 801 | 114 | 314 | 661 | 262 | 707 | 119 | 114 | 111 | 262 | 577 | 390 |
| | 23% | 23% | 25% | 23% | 23% | 22% | 23% | 24% | 21% | 21% | 22% | 21% | 25% |
| | | | | | | | | | | | | | a |
| POSITIVE VIEW (7-10) | 2329 | 1903 | 233 | 798 | 1489 | 705 | 1578 | 285 | 311 | 326 | 705 | 1534 | 744 |
| | 54% | 54% | 51% | 58% | 52% | 59% | 52% | 57% | 57% | 62% | 59% | 57% | 48% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 313 | 261 | 34 | 70 | 236 | 61 | 244 | 23 | 26 | 23 | 61 | 192 | 108 |
| | 7% | 7% | 7% | 5% | 8% | 5% | 8% | 5% | 5% | 4% | 5% | 7% | 7% |
| | | | | | a | | a | | | | | | |
| MOST POSITIVE (9-10) | 801 | 670 | 73 | 289 | 492 | 249 | 531 | 90 | 107 | 131 | 249 | 537 | 246 |
| | 18% | 19% | 16% | 21% | 17% | 21% | 17% | 18% | 20% | 25% | 21% | 20% | 16% |
| | | | | b | | | | | | | | b | |
| Answered | 4014 | 3267 | 424 | 1306 | 2626 | 1130 | 2789 | 473 | 512 | 495 | 1130 | 2515 | 1396 |
| Mean score | 6.6 | 6.6 | 6.4 | 6.8 | 6.5 | 6.8 | 6.5 | 6.7 | 6.7 | 7.1 | 6.8 | 6.7 | 6.4 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.36 | 2.38 | 2.30 | 2.25 | 2.39 | 2.24 | 2.39 | 2.19 | 2.25 | 2.22 | 2.24 | 2.34 | 2.35 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 170

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 232 5% | 189 5% | 163 5% | 68 7% | 43 8% | 232 5% | 128 3% | 60 2% | 71 3% | 13 2% | 140 4% | 92 25% abcde | 198 25% bc | 21 2% c | 12 *% |
| 2 | (2.0) | 81 2% | 69 2% | 65 2% | 16 2% | 12 2% | 81 2% | 57 2% | 49 2% | 38 2% | 8 1% | 71 2% | 10 3% | 68 8% bc | 11 1% c | 2 *% |
| 3 | (3.0) | 143 3% | 111 3% | 100 3% | 43 4% | 32 6% ab | 143 3% | 111 3% | 73 3% | 59 2% | 16 2% | 119 3% | 24 7% abcde | 90 11% bc | 34 3% c | 19 1% |
| 4 | (4.0) | 234 5% | 199 5% | 174 5% | 60 6% | 35 7% | 234 5% | 195 5% | 126 5% | 119 5% | 27 4% | 207 5% | 27 8% | 99 12% c | 100 10% c | 35 1% |
| 5 | (5.0) | 437 10% | 374 10% | 327 10% | 110 11% | 62 12% | 437 10% | 371 10% | 244 9% | 231 9% | 54 7% | 399 10% | 38 10% | 92 12% c | 202 20% ac | 142 6% |
| 6 | (6.0) | 557 13% | 493 13% | 430 13% | 127 12% | 65 12% | 557 13% | 506 13% f | 339 13% f | 325 13% f | 88 12% | 530 13% f | 27 7% | 82 10% | 221 22% ac | 254 10% |
| 7 | (7.0) | 757 17% | 697 18% d | 605 18% d | 152 15% | 59 11% | 757 17% d | 706 19% f | 508 19% f | 500 20% f | 155 21% f | 737 18% f | 20 5% | 33 4% | 180 18% a | 544 22% a |
| 8 | (8.0) | 772 18% | 709 19% d | 618 19% d | 153 15% | 63 12% | 772 18% d | 717 19% f | 512 20% f | 508 20% f | 146 20% f | 740 19% f | 31 9% | 27 3% | 109 11% a | 636 25% ab |
| 9 | (9.0) | 400 9% | 372 10% | 325 10% | 75 7% | 28 5% | 400 9% | 378 10% f | 291 11% f | 276 11% f | 106 14% aef | 388 10% f | 12 3% | 9 1% | 26 3% | 365 14% ab |
| 10 - Extremely well | (10.0) | 401 9% | 354 9% | 301 9% | 100 10% | 47 9% | 401 9% | 375 10% f | 273 10% f | 258 10% f | 89 12% f | 390 10% f | 11 3% | 2 *% | 20 2% | 380 15% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 336 | 249 | 223 | 114 | 88 | 336 | 241 | 140 | 104 | 37 | 266 | 70 | 103 | 94 | 139 |
| | 8% | 7% | 7% | 11% | 16% | 8% | 6% | 5% | 4% | 5% | 7% | 19% | 13% | 9% | 6% |
| | | | | abe | abe | | c | | | | c | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 690 | 568 | 503 | 187 | 122 | 690 | 491 | 309 | 288 | 64 | 536 | 154 | 455 | 166 | 69 |
| | 16% | 15% | 15% | 18% | 23% | 16% | 13% | 12% | 12% | 9% | 13% | 42% | 57% | 16% | 3% |
| | | | | abe | abe | | d | | | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 994 | 867 | 757 | 237 | 127 | 994 | 877 | 582 | 557 | 142 | 929 | 65 | 174 | 424 | 396 |
| | 23% | 23% | 23% | 23% | 24% | 23% | 23% | 22% | 22% | 19% | 23% | 18% | 22% | 42% | 16% |
| | | | | | | | | | | | | | | c | |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2329 | 2132 | 1849 | 481 | 197 | 2329 | 2176 | 1584 | 1542 | 496 | 2255 | 74 | 71 | 335 | 1924 |
| | 54% | 56% | 55% | 47% | 37% | 54% | 57% | 61% | 62% | 67% | 57% | 20% | 9% | 33% | 76% |
| | | cd | cd | d | | cd | f | ef | aef | abef | f | | | a | a |
| | | | | | | | | | | | | | | | ab |
| MOST NEGATIVE (1-2) | 313 | 258 | 228 | 84 | 55 | 313 | 186 | 109 | 109 | 20 | 210 | 102 | 266 | 32 | 15 |
| | 7% | 7% | 7% | 8% | 10% | 7% | 5% | 4% | 4% | 3% | 5% | 28% | 33% | 3% | 1% |
| | | | | | | | | | | | d | abcde | bc | c | |
| MOST POSITIVE (9-10) | 801 | 726 | 626 | 175 | 75 | 801 | 753 | 564 | 534 | 195 | 778 | 23 | 11 | 46 | 744 |
| | 18% | 19% | 19% | 17% | 14% | 18% | 20% | 22% | 21% | 26% | 20% | 6% | 1% | 5% | 29% |
| | | | | | | | f | f | f | aef | f | | | a | a |
| | | | | | | | | | | | | | | | ab |
| Answered | 4014 | 3567 | 3109 | 905 | 447 | 4014 | 3543 | 2476 | 2386 | 701 | 3720 | 293 | 700 | 924 | 2390 |
| Mean score | 6.6 | 6.7 | 6.6 | 6.4 | 5.9 | 6.6 | 6.8 | 6.9 | 6.9 | 7.2 | 6.8 | 4.3 | 3.6 | 5.9 | 7.7 |
| | | cd | cd | | | d | f | ef | ef | abcef | f | | | a | a |
| | | | | | | | | | | | | | | | ab |
| Standard deviation | 2.36 | 2.31 | 2.31 | 2.50 | 2.63 | 2.36 | 2.19 | 2.12 | 2.12 | 1.99 | 2.22 | 2.86 | 2.22 | 1.73 | 1.62 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .08 | .04 | .16 | .08 | .06 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 171

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 141 | 89 | 50 | 11 | 17 | 29 | 34 | 49 | 26 | 31 | 37 | 45 | 117 | 12 | 9 | 4 |
| | | 3% | 4% b | 2% | 2% | 2% | 4% | 5% | 3% | 2% | 3% | 5% ab | 4% a | 3% | 3% | 4% | 3% |
| 2 | (2.0) | 54 | 32 | 21 | 7 | 6 | 8 | 13 | 20 | 13 | 11 | 14 | 16 | 45 | 3 | 4 | 2 |
| | | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 101 | 51 | 47 | 6 | 23 | 17 | 18 | 36 | 28 | 29 | 22 | 22 | 80 | 13 | 3 | 3 |
| | | 2% | 2% | 2% | 1% | 3% | 3% | 3% | 2% | 2% | 2% | 3% | 2% | 2% | 4% | 2% | 3% |
| 4 | (4.0) | 129 | 69 | 59 | 19 | 29 | 19 | 21 | 41 | 47 | 29 | 20 | 31 | 111 | 10 | 5 | 4 |
| | | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 2% | 3% |
| 5 | (5.0) | 304 | 170 | 132 | 50 | 66 | 46 | 41 | 100 | 83 | 84 | 40 | 93 | 260 | 20 | 14 | 9 |
| | | 7% | 8% | 6% | 9% | 8% | 7% | 6% | 6% | 6% | 7% | 6% | 9% | 7% | 6% | 7% | 7% |
| 6 | (6.0) | 381 | 180 | 198 | 69 | 87 | 71 | 51 | 99 | 93 | 110 | 57 | 114 | 325 | 24 | 23 | 9 |
| | | 9% | 9% | 9% | 13% de | 11% e | 10% e | 7% | 6% | 7% | 9% | 8% | 11% a | 9% | 7% | 10% | 7% |
| 7 | (7.0) | 566 | 276 | 286 | 92 | 115 | 94 | 93 | 169 | 145 | 170 | 111 | 135 | 477 | 47 | 23 | 19 |
| | | 13% | 13% | 13% | 18% e | 14% e | 14% | 13% | 10% | 11% | 14% | 16% a | 13% | 13% | 13% | 11% | 15% |
| 8 | (8.0) | 780 | 377 | 398 | 96 | 154 | 114 | 127 | 288 | 253 | 215 | 142 | 163 | 649 | 66 | 40 | 25 |
| | | 18% | 18% | 18% | 18% | 19% | 17% | 18% | 18% | 19% | 17% | 20% | 16% | 18% | 19% | 18% | 19% |
| 9 | (9.0) | 559 | 257 | 297 | 50 | 89 | 81 | 100 | 238 | 178 | 165 | 73 | 134 | 468 | 42 | 34 | 14 |
| | | 13% | 12% | 14% | 10% | 11% | 12% | 14% | 15% a | 14% | 13% | 11% | 13% | 13% | 12% | 16% | 11% |
| 10 - Extremely important | (10.0) | 1174 | 530 | 632 | 100 | 173 | 172 | 173 | 546 | 413 | 342 | 149 | 245 | 984 | 99 | 54 | 38 |
| | | 27% | 25% | 29% | 19% | 22% | 25% | 25% | 34% abcd | 32% cd | 28% c | 21% | 24% | 27% | 28% | 25% | 29% |
| Don't know | | 161 | 74 | 83 | 27 | 32 | 28 | 32 | 39 | 28 | 49 | 30 | 46 | 137 | 12 | 7 | 4 |
| | | 4% | 4% | 4% | 5% e | 4% | 4% | 5% | 2% | 2% | 4% | 4% | 4% a | 4% | 3% | 3% | 3% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 426 | 241 | 177 | 43 | 75 | 73 | 86 | 146 | 113 | 101 | 93 | 114 | 353 | 38 | 22 | 13 |
| | 10% | 11% | 8% | 8% | 10% | 11% | 12% | 9% | 9% | 8% | 13% | 11% | 10% | 11% | 10% | 10% |
| | | b | | | | | | | | | ab | | | | | |
| NEUTRAL (5-6) | 685 | 350 | 330 | 119 | 153 | 116 | 91 | 200 | 176 | 194 | 97 | 206 | 586 | 44 | 37 | 18 |
| | 16% | 17% | 15% | 23% | 19% | 17% | 13% | 12% | 13% | 16% | 14% | 20% | 16% | 13% | 17% | 14% |
| | | | | de | de | e | | | | | | ac | | | | |
| IMPORTANT (7-10) | 3079 | 1439 | 1613 | 338 | 531 | 461 | 493 | 1242 | 988 | 891 | 476 | 677 | 2578 | 254 | 152 | 96 |
| | 71% | 68% | 73% | 64% | 67% | 68% | 70% | 76% | 76% | 72% | 68% | 65% | 71% | 73% | 70% | 73% |
| | | | a | | | | | abcd | cd | d | | | | | | |
| MOST NEGATIVE (1-2) | 196 | 121 | 71 | 18 | 24 | 37 | 47 | 68 | 38 | 42 | 51 | 61 | 162 | 15 | 13 | 6 |
| | 4% | 6% | 3% | 3% | 3% | 5% | 7% | 4% | 3% | 3% | 7% | 6% | 4% | 4% | 6% | 4% |
| | | b | | | | | b | | | | ab | a | | | | |
| MOST POSITIVE (9-10) | 1733 | 787 | 930 | 150 | 262 | 253 | 273 | 785 | 591 | 506 | 223 | 379 | 1452 | 141 | 88 | 51 |
| | 40% | 37% | 42% | 28% | 33% | 37% | 39% | 48% | 45% | 41% | 32% | 36% | 40% | 41% | 41% | 39% |
| | | | a | | | a | a | abcd | cd | c | | | | | | |
| Answered | 4189 | 2030 | 2120 | 500 | 759 | 650 | 671 | 1587 | 1277 | 1186 | 666 | 998 | 3516 | 336 | 210 | 126 |
| Mean score | 7.6 | 7.4 | 7.8 | 7.3 | 7.4 | 7.4 | 7.5 | 7.9 | 7.9 | 7.7 | 7.2 | 7.3 | 7.6 | 7.6 | 7.5 | 7.7 |
| | | | a | | | | | abcd | cd | cd | | | | | | |
| Standard deviation | 2.34 | 2.44 | 2.21 | 2.13 | 2.21 | 2.42 | 2.50 | 2.32 | 2.21 | 2.24 | 2.50 | 2.44 | 2.33 | 2.38 | 2.41 | 2.32 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .06 | .06 | .07 | .09 | .08 | .04 | .10 | .11 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 141 | 115 | 13 | 37 | 101 | 32 | 105 | 12 | 13 | 17 | 32 | 93 | 42 |
| | | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 3% |
| 2 | (2.0) | 54 | 46 | 5 | 11 | 42 | 11 | 42 | 5 | 3 | 4 | 11 | 34 | 16 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 101 | 72 | 15 | 34 | 65 | 30 | 69 | 11 | 13 | 14 | 30 | 57 | 39 |
| | | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% |
| 4 | (4.0) | 129 | 101 | 14 | 58 | 70 | 41 | 86 | 17 | 20 | 16 | 41 | 88 | 39 |
| | | 3% | 3% | 3% | 4% b | 2% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 3% |
| 5 | (5.0) | 304 | 237 | 35 | 104 | 190 | 89 | 204 | 39 | 47 | 32 | 89 | 170 | 124 |
| | | 7% | 7% | 8% | 8% | 7% | 8% | 7% | 8% | 9% | 6% | 8% | 6% | 8% |
| 6 | (6.0) | 381 | 304 | 34 | 150 | 225 | 126 | 250 | 67 | 68 | 40 | 126 | 251 | 120 |
| | | 9% | 9% | 7% | 11% b | 8% | 11% | 8% | 14% c | 13% | 8% | 11% | 9% | 8% |
| 7 | (7.0) | 566 | 447 | 52 | 191 | 359 | 166 | 380 | 64 | 70 | 65 | 166 | 373 | 184 |
| | | 13% | 13% | 11% | 14% | 12% | 14% | 12% | 13% | 13% | 12% | 14% | 14% | 12% |
| 8 | (8.0) | 780 | 655 | 76 | 248 | 519 | 222 | 544 | 98 | 104 | 96 | 222 | 512 | 254 |
| | | 18% | 18% | 17% | 18% | 18% | 19% | 18% | 20% | 19% | 18% | 19% | 19% | 17% |
| 9 | (9.0) | 559 | 461 | 63 | 171 | 377 | 154 | 394 | 56 | 64 | 79 | 154 | 334 | 212 |
| | | 13% | 13% | 14% | 12% | 13% | 13% | 13% | 11% | 12% | 15% | 13% | 12% | 14% |
| 10 - Extremely important | (10.0) | 1174 | 978 | 139 | 322 | 837 | 278 | 877 | 110 | 123 | 140 | 278 | 686 | 450 |
| | | 27% | 28% | 30% | 23% | 29% a | 23% | 29% a | 22% | 23% | 27% | 23% | 25% | 29% |
| Don't know | | 161 | 134 | 13 | 51 | 95 | 42 | 104 | 16 | 18 | 21 | 42 | 98 | 56 |
| | | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 3% | 3% | 4% | 4% | 4% | 4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 426 | 335 | 47 | 140 | 278 | 114 | 301 | 45 | 49 | 50 | 114 | 272 | 137 |
| | 10% | 9% | 10% | 10% | 10% | 10% | 10% | 9% | 9% | 10% | 10% | 10% | 9% |
| NEUTRAL (5-6) | 685 | 541 | 69 | 254 | 415 | 215 | 453 | 107 | 115 | 71 | 215 | 422 | 244 |
| | 16% | 15% | 15% | 18% | 14% | 18% | 15% | 22% | 21% | 14% | 18% | 16% | 16% |
| | | | | b | | | | c | c | | | | |
| IMPORTANT (7-10) | 3079 | 2541 | 330 | 932 | 2092 | 820 | 2194 | 329 | 360 | 379 | 820 | 1906 | 1099 |
| | 71% | 72% | 72% | 68% | 73% | 69% | 72% | 66% | 66% | 73% | 69% | 71% | 72% |
| | | | | | a | | | | | | | | |
| MOST NEGATIVE (1-2) | 196 | 162 | 18 | 48 | 143 | 43 | 147 | 16 | 16 | 21 | 43 | 127 | 58 |
| | 4% | 5% | 4% | 4% | 5% | 4% | 5% | 3% | 3% | 4% | 4% | 5% | 4% |
| MOST POSITIVE (9-10) | 1733 | 1440 | 202 | 493 | 1214 | 432 | 1270 | 166 | 187 | 218 | 432 | 1021 | 661 |
| | 40% | 41% | 44% | 36% | 42% | 36% | 42% | 34% | 34% | 42% | 36% | 38% | 43% |
| | | | | | a | | a | | | | | | a |
| Answered | 4189 | 3417 | 446 | 1326 | 2785 | 1148 | 2948 | 480 | 525 | 501 | 1148 | 2599 | 1480 |
| Mean score | 7.6 | 7.6 | 7.7 | 7.5 | 7.7 | 7.5 | 7.7 | 7.4 | 7.4 | 7.7 | 7.5 | 7.5 | 7.7 |
| | | | | | a | | | | | | | | |
| Standard deviation | 2.34 | 2.33 | 2.37 | 2.26 | 2.37 | 2.25 | 2.37 | 2.20 | 2.21 | 2.31 | 2.25 | 2.33 | 2.31 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .04 | .10 | .09 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 141 3% | 115 3% | 105 3% | 36 4% | 26 5% | 141 3% | 50 1% | 24 1% | 25 1% | 2 *% | 60 2% | 81 22% abcde | 124 15% bc | 6 1% | 12 *% |
| 2 | (2.0) | 54 1% | 44 1% | 42 1% | 12 1% | 10 2% | 54 1% | 38 1% | 19 1% | 19 1% | 2 *% | 46 1% | 8 2% d | 45 6% bc | 4 *% | 5 *% |
| 3 | (3.0) | 101 2% | 87 2% | 78 2% | 23 2% | 13 2% | 101 2% | 77 2% | 47 2% | 38 2% | 8 1% | 82 2% | 19 5% abcde | 67 8% bc | 25 2% | 8 *% c |
| 4 | (4.0) | 129 3% | 111 3% | 102 3% | 28 3% | 18 3% | 129 3% | 102 3% | 70 3% | 66 3% | 9 1% | 114 3% | 15 4% d | 69 9% bc | 47 5% c | 14 1% |
| 5 | (5.0) | 304 7% | 249 7% | 221 7% | 83 8% | 55 10% | 304 7% | 241 6% | 171 7% | 154 6% | 47 6% | 268 7% | 36 10% | 82 10% c | 172 17% ac | 51 2% |
| 6 | (6.0) | 381 9% | 334 9% | 303 9% | 78 8% | 46 9% | 381 9% | 334 9% d | 214 8% | 222 9% d | 39 5% | 357 9% d | 24 7% | 63 8% c | 194 19% ac | 124 5% |
| 7 | (7.0) | 566 13% | 521 14% c | 467 14% cd | 99 10% | 45 8% | 566 13% | 518 14% f | 338 13% | 338 14% f | 82 11% | 537 13% f | 29 8% | 67 8% | 182 18% ac | 316 13% a |
| 8 | (8.0) | 780 18% | 707 19% | 622 19% | 158 16% | 73 14% | 780 18% | 734 19% f | 504 19% f | 493 20% f | 141 19% f | 755 19% f | 25 7% | 60 8% | 137 13% a | 582 23% ab |
| 9 | (9.0) | 559 13% | 493 13% | 417 13% | 142 14% | 66 12% | 559 13% | 531 14% f | 409 16% f | 360 14% f | 114 15% f | 544 14% f | 14 4% | 42 5% | 71 7% | 446 18% ab |
| 10 - Extremely important | (10.0) | 1174 27% | 1039 27% | 868 26% | 306 30% | 135 25% | 1174 27% | 1075 28% f | 777 30% f | 745 30% f | 288 39% abcef | 1126 28% f | 48 13% | 114 14% | 131 13% | 929 37% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 161 | 116 | 107 | 54 | 45 | 161 | 85 | 42 | 31 | 8 | 97 | 64 | 70 | 49 | 42 |
| | 4% | 3% | 3% | 5% | 8% | 4% | 2% | 2% | 1% | 1% | 2% | 17% | 9% | 5% | 2% |
| | | | | ab | abe | | c | | | | c | abcde | bc | c | |
| NOT IMPORTANT (1-4) | 426 | 357 | 327 | 99 | 68 | 426 | 266 | 161 | 148 | 20 | 303 | 123 | 304 | 83 | 39 |
| | 10% | 9% | 10% | 10% | 13% | 10% | 7% | 6% | 6% | 3% | 8% | 34% | 38% | 8% | 2% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 685 | 583 | 524 | 161 | 102 | 685 | 575 | 384 | 375 | 86 | 625 | 60 | 145 | 366 | 175 |
| | 16% | 15% | 16% | 16% | 19% | 16% | 15% | 15% | 15% | 12% | 16% | 16% | 18% | 36% | 7% |
| | | | | | | | | | | | | | c | ac | |
| IMPORTANT (7-10) | 3079 | 2759 | 2374 | 705 | 320 | 3079 | 2858 | 2029 | 1936 | 625 | 2961 | 117 | 284 | 521 | 2273 |
| | 71% | 72% | 71% | 69% | 60% | 71% | 76% | 78% | 78% | 85% | 74% | 32% | 35% | 51% | 90% |
| | | d | d | d | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 196 | 159 | 147 | 49 | 37 | 196 | 87 | 43 | 44 | 3 | 107 | 89 | 168 | 11 | 17 |
| | 4% | 4% | 4% | 5% | 7% | 4% | 2% | 2% | 2% | *% | 3% | 25% | 21% | 1% | 1% |
| | | | | | | | d | | | | d | abcde | bc | | |
| MOST POSITIVE (9-10) | 1733 | 1532 | 1285 | 447 | 201 | 1733 | 1606 | 1187 | 1105 | 402 | 1670 | 62 | 156 | 201 | 1375 |
| | 40% | 40% | 39% | 44% | 38% | 40% | 42% | 45% | 44% | 54% | 42% | 17% | 19% | 20% | 54% |
| | | | | | | | f | f | f | abcef | f | | | | ab |
| Answered | 4189 | 3700 | 3225 | 964 | 489 | 4189 | 3699 | 2574 | 2460 | 731 | 3889 | 300 | 733 | 969 | 2487 |
| Mean score | 7.6 | 7.6 | 7.6 | 7.7 | 7.3 | 7.6 | 7.8 | 8.0 | 7.9 | 8.4 | 7.8 | 5.2 | 5.4 | 6.8 | 8.6 |
| | | d | | | | | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.34 | 2.29 | 2.31 | 2.42 | 2.63 | 2.34 | 2.09 | 2.01 | 2.00 | 1.76 | 2.14 | 3.30 | 3.10 | 1.93 | 1.53 |
| Standard error | .04 | .04 | .04 | .08 | .14 | .04 | .03 | .04 | .04 | .07 | .03 | .18 | .11 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 172

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 120 3% | 73 3% | 46 2% | 5 1% | 16 2% | 24 4% a | 27 4% a | 46 3% | 20 2% | 22 2% | 33 5% ab | 45 4% ab | 101 3% | 9 3% | 7 3% | 3 3% |
| 2 | (2.0) | 39 1% | 18 1% | 20 1% | 2 *% | 3 *% | 4 1% | 5 1% | 24 2% | 10 1% | 7 1% | 7 1% | 14 1% | 33 1% | 2 1% | 4 2% | * *% |
| 3 | (3.0) | 91 2% | 52 2% | 38 2% | 10 2% | 11 1% | 17 3% | 18 3% | 34 2% | 27 2% | 18 1% | 23 3% | 21 2% | 75 2% | 7 2% | 5 2% | 4 3% |
| 4 | (4.0) | 145 3% | 80 4% | 64 3% | 19 4% | 31 4% | 20 3% | 26 4% | 49 3% | 43 3% | 43 4% | 26 4% | 31 3% | 121 3% | 14 4% | 6 3% | 3 2% |
| 5 | (5.0) | 331 8% | 174 8% | 156 7% | 52 10% | 56 7% | 52 8% | 46 7% | 122 8% | 75 6% | 88 7% | 56 8% | 108 10% a | 271 7% | 32 9% | 18 8% | 11 8% |
| 6 | (6.0) | 431 10% | 197 9% | 233 11% | 70 13% e | 96 12% | 60 9% | 63 9% | 139 9% | 110 8% | 137 11% | 59 8% | 116 11% | 378 10% | 26 7% | 16 7% | 11 8% |
| 7 | (7.0) | 683 16% | 345 16% | 332 15% | 108 20% e | 135 17% | 120 18% | 103 15% | 216 13% | 212 16% | 173 14% | 118 17% | 174 17% | 566 15% | 62 18% | 31 14% | 25 19% |
| 8 | (8.0) | 910 21% | 439 21% | 466 21% | 108 21% | 157 20% | 139 21% | 151 21% | 352 22% | 296 23% d | 282 23% d | 150 22% | 170 16% | 755 21% | 73 21% | 50 23% | 33 25% |
| 9 | (9.0) | 565 13% | 259 12% | 296 13% | 61 12% | 122 15% | 79 12% | 93 13% | 207 13% | 201 15% cd | 171 14% | 74 11% | 112 11% | 468 13% | 49 14% | 34 16% | 14 11% |
| 10 - Extremely important | (10.0) | 804 18% | 361 17% | 434 20% | 63 12% | 126 16% | 130 19% a | 124 18% | 354 22% ab | 261 20% | 227 18% | 116 17% | 183 18% | 690 19% | 54 16% | 38 18% | 22 17% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 172

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 230 | 107 | 119 | 29 | 37 | 33 | 46 | 81 | 50 | 67 | 33 | 70 | 196 | 20 | 8 | 5 |
| | 5% | 5% | 5% | 5% | 5% | 5% | 7% | 5% | 4% | 5% | 5% | 7%<br>a | 5% | 6% | 4% | 4% |
| NOT IMPORTANT (1-4) | 395 | 223 | 167 | 36 | 62 | 65 | 77 | 154 | 101 | 90 | 89 | 111 | 330 | 32 | 22 | 10 |
| | 9% | 11%<br>b | 8% | 7% | 8% | 10% | 11% | 9% | 8% | 7% | 13%<br>ab | 11% | 9% | 9% | 10% | 8% |
| NEUTRAL (5-6) | 762 | 371 | 389 | 122 | 152 | 112 | 109 | 261 | 184 | 225 | 115 | 224 | 649 | 57 | 34 | 22 |
| | 18% | 18% | 18% | 23%<br>cde | 19% | 17% | 16% | 16% | 14% | 18% | 17% | 21%<br>a | 18% | 17% | 16% | 17% |
| IMPORTANT (7-10) | 2963 | 1404 | 1528 | 340 | 540 | 467 | 471 | 1129 | 969 | 854 | 458 | 639 | 2478 | 238 | 153 | 93 |
| | 68% | 67% | 69% | 65% | 68% | 69% | 67% | 69% | 74%<br>cd | 69%<br>d | 66% | 61% | 68% | 68% | 70% | 71% |
| MOST NEGATIVE (1-2) | 159 | 91 | 66 | 7 | 19 | 28 | 32 | 71 | 31 | 29 | 40 | 58 | 134 | 11 | 11 | 4 |
| | 4% | 4% | 3% | 1% | 2% | 4%<br>a | 5%<br>a | 4%<br>a | 2% | 2% | 6%<br>ab | 6%<br>ab | 4% | 3% | 5% | 3% |
| MOST POSITIVE (9-10) | 1369 | 620 | 729 | 124 | 248 | 208 | 217 | 561 | 462 | 399 | 190 | 295 | 1158 | 103 | 72 | 35 |
| | 31% | 29% | 33% | 24% | 31%<br>a | 31%<br>a | 31%<br>a | 35%<br>a | 35%<br>cd | 32% | 27% | 28% | 32% | 30% | 33% | 27% |
| Answered | 4120 | 1998 | 2083 | 498 | 753 | 644 | 657 | 1545 | 1255 | 1168 | 663 | 974 | 3458 | 328 | 209 | 125 |
| Mean score | 7.4 | 7.3 | 7.5<br>a | 7.2 | 7.4 | 7.4 | 7.3 | 7.5 | 7.6<br>cd | 7.5<br>cd | 7.1 | 7.1 | 7.4 | 7.3 | 7.4 | 7.4 |
| Standard deviation | 2.18 | 2.25 | 2.10 | 1.87 | 2.02 | 2.24 | 2.29 | 2.26 | 2.03 | 2.03 | 2.38 | 2.35 | 2.18 | 2.13 | 2.27 | 2.07 |
| Standard error | .03 | .05 | .04 | .08 | .07 | .08 | .09 | .06 | .06 | .06 | .09 | .07 | .04 | .09 | .11 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 120 | 104 | 6 | 31 | 87 | 29 | 89 | 9 | 16 | 14 | 29 | 74 | 42 |
| | | 3% | 3% | 1% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | 3% |
| 2 | (2.0) | 39 | 34 | 2 | 7 | 31 | 6 | 31 | 2 | 1 | 4 | 6 | 18 | 16 |
| | | 1% | 1% | *% | *% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 91 | 70 | 13 | 32 | 57 | 27 | 60 | 12 | 10 | 10 | 27 | 53 | 34 |
| | | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| 4 | (4.0) | 145 | 107 | 21 | 49 | 95 | 34 | 109 | 17 | 12 | 13 | 34 | 89 | 53 |
| | | 3% | 3% | 5% | 4% | 3% | 3% | 4% | 3% | 2% | 2% | 3% | 3% | 3% |
| 5 | (5.0) | 331 | 272 | 30 | 96 | 226 | 85 | 237 | 37 | 52 | 24 | 85 | 174 | 147 |
| | | 8% | 8% | 7% | 7% | 8% | 7% | 8% | 8% | 10% c | 5% | 7% | 6% | 10% a |
| 6 | (6.0) | 431 | 359 | 30 | 151 | 269 | 123 | 295 | 68 | 53 | 45 | 123 | 259 | 162 |
| | | 10% | 10% | 7% | 11% | 9% | 10% | 10% | 14% | 10% | 9% | 10% | 10% | 11% |
| 7 | (7.0) | 683 | 532 | 87 | 239 | 434 | 202 | 470 | 93 | 86 | 81 | 202 | 437 | 232 |
| | | 16% | 15% | 19% | 17% | 15% | 17% | 15% | 19% | 16% | 16% | 17% | 16% | 15% |
| 8 | (8.0) | 910 | 754 | 100 | 293 | 601 | 261 | 630 | 88 | 125 | 134 | 261 | 606 | 292 |
| | | 21% | 21% | 22% | 21% | 21% | 22% | 21% | 18% | 23% | 26% a | 22% | 22% | 19% |
| 9 | (9.0) | 565 | 453 | 60 | 184 | 368 | 164 | 385 | 64 | 72 | 73 | 164 | 360 | 192 |
| | | 13% | 13% | 13% | 13% | 13% | 14% | 13% | 13% | 13% | 14% | 14% | 13% | 13% |
| 10 - Extremely important | (10.0) | 804 | 673 | 88 | 252 | 540 | 224 | 563 | 92 | 100 | 108 | 224 | 496 | 278 |
| | | 18% | 19% | 19% | 18% | 19% | 19% | 18% | 19% | 18% | 21% | 19% | 18% | 18% |
| Don't know | | 230 | 194 | 22 | 44 | 173 | 36 | 182 | 14 | 16 | 17 | 36 | 133 | 88 |
| | | 5% | 5% | 5% | 3% | 6% a | 3% | 6% a | 3% | 3% | 3% | 3% | 5% | 6% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 172

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 395 | 315 | 42 | 118 | 270 | 96 | 290 | 40 | 40 | 40 | 96 | 234 | 145 |
| | 9% | 9% | 9% | 9% | 9% | 8% | 9% | 8% | 7% | 8% | 8% | 9% | 9% |
| NEUTRAL (5-6) | 762 | 630 | 61 | 247 | 495 | 207 | 532 | 105 | 104 | 69 | 207 | 432 | 309 |
| | 18% | 18% | 13% | 18% | 17% | 17% | 17% | 21% | 19% | 13% | 17% | 16% | 20% |
| | | | | | | | | c | | | | | a |
| IMPORTANT (7-10) | 2963 | 2411 | 335 | 968 | 1942 | 851 | 2049 | 336 | 383 | 396 | 851 | 1898 | 994 |
| | 68% | 68% | 73% | 70% | 67% | 71% | 67% | 68% | 71% | 76% | 71% | 70% | 65% |
| | | | | | | | | | | a | | b | |
| MOST NEGATIVE (1-2) | 159 | 138 | 8 | 38 | 118 | 35 | 120 | 11 | 17 | 18 | 35 | 92 | 58 |
| | 4% | 4% | 2% | 3% | 4% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 4% |
| MOST POSITIVE (9-10) | 1369 | 1126 | 147 | 436 | 907 | 388 | 949 | 155 | 172 | 181 | 388 | 855 | 470 |
| | 31% | 32% | 32% | 32% | 31% | 33% | 31% | 31% | 32% | 35% | 33% | 32% | 31% |
| Answered | 4120 | 3357 | 437 | 1333 | 2706 | 1154 | 2871 | 482 | 527 | 505 | 1154 | 2564 | 1448 |
| Mean score | 7.4 | 7.4 | 7.5 | 7.4 | 7.4 | 7.5 | 7.4 | 7.4 | 7.4 | 7.7 | 7.5 | 7.5 | 7.3 |
| Standard deviation | 2.18 | 2.20 | 2.05 | 2.09 | 2.22 | 2.09 | 2.21 | 2.06 | 2.12 | 2.08 | 2.09 | 2.13 | 2.22 |
| Standard error | .03 | .04 | .09 | .06 | .04 | .06 | .04 | .09 | .09 | .09 | .06 | .04 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 172

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 120 | 97 | 91 | 29 | 23 | 120 | 40 | 20 | 16 | 3 | 46 | 74 | 108 | 7 | 5 |
| | | 3% | 3% | 3% | 3% | 4% | 3% | 1% | 1% | 1% | *% | 1% | 20% abcde | 14% bc | 1% | *% |
| 2 | (2.0) | 39 | 31 | 29 | 10 | 8 | 39 | 28 | 17 | 12 | 1 | 32 | 7 | 29 | 3 | 8 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 2% cd | 4% bc | *% | *% |
| 3 | (3.0) | 91 | 75 | 66 | 26 | 16 | 91 | 69 | 40 | 34 | 5 | 76 | 15 | 62 | 17 | 12 |
| | | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 1% | 2% | 4% abcde | 8% bc | 2% | *% c |
| 4 | (4.0) | 145 | 125 | 108 | 37 | 20 | 145 | 115 | 68 | 75 | 16 | 124 | 21 | 68 | 55 | 21 |
| | | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 2% | 3% | 6% bd | 9% c | 5% c | 1% |
| 5 | (5.0) | 331 | 263 | 225 | 107 | 68 | 331 | 260 | 174 | 143 | 33 | 289 | 43 | 108 | 153 | 71 |
| | | 8% | 7% | 7% | 10% ab | 13% abe | 8% | 7% | 7% | 6% | 5% | 7% | 12% abcde | 13% c | 15% c | 3% |
| 6 | (6.0) | 431 | 391 | 347 | 84 | 40 | 431 | 381 | 253 | 265 | 49 | 408 | 23 | 92 | 190 | 149 |
| | | 10% | 10% | 10% | 8% | 8% | 10% | 10% | 10% | 11% d | 7% | 10% d | 6% | 11% c | 19% ac | 6% |
| 7 | (7.0) | 683 | 618 | 543 | 141 | 66 | 683 | 629 | 424 | 419 | 109 | 658 | 26 | 65 | 205 | 413 |
| | | 16% | 16% | 16% | 14% | 12% | 16% | 17% f | 16% f | 17% f | 15% f | 16% f | 7% | 8% | 20% a | 16% a |
| 8 | (8.0) | 910 | 827 | 722 | 188 | 84 | 910 | 843 | 604 | 589 | 176 | 877 | 33 | 66 | 164 | 681 |
| | | 21% | 22% | 22% | 19% | 16% | 21% | 22% f | 23% f | 24% f | 24% f | 22% f | 9% | 8% | 16% a | 27% ab |
| 9 | (9.0) | 565 | 512 | 447 | 118 | 53 | 565 | 532 | 397 | 354 | 130 | 542 | 23 | 42 | 70 | 453 |
| | | 13% | 13% | 13% | 12% | 10% | 13% | 14% f | 15% f | 14% f | 18% f | 14% f | 6% | 5% | 7% | 18% ab |
| 10 - Extremely important | (10.0) | 804 | 719 | 608 | 196 | 85 | 804 | 741 | 549 | 526 | 209 | 772 | 32 | 85 | 76 | 643 |
| | | 18% | 19% | 18% | 19% | 16% | 18% | 20% f | 21% f | 21% f | 28% abcef | 19% f | 9% | 11% | 7% | 25% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 172

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 230 | 159 | 147 | 83 | 71 | 230 | 144 | 70 | 58 | 8 | 163 | 68 | 77 | 80 | 73 |
| | 5% | 4% | 4% | 8% | 13% | 5% | 4% | 3% | 2% | 1% | 4% | 19% | 10% | 8% | 3% |
| | | | | abe | abe | | cd | | | | bcd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 395 | 328 | 293 | 102 | 67 | 395 | 252 | 144 | 138 | 25 | 278 | 117 | 268 | 81 | 46 |
| | 9% | 9% | 9% | 10% | 13% | 9% | 7% | 6% | 6% | 3% | 7% | 32% | 33% | 8% | 2% |
| | | | | | | | d | | | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 762 | 654 | 572 | 190 | 108 | 762 | 642 | 427 | 407 | 83 | 697 | 65 | 200 | 343 | 220 |
| | 18% | 17% | 17% | 19% | 20% | 18% | 17% | 16% | 16% | 11% | 17% | 18% | 25% | 34% | 9% |
| | | | | | | | d | d | d | | d | d | c | ac | |
| IMPORTANT (7-10) | 2963 | 2675 | 2319 | 643 | 287 | 2963 | 2746 | 1975 | 1887 | 623 | 2849 | 114 | 258 | 514 | 2190 |
| | 68% | 70% | 70% | 63% | 54% | 68% | 73% | 76% | 76% | 84% | 71% | 31% | 32% | 50% | 87% |
| | | cd | cd | d | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 159 | 128 | 119 | 40 | 31 | 159 | 68 | 37 | 28 | 4 | 78 | 81 | 137 | 9 | 12 |
| | 4% | 3% | 4% | 4% | 6% | 4% | 2% | 1% | 1% | 1% | 2% | 22% | 17% | 1% | *% |
| | | | | | | | | | | | | abcde | bc | | |
| MOST POSITIVE (9-10) | 1369 | 1231 | 1054 | 314 | 138 | 1369 | 1273 | 947 | 880 | 338 | 1314 | 55 | 127 | 145 | 1096 |
| | 31% | 32% | 32% | 31% | 26% | 31% | 34% | 36% | 35% | 46% | 33% | 15% | 16% | 14% | 43% |
| | | | | | | | f | f | f | abcef | f | | | | ab |
| Answered | 4120 | 3657 | 3184 | 936 | 463 | 4120 | 3640 | 2546 | 2432 | 730 | 3824 | 296 | 726 | 938 | 2456 |
| Mean score | 7.4 | 7.5 | 7.4 | 7.3 | 6.9 | 7.4 | 7.6 | 7.7 | 7.7 | 8.2 | 7.6 | 5.2 | 5.4 | 6.7 | 8.2 |
| | | d | d | | | d | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.18 | 2.13 | 2.14 | 2.29 | 2.48 | 2.18 | 1.96 | 1.89 | 1.85 | 1.70 | 1.99 | 3.14 | 2.86 | 1.77 | 1.52 |
| Standard error | .03 | .03 | .04 | .08 | .13 | .03 | .03 | .04 | .04 | .06 | .03 | .18 | .11 | .06 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 173

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 128 3% | 79 4% b | 48 2% | 7 1% | 20 3% | 28 4% a | 30 4% a | 41 3% | 24 2% | 21 2% | 36 5% ab | 47 5% ab | 108 3% | 10 3% | 7 3% | 4 3% |
| 2 | (2.0) | 40 1% | 24 1% | 15 1% | 2 *% | 3 *% | 6 1% | 7 1% | 22 1% | 12 1% | 7 1% | 9 1% | 12 1% | 31 1% | 4 1% | 4 2% | 1 *% |
| 3 | (3.0) | 79 2% | 48 2% | 29 1% | 8 1% | 16 2% | 12 2% | 19 3% | 25 2% | 22 2% | 24 2% | 17 2% | 17 2% | 61 2% | 11 3% | 7 3% | 1 1% |
| 4 | (4.0) | 118 3% | 55 3% | 63 3% | 21 4% | 20 3% | 13 2% | 19 3% | 44 3% | 37 3% | 32 3% | 19 3% | 29 3% | 98 3% | 7 2% | 9 4% | 4 3% |
| 5 | (5.0) | 333 8% | 182 9% | 150 7% | 45 8% | 69 9% | 51 8% | 45 6% | 123 8% | 76 6% | 93 7% | 58 8% | 102 10% a | 275 8% | 33 9% | 15 7% | 10 8% |
| 6 | (6.0) | 442 10% | 211 10% | 228 10% | 74 14% e | 102 13% e | 74 11% | 67 10% | 121 7% | 111 9% | 134 11% | 57 8% | 134 13% ac | 375 10% | 38 11% | 14 7% | 15 11% |
| 7 | (7.0) | 635 15% | 306 15% | 320 15% | 108 20% de | 128 16% e | 113 17% e | 96 14% | 190 12% | 195 15% | 162 13% | 127 18% b | 142 14% | 539 15% | 48 14% | 28 13% | 20 15% |
| 8 | (8.0) | 835 19% | 391 19% | 435 20% | 113 21% | 145 18% | 132 19% | 130 19% | 311 19% | 262 20% | 264 21% d | 133 19% | 162 16% | 700 19% | 58 17% | 48 22% | 28 22% |
| 9 | (9.0) | 646 15% | 303 14% | 339 15% | 63 12% | 109 14% | 91 13% | 114 16% | 265 16% | 230 18% cd | 200 16% | 89 13% | 125 12% | 544 15% | 53 15% | 33 15% | 16 12% |
| 10 - Extremely important | (10.0) | 888 20% | 413 20% | 467 21% | 63 12% | 144 18% a | 126 19% a | 138 20% a | 409 25% abc | 298 23% c | 249 20% | 120 17% | 201 19% | 752 21% | 66 19% | 43 20% | 27 21% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 206 | 92 | 110 | 23 | 35 | 31 | 37 | 75 | 38 | 50 | 31 | 74 | 172 | 19 | 9 | 5 |
| | 5% | 4% | 5% | 4% | 4% | 5% | 5% | 5% | 3% | 4% | 4% | 7% ab | 5% | 6% | 4% | 4% |
| NOT IMPORTANT (1-4) | 365 | 206 | 154 | 38 | 59 | 60 | 75 | 132 | 95 | 84 | 80 | 105 | 298 | 32 | 26 | 9 |
| | 8% | 10% b | 7% | 7% | 7% | 9% | 11% | 8% | 7% | 7% | 12% ab | 10% | 8% | 9% | 12% a | 7% |
| NEUTRAL (5-6) | 775 | 393 | 378 | 119 | 172 | 125 | 111 | 243 | 187 | 227 | 115 | 236 | 650 | 71 | 30 | 24 |
| | 18% | 19% | 17% | 23% de | 22% e | 18% | 16% | 15% | 14% | 18% | 17% | 23% ac | 18% | 20% c | 14% | 19% |
| IMPORTANT (7-10) | 3004 | 1414 | 1561 | 347 | 526 | 462 | 479 | 1176 | 985 | 875 | 469 | 629 | 2534 | 226 | 153 | 92 |
| | 69% | 67% | 71% | 66% | 66% | 68% | 68% | 72% ab | 75% cd | 71% d | 67% d | 60% | 69% | 65% | 70% | 70% |
| MOST NEGATIVE (1-2) | 168 | 102 | 63 | 9 | 23 | 35 | 37 | 63 | 36 | 28 | 44 | 59 | 139 | 14 | 11 | 4 |
| | 4% | 5% b | 3% | 2% | 3% | 5% a | 5% a | 4% | 3% | 2% | 6% ab | 6% ab | 4% | 4% | 5% | 3% |
| MOST POSITIVE (9-10) | 1535 | 716 | 806 | 126 | 254 | 217 | 253 | 675 | 528 | 449 | 209 | 325 | 1296 | 119 | 76 | 43 |
| | 35% | 34% | 37% | 24% | 32% a | 32% a | 36% a | 41% abc | 40% cd | 36% | 30% | 31% | 35% | 34% | 35% | 33% |
| Answered | 4144 | 2012 | 2093 | 504 | 756 | 646 | 666 | 1551 | 1267 | 1185 | 665 | 970 | 3482 | 329 | 209 | 125 |
| Mean score | 7.5 | 7.4 | 7.6 a | 7.2 | 7.4 | 7.3 | 7.4 | 7.7 abcd | 7.8 cd | 7.6 cd | 7.2 | 7.2 | 7.5 | 7.3 | 7.4 | 7.5 |
| Standard deviation | 2.20 | 2.31 | 2.09 | 1.88 | 2.11 | 2.27 | 2.36 | 2.23 | 2.07 | 2.04 | 2.39 | 2.38 | 2.19 | 2.28 | 2.34 | 2.12 |
| Standard error | .03 | .05 | .04 | .08 | .08 | .09 | .09 | .06 | .06 | .06 | .09 | .07 | .04 | .10 | .11 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 173

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 128 | 113 | 7 | 40 | 85 | 36 | 89 | 14 | 19 | 17 | 36 | 84 | 40 |
| | | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| 2 | (2.0) | 40 | 33 | 5 | 13 | 26 | 10 | 27 | 2 | 3 | 6 | 10 | 22 | 14 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 79 | 62 | 11 | 30 | 49 | 29 | 50 | 11 | 11 | 11 | 29 | 49 | 27 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| 4 | (4.0) | 118 | 90 | 13 | 36 | 81 | 26 | 91 | 12 | 15 | 8 | 26 | 64 | 51 |
| | | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 3% |
| 5 | (5.0) | 333 | 260 | 39 | 95 | 230 | 81 | 243 | 34 | 47 | 27 | 81 | 184 | 143 |
| | | 8% | 7% | 9% | 7% | 8% | 7% | 8% | 7% | 9% | 5% | 7% | 7% | 9% |
| | | | | | | | | | | | | | | a |
| 6 | (6.0) | 442 | 355 | 40 | 161 | 270 | 137 | 293 | 72 | 61 | 46 | 137 | 262 | 171 |
| | | 10% | 10% | 9% | 12% | 9% | 12% | 10% | 14% | 11% | 9% | 12% | 10% | 11% |
| | | | | | | | | | c | | | | | |
| 7 | (7.0) | 635 | 508 | 57 | 219 | 401 | 190 | 428 | 91 | 86 | 75 | 190 | 439 | 180 |
| | | 15% | 14% | 12% | 16% | 14% | 16% | 14% | 18% | 16% | 14% | 16% | 16% | 12% |
| | | | | | | | | | | | | | b | |
| 8 | (8.0) | 835 | 677 | 95 | 274 | 549 | 227 | 593 | 85 | 108 | 108 | 227 | 531 | 288 |
| | | 19% | 19% | 21% | 20% | 19% | 19% | 19% | 17% | 20% | 21% | 19% | 20% | 19% |
| 9 | (9.0) | 646 | 537 | 70 | 207 | 429 | 181 | 450 | 63 | 76 | 89 | 181 | 424 | 211 |
| | | 15% | 15% | 15% | 15% | 15% | 15% | 15% | 13% | 14% | 17% | 15% | 16% | 14% |
| 10 - Extremely important | (10.0) | 888 | 743 | 100 | 260 | 611 | 237 | 632 | 97 | 100 | 120 | 237 | 529 | 324 |
| | | 20% | 21% | 22% | 19% | 21% | 20% | 21% | 20% | 18% | 23% | 20% | 20% | 21% |
| Don't know | | 206 | 173 | 21 | 44 | 149 | 37 | 156 | 16 | 18 | 15 | 37 | 108 | 85 |
| | | 5% | 5% | 5% | 3% | 5% | 3% | 5% | 3% | 3% | 3% | 3% | 4% | 6% |
| | | | | | | a | | | | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 365 | 298 | 37 | 119 | 241 | 101 | 257 | 39 | 47 | 42 | 101 | 221 | 133 |
| | 8% | 8% | 8% | 9% | 8% | 8% | 8% | 8% | 9% | 8% | 8% | 8% | 9% |
| NEUTRAL (5-6) | 775 | 614 | 79 | 256 | 499 | 218 | 536 | 106 | 108 | 73 | 218 | 446 | 314 |
| | 18% | 17% | 17% | 19% | 17% | 18% | 18% | 21% | 20% | 14% | 18% | 17% | 20% |
| | | | | | | | | c | | | | | a |
| IMPORTANT (7-10) | 3004 | 2465 | 322 | 959 | 1990 | 835 | 2104 | 336 | 370 | 392 | 835 | 1923 | 1004 |
| | 69% | 69% | 70% | 70% | 69% | 70% | 69% | 68% | 68% | 75% | 70% | 71% | 65% |
| | | | | | | | | | | | | b | |
| MOST NEGATIVE (1-2) | 168 | 146 | 12 | 53 | 111 | 46 | 116 | 16 | 22 | 23 | 46 | 107 | 55 |
| | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% |
| MOST POSITIVE (9-10) | 1535 | 1280 | 170 | 467 | 1040 | 417 | 1083 | 160 | 176 | 209 | 417 | 953 | 536 |
| | 35% | 36% | 37% | 34% | 36% | 35% | 35% | 32% | 32% | 40% | 35% | 35% | 35% |
| Answered | 4144 | 3378 | 438 | 1334 | 2731 | 1154 | 2897 | 481 | 524 | 507 | 1154 | 2589 | 1451 |
| Mean score | 7.5 | 7.5 | 7.6 | 7.4 | 7.5 | 7.5 | 7.5 | 7.4 | 7.4 | 7.7 | 7.5 | 7.5 | 7.4 |
| Standard deviation | 2.20 | 2.22 | 2.14 | 2.17 | 2.22 | 2.19 | 2.21 | 2.14 | 2.20 | 2.21 | 2.19 | 2.18 | 2.23 |
| Standard error | .03 | .04 | .10 | .06 | .04 | .06 | .04 | .10 | .09 | .10 | .06 | .04 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 173

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 128 3% | 107 3% | 101 3% | 27 3% | 21 4% | 128 3% | 45 1% | 20 1% | 16 1% | 1 *% | 50 1% | 78 21% abcde | 115 14% bc | 6 1% | 7 *% |
| 2 | (2.0) | 40 1% | 31 1% | 27 1% | 14 1% | 10 2% | 40 1% | 27 1% | 17 1% | 9 *% | 2 *% | 31 1% | 9 3% abcde | 34 4% bc | 5 *% | 1 *% |
| 3 | (3.0) | 79 2% | 66 2% | 60 2% | 19 2% | 13 2% | 79 2% | 59 2% | 38 1% | 36 1% | 2 *% | 66 2% | 14 4% abcde | 48 6% bc | 26 3% c | 6 *% |
| 4 | (4.0) | 118 3% | 97 3% | 87 3% | 31 3% | 20 4% | 118 3% | 89 2% | 57 2% | 58 2% | 12 2% | 102 3% | 16 4% | 61 8% bc | 43 4% c | 14 1% |
| 5 | (5.0) | 333 8% | 276 7% | 240 7% | 92 9% | 57 11% | 333 8% | 266 7% | 170 6% | 170 7% | 38 5% | 299 8% | 34 9% | 101 13% c | 164 16% c | 68 3% |
| 6 | (6.0) | 442 10% | 403 11% | 364 11% | 78 8% | 39 7% | 442 10% | 397 11% d | 260 10% d | 256 10% d | 46 6% | 414 10% d | 27 8% | 73 9% | 194 19% ac | 174 7% |
| 7 | (7.0) | 635 15% | 582 15% | 516 16% | 118 12% | 53 10% | 635 15% | 569 15% f | 385 15% | 395 16% f | 96 13% | 601 15% f | 33 9% | 71 9% | 196 19% ac | 367 15% a |
| 8 | (8.0) | 835 19% | 746 20% | 651 20% | 184 18% | 89 17% | 835 19% | 778 21% f | 545 21% f | 518 21% f | 143 19% f | 802 20% f | 33 9% | 74 9% | 151 15% a | 611 24% ab |
| 9 | (9.0) | 646 15% | 591 16% | 515 15% | 131 13% | 55 10% | 646 15% | 613 16% f | 441 17% f | 430 17% f | 155 21% aef | 627 16% f | 19 5% | 49 6% | 85 8% | 512 20% ab |
| 10 - Extremely important | (10.0) | 888 20% | 789 21% | 655 20% | 234 23% | 99 19% | 888 20% | 813 21% f | 616 24% f | 568 23% f | 239 32% abcef | 850 21% f | 38 11% | 101 13% | 87 9% | 701 28% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | VOD USERS ANY | VOD USERS SVOD | VOD USERS NOT SVOD | VOD USERS NONE | VOD USERS TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | BBC CONTENT IN LAST 3 MONTHS RADIO | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES | BBC CONTENT IN LAST 3 MONTHS SOUNDS | BBC CONTENT IN LAST 3 MONTHS ANY | BBC CONTENT IN LAST 3 MONTHS NONE | BBC FAVOURABILITY 1-4 | BBC FAVOURABILITY 5-6 | BBC FAVOURABILITY 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 206 | 128 | 116 | 90 | 78 | 206 | 127 | 67 | 35 | 5 | 144 | 62 | 75 | 62 | 69 |
| | 5% | 3% | 3% | 9% | 15% | 5% | 3% | 3% | 1% | 1% | 4% | 17% | 9% | 6% | 3% |
| | | | | abe | abce | a | cd | cd | | | cd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 365 | 301 | 275 | 91 | 65 | 365 | 220 | 132 | 119 | 17 | 249 | 116 | 258 | 79 | 28 |
| | 8% | 8% | 8% | 9% | 12% | 8% | 6% | 5% | 5% | 2% | 6% | 32% | 32% | 8% | 1% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 775 | 679 | 604 | 170 | 96 | 775 | 664 | 429 | 427 | 84 | 713 | 61 | 174 | 359 | 242 |
| | 18% | 18% | 18% | 17% | 18% | 18% | 18% | 16% | 17% | 11% | 18% | 17% | 22% | 35% | 10% |
| | | | | | | | d | d | d | | d | | c | ac | |
| IMPORTANT (7-10) | 3004 | 2708 | 2337 | 667 | 296 | 3004 | 2774 | 1988 | 1910 | 632 | 2880 | 124 | 295 | 518 | 2190 |
| | 69% | 71% | 70% | 65% | 55% | 69% | 73% | 76% | 77% | 86% | 72% | 34% | 37% | 51% | 87% |
| | | cd | d | d | | d | f | ef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 168 | 137 | 128 | 40 | 31 | 168 | 71 | 37 | 25 | 3 | 81 | 87 | 149 | 10 | 9 |
| | 4% | 4% | 4% | 4% | 6% | 4% | 2% | 1% | 1% | *% | 2% | 24% | 19% | 1% | *% |
| | | | | | | | | | | | cd | abcde | bc | | |
| MOST POSITIVE (9-10) | 1535 | 1381 | 1170 | 365 | 154 | 1535 | 1426 | 1057 | 997 | 394 | 1477 | 57 | 150 | 172 | 1212 |
| | 35% | 36% | 35% | 36% | 29% | 35% | 38% | 40% | 40% | 53% | 37% | 16% | 19% | 17% | 48% |
| | | | | | | | f | f | f | abcef | f | | | | ab |
| Answered | 4144 | 3688 | 3216 | 928 | 456 | 4144 | 3657 | 2549 | 2456 | 733 | 3843 | 301 | 728 | 956 | 2460 |
| Mean score | 7.5 | 7.5 | 7.5 | 7.5 | 7.1 | 7.5 | 7.7 | 7.8 | 7.8 | 8.3 | 7.7 | 5.3 | 5.6 | 6.8 | 8.3 |
| | | d | d | | | d | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.20 | 2.16 | 2.18 | 2.30 | 2.51 | 2.20 | 1.97 | 1.90 | 1.86 | 1.66 | 2.00 | 3.21 | 2.99 | 1.83 | 1.49 |
| Standard error | .03 | .03 | .04 | .08 | .14 | .03 | .03 | .04 | .04 | .06 | .03 | .18 | .11 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 174

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 150 | 94 | 53 | 5 | 19 | 27 | 28 | 69 | 31 | 32 | 34 | 53 | 128 | 12 | 7 | 4 |
| | | 3% | 4% b | 2% | 1% | 2% | 4% a | 4% a | 4% a | 2% | 3% | 5% a | 5% ab | 3% | 3% | 3% | 3% |
| 2 | (2.0) | 45 | 28 | 16 | 3 | 6 | 7 | 6 | 23 | 14 | 5 | 16 | 10 | 35 | 5 | 4 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 2% b | 1% | 1% | 1% | 2% | 1% |
| 3 | (3.0) | 88 | 52 | 35 | 9 | 14 | 10 | 17 | 38 | 26 | 21 | 12 | 27 | 67 | 13 | 5 | 3 |
| | | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 4% | 2% | 3% |
| 4 | (4.0) | 176 | 90 | 85 | 29 | 34 | 26 | 23 | 65 | 53 | 48 | 29 | 40 | 146 | 18 | 9 | 3 |
| | | 4% | 4% | 4% | 6% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 3% |
| 5 | (5.0) | 406 | 223 | 180 | 56 | 70 | 67 | 54 | 157 | 109 | 108 | 71 | 109 | 350 | 27 | 15 | 14 |
| | | 9% | 11% | 8% | 11% | 9% | 10% | 8% | 10% | 8% | 9% | 10% | 10% | 10% | 8% | 7% | 11% |
| 6 | (6.0) | 466 | 228 | 235 | 66 | 88 | 77 | 60 | 170 | 129 | 130 | 68 | 132 | 396 | 36 | 19 | 14 |
| | | 11% | 11% | 11% | 12% | 11% | 11% | 9% | 10% | 10% | 11% | 10% | 13% | 11% | 10% | 9% | 11% |
| 7 | (7.0) | 614 | 289 | 323 | 85 | 124 | 96 | 104 | 204 | 183 | 186 | 115 | 126 | 520 | 45 | 28 | 21 |
| | | 14% | 14% | 15% | 16% | 16% | 14% | 15% | 13% | 14% | 15% | 16% | 12% | 14% | 13% | 13% | 16% |
| 8 | (8.0) | 808 | 387 | 411 | 110 | 147 | 132 | 126 | 291 | 260 | 226 | 127 | 186 | 684 | 57 | 43 | 24 |
| | | 19% | 18% | 19% | 21% | 19% | 19% | 18% | 18% | 20% | 18% | 18% | 18% | 19% | 16% | 20% | 19% |
| 9 | (9.0) | 531 | 244 | 283 | 66 | 100 | 85 | 103 | 173 | 181 | 169 | 74 | 101 | 435 | 47 | 35 | 15 |
| | | 12% | 12% | 13% | 13% | 13% | 13% | 15% | 11% | 14% d | 14% d | 11% | 10% | 12% | 13% | 16% | 11% |
| 10 - Extremely important | (10.0) | 842 | 375 | 457 | 74 | 146 | 124 | 133 | 357 | 272 | 251 | 113 | 187 | 709 | 65 | 41 | 26 |
| | | 19% | 18% | 21% | 14% | 19% | 18% | 19% | 22% a | 21% | 20% | 16% | 18% | 19% | 19% | 19% | 20% |
| Don't know | | 224 | 96 | 124 | 24 | 42 | 26 | 49 | 78 | 48 | 58 | 35 | 74 | 183 | 24 | 12 | 5 |
| | | 5% | 5% | 6% | 5% | 5% | 4% | 7% | 5% | 4% | 5% | 5% | 7% a | 5% | 7% | 5% | 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 174

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**C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 459 | 263 | 190 | 46 | 73 | 69 | 74 | 195 | 124 | 106 | 92 | 130 | 376 | 47 | 25 | 11 |
| | 11% | 13% | 9% | 9% | 9% | 10% | 11% | 12% | 9% | 9% | 13% | 12% | 10% | 14% | 11% | 8% |
| | | b | | | | | | | | | b | b | | | | |
| NEUTRAL (5-6) | 872 | 450 | 416 | 122 | 158 | 145 | 114 | 327 | 238 | 238 | 140 | 241 | 747 | 63 | 35 | 28 |
| | 20% | 21% | 19% | 23% | 20% | 21% | 16% | 20% | 18% | 19% | 20% | 23% | 20% | 18% | 16% | 21% |
| | | | | d | | | | | | | | | | | | |
| IMPORTANT (7-10) | 2794 | 1295 | 1474 | 335 | 517 | 437 | 466 | 1025 | 896 | 833 | 429 | 600 | 2348 | 214 | 146 | 86 |
| | 64% | 62% | 67% | 64% | 65% | 65% | 66% | 63% | 69% | 67% | 62% | 57% | 64% | 61% | 67% | 66% |
| | | | a | | | | | | cd | d | | | | | | |
| MOST NEGATIVE (1-2) | 195 | 122 | 70 | 8 | 25 | 34 | 35 | 92 | 45 | 37 | 51 | 63 | 163 | 17 | 11 | 4 |
| | 4% | 6% | 3% | 2% | 3% | 5% | 5% | 6% | 3% | 3% | 7% | 6% | 4% | 5% | 5% | 3% |
| | | b | | | | a | a | a | | | ab | ab | | | | |
| MOST POSITIVE (9-10) | 1373 | 619 | 740 | 140 | 247 | 210 | 236 | 530 | 453 | 420 | 187 | 288 | 1144 | 112 | 76 | 41 |
| | 32% | 29% | 34% | 26% | 31% | 31% | 34% | 33% | 35% | 34% | 27% | 28% | 31% | 32% | 35% | 31% |
| | | | a | | | | | | cd | cd | | | | | | |
| Answered | 4126 | 2008 | 2079 | 504 | 749 | 651 | 654 | 1548 | 1257 | 1177 | 661 | 970 | 3471 | 324 | 206 | 125 |
| Mean score | 7.3 | 7.1 | 7.5 | 7.2 | 7.3 | 7.2 | 7.3 | 7.2 | 7.5 | 7.4 | 7.0 | 7.0 | 7.3 | 7.2 | 7.4 | 7.3 |
| | | | a | | | | | | cd | cd | | | | | | |
| Standard deviation | 2.30 | 2.40 | 2.17 | 1.98 | 2.17 | 2.30 | 2.34 | 2.44 | 2.20 | 2.17 | 2.43 | 2.44 | 2.29 | 2.41 | 2.33 | 2.20 |
| Standard error | .04 | .06 | .05 | .08 | .08 | .09 | .09 | .06 | .06 | .06 | .09 | .08 | .04 | .11 | .11 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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**C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 150 | 134 | 8 | 34 | 112 | 34 | 112 | 11 | 19 | 17 | 34 | 90 | 54 |
| | | 3% | 4% | 2% | 2% | 4% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 4% |
| 2 | (2.0) | 45 | 37 | 5 | 17 | 27 | 14 | 30 | 7 | 2 | 6 | 14 | 27 | 17 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 88 | 66 | 14 | 28 | 59 | 25 | 61 | 12 | 7 | 9 | 25 | 41 | 44 |
| | | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 3% a |
| 4 | (4.0) | 176 | 142 | 17 | 66 | 106 | 46 | 124 | 24 | 22 | 13 | 46 | 94 | 78 |
| | | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 2% | 4% | 3% | 5% |
| 5 | (5.0) | 406 | 317 | 44 | 120 | 276 | 105 | 291 | 45 | 62 | 36 | 105 | 231 | 163 |
| | | 9% | 9% | 10% | 9% | 10% | 9% | 10% | 9% | 11% | 7% | 9% | 9% | 11% |
| 6 | (6.0) | 466 | 371 | 54 | 144 | 311 | 125 | 327 | 53 | 61 | 51 | 125 | 282 | 175 |
| | | 11% | 10% | 12% | 10% | 11% | 10% | 11% | 11% | 11% | 10% | 10% | 10% | 11% |
| 7 | (7.0) | 614 | 476 | 83 | 211 | 390 | 178 | 420 | 84 | 70 | 71 | 178 | 412 | 189 |
| | | 14% | 13% | 18% | 15% | 14% | 15% | 14% | 17% | 13% | 14% | 15% | 15% | 12% |
| 8 | (8.0) | 808 | 666 | 75 | 271 | 522 | 234 | 558 | 93 | 114 | 108 | 234 | 516 | 277 |
| | | 19% | 19% | 16% | 20% | 18% | 20% | 18% | 19% | 21% | 21% | 20% | 19% | 18% |
| 9 | (9.0) | 531 | 436 | 57 | 202 | 323 | 180 | 342 | 66 | 76 | 90 | 180 | 368 | 155 |
| | | 12% | 12% | 12% | 15% b | 11% | 15% b | 11% | 13% | 14% | 17% | 15% | 14% b | 10% |
| 10 - Extremely important | (10.0) | 842 | 719 | 80 | 242 | 587 | 212 | 614 | 88 | 95 | 103 | 212 | 517 | 291 |
| | | 19% | 20% | 17% | 18% | 20% | 18% | 20% | 18% | 18% | 20% | 18% | 19% | 19% |
| Don't know | | 224 | 188 | 22 | 44 | 166 | 38 | 173 | 15 | 15 | 18 | 38 | 118 | 95 |
| | | 5% | 5% | 5% | 3% | 6% a | 3% | 6% a | 3% | 3% | 4% | 3% | 4% | 6% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

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Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 459 | 378 | 44 | 145 | 304 | 120 | 327 | 54 | 49 | 46 | 120 | 252 | 192 |
| | 11% | 11% | 10% | 11% | 11% | 10% | 11% | 11% | 9% | 9% | 10% | 9% | 13% a |
| NEUTRAL (5-6) | 872 | 688 | 98 | 263 | 587 | 230 | 619 | 97 | 124 | 87 | 230 | 513 | 337 |
| | 20% | 19% | 21% | 19% | 20% | 19% | 20% | 20% | 23% | 17% | 19% | 19% | 22% |
| IMPORTANT (7-10) | 2794 | 2297 | 295 | 926 | 1822 | 804 | 1934 | 331 | 355 | 372 | 804 | 1814 | 912 |
| | 64% | 65% | 64% | 67% | 63% | 68% | 63% | 67% | 65% | 71% | 68% | 67% b | 59% |
| MOST NEGATIVE (1-2) | 195 | 171 | 13 | 51 | 140 | 48 | 142 | 18 | 20 | 24 | 48 | 117 | 70 |
| | 4% | 5% | 3% | 4% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 4% | 5% |
| MOST POSITIVE (9-10) | 1373 | 1155 | 137 | 444 | 910 | 392 | 957 | 154 | 171 | 193 | 392 | 886 | 446 |
| | 32% | 33% | 30% | 32% | 32% | 33% | 31% | 31% | 31% | 37% | 33% | 33% | 29% |
| Answered | 4126 | 3363 | 437 | 1334 | 2714 | 1153 | 2880 | 482 | 528 | 504 | 1153 | 2579 | 1441 |
| Mean score | 7.3 | 7.3 | 7.2 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.3 | 7.5 | 7.3 | 7.4 b | 7.1 |
| Standard deviation | 2.30 | 2.33 | 2.16 | 2.20 | 2.35 | 2.22 | 2.33 | 2.19 | 2.20 | 2.23 | 2.22 | 2.24 | 2.37 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .06 | .04 | .10 | .09 | .10 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 150 | 119 | 109 | 40 | 31 | 150 | 69 | 34 | 29 | 8 | 77 | 73 | 125 | 10 | 15 |
| | | 3% | 3% | 3% | 4% | 6% | 3% | 2% | 1% | 1% | 1% | 2% | 20% | 16% | 1% | 1% |
| | | | | | | | | | | | | | abcde | bc | | |
| 2 | (2.0) | 45 | 36 | 35 | 10 | 9 | 45 | 30 | 20 | 12 | 1 | 34 | 11 | 41 | 1 | 3 |
| | | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | *% | *% | 1% | 3% | 5% | *% | *% |
| | | | | | | | | | | | | | abcde | bc | | |
| 3 | (3.0) | 88 | 78 | 69 | 19 | 10 | 88 | 64 | 40 | 39 | 11 | 74 | 14 | 55 | 15 | 18 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 7% | 2% | 1% |
| | | | | | | | | | | | | | bc | bc | | |
| 4 | (4.0) | 176 | 153 | 135 | 41 | 23 | 176 | 144 | 101 | 102 | 21 | 161 | 15 | 65 | 73 | 38 |
| | | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 8% | 7% | 2% |
| | | | | | | | | | | | | | | c | c | |
| 5 | (5.0) | 406 | 340 | 294 | 112 | 66 | 406 | 338 | 219 | 201 | 42 | 362 | 44 | 89 | 217 | 100 |
| | | 9% | 9% | 9% | 11% | 12% | 9% | 9% | 8% | 8% | 6% | 9% | 12% | 11% | 21% | 4% |
| | | | | | | | | d | | | | d | d | c | ac | |
| 6 | (6.0) | 466 | 394 | 348 | 118 | 72 | 466 | 412 | 283 | 272 | 81 | 437 | 29 | 95 | 171 | 200 |
| | | 11% | 10% | 10% | 12% | 13% | 11% | 11% | 11% | 11% | 11% | 11% | 8% | 12% | 17% | 8% |
| | | | | | | | | | | | | | | c | ac | |
| 7 | (7.0) | 614 | 558 | 509 | 105 | 56 | 614 | 568 | 387 | 400 | 96 | 587 | 27 | 61 | 171 | 381 |
| | | 14% | 15% | 15% | 10% | 10% | 14% | 15% | 15% | 16% | 13% | 15% | 7% | 8% | 17% | 15% |
| | | | c | c | | | c | f | f | f | | f | | | a | a |
| 8 | (8.0) | 808 | 740 | 627 | 181 | 68 | 808 | 752 | 510 | 498 | 140 | 776 | 32 | 62 | 144 | 601 |
| | | 19% | 19% | 19% | 18% | 13% | 19% | 20% | 20% | 20% | 19% | 19% | 9% | 8% | 14% | 24% |
| | | | d | | | | | f | f | f | f | f | | | a | ab |
| 9 | (9.0) | 531 | 493 | 432 | 100 | 38 | 531 | 506 | 387 | 353 | 127 | 522 | 10 | 34 | 56 | 441 |
| | | 12% | 13% | 13% | 10% | 7% | 12% | 13% | 15% | 14% | 17% | 13% | 3% | 4% | 5% | 17% |
| | | | d | d | | | | f | f | f | ef | f | | | | ab |
| 10 - Extremely important | (10.0) | 842 | 754 | 640 | 202 | 88 | 842 | 757 | 563 | 533 | 201 | 794 | 48 | 94 | 88 | 660 |
| | | 19% | 20% | 19% | 20% | 16% | 19% | 20% | 22% | 21% | 27% | 20% | 13% | 12% | 9% | 26% |
| | | | | | | | | f | f | f | abcef | f | | | | ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 224 | 151 | 133 | 91 | 73 | 224 | 144 | 71 | 52 | 10 | 164 | 60 | 81 | 72 | 72 |
| | 5% | 4% | 4% | 9% | 14% | 5% | 4% | 3% | 2% | 1% | 4% | 17% | 10% | 7% | 3% |
| | | | | abe | abe | | cd | | | | bcd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 459 | 386 | 349 | 110 | 73 | 459 | 306 | 196 | 182 | 42 | 346 | 114 | 286 | 99 | 74 |
| | 11% | 10% | 10% | 11% | 14% | 11% | 8% | 7% | 7% | 6% | 9% | 31% | 36% | 10% | 3% |
| | | | | | | | | | | | | abcde | bc | c | |
| NEUTRAL (5-6) | 872 | 734 | 642 | 230 | 138 | 872 | 750 | 502 | 473 | 123 | 799 | 73 | 184 | 388 | 300 |
| | 20% | 19% | 19% | 23% | 26% | 20% | 20% | 19% | 19% | 17% | 20% | 20% | 23% | 38% | 12% |
| | | | | | ab | | | | | | | | c | ac | |
| IMPORTANT (7-10) | 2794 | 2545 | 2207 | 587 | 250 | 2794 | 2583 | 1846 | 1783 | 564 | 2678 | 117 | 251 | 459 | 2084 |
| | 64% | 67% | 66% | 58% | 47% | 64% | 68% | 71% | 72% | 76% | 67% | 32% | 31% | 45% | 82% |
| | | cd | cd | d | | cd | f | ef | ef | abef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 195 | 155 | 144 | 51 | 40 | 195 | 98 | 55 | 41 | 9 | 111 | 84 | 166 | 11 | 18 |
| | 4% | 4% | 4% | 5% | 7% | 4% | 3% | 2% | 2% | 1% | 3% | 23% | 21% | 1% | 1% |
| | | | | | a | | | | | | c | abcde | bc | | |
| MOST POSITIVE (9-10) | 1373 | 1247 | 1072 | 302 | 126 | 1373 | 1263 | 950 | 886 | 328 | 1315 | 58 | 128 | 144 | 1101 |
| | 32% | 33% | 32% | 30% | 24% | 32% | 33% | 36% | 36% | 44% | 33% | 16% | 16% | 14% | 44% |
| | | d | d | | | d | f | f | f | abcef | f | | | | ab |
| Answered | 4126 | 3665 | 3199 | 927 | 461 | 4126 | 3640 | 2544 | 2438 | 729 | 3822 | 303 | 722 | 946 | 2457 |
| Mean score | 7.3 | 7.3 | 7.3 | 7.2 | 6.7 | 7.3 | 7.5 | 7.6 | 7.6 | 7.9 | 7.4 | 5.3 | 5.3 | 6.5 | 8.1 |
| | | d | d | d | | d | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.30 | 2.26 | 2.27 | 2.40 | 2.56 | 2.30 | 2.10 | 2.05 | 2.01 | 1.95 | 2.14 | 3.20 | 2.98 | 1.87 | 1.69 |
| Standard error | .04 | .04 | .04 | .08 | .14 | .04 | .03 | .04 | .04 | .07 | .03 | .18 | .11 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 237 | 129 | 105 | 19 | 33 | 48 | 47 | 89 | 49 | 58 | 42 | 86 | 202 | 17 | 12 | 6 |
| | | 5% | 6% | 5% | 4% | 4% | 7% | 7% | 5% | 4% | 5% | 6% | 8% ab | 6% | 5% | 5% | 5% |
| 2 | (2.0) | 56 | 28 | 28 | 6 | 9 | 8 | 9 | 23 | 21 | 12 | 14 | 9 | 45 | 6 | 3 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| 3 | (3.0) | 91 | 49 | 40 | 15 | 17 | 10 | 15 | 35 | 25 | 24 | 19 | 20 | 73 | 11 | 5 | 2 |
| | | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 2% |
| 4 | (4.0) | 129 | 63 | 64 | 25 | 37 | 20 | 17 | 29 | 43 | 29 | 19 | 36 | 106 | 14 | 5 | 4 |
| | | 3% | 3% | 3% | 5% e | 5% e | 3% | 2% | 2% | 3% | 2% | 3% | 3% | 3% | 4% | 2% | 3% |
| 5 | (5.0) | 307 | 151 | 152 | 46 | 78 | 59 | 47 | 76 | 71 | 90 | 52 | 90 | 264 | 18 | 15 | 10 |
| | | 7% | 7% | 7% | 9% e | 10% e | 9% e | 7% | 5% | 5% | 7% | 7% | 9% a | 7% | 5% | 7% | 7% |
| 6 | (6.0) | 352 | 167 | 181 | 56 | 84 | 56 | 51 | 104 | 103 | 86 | 56 | 103 | 306 | 23 | 14 | 9 |
| | | 8% | 8% | 8% | 11% e | 11% e | 8% | 7% | 6% | 8% | 7% | 8% | 10% | 8% | 7% | 7% | 7% |
| 7 | (7.0) | 498 | 234 | 259 | 91 | 101 | 90 | 90 | 123 | 128 | 157 | 89 | 114 | 418 | 43 | 21 | 15 |
| | | 11% | 11% | 12% | 17% e | 13% e | 13% e | 13% e | 8% | 10% | 13% | 13% | 11% | 11% | 12% | 10% | 11% |
| 8 | (8.0) | 764 | 361 | 398 | 93 | 152 | 129 | 122 | 263 | 233 | 236 | 135 | 156 | 655 | 53 | 38 | 19 |
| | | 18% | 17% | 18% | 18% | 19% | 19% | 17% | 16% | 18% | 19% | 19% | 15% | 18% | 15% | 17% | 14% |
| 9 | (9.0) | 605 | 317 | 285 | 61 | 91 | 78 | 103 | 270 | 199 | 178 | 94 | 127 | 495 | 51 | 38 | 20 |
| | | 14% | 15% | 13% | 11% | 12% | 11% | 15% | 17% abc | 15% | 14% | 13% | 12% | 14% | 15% | 17% | 16% |
| 10 - Extremely important | (10.0) | 1193 | 551 | 632 | 92 | 163 | 158 | 179 | 591 | 418 | 333 | 151 | 263 | 992 | 100 | 62 | 40 |
| | | 27% | 26% | 29% | 17% | 21% | 23% | 26% a | 36% abcd | 32% cd | 27% | 22% | 25% | 27% | 29% | 28% | 30% |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 175

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 117 | 54 | 58 | 23 | 24 | 22 | 22 | 22 | 14 | 33 | 26 | 40 | 96 | 11 | 5 | 4 |
| | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 1% | 1% | 3% | 4% | 4% | 3% | 3% | 2% | 3% |
| | | | | e | | e | | | | | a | a | | | | |
| NOT IMPORTANT (1-4) | 513 | 269 | 237 | 65 | 97 | 86 | 88 | 175 | 138 | 123 | 94 | 151 | 427 | 48 | 25 | 14 |
| | 12% | 13% | 11% | 12% | 12% | 13% | 13% | 11% | 11% | 10% | 13% | 14% | 12% | 14% | 11% | 10% |
| | | | | | | | | | | | | b | | | | |
| NEUTRAL (5-6) | 660 | 318 | 333 | 102 | 163 | 115 | 98 | 181 | 173 | 176 | 107 | 193 | 570 | 41 | 29 | 19 |
| | 15% | 15% | 15% | 19% | 21% | 17% | 14% | 11% | 13% | 14% | 15% | 18% | 16% | 12% | 13% | 15% |
| | | | | e | de | e | | | | | | a | | | | |
| IMPORTANT (7-10) | 3060 | 1463 | 1575 | 337 | 507 | 455 | 495 | 1248 | 979 | 904 | 469 | 659 | 2560 | 248 | 158 | 94 |
| | 70% | 70% | 71% | 64% | 64% | 67% | 70% | 77% | 75% | 73% | 67% | 63% | 70% | 71% | 73% | 72% |
| | | | | | | | | abcd | cd | d | | | | | | |
| MOST NEGATIVE (1-2) | 293 | 158 | 133 | 25 | 43 | 56 | 56 | 112 | 70 | 70 | 56 | 95 | 248 | 23 | 15 | 7 |
| | 7% | 7% | 6% | 5% | 5% | 8% | 8% | 7% | 5% | 6% | 8% | 9% | 7% | 7% | 7% | 6% |
| | | | | | | | | | | | | ab | | | | |
| MOST POSITIVE (9-10) | 1798 | 868 | 918 | 153 | 254 | 236 | 283 | 861 | 618 | 511 | 245 | 390 | 1487 | 151 | 100 | 60 |
| | 41% | 41% | 42% | 29% | 32% | 35% | 40% | 53% | 47% | 41% | 35% | 37% | 41% | 43% | 46% | 46% |
| | | | | | | | ab | abcd | bcd | | | | | | | |
| Answered | 4233 | 2050 | 2145 | 504 | 767 | 655 | 681 | 1604 | 1291 | 1202 | 670 | 1004 | 3557 | 337 | 212 | 127 |
| Mean score | 7.5 | 7.4 | 7.6 | 7.1 | 7.2 | 7.2 | 7.4 | 7.9 | 7.8 | 7.6 | 7.2 | 7.2 | 7.5 | 7.5 | 7.6 | 7.7 |
| | | | | | | | | abcd | cd | cd | | | | | | |
| Standard deviation | 2.53 | 2.59 | 2.46 | 2.31 | 2.39 | 2.59 | 2.60 | 2.54 | 2.41 | 2.41 | 2.57 | 2.72 | 2.52 | 2.57 | 2.54 | 2.48 |
| Standard error | .04 | .06 | .05 | .10 | .09 | .10 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .12 | .13 |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 175

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 237 | 206 | 18 | 67 | 166 | 60 | 170 | 32 | 26 | 23 | 60 | 152 | 78 |
| | | 5% | 6% | 4% | 5% | 6% | 5% | 6% | 6% | 5% | 4% | 5% | 6% | 5% |
| 2 | (2.0) | 56 | 45 | 6 | 16 | 38 | 13 | 41 | 5 | 6 | 6 | 13 | 36 | 16 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 91 | 63 | 11 | 27 | 61 | 20 | 68 | 6 | 10 | 6 | 20 | 50 | 38 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 2% |
| 4 | (4.0) | 129 | 99 | 9 | 61 | 65 | 46 | 79 | 20 | 24 | 13 | 46 | 86 | 42 |
| | | 3% | 3% | 2% | 4% b | 2% | 4% | 3% | 4% | 4% | 2% | 4% | 3% | 3% |
| 5 | (5.0) | 307 | 233 | 36 | 111 | 187 | 97 | 200 | 55 | 45 | 24 | 97 | 189 | 110 |
| | | 7% | 7% | 8% | 8% | 6% | 8% | 7% | 11% c | 8% | 5% | 8% | 7% | 7% |
| 6 | (6.0) | 352 | 269 | 36 | 130 | 211 | 112 | 228 | 56 | 54 | 42 | 112 | 225 | 120 |
| | | 8% | 8% | 8% | 9% | 7% | 9% | 7% | 11% | 10% | 8% | 9% | 8% | 8% |
| 7 | (7.0) | 498 | 415 | 40 | 191 | 299 | 162 | 325 | 69 | 75 | 72 | 162 | 346 | 141 |
| | | 11% | 12% | 9% | 14% b | 10% | 14% | 11% | 14% | 14% | 14% | 14% | 13% b | 9% |
| 8 | (8.0) | 764 | 632 | 74 | 248 | 507 | 217 | 536 | 80 | 101 | 99 | 217 | 502 | 244 |
| | | 18% | 18% | 16% | 18% | 18% | 18% | 18% | 16% | 19% | 19% | 18% | 19% | 16% |
| 9 | (9.0) | 605 | 491 | 83 | 167 | 430 | 145 | 451 | 54 | 63 | 70 | 145 | 386 | 209 |
| | | 14% | 14% | 18% | 12% | 15% | 12% | 15% | 11% | 12% | 13% | 12% | 14% | 14% |
| 10 - Extremely important | (10.0) | 1193 | 999 | 140 | 325 | 849 | 288 | 882 | 107 | 126 | 152 | 288 | 653 | 498 |
| | | 27% | 28% | 30% | 24% | 29% a | 24% | 29% a | 22% | 23% | 29% | 24% | 24% | 32% a |
| Don't know | | 117 | 99 | 8 | 35 | 67 | 29 | 74 | 13 | 11 | 13 | 29 | 72 | 40 |
| | | 3% | 3% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 175

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 513 | 413 | 43 | 171 | 330 | 140 | 358 | 62 | 66 | 49 | 140 | 324 | 174 |
| | 12% | 12% | 9% | 12% | 11% | 12% | 12% | 13% | 12% | 9% | 12% | 12% | 11% |
| NEUTRAL (5-6) | 660 | 502 | 72 | 241 | 397 | 209 | 428 | 111 | 100 | 67 | 209 | 414 | 231 |
| | 15% | 14% | 16% | 17% | 14% | 18% | 14% | 22% | 18% | 13% | 18% | 15% | 15% |
| | | | | b | | b | | c | | | | | |
| IMPORTANT (7-10) | 3060 | 2537 | 336 | 931 | 2086 | 813 | 2193 | 310 | 366 | 394 | 813 | 1887 | 1092 |
| | 70% | 71% | 73% | 68% | 72% | 68% | 72% | 62% | 67% | 75% | 68% | 70% | 71% |
| | | | | | a | | a | | | abd | | | |
| MOST NEGATIVE (1-2) | 293 | 251 | 24 | 83 | 204 | 74 | 211 | 37 | 31 | 30 | 74 | 188 | 94 |
| | 7% | 7% | 5% | 6% | 7% | 6% | 7% | 7% | 6% | 6% | 6% | 7% | 6% |
| MOST POSITIVE (9-10) | 1798 | 1490 | 223 | 492 | 1280 | 434 | 1333 | 161 | 189 | 223 | 434 | 1039 | 707 |
| | 41% | 42% | 48% | 36% | 44% | 36% | 44% | 32% | 35% | 43% | 36% | 39% | 46% |
| | | | | | a | | a | | | a | | | a |
| Answered | 4233 | 3452 | 452 | 1343 | 2813 | 1162 | 2979 | 483 | 531 | 509 | 1162 | 2625 | 1496 |
| Mean score | 7.5 | 7.5 | 7.8 | 7.3 | 7.6 | 7.4 | 7.6 | 7.1 | 7.3 | 7.7 | 7.4 | 7.4 | 7.7 |
| | | | | | a | | | | | abd | | | a |
| Standard deviation | 2.53 | 2.54 | 2.41 | 2.45 | 2.55 | 2.45 | 2.54 | 2.52 | 2.43 | 2.36 | 2.45 | 2.50 | 2.54 |
| Standard error | .04 | .04 | .11 | .07 | .05 | .07 | .05 | .11 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 175

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT** On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 237 | 191 | 177 | 61 | 46 | 237 | 99 | 53 | 45 | 5 | 120 | 117 | 190 | 29 | 18 |
| | | 5% | 5% | 5% | 6% | 9% a | 5% | 3% d | 2% | 2% | 1% | 3% cd | 32% abcde | 24% bc | 3% c | 1% |
| 2 | (2.0) | 56 | 47 | 45 | 11 | 9 | 56 | 42 | 25 | 20 | 3 | 48 | 8 | 31 | 13 | 13 |
| | | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | *% | 1% | 2% | 4% bc | 1% | *% |
| 3 | (3.0) | 91 | 79 | 67 | 24 | 12 | 91 | 75 | 41 | 40 | 10 | 80 | 12 | 59 | 21 | 11 |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 7% bc | 2% c | *% |
| 4 | (4.0) | 129 | 117 | 111 | 17 | 12 | 129 | 97 | 56 | 78 | 12 | 113 | 16 | 51 | 52 | 25 |
| | | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 4% | 6% c | 5% c | 1% |
| 5 | (5.0) | 307 | 261 | 235 | 72 | 46 | 307 | 240 | 164 | 147 | 39 | 269 | 38 | 69 | 179 | 60 |
| | | 7% | 7% | 7% | 7% | 9% | 7% | 6% | 6% | 6% | 5% | 7% | 10% abcd | 9% c | 18% ac | 2% |
| 6 | (6.0) | 352 | 316 | 278 | 74 | 36 | 352 | 318 | 202 | 196 | 34 | 336 | 16 | 65 | 171 | 117 |
| | | 8% | 8% | 8% | 7% | 7% | 8% | 8% d | 8% d | 8% d | 5% | 8% d | 4% | 8% c | 17% ac | 5% |
| 7 | (7.0) | 498 | 451 | 410 | 87 | 47 | 498 | 453 | 297 | 309 | 87 | 470 | 27 | 55 | 148 | 295 |
| | | 11% | 12% | 12% c | 9% | 9% | 11% | 12% | 11% | 12% | 12% | 12% | 7% | 7% | 15% a | 12% a |
| 8 | (8.0) | 764 | 684 | 599 | 166 | 80 | 764 | 733 | 514 | 485 | 126 | 749 | 15 | 81 | 147 | 536 |
| | | 18% | 18% | 18% | 16% | 15% | 18% | 19% f | 20% f | 19% f | 17% f | 19% f | 4% | 10% | 14% | 21% ab |
| 9 | (9.0) | 605 | 545 | 476 | 130 | 60 | 605 | 574 | 435 | 414 | 152 | 593 | 12 | 38 | 78 | 489 |
| | | 14% | 14% | 14% | 13% | 11% | 14% | 15% f | 17% f | 17% f | 21% aef | 15% f | 3% | 5% | 8% | 19% ab |
| 10 - Extremely important | (10.0) | 1193 | 1045 | 861 | 332 | 148 | 1193 | 1101 | 800 | 740 | 267 | 1145 | 49 | 114 | 145 | 935 |
| | | 27% | 27% | 26% | 33% abe | 28% | 27% | 29% f | 31% f | 30% f | 36% abcef | 29% f | 13% | 14% | 14% | 37% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 117 | 80 | 73 | 44 | 36 | 117 | 52 | 27 | 18 | 3 | 63 | 54 | 49 | 36 | 32 |
| | 3% | 2% | 2% | 4% | 7% | 3% | 1% | 1% | 1% | *% | 2% | 15% | 6% | 4% | 1% |
| | | | | ab | abe | | | | | | c | abcde | c | c | |
| NOT IMPORTANT (1-4) | 513 | 434 | 399 | 114 | 80 | 513 | 312 | 176 | 182 | 30 | 361 | 152 | 332 | 115 | 66 |
| | 12% | 11% | 12% | 11% | 15% | 12% | 8% | 7% | 7% | 4% | 9% | 42% | 41% | 11% | 3% |
| | | | | | | | d | | d | | bd | abcde | bc | c | |
| NEUTRAL (5-6) | 660 | 577 | 514 | 146 | 82 | 660 | 558 | 366 | 343 | 73 | 605 | 54 | 134 | 349 | 177 |
| | 15% | 15% | 15% | 14% | 15% | 15% | 15% | 14% | 14% | 10% | 15% | 15% | 17% | 34% | 7% |
| | | | | | | | d | | | | d | | c | ac | |
| IMPORTANT (7-10) | 3060 | 2725 | 2345 | 715 | 336 | 3060 | 2861 | 2047 | 1947 | 632 | 2957 | 103 | 288 | 518 | 2254 |
| | 70% | 71% | 70% | 70% | 63% | 70% | 76% | 78% | 78% | 86% | 74% | 28% | 36% | 51% | 89% |
| | | d | d | | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 293 | 237 | 221 | 72 | 56 | 293 | 141 | 78 | 64 | 8 | 168 | 125 | 221 | 42 | 30 |
| | 7% | 6% | 7% | 7% | 10% | 7% | 4% | 3% | 3% | 1% | 4% | 34% | 28% | 4% | 1% |
| | | | | | a | | d | d | | | cd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1798 | 1590 | 1336 | 462 | 209 | 1798 | 1675 | 1235 | 1154 | 420 | 1737 | 61 | 152 | 223 | 1424 |
| | 41% | 42% | 40% | 45% | 39% | 41% | 44% | 47% | 46% | 57% | 44% | 17% | 19% | 22% | 56% |
| | | | | | | | f | ef | f | abcef | f | | | | ab |
| Answered | 4233 | 3735 | 3259 | 975 | 498 | 4233 | 3732 | 2588 | 2473 | 735 | 3924 | 310 | 753 | 982 | 2497 |
| Mean score | 7.5 | 7.5 | 7.5 | 7.6 | 7.2 | 7.5 | 7.8 | 8.0 | 7.9 | 8.4 | 7.7 | 4.6 | 5.2 | 6.7 | 8.5 |
| | | | | | | | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.53 | 2.48 | 2.50 | 2.61 | 2.86 | 2.53 | 2.23 | 2.12 | 2.10 | 1.84 | 2.29 | 3.43 | 3.27 | 2.20 | 1.66 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .04 | .04 | .07 | .04 | .19 | .12 | .07 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 176

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 251 6% | 140 7% | 110 5% | 16 3% | 32 4% | 49 7% a | 50 7% a | 104 6% a | 51 4% | 65 5% | 51 7% a | 84 8% a | 216 6% | 19 5% | 11 5% | 5 4% |
| 2 | (2.0) | 62 1% | 30 1% | 30 1% | 4 1% | 14 2% | 9 1% | 8 1% | 28 2% | 24 2% | 17 1% | 11 2% | 10 1% | 52 1% | 5 1% | 4 2% | 1 1% |
| 3 | (3.0) | 102 2% | 45 2% | 54 2% | 11 2% | 16 2% | 13 2% | 14 2% | 47 3% | 21 2% | 29 2% | 16 2% | 31 3% | 84 2% | 10 3% | 5 2% | 3 2% |
| 4 | (4.0) | 146 3% | 75 4% | 71 3% | 26 5% | 20 3% | 23 3% | 21 3% | 56 3% | 47 4% | 34 3% | 21 3% | 41 4% | 121 3% | 11 3% | 9 4% | 4 3% |
| 5 | (5.0) | 373 9% | 185 9% | 186 8% | 42 8% | 88 11% | 66 10% | 48 7% | 127 8% | 100 8% | 102 8% | 58 8% | 107 10% | 314 9% | 30 9% | 16 7% | 13 10% |
| 6 | (6.0) | 412 9% | 208 10% | 203 9% | 72 14% de | 75 9% | 73 11% | 57 8% | 133 8% | 105 8% | 150 12% a | 60 9% | 94 9% | 357 10% | 26 7% | 15 7% | 15 11% |
| 7 | (7.0) | 662 15% | 339 16% | 316 14% | 93 18% | 117 15% | 106 16% | 127 18% e | 215 13% | 196 15% | 179 14% | 131 19% | 150 14% | 559 15% | 59 17% | 27 12% | 18 14% |
| 8 | (8.0) | 865 20% | 422 20% | 437 20% | 105 20% | 177 22% | 123 18% | 130 19% | 327 20% | 305 23% cd | 265 21% c | 111 16% | 174 17% | 721 20% | 72 21% | 47 22% | 24 19% |
| 9 | (9.0) | 526 12% | 241 11% | 277 13% | 58 11% | 101 13% | 84 12% | 94 13% | 187 12% | 191 15% d | 143 12% | 86 12% | 97 9% | 432 12% | 43 12% | 35 16% | 16 12% |
| 10 - Extremely important | (10.0) | 781 18% | 343 16% | 429 19% | 73 14% | 117 15% | 106 16% | 126 18% | 348 21% abc | 228 17% | 214 17% | 124 18% | 196 19% | 655 18% | 57 16% | 43 20% | 26 20% |
| Don't know | | 170 4% | 76 4% | 88 4% | 27 5% | 33 4% | 25 4% | 27 4% | 53 3% | 37 3% | 39 3% | 26 4% | 60 6% ab | 143 4% | 16 4% | 5 2% | 6 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 176

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 561 | 289 | 266 | 57 | 82 | 94 | 93 | 234 | 143 | 145 | 100 | 166 | 473 | 45 | 29 | 14 |
| | 13% | 14% | 12% | 11% | 10% | 14% | 13% | 14% | 11% | 12% | 14% | 16% a | 13% | 13% | 14% | 10% |
| NEUTRAL (5-6) | 785 | 393 | 389 | 114 | 163 | 139 | 105 | 260 | 205 | 251 | 118 | 201 | 671 | 56 | 30 | 27 |
| | 18% | 19% | 18% | 22% de | 21% | 21% | 15% | 16% | 16% | 20% a | 17% | 19% | 18% | 16% | 14% | 21% c |
| IMPORTANT (7-10) | 2834 | 1346 | 1460 | 329 | 512 | 420 | 478 | 1077 | 920 | 800 | 453 | 617 | 2367 | 231 | 152 | 84 |
| | 65% | 64% | 66% | 62% | 65% | 62% | 68% | 66% | 70% bd | 65% | 65% | 59% | 65% | 66% | 70% | 64% |
| MOST NEGATIVE (1-2) | 314 | 170 | 140 | 20 | 46 | 58 | 57 | 132 | 75 | 82 | 62 | 94 | 268 | 24 | 16 | 7 |
| | 7% | 8% | 6% | 4% | 6% | 9% a | 8% a | 8% a | 6% | 7% | 9% | 9% a | 7% | 7% | 7% | 5% |
| MOST POSITIVE (9-10) | 1307 | 584 | 706 | 131 | 218 | 191 | 220 | 535 | 419 | 356 | 210 | 293 | 1088 | 100 | 78 | 41 |
| | 30% | 28% | 32% a | 25% | 28% | 28% | 31% | 33% a | 32% | 29% | 30% | 28% | 30% | 29% | 36% | 32% |
| Answered | 4180 | 2028 | 2115 | 501 | 758 | 652 | 676 | 1572 | 1268 | 1196 | 670 | 984 | 3511 | 332 | 212 | 125 |
| Mean score | 7.1 | 7.0 | 7.2 a | 7.1 | 7.1 | 6.9 | 7.1 | 7.2 | 7.3 cd | 7.1 | 7.0 | 6.8 | 7.1 | 7.1 | 7.3 | 7.2 |
| Standard deviation | 2.47 | 2.49 | 2.43 | 2.16 | 2.30 | 2.52 | 2.52 | 2.58 | 2.30 | 2.39 | 2.57 | 2.66 | 2.47 | 2.44 | 2.49 | 2.35 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 176**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
"Programmes and content that help people to learn about new things"?

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 251 | 223 | 17 | 63 | 186 | 55 | 190 | 26 | 25 | 25 | 55 | 159 | 83 |
| | | 6% | 6% | 4% | 5% | 6% | 5% | 6% | 5% | 5% | 5% | 5% | 6% | 5% |
| 2 | (2.0) | 62 | 54 | 8 | 17 | 44 | 13 | 48 | 9 | 7 | 3 | 13 | 40 | 20 |
| | | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 102 | 78 | 17 | 21 | 80 | 17 | 83 | 6 | 8 | 6 | 17 | 51 | 46 |
| | | 2% | 2% | 4% | 2% | 3% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 3% |
| 4 | (4.0) | 146 | 124 | 12 | 49 | 95 | 37 | 106 | 18 | 16 | 15 | 37 | 67 | 76 |
| | | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 2% | 5% a |
| 5 | (5.0) | 373 | 294 | 39 | 118 | 244 | 104 | 258 | 49 | 50 | 31 | 104 | 217 | 144 |
| | | 9% | 8% | 8% | 9% | 8% | 9% | 8% | 10% | 9% | 6% | 9% | 8% | 9% |
| 6 | (6.0) | 412 | 315 | 45 | 126 | 275 | 106 | 295 | 49 | 56 | 43 | 106 | 256 | 149 |
| | | 9% | 9% | 10% | 9% | 10% | 9% | 10% | 10% | 10% | 8% | 9% | 9% | 10% |
| 7 | (7.0) | 662 | 523 | 73 | 213 | 432 | 186 | 459 | 74 | 78 | 86 | 186 | 440 | 210 |
| | | 15% | 15% | 16% | 15% | 15% | 16% | 15% | 15% | 14% | 16% | 16% | 16% | 14% |
| 8 | (8.0) | 865 | 711 | 91 | 296 | 557 | 255 | 594 | 108 | 114 | 110 | 255 | 568 | 279 |
| | | 20% | 20% | 20% | 21% | 19% | 21% | 19% | 22% | 21% | 21% | 21% | 21% | 18% |
| 9 | (9.0) | 526 | 422 | 66 | 187 | 331 | 163 | 353 | 54 | 80 | 76 | 163 | 339 | 178 |
| | | 12% | 12% | 14% | 14% | 11% | 14% | 12% | 11% | 15% | 15% | 14% | 13% | 12% |
| 10 - Extremely important | (10.0) | 781 | 670 | 77 | 240 | 527 | 214 | 549 | 85 | 93 | 110 | 214 | 467 | 281 |
| | | 18% | 19% | 17% | 17% | 18% | 18% | 18% | 17% | 17% | 21% | 18% | 17% | 18% |
| Don't know | | 170 | 138 | 13 | 48 | 109 | 39 | 118 | 18 | 15 | 17 | 39 | 95 | 69 |
| | | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 4% | 3% | 3% | 3% | 4% | 5% |
| NOT IMPORTANT (1-4) | | 561 | 479 | 54 | 150 | 405 | 122 | 427 | 59 | 56 | 49 | 122 | 317 | 225 |
| | | 13% | 13% | 12% | 11% | 14% a | 10% | 14% a | 12% | 10% | 9% | 10% | 12% | 15% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEUTRAL (5-6) | 785 | 609 | 84 | 244 | 520 | 211 | 553 | 98 | 106 | 74 | 211 | 473 | 293 |
| | 18% | 17% | 18% | 18% | 18% | 18% | 18% | 20% | 19% | 14% | 18% | 18% | 19% |
| IMPORTANT (7-10) | 2834 | 2325 | 308 | 935 | 1847 | 818 | 1955 | 322 | 366 | 382 | 818 | 1813 | 948 |
| | 65% | 65% | 67% | 68% | 64% | 69% | 64% | 65% | 67% | 73% | 69% | 67% | 62% |
| | | | | | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 314 | 277 | 25 | 80 | 230 | 68 | 238 | 35 | 32 | 28 | 68 | 199 | 103 |
| | 7% | 8% | 6% | 6% | 8% | 6% | 8% | 7% | 6% | 5% | 6% | 7% | 7% |
| MOST POSITIVE (9-10) | 1307 | 1091 | 144 | 427 | 858 | 377 | 902 | 139 | 174 | 186 | 377 | 805 | 459 |
| | 30% | 31% | 31% | 31% | 30% | 32% | 30% | 28% | 32% | 36% | 32% | 30% | 30% |
| Answered | 4180 | 3413 | 446 | 1330 | 2771 | 1151 | 2935 | 479 | 527 | 505 | 1151 | 2602 | 1467 |
| Mean score | 7.1 | 7.1 | 7.2 | 7.3 | 7.0 | 7.3 | 7.0 | 7.1 | 7.3 | 7.5 | 7.3 | 7.2 | 7.0 |
| | | | | | | b | | | | | | | |
| Standard deviation | 2.47 | 2.52 | 2.34 | 2.32 | 2.53 | 2.32 | 2.52 | 2.40 | 2.33 | 2.29 | 2.32 | 2.43 | 2.50 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .11 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 176**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 251 | 209 | 195 | 56 | 42 | 251 | 124 | 60 | 52 | 6 | 145 | 107 | 196 | 33 | 22 |
| | | 6% | 5% | 6% | 5% | 8% | 6% | 3% d | 2% | 2% | 1% | 4% bcd | 29% abcde | 24% bc | 3% c | 1% |
| 2 | (2.0) | 62 | 48 | 45 | 17 | 14 | 62 | 46 | 30 | 25 | 7 | 52 | 10 | 35 | 14 | 13 |
| | | 1% | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 4% bc | 1% | *% |
| 3 | (3.0) | 102 | 82 | 69 | 33 | 20 | 102 | 80 | 38 | 53 | 5 | 86 | 15 | 50 | 30 | 22 |
| | | 2% | 2% | 2% | 3% | 4% | 2% | 2% | 1% | 2% | 1% | 2% | 4% bd | 6% bc | 3% c | 1% |
| 4 | (4.0) | 146 | 120 | 106 | 40 | 26 | 146 | 115 | 62 | 74 | 9 | 129 | 17 | 59 | 55 | 31 |
| | | 3% | 3% | 3% | 4% | 5% | 3% | 3% | 2% | 3% | 1% | 3% d | 5% d | 7% c | 5% c | 1% |
| 5 | (5.0) | 373 | 310 | 272 | 101 | 62 | 373 | 302 | 211 | 179 | 49 | 336 | 37 | 87 | 170 | 115 |
| | | 9% | 8% | 8% | 10% | 12% | 9% | 8% | 8% | 7% | 7% | 8% | 10% | 11% c | 17% ac | 5% |
| 6 | (6.0) | 412 | 372 | 338 | 74 | 41 | 412 | 372 | 254 | 257 | 56 | 395 | 18 | 62 | 172 | 179 |
| | | 9% | 10% | 10% | 7% | 8% | 9% | 10% f | 10% f | 10% f | 8% | 10% f | 5% | 8% | 17% ac | 7% |
| 7 | (7.0) | 662 | 612 | 526 | 137 | 51 | 662 | 607 | 416 | 418 | 110 | 628 | 34 | 83 | 181 | 399 |
| | | 15% | 16% d | 16% d | 13% | 10% | 15% d | 16% f | 16% f | 17% f | 15% | 16% f | 9% | 10% | 18% a | 16% a |
| 8 | (8.0) | 865 | 778 | 674 | 191 | 87 | 865 | 818 | 581 | 565 | 195 | 844 | 21 | 70 | 150 | 646 |
| | | 20% | 20% | 20% | 19% | 16% | 20% | 22% f | 22% f | 23% f | 26% ef | 21% f | 6% | 9% | 15% a | 26% ab |
| 9 | (9.0) | 526 | 494 | 437 | 88 | 32 | 526 | 492 | 379 | 357 | 115 | 507 | 18 | 31 | 72 | 422 |
| | | 12% | 13% cd | 13% cd | 9% | 6% | 12% d | 13% f | 14% f | 14% f | 16% f | 13% f | 5% | 4% | 7% | 17% ab |
| 10 - Extremely important | (10.0) | 781 | 676 | 564 | 217 | 104 | 781 | 729 | 531 | 472 | 183 | 754 | 27 | 71 | 82 | 627 |
| | | 18% | 18% | 17% | 21% b | 20% | 18% | 19% f | 20% f | 19% f | 25% acef | 19% f | 7% | 9% | 8% | 25% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:**
**"Programmes and content that help people to learn about new things"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | APPS/ SITES | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 170 | 115 | 105 | 65 | 55 | 170 | 98 | 54 | 38 | 4 | 110 | 60 | 57 | 59 | 53 |
| | 4% | 3% | 3% | 6% | 10% | 4% | 3% | 2% | 2% | 1% | 3% | 16% | 7% | 6% | 2% |
| | | | | abe | abe | | d | | | | cd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 561 | 459 | 416 | 146 | 102 | 561 | 365 | 190 | 203 | 27 | 413 | 149 | 341 | 132 | 89 |
| | 13% | 12% | 12% | 14% | 19% | 13% | 10% | 7% | 8% | 4% | 10% | 41% | 42% | 13% | 4% |
| | | | | | abe | | bd | d | d | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 785 | 682 | 610 | 175 | 103 | 785 | 674 | 465 | 436 | 105 | 730 | 55 | 149 | 342 | 294 |
| | 18% | 18% | 18% | 17% | 19% | 18% | 18% | 18% | 18% | 14% | 18% | 15% | 19% | 34% | 12% |
| | | | | | | | | | | | | | c | ac | |
| IMPORTANT (7-10) | 2834 | 2560 | 2201 | 633 | 274 | 2834 | 2647 | 1907 | 1813 | 602 | 2734 | 100 | 255 | 485 | 2093 |
| | 65% | 67% | 66% | 62% | 51% | 65% | 70% | 73% | 73% | 82% | 69% | 28% | 32% | 48% | 83% |
| | | d | d | d | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 314 | 257 | 241 | 73 | 57 | 314 | 169 | 90 | 77 | 14 | 197 | 117 | 232 | 47 | 35 |
| | 7% | 7% | 7% | 7% | 11% | 7% | 4% | 3% | 3% | 2% | 5% | 32% | 29% | 5% | 1% |
| | | | | | | | d | | | | bcd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1307 | 1170 | 1001 | 305 | 137 | 1307 | 1221 | 910 | 830 | 298 | 1261 | 45 | 103 | 154 | 1049 |
| | 30% | 31% | 30% | 30% | 26% | 30% | 32% | 35% | 33% | 40% | 32% | 12% | 13% | 15% | 41% |
| | | | | | | | f | f | f | acef | f | | | | ab |
| Answered | 4180 | 3701 | 3226 | 954 | 479 | 4180 | 3686 | 2562 | 2452 | 734 | 3877 | 304 | 745 | 959 | 2476 |
| Mean score | 7.1 | 7.2 | 7.1 | 7.1 | 6.6 | 7.1 | 7.4 | 7.5 | 7.5 | 8.0 | 7.3 | 4.5 | 4.8 | 6.5 | 8.0 |
| | | d | d | | | d | f | aef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.47 | 2.41 | 2.43 | 2.57 | 2.82 | 2.47 | 2.23 | 2.10 | 2.08 | 1.83 | 2.28 | 3.21 | 3.07 | 2.11 | 1.76 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .04 | .04 | .07 | .04 | .18 | .11 | .07 | .04 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 208 5% | 109 5% | 96 4% | 16 3% | 31 4% | 43 6% | 44 6% | 71 4% | 42 3% | 52 4% | 43 6% | 70 7% a | 171 5% | 20 6% | 12 6% | 4 3% |
| 2 | (2.0) | 54 1% | 30 1% | 22 1% | 5 1% | 7 1% | 12 2% | 4 1% | 26 2% | 9 1% | 15 1% | 12 2% | 17 2% | 42 1% | 6 2% | 4 2% | 2 2% |
| 3 | (3.0) | 78 2% | 44 2% | 32 1% | 12 2% | 11 1% | 13 2% | 13 2% | 29 2% | 22 2% | 24 2% | 15 2% | 15 1% | 64 2% | 8 2% | 4 2% | 2 1% |
| 4 | (4.0) | 152 3% | 77 4% | 70 3% | 18 4% | 37 5% | 18 3% | 26 4% | 52 3% | 43 3% | 33 3% | 28 4% | 44 4% | 128 4% | 15 4% | 6 3% | 3 2% |
| 5 | (5.0) | 325 7% | 165 8% | 159 7% | 49 9% | 75 9% | 55 8% | 41 6% | 105 6% | 69 5% | 83 7% | 58 8% | 110 11% ab | 278 8% | 24 7% | 15 7% | 9 7% |
| 6 | (6.0) | 343 8% | 170 8% | 169 8% | 62 12% e | 69 9% e | 65 10% e | 54 8% | 90 6% | 80 6% | 106 9% | 46 7% | 107 10% a | 289 8% | 30 9% | 12 6% | 11 8% |
| 7 | (7.0) | 645 15% | 322 15% | 320 15% | 107 20% ce | 137 17% e | 93 14% | 106 15% | 200 12% | 199 15% | 189 15% | 133 19% d | 116 11% d | 543 15% | 52 15% | 28 13% | 21 16% |
| 8 | (8.0) | 792 18% | 362 17% | 423 19% | 99 19% | 130 16% | 137 20% | 125 18% | 298 18% | 251 19% | 240 19% | 123 18% | 166 16% | 663 18% | 67 19% | 42 19% | 20 15% |
| 9 | (9.0) | 662 15% | 328 16% | 328 15% | 60 11% | 140 18% a | 93 14% | 120 17% | 247 15% | 234 18% d | 201 16% d | 96 14% | 123 12% | 564 15% | 43 12% | 34 16% | 21 16% |
| 10 - Extremely important | (10.0) | 926 21% | 423 20% | 494 22% | 70 13% | 122 15% | 126 19% | 142 20% a | 454 28% abcd | 317 24% c | 259 21% | 121 17% | 209 20% | 770 21% | 70 20% | 54 25% | 32 24% |
| Don't know | | 166 4% | 74 3% | 89 4% | 28 5% | 32 4% | 22 3% | 27 4% | 52 3% | 38 3% | 34 3% | 22 3% | 67 6% abc | 141 4% | 13 4% | 6 3% | 6 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 177

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 492 | 259 | 221 | 51 | 86 | 86 | 88 | 179 | 117 | 124 | 98 | 147 | 406 | 49 | 26 | 11 |
| | 11% | 12% | 10% | 10% | 11% | 13% | 12% | 11% | 9% | 10% | 14% | 14% | 11% | 14% | 12% | 8% |
| | | | | | | | | | | | a | ab | | d | | |
| NEUTRAL (5-6) | 668 | 335 | 328 | 112 | 144 | 120 | 95 | 195 | 150 | 189 | 104 | 216 | 567 | 54 | 27 | 20 |
| | 15% | 16% | 15% | 21% | 18% | 18% | 14% | 12% | 11% | 15% | 15% | 21% | 16% | 15% | 12% | 15% |
| | | | | de | e | e | | | | | | abc | | | | |
| IMPORTANT (7-10) | 3024 | 1436 | 1565 | 336 | 528 | 449 | 493 | 1200 | 1001 | 888 | 472 | 614 | 2540 | 232 | 159 | 94 |
| | 70% | 68% | 71% | 64% | 67% | 66% | 70% | 74% | 77% | 72% | 68% | 59% | 70% | 67% | 73% | 72% |
| | | | | | | | | abc | cd | d | d | | | | | |
| MOST NEGATIVE (1-2) | 262 | 139 | 118 | 21 | 38 | 55 | 49 | 97 | 51 | 67 | 55 | 88 | 213 | 26 | 16 | 6 |
| | 6% | 7% | 5% | 4% | 5% | 8% | 7% | 6% | 4% | 5% | 8% | 8% | 6% | 8% | 7% | 5% |
| | | | | | | a | | | | | a | a | | | | |
| MOST POSITIVE (9-10) | 1587 | 752 | 821 | 130 | 262 | 219 | 263 | 701 | 551 | 460 | 217 | 332 | 1334 | 112 | 89 | 52 |
| | 36% | 36% | 37% | 25% | 33% | 32% | 37% | 43% | 42% | 37% | 31% | 32% | 37% | 32% | 41% | 40% |
| | | | | | a | a | a | abc | cd | | | | | | b | |
| Answered | 4184 | 2031 | 2114 | 499 | 758 | 655 | 676 | 1574 | 1267 | 1201 | 674 | 977 | 3513 | 335 | 212 | 124 |
| Mean score | 7.4 | 7.3 | 7.5 | 7.1 | 7.2 | 7.2 | 7.4 | 7.6 | 7.7 | 7.5 | 7.1 | 7.0 | 7.4 | 7.2 | 7.5 | 7.6 |
| | | | | | | | | abc | bcd | cd | | | | | | b |
| Standard deviation | 2.41 | 2.45 | 2.35 | 2.14 | 2.27 | 2.51 | 2.49 | 2.44 | 2.21 | 2.32 | 2.50 | 2.62 | 2.39 | 2.52 | 2.52 | 2.30 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .06 | .06 | .07 | .09 | .08 | .04 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 177

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 208 | 185 | 14 | 64 | 139 | 56 | 146 | 24 | 26 | 25 | 56 | 137 | 64 |
| | | 5% | 5% | 3% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 4% |
| 2 | (2.0) | 54 | 48 | 6 | 11 | 41 | 9 | 42 | 6 | 3 | 3 | 9 | 30 | 20 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 78 | 62 | 14 | 23 | 56 | 16 | 62 | 5 | 5 | 9 | 16 | 51 | 26 |
| | | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 2% |
| 4 | (4.0) | 152 | 120 | 14 | 55 | 96 | 36 | 115 | 17 | 22 | 8 | 36 | 88 | 62 |
| | | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 4% | 4% | 2% | 3% | 3% | 4% |
| 5 | (5.0) | 325 | 252 | 34 | 97 | 218 | 78 | 236 | 39 | 45 | 24 | 78 | 183 | 132 |
| | | 7% | 7% | 7% | 7% | 8% | 7% | 8% | 8% | 8% | 5% | 7% | 7% | 9% |
| 6 | (6.0) | 343 | 269 | 33 | 121 | 209 | 101 | 227 | 45 | 57 | 35 | 101 | 225 | 111 |
| | | 8% | 8% | 7% | 9% | 7% | 8% | 7% | 9% | 10% | 7% | 8% | 8% | 7% |
| 7 | (7.0) | 645 | 505 | 76 | 221 | 413 | 192 | 440 | 91 | 74 | 82 | 192 | 437 | 193 |
| | | 15% | 14% | 17% | 16% | 14% | 16% | 14% | 18% | 14% | 16% | 16% | 16% b | 13% |
| 8 | (8.0) | 792 | 668 | 65 | 254 | 526 | 222 | 555 | 85 | 107 | 103 | 222 | 493 | 285 |
| | | 18% | 19% | 14% | 18% | 18% | 19% | 18% | 17% | 20% | 20% | 19% | 18% | 19% |
| 9 | (9.0) | 662 | 537 | 77 | 228 | 424 | 216 | 435 | 85 | 89 | 98 | 216 | 447 | 202 |
| | | 15% | 15% | 17% | 17% | 15% | 18% b | 14% | 17% | 16% | 19% | 18% | 17% b | 13% |
| 10 - Extremely important | (10.0) | 926 | 766 | 112 | 257 | 651 | 227 | 678 | 80 | 98 | 122 | 227 | 517 | 371 |
| | | 21% | 22% | 24% | 19% | 23% a | 19% | 22% | 16% | 18% | 23% a | 19% | 19% | 24% a |
| Don't know | | 166 | 138 | 14 | 46 | 107 | 38 | 116 | 18 | 17 | 14 | 38 | 89 | 71 |
| | | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 5% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 492 | 414 | 48 | 152 | 331 | 116 | 365 | 52 | 56 | 45 | 116 | 306 | 172 |
| | 11% | 12% | 10% | 11% | 12% | 10% | 12% | 11% | 10% | 9% | 10% | 11% | 11% |
| NEUTRAL (5-6) | 668 | 521 | 67 | 218 | 427 | 180 | 463 | 84 | 102 | 59 | 180 | 408 | 243 |
| | 15% | 15% | 15% | 16% | 15% | 15% | 15% | 17% | 19% | 11% | 15% | 15% | 16% |
| | | | | | | | | | c | | | | |
| IMPORTANT (7-10) | 3024 | 2477 | 330 | 961 | 2014 | 857 | 2109 | 342 | 368 | 405 | 857 | 1894 | 1050 |
| | 70% | 70% | 72% | 70% | 70% | 72% | 69% | 69% | 68% | 78% | 72% | 70% | 68% |
| | | | | | | | | | | ab | | | |
| MOST NEGATIVE (1-2) | 262 | 232 | 20 | 75 | 180 | 65 | 188 | 30 | 29 | 28 | 65 | 167 | 84 |
| | 6% | 7% | 4% | 5% | 6% | 5% | 6% | 6% | 5% | 5% | 5% | 6% | 5% |
| MOST POSITIVE (9-10) | 1587 | 1303 | 189 | 485 | 1075 | 443 | 1114 | 166 | 187 | 220 | 443 | 964 | 572 |
| | 36% | 37% | 41% | 35% | 37% | 37% | 36% | 33% | 34% | 42% | 37% | 36% | 37% |
| | | | | | | | | | | a | | | |
| Answered | 4184 | 3413 | 445 | 1331 | 2773 | 1153 | 2937 | 479 | 526 | 509 | 1153 | 2608 | 1465 |
| Mean score | 7.4 | 7.4 | 7.5 | 7.4 | 7.4 | 7.5 | 7.4 | 7.3 | 7.3 | 7.7 | 7.5 | 7.3 | 7.4 |
| | | | | | | | | | | a | | | |
| Standard deviation | 2.41 | 2.45 | 2.33 | 2.34 | 2.44 | 2.30 | 2.44 | 2.32 | 2.32 | 2.29 | 2.30 | 2.39 | 2.42 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 177

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 208 5% | 170 4% | 161 5% | 47 5% | 37 7% | 208 5% | 77 2% d | 44 2% d | 34 1% | 1 *% | 98 2% cd | 110 30% abcde | 169 21% bc | 27 3% c | 12 *% |
| 2 | (2.0) | 54 1% | 40 1% | 37 1% | 17 2% | 14 3% | 54 1% | 38 1% | 20 1% | 16 1% | 2 *% | 46 1% | 8 2% cd | 43 5% bc | 9 1% c | 2 *% |
| 3 | (3.0) | 78 2% | 61 2% | 52 2% | 26 3% | 18 3% | 78 2% | 66 2% | 33 1% | 46 2% | 4 1% | 73 2% | 6 2% | 46 6% bc | 22 2% c | 10 *% |
| 4 | (4.0) | 152 3% | 130 3% | 115 3% | 37 4% | 22 4% | 152 3% | 113 3% | 67 3% | 74 3% | 14 2% | 130 3% | 22 6% abcd | 64 8% c | 66 6% c | 22 1% |
| 5 | (5.0) | 325 7% | 275 7% | 244 7% | 81 8% | 51 9% | 325 7% | 257 7% | 172 7% | 160 6% | 29 4% | 287 7% d | 38 10% d | 73 9% c | 162 16% ac | 90 4% |
| 6 | (6.0) | 343 8% | 300 8% | 267 8% | 76 7% | 42 8% | 343 8% | 315 8% f | 222 9% f | 203 8% f | 46 6% | 332 8% f | 11 3% | 61 8% | 145 14% ac | 137 5% ac |
| 7 | (7.0) | 645 15% | 584 15% c | 528 16% c | 116 11% | 60 11% | 645 15% | 588 16% f | 391 15% f | 400 16% f | 97 13% | 616 15% f | 28 8% | 82 10% | 202 20% ac | 361 14% a |
| 8 | (8.0) | 792 18% | 719 19% | 620 19% | 173 17% | 74 14% | 792 18% | 742 20% f | 496 19% f | 501 20% f | 140 19% f | 763 19% f | 29 8% | 65 8% | 147 14% a | 581 23% ab |
| 9 | (9.0) | 662 15% | 608 16% d | 537 16% d | 124 12% | 54 10% | 662 15% | 628 17% f | 482 18% f | 466 19% f | 160 22% aef | 644 16% f | 17 5% | 48 6% | 87 9% | 527 21% ab |
| 10 - Extremely important | (10.0) | 926 21% | 815 21% | 673 20% | 253 25% b | 110 21% | 926 21% | 860 23% f | 634 24% f | 560 22% f | 238 32% abcef | 887 22% f | 39 11% | 98 12% | 94 9% | 733 29% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 177**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?**

Base : All respondents

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 166 | 114 | 98 | 68 | 52 | 166 | 99 | 53 | 30 | 5 | 111 | 56 | 53 | 58 | 55 |
| | 4% | 3% | 3% | 7% | 10% | 4% | 3% | 2% | 1% | 1% | 3% | 15% | 7% | 6% | 2% |
| | | | | abe | abe | | cd | | | | cd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 492 | 401 | 365 | 127 | 91 | 492 | 295 | 164 | 170 | 22 | 346 | 145 | 322 | 124 | 46 |
| | 11% | 11% | 11% | 12% | 17% | 11% | 8% | 6% | 7% | 3% | 9% | 40% | 40% | 12% | 2% |
| | | | | | abe | | d | d | d | | bd | abcde | bc | c | |
| NEUTRAL (5-6) | 668 | 575 | 511 | 157 | 93 | 668 | 572 | 394 | 363 | 75 | 619 | 49 | 134 | 307 | 227 |
| | 15% | 15% | 15% | 15% | 17% | 15% | 15% | 15% | 15% | 10% | 16% | 13% | 17% | 30% | 9% |
| | | | | | | | d | d | d | | d | | c | ac | |
| IMPORTANT (7-10) | 3024 | 2726 | 2358 | 666 | 298 | 3024 | 2818 | 2003 | 1927 | 636 | 2910 | 114 | 293 | 530 | 2201 |
| | 70% | 71% | 71% | 65% | 56% | 70% | 74% | 77% | 77% | 86% | 73% | 31% | 37% | 52% | 87% |
| | | cd | cd | d | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 262 | 211 | 197 | 64 | 51 | 262 | 116 | 64 | 49 | 4 | 144 | 118 | 212 | 35 | 14 |
| | 6% | 6% | 6% | 6% | 10% | 6% | 3% | 2% | 2% | *% | 4% | 32% | 26% | 3% | 1% |
| | | | | | a | | d | d | | | cd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1587 | 1423 | 1210 | 378 | 164 | 1587 | 1488 | 1116 | 1026 | 398 | 1531 | 56 | 146 | 181 | 1260 |
| | 36% | 37% | 36% | 37% | 31% | 36% | 39% | 43% | 41% | 54% | 38% | 15% | 18% | 18% | 50% |
| | | | | | | | f | ef | f | abcef | f | | | | ab |
| Answered | 4184 | 3702 | 3233 | 950 | 482 | 4184 | 3685 | 2562 | 2460 | 733 | 3876 | 308 | 749 | 960 | 2474 |
| Mean score | 7.4 | 7.5 | 7.4 | 7.4 | 6.9 | 7.4 | 7.7 | 7.8 | 7.8 | 8.4 | 7.6 | 4.7 | 5.2 | 6.6 | 8.3 |
| | | d | d | d | | d | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.41 | 2.35 | 2.37 | 2.53 | 2.77 | 2.41 | 2.11 | 2.03 | 2.00 | 1.67 | 2.18 | 3.37 | 3.17 | 2.08 | 1.58 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .03 | .04 | .04 | .06 | .04 | .19 | .12 | .07 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 178

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all important | (1.0) | 278 6% | 154 7% | 121 5% | 20 4% | 32 4% | 46 7% | 49 7% | 129 8% ab | 68 5% | 74 6% | 53 8% | 83 8% | 235 6% | 25 7% | 13 6% | 5 3% |
| 2 | (2.0) | 77 2% | 48 2% | 28 1% | 12 2% | 12 2% | 12 2% | 7 1% | 33 2% | 11 1% | 29 2% a | 17 2% a | 20 2% | 68 2% | 3 1% | 3 2% | 2 2% |
| 3 | (3.0) | 109 3% | 54 3% | 55 2% | 10 2% | 18 2% | 20 3% | 13 2% | 48 3% | 21 2% | 37 3% | 23 3% | 23 2% | 86 2% | 12 4% | 7 3% | 4 3% |
| 4 | (4.0) | 199 5% | 95 5% | 99 4% | 35 7% | 35 4% | 28 4% | 25 4% | 75 5% | 65 5% | 44 4% | 30 4% | 53 5% | 172 5% | 13 4% | 5 2% | 8 6% c |
| 5 | (5.0) | 395 9% | 212 10% | 183 8% | 44 8% | 88 11% | 65 10% | 54 8% | 144 9% | 111 9% | 113 9% | 61 9% | 105 10% | 340 9% | 30 9% | 14 6% | 11 9% |
| 6 | (6.0) | 431 10% | 213 10% | 214 10% | 63 12% | 96 12% | 62 9% | 72 10% | 138 8% | 127 10% | 124 10% | 59 8% | 117 11% | 354 10% | 47 14% ac | 15 7% | 14 11% |
| 7 | (7.0) | 684 16% | 341 16% | 340 15% | 88 17% | 127 16% | 106 16% | 121 17% | 238 15% | 206 16% | 189 15% | 121 17% | 153 15% | 580 16% | 53 15% | 29 13% | 22 17% |
| 8 | (8.0) | 791 18% | 371 18% | 414 19% | 94 18% | 148 19% | 133 20% | 121 17% | 290 18% | 262 20% d | 243 20% d | 122 17% | 157 15% | 672 18% | 50 14% | 49 22% bd | 20 15% |
| 9 | (9.0) | 490 11% | 222 11% | 261 12% | 62 12% | 92 12% | 67 10% | 94 13% | 174 11% | 173 13% | 130 11% | 77 11% | 103 10% | 401 11% | 43 12% | 33 15% | 13 10% |
| 10 - Extremely important | (10.0) | 725 17% | 322 15% | 393 18% | 70 13% | 111 14% | 114 17% | 112 16% | 309 19% ab | 223 17% | 209 17% | 108 16% | 167 16% | 601 16% | 57 16% | 41 19% | 26 20% |
| Don't know | | 173 4% | 74 3% | 95 4% | 29 5% | 31 4% | 23 3% | 34 5% | 50 3% | 38 3% | 43 3% | 25 4% | 63 6% a | 144 4% | 14 4% | 9 4% | 6 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 662 | 351 | 302 | 78 | 98 | 107 | 94 | 284 | 164 | 184 | 123 | 180 | 562 | 53 | 28 | 19 |
| | 15% | 17% | 14% | 15% | 12% | 16% | 13% | 17% b | 13% | 15% | 18% a | 17% a | 15% | 15% | 13% | 14% |
| NEUTRAL (5-6) | 826 | 425 | 398 | 107 | 184 | 127 | 127 | 281 | 238 | 237 | 119 | 222 | 695 | 77 | 29 | 26 |
| | 19% | 20% | 18% | 20% | 23% e | 19% | 18% | 17% | 18% | 19% | 17% | 21% | 19% c | 22% c | 13% | 20% |
| IMPORTANT (7-10) | 2689 | 1256 | 1408 | 314 | 478 | 421 | 448 | 1010 | 864 | 771 | 428 | 579 | 2254 | 203 | 151 | 81 |
| | 62% | 60% | 64% | 59% | 60% | 62% | 64% | 62% | 66% d | 62% d | 62% | 55% | 62% | 58% | 70% ab | 62% |
| MOST NEGATIVE (1-2) | 354 | 201 | 149 | 32 | 45 | 58 | 56 | 162 | 78 | 103 | 69 | 104 | 303 | 28 | 16 | 7 |
| | 8% | 10% b | 7% | 6% | 6% | 9% | 8% | 10% b | 6% | 8% | 10% a | 10% a | 8% | 8% | 8% | 5% |
| MOST POSITIVE (9-10) | 1214 | 544 | 654 | 132 | 203 | 181 | 205 | 483 | 396 | 339 | 185 | 269 | 1002 | 100 | 74 | 39 |
| | 28% | 26% | 30% | 25% | 26% | 27% | 29% | 30% | 30% | 27% | 27% | 26% | 27% | 29% | 34% a | 30% |
| Answered | 4177 | 2031 | 2108 | 498 | 760 | 654 | 669 | 1576 | 1267 | 1192 | 671 | 981 | 3510 | 334 | 209 | 125 |
| Mean score | 6.9 | 6.7 | 7.1 a | 6.9 | 6.9 | 6.9 | 7.0 | 6.9 | 7.2 cd | 6.9 | 6.8 | 6.7 | 6.9 | 6.8 | 7.3 a | 7.1 |
| Standard deviation | 2.53 | 2.58 | 2.46 | 2.33 | 2.31 | 2.56 | 2.50 | 2.68 | 2.37 | 2.52 | 2.63 | 2.65 | 2.53 | 2.56 | 2.51 | 2.40 |
| Standard error | .04 | .06 | .05 | .10 | .08 | .10 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all important | (1.0) | 278 | 251 | 17 | 73 | 202 | 64 | 208 | 29 | 28 | 28 | 64 | 165 | 104 |
| | | 6% | 7% | 4% | 5% | 7% | 5% | 7% | 6% | 5% | 5% | 5% | 6% | 7% |
| 2 | (2.0) | 77 | 66 | 7 | 21 | 53 | 15 | 58 | 8 | 8 | 3 | 15 | 39 | 31 |
| | | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 2% |
| 3 | (3.0) | 109 | 88 | 13 | 34 | 74 | 27 | 81 | 11 | 12 | 11 | 27 | 62 | 45 |
| | | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 3% |
| 4 | (4.0) | 199 | 151 | 24 | 54 | 137 | 40 | 150 | 15 | 20 | 14 | 40 | 113 | 79 |
| | | 5% | 4% | 5% | 4% | 5% | 3% | 5% | 3% | 4% | 3% | 3% | 4% | 5% |
| 5 | (5.0) | 395 | 311 | 49 | 114 | 270 | 95 | 289 | 51 | 50 | 26 | 95 | 215 | 171 |
| | | 9% | 9% | 11% | 8% | 9% | 8% | 9% | 10% c | 9% | 5% | 8% | 8% | 11% a |
| 6 | (6.0) | 431 | 356 | 40 | 170 | 255 | 150 | 275 | 65 | 74 | 59 | 150 | 274 | 148 |
| | | 10% | 10% | 9% | 12% b | 9% | 13% b | 9% | 13% | 14% | 11% | 13% | 10% | 10% |
| 7 | (7.0) | 684 | 535 | 89 | 220 | 451 | 194 | 472 | 91 | 90 | 82 | 194 | 451 | 221 |
| | | 16% | 15% | 19% | 16% | 16% | 16% | 15% | 18% | 17% | 16% | 16% | 17% | 14% |
| 8 | (8.0) | 791 | 651 | 80 | 257 | 522 | 223 | 556 | 80 | 94 | 118 | 223 | 527 | 249 |
| | | 18% | 18% | 17% | 19% | 18% | 19% | 18% | 16% | 17% | 23% | 19% | 20% | 16% |
| 9 | (9.0) | 490 | 390 | 58 | 159 | 322 | 144 | 337 | 60 | 59 | 64 | 144 | 316 | 160 |
| | | 11% | 11% | 13% | 12% | 11% | 12% | 11% | 12% | 11% | 12% | 12% | 12% | 10% |
| 10 - Extremely important | (10.0) | 725 | 614 | 67 | 233 | 477 | 201 | 505 | 71 | 93 | 100 | 201 | 446 | 252 |
| | | 17% | 17% | 14% | 17% | 17% | 17% | 17% | 14% | 17% | 19% | 17% | 17% | 16% |
| Don't know | | 173 | 139 | 17 | 42 | 116 | 37 | 122 | 16 | 13 | 17 | 37 | 89 | 76 |
| | | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 2% | 3% | 3% | 3% | 5% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 178

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NOT IMPORTANT (1-4) | 662 | 556 | 60 | 183 | 466 | 146 | 497 | 63 | 68 | 56 | 146 | 380 | 259 |
| | 15% | 16% | 13% | 13% | 16% | 12% | 16% | 13% | 13% | 11% | 12% | 14% | 17% |
| | | | | | | | a | | | | | | |
| NEUTRAL (5-6) | 826 | 667 | 88 | 285 | 525 | 245 | 564 | 115 | 124 | 86 | 245 | 489 | 319 |
| | 19% | 19% | 19% | 21% | 18% | 21% | 18% | 23% | 23% | 16% | 21% | 18% | 21% |
| IMPORTANT (7-10) | 2689 | 2189 | 293 | 868 | 1772 | 763 | 1870 | 303 | 337 | 363 | 763 | 1739 | 882 |
| | 62% | 62% | 64% | 63% | 62% | 64% | 61% | 61% | 62% | 70% | 64% | 64% | 57% |
| | | | | | | | | | | a | | b | |
| MOST NEGATIVE (1-2) | 354 | 317 | 24 | 94 | 255 | 79 | 266 | 37 | 37 | 31 | 79 | 204 | 135 |
| | 8% | 9% | 5% | 7% | 9% | 7% | 9% | 8% | 7% | 6% | 7% | 8% | 9% |
| MOST POSITIVE (9-10) | 1214 | 1004 | 124 | 392 | 799 | 346 | 842 | 131 | 153 | 163 | 346 | 762 | 413 |
| | 28% | 28% | 27% | 28% | 28% | 29% | 28% | 26% | 28% | 31% | 29% | 28% | 27% |
| Answered | 4177 | 3412 | 442 | 1336 | 2763 | 1154 | 2931 | 480 | 530 | 505 | 1154 | 2608 | 1460 |
| Mean score | 6.9 | 6.9 | 7.0 | 7.0 | 6.9 | 7.1 | 6.9 | 6.9 | 7.0 | 7.3 | 7.1 | 7.0 | 6.8 |
| | | | | | | | | | | a | | b | |
| Standard deviation | 2.53 | 2.58 | 2.30 | 2.42 | 2.58 | 2.40 | 2.57 | 2.41 | 2.40 | 2.35 | 2.40 | 2.47 | 2.60 |
| Standard error | .04 | .04 | .11 | .07 | .05 | .07 | .05 | .11 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all important | (1.0) | 278 6% | 218 6% | 202 6% | 76 7% | 59 11% abe | 278 6% | 139 4% | 77 3% | 67 3% | 14 2% | 164 4% cd | 114 31% abcde | 210 26% bc | 38 4% c | 30 1% |
| 2 | (2.0) | 77 2% | 61 2% | 54 2% | 23 2% | 16 3% | 77 2% | 60 2% | 32 1% | 37 1% | 10 1% | 69 2% | 8 2% | 38 5% bc | 16 2% | 23 1% |
| 3 | (3.0) | 109 3% | 95 2% | 85 3% | 24 2% | 14 3% | 109 3% | 90 2% | 51 2% | 55 2% | 8 1% | 97 2% | 12 3% | 45 6% c | 33 3% c | 31 1% |
| 4 | (4.0) | 199 5% | 171 4% | 149 4% | 50 5% | 27 5% | 199 5% | 156 4% | 109 4% | 111 4% | 27 4% | 175 4% | 24 7% | 68 8% c | 79 8% c | 52 2% |
| 5 | (5.0) | 395 9% | 339 9% | 296 9% | 99 10% | 57 11% | 395 9% | 339 9% | 226 9% | 211 8% | 46 6% | 365 9% | 30 8% | 91 11% c | 177 17% ac | 127 5% |
| 6 | (6.0) | 431 10% | 397 10% | 343 10% | 88 9% | 34 6% | 431 10% | 393 10% | 262 10% | 250 10% | 60 8% | 408 10% | 23 6% | 65 8% | 161 16% ac | 205 8% |
| 7 | (7.0) | 684 16% | 600 16% | 536 16% | 148 15% | 84 16% | 684 16% | 628 17% f | 435 17% f | 440 18% f | 139 19% f | 655 16% f | 29 8% | 65 8% | 186 18% a | 434 17% a |
| 8 | (8.0) | 791 18% | 725 19% d | 632 19% d | 159 16% | 65 12% | 791 18% | 745 20% f | 521 20% f | 509 20% f | 163 22% f | 767 19% f | 24 7% | 52 6% | 117 12% a | 621 25% ab |
| 9 | (9.0) | 490 11% | 445 12% | 382 11% | 107 11% | 44 8% | 490 11% | 458 12% f | 359 14% f | 326 13% f | 119 16% aef | 474 12% f | 16 4% | 42 5% | 74 7% | 374 15% ab |
| 10 - Extremely important | (10.0) | 725 17% | 644 17% | 547 16% | 178 17% | 81 15% | 725 17% | 668 18% f | 491 19% f | 440 18% f | 146 20% f | 693 17% f | 32 9% | 72 9% | 79 8% | 573 23% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 178

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 173 | 121 | 106 | 67 | 52 | 173 | 107 | 52 | 44 | 6 | 120 | 52 | 56 | 58 | 58 |
| | 4% | 3% | 3% | 7% | 10% | 4% | 3% | 2% | 2% | 1% | 3% | 14% | 7% | 6% | 2% |
| | | | | abe | abe | | d | | | | cd | abcde | c | c | |
| NOT IMPORTANT (1-4) | 662 | 545 | 489 | 173 | 116 | 662 | 446 | 269 | 270 | 59 | 505 | 156 | 360 | 165 | 136 |
| | 15% | 14% | 15% | 17% | 22% | 15% | 12% | 10% | 11% | 8% | 13% | 43% | 45% | 16% | 5% |
| | | | | | abe | | d | | | | bd | abcde | bc | c | |
| NEUTRAL (5-6) | 826 | 735 | 639 | 187 | 91 | 826 | 732 | 488 | 461 | 106 | 773 | 53 | 156 | 338 | 332 |
| | 19% | 19% | 19% | 18% | 17% | 19% | 19% | 19% | 19% | 14% | 19% | 15% | 19% | 33% | 13% |
| | | | | | | | d | | | | d | | c | ac | |
| IMPORTANT (7-10) | 2689 | 2414 | 2097 | 592 | 275 | 2689 | 2499 | 1806 | 1715 | 567 | 2588 | 101 | 230 | 456 | 2003 |
| | 62% | 63% | 63% | 58% | 51% | 62% | 66% | 69% | 69% | 77% | 65% | 28% | 29% | 45% | 79% |
| | | d | d | | | d | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 354 | 279 | 256 | 99 | 76 | 354 | 200 | 109 | 104 | 23 | 233 | 121 | 247 | 53 | 54 |
| | 8% | 7% | 8% | 10% | 14% | 8% | 5% | 4% | 4% | 3% | 6% | 33% | 31% | 5% | 2% |
| | | | | | abe | | | | | | bcd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1214 | 1089 | 929 | 285 | 125 | 1214 | 1126 | 850 | 766 | 265 | 1166 | 48 | 114 | 153 | 948 |
| | 28% | 29% | 28% | 28% | 23% | 28% | 30% | 33% | 31% | 36% | 29% | 13% | 14% | 15% | 37% |
| | | | | | | | f | f | f | aef | f | | | | ab |
| Answered | 4177 | 3695 | 3226 | 952 | 482 | 4177 | 3676 | 2564 | 2446 | 732 | 3866 | 311 | 747 | 960 | 2471 |
| Mean score | 6.9 | 7.0 | 6.9 | 6.8 | 6.3 | 6.9 | 7.2 | 7.3 | 7.3 | 7.6 | 7.1 | 4.5 | 4.7 | 6.3 | 7.8 |
| | | d | d | | | d | f | ef | f | abcef | f | | | a | ab |
| Standard deviation | 2.53 | 2.47 | 2.48 | 2.67 | 2.89 | 2.53 | 2.31 | 2.22 | 2.21 | 2.04 | 2.36 | 3.26 | 3.09 | 2.16 | 1.90 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .04 | .04 | .08 | .04 | .18 | .11 | .07 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

<u>OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.</u>

**Table 179**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 334 8% | 200 9% b | 131 6% | 16 3% | 53 7% a | 52 8% a | 61 9% a | 151 9% a | 90 7% | 93 7% | 65 9% | 84 8% | 282 8% | 26 7% | 19 9% | 8 6% |
| 2 | (2.0) | 115 3% | 61 3% | 50 2% | 13 2% | 14 2% | 11 2% | 24 3% | 52 3% | 40 3% | 27 2% | 22 3% | 24 2% | 91 2% | 13 4% | 6 3% | 4 3% |
| 3 | (3.0) | 181 4% | 98 5% | 82 4% | 20 4% | 21 3% | 23 3% | 33 5% | 83 5% | 51 4% | 58 5% | 31 4% | 38 4% | 150 4% | 21 6% | 6 3% | 3 3% |
| 4 | (4.0) | 193 4% | 94 4% | 96 4% | 26 5% | 32 4% | 22 3% | 24 3% | 87 5% | 57 4% | 49 4% | 31 5% | 48 5% | 158 4% | 19 5% | 8 4% | 8 6% |
| 5 | (5.0) | 365 8% | 186 9% | 175 8% | 55 10% | 87 11% d | 53 8% | 44 6% | 124 8% | 98 7% | 111 9% | 53 8% | 95 9% | 297 8% | 32 9% | 22 10% | 13 10% |
| 6 | (6.0) | 477 11% | 207 10% | 266 12% | 66 13% | 128 16% de | 76 11% | 64 9% | 138 8% | 143 11% | 131 11% | 71 10% | 126 12% | 423 12% c | 29 8% | 15 7% | 10 8% |
| 7 | (7.0) | 668 15% | 302 14% | 357 16% | 104 20% e | 115 14% | 114 17% | 115 16% | 213 13% | 212 16% | 209 17% | 97 14% | 137 13% | 566 15% | 45 13% | 33 15% | 24 18% |
| 8 | (8.0) | 819 19% | 396 19% | 417 19% | 109 21% | 145 18% | 120 18% | 136 19% | 308 19% | 271 21% | 242 20% | 127 18% | 174 17% | 691 19% | 61 17% | 43 20% | 24 19% |
| 9 | (9.0) | 466 11% | 225 11% | 239 11% | 51 10% | 76 10% | 76 11% | 73 10% | 189 12% | 143 11% | 129 10% | 76 11% | 112 11% | 383 10% | 40 11% | 28 13% | 16 12% |
| 10 - Extremely well | (10.0) | 550 13% | 255 12% | 288 13% | 43 8% | 83 10% | 89 13% a | 93 13% a | 240 15% ab | 167 13% | 138 11% | 98 14% | 132 13% | 457 12% | 50 14% | 29 13% | 14 11% |
| Don't know | | 184 4% | 79 4% | 102 5% | 26 5% | 37 5% | 40 6% e | 36 5% e | 41 3% | 32 2% | 48 4% | 25 4% | 74 7% abc | 156 4% | 13 4% | 8 4% | 6 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?**

Base : All respondents

|  | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 822 | 453 | 358 | 75 | 120 | 108 | 141 | 373 | 238 | 227 | 149 | 194 | 681 | 79 | 39 | 23 |
|  | 19% | 22% | 16% | 14% | 15% | 16% | 20% | 23% | 18% | 18% | 21% | 19% | 19% | 23% | 18% | 17% |
|  |  | b |  |  |  |  |  | abc |  |  |  |  |  |  |  |  |
| NEUTRAL (5-6) | 841 | 393 | 441 | 121 | 216 | 129 | 108 | 262 | 241 | 242 | 124 | 221 | 720 | 61 | 37 | 23 |
|  | 19% | 19% | 20% | 23% | 27% | 19% | 15% | 16% | 18% | 20% | 18% | 21% | 20% | 18% | 17% | 18% |
|  |  |  |  | de | cde |  |  |  |  |  |  |  |  |  |  |  |
| POSITIVE VIEW (7-10) | 2503 | 1180 | 1301 | 306 | 418 | 400 | 417 | 951 | 794 | 718 | 398 | 555 | 2097 | 195 | 133 | 78 |
|  | 58% | 56% | 59% | 58% | 53% | 59% | 59% | 58% | 61% | 58% | 57% | 53% | 57% | 56% | 61% | 60% |
|  |  |  |  |  |  |  |  |  | d |  |  |  |  |  |  |  |
| MOST NEGATIVE (1-2) | 449 | 261 | 181 | 28 | 67 | 63 | 85 | 203 | 130 | 120 | 87 | 108 | 373 | 39 | 25 | 12 |
|  | 10% | 12% | 8% | 5% | 8% | 9% | 12% | 12% | 10% | 10% | 12% | 10% | 10% | 11% | 12% | 9% |
|  |  | b |  |  |  |  | a | ab |  |  |  |  |  |  |  |  |
| MOST POSITIVE (9-10) | 1017 | 481 | 527 | 94 | 158 | 165 | 166 | 429 | 310 | 268 | 174 | 244 | 839 | 90 | 57 | 30 |
|  | 23% | 23% | 24% | 18% | 20% | 24% | 24% | 26% | 24% | 22% | 25% | 23% | 23% | 26% | 26% | 23% |
|  |  |  |  |  |  | a |  | ab |  |  |  |  |  |  |  |  |
| Answered | 4166 | 2025 | 2101 | 501 | 754 | 637 | 667 | 1585 | 1273 | 1188 | 671 | 970 | 3498 | 335 | 209 | 124 |
| Mean score | 6.6 | 6.4 | 6.8 | 6.7 | 6.6 | 6.7 | 6.6 | 6.5 | 6.7 | 6.6 | 6.5 | 6.5 | 6.6 | 6.5 | 6.7 | 6.7 |
|  |  |  | a |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Standard deviation | 2.61 | 2.73 | 2.48 | 2.18 | 2.42 | 2.56 | 2.72 | 2.79 | 2.56 | 2.55 | 2.76 | 2.65 | 2.60 | 2.74 | 2.69 | 2.50 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .10 | .11 | .07 | .07 | .08 | .10 | .08 | .05 | .12 | .13 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 179

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 334 8% | 286 8% | 33 7% | 84 6% | 244 8% | 78 7% | 248 8% | 34 7% | 34 6% | 33 6% | 78 7% | 204 8% | 114 7% |
| 2 | (2.0) | 115 3% | 90 3% | 15 3% | 20 1% | 91 3% a | 18 1% | 91 3% | 8 2% | 5 1% | 7 1% | 18 1% | 68 3% | 42 3% |
| 3 | (3.0) | 181 4% | 138 4% | 27 6% | 45 3% | 128 4% | 39 3% | 133 4% | 5 1% | 22 4% a | 22 4% a | 39 3% | 93 3% | 84 5% a |
| 4 | (4.0) | 193 4% | 145 4% | 25 5% | 48 3% | 142 5% | 34 3% | 155 5% a | 16 3% | 19 4% | 10 2% | 34 3% | 93 3% | 96 6% a |
| 5 | (5.0) | 365 8% | 276 8% | 47 10% | 122 9% | 233 8% | 104 9% | 251 8% | 49 10% | 55 10% | 30 6% | 104 9% | 213 8% | 142 9% |
| 6 | (6.0) | 477 11% | 392 11% | 40 9% | 158 11% | 307 11% | 137 12% | 328 11% | 62 13% | 61 11% | 61 12% | 137 12% | 308 11% | 157 10% |
| 7 | (7.0) | 668 15% | 555 16% | 66 14% | 239 17% | 417 14% | 202 17% | 452 15% | 93 19% | 85 16% | 82 16% | 202 17% | 439 16% | 211 14% |
| 8 | (8.0) | 819 19% | 665 19% | 85 19% | 260 19% | 542 19% | 229 19% | 569 19% | 98 20% | 104 19% | 87 17% | 229 19% | 527 20% | 279 18% |
| 9 | (9.0) | 466 11% | 390 11% | 52 11% | 165 12% | 297 10% | 145 12% | 316 10% | 52 10% | 58 11% | 75 14% | 145 12% | 298 11% | 159 10% |
| 10 - Extremely well | (10.0) | 550 13% | 460 13% | 57 13% | 177 13% | 364 13% | 156 13% | 382 13% | 54 11% | 74 14% | 94 18% a | 156 13% | 342 13% | 188 12% |
| Don't know | | 184 4% | 154 4% | 12 3% | 60 4% | 115 4% | 49 4% | 126 4% | 24 5% | 24 4% | 21 4% | 49 4% | 111 4% | 64 4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 179

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 822 | 659 | 100 | 196 | 605 | 169 | 628 | 63 | 81 | 72 | 169 | 458 | 337 |
| | 19% | 19% | 22% | 14% | 21% | 14% | 21% | 13% | 15% | 14% | 14% | 17% | 22% |
| | | | | | a | | a | | | | | | a |
| NEUTRAL (5-6) | 841 | 669 | 88 | 281 | 540 | 242 | 579 | 111 | 116 | 91 | 242 | 521 | 299 |
| | 19% | 19% | 19% | 20% | 19% | 20% | 19% | 22% | 21% | 17% | 20% | 19% | 19% |
| POSITIVE VIEW (7-10) | 2503 | 2070 | 260 | 841 | 1620 | 732 | 1720 | 298 | 321 | 339 | 732 | 1606 | 836 |
| | 58% | 58% | 57% | 61% | 56% | 61% | 56% | 60% | 59% | 65% | 61% | 60% | 54% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 449 | 376 | 48 | 103 | 335 | 96 | 339 | 42 | 39 | 40 | 96 | 272 | 157 |
| | 10% | 11% | 10% | 8% | 12% | 8% | 11% | 9% | 7% | 8% | 8% | 10% | 10% |
| | | | | | a | | a | | | | | | |
| MOST POSITIVE (9-10) | 1017 | 850 | 109 | 342 | 661 | 302 | 699 | 107 | 132 | 169 | 302 | 640 | 347 |
| | 23% | 24% | 24% | 25% | 23% | 25% | 23% | 21% | 24% | 32% | 25% | 24% | 23% |
| | | | | | | | | | | abd | | | |
| Answered | 4166 | 3397 | 447 | 1318 | 2765 | 1142 | 2926 | 472 | 518 | 502 | 1142 | 2586 | 1472 |
| Mean score | 6.6 | 6.6 | 6.5 | 6.8 | 6.5 | 6.8 | 6.5 | 6.8 | 6.8 | 7.1 | 6.8 | 6.7 | 6.5 |
| | | | | b | | b | | | | | | | |
| Standard deviation | 2.61 | 2.63 | 2.65 | 2.43 | 2.68 | 2.46 | 2.66 | 2.38 | 2.47 | 2.54 | 2.46 | 2.57 | 2.64 |
| Standard error | .04 | .05 | .12 | .07 | .05 | .07 | .05 | .11 | .11 | .11 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 179

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?**

Base : All respondents

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 334 8% | 290 8% | 259 8% | 75 7% | 44 8% | 334 8% | 205 5% | 122 5% | 120 5% | 27 4% | 232 6% | 101 28% abcde | 270 34% bc | 36 4% c | 28 1% |
| 2 | (2.0) | 115 3% | 97 3% | 83 3% | 31 3% | 18 3% | 115 3% | 89 2% | 62 2% | 52 2% | 17 2% | 98 2% | 17 5% c | 68 9% bc | 32 3% c | 14 1% |
| 3 | (3.0) | 181 4% | 154 4% | 130 4% | 51 5% | 26 5% | 181 4% | 150 4% | 100 4% | 91 4% | 35 5% | 165 4% | 15 4% | 88 11% bc | 62 6% c | 31 1% |
| 4 | (4.0) | 193 4% | 170 4% | 140 4% | 52 5% | 23 4% | 193 4% | 166 4% | 117 4% | 106 4% | 19 3% | 181 5% | 12 3% | 64 8% c | 78 8% c | 51 2% |
| 5 | (5.0) | 365 8% | 314 8% | 280 8% | 85 8% | 51 10% | 365 8% | 307 8% | 209 8% | 195 8% | 54 7% | 330 8% | 35 10% | 68 8% c | 178 17% ac | 119 5% |
| 6 | (6.0) | 477 11% | 409 11% | 363 11% | 113 11% | 67 13% | 477 11% | 426 11% | 293 11% | 290 12% | 73 10% | 452 11% | 25 7% | 43 5% | 224 22% ac | 209 8% |
| 7 | (7.0) | 668 15% | 596 16% | 526 16% | 142 14% | 71 13% | 668 15% | 608 16% f | 428 16% f | 404 16% f | 116 16% f | 635 16% f | 32 9% | 55 7% | 146 14% a | 467 18% ab |
| 8 | (8.0) | 819 19% | 745 20% | 652 20% | 167 16% | 74 14% | 819 19% | 774 20% f | 538 21% f | 539 22% f | 162 22% f | 792 20% f | 27 7% | 46 6% | 137 13% a | 635 25% ab |
| 9 | (9.0) | 466 11% | 422 11% | 369 11% | 97 10% | 45 8% | 466 11% | 455 12% f | 343 13% f | 310 12% f | 101 14% f | 463 12% f | 3 1% | 8 1% | 42 4% a | 416 16% ab |
| 10 - Extremely well | (10.0) | 550 13% | 483 13% | 409 12% | 142 14% | 67 13% | 550 13% | 510 13% f | 361 14% f | 349 14% f | 128 17% ef | 531 13% f | 20 5% | 15 2% | 31 3% | 505 20% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 179

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT** On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 184 | 136 | 120 | 63 | 48 | 184 | 94 | 43 | 33 | 5 | 107 | 76 | 77 | 53 | 54 |
| | 4% | 4% | 4% | 6% | 9% | 4% | 2% | 2% | 1% | 1% | 3% | 21% | 10% | 5% | 2% |
| | | | | ab | abe | | cd | | | | cd | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 822 | 711 | 612 | 210 | 111 | 822 | 610 | 401 | 369 | 98 | 677 | 145 | 491 | 208 | 124 |
| | 19% | 19% | 18% | 21% | 21% | 19% | 16% | 15% | 15% | 13% | 17% | 40% | 61% | 20% | 5% |
| | | | | | | | | | | | | abcde | bc | c | |
| NEUTRAL (5-6) | 841 | 723 | 643 | 198 | 118 | 841 | 733 | 502 | 485 | 127 | 781 | 60 | 111 | 402 | 328 |
| | 19% | 19% | 19% | 19% | 22% | 19% | 19% | 19% | 19% | 17% | 20% | 16% | 14% | 39% | 13% |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2503 | 2246 | 1955 | 548 | 257 | 2503 | 2347 | 1670 | 1603 | 508 | 2421 | 82 | 124 | 356 | 2023 |
| | 58% | 59% | 59% | 54% | 48% | 58% | 62% | 64% | 64% | 69% | 61% | 23% | 15% | 35% | 80% |
| | | d | d | | | d | f | f | ef | aef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 449 | 387 | 343 | 106 | 62 | 449 | 294 | 184 | 173 | 44 | 330 | 119 | 338 | 68 | 42 |
| | 10% | 10% | 10% | 10% | 12% | 10% | 8% | 7% | 7% | 6% | 8% | 33% | 42% | 7% | 2% |
| | | | | | | | | | | | | abcde | bc | c | |
| MOST POSITIVE (9-10) | 1017 | 905 | 778 | 239 | 112 | 1017 | 965 | 704 | 659 | 230 | 993 | 23 | 23 | 73 | 921 |
| | 23% | 24% | 23% | 23% | 21% | 23% | 26% | 27% | 26% | 31% | 25% | 6% | 3% | 7% | 36% |
| | | | | | | | f | f | f | aef | f | | | a | ab |
| Answered | 4166 | 3680 | 3211 | 955 | 487 | 4166 | 3690 | 2573 | 2457 | 733 | 3879 | 287 | 726 | 966 | 2475 |
| Mean score | 6.6 | 6.6 | 6.6 | 6.5 | 6.3 | 6.6 | 6.8 | 6.9 | 6.9 | 7.2 | 6.8 | 4.2 | 3.4 | 5.8 | 7.8 |
| | | | | | | | f | f | f | aef | f | | | a | ab |
| Standard deviation | 2.61 | 2.60 | 2.59 | 2.67 | 2.71 | 2.61 | 2.46 | 2.40 | 2.39 | 2.38 | 2.49 | 3.03 | 2.57 | 2.04 | 1.82 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .05 | .05 | .09 | .04 | .17 | .10 | .07 | .04 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 180

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 459 11% | 282 13% b | 172 8% | 19 4% | 69 9% a | 66 10% a | 79 11% a | 225 14% ab | 125 10% | 125 10% | 94 13% | 109 10% | 382 10% | 40 11% | 25 11% | 13 10% |
| 2 | (2.0) | 141 3% | 77 4% | 62 3% | 9 2% | 13 2% | 11 2% | 23 3% | 84 5% abc | 52 4% | 34 3% | 22 3% | 30 3% | 112 3% | 17 5% | 9 4% | 3 2% |
| 3 | (3.0) | 189 4% | 96 5% | 92 4% | 25 5% | 22 3% | 25 4% | 30 4% | 86 5% | 45 3% | 65 5% | 32 5% | 47 5% | 152 4% | 21 6% | 9 4% | 7 5% |
| 4 | (4.0) | 213 5% | 103 5% | 108 5% | 20 4% | 53 7% | 26 4% | 32 5% | 81 5% | 65 5% | 53 4% | 32 5% | 56 5% | 184 5% | 13 4% | 8 4% | 8 6% |
| 5 | (5.0) | 351 8% | 162 8% | 187 8% | 56 11% | 66 8% | 48 7% | 55 8% | 123 8% | 100 8% | 113 9% | 44 6% | 89 9% | 292 8% | 27 8% | 18 8% | 13 10% |
| 6 | (6.0) | 468 11% | 202 10% | 260 12% | 76 14% de | 93 12% | 93 14% e | 64 9% | 140 9% | 138 11% | 132 11% | 79 11% | 113 11% | 397 11% | 34 10% | 21 10% | 17 13% |
| 7 | (7.0) | 603 14% | 295 14% | 304 14% | 102 19% e | 112 14% | 99 15% | 98 14% | 191 12% | 200 15% | 166 13% | 89 13% | 144 14% | 519 14% | 40 12% | 28 13% | 16 12% |
| 8 | (8.0) | 738 17% | 335 16% | 396 18% | 94 18% | 157 20% e | 132 20% e | 123 18% | 223 14% | 232 18% d | 240 19% d | 114 16% | 139 13% | 623 17% | 60 17% | 37 17% | 18 14% |
| 9 | (9.0) | 464 11% | 223 11% | 238 11% | 48 9% | 83 10% | 67 10% | 79 11% | 187 11% | 148 11% | 125 10% | 77 11% | 110 11% | 385 11% | 39 11% | 24 11% | 16 13% |
| 10 - Extremely well | (10.0) | 513 12% | 250 12% | 255 12% | 45 9% | 80 10% | 71 10% | 80 11% | 234 14% ab | 167 13% | 122 10% | 87 12% | 126 12% | 429 12% | 43 12% | 29 13% | 13 10% |
| Don't know | | 210 5% | 80 4% | 127 6% a | 32 6% e | 43 5% | 39 6% e | 39 6% | 52 3% | 32 2% | 61 5% a | 28 4% | 81 8% ac | 179 5% | 14 4% | 9 4% | 7 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 1003 | 557 | 434 | 73 | 156 | 128 | 164 | 475 | 288 | 276 | 179 | 242 | 831 | 91 | 51 | 30 |
| | 23% | 26% | 20% | 14% | 20% | 19% | 23% | 29% | 22% | 22% | 26% | 23% | 23% | 26% | 23% | 23% |
| | | b | | | a | | a | abc | | | | | | | | |
| NEUTRAL (5-6) | 819 | 363 | 447 | 133 | 159 | 141 | 119 | 263 | 238 | 245 | 123 | 202 | 689 | 61 | 40 | 30 |
| | 19% | 17% | 20% | 25% | 20% | 21% | 17% | 16% | 18% | 20% | 18% | 19% | 19% | 18% | 18% | 23% |
| | | | | de | | | | | | | | | | | | |
| POSITIVE VIEW (7-10) | 2318 | 1104 | 1195 | 289 | 432 | 369 | 381 | 835 | 747 | 653 | 366 | 519 | 1955 | 182 | 118 | 64 |
| | 53% | 52% | 54% | 55% | 55% | 54% | 54% | 51% | 57% | 53% | 53% | 50% | 54% | 52% | 54% | 49% |
| | | | | | | | | | d | | | | | | | |
| MOST NEGATIVE (1-2) | 601 | 359 | 234 | 28 | 81 | 77 | 102 | 309 | 178 | 159 | 116 | 139 | 494 | 56 | 34 | 16 |
| | 14% | 17% | 11% | 5% | 10% | 11% | 14% | 19% | 14% | 13% | 17% | 13% | 14% | 16% | 16% | 12% |
| | | b | | | a | a | a | abc | | | | | | | | |
| MOST POSITIVE (9-10) | 977 | 474 | 494 | 93 | 163 | 138 | 160 | 421 | 315 | 247 | 164 | 236 | 813 | 82 | 52 | 30 |
| | 22% | 23% | 22% | 18% | 21% | 20% | 23% | 26% | 24% | 20% | 23% | 23% | 22% | 23% | 24% | 23% |
| | | | | | | | | ac | | | | | | | | |
| Answered | 4140 | 2024 | 2076 | 495 | 748 | 638 | 664 | 1573 | 1273 | 1175 | 668 | 963 | 3475 | 333 | 208 | 124 |
| Mean score | 6.3 | 6.1 | 6.5 | 6.6 | 6.5 | 6.5 | 6.3 | 6.1 | 6.5 | 6.3 | 6.2 | 6.3 | 6.3 | 6.2 | 6.3 | 6.2 |
| | | | a | e | e | e | | | | | | | | | | |
| Standard deviation | 2.79 | 2.93 | 2.63 | 2.21 | 2.59 | 2.63 | 2.83 | 3.06 | 2.75 | 2.72 | 2.94 | 2.81 | 2.77 | 2.92 | 2.89 | 2.73 |
| Standard error | .04 | .07 | .06 | .09 | .09 | .10 | .11 | .08 | .08 | .08 | .11 | .09 | .05 | .13 | .14 | .14 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 180

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 459 | 380 | 57 | 106 | 344 | 100 | 349 | 41 | 42 | 42 | 100 | 273 | 172 |
| | | 11% | 11% | 12% | 8% | 12%<br>a | 8% | 11%<br>a | 8% | 8% | 8% | 8% | 10% | 11% |
| 2 | (2.0) | 141 | 118 | 20 | 25 | 115 | 23 | 116 | 9 | 11 | 9 | 23 | 63 | 72 |
| | | 3% | 3% | 4% | 2% | 4%<br>a | 2% | 4%<br>a | 2% | 2% | 2% | 2% | 2% | 5%<br>a |
| 3 | (3.0) | 189 | 144 | 31 | 44 | 141 | 34 | 150 | 10 | 18 | 16 | 34 | 107 | 80 |
| | | 4% | 4% | 7% | 3% | 5%<br>a | 3% | 5% | 2% | 3% | 3% | 3% | 4% | 5% |
| 4 | (4.0) | 213 | 165 | 26 | 65 | 145 | 51 | 157 | 23 | 30 | 21 | 51 | 123 | 81 |
| | | 5% | 5% | 6% | 5% | 5% | 4% | 5% | 5% | 6% | 4% | 4% | 5% | 5% |
| 5 | (5.0) | 351 | 279 | 40 | 119 | 224 | 99 | 244 | 42 | 61 | 25 | 99 | 184 | 162 |
| | | 8% | 8% | 9% | 9% | 8% | 8% | 8% | 8% | 11%<br>c | 5% | 8% | 7% | 11%<br>a |
| 6 | (6.0) | 468 | 395 | 37 | 170 | 286 | 139 | 316 | 61 | 55 | 58 | 139 | 290 | 160 |
| | | 11% | 11% | 8% | 12% | 10% | 12% | 10% | 12% | 10% | 11% | 12% | 11% | 10% |
| 7 | (7.0) | 603 | 483 | 65 | 199 | 396 | 177 | 417 | 81 | 71 | 78 | 177 | 429 | 164 |
| | | 14% | 14% | 14% | 14% | 14% | 15% | 14% | 16% | 13% | 15% | 15% | 16%<br>b | 11% |
| 8 | (8.0) | 738 | 597 | 74 | 276 | 444 | 244 | 472 | 103 | 109 | 120 | 244 | 500 | 223 |
| | | 17% | 17% | 16% | 20%<br>b | 15% | 21%<br>b | 15% | 21% | 20% | 23% | 21% | 19%<br>b | 14% |
| 9 | (9.0) | 464 | 381 | 41 | 158 | 298 | 137 | 318 | 59 | 58 | 61 | 137 | 289 | 166 |
| | | 11% | 11% | 9% | 11% | 10% | 12% | 10% | 12% | 11% | 12% | 12% | 11% | 11% |
| 10 - Extremely well | (10.0) | 513 | 438 | 51 | 153 | 350 | 137 | 366 | 43 | 62 | 72 | 137 | 311 | 185 |
| | | 12% | 12% | 11% | 11% | 12% | 12% | 12% | 9% | 11% | 14% | 12% | 12% | 12% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 180

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 210 | 172 | 18 | 62 | 137 | 51 | 149 | 25 | 26 | 20 | 51 | 129 | 73 |
| | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 5% | 5% | 4% | 4% | 5% | 5% |
| NEGATIVE VIEW (1-4) | 1003 | 807 | 134 | 240 | 745 | 208 | 772 | 82 | 100 | 88 | 208 | 565 | 405 |
| | 23% | 23% | 29% | 17% | 26% | 17% | 25% | 17% | 18% | 17% | 17% | 21% | 26% |
| | | | a | | a | | a | | | | | | a |
| NEUTRAL (5-6) | 819 | 673 | 77 | 289 | 510 | 237 | 560 | 102 | 116 | 84 | 237 | 474 | 321 |
| | 19% | 19% | 17% | 21% | 18% | 20% | 18% | 21% | 21% | 16% | 20% | 18% | 21% |
| POSITIVE VIEW (7-10) | 2318 | 1899 | 230 | 786 | 1489 | 695 | 1572 | 287 | 300 | 331 | 695 | 1529 | 738 |
| | 53% | 53% | 50% | 57% | 52% | 58% | 52% | 58% | 55% | 63% | 58% | 57% | 48% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 601 | 497 | 77 | 132 | 459 | 123 | 465 | 50 | 52 | 51 | 123 | 336 | 244 |
| | 14% | 14% | 17% | 10% | 16% | 10% | 15% | 10% | 10% | 10% | 10% | 12% | 16% |
| | | | | | a | | a | | | | | | a |
| MOST POSITIVE (9-10) | 977 | 819 | 92 | 311 | 648 | 274 | 684 | 102 | 120 | 133 | 274 | 600 | 351 |
| | 22% | 23% | 20% | 23% | 23% | 23% | 22% | 21% | 22% | 25% | 23% | 22% | 23% |
| Answered | 4140 | 3379 | 441 | 1315 | 2743 | 1140 | 2904 | 471 | 516 | 502 | 1140 | 2568 | 1464 |
| Mean score | 6.3 | 6.3 | 6.0 | 6.6 | 6.2 | 6.6 | 6.2 | 6.6 | 6.6 | 6.9 | 6.6 | 6.5 | 6.1 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.79 | 2.80 | 2.90 | 2.54 | 2.89 | 2.58 | 2.86 | 2.50 | 2.57 | 2.58 | 2.58 | 2.72 | 2.88 |
| Standard error | .04 | .05 | .13 | .07 | .06 | .08 | .05 | .11 | .11 | .11 | .08 | .06 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 459 11% | 390 10% | 341 10% | 119 12% | 69 13% | 459 11% | 319 8% | 190 7% | 183 7% | 42 6% | 349 9% | 110 30% abcde | 352 44% bc | 58 6% c | 49 2% |
| 2 | (2.0) | 141 3% | 120 3% | 96 3% | 45 4% | 21 4% | 141 3% | 124 3% | 80 3% | 63 3% | 18 2% | 135 3% | 6 2% | 63 8% c | 49 5% c | 29 1% |
| 3 | (3.0) | 189 4% | 163 4% | 139 4% | 50 5% | 26 5% | 189 4% | 160 4% | 105 4% | 109 4% | 39 5% | 168 4% | 22 6% | 71 9% c | 60 6% c | 58 2% |
| 4 | (4.0) | 213 5% | 184 5% | 167 5% | 45 4% | 29 5% | 213 5% | 176 5% | 123 5% | 115 5% | 27 4% | 194 5% | 19 5% | 58 7% c | 89 9% c | 66 3% |
| 5 | (5.0) | 351 8% | 308 8% | 263 8% | 88 9% | 43 8% | 351 8% | 294 8% | 199 8% | 180 7% | 49 7% | 318 8% | 33 9% | 54 7% | 173 17% ac | 125 5% |
| 6 | (6.0) | 468 11% | 423 11% | 378 11% | 91 9% | 46 9% | 468 11% | 427 11% f | 296 11% f | 285 11% f | 68 9% | 450 11% f | 18 5% | 35 4% | 181 18% ac | 252 10% a |
| 7 | (7.0) | 603 14% | 534 14% | 471 14% | 132 13% | 69 13% | 603 14% | 556 15% f | 371 14% f | 392 16% f | 101 14% f | 579 15% f | 24 7% | 32 4% | 157 15% a | 414 16% a |
| 8 | (8.0) | 738 17% | 672 18% c | 603 18% c | 135 13% | 66 12% | 738 17% | 692 18% f | 502 19% f | 497 20% f | 153 21% f | 712 18% f | 26 7% | 32 4% | 113 11% a | 594 23% ab |
| 9 | (9.0) | 464 11% | 422 11% | 358 11% | 106 10% | 43 8% | 464 11% | 439 12% f | 336 13% f | 304 12% f | 122 17% acef | 452 11% f | 12 3% | 15 2% | 44 4% a | 405 16% ab |
| 10 - Extremely well | (10.0) | 513 12% | 447 12% | 377 11% | 136 13% | 66 12% | 513 12% | 479 13% f | 351 13% f | 319 13% f | 113 15% f | 497 12% f | 16 4% | 14 2% | 31 3% | 468 19% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 180

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 210 | 153 | 139 | 71 | 57 | 210 | 118 | 64 | 43 | 6 | 133 | 77 | 78 | 64 | 68 |
| | 5% | 4% | 4% | 7% | 11% | 5% | 3% | 2% | 2% | 1% | 3% | 21% | 10% | 6% | 3% |
| | | | | ab | abe | | cd | | | | cd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 1003 | 858 | 743 | 260 | 145 | 1003 | 780 | 498 | 470 | 126 | 846 | 157 | 543 | 256 | 203 |
| | 23% | 22% | 22% | 25% | 27% | 23% | 21% | 19% | 19% | 17% | 21% | 43% | 68% | 25% | 8% |
| | | | | | | | | | | | | abcde | bc | c | |
| NEUTRAL (5-6) | 819 | 731 | 640 | 179 | 89 | 819 | 721 | 495 | 465 | 118 | 768 | 51 | 89 | 353 | 377 |
| | 19% | 19% | 19% | 18% | 17% | 19% | 19% | 19% | 19% | 16% | 19% | 14% | 11% | 35% | 15% |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2318 | 2074 | 1809 | 509 | 244 | 2318 | 2165 | 1559 | 1512 | 489 | 2240 | 78 | 92 | 345 | 1881 |
| | 53% | 54% | 54% | 50% | 46% | 53% | 57% | 60% | 61% | 66% | 56% | 21% | 12% | 34% | 74% |
| | | d | d | | | | f | f | ef | abef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 601 | 510 | 437 | 164 | 90 | 601 | 443 | 270 | 246 | 60 | 484 | 116 | 415 | 107 | 79 |
| | 14% | 13% | 13% | 16% | 17% | 14% | 12% | 10% | 10% | 8% | 12% | 32% | 52% | 10% | 3% |
| | | | | | | | | | | | d | abcde | bc | c | |
| MOST POSITIVE (9-10) | 977 | 868 | 735 | 241 | 109 | 977 | 918 | 687 | 623 | 235 | 949 | 28 | 29 | 75 | 873 |
| | 22% | 23% | 22% | 24% | 20% | 22% | 24% | 26% | 25% | 32% | 24% | 8% | 4% | 7% | 35% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4140 | 3663 | 3193 | 948 | 477 | 4140 | 3666 | 2552 | 2447 | 733 | 3854 | 286 | 725 | 954 | 2461 |
| Mean score | 6.3 | 6.4 | 6.4 | 6.2 | 6.0 | 6.3 | 6.5 | 6.7 | 6.7 | 7.0 | 6.5 | 4.1 | 3.0 | 5.6 | 7.6 |
| | | | | | | | f | ef | ef | aef | f | | | a | ab |
| Standard deviation | 2.79 | 2.76 | 2.74 | 2.94 | 2.98 | 2.79 | 2.68 | 2.62 | 2.58 | 2.55 | 2.70 | 3.05 | 2.52 | 2.21 | 2.05 |
| Standard error | .04 | .04 | .05 | .10 | .16 | .04 | .04 | .05 | .05 | .09 | .04 | .18 | .09 | .07 | .04 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 181

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 208 5% | 129 6% b | 76 3% | 11 2% | 35 4% | 26 4% | 54 8% ac | 78 5% | 42 3% | 45 4% | 53 8% ab | 65 6% a | 178 5% | 14 4% | 13 6% | 4 3% |
| 2 | (2.0) | 74 2% | 36 2% | 37 2% | 11 2% | 11 1% | 9 1% | 8 1% | 36 2% | 19 1% | 21 2% | 14 2% | 20 2% | 60 2% | 10 3% | 3 2% | 1 1% |
| 3 | (3.0) | 185 4% | 100 5% | 81 4% | 19 4% | 32 4% | 30 4% | 33 5% | 72 4% | 47 4% | 57 5% | 34 5% | 42 4% | 146 4% | 21 6% | 12 6% | 6 4% |
| 4 | (4.0) | 202 5% | 93 4% | 106 5% | 28 5% | 47 6% | 30 4% | 32 5% | 64 4% | 57 4% | 59 5% | 45 6% | 37 4% | 171 5% | 16 5% | 10 5% | 5 4% |
| 5 | (5.0) | 425 10% | 215 10% | 209 9% | 61 12% | 69 9% | 63 9% | 54 8% | 175 11% | 119 9% | 121 10% | 61 9% | 121 12% | 353 10% | 34 10% | 22 10% | 16 12% |
| 6 | (6.0) | 568 13% | 268 13% | 299 14% | 77 15% | 119 15% | 93 14% | 92 13% | 183 11% | 176 14% | 155 13% | 86 12% | 140 13% | 482 13% | 41 12% | 28 13% | 17 13% |
| 7 | (7.0) | 796 18% | 392 19% | 394 18% | 112 21% | 146 18% | 119 18% | 136 19% | 279 17% | 272 21% d | 221 18% | 140 20% d | 156 15% | 672 18% | 64 18% | 34 16% | 26 20% |
| 8 | (8.0) | 765 18% | 370 18% | 387 18% | 95 18% | 127 16% | 138 20% | 116 16% | 287 18% | 259 20% d | 236 19% d | 108 16% | 148 14% | 643 18% | 64 18% | 33 15% | 24 19% |
| 9 | (9.0) | 389 9% | 190 9% | 198 9% | 37 7% | 84 11% | 50 7% | 59 8% | 155 10% | 127 10% | 119 10% | 46 7% | 95 9% | 330 9% | 24 7% | 23 11% | 12 9% |
| 10 - Extremely well | (10.0) | 390 9% | 166 8% | 220 10% | 39 7% | 65 8% | 69 10% | 66 9% | 150 9% | 110 8% | 93 7% | 72 10% | 109 10% | 331 9% | 29 8% | 20 9% | 10 8% |
| Don't know | | 346 8% | 145 7% | 197 9% | 37 7% | 57 7% | 51 8% | 54 8% | 146 9% | 76 6% | 110 9% a | 38 5% | 111 11% ac | 288 8% | 31 9% | 18 8% | 9 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 181

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**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 670 | 358 | 300 | 69 | 124 | 94 | 127 | 250 | 166 | 182 | 145 | 165 | 555 | 61 | 38 | 16 |
| | 15% | 17% b | 14% | 13% | 16% | 14% | 18% | 15% | 13% | 15% | 21% ab | 16% | 15% | 18% | 18% | 12% |
| NEUTRAL (5-6) | 993 | 484 | 507 | 138 | 188 | 156 | 145 | 358 | 296 | 276 | 147 | 260 | 835 | 75 | 51 | 33 |
| | 23% | 23% | 23% | 26% | 24% | 23% | 21% | 22% | 23% | 22% | 21% | 25% | 23% | 21% | 23% | 25% |
| POSITIVE VIEW (7-10) | 2340 | 1118 | 1199 | 282 | 422 | 376 | 377 | 871 | 767 | 668 | 366 | 508 | 1975 | 182 | 111 | 73 |
| | 54% | 53% | 54% | 54% | 53% | 56% | 54% | 54% | 59% d | 54% | 53% | 49% | 54% | 52% | 51% | 56% |
| MOST NEGATIVE (1-2) | 283 | 165 | 113 | 22 | 46 | 35 | 62 | 114 | 62 | 65 | 67 | 85 | 238 | 24 | 16 | 5 |
| | 6% | 8% b | 5% | 4% | 6% | 5% | 9% a | 7% | 5% | 5% | 10% ab | 8% a | 7% | 7% | 7% | 4% |
| MOST POSITIVE (9-10) | 779 | 356 | 417 | 76 | 149 | 120 | 125 | 305 | 237 | 211 | 118 | 204 | 660 | 53 | 44 | 22 |
| | 18% | 17% | 19% | 14% | 19% | 18% | 18% | 19% | 18% | 17% | 17% | 20% | 18% | 15% | 20% | 17% |
| Answered | 4004 | 1959 | 2006 | 490 | 734 | 626 | 649 | 1480 | 1229 | 1125 | 658 | 933 | 3366 | 317 | 199 | 121 |
| Mean score | 6.6 | 6.4 | 6.7 a | 6.6 | 6.6 | 6.7 | 6.4 | 6.6 | 6.8 cd | 6.6 | 6.3 | 6.5 | 6.6 | 6.5 | 6.5 | 6.7 |
| Standard deviation | 2.32 | 2.38 | 2.24 | 2.06 | 2.27 | 2.24 | 2.49 | 2.37 | 2.14 | 2.23 | 2.52 | 2.48 | 2.32 | 2.34 | 2.45 | 2.13 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .06 | .06 | .07 | .10 | .08 | .04 | .10 | .12 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 181

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**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 208 | 171 | 18 | 49 | 150 | 49 | 151 | 18 | 23 | 22 | 49 | 131 | 69 |
| | | 5% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 4% | 5% | 4% |
| 2 | (2.0) | 74 | 56 | 13 | 13 | 60 | 12 | 60 | 6 | 3 | 4 | 12 | 41 | 30 |
| | | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 185 | 147 | 26 | 66 | 116 | 56 | 124 | 19 | 27 | 21 | 56 | 104 | 75 |
| | | 4% | 4% | 6% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 5% |
| 4 | (4.0) | 202 | 160 | 19 | 73 | 125 | 50 | 146 | 22 | 26 | 19 | 50 | 122 | 74 |
| | | 5% | 5% | 4% | 5% | 4% | 4% | 5% | 5% | 5% | 4% | 4% | 5% | 5% |
| 5 | (5.0) | 425 | 342 | 48 | 118 | 296 | 95 | 317 | 40 | 48 | 37 | 95 | 233 | 181 |
| | | 10% | 10% | 11% | 9% | 10% | 8% | 10% | 8% | 9% | 7% | 8% | 9% | 12%<br>a |
| 6 | (6.0) | 568 | 436 | 62 | 187 | 367 | 168 | 384 | 88 | 75 | 62 | 168 | 349 | 203 |
| | | 13% | 12% | 14% | 14% | 13% | 14% | 13% | 18% | 14% | 12% | 14% | 13% | 13% |
| 7 | (7.0) | 796 | 673 | 72 | 263 | 518 | 234 | 547 | 87 | 98 | 113 | 234 | 519 | 266 |
| | | 18% | 19% | 16% | 19% | 18% | 20% | 18% | 18% | 18% | 22% | 20% | 19% | 17% |
| 8 | (8.0) | 765 | 627 | 82 | 263 | 496 | 230 | 528 | 104 | 98 | 103 | 230 | 524 | 222 |
| | | 18% | 18% | 18% | 19% | 17% | 19% | 17% | 21% | 18% | 20% | 19% | 19%<br>b | 14% |
| 9 | (9.0) | 389 | 310 | 56 | 122 | 259 | 110 | 271 | 42 | 53 | 47 | 110 | 246 | 134 |
| | | 9% | 9% | 12% | 9% | 9% | 9% | 9% | 8% | 10% | 9% | 9% | 9% | 9% |
| 10 - Extremely well | (10.0) | 390 | 340 | 23 | 143 | 238 | 124 | 255 | 39 | 60 | 74 | 124 | 246 | 132 |
| | | 9% | 10%<br>b | 5% | 10% | 8% | 10% | 8% | 8% | 11% | 14%<br>a | 10% | 9% | 9% |
| Don't know | | 346 | 287 | 39 | 80 | 254 | 63 | 270 | 30 | 31 | 21 | 63 | 183 | 152 |
| | | 8% | 8% | 9% | 6% | 9%<br>a | 5% | 9%<br>a | 6% | 6% | 4% | 5% | 7% | 10%<br>a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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**Table 181**

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**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 670 | 535 | 76 | 201 | 451 | 167 | 481 | 65 | 79 | 66 | 167 | 398 | 248 |
| | 15% | 15% | 17% | 15% | 16% | 14% | 16% | 13% | 15% | 13% | 14% | 15% | 16% |
| NEUTRAL (5-6) | 993 | 778 | 111 | 305 | 663 | 263 | 701 | 128 | 123 | 99 | 263 | 581 | 384 |
| | 23% | 22% | 24% | 22% | 23% | 22% | 23% | 26% | 23% | 19% | 22% | 22% | 25% |
| POSITIVE VIEW (7-10) | 2340 | 1951 | 233 | 791 | 1511 | 698 | 1601 | 273 | 310 | 336 | 698 | 1534 | 753 |
| | 54% | 55% | 51% | 57% | 52% | 59% | 52% | 55% | 57% | 64% | 59% | 57% | 49% |
| | | | | b | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 283 | 227 | 31 | 62 | 210 | 61 | 211 | 23 | 26 | 26 | 61 | 172 | 99 |
| | 6% | 6% | 7% | 5% | 7% | 5% | 7% | 5% | 5% | 5% | 5% | 6% | 6% |
| | | | | | a | | | | | | | | |
| MOST POSITIVE (9-10) | 779 | 651 | 79 | 265 | 497 | 234 | 526 | 81 | 113 | 120 | 234 | 492 | 265 |
| | 18% | 18% | 17% | 19% | 17% | 20% | 17% | 16% | 21% | 23% | 20% | 18% | 17% |
| Answered | 4004 | 3264 | 420 | 1298 | 2625 | 1128 | 2782 | 466 | 512 | 501 | 1128 | 2514 | 1385 |
| Mean score | 6.6 | 6.6 | 6.5 | 6.7 | 6.5 | 6.8 | 6.5 | 6.7 | 6.8 | 7.0 | 6.8 | 6.7 | 6.4 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.32 | 2.32 | 2.29 | 2.23 | 2.35 | 2.24 | 2.33 | 2.13 | 2.28 | 2.26 | 2.24 | 2.29 | 2.33 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .04 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 208 5% | 169 4% | 146 4% | 62 6% | 39 7% | 208 5% | 95 3% | 42 2% | 42 2% | 7 1% | 110 3% bd | 98 27% abcde | 172 21% bc | 22 2% c | 15 1% |
| 2 | (2.0) | 74 2% | 60 2% | 55 2% | 19 2% | 15 3% | 74 2% | 62 2% | 41 2% | 33 1% | 7 1% | 66 2% | 9 2% | 51 6% bc | 14 1% c | 9 *% |
| 3 | (3.0) | 185 4% | 163 4% | 145 4% | 41 4% | 22 4% | 185 4% | 152 4% | 91 3% | 90 4% | 23 3% | 166 4% | 19 5% | 112 14% bc | 49 5% c | 24 1% |
| 4 | (4.0) | 202 5% | 182 5% | 157 5% | 46 4% | 20 4% | 202 5% | 168 4% | 118 5% | 118 5% | 30 4% | 184 5% | 18 5% | 81 10% c | 77 8% c | 44 2% |
| 5 | (5.0) | 425 10% | 354 9% | 303 9% | 122 12% | 71 13% | 425 10% | 361 10% | 244 9% | 224 9% | 56 8% | 386 10% | 39 11% | 113 14% c | 174 17% c | 138 5% |
| 6 | (6.0) | 568 13% | 506 13% | 443 13% | 125 12% | 62 12% | 568 13% | 508 13% f | 351 13% f | 343 14% f | 102 14% f | 541 14% f | 27 7% | 74 9% | 245 24% ac | 250 10% |
| 7 | (7.0) | 796 18% | 746 20% cd | 661 20% cd | 135 13% | 50 9% | 796 18% cd | 749 20% f | 531 20% f | 520 21% f | 153 21% f | 771 19% f | 25 7% | 42 5% | 187 18% a | 567 22% a |
| 8 | (8.0) | 765 18% | 705 18% d | 610 18% d | 155 15% | 60 11% | 765 18% d | 724 19% f | 509 19% f | 515 21% f | 154 21% f | 744 19% f | 21 6% | 30 4% | 93 9% a | 642 25% ab |
| 9 | (9.0) | 389 9% | 356 9% | 304 9% | 85 8% | 33 6% | 389 9% | 371 10% f | 292 11% f | 263 11% f | 91 12% f | 378 9% f | 11 3% | 5 1% | 31 3% a | 354 14% ab |
| 10 - Extremely well | (10.0) | 390 9% | 333 9% | 290 9% | 100 10% | 58 11% | 390 9% | 358 9% f | 279 11% f | 242 10% f | 104 14% acef | 375 9% f | 16 4% | 7 1% | 25 2% | 358 14% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 181

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 346 | 243 | 216 | 130 | 103 | 346 | 237 | 119 | 102 | 13 | 265 | 82 | 115 | 102 | 129 |
| | 8% | 6% | 6% | 13% | 19% | 8% | 6% | 5% | 4% | 2% | 7% | 22% | 14% | 10% | 5% |
| | | | | abe | abce | | bcd | d | d | | bcd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 670 | 573 | 502 | 167 | 97 | 670 | 476 | 291 | 283 | 67 | 526 | 143 | 416 | 162 | 92 |
| | 15% | 15% | 15% | 16% | 18% | 15% | 13% | 11% | 11% | 9% | 13% | 39% | 52% | 16% | 4% |
| | | | | | | | | | | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 993 | 860 | 747 | 247 | 134 | 993 | 869 | 595 | 567 | 157 | 928 | 66 | 187 | 418 | 388 |
| | 23% | 23% | 22% | 24% | 25% | 23% | 23% | 23% | 23% | 21% | 23% | 18% | 23% | 41% | 15% |
| | | | | | | | | | | | | | c | ac | |
| POSITIVE VIEW (7-10) | 2340 | 2140 | 1866 | 475 | 200 | 2340 | 2202 | 1611 | 1539 | 501 | 2268 | 72 | 84 | 336 | 1921 |
| | 54% | 56% | 56% | 47% | 38% | 54% | 58% | 62% | 62% | 68% | 57% | 20% | 10% | 33% | 76% |
| | | cd | cd | d | | cd | f | ef | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 283 | 228 | 201 | 81 | 54 | 283 | 157 | 82 | 75 | 14 | 176 | 107 | 223 | 36 | 24 |
| | 6% | 6% | 6% | 8% | 10% | 6% | 4% | 3% | 3% | 2% | 4% | 29% | 28% | 4% | 1% |
| | | | | ab | ab | | d | | | | cd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 779 | 688 | 594 | 185 | 91 | 779 | 729 | 571 | 504 | 194 | 753 | 26 | 12 | 56 | 712 |
| | 18% | 18% | 18% | 18% | 17% | 18% | 19% | 22% | 20% | 26% | 19% | 7% | 1% | 5% | 28% |
| | | | | | | | f | ef | f | acef | f | | | a | ab |
| Answered | 4004 | 3573 | 3115 | 889 | 431 | 4004 | 3547 | 2496 | 2389 | 725 | 3722 | 282 | 687 | 916 | 2401 |
| Mean score | 6.6 | 6.6 | 6.6 | 6.4 | 6.2 | 6.6 | 6.8 | 7.0 | 6.9 | 7.2 | 6.8 | 4.2 | 3.8 | 5.9 | 7.6 |
| | | d | d | | | d | f | aef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.32 | 2.27 | 2.27 | 2.49 | 2.68 | 2.32 | 2.13 | 2.06 | 2.03 | 1.96 | 2.16 | 2.96 | 2.25 | 1.79 | 1.66 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .04 | .04 | .07 | .04 | .17 | .09 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 182

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 220 | 128 | 89 | 12 | 39 | 27 | 51 | 86 | 42 | 55 | 47 | 73 | 190 | 15 | 11 | 3 |
| | | 5% | 6% b | 4% | 2% | 5% | 4% | 7% a | 5% a | 3% | 4% | 7% a | 7% a | 5% | 4% | 5% | 3% |
| 2 | (2.0) | 83 | 41 | 41 | 6 | 9 | 12 | 12 | 44 | 25 | 21 | 15 | 18 | 62 | 9 | 9 | 3 |
| | | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 4% a | 2% |
| 3 | (3.0) | 160 | 95 | 62 | 15 | 19 | 24 | 26 | 77 | 49 | 44 | 29 | 37 | 129 | 17 | 10 | 4 |
| | | 4% | 5% b | 3% | 3% | 2% | 3% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 5% | 5% | 3% |
| 4 | (4.0) | 231 | 108 | 119 | 37 | 44 | 24 | 37 | 89 | 67 | 80 | 30 | 48 | 193 | 22 | 8 | 7 |
| | | 5% | 5% | 5% | 7% | 6% | 4% | 5% | 5% | 5% | 6% | 4% | 5% | 5% | 6% | 4% | 6% |
| 5 | (5.0) | 494 | 252 | 241 | 54 | 92 | 78 | 69 | 199 | 126 | 138 | 92 | 131 | 410 | 42 | 23 | 19 |
| | | 11% | 12% | 11% | 10% | 12% | 11% | 10% | 12% | 10% | 11% | 13% | 13% | 11% | 12% | 11% | 15% |
| 6 | (6.0) | 602 | 291 | 309 | 91 | 110 | 91 | 87 | 221 | 181 | 150 | 104 | 159 | 502 | 49 | 29 | 22 |
| | | 14% | 14% | 14% | 17% | 14% | 14% | 12% | 14% | 14% | 12% | 15% | 15% | 14% | 14% | 13% | 17% |
| 7 | (7.0) | 740 | 353 | 381 | 107 | 130 | 114 | 123 | 256 | 247 | 226 | 116 | 138 | 615 | 68 | 35 | 22 |
| | | 17% | 17% | 17% | 20% | 16% | 17% | 17% | 16% | 19% d | 18% d | 17% | 13% | 17% | 19% | 16% | 17% |
| 8 | (8.0) | 779 | 377 | 390 | 92 | 153 | 136 | 129 | 267 | 265 | 231 | 114 | 161 | 672 | 47 | 39 | 21 |
| | | 18% | 18% | 18% | 17% | 19% | 20% | 18% | 16% | 20% d | 19% | 16% | 15% | 18% b | 13% | 18% | 16% |
| 9 | (9.0) | 350 | 142 | 208 | 46 | 77 | 58 | 63 | 104 | 121 | 94 | 52 | 77 | 298 | 24 | 18 | 9 |
| | | 8% | 7% | 9% a | 9% | 10% | 9% | 9% | 6% | 9% | 8% | 7% | 7% | 8% | 7% | 8% | 7% |
| 10 - Extremely well | (10.0) | 323 | 155 | 164 | 30 | 61 | 54 | 55 | 119 | 78 | 87 | 63 | 88 | 269 | 25 | 20 | 9 |
| | | 7% | 7% | 7% | 6% | 8% | 8% | 8% | 7% | 6% | 7% | 9% | 8% | 7% | 7% | 9% | 7% |
| Don't know | | 369 | 163 | 201 | 38 | 56 | 59 | 51 | 163 | 103 | 110 | 34 | 113 | 313 | 29 | 16 | 10 |
| | | 8% | 8% | 9% | 7% | 7% | 9% | 7% | 10% | 8% | 9% c | 5% | 11% c | 9% | 8% | 7% | 8% |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 182

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 694 | 372 | 311 | 69 | 111 | 87 | 125 | 296 | 184 | 199 | 121 | 177 | 574 | 64 | 38 | 18 |
| | 16% | 18% | 14% | 13% | 14% | 13% | 18% | 18% | 14% | 16% | 17% | 17% | 16% | 18% | 18% | 14% |
| | | b | | | | | | c | | | | | | | | |
| NEUTRAL (5-6) | 1096 | 543 | 550 | 145 | 202 | 169 | 156 | 420 | 307 | 288 | 196 | 290 | 912 | 91 | 52 | 41 |
| | 25% | 26% | 25% | 27% | 26% | 25% | 22% | 26% | 24% | 23% | 28% | 28% | 25% | 26% | 24% | 31% |
| | | | | | | | | | | | | | | | | a |
| POSITIVE VIEW (7-10) | 2191 | 1027 | 1141 | 275 | 422 | 362 | 371 | 746 | 711 | 638 | 345 | 464 | 1854 | 164 | 112 | 62 |
| | 50% | 49% | 52% | 52% | 53% | 53% | 53% | 46% | 54% | 52% | 50% | 44% | 51% | 47% | 51% | 47% |
| | | | | | e | e | e | | d | d | | | | | | |
| MOST NEGATIVE (1-2) | 303 | 169 | 130 | 18 | 48 | 39 | 63 | 130 | 68 | 76 | 62 | 91 | 252 | 24 | 20 | 6 |
| | 7% | 8% | 6% | 3% | 6% | 6% | 9% | 8% | 5% | 6% | 9% | 9% | 7% | 7% | 9% | 5% |
| | | | | | | | a | a | | | a | a | | | | |
| MOST POSITIVE (9-10) | 673 | 297 | 371 | 76 | 138 | 112 | 119 | 223 | 199 | 182 | 115 | 165 | 568 | 49 | 38 | 18 |
| | 15% | 14% | 17% | 14% | 17% | 17% | 17% | 14% | 15% | 15% | 17% | 16% | 16% | 14% | 17% | 14% |
| Answered | 3981 | 1941 | 2002 | 489 | 735 | 618 | 652 | 1462 | 1202 | 1125 | 662 | 931 | 3341 | 319 | 202 | 120 |
| Mean score | 6.4 | 6.3 | 6.6 | 6.6 | 6.6 | 6.6 | 6.4 | 6.2 | 6.6 | 6.5 | 6.3 | 6.3 | 6.5 | 6.3 | 6.4 | 6.4 |
| | | | a | e | e | e | | | d | | | | | | | |
| Standard deviation | 2.30 | 2.36 | 2.22 | 1.98 | 2.25 | 2.22 | 2.45 | 2.37 | 2.14 | 2.25 | 2.42 | 2.45 | 2.30 | 2.29 | 2.45 | 2.10 |
| Standard error | .04 | .05 | .05 | .09 | .08 | .09 | .10 | .06 | .06 | .07 | .09 | .08 | .04 | .10 | .12 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 220 | 185 | 17 | 53 | 160 | 50 | 163 | 16 | 20 | 26 | 50 | 134 | 76 |
| | | 5% | 5% | 4% | 4% | 6% | 4% | 5% | 3% | 4% | 5% | 4% | 5% | 5% |
| 2 | (2.0) | 83 | 59 | 15 | 15 | 67 | 13 | 68 | 6 | 7 | 6 | 13 | 50 | 29 |
| | | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 160 | 132 | 20 | 35 | 123 | 28 | 130 | 12 | 10 | 12 | 28 | 79 | 74 |
| | | 4% | 4% | 4% | 3% | 4% | 2% | 4% | 2% | 2% | 2% | 2% | 3% | 5% |
| | | | | | | | | a | | | | | | a |
| 4 | (4.0) | 231 | 190 | 23 | 62 | 158 | 45 | 175 | 26 | 21 | 13 | 45 | 129 | 97 |
| | | 5% | 5% | 5% | 5% | 6% | 4% | 6% | 5% | 4% | 2% | 4% | 5% | 6% |
| 5 | (5.0) | 494 | 389 | 64 | 148 | 333 | 124 | 356 | 59 | 65 | 47 | 124 | 272 | 211 |
| | | 11% | 11% | 14% | 11% | 12% | 10% | 12% | 12% | 12% | 9% | 10% | 10% | 14% |
| | | | | | | | | | | | | | | a |
| 6 | (6.0) | 602 | 497 | 52 | 197 | 393 | 164 | 423 | 76 | 71 | 65 | 164 | 372 | 215 |
| | | 14% | 14% | 11% | 14% | 14% | 14% | 14% | 15% | 13% | 13% | 14% | 14% | 14% |
| 7 | (7.0) | 740 | 606 | 74 | 251 | 483 | 219 | 512 | 90 | 90 | 104 | 219 | 486 | 239 |
| | | 17% | 17% | 16% | 18% | 17% | 18% | 17% | 18% | 17% | 20% | 18% | 18% | 16% |
| 8 | (8.0) | 779 | 620 | 104 | 278 | 487 | 251 | 511 | 104 | 113 | 113 | 251 | 525 | 238 |
| | | 18% | 17% | 23% | 20% | 17% | 21% | 17% | 21% | 21% | 22% | 21% | 19% | 16% |
| | | | | | | | b | | | | | | b | |
| 9 | (9.0) | 350 | 286 | 29 | 134 | 207 | 122 | 219 | 46 | 62 | 55 | 122 | 244 | 99 |
| | | 8% | 8% | 6% | 10% | 7% | 10% | 7% | 9% | 11% | 11% | 10% | 9% | 6% |
| | | | | | b | | b | | | | | | b | |
| 10 - Extremely well | (10.0) | 323 | 276 | 22 | 126 | 191 | 111 | 204 | 34 | 50 | 59 | 111 | 211 | 99 |
| | | 7% | 8% | 5% | 9% | 7% | 9% | 7% | 7% | 9% | 11% | 9% | 8% | 6% |
| | | | | | b | | b | | | | | | | |
| Don't know | | 369 | 310 | 41 | 78 | 278 | 63 | 292 | 28 | 34 | 21 | 63 | 195 | 159 |
| | | 8% | 9% | 9% | 6% | 10% | 5% | 10% | 6% | 6% | 4% | 5% | 7% | 10% |
| | | | | | | a | | a | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.**

**Table 182**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 694 | 567 | 75 | 166 | 508 | 136 | 535 | 60 | 58 | 57 | 136 | 392 | 276 |
| | 16% | 16% | 16% | 12% | 18% | 11% | 18% | 12% | 11% | 11% | 11% | 15% | 18% |
| | | | | | a | | a | | | | | | a |
| NEUTRAL (5-6) | 1096 | 886 | 115 | 345 | 727 | 288 | 779 | 135 | 136 | 112 | 288 | 644 | 426 |
| | 25% | 25% | 25% | 25% | 25% | 24% | 26% | 27% | 25% | 22% | 24% | 24% | 28% |
| POSITIVE VIEW (7-10) | 2191 | 1788 | 228 | 789 | 1367 | 703 | 1446 | 274 | 315 | 332 | 703 | 1466 | 676 |
| | 50% | 50% | 50% | 57% | 47% | 59% | 47% | 55% | 58% | 64% | 59% | 54% | 44% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 303 | 245 | 32 | 68 | 227 | 63 | 231 | 22 | 27 | 32 | 63 | 184 | 105 |
| | 7% | 7% | 7% | 5% | 8% | 5% | 8% | 4% | 5% | 6% | 5% | 7% | 7% |
| | | | | | a | | | | | | | | |
| MOST POSITIVE (9-10) | 673 | 562 | 50 | 260 | 397 | 233 | 423 | 80 | 112 | 115 | 233 | 455 | 198 |
| | 15% | 16% | 11% | 19% | 14% | 20% | 14% | 16% | 21% | 22% | 20% | 17% | 13% |
| | | | | b | | b | | | | | | b | |
| Answered | 3981 | 3241 | 418 | 1300 | 2602 | 1127 | 2761 | 469 | 509 | 502 | 1127 | 2502 | 1377 |
| Mean score | 6.4 | 6.5 | 6.3 | 6.8 | 6.3 | 6.8 | 6.3 | 6.7 | 6.9 | 6.9 | 6.8 | 6.6 | 6.2 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.30 | 2.31 | 2.21 | 2.16 | 2.34 | 2.18 | 2.33 | 2.07 | 2.16 | 2.24 | 2.18 | 2.27 | 2.29 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .06 | .04 | .09 | .09 | .10 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 182

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 220 5% | 186 5% | 164 5% | 56 6% | 34 6% | 220 5% | 114 3% b | 45 2% | 54 2% | 10 1% | 129 3% b | 90 25% abcde | 181 23% bc | 26 3% c | 12 *% |
| 2 | (2.0) | 83 2% | 69 2% | 63 2% | 21 2% | 14 3% | 83 2% | 64 2% | 38 1% | 38 2% | 8 1% | 73 2% | 10 3% | 58 7% bc | 14 1% c | 11 *% |
| 3 | (3.0) | 160 4% | 133 3% | 105 3% | 55 5% b | 28 5% | 160 4% | 132 3% | 88 3% | 69 3% | 16 2% | 141 4% | 20 5% | 89 11% bc | 43 4% c | 29 1% |
| 4 | (4.0) | 231 5% | 199 5% | 174 5% | 57 6% | 32 6% | 231 5% | 192 5% | 116 4% | 126 5% | 34 5% | 208 5% | 23 6% | 86 11% c | 87 9% c | 57 2% |
| 5 | (5.0) | 494 11% | 412 11% | 372 11% | 122 12% | 82 15% | 494 11% | 422 11% | 303 12% | 253 10% | 70 9% | 452 11% | 42 12% | 111 14% c | 208 20% ac | 176 7% |
| 6 | (6.0) | 602 14% | 535 14% | 458 14% | 144 14% | 67 12% | 602 14% | 547 14% f | 364 14% f | 360 14% f | 88 12% | 575 14% f | 27 7% | 67 8% | 218 21% ac | 316 13% a |
| 7 | (7.0) | 740 17% | 691 18% cd | 600 18% cd | 140 14% | 48 9% | 740 17% | 700 18% f | 484 19% f | 495 20% f | 162 22% f | 725 18% f | 15 4% | 46 6% | 161 16% a | 533 21% ab |
| 8 | (8.0) | 779 18% | 719 19% cd | 637 19% cd | 142 14% | 60 11% | 779 18% d | 738 19% f | 536 20% f | 533 21% f | 152 21% f | 755 19% f | 24 6% | 26 3% | 107 11% a | 646 26% ab |
| 9 | (9.0) | 350 8% | 327 9% d | 283 9% d | 66 6% | 22 4% | 350 8% | 320 8% f | 266 10% f | 239 10% f | 82 11% f | 336 8% f | 14 4% | 12 2% | 36 3% | 302 12% ab |
| 10 - Extremely well | (10.0) | 323 7% | 278 7% | 239 7% | 84 8% | 45 8% | 323 7% | 297 8% f | 230 9% | 203 8% | 89 12% acef | 309 8% | 14 4% | 7 1% | 20 2% | 296 12% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 369 | 266 | 237 | 131 | 102 | 369 | 260 | 145 | 121 | 28 | 284 | 84 | 120 | 97 | 151 |
| | 8% | 7% | 7% | 13% | 19% | 8% | 7% | 6% | 5% | 4% | 7% | 23% | 15% | 10% | 6% |
| | | | | abe | abe | | cd | | | | cd | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 694 | 586 | 505 | 189 | 108 | 694 | 501 | 287 | 287 | 67 | 551 | 143 | 414 | 171 | 109 |
| | 16% | 15% | 15% | 19% | 20% | 16% | 13% | 11% | 12% | 9% | 14% | 39% | 52% | 17% | 4% |
| | | | | | | | d | | | | bd | abcde | bc | c | |
| NEUTRAL (5-6) | 1096 | 947 | 830 | 266 | 149 | 1096 | 969 | 667 | 612 | 158 | 1027 | 69 | 178 | 426 | 492 |
| | 25% | 25% | 25% | 26% | 28% | 25% | 26% | 25% | 25% | 21% | 26% | 19% | 22% | 42% | 19% |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2191 | 2016 | 1759 | 432 | 175 | 2191 | 2054 | 1516 | 1470 | 486 | 2125 | 67 | 91 | 324 | 1776 |
| | 50% | 53% | 53% | 42% | 33% | 50% | 54% | 58% | 59% | 66% | 53% | 18% | 11% | 32% | 70% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 303 | 255 | 226 | 77 | 48 | 303 | 178 | 83 | 92 | 17 | 202 | 101 | 239 | 41 | 23 |
| | 7% | 7% | 7% | 8% | 9% | 7% | 5% | 3% | 4% | 2% | 5% | 28% | 30% | 4% | 1% |
| | | | | | | | bd | | | | bd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 673 | 606 | 522 | 150 | 67 | 673 | 616 | 496 | 442 | 172 | 645 | 28 | 19 | 56 | 598 |
| | 15% | 16% | 16% | 15% | 13% | 15% | 16% | 19% | 18% | 23% | 16% | 8% | 2% | 5% | 24% |
| | | | | | | | f | ef | f | acef | f | | | a | ab |
| Answered | 3981 | 3550 | 3094 | 887 | 432 | 3981 | 3524 | 2471 | 2370 | 711 | 3702 | 279 | 683 | 921 | 2378 |
| Mean score | 6.4 | 6.5 | 6.5 | 6.2 | 5.9 | 6.4 | 6.7 | 6.8 | 6.8 | 7.1 | 6.6 | 4.3 | 3.8 | 5.9 | 7.4 |
| | | cd | cd | | | d | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.30 | 2.26 | 2.26 | 2.42 | 2.52 | 2.30 | 2.13 | 2.03 | 2.03 | 1.96 | 2.16 | 2.92 | 2.32 | 1.82 | 1.69 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .07 | .04 | .17 | .09 | .06 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 163 | 98 | 62 | 8 | 31 | 22 | 28 | 69 | 30 | 44 | 39 | 48 | 141 | 10 | 7 | 4 |
| | | 4% | 5% b | 3% | 2% | 4% | 3% | 4% | 4% a | 2% | 4% | 6% a | 5% a | 4% | 3% | 3% | 3% |
| 2 | (2.0) | 57 | 24 | 33 | 9 | 6 | 5 | 8 | 29 | 17 | 11 | 13 | 14 | 50 | 4 | 2 | 2 |
| | | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| 3 | (3.0) | 101 | 50 | 48 | 15 | 17 | 22 | 16 | 31 | 20 | 26 | 26 | 28 | 83 | 12 | 4 | 2 |
| | | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 4% a | 3% | 2% | 3% | 2% | 2% |
| 4 | (4.0) | 147 | 83 | 63 | 27 | 34 | 17 | 32 | 37 | 41 | 39 | 29 | 36 | 123 | 13 | 6 | 5 |
| | | 3% | 4% | 3% | 5% e | 4% | 2% | 5% e | 2% | 3% | 3% | 4% | 3% | 3% | 4% | 3% | 4% |
| 5 | (5.0) | 294 | 165 | 126 | 51 | 57 | 48 | 33 | 105 | 65 | 86 | 52 | 85 | 246 | 25 | 13 | 10 |
| | | 7% | 8% | 6% | 10% d | 7% | 7% | 5% | 6% | 5% | 7% | 7% | 8% a | 7% | 7% | 6% | 8% |
| 6 | (6.0) | 406 | 190 | 214 | 78 | 89 | 58 | 53 | 126 | 114 | 113 | 64 | 111 | 341 | 36 | 17 | 12 |
| | | 9% | 9% | 10% | 15% cde | 11% | 9% | 8% | 8% | 9% | 9% | 9% | 11% | 9% | 10% | 8% | 9% |
| 7 | (7.0) | 621 | 289 | 326 | 77 | 131 | 117 | 99 | 195 | 190 | 173 | 99 | 155 | 521 | 54 | 27 | 19 |
| | | 14% | 14% | 15% | 15% | 17% e | 17% e | 14% | 12% | 15% | 14% | 14% | 15% | 14% | 16% | 12% | 15% |
| 8 | (8.0) | 790 | 382 | 401 | 122 | 151 | 138 | 134 | 243 | 256 | 238 | 131 | 158 | 654 | 70 | 40 | 26 |
| | | 18% | 18% | 18% | 23% e | 19% | 20% e | 19% | 15% | 20% | 19% | 19% | 15% | 18% | 20% | 18% | 20% |
| 9 | (9.0) | 480 | 215 | 262 | 54 | 83 | 80 | 94 | 167 | 177 | 126 | 79 | 94 | 406 | 32 | 28 | 14 |
| | | 11% | 10% | 12% | 10% | 11% | 12% | 13% | 10% | 14% d | 10% | 11% | 9% | 11% | 9% | 13% | 11% |
| 10 - Extremely well | (10.0) | 514 | 230 | 276 | 47 | 94 | 93 | 95 | 182 | 152 | 140 | 91 | 115 | 430 | 40 | 28 | 16 |
| | | 12% | 11% | 13% | 9% | 12% | 14% | 14% | 11% | 12% | 11% | 13% | 11% | 12% | 12% | 13% | 12% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 183

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 778 | 378 | 393 | 39 | 98 | 79 | 110 | 442 | 243 | 240 | 72 | 200 | 661 | 53 | 45 | 19 |
| | 18% | 18% | 18% | 7% | 12% | 12% | 16% | 27% | 19% | 19% | 10% | 19% | 18% | 15% | 21% | 15% |
| | | | | | a | | a | abcd | c | c | | c | | | | |
| NEGATIVE VIEW (1-4) | 468 | 256 | 206 | 59 | 88 | 65 | 85 | 166 | 108 | 119 | 108 | 126 | 397 | 38 | 20 | 13 |
| | 11% | 12% | 9% | 11% | 11% | 10% | 12% | 10% | 8% | 10% | 15% | 12% | 11% | 11% | 9% | 10% |
| | | b | | | | | | | | | ab | a | | | | |
| NEUTRAL (5-6) | 700 | 355 | 339 | 129 | 146 | 106 | 86 | 231 | 179 | 198 | 116 | 196 | 587 | 61 | 30 | 22 |
| | 16% | 17% | 15% | 25% | 18% | 16% | 12% | 14% | 14% | 16% | 17% | 19% | 16% | 17% | 14% | 17% |
| | | | | cde | d | | | | | | | a | | | | |
| POSITIVE VIEW (7-10) | 2405 | 1116 | 1265 | 300 | 459 | 428 | 422 | 787 | 775 | 677 | 401 | 522 | 2010 | 197 | 123 | 76 |
| | 55% | 53% | 57% | 57% | 58% | 63% | 60% | 48% | 59% | 55% | 58% | 50% | 55% | 56% | 56% | 58% |
| | | | a | e | e | e | e | | d | | d | | | | | |
| MOST NEGATIVE (1-2) | 220 | 123 | 95 | 18 | 36 | 26 | 37 | 98 | 47 | 55 | 53 | 62 | 191 | 14 | 9 | 6 |
| | 5% | 6% | 4% | 3% | 5% | 4% | 5% | 6% | 4% | 4% | 8% | 6% | 5% | 4% | 4% | 4% |
| | | | | | | | | | | | a | | | | | |
| MOST POSITIVE (9-10) | 994 | 445 | 538 | 101 | 177 | 172 | 189 | 349 | 329 | 266 | 171 | 209 | 835 | 72 | 56 | 30 |
| | 23% | 21% | 24% | 19% | 22% | 25% | 27% | 21% | 25% | 22% | 25% | 20% | 23% | 21% | 26% | 23% |
| | | | | | | | a | | d | | | | | | | |
| Answered | 3572 | 1726 | 1810 | 488 | 693 | 599 | 593 | 1184 | 1062 | 995 | 624 | 844 | 2993 | 295 | 173 | 111 |
| Mean score | 7.1 | 6.9 | 7.2 | 6.9 | 7.0 | 7.2 | 7.2 | 7.0 | 7.3 | 7.1 | 6.8 | 6.8 | 7.0 | 7.0 | 7.3 | 7.1 |
| | | | a | | | | | | cd | d | | | | | | |
| Standard deviation | 2.31 | 2.39 | 2.23 | 2.05 | 2.24 | 2.21 | 2.36 | 2.46 | 2.13 | 2.26 | 2.52 | 2.39 | 2.33 | 2.22 | 2.28 | 2.23 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .10 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 183

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 163 | 139 | 11 | 37 | 119 | 36 | 120 | 11 | 20 | 19 | 36 | 103 | 54 |
| | | 4% | 4% | 2% | 3% | 4% | 3% | 4% | 2% | 4% | 4% | 3% | 4% | 4% |
| 2 | (2.0) | 57 | 48 | 4 | 12 | 44 | 7 | 48 | 4 | 4 | 2 | 7 | 26 | 27 |
| | | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | *% | 1% | 1% | 2% |
| 3 | (3.0) | 101 | 76 | 8 | 36 | 65 | 29 | 72 | 10 | 15 | 11 | 29 | 59 | 38 |
| | | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| 4 | (4.0) | 147 | 113 | 13 | 57 | 84 | 42 | 99 | 17 | 19 | 18 | 42 | 105 | 39 |
| | | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 3% | 3% | 4% | 4% | 3% |
| 5 | (5.0) | 294 | 236 | 27 | 88 | 195 | 71 | 212 | 36 | 36 | 21 | 71 | 166 | 121 |
| | | 7% | 7% | 6% | 6% | 7% | 6% | 7% | 7% | 7% | 4% | 6% | 6% | 8% |
| 6 | (6.0) | 406 | 342 | 31 | 133 | 265 | 101 | 294 | 52 | 48 | 31 | 101 | 247 | 148 |
| | | 9% | 10% | 7% | 10% | 9% | 8% | 10% | 10% | 9% | 6% | 8% | 9% | 10% |
| 7 | (7.0) | 621 | 505 | 61 | 218 | 387 | 195 | 409 | 83 | 90 | 78 | 195 | 423 | 186 |
| | | 14% | 14% | 13% | 16% | 13% | 16% | 13% | 17% | 17% | 15% | 16% | 16% | 12% |
| | | | | | | | | | | | | | b | |
| 8 | (8.0) | 790 | 627 | 88 | 299 | 478 | 264 | 511 | 117 | 111 | 124 | 264 | 527 | 249 |
| | | 18% | 18% | 19% | 22% | 17% | 22% | 17% | 24% | 21% | 24% | 22% | 20% | 16% |
| | | | | | b | | b | | | | | | | |
| 9 | (9.0) | 480 | 392 | 49 | 200 | 271 | 182 | 288 | 56 | 87 | 93 | 182 | 326 | 144 |
| | | 11% | 11% | 11% | 15% | 9% | 15% | 9% | 11% | 16% | 18% | 15% | 12% | 9% |
| | | | | | b | | b | | | | a | | | |
| 10 - Extremely well | (10.0) | 514 | 430 | 54 | 219 | 287 | 200 | 303 | 78 | 88 | 102 | 200 | 346 | 149 |
| | | 12% | 12% | 12% | 16% | 10% | 17% | 10% | 16% | 16% | 19% | 17% | 13% | 10% |
| | | | | | b | | b | | | | | | b | |
| Don't know | | 778 | 643 | 113 | 78 | 683 | 64 | 697 | 32 | 25 | 24 | 64 | 368 | 383 |
| | | 18% | 18% | 25% | 6% | 24% | 5% | 23% | 7% | 5% | 5% | 5% | 14% | 25% |
| | | | | a | | a | | a | | | | | | a |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 468 | 376 | 36 | 142 | 313 | 114 | 339 | 43 | 57 | 50 | 114 | 293 | 158 |
| | 11% | 11% | 8% | 10% | 11% | 10% | 11% | 9% | 10% | 10% | 10% | 11% | 10% |
| NEUTRAL (5-6) | 700 | 579 | 58 | 222 | 460 | 172 | 506 | 88 | 84 | 52 | 172 | 413 | 269 |
| | 16% | 16% | 13% | 16% | 16% | 14% | 17% | 18% | 16% | 10% | 14% | 15% | 17% |
| | | | | | | | | c | | | | | |
| POSITIVE VIEW (7-10) | 2405 | 1953 | 253 | 936 | 1424 | 841 | 1511 | 334 | 377 | 397 | 841 | 1623 | 726 |
| | 55% | 55% | 55% | 68% | 49% | 71% | 50% | 67% | 69% | 76% | 71% | 60% | 47% |
| | | | | b | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 220 | 187 | 15 | 49 | 163 | 43 | 168 | 15 | 23 | 20 | 43 | 129 | 81 |
| | 5% | 5% | 3% | 4% | 6% | 4% | 6% | 3% | 4% | 4% | 4% | 5% | 5% |
| | | | | | a | | | | | | | | |
| MOST POSITIVE (9-10) | 994 | 822 | 103 | 419 | 559 | 382 | 591 | 134 | 175 | 195 | 382 | 672 | 292 |
| | 23% | 23% | 22% | 30% | 19% | 32% | 19% | 27% | 32% | 37% | 32% | 25% | 19% |
| | | | | b | | b | | | | a | | b | |
| Answered | 3572 | 2908 | 346 | 1300 | 2197 | 1126 | 2356 | 464 | 518 | 499 | 1126 | 2329 | 1153 |
| Mean score | 7.1 | 7.1 | 7.3 | 7.3 | 6.9 | 7.4 | 6.9 | 7.3 | 7.3 | 7.6 | 7.4 | 7.1 | 6.9 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.31 | 2.33 | 2.17 | 2.17 | 2.37 | 2.17 | 2.36 | 2.08 | 2.24 | 2.18 | 2.17 | 2.28 | 2.35 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .06 | .05 | .10 | .10 | .10 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 183

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 163 4% | 138 4% | 124 4% | 39 4% | 25 5% | 163 4% | 69 2% d | 34 1% | 33 1% | 3 *% | 81 2% d | 82 23% abcde | 140 17% bc | 10 1% | 13 1% |
| 2 | (2.0) | 57 1% | 43 1% | 38 1% | 19 2% | 14 3% | 57 1% | 44 1% | 19 1% | 17 1% | 6 1% | 45 1% | 12 3% abcde | 43 5% bc | 10 1% | 5 *% c |
| 3 | (3.0) | 101 2% | 84 2% | 71 2% | 30 3% | 17 3% | 101 2% | 71 2% | 44 2% | 39 2% | 9 1% | 79 2% | 23 6% abcde | 48 6% bc | 29 3% | 25 1% c |
| 4 | (4.0) | 147 3% | 125 3% | 116 3% | 30 3% | 22 4% | 147 3% | 115 3% | 74 3% | 76 3% | 15 2% | 129 3% | 18 5% | 62 8% bc | 45 4% | 39 2% c |
| 5 | (5.0) | 294 7% | 248 6% | 219 7% | 75 7% | 47 9% | 294 7% | 234 6% | 167 6% | 146 6% | 30 4% | 258 6% | 36 10% cd | 76 10% c | 148 15% ac | 70 3% |
| 6 | (6.0) | 406 9% | 363 10% | 325 10% | 81 8% | 43 8% | 406 9% | 361 10% d | 236 9% | 227 9% | 44 6% | 383 10% d | 23 6% | 65 8% | 153 15% ac | 188 7% |
| 7 | (7.0) | 621 14% | 580 15% cd | 517 16% cd | 104 10% | 41 8% | 621 14% cd | 561 15% f | 389 15% f | 400 16% f | 99 13% | 592 15% f | 29 8% | 70 9% | 178 18% a | 373 15% a |
| 8 | (8.0) | 790 18% | 731 19% cd | 652 20% cd | 138 14% | 59 11% | 790 18% cd | 738 20% f | 509 19% f | 507 20% f | 150 20% f | 765 19% f | 25 7% | 60 7% | 154 15% a | 576 23% ab |
| 9 | (9.0) | 480 11% | 443 12% | 394 12% d | 86 8% | 36 7% | 480 11% | 459 12% f | 364 14% f | 337 14% f | 119 16% aef | 467 12% f | 12 3% | 22 3% | 70 7% a | 388 15% ab |
| 10 - Extremely well | (10.0) | 514 12% | 451 12% | 398 12% | 116 11% | 63 12% | 514 12% | 476 13% f | 353 14% f | 339 14% f | 135 18% abcef | 495 12% f | 19 5% | 25 3% | 36 4% | 453 18% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 183

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**C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 778 | 610 | 476 | 301 | 168 | 778 | 655 | 427 | 369 | 129 | 692 | 86 | 192 | 185 | 400 |
| | 18% | 16% | 14% | 30% abe | 31% abe | 18% b | 17% | 16% | 15% | 18% | 17% | 24% abce | 24% bc | 18% | 16% |
| NEGATIVE VIEW (1-4) | 468 | 390 | 350 | 118 | 78 | 468 | 299 | 171 | 165 | 33 | 333 | 134 | 293 | 94 | 81 |
| | 11% | 10% | 11% | 12% | 15% | 11% | 8% d | 7% | 7% | 4% | 8% d | 37% abcde | 36% bc | 9% | 3% c |
| NEUTRAL (5-6) | 700 | 611 | 544 | 156 | 89 | 700 | 596 | 402 | 373 | 73 | 641 | 59 | 141 | 301 | 258 |
| | 16% | 16% | 16% | 15% | 17% | 16% | 16% d | 15% d | 15% d | 10% | 16% d | 16% d | 18% c | 30% ac | 10% |
| POSITIVE VIEW (7-10) | 2405 | 2205 | 1962 | 443 | 199 | 2405 | 2234 | 1615 | 1583 | 503 | 2320 | 85 | 176 | 439 | 1790 |
| | 55% | 58% cd | 59% cde | 43% | 37% | 55% cd | 59% f | 62% f | 64% aef | 68% abef | 58% f | 23% | 22% | 43% a | 71% ab |
| MOST NEGATIVE (1-2) | 220 | 181 | 162 | 58 | 39 | 220 | 113 | 53 | 50 | 8 | 126 | 94 | 183 | 20 | 18 |
| | 5% | 5% | 5% | 6% | 7% | 5% | 3% | 2% | 2% | 1% | 3% d | 26% abcde | 23% bc | 2% | 1% c |
| MOST POSITIVE (9-10) | 994 | 894 | 792 | 201 | 99 | 994 | 935 | 718 | 676 | 253 | 962 | 31 | 47 | 106 | 841 |
| | 23% | 23% | 24% | 20% | 19% | 23% | 25% f | 27% ef | 27% f | 34% abcef | 24% f | 9% | 6% | 10% a | 33% ab |
| Answered | 3572 | 3206 | 2855 | 717 | 367 | 3572 | 3129 | 2188 | 2121 | 609 | 3295 | 278 | 610 | 833 | 2129 |
| Mean score | 7.1 | 7.1 cd | 7.1 cd | 6.8 | 6.5 | 7.1 d | 7.3 f | 7.5 aef | 7.5 aef | 7.9 abcef | 7.3 f | 4.5 | 4.6 | 6.5 a | 8.0 ab |
| Standard deviation | 2.31 | 2.26 | 2.26 | 2.51 | 2.68 | 2.31 | 2.08 | 1.99 | 1.96 | 1.82 | 2.12 | 3.00 | 2.76 | 1.83 | 1.68 |
| Standard error | .04 | .04 | .04 | .10 | .16 | .04 | .04 | .04 | .04 | .07 | .04 | .18 | .11 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 184

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 177 | 108 | 66 | 9 | 36 | 23 | 39 | 66 | 35 | 47 | 41 | 52 | 155 | 10 | 8 | 4 |
| | | 4% | 5% | 3% | 2% | 5% | 3% | 6% | 4% | 3% | 4% | 6% | 5% | 4% | 3% | 4% | 3% |
| | | | b | | | a | | a | | | | a | a | | | | |
| 2 | (2.0) | 83 | 37 | 46 | 14 | 12 | 6 | 8 | 43 | 28 | 17 | 20 | 14 | 68 | 10 | 2 | 2 |
| | | 2% | 2% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 1% | 3% | 1% | 2% | 3% | 1% | 2% |
| 3 | (3.0) | 111 | 66 | 42 | 12 | 17 | 22 | 21 | 40 | 24 | 33 | 30 | 22 | 90 | 13 | 4 | 4 |
| | | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 4% | 2% | 2% | 4% | 2% | 3% |
| | | | | | | | | | | | | a | | | | | |
| 4 | (4.0) | 163 | 92 | 69 | 36 | 38 | 19 | 24 | 45 | 54 | 37 | 27 | 41 | 135 | 10 | 12 | 5 |
| | | 4% | 4% | 3% | 7% | 5% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 4% | 3% | 6% | 4% |
| | | | | | ce | | | | | | | | | | | | |
| 5 | (5.0) | 383 | 196 | 183 | 60 | 67 | 63 | 52 | 141 | 101 | 95 | 71 | 111 | 313 | 38 | 18 | 14 |
| | | 9% | 9% | 8% | 11% | 9% | 9% | 7% | 9% | 8% | 8% | 10% | 11% | 9% | 11% | 9% | 11% |
| 6 | (6.0) | 482 | 223 | 258 | 79 | 98 | 81 | 78 | 146 | 132 | 131 | 80 | 132 | 407 | 37 | 22 | 16 |
| | | 11% | 11% | 12% | 15% | 12% | 12% | 11% | 9% | 10% | 11% | 12% | 13% | 11% | 11% | 10% | 12% |
| | | | | | e | | | | | | | | | | | | |
| 7 | (7.0) | 581 | 285 | 289 | 84 | 129 | 95 | 92 | 179 | 166 | 177 | 106 | 126 | 489 | 53 | 22 | 18 |
| | | 13% | 14% | 13% | 16% | 16% | 14% | 13% | 11% | 13% | 14% | 15% | 12% | 13% | 15% | 10% | 14% |
| | | | | | e | e | | | | | | | | | | | |
| 8 | (8.0) | 662 | 312 | 340 | 97 | 133 | 123 | 119 | 187 | 204 | 206 | 109 | 136 | 548 | 59 | 36 | 19 |
| | | 15% | 15% | 15% | 18% | 17% | 18% | 17% | 11% | 16% | 17% | 16% | 13% | 15% | 17% | 16% | 15% |
| | | | | | e | e | e | e | | | | | | | | | |
| 9 | (9.0) | 377 | 173 | 202 | 56 | 71 | 57 | 72 | 119 | 122 | 108 | 66 | 74 | 314 | 32 | 21 | 11 |
| | | 9% | 8% | 9% | 11% | 9% | 8% | 10% | 7% | 9% | 9% | 10% | 7% | 9% | 9% | 10% | 8% |
| 10 - Extremely well | (10.0) | 354 | 151 | 197 | 37 | 72 | 65 | 60 | 119 | 95 | 94 | 57 | 100 | 302 | 21 | 20 | 11 |
| | | 8% | 7% | 9% | 7% | 9% | 10% | 9% | 7% | 7% | 8% | 8% | 10% | 8% | 6% | 9% | 8% |
| Don't know | | 977 | 460 | 510 | 43 | 118 | 123 | 139 | 542 | 343 | 289 | 89 | 234 | 832 | 65 | 53 | 27 |
| | | 22% | 22% | 23% | 8% | 15% | 18% | 20% | 33% | 26% | 23% | 13% | 22% | 23% | 19% | 25% | 20% |
| | | | | | | a | a | a | abcd | c | c | | c | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 184

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**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 533 | 304 | 223 | 71 | 103 | 70 | 91 | 193 | 142 | 134 | 118 | 130 | 449 | 43 | 26 | 15 |
| | 12% | 14% b | 10% | 13% | 13% | 10% | 13% | 12% | 11% | 11% | 17% ab | 12% | 12% | 12% | 12% | 12% |
| NEUTRAL (5-6) | 866 | 419 | 441 | 139 | 165 | 144 | 130 | 287 | 233 | 227 | 152 | 243 | 720 | 75 | 40 | 30 |
| | 20% | 20% | 20% | 26% de | 21% | 21% | 18% | 18% | 18% | 18% | 22% | 23% ab | 20% | 22% | 18% | 23% |
| POSITIVE VIEW (7-10) | 1974 | 921 | 1029 | 274 | 405 | 341 | 343 | 604 | 587 | 585 | 337 | 436 | 1653 | 165 | 98 | 59 |
| | 45% | 44% | 47% | 52% e | 51% e | 50% e | 49% e | 37% | 45% | 47% | 48% | 42% | 45% | 47% | 45% | 45% |
| MOST NEGATIVE (1-2) | 260 | 146 | 111 | 24 | 48 | 29 | 46 | 108 | 63 | 64 | 61 | 67 | 223 | 20 | 10 | 7 |
| | 6% | 7% | 5% | 4% | 6% | 4% | 7% | 7% | 5% | 5% | 9% ab | 6% | 6% | 6% | 5% | 5% |
| MOST POSITIVE (9-10) | 731 | 323 | 399 | 93 | 143 | 122 | 132 | 238 | 217 | 202 | 123 | 174 | 616 | 53 | 40 | 22 |
| | 17% | 15% | 18% | 18% | 18% | 18% | 19% | 15% | 17% | 16% | 18% | 17% | 17% | 15% | 19% | 17% |
| Answered | 3373 | 1644 | 1692 | 484 | 673 | 555 | 564 | 1084 | 962 | 946 | 607 | 810 | 2822 | 283 | 164 | 104 |
| Mean score | 6.7 | 6.5 | 6.8 a | 6.7 | 6.7 | 6.8 e | 6.7 | 6.5 | 6.8 c | 6.8 c | 6.4 | 6.5 | 6.6 | 6.6 | 6.8 | 6.6 |
| Standard deviation | 2.35 | 2.42 | 2.26 | 2.09 | 2.31 | 2.23 | 2.43 | 2.48 | 2.25 | 2.28 | 2.49 | 2.41 | 2.37 | 2.24 | 2.34 | 2.28 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .10 | .08 | .07 | .08 | .10 | .08 | .05 | .10 | .12 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 177 | 149 | 14 | 49 | 122 | 47 | 124 | 13 | 21 | 26 | 47 | 110 | 61 |
| | | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% | 4% |
| 2 | (2.0) | 83 | 73 | 4 | 25 | 57 | 19 | 63 | 9 | 8 | 7 | 19 | 51 | 29 |
| | | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| 3 | (3.0) | 111 | 83 | 14 | 35 | 74 | 28 | 79 | 9 | 14 | 11 | 28 | 67 | 38 |
| | | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 3% | 2% |
| 4 | (4.0) | 163 | 127 | 17 | 58 | 101 | 43 | 114 | 22 | 24 | 14 | 43 | 99 | 58 |
| | | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% |
| 5 | (5.0) | 383 | 326 | 23 | 120 | 256 | 96 | 277 | 42 | 43 | 40 | 96 | 223 | 154 |
| | | 9% | 9%<br>b | 5% | 9% | 9% | 8% | 9% | 8% | 8% | 8% | 8% | 8% | 10% |
| 6 | (6.0) | 482 | 375 | 55 | 185 | 283 | 161 | 307 | 67 | 71 | 66 | 161 | 315 | 153 |
| | | 11% | 11% | 12% | 13%<br>b | 10% | 13%<br>b | 10% | 13% | 13% | 13% | 13% | 12% | 10% |
| 7 | (7.0) | 581 | 467 | 53 | 216 | 344 | 190 | 369 | 82 | 85 | 88 | 190 | 399 | 171 |
| | | 13% | 13% | 11% | 16%<br>b | 12% | 16%<br>b | 12% | 16% | 16% | 17% | 16% | 15%<br>b | 11% |
| 8 | (8.0) | 662 | 532 | 76 | 257 | 396 | 221 | 431 | 88 | 93 | 111 | 221 | 454 | 197 |
| | | 15% | 15% | 17% | 19%<br>b | 14% | 19%<br>b | 14% | 18% | 17% | 21% | 19% | 17%<br>b | 13% |
| 9 | (9.0) | 377 | 307 | 21 | 148 | 224 | 131 | 240 | 48 | 58 | 57 | 131 | 264 | 104 |
| | | 9% | 9%<br>b | 5% | 11%<br>b | 8% | 11%<br>b | 8% | 10% | 11% | 11% | 11% | 10%<br>b | 7% |
| 10 - Extremely well | (10.0) | 354 | 304 | 33 | 138 | 211 | 127 | 221 | 40 | 61 | 69 | 127 | 236 | 103 |
| | | 8% | 9% | 7% | 10%<br>b | 7% | 11%<br>b | 7% | 8% | 11% | 13% | 11% | 9% | 7% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 184

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Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 977 | 809 | 149 | 146 | 813 | 128 | 827 | 76 | 64 | 32 | 128 | 479 | 468 |
| | 22% | 23% | 32% | 11% | 28% | 11% | 27% | 15% | 12% | 6% | 11% | 18% | 30% |
| | | | a | | a | | a | c | c | | c | | a |
| NEGATIVE VIEW (1-4) | 533 | 432 | 49 | 167 | 353 | 137 | 381 | 54 | 67 | 59 | 137 | 328 | 186 |
| | 12% | 12% | 11% | 12% | 12% | 12% | 12% | 11% | 12% | 11% | 12% | 12% | 12% |
| NEUTRAL (5-6) | 866 | 700 | 78 | 304 | 538 | 257 | 584 | 109 | 114 | 106 | 257 | 538 | 307 |
| | 20% | 20% | 17% | 22% | 19% | 22% | 19% | 22% | 21% | 20% | 22% | 20% | 20% |
| POSITIVE VIEW (7-10) | 1974 | 1610 | 184 | 760 | 1175 | 668 | 1261 | 258 | 297 | 326 | 668 | 1352 | 575 |
| | 45% | 45% | 40% | 55% | 41% | 56% | 41% | 52% | 55% | 62% | 56% | 50% | 37% |
| | | | | b | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 260 | 222 | 17 | 74 | 179 | 66 | 187 | 22 | 29 | 34 | 66 | 161 | 90 |
| | 6% | 6% | 4% | 5% | 6% | 6% | 6% | 4% | 5% | 6% | 6% | 6% | 6% |
| MOST POSITIVE (9-10) | 731 | 611 | 55 | 287 | 435 | 258 | 461 | 89 | 119 | 126 | 258 | 499 | 207 |
| | 17% | 17% | 12% | 21% | 15% | 22% | 15% | 18% | 22% | 24% | 22% | 19% | 14% |
| | | b | | b | | b | | | | | | b | |
| Answered | 3373 | 2742 | 311 | 1232 | 2067 | 1062 | 2226 | 421 | 478 | 491 | 1062 | 2218 | 1068 |
| Mean score | 6.7 | 6.7 | 6.7 | 6.8 | 6.5 | 6.9 | 6.5 | 6.8 | 6.9 | 7.0 | 6.9 | 6.7 | 6.5 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.35 | 2.38 | 2.23 | 2.25 | 2.41 | 2.26 | 2.39 | 2.14 | 2.29 | 2.32 | 2.26 | 2.32 | 2.38 |
| Standard error | .04 | .05 | .12 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 177 | 146 | 129 | 47 | 31 | 177 | 76 | 36 | 37 | 9 | 89 | 88 | 146 | 11 | 20 |
| | | 4% | 4% | 4% | 5% | 6% | 4% | 2% | 1% | 1% | 1% | 2% | 24% abcde | 18% bc | 1% | 1% |
| 2 | (2.0) | 83 | 66 | 62 | 21 | 17 | 83 | 67 | 40 | 34 | 6 | 73 | 10 | 54 | 13 | 17 |
| | | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 7% bc | 1% | 1% |
| 3 | (3.0) | 111 | 96 | 82 | 28 | 15 | 111 | 84 | 52 | 45 | 15 | 91 | 19 | 54 | 33 | 24 |
| | | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 5% abcde | 7% bc | 3% c | 1% |
| 4 | (4.0) | 163 | 143 | 127 | 36 | 20 | 163 | 127 | 86 | 82 | 13 | 141 | 22 | 63 | 57 | 42 |
| | | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 3% | 3% | 2% | 4% | 6% d | 8% c | 6% c | 2% |
| 5 | (5.0) | 383 | 318 | 287 | 97 | 66 | 383 | 317 | 214 | 190 | 34 | 347 | 36 | 94 | 161 | 128 |
| | | 9% | 8% | 9% | 10% | 12% | 9% | 8% d | 8% d | 8% | 5% | 9% d | 10% d | 12% c | 16% c | 5% |
| 6 | (6.0) | 482 | 442 | 388 | 95 | 40 | 482 | 441 | 300 | 290 | 66 | 461 | 21 | 74 | 164 | 244 |
| | | 11% | 12% | 12% | 9% | 8% | 11% | 12% f | 11% f | 12% f | 9% | 12% f | 6% | 9% | 16% ac | 10% |
| 7 | (7.0) | 581 | 543 | 482 | 100 | 38 | 581 | 533 | 362 | 374 | 105 | 555 | 27 | 44 | 165 | 372 |
| | | 13% | 14% cd | 14% cd | 10% | 7% | 13% d | 14% f | 14% f | 15% f | 14% f | 14% f | 7% | 5% | 16% a | 15% a |
| 8 | (8.0) | 662 | 621 | 554 | 108 | 41 | 662 | 614 | 435 | 445 | 141 | 640 | 22 | 32 | 129 | 501 |
| | | 15% | 16% cd | 17% cd | 11% | 8% | 15% cd | 16% f | 17% f | 18% f | 19% f | 16% f | 6% | 4% | 13% a | 20% ab |
| 9 | (9.0) | 377 | 344 | 313 | 64 | 33 | 377 | 361 | 284 | 268 | 95 | 367 | 11 | 11 | 37 | 329 |
| | | 9% | 9% | 9% | 6% | 6% | 9% | 10% f | 11% f | 11% f | 13% ef | 9% f | 3% | 1% | 4% a | 13% ab |
| 10 - Extremely well | (10.0) | 354 | 309 | 277 | 77 | 44 | 354 | 323 | 241 | 225 | 74 | 341 | 13 | 11 | 27 | 315 |
| | | 8% | 8% | 8% | 8% | 8% | 8% | 9% f | 9% f | 9% f | 10% f | 9% f | 3% | 1% | 3% | 12% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 184**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 977 | 788 | 631 | 347 | 189 | 977 | 840 | 565 | 500 | 179 | 883 | 95 | 219 | 220 | 538 |
| | 22% | 21% | 19% | 34% abe | 35% abe | 22% b | 22% | 22% | 20% | 24% | 22% | 26% | 27% c | 22% | 21% |
| NEGATIVE VIEW (1-4) | 533 | 451 | 401 | 132 | 82 | 533 | 355 | 215 | 198 | 43 | 394 | 139 | 317 | 114 | 102 |
| | 12% | 12% | 12% | 13% | 15% | 12% | 9% d | 8% | 8% | 6% | 10% d | 38% abcde | 40% bc | 11% c | 4% |
| NEUTRAL (5-6) | 866 | 759 | 674 | 191 | 106 | 866 | 758 | 514 | 480 | 100 | 808 | 58 | 168 | 325 | 372 |
| | 20% | 20% | 20% | 19% | 20% | 20% | 20% d | 20% d | 19% d | 14% | 20% d | 16% | 21% c | 32% ac | 15% |
| POSITIVE VIEW (7-10) | 1974 | 1817 | 1626 | 348 | 157 | 1974 | 1831 | 1322 | 1312 | 416 | 1902 | 72 | 98 | 359 | 1518 |
| | 45% | 48% cd | 49% cde | 34% | 29% | 45% cd | 48% f | 51% f | 53% aef | 56% aef | 48% f | 20% | 12% | 35% a | 60% ab |
| MOST NEGATIVE (1-2) | 260 | 212 | 192 | 68 | 48 | 260 | 144 | 76 | 71 | 14 | 162 | 98 | 200 | 24 | 36 |
| | 6% | 6% | 6% | 7% | 9% | 6% | 4% | 3% | 3% | 2% | 4% | 27% abcde | 25% bc | 2% | 1% |
| MOST POSITIVE (9-10) | 731 | 653 | 590 | 141 | 78 | 731 | 684 | 524 | 493 | 170 | 708 | 23 | 22 | 65 | 644 |
| | 17% | 17% | 18% | 14% | 15% | 17% | 18% f | 20% f | 20% f | 23% aef | 18% f | 6% | 3% | 6% a | 25% ab |
| Answered | 3373 | 3027 | 2701 | 672 | 345 | 3373 | 2944 | 2051 | 1990 | 559 | 3104 | 269 | 583 | 798 | 1991 |
| Mean score | 6.7 | 6.7 cd | 6.7 cd | 6.4 | 6.1 | 6.7 cd | 6.9 f | 7.1 ef | 7.1 aef | 7.4 abcef | 6.9 f | 4.3 | 4.0 | 6.2 a | 7.6 ab |
| Standard deviation | 2.35 | 2.30 | 2.30 | 2.52 | 2.71 | 2.35 | 2.15 | 2.07 | 2.03 | 1.94 | 2.18 | 2.91 | 2.47 | 1.80 | 1.82 |
| Standard error | .04 | .04 | .04 | .10 | .17 | .04 | .04 | .05 | .04 | .08 | .04 | .17 | .10 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 185

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 234 | 138 | 93 | 12 | 38 | 34 | 47 | 98 | 52 | 46 | 59 | 75 | 202 | 14 | 13 | 5 |
| | | 5% | 7% b | 4% | 2% | 5% | 5% | 7% a | 6% a | 4% | 4% | 8% ab | 7% ab | 6% | 4% | 6% | 4% |
| 2 | (2.0) | 74 | 35 | 39 | 6 | 12 | 9 | 13 | 34 | 21 | 18 | 8 | 26 | 61 | 8 | 4 | 1 |
| | | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 1% |
| 3 | (3.0) | 167 | 89 | 76 | 22 | 28 | 24 | 25 | 68 | 53 | 45 | 32 | 34 | 140 | 14 | 8 | 5 |
| | | 4% | 4% | 3% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 3% |
| 4 | (4.0) | 205 | 95 | 105 | 38 | 43 | 32 | 32 | 58 | 63 | 51 | 40 | 45 | 174 | 16 | 10 | 5 |
| | | 5% | 5% | 5% | 7% e | 5% | 5% | 5% | 4% | 5% | 4% | 6% | 4% | 5% | 5% | 5% | 4% |
| 5 | (5.0) | 409 | 226 | 180 | 60 | 62 | 62 | 62 | 161 | 94 | 122 | 70 | 119 | 344 | 29 | 23 | 13 |
| | | 9% | 11% | 8% | 11% | 8% | 9% | 9% | 10% | 7% | 10% | 10% | 11% a | 9% | 8% | 11% | 10% |
| 6 | (6.0) | 471 | 209 | 259 | 59 | 100 | 76 | 84 | 151 | 138 | 136 | 78 | 112 | 398 | 34 | 24 | 14 |
| | | 11% | 10% | 12% | 11% | 13% | 11% | 12% | 9% | 11% | 11% | 11% | 11% | 11% | 10% | 11% | 11% |
| 7 | (7.0) | 756 | 348 | 406 | 92 | 146 | 128 | 118 | 267 | 251 | 218 | 109 | 173 | 637 | 59 | 36 | 24 |
| | | 17% | 17% | 18% | 18% | 18% | 19% | 17% | 16% | 19% | 18% | 16% | 17% | 17% | 17% | 17% | 18% |
| 8 | (8.0) | 853 | 427 | 418 | 104 | 143 | 139 | 143 | 323 | 293 | 272 | 114 | 164 | 714 | 69 | 40 | 30 |
| | | 20% | 20% | 19% | 20% | 18% | 21% | 20% | 20% | 22% cd | 22% cd | 16% | 16% | 20% | 20% | 18% | 23% |
| 9 | (9.0) | 472 | 220 | 250 | 56 | 96 | 65 | 67 | 182 | 146 | 139 | 72 | 102 | 394 | 39 | 26 | 13 |
| | | 11% | 10% | 11% | 11% | 12% | 10% | 10% | 11% | 11% | 11% | 10% | 10% | 11% | 11% | 12% | 10% |
| 10 - Extremely well | (10.0) | 516 | 235 | 271 | 52 | 88 | 72 | 83 | 220 | 156 | 131 | 91 | 127 | 429 | 47 | 26 | 14 |
| | | 12% | 11% | 12% | 10% | 11% | 11% | 12% | 14% | 12% | 11% | 13% | 12% | 12% | 13% | 12% | 10% |
| Don't know | | 193 | 84 | 106 | 26 | 35 | 37 | 30 | 64 | 38 | 58 | 23 | 67 | 162 | 18 | 7 | 7 |
| | | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 4% | 3% | 5% | 3% | 6% ac | 4% | 5% | 3% | 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 680 | 357 | 312 | 78 | 121 | 99 | 117 | 259 | 189 | 160 | 138 | 181 | 576 | 52 | 35 | 16 |
| | 16% | 17% | 14% | 15% | 15% | 15% | 17% | 16% | 15% | 13% | 20% | 17% | 16% | 15% | 16% | 13% |
| | | | | | | | | | | | ab | b | | | | |
| NEUTRAL (5-6) | 880 | 434 | 439 | 119 | 162 | 138 | 146 | 311 | 231 | 257 | 148 | 230 | 742 | 63 | 47 | 27 |
| | 20% | 21% | 20% | 23% | 20% | 20% | 21% | 19% | 18% | 21% | 21% | 22% | 20% | 18% | 22% | 21% |
| POSITIVE VIEW (7-10) | 2597 | 1230 | 1345 | 304 | 473 | 404 | 411 | 991 | 846 | 760 | 386 | 566 | 2174 | 214 | 128 | 80 |
| | 60% | 58% | 61% | 58% | 60% | 60% | 58% | 61% | 65% | 62% | 56% | 54% | 60% | 62% | 59% | 61% |
| | | | | | | | | | cd | d | | | | | | |
| MOST NEGATIVE (1-2) | 309 | 173 | 131 | 19 | 50 | 43 | 60 | 133 | 73 | 64 | 67 | 102 | 262 | 22 | 17 | 7 |
| | 7% | 8% | 6% | 4% | 6% | 6% | 9% | 8% | 6% | 5% | 10% | 10% | 7% | 6% | 8% | 5% |
| | | b | | | | | a | a | | | ab | ab | | | | |
| MOST POSITIVE (9-10) | 988 | 455 | 521 | 108 | 184 | 137 | 150 | 402 | 302 | 270 | 163 | 229 | 823 | 86 | 52 | 26 |
| | 23% | 22% | 24% | 20% | 23% | 20% | 21% | 25% | 23% | 22% | 23% | 22% | 23% | 25% | 24% | 20% |
| Answered | 4157 | 2021 | 2097 | 501 | 756 | 641 | 673 | 1562 | 1267 | 1177 | 673 | 977 | 3492 | 330 | 211 | 124 |
| Mean score | 6.8 | 6.6 | 6.9 | 6.8 | 6.8 | 6.8 | 6.7 | 6.8 | 6.9 | 6.9 | 6.5 | 6.5 | 6.7 | 6.9 | 6.7 | 6.9 |
| | | | a | | | | | | cd | cd | | | | | | |
| Standard deviation | 2.41 | 2.48 | 2.32 | 2.17 | 2.34 | 2.32 | 2.47 | 2.50 | 2.28 | 2.24 | 2.62 | 2.56 | 2.41 | 2.39 | 2.47 | 2.24 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .06 | .07 | .07 | .10 | .08 | .05 | .10 | .12 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 234 | 201 | 21 | 59 | 170 | 58 | 170 | 21 | 25 | 27 | 58 | 139 | 83 |
| | | 5% | 6% | 5% | 4% | 6% | 5% | 6% | 4% | 5% | 5% | 5% | 5% | 5% |
| 2 | (2.0) | 74 | 60 | 6 | 18 | 54 | 17 | 55 | 7 | 11 | 4 | 17 | 41 | 31 |
| | | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 167 | 130 | 23 | 51 | 115 | 39 | 125 | 20 | 18 | 14 | 39 | 99 | 62 |
| | | 4% | 4% | 5% | 4% | 4% | 3% | 4% | 4% | 3% | 3% | 3% | 4% | 4% |
| 4 | (4.0) | 205 | 162 | 21 | 76 | 121 | 59 | 139 | 27 | 21 | 19 | 59 | 130 | 71 |
| | | 5% | 5% | 4% | 6% | 4% | 5% | 5% | 5% | 4% | 4% | 5% | 5% | 5% |
| 5 | (5.0) | 409 | 337 | 40 | 119 | 277 | 100 | 296 | 36 | 53 | 38 | 100 | 228 | 170 |
| | | 9% | 9% | 9% | 9% | 10% | 8% | 10% | 7% | 10% | 7% | 8% | 8% | 11% |
| 6 | (6.0) | 471 | 382 | 52 | 159 | 300 | 141 | 317 | 76 | 67 | 51 | 141 | 301 | 159 |
| | | 11% | 11% | 11% | 12% | 10% | 12% | 10% | 15% | 12% | 10% | 12% | 11% | 10% |
| 7 | (7.0) | 756 | 615 | 75 | 228 | 513 | 201 | 538 | 83 | 93 | 93 | 201 | 483 | 250 |
| | | 17% | 17% | 16% | 17% | 18% | 17% | 18% | 17% | 17% | 18% | 17% | 18% | 16% |
| 8 | (8.0) | 853 | 686 | 100 | 290 | 551 | 251 | 585 | 97 | 103 | 121 | 251 | 556 | 286 |
| | | 20% | 19% | 22% | 21% | 19% | 21% | 19% | 20% | 19% | 23% | 21% | 21% | 19% |
| 9 | (9.0) | 472 | 388 | 53 | 152 | 314 | 135 | 331 | 49 | 62 | 65 | 135 | 293 | 171 |
| | | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 10% | 11% | 13% | 11% | 11% | 11% |
| 10 - Extremely well | (10.0) | 516 | 430 | 50 | 170 | 338 | 147 | 357 | 66 | 69 | 71 | 147 | 322 | 177 |
| | | 12% | 12% | 11% | 12% | 12% | 12% | 12% | 13% | 13% | 14% | 12% | 12% | 12% |
| Don't know | | 193 | 162 | 19 | 54 | 128 | 42 | 140 | 14 | 22 | 19 | 42 | 104 | 77 |
| | | 4% | 5% | 4% | 4% | 4% | 3% | 5% | 3% | 4% | 4% | 3% | 4% | 5% |
| NEGATIVE VIEW (1-4) | | 680 | 552 | 70 | 205 | 460 | 173 | 489 | 74 | 74 | 64 | 173 | 409 | 247 |
| | | 16% | 16% | 15% | 15% | 16% | 15% | 16% | 15% | 14% | 12% | 15% | 15% | 16% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEUTRAL (5-6) | 880 | 719 | 92 | 279 | 577 | 241 | 613 | 112 | 120 | 90 | 241 | 530 | 329 |
| | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 23% | 22% | 17% | 20% | 20% | 21% |
| POSITIVE VIEW (7-10) | 2597 | 2119 | 278 | 840 | 1715 | 736 | 1811 | 296 | 327 | 350 | 736 | 1654 | 884 |
| | 60% | 60% | 61% | 61% | 60% | 62% | 59% | 60% | 60% | 67% | 62% | 61% | 58% |
| MOST NEGATIVE (1-2) | 309 | 261 | 26 | 78 | 224 | 75 | 226 | 28 | 35 | 31 | 75 | 181 | 114 |
| | 7% | 7% | 6% | 6% | 8% | 6% | 7% | 6% | 7% | 6% | 6% | 7% | 7% |
| MOST POSITIVE (9-10) | 988 | 818 | 103 | 322 | 652 | 283 | 687 | 116 | 131 | 137 | 283 | 615 | 348 |
| | 23% | 23% | 22% | 23% | 23% | 24% | 23% | 23% | 24% | 26% | 24% | 23% | 23% |
| Answered | 4157 | 3389 | 440 | 1324 | 2752 | 1149 | 2913 | 483 | 521 | 503 | 1149 | 2593 | 1459 |
| Mean score | 6.8 | 6.8 | 6.8 | 6.9 | 6.7 | 6.9 | 6.7 | 6.8 | 6.9 | 7.1 | 6.9 | 6.8 | 6.7 |
| Standard deviation | 2.41 | 2.42 | 2.34 | 2.32 | 2.44 | 2.34 | 2.43 | 2.32 | 2.35 | 2.31 | 2.34 | 2.37 | 2.44 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 185

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | | Total | VOD USERS ANY (a) | SVOD (b) | NOT SVOD (c) | NONE (d) | TOTAL (e) | BBC CONTENT IN LAST 3 MONTHS TV (a) | RADIO (b) | APPS/ SITES (c) | SOUNDS (d) | ANY (e) | NONE (f) | BBC FAVOURABILITY 1-4 (a) | 5-6 (b) | 7-10 (c) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 234 5% | 195 5% | 175 5% | 59 6% | 39 7% | 234 5% | 117 3% | 62 2% | 60 2% | 11 1% | 136 3% | 98 27% abcde | 197 25% bc | 20 2% c | 17 1% |
| 2 | (2.0) | 74 2% | 58 2% | 53 2% | 21 2% | 16 3% | 74 2% | 63 2% d | 40 2% | 29 1% | 2 *% | 65 2% | 9 3% d | 55 7% bc | 15 1% c | 4 *% |
| 3 | (3.0) | 167 4% | 138 4% | 118 4% | 49 5% | 29 5% | 167 4% | 126 3% | 78 3% | 74 3% | 17 2% | 138 3% | 29 8% abcde | 104 13% bc | 45 4% c | 18 1% |
| 4 | (4.0) | 205 5% | 188 5% | 161 5% | 44 4% | 17 3% | 205 5% | 174 5% | 119 5% | 117 5% | 25 3% | 189 5% | 16 4% | 83 10% c | 93 9% c | 29 1% |
| 5 | (5.0) | 409 9% | 333 9% | 294 9% | 114 11% | 76 14% abe | 409 9% | 347 9% | 240 9% | 195 8% | 51 7% | 370 9% | 39 11% | 110 14% c | 196 19% ac | 102 4% |
| 6 | (6.0) | 471 11% | 428 11% | 371 11% | 100 10% | 43 8% | 471 11% | 422 11% f | 285 11% f | 287 12% f | 69 9% | 450 11% f | 21 6% | 72 9% | 211 21% ac | 189 7% |
| 7 | (7.0) | 756 17% | 672 18% | 596 18% | 160 16% | 84 16% | 756 17% | 704 19% f | 452 17% f | 440 18% f | 125 17% f | 731 18% f | 25 7% | 65 8% | 185 18% a | 507 20% a |
| 8 | (8.0) | 853 20% | 789 21% cd | 695 21% cd | 157 15% | 64 12% | 853 20% d | 799 21% f | 595 23% f | 611 25% aef | 180 24% f | 827 21% f | 26 7% | 31 4% | 128 13% a | 693 27% ab |
| 9 | (9.0) | 472 11% | 422 11% | 357 11% | 115 11% | 50 9% | 472 11% | 444 12% f | 334 13% f | 310 12% f | 113 15% ef | 459 12% f | 14 4% | 10 1% | 33 3% | 430 17% ab |
| 10 - Extremely well | (10.0) | 516 12% | 459 12% | 388 12% | 128 13% | 56 10% | 516 12% | 486 13% f | 358 14% f | 325 13% f | 135 18% abcef | 500 13% f | 16 4% | 6 1% | 33 3% a | 476 19% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 185

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 193 | 132 | 121 | 72 | 61 | 193 | 103 | 53 | 42 | 10 | 123 | 70 | 71 | 58 | 64 |
| | 4% | 3% | 4% | 7% | 11% | 4% | 3% | 2% | 2% | 1% | 3% | 19% | 9% | 6% | 3% |
| | | | | abe | abe | | | | | | c | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 680 | 580 | 508 | 173 | 101 | 680 | 481 | 299 | 280 | 55 | 527 | 153 | 439 | 173 | 69 |
| | 16% | 15% | 15% | 17% | 19% | 16% | 13% | 11% | 11% | 7% | 13% | 42% | 55% | 17% | 3% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 880 | 761 | 665 | 214 | 119 | 880 | 769 | 525 | 481 | 120 | 819 | 60 | 182 | 407 | 291 |
| | 20% | 20% | 20% | 21% | 22% | 20% | 20% | 20% | 19% | 16% | 21% | 17% | 23% | 40% | 12% |
| | | | | | | | | | | | | | | c | |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2597 | 2343 | 2037 | 560 | 254 | 2597 | 2432 | 1738 | 1687 | 553 | 2516 | 80 | 111 | 380 | 2106 |
| | 60% | 61% | 61% | 55% | 48% | 60% | 64% | 66% | 68% | 75% | 63% | 22% | 14% | 37% | 83% |
| | | cd | cd | | | d | f | f | ef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 309 | 253 | 228 | 80 | 55 | 309 | 181 | 101 | 88 | 13 | 201 | 108 | 252 | 36 | 21 |
| | 7% | 7% | 7% | 8% | 10% | 7% | 5% | 4% | 4% | 2% | 5% | 30% | 31% | 3% | 1% |
| | | | | | | | d | | | | d | abcde | bc | c | |
| MOST POSITIVE (9-10) | 988 | 882 | 745 | 243 | 106 | 988 | 930 | 692 | 636 | 248 | 958 | 29 | 15 | 67 | 906 |
| | 23% | 23% | 22% | 24% | 20% | 23% | 25% | 26% | 26% | 34% | 24% | 8% | 2% | 7% | 36% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4157 | 3684 | 3210 | 947 | 473 | 4157 | 3681 | 2563 | 2448 | 728 | 3863 | 294 | 732 | 960 | 2465 |
| Mean score | 6.8 | 6.8 | 6.8 | 6.6 | 6.3 | 6.8 | 7.0 | 7.1 | 7.2 | 7.6 | 6.9 | 4.3 | 3.8 | 6.0 | 7.9 |
| | | d | d | | | d | f | ef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.41 | 2.37 | 2.37 | 2.53 | 2.64 | 2.41 | 2.22 | 2.15 | 2.11 | 1.97 | 2.25 | 2.98 | 2.34 | 1.84 | 1.61 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .07 | .04 | .17 | .09 | .06 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 186

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?**

Base : All respondents

|  | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 241 | 138 | 98 | 8 | 36 | 32 | 48 | 112 | 55 | 60 | 54 | 70 | 210 | 14 | 12 | 5 |
|  | | 6% | 7% | 4% | 1% | 5% | 5% | 7% | 7% | 4% | 5% | 8% | 7% | 6% | 4% | 5% | 4% |
|  | | | b | | | a | a | a | a | | | a | | | | | |
| 2 | (2.0) | 78 | 39 | 37 | 4 | 14 | 9 | 22 | 30 | 25 | 19 | 16 | 17 | 64 | 6 | 6 | 2 |
|  | | 2% | 2% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% |
|  | | | | | | | | a | | | | | | | | | |
| 3 | (3.0) | 137 | 72 | 63 | 18 | 20 | 27 | 14 | 56 | 42 | 39 | 24 | 30 | 110 | 15 | 8 | 4 |
|  | | 3% | 3% | 3% | 3% | 2% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 3% |
| 4 | (4.0) | 219 | 93 | 123 | 23 | 40 | 30 | 33 | 93 | 59 | 60 | 34 | 61 | 185 | 17 | 10 | 7 |
|  | | 5% | 4% | 6% | 4% | 5% | 4% | 5% | 6% | 4% | 5% | 5% | 6% | 5% | 5% | 5% | 5% |
| 5 | (5.0) | 377 | 188 | 186 | 56 | 64 | 58 | 46 | 151 | 95 | 120 | 64 | 93 | 316 | 30 | 17 | 14 |
|  | | 9% | 9% | 8% | 11% | 8% | 9% | 7% | 9% | 7% | 10% | 9% | 9% | 9% | 9% | 8% | 10% |
| 6 | (6.0) | 500 | 251 | 248 | 74 | 94 | 85 | 82 | 163 | 154 | 140 | 72 | 128 | 430 | 37 | 19 | 15 |
|  | | 12% | 12% | 11% | 14% | 12% | 13% | 12% | 10% | 12% | 11% | 10% | 12% | 12% | 11% | 9% | 11% |
| 7 | (7.0) | 750 | 361 | 385 | 99 | 140 | 126 | 126 | 254 | 248 | 204 | 126 | 161 | 625 | 64 | 35 | 25 |
|  | | 17% | 17% | 17% | 19% | 18% | 19% | 18% | 16% | 19% | 17% | 18% | 15% | 17% | 19% | 16% | 19% |
| 8 | (8.0) | 829 | 415 | 406 | 109 | 139 | 143 | 127 | 306 | 281 | 245 | 109 | 182 | 703 | 59 | 42 | 25 |
|  | | 19% | 20% | 18% | 21% | 18% | 21% | 18% | 19% | 22% | 20% | 16% | 17% | 19% | 17% | 19% | 19% |
|  | | | | | | | | | | c | | | | | | | |
| 9 | (9.0) | 458 | 195 | 257 | 62 | 118 | 36 | 80 | 161 | 140 | 135 | 77 | 98 | 389 | 35 | 21 | 12 |
|  | | 11% | 9% | 12% | 12% | 15% | 5% | 11% | 10% | 11% | 11% | 11% | 9% | 11% | 10% | 10% | 9% |
|  | | | | | c | ce | | c | c | | | | | | | | |
| 10 - Extremely well | (10.0) | 492 | 229 | 256 | 48 | 79 | 90 | 78 | 196 | 143 | 130 | 87 | 123 | 396 | 50 | 30 | 16 |
|  | | 11% | 11% | 12% | 9% | 10% | 13% | 11% | 12% | 11% | 11% | 12% | 12% | 11% | 14% | 14% | 13% |
| Don't know | | 269 | 124 | 143 | 28 | 47 | 41 | 48 | 104 | 64 | 83 | 32 | 80 | 226 | 20 | 17 | 7 |
|  | | 6% | 6% | 6% | 5% | 6% | 6% | 7% | 6% | 5% | 7% | 5% | 8% | 6% | 6% | 8% | 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 675 | 342 | 321 | 53 | 110 | 98 | 116 | 291 | 180 | 178 | 128 | 178 | 569 | 53 | 36 | 17 |
| | 16% | 16% | 15% | 10% | 14% | 14% | 17% | 18% | 14% | 14% | 18% | 17% | 16% | 15% | 17% | 13% |
| | | | | | | | a | a | | | | | | | | |
| NEUTRAL (5-6) | 877 | 438 | 435 | 129 | 158 | 143 | 128 | 314 | 249 | 260 | 136 | 221 | 746 | 67 | 36 | 28 |
| | 20% | 21% | 20% | 24% | 20% | 21% | 18% | 19% | 19% | 21% | 20% | 21% | 20% | 19% | 16% | 22% |
| POSITIVE VIEW (7-10) | 2529 | 1200 | 1304 | 317 | 475 | 395 | 411 | 917 | 812 | 714 | 400 | 565 | 2114 | 208 | 129 | 79 |
| | 58% | 57% | 59% | 60% | 60% | 58% | 58% | 56% | 62% | 58% | 57% | 54% | 58% | 60% | 59% | 60% |
| | | | | | | | | | d | | | | | | | |
| MOST NEGATIVE (1-2) | 319 | 177 | 135 | 12 | 50 | 41 | 70 | 142 | 79 | 79 | 70 | 87 | 274 | 20 | 18 | 6 |
| | 7% | 8% | 6% | 2% | 6% | 6% | 10% | 9% | 6% | 6% | 10% | 8% | 7% | 6% | 8% | 5% |
| | | | | a | a | a | a | | | | ab | | | | | |
| MOST POSITIVE (9-10) | 950 | 424 | 513 | 109 | 197 | 126 | 158 | 356 | 283 | 265 | 164 | 221 | 786 | 85 | 51 | 28 |
| | 22% | 20% | 23% | 21% | 25% | 19% | 22% | 22% | 22% | 21% | 24% | 21% | 22% | 24% | 24% | 22% |
| | | | | | c | | | | | | | | | | | |
| Answered | 4081 | 1981 | 2060 | 499 | 744 | 636 | 655 | 1522 | 1241 | 1152 | 664 | 964 | 3428 | 328 | 201 | 124 |
| Mean score | 6.7 | 6.6 | 6.8 | 7.0 | 6.9 | 6.8 | 6.7 | 6.6 | 6.9 | 6.8 | 6.6 | 6.6 | 6.7 | 6.9 | 6.8 | 6.9 |
| | | | | e | | | | | | | | | | | | |
| Standard deviation | 2.40 | 2.45 | 2.34 | 1.98 | 2.32 | 2.33 | 2.52 | 2.54 | 2.28 | 2.34 | 2.59 | 2.50 | 2.41 | 2.39 | 2.53 | 2.25 |
| Standard error | .04 | .06 | .05 | .08 | .08 | .09 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .10 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 241 | 211 | 16 | 53 | 183 | 50 | 186 | 18 | 21 | 24 | 50 | 146 | 83 |
| | | 6% | 6% | 3% | 4% | 6% | 4% | 6% | 4% | 4% | 5% | 4% | 5% | 5% |
| | | | | | | a | | | | | | | | |
| 2 | (2.0) | 78 | 63 | 12 | 17 | 59 | 15 | 61 | 8 | 6 | 5 | 15 | 44 | 29 |
| | | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 137 | 111 | 21 | 44 | 92 | 35 | 100 | 12 | 14 | 17 | 35 | 79 | 53 |
| | | 3% | 3% | 5% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% |
| 4 | (4.0) | 219 | 175 | 23 | 58 | 154 | 46 | 165 | 22 | 21 | 19 | 46 | 118 | 100 |
| | | 5% | 5% | 5% | 4% | 5% | 4% | 5% | 5% | 4% | 4% | 4% | 4% | 6% |
| | | | | | | | | | | | | | | a |
| 5 | (5.0) | 377 | 307 | 40 | 116 | 249 | 95 | 270 | 49 | 53 | 21 | 95 | 198 | 165 |
| | | 9% | 9% | 9% | 8% | 9% | 8% | 9% | 10% | 10% | 4% | 8% | 7% | 11% |
| | | | | | | | | | c | c | | c | | a |
| 6 | (6.0) | 500 | 399 | 62 | 163 | 325 | 146 | 342 | 67 | 71 | 53 | 146 | 315 | 176 |
| | | 12% | 11% | 14% | 12% | 11% | 12% | 11% | 14% | 13% | 10% | 12% | 12% | 11% |
| 7 | (7.0) | 750 | 596 | 73 | 249 | 488 | 218 | 518 | 95 | 88 | 101 | 218 | 488 | 242 |
| | | 17% | 17% | 16% | 18% | 17% | 18% | 17% | 19% | 16% | 19% | 18% | 18% | 16% |
| 8 | (8.0) | 829 | 679 | 88 | 280 | 536 | 243 | 567 | 88 | 118 | 114 | 243 | 526 | 288 |
| | | 19% | 19% | 19% | 20% | 19% | 20% | 19% | 18% | 22% | 22% | 20% | 19% | 19% |
| 9 | (9.0) | 458 | 375 | 46 | 161 | 288 | 142 | 304 | 53 | 51 | 68 | 142 | 320 | 128 |
| | | 11% | 11% | 10% | 12% | 10% | 12% | 10% | 11% | 9% | 13% | 12% | 12% | 8% |
| | | | | | | | | | | | | | b | |
| 10 - Extremely well | (10.0) | 492 | 409 | 48 | 173 | 314 | 151 | 334 | 64 | 80 | 77 | 151 | 318 | 158 |
| | | 11% | 12% | 11% | 13% | 11% | 13% | 11% | 13% | 15% | 15% | 13% | 12% | 10% |
| Don't know | | 269 | 225 | 31 | 63 | 192 | 48 | 206 | 20 | 20 | 23 | 48 | 144 | 114 |
| | | 6% | 6% | 7% | 5% | 7% | 4% | 7% | 4% | 4% | 4% | 4% | 5% | 7% |
| | | | | | | | | a | | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 186

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 675 | 560 | 71 | 172 | 489 | 146 | 512 | 60 | 62 | 64 | 146 | 387 | 264 |
| | 16% | 16% | 16% | 12% | 17% a | 12% | 17% a | 12% | 11% | 12% | 12% | 14% | 17% |
| NEUTRAL (5-6) | 877 | 706 | 102 | 279 | 574 | 241 | 612 | 116 | 125 | 75 | 241 | 513 | 341 |
| | 20% | 20% | 22% | 20% | 20% | 20% | 20% | 23% c | 23% c | 14% | 20% c | 19% | 22% |
| POSITIVE VIEW (7-10) | 2529 | 2060 | 255 | 863 | 1625 | 755 | 1723 | 300 | 336 | 360 | 755 | 1653 | 817 |
| | 58% | 58% | 56% | 63% b | 56% | 63% b | 56% | 60% | 62% | 69% a | 63% | 61% b | 53% |
| MOST NEGATIVE (1-2) | 319 | 274 | 28 | 70 | 243 | 65 | 247 | 26 | 27 | 29 | 65 | 190 | 112 |
| | 7% | 8% | 6% | 5% | 8% a | 5% | 8% a | 5% | 5% | 6% | 5% | 7% | 7% |
| MOST POSITIVE (9-10) | 950 | 784 | 94 | 333 | 601 | 293 | 638 | 117 | 130 | 145 | 293 | 639 | 286 |
| | 22% | 22% | 21% | 24% | 21% | 25% | 21% | 24% | 24% | 28% | 25% | 24% b | 19% |
| Answered | 4081 | 3326 | 428 | 1314 | 2688 | 1142 | 2847 | 477 | 523 | 500 | 1142 | 2553 | 1422 |
| Mean score | 6.7 | 6.7 | 6.7 | 7.0 b | 6.6 | 7.0 b | 6.6 | 6.9 | 7.0 | 7.2 | 7.0 | 6.9 b | 6.6 |
| Standard deviation | 2.40 | 2.44 | 2.32 | 2.25 | 2.47 | 2.26 | 2.45 | 2.23 | 2.25 | 2.29 | 2.26 | 2.38 | 2.40 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 186

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 241 | 206 | 182 | 59 | 35 | 241 | 128 | 58 | 60 | 7 | 145 | 96 | 207 | 24 | 9 |
| | | 6% | 5% | 5% | 6% | 6% | 6% | 3% | 2% | 2% | 1% | 4% | 26% | 26% | 2% | *% |
| | | | | | | | | d | | | | bd | abcde | bc | c | |
| 2 | (2.0) | 78 | 64 | 57 | 21 | 14 | 78 | 57 | 38 | 36 | 7 | 65 | 13 | 66 | 11 | 1 |
| | | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 4% | 8% | 1% | *% |
| | | | | | | | | | | | | | abcd | bc | c | |
| 3 | (3.0) | 137 | 113 | 103 | 34 | 24 | 137 | 109 | 72 | 69 | 21 | 119 | 19 | 88 | 32 | 18 |
| | | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 5% | 11% | 3% | 1% |
| | | | | | | | | | | | | | | bc | c | |
| 4 | (4.0) | 219 | 184 | 160 | 59 | 35 | 219 | 185 | 110 | 113 | 30 | 199 | 20 | 87 | 81 | 50 |
| | | 5% | 5% | 5% | 6% | 7% | 5% | 5% | 4% | 5% | 4% | 5% | 5% | 11% | 8% | 2% |
| | | | | | | | | | | | | | | c | c | |
| 5 | (5.0) | 377 | 312 | 267 | 110 | 65 | 377 | 313 | 218 | 172 | 46 | 334 | 42 | 82 | 192 | 103 |
| | | 9% | 8% | 8% | 11% | 12% | 9% | 8% | 8% | 7% | 6% | 8% | 12% | 10% | 19% | 4% |
| | | | | | | | | | | | | | cd | c | ac | |
| 6 | (6.0) | 500 | 448 | 393 | 107 | 53 | 500 | 450 | 326 | 302 | 86 | 478 | 22 | 78 | 217 | 205 |
| | | 12% | 12% | 12% | 11% | 10% | 12% | 12% | 12% | 12% | 12% | 12% | 6% | 10% | 21% | 8% |
| | | | | | | | | f | f | f | f | f | | | ac | ac |
| 7 | (7.0) | 750 | 681 | 602 | 149 | 69 | 750 | 689 | 464 | 477 | 136 | 722 | 28 | 58 | 210 | 482 |
| | | 17% | 18% | 18% | 15% | 13% | 17% | 18% | 18% | 19% | 18% | 18% | 8% | 7% | 21% | 19% |
| | | | | | | | | f | f | f | f | f | | | a | a |
| 8 | (8.0) | 829 | 756 | 657 | 172 | 73 | 829 | 788 | 564 | 547 | 160 | 810 | 19 | 35 | 124 | 671 |
| | | 19% | 20% | 20% | 17% | 14% | 19% | 21% | 22% | 22% | 22% | 20% | 5% | 4% | 12% | 27% |
| | | | d | | | | | f | f | f | f | f | | | a | ab |
| 9 | (9.0) | 458 | 419 | 364 | 94 | 39 | 458 | 433 | 323 | 310 | 109 | 448 | 10 | 11 | 25 | 422 |
| | | 11% | 11% | 11% | 9% | 7% | 11% | 11% | 12% | 12% | 15% | 11% | 3% | 1% | 2% | 17% |
| | | | | | | | | f | f | f | f | f | | | | ab |
| 10 - Extremely well | (10.0) | 492 | 442 | 385 | 107 | 50 | 492 | 465 | 342 | 326 | 118 | 479 | 13 | 6 | 30 | 456 |
| | | 11% | 12% | 12% | 11% | 9% | 11% | 12% | 13% | 13% | 16% | 12% | 4% | 1% | 3% | 18% |
| | | | | | | | | f | f | f | ef | f | | | a | ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 186**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 269 | 191 | 163 | 106 | 78 | 269 | 167 | 101 | 79 | 19 | 188 | 81 | 85 | 71 | 113 |
| | 6% | 5% | 5% | 10% | 15% | 6% | 4% | 4% | 3% | 3% | 5% | 22% | 11% | 7% | 4% |
| | | | | abe | abe | | | | | | c | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 675 | 568 | 501 | 174 | 107 | 675 | 479 | 279 | 278 | 65 | 527 | 148 | 448 | 148 | 79 |
| | 16% | 15% | 15% | 17% | 20% | 16% | 13% | 11% | 11% | 9% | 13% | 41% | 56% | 15% | 3% |
| | | | | | | | d | | | | bd | abcde | bc | c | |
| NEUTRAL (5-6) | 877 | 759 | 660 | 217 | 118 | 877 | 763 | 544 | 474 | 131 | 812 | 64 | 160 | 410 | 308 |
| | 20% | 20% | 20% | 21% | 22% | 20% | 20% | 21% | 19% | 18% | 20% | 18% | 20% | 40% | 12% |
| | | | | | | | | | | | | | | c | |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2529 | 2298 | 2007 | 522 | 231 | 2529 | 2375 | 1692 | 1659 | 523 | 2459 | 70 | 110 | 390 | 2030 |
| | 58% | 60% | 60% | 51% | 43% | 58% | 63% | 65% | 67% | 71% | 62% | 19% | 14% | 38% | 80% |
| | | cd | cd | | | cd | f | f | aef | abef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 319 | 270 | 239 | 80 | 49 | 319 | 185 | 96 | 96 | 14 | 209 | 109 | 273 | 35 | 10 |
| | 7% | 7% | 7% | 8% | 9% | 7% | 5% | 4% | 4% | 2% | 5% | 30% | 34% | 3% | *% |
| | | | | | | | d | | | | bd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 950 | 861 | 749 | 201 | 89 | 950 | 898 | 665 | 636 | 227 | 927 | 23 | 17 | 55 | 878 |
| | 22% | 23% | 22% | 20% | 17% | 22% | 24% | 25% | 26% | 31% | 23% | 6% | 2% | 5% | 35% |
| | | | | | | | f | f | f | aef | f | | | a | ab |
| Answered | 4081 | 3625 | 3169 | 912 | 456 | 4081 | 3617 | 2515 | 2411 | 719 | 3799 | 282 | 718 | 947 | 2416 |
| Mean score | 6.7 | 6.8 | 6.8 | 6.5 | 6.2 | 6.7 | 7.0 | 7.1 | 7.1 | 7.4 | 6.9 | 4.1 | 3.7 | 6.0 | 7.9 |
| | | d | d | | | d | f | ef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.40 | 2.38 | 2.38 | 2.48 | 2.57 | 2.40 | 2.22 | 2.12 | 2.12 | 1.98 | 2.25 | 2.88 | 2.40 | 1.78 | 1.60 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .07 | .04 | .17 | .09 | .06 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 187

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | | Total | GENDER MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 175 | 104 | 66 | 3 | 26 | 21 | 35 | 85 | 31 | 39 | 43 | 61 | 148 | 14 | 8 | 4 |
| | | 4% | 5% b | 3% | 1% | 3% a | 3% a | 5% a | 5% a | 2% | 3% | 6% ab | 6% ab | 4% | 4% | 4% | 3% |
| 2 | (2.0) | 54 | 31 | 21 | 5 | 8 | 4 | 8 | 29 | 21 | 12 | 13 | 7 | 42 | 4 | 6 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 3% a | 1% |
| 3 | (3.0) | 132 | 67 | 63 | 12 | 15 | 18 | 27 | 59 | 36 | 36 | 24 | 36 | 112 | 11 | 6 | 3 |
| | | 3% | 3% | 3% | 2% | 2% | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% |
| 4 | (4.0) | 169 | 86 | 81 | 30 | 21 | 25 | 24 | 69 | 33 | 53 | 36 | 38 | 139 | 15 | 11 | 4 |
| | | 4% | 4% | 4% | 6% b | 3% | 4% | 3% | 4% | 3% | 4% | 5% a | 4% | 4% | 4% | 5% | 3% |
| 5 | (5.0) | 335 | 167 | 163 | 48 | 65 | 49 | 44 | 127 | 95 | 89 | 51 | 93 | 286 | 18 | 20 | 11 |
| | | 8% | 8% | 7% | 9% | 8% | 7% | 6% | 8% | 7% | 7% | 7% | 9% | 8% | 5% | 9% | 8% |
| 6 | (6.0) | 454 | 208 | 242 | 61 | 100 | 67 | 64 | 160 | 139 | 118 | 65 | 125 | 387 | 33 | 19 | 15 |
| | | 10% | 10% | 11% | 12% | 13% | 10% | 9% | 10% | 11% | 10% | 9% | 12% | 11% | 9% | 9% | 11% |
| 7 | (7.0) | 686 | 331 | 352 | 105 | 141 | 117 | 112 | 208 | 219 | 199 | 115 | 146 | 570 | 69 | 29 | 18 |
| | | 16% | 16% | 16% | 20% e | 18% e | 17% | 16% | 13% | 17% | 16% | 17% | 14% | 16% | 20% c | 13% | 14% |
| 8 | (8.0) | 930 | 473 | 449 | 108 | 155 | 158 | 164 | 341 | 294 | 290 | 145 | 190 | 782 | 69 | 50 | 29 |
| | | 21% | 22% | 20% | 20% | 20% | 23% | 23% | 21% | 23% | 23% d | 21% | 18% | 21% | 20% | 23% | 22% |
| 9 | (9.0) | 601 | 276 | 322 | 77 | 98 | 96 | 94 | 232 | 208 | 167 | 86 | 133 | 499 | 49 | 32 | 20 |
| | | 14% | 13% | 15% | 15% | 12% | 14% | 13% | 14% | 16% | 14% | 12% | 13% | 14% | 14% | 15% | 15% |
| 10 - Extremely well | (10.0) | 578 | 258 | 311 | 53 | 114 | 86 | 92 | 229 | 179 | 169 | 86 | 133 | 485 | 48 | 28 | 18 |
| | | 13% | 12% | 14% | 10% | 14% | 13% | 13% | 14% | 14% | 14% | 12% | 13% | 13% | 14% | 13% | 14% |
| Don't know | | 236 | 103 | 132 | 25 | 48 | 36 | 38 | 88 | 50 | 63 | 32 | 82 | 203 | 17 | 9 | 7 |
| | | 5% | 5% | 6% | 5% | 6% | 5% | 5% | 5% | 4% | 5% | 5% | 8% a | 6% | 5% | 4% | 5% |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 187

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 530 | 289 | 231 | 50 | 70 | 69 | 94 | 241 | 121 | 140 | 116 | 143 | 442 | 44 | 31 | 12 |
| | 12% | 14% | 10% | 9% | 9% | 10% | 13% | 15% | 9% | 11% | 17% | 14% | 12% | 13% | 14% | 9% |
| | | b | | | | | | abc | | | ab | a | | | | |
| NEUTRAL (5-6) | 789 | 375 | 405 | 109 | 164 | 116 | 108 | 287 | 235 | 207 | 116 | 218 | 674 | 51 | 39 | 26 |
| | 18% | 18% | 18% | 21% | 21% | 17% | 15% | 18% | 18% | 17% | 17% | 21% | 18% | 15% | 18% | 20% |
| POSITIVE VIEW (7-10) | 2795 | 1338 | 1435 | 343 | 509 | 456 | 463 | 1010 | 899 | 825 | 432 | 601 | 2335 | 235 | 139 | 86 |
| | 64% | 64% | 65% | 65% | 64% | 67% | 66% | 62% | 69% | 67% | 62% | 58% | 64% | 68% | 64% | 66% |
| | | | | | | | | | cd | d | | | | | | |
| MOST NEGATIVE (1-2) | 228 | 135 | 87 | 8 | 34 | 25 | 43 | 113 | 52 | 51 | 56 | 69 | 191 | 18 | 15 | 5 |
| | 5% | 6% | 4% | 2% | 4% | 4% | 6% | 7% | 4% | 4% | 8% | 7% | 5% | 5% | 7% | 4% |
| | | b | | | a | | a | ac | | | ab | | | | | |
| MOST POSITIVE (9-10) | 1179 | 534 | 633 | 130 | 212 | 181 | 186 | 461 | 387 | 337 | 173 | 266 | 984 | 97 | 60 | 38 |
| | 27% | 25% | 29% | 25% | 27% | 27% | 26% | 28% | 30% | 27% | 25% | 25% | 27% | 28% | 28% | 29% |
| Answered | 4114 | 2002 | 2071 | 503 | 743 | 642 | 665 | 1538 | 1255 | 1172 | 664 | 962 | 3451 | 331 | 209 | 124 |
| Mean score | 7.1 | 7.0 | 7.2 | 7.2 | 7.2 | 7.2 | 7.1 | 7.0 | 7.3 | 7.2 | 6.8 | 6.9 | 7.1 | 7.1 | 7.0 | 7.3 |
| | | | a | | | | | | cd | cd | | | | | | |
| Standard deviation | 2.29 | 2.36 | 2.19 | 1.91 | 2.17 | 2.14 | 2.36 | 2.46 | 2.12 | 2.20 | 2.48 | 2.44 | 2.29 | 2.29 | 2.38 | 2.17 |
| Standard error | .04 | .05 | .05 | .08 | .08 | .08 | .09 | .06 | .06 | .07 | .09 | .08 | .04 | .10 | .11 | .11 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 175 | 146 | 15 | 36 | 133 | 36 | 133 | 11 | 17 | 19 | 36 | 96 | 70 |
| | | 4% | 4% | 3% | 3% | 5% a | 3% | 4% | 2% | 3% | 4% | 3% | 4% | 5% |
| 2 | (2.0) | 54 | 45 | 7 | 10 | 41 | 7 | 45 | 5 | 2 | 1 | 7 | 27 | 22 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% |
| 3 | (3.0) | 132 | 113 | 13 | 44 | 88 | 37 | 94 | 9 | 21 | 17 | 37 | 73 | 54 |
| | | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 4% |
| 4 | (4.0) | 169 | 134 | 20 | 49 | 114 | 38 | 125 | 14 | 24 | 11 | 38 | 90 | 75 |
| | | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 2% | 3% | 3% | 5% |
| 5 | (5.0) | 335 | 264 | 36 | 124 | 203 | 98 | 226 | 52 | 49 | 35 | 98 | 185 | 140 |
| | | 8% | 7% | 8% | 9% | 7% | 8% | 7% | 11% | 9% | 7% | 8% | 7% | 9% |
| 6 | (6.0) | 454 | 353 | 50 | 155 | 285 | 139 | 301 | 69 | 56 | 47 | 139 | 273 | 170 |
| | | 10% | 10% | 11% | 11% | 10% | 12% | 10% | 14% | 10% | 9% | 12% | 10% | 11% |
| 7 | (7.0) | 686 | 554 | 72 | 223 | 450 | 199 | 473 | 95 | 82 | 79 | 199 | 439 | 228 |
| | | 16% | 16% | 16% | 16% | 16% | 17% | 16% | 19% | 15% | 15% | 17% | 16% | 15% |
| 8 | (8.0) | 930 | 774 | 101 | 296 | 620 | 259 | 654 | 93 | 123 | 124 | 259 | 615 | 301 |
| | | 21% | 22% | 22% | 21% | 22% | 22% | 21% | 19% | 23% | 24% | 22% | 23% | 20% |
| 9 | (9.0) | 601 | 481 | 67 | 200 | 390 | 179 | 410 | 59 | 77 | 97 | 179 | 397 | 192 |
| | | 14% | 14% | 15% | 15% | 14% | 15% | 13% | 12% | 14% | 19% a | 15% | 15% | 12% |
| 10 - Extremely well | (10.0) | 578 | 490 | 54 | 185 | 385 | 159 | 409 | 74 | 71 | 74 | 159 | 371 | 189 |
| | | 13% | 14% | 12% | 13% | 13% | 13% | 13% | 15% | 13% | 14% | 13% | 14% | 12% |
| Don't know | | 236 | 198 | 25 | 54 | 171 | 39 | 184 | 15 | 20 | 18 | 39 | 130 | 96 |
| | | 5% | 6% | 5% | 4% | 6% | 3% | 6% a | 3% | 4% | 3% | 3% | 5% | 6% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 530 | 438 | 55 | 140 | 376 | 118 | 397 | 39 | 64 | 48 | 118 | 287 | 220 |
| | 12% | 12% | 12% | 10% | 13% | 10% | 13% | 8% | 12% | 9% | 10% | 11% | 14% |
| | | | | | | | | | | | | | a |
| NEUTRAL (5-6) | 789 | 616 | 86 | 279 | 488 | 237 | 527 | 121 | 105 | 82 | 237 | 457 | 310 |
| | 18% | 17% | 19% | 20% | 17% | 20% | 17% | 24% | 19% | 16% | 20% | 17% | 20% |
| | | | | | | | | c | | | | | |
| POSITIVE VIEW (7-10) | 2795 | 2298 | 293 | 904 | 1845 | 797 | 1945 | 321 | 353 | 374 | 797 | 1822 | 909 |
| | 64% | 65% | 64% | 66% | 64% | 67% | 64% | 65% | 65% | 72% | 67% | 68% | 59% |
| | | | | | | | | | | | | b | |
| MOST NEGATIVE (1-2) | 228 | 191 | 22 | 47 | 175 | 43 | 178 | 16 | 20 | 20 | 43 | 123 | 92 |
| | 5% | 5% | 5% | 3% | 6% | 4% | 6% | 3% | 4% | 4% | 4% | 5% | 6% |
| | | | | | a | | a | | | | | | |
| MOST POSITIVE (9-10) | 1179 | 971 | 120 | 385 | 775 | 339 | 818 | 133 | 148 | 171 | 339 | 768 | 381 |
| | 27% | 27% | 26% | 28% | 27% | 28% | 27% | 27% | 27% | 33% | 28% | 28% | 25% |
| Answered | 4114 | 3353 | 434 | 1324 | 2709 | 1151 | 2869 | 482 | 523 | 505 | 1151 | 2566 | 1440 |
| Mean score | 7.1 | 7.1 | 7.1 | 7.2 | 7.1 | 7.2 | 7.1 | 7.2 | 7.1 | 7.4 | 7.2 | 7.2 | 6.9 |
| | | | | | | | | | | | | b | |
| Standard deviation | 2.29 | 2.31 | 2.23 | 2.15 | 2.35 | 2.15 | 2.34 | 2.07 | 2.21 | 2.16 | 2.15 | 2.21 | 2.37 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .06 | .04 | .09 | .09 | .10 | .06 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 175 4% | 139 4% | 127 4% | 48 5% | 35 7% | 175 4% | 76 2% | 32 1% | 36 1% | 7 1% | 90 2% b | 85 23% abcde | 158 20% bc | 9 1% | 7 *% |
| 2 | (2.0) | 54 1% | 45 1% | 36 1% | 18 2% | 9 2% | 54 1% | 43 1% | 26 1% | 25 1% | 2 *% | 49 1% | 5 1% | 43 5% bc | 8 1% c | 2 *% |
| 3 | (3.0) | 132 3% | 109 3% | 91 3% | 41 4% | 24 4% | 132 3% | 93 2% | 56 2% | 47 2% | 11 1% | 102 3% | 31 8% abcde | 91 11% bc | 30 3% c | 12 *% |
| 4 | (4.0) | 169 4% | 140 4% | 119 4% | 49 5% | 28 5% | 169 4% | 143 4% | 86 3% | 84 3% | 20 3% | 158 4% | 10 3% | 73 9% c | 65 6% c | 30 1% |
| 5 | (5.0) | 335 8% | 283 7% | 244 7% | 91 9% | 52 10% | 335 8% | 285 8% | 199 8% | 168 7% | 47 6% | 303 8% | 32 9% | 107 13% c | 168 16% c | 60 2% |
| 6 | (6.0) | 454 10% | 394 10% | 358 11% | 97 9% | 61 11% | 454 10% | 403 11% f | 287 11% f | 259 10% f | 73 10% | 435 11% f | 20 5% | 89 11% c | 200 20% ac | 165 7% |
| 7 | (7.0) | 686 16% | 615 16% | 544 16% | 142 14% | 71 13% | 686 16% | 642 17% f | 421 16% f | 419 17% f | 99 13% f | 661 17% f | 25 7% | 65 8% | 220 22% ac | 401 16% a |
| 8 | (8.0) | 930 21% | 844 22% c | 752 23% c | 179 18% | 86 16% | 930 21% | 867 23% f | 603 23% f | 613 25% f | 161 22% f | 897 23% f | 33 9% | 53 7% | 160 16% a | 718 28% ab |
| 9 | (9.0) | 601 14% | 552 14% | 462 14% | 138 14% | 49 9% | 601 14% | 556 15% f | 434 17% f | 394 16% f | 154 21% acef | 578 15% f | 23 6% | 24 3% | 52 5% | 525 21% ab |
| 10 - Extremely well | (10.0) | 578 13% | 526 14% | 449 13% | 129 13% | 52 10% | 578 13% | 540 14% f | 394 15% f | 380 15% f | 150 20% abcef | 558 14% f | 21 6% | 9 1% | 37 4% a | 533 21% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 187

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?**

Base : All respondents

| | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 236 | 170 | 149 | 87 | 66 | 236 | 136 | 76 | 66 | 15 | 156 | 80 | 91 | 71 | 74 |
| | 5% | 4% | 4% | 9%<br>abe | 12%<br>abe | 5% | 4% | 3% | 3% | 2% | 4% | 22%<br>abcde | 11%<br>bc | 7%<br>c | 3% |
| NEGATIVE VIEW (1-4) | 530 | 433 | 374 | 156 | 97 | 530 | 354 | 201 | 192 | 39 | 398 | 131 | 366 | 112 | 52 |
| | 12% | 11% | 11% | 15%<br>ab | 18%<br>abe | 12% | 9%<br>d | 8% | 8% | 5% | 10%<br>bcd | 36%<br>abcde | 46%<br>bc | 11%<br>c | 2% |
| NEUTRAL (5-6) | 789 | 676 | 602 | 187 | 113 | 789 | 688 | 486 | 427 | 120 | 738 | 52 | 195 | 368 | 226 |
| | 18% | 18% | 18% | 18% | 21% | 18% | 18% | 19% | 17% | 16% | 19% | 14% | 24%<br>c | 36%<br>ac | 9% |
| POSITIVE VIEW (7-10) | 2795 | 2536 | 2207 | 589 | 259 | 2795 | 2606 | 1853 | 1805 | 564 | 2694 | 101 | 150 | 468 | 2177 |
| | 64% | 66%<br>cd | 66%<br>cd | 58%<br>d | 48% | 64%<br>cd | 69%<br>f | 71%<br>f | 72%<br>aef | 76%<br>abef | 68%<br>f | 28% | 19% | 46%<br>a | 86%<br>ab |
| MOST NEGATIVE (1-2) | 228 | 184 | 163 | 65 | 44 | 228 | 118 | 58 | 61 | 9 | 139 | 90 | 202 | 17 | 9 |
| | 5% | 5% | 5% | 6%<br>a | 8% | 5% | 3%<br>d | 2% | 2% | 1% | 3%<br>bd | 25%<br>abcde | 25%<br>bc | 2%<br>c | *% |
| MOST POSITIVE (9-10) | 1179 | 1078 | 911 | 268 | 102 | 1179 | 1097 | 828 | 774 | 304 | 1136 | 43 | 32 | 89 | 1058 |
| | 27% | 28%<br>d | 27%<br>d | 26% | 19% | 27%<br>d | 29%<br>f | 32%<br>f | 31%<br>f | 41%<br>abcef | 29%<br>f | 12% | 4% | 9%<br>a | 42%<br>ab |
| Answered | 4114 | 3646 | 3182 | 932 | 468 | 4114 | 3648 | 2540 | 2424 | 723 | 3830 | 284 | 711 | 948 | 2455 |
| Mean score | 7.1 | 7.2<br>cd | 7.2<br>cd | 6.9 | 6.4 | 7.1<br>d | 7.3<br>f | 7.5<br>ef | 7.5<br>aef | 7.8<br>abcef | 7.3<br>f | 4.8 | 4.3 | 6.4<br>a | 8.2<br>ab |
| Standard deviation | 2.29 | 2.24 | 2.24 | 2.45 | 2.54 | 2.29 | 2.07 | 1.98 | 1.97 | 1.87 | 2.11 | 3.15 | 2.50 | 1.72 | 1.49 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .03 | .04 | .04 | .07 | .03 | .18 | .09 | .06 | .03 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 308 7% | 184 9% b | 120 5% | 11 2% | 50 6% a | 37 5% a | 77 11% abc | 129 8% a | 74 6% | 76 6% | 64 9% a | 91 9% | 261 7% | 21 6% | 17 8% | 8 6% |
| 2 | (2.0) | 126 3% | 68 3% | 53 2% | 9 2% | 19 2% | 17 3% | 19 3% | 61 4% | 34 3% | 31 2% | 29 4% | 31 3% | 101 3% | 16 5% | 7 3% | 3 2% |
| 3 | (3.0) | 219 5% | 111 5% | 106 5% | 26 5% | 30 4% | 32 5% | 27 4% | 102 6% | 57 4% | 78 6% | 36 5% | 45 4% | 178 5% | 20 6% | 14 6% | 7 6% |
| 4 | (4.0) | 306 7% | 152 7% | 154 7% | 38 7% | 62 8% | 34 5% | 55 8% | 117 7% | 102 8% | 102 8% | 43 6% | 56 5% | 255 7% | 29 8% | 13 6% | 9 7% |
| 5 | (5.0) | 474 11% | 247 12% | 226 10% | 70 13% | 88 11% | 69 10% | 65 9% | 180 11% | 136 10% | 147 12% | 60 9% | 121 12% | 404 11% | 35 10% | 16 7% | 19 14% c |
| 6 | (6.0) | 611 14% | 271 13% | 334 15% | 74 14% | 116 15% | 101 15% | 116 17% | 203 12% | 187 14% | 174 14% | 93 13% | 149 14% | 514 14% | 52 15% | 25 12% | 20 15% |
| 7 | (7.0) | 688 16% | 316 15% | 363 16% | 90 17% | 130 16% | 135 20% de | 89 13% | 242 15% | 234 18% | 181 15% | 109 16% | 160 15% | 584 16% | 48 14% | 36 16% | 21 16% |
| 8 | (8.0) | 664 15% | 325 15% | 333 15% | 103 19% de | 118 15% | 115 17% | 93 13% | 232 14% | 209 16% | 198 16% | 113 16% | 135 13% | 557 15% | 56 16% | 34 16% | 17 13% |
| 9 | (9.0) | 315 7% | 155 7% | 157 7% | 41 8% | 65 8% | 42 6% | 63 9% | 101 6% | 108 8% | 85 7% | 49 7% | 67 6% | 266 7% | 20 6% | 21 10% | 8 6% |
| 10 - Extremely well | (10.0) | 320 7% | 136 6% | 178 8% | 31 6% | 71 9% | 49 7% | 52 7% | 116 7% | 97 7% | 76 6% | 56 8% | 84 8% | 272 7% | 25 7% | 14 7% | 8 6% |
| Don't know | | 319 7% | 138 7% | 179 8% | 36 7% | 43 5% | 47 7% | 47 7% | 143 9% b | 67 5% | 86 7% | 44 6% | 106 10% a | 263 7% | 26 7% | 20 9% | 10 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 959 | 515 | 432 | 84 | 161 | 120 | 177 | 409 | 267 | 287 | 172 | 222 | 795 | 86 | 50 | 28 |
| | 22% | 24% | 20% | 16% | 20% | 18% | 25% | 25% | 20% | 23% | 25% | 21% | 22% | 25% | 23% | 21% |
| | | b | | | | | ac | ac | | | | | | | | |
| NEUTRAL (5-6) | 1085 | 518 | 560 | 144 | 203 | 170 | 181 | 383 | 323 | 322 | 153 | 270 | 917 | 87 | 42 | 39 |
| | 25% | 25% | 25% | 27% | 26% | 25% | 26% | 24% | 25% | 26% | 22% | 26% | 25% | 25% | 19% | 30% |
| | | | | | | | | | | | | | c | | | c |
| POSITIVE VIEW (7-10) | 1988 | 933 | 1031 | 264 | 384 | 341 | 297 | 691 | 648 | 540 | 326 | 445 | 1679 | 149 | 106 | 54 |
| | 46% | 44% | 47% | 50% | 49% | 50% | 42% | 43% | 50% | 44% | 47% | 43% | 46% | 43% | 49% | 41% |
| | | | | e | | de | | | bd | | | | | | | |
| MOST NEGATIVE (1-2) | 434 | 252 | 172 | 20 | 69 | 54 | 95 | 190 | 108 | 107 | 93 | 122 | 362 | 37 | 23 | 11 |
| | 10% | 12% | 8% | 4% | 9% | 8% | 14% | 12% | 8% | 9% | 13% | 12% | 10% | 11% | 11% | 9% |
| | | b | | | a | a | abc | a | | | ab | | | | | |
| MOST POSITIVE (9-10) | 635 | 291 | 335 | 71 | 136 | 91 | 115 | 217 | 205 | 162 | 104 | 150 | 538 | 45 | 36 | 16 |
| | 15% | 14% | 15% | 14% | 17% | 13% | 16% | 13% | 16% | 13% | 15% | 14% | 15% | 13% | 16% | 12% |
| Answered | 4031 | 1966 | 2024 | 492 | 748 | 631 | 656 | 1483 | 1238 | 1150 | 652 | 938 | 3391 | 322 | 197 | 121 |
| Mean score | 6.1 | 5.9 | 6.3 | 6.5 | 6.3 | 6.3 | 5.9 | 5.9 | 6.3 | 6.0 | 6.0 | 6.0 | 6.1 | 6.0 | 6.2 | 6.0 |
| | | | a | de | e | e | | | | | | | | | | |
| Standard deviation | 2.47 | 2.55 | 2.38 | 2.08 | 2.43 | 2.32 | 2.65 | 2.56 | 2.37 | 2.40 | 2.63 | 2.56 | 2.47 | 2.48 | 2.58 | 2.36 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .11 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .13 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | | Total | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 308 7% | 252 7% | 36 8% | 66 5% | 235 8% a | 66 6% | 236 8% | 25 5% | 25 5% | 31 6% | 66 6% | 184 7% | 113 7% |
| 2 | (2.0) | 126 3% | 108 3% | 14 3% | 24 2% | 100 3% a | 23 2% | 100 3% | 14 3% | 9 2% | 6 1% | 23 2% | 66 2% | 53 3% |
| 3 | (3.0) | 219 5% | 179 5% | 28 6% | 58 4% | 155 5% | 47 4% | 166 5% | 18 4% | 21 4% | 22 4% | 47 4% | 115 4% | 95 6% |
| 4 | (4.0) | 306 7% | 249 7% | 36 8% | 86 6% | 215 7% | 68 6% | 231 8% | 32 7% | 30 5% | 25 5% | 68 6% | 178 7% | 119 8% |
| 5 | (5.0) | 474 11% | 379 11% | 56 12% | 143 10% | 320 11% | 119 10% | 341 11% | 56 11% | 56 10% | 43 8% | 119 10% | 286 11% | 175 11% |
| 6 | (6.0) | 611 14% | 490 14% | 64 14% | 198 14% | 398 14% | 169 14% | 426 14% | 73 15% | 89 16% | 72 14% | 169 14% | 379 14% | 221 14% |
| 7 | (7.0) | 688 16% | 569 16% | 67 15% | 252 18% b | 426 15% | 227 19% b | 450 15% | 93 19% | 101 19% | 98 19% | 227 19% | 448 17% | 226 15% |
| 8 | (8.0) | 664 15% | 526 15% | 72 16% | 232 17% | 421 15% | 200 17% | 452 15% | 82 17% | 96 18% | 88 17% | 200 17% | 440 16% | 212 14% |
| 9 | (9.0) | 315 7% | 253 7% | 29 6% | 125 9% b | 185 6% | 109 9% b | 199 7% | 37 7% | 40 7% | 58 11% | 109 9% | 234 9% b | 75 5% |
| 10 - Extremely well | (10.0) | 320 7% | 279 8% | 22 5% | 129 9% b | 186 6% | 113 10% b | 200 7% | 43 9% | 51 9% | 57 11% | 113 10% | 209 8% | 101 7% |
| Don't know | | 319 7% | 266 7% | 35 8% | 65 5% | 239 8% a | 49 4% | 253 8% a | 22 5% | 23 4% | 21 4% | 49 4% | 159 6% | 146 10% a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 188

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 959 | 788 | 114 | 234 | 705 | 204 | 732 | 89 | 86 | 84 | 204 | 542 | 380 |
| | 22% | 22% | 25% | 17% | 24% a | 17% | 24% a | 18% | 16% | 16% | 17% | 20% | 25% a |
| NEUTRAL (5-6) | 1085 | 870 | 120 | 341 | 718 | 288 | 768 | 129 | 145 | 115 | 288 | 665 | 396 |
| | 25% | 24% | 26% | 25% | 25% | 24% | 25% | 26% | 27% | 22% | 24% | 25% | 26% |
| POSITIVE VIEW (7-10) | 1988 | 1628 | 190 | 739 | 1218 | 650 | 1300 | 256 | 288 | 302 | 650 | 1331 | 614 |
| | 46% | 46% | 41% | 54% b | 42% | 55% b | 43% | 52% | 53% | 58% | 55% | 49% b | 40% |
| MOST NEGATIVE (1-2) | 434 | 359 | 50 | 90 | 335 | 89 | 336 | 39 | 35 | 37 | 89 | 250 | 166 |
| | 10% | 10% | 11% | 7% | 12% a | 7% | 11% a | 8% | 6% | 7% | 7% | 9% | 11% |
| MOST POSITIVE (9-10) | 635 | 532 | 51 | 254 | 371 | 222 | 398 | 80 | 91 | 115 | 222 | 443 | 176 |
| | 15% | 15% | 11% | 18% b | 13% | 19% b | 13% | 16% | 17% | 22% | 19% | 16% b | 11% |
| Answered | 4031 | 3286 | 424 | 1313 | 2640 | 1141 | 2800 | 474 | 519 | 501 | 1141 | 2538 | 1390 |
| Mean score | 6.1 | 6.1 | 5.9 | 6.5 b | 5.9 | 6.5 b | 6.0 | 6.4 | 6.5 | 6.7 | 6.5 | 6.3 b | 5.9 |
| Standard deviation | 2.47 | 2.49 | 2.45 | 2.32 | 2.52 | 2.36 | 2.50 | 2.33 | 2.27 | 2.39 | 2.36 | 2.44 | 2.48 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .11 | .10 | .11 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 308 7% | 253 7% | 226 7% | 81 8% | 55 10% | 308 7% | 179 5% b | 83 3% | 96 4% | 21 3% | 205 5% b | 102 28% abcde | 248 31% bc | 37 4% c | 23 1% |
| 2 | (2.0) | 126 3% | 101 3% | 89 3% | 37 4% | 25 5% | 126 3% | 100 3% | 71 3% | 52 2% | 18 2% | 110 3% | 16 4% | 83 10% bc | 33 3% c | 11 *% |
| 3 | (3.0) | 219 5% | 181 5% | 154 5% | 65 6% | 38 7% | 219 5% | 175 5% | 126 5% | 109 4% | 27 4% | 190 5% | 29 8% cd | 102 13% bc | 72 7% c | 45 2% |
| 4 | (4.0) | 306 7% | 269 7% | 234 7% | 72 7% | 38 7% | 306 7% | 276 7% | 176 7% | 166 7% | 44 6% | 286 7% | 20 6% | 81 10% c | 107 11% c | 118 5% |
| 5 | (5.0) | 474 11% | 412 11% | 362 11% | 112 11% | 62 12% | 474 11% | 422 11% | 286 11% | 281 11% | 65 9% | 443 11% | 31 8% | 72 9% | 190 19% ac | 212 8% |
| 6 | (6.0) | 611 14% | 550 14% | 484 15% | 127 12% | 61 11% | 611 14% | 557 15% f | 406 16% f | 383 15% f | 119 16% f | 586 15% f | 25 7% | 59 7% | 192 19% ac | 360 14% a |
| 7 | (7.0) | 688 16% | 650 17% cd | 561 17% cd | 127 12% | 38 7% | 688 16% d | 648 17% f | 459 18% f | 458 18% f | 129 17% f | 672 17% f | 16 4% | 33 4% | 150 15% a | 505 20% ab |
| 8 | (8.0) | 664 15% | 607 16% | 531 16% | 133 13% | 57 11% | 664 15% | 622 16% f | 432 17% f | 435 17% f | 138 19% f | 646 16% f | 18 5% | 17 2% | 105 10% a | 541 21% ab |
| 9 | (9.0) | 315 7% | 296 8% d | 261 8% d | 55 5% | 19 4% | 315 7% | 300 8% f | 237 9% f | 215 9% f | 81 11% ef | 308 8% f | 7 2% | 7 1% | 15 1% | 293 12% ab |
| 10 - Extremely well | (10.0) | 320 7% | 276 7% | 242 7% | 78 8% | 44 8% | 320 7% | 294 8% f | 225 9% f | 205 8% f | 73 10% f | 306 8% f | 14 4% | 10 1% | 28 3% | 282 11% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 188

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 319 | 220 | 187 | 132 | 98 | 319 | 212 | 113 | 90 | 23 | 235 | 84 | 90 | 89 | 140 |
| | 7% | 6% | 6% | 13% | 18% | 7% | 6% | 4% | 4% | 3% | 6% | 23% | 11% | 9% | 6% |
| | | | | abe | abe | b | c | | | | cd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 959 | 804 | 703 | 255 | 155 | 959 | 730 | 456 | 423 | 110 | 791 | 168 | 514 | 249 | 196 |
| | 22% | 21% | 21% | 25% | 29% | 22% | 19% | 17% | 17% | 15% | 20% | 46% | 64% | 24% | 8% |
| | | | | | abe | | | | | | cd | abcde | bc | c | |
| NEUTRAL (5-6) | 1085 | 962 | 846 | 239 | 122 | 1085 | 979 | 692 | 664 | 184 | 1029 | 56 | 131 | 382 | 572 |
| | 25% | 25% | 25% | 23% | 23% | 25% | 26% | 26% | 27% | 25% | 26% | 15% | 16% | 37% | 23% |
| | | | | | | | f | f | f | f | f | | | ac | a |
| POSITIVE VIEW (7-10) | 1988 | 1829 | 1595 | 392 | 158 | 1988 | 1864 | 1354 | 1314 | 421 | 1932 | 56 | 68 | 298 | 1621 |
| | 46% | 48% | 48% | 39% | 30% | 46% | 49% | 52% | 53% | 57% | 48% | 15% | 8% | 29% | 64% |
| | | cd | cd | d | | cd | f | f | ef | aef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 434 | 354 | 315 | 118 | 80 | 434 | 279 | 154 | 148 | 39 | 315 | 119 | 330 | 70 | 33 |
| | 10% | 9% | 9% | 12% | 15% | 10% | 7% | 6% | 6% | 5% | 8% | 33% | 41% | 7% | 1% |
| | | | | | abe | | | | | | bc | abcde | bc | c | |
| MOST POSITIVE (9-10) | 635 | 572 | 503 | 133 | 63 | 635 | 593 | 463 | 421 | 155 | 614 | 21 | 17 | 43 | 575 |
| | 15% | 15% | 15% | 13% | 12% | 15% | 16% | 18% | 17% | 21% | 15% | 6% | 2% | 4% | 23% |
| | | | | | | | f | f | f | aef | f | | | | ab |
| Answered | 4031 | 3595 | 3144 | 887 | 436 | 4031 | 3572 | 2502 | 2401 | 715 | 3752 | 280 | 713 | 929 | 2389 |
| Mean score | 6.1 | 6.2 | 6.2 | 5.8 | 5.5 | 6.1 | 6.3 | 6.5 | 6.5 | 6.7 | 6.3 | 3.8 | 3.2 | 5.5 | 7.2 |
| | | cd | cd | | | d | f | ef | ef | aef | f | | | a | ab |
| Standard deviation | 2.47 | 2.42 | 2.43 | 2.60 | 2.77 | 2.47 | 2.33 | 2.25 | 2.24 | 2.21 | 2.36 | 2.85 | 2.27 | 1.99 | 1.86 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .05 | .05 | .08 | .04 | .17 | .08 | .07 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 306<br>7% | 179<br>9%<br>b | 123<br>6% | 11<br>2% | 43<br>5%<br>a | 36<br>5%<br>a | 73<br>10%<br>abc | 138<br>8%<br>a | 77<br>6% | 71<br>6% | 70<br>10%<br>ab | 85<br>8% | 264<br>7% | 19<br>5% | 15<br>7% | 9<br>7% |
| 2 | (2.0) | 128<br>3% | 74<br>4% | 51<br>2% | 19<br>4% | 11<br>1% | 18<br>3% | 27<br>4%<br>b | 52<br>3% | 35<br>3% | 40<br>3% | 22<br>3% | 30<br>3% | 100<br>3% | 16<br>5% | 8<br>4% | 3<br>2% |
| 3 | (3.0) | 213<br>5% | 108<br>5% | 101<br>5% | 27<br>5% | 48<br>6% | 31<br>5% | 24<br>3% | 83<br>5% | 64<br>5% | 69<br>6% | 32<br>5% | 44<br>4% | 175<br>5% | 20<br>6% | 11<br>5% | 7<br>5% |
| 4 | (4.0) | 295<br>7% | 126<br>6% | 168<br>8% | 39<br>7% | 54<br>7% | 34<br>5% | 50<br>7% | 116<br>7% | 80<br>6% | 88<br>7% | 40<br>6% | 84<br>8% | 247<br>7% | 26<br>8% | 12<br>6% | 9<br>7% |
| 5 | (5.0) | 535<br>12% | 257<br>12% | 269<br>12% | 63<br>12% | 92<br>12% | 88<br>13% | 65<br>9% | 220<br>14% | 153<br>12% | 169<br>14% | 79<br>11% | 126<br>12% | 465<br>13%<br>b | 28<br>8% | 24<br>11% | 17<br>13% |
| 6 | (6.0) | 572<br>13% | 278<br>13% | 293<br>13% | 85<br>16% | 114<br>14% | 89<br>13% | 87<br>12% | 196<br>12% | 164<br>13% | 176<br>14% | 78<br>11% | 148<br>14% | 475<br>13% | 51<br>15% | 23<br>11% | 23<br>18%<br>c |
| 7 | (7.0) | 674<br>15% | 323<br>15% | 347<br>16% | 96<br>18% | 134<br>17% | 117<br>17% | 108<br>15% | 219<br>13% | 215<br>16% | 186<br>15% | 122<br>18% | 145<br>14% | 571<br>16% | 54<br>16% | 29<br>13% | 20<br>15% |
| 8 | (8.0) | 637<br>15% | 301<br>14% | 331<br>15% | 80<br>15% | 112<br>14% | 119<br>18% | 104<br>15% | 220<br>14% | 222<br>17%<br>d | 175<br>14% | 103<br>15% | 131<br>13% | 534<br>15% | 52<br>15% | 35<br>16% | 16<br>12% |
| 9 | (9.0) | 343<br>8% | 168<br>8% | 170<br>8% | 38<br>7% | 66<br>8% | 51<br>7% | 68<br>10% | 116<br>7% | 122<br>9% | 92<br>7% | 55<br>8% | 67<br>6% | 285<br>8% | 26<br>7% | 23<br>11% | 9<br>7% |
| 10 - Extremely well | (10.0) | 331<br>8% | 156<br>7% | 169<br>8% | 34<br>7% | 67<br>9% | 46<br>7% | 56<br>8% | 125<br>8% | 100<br>8% | 90<br>7% | 55<br>8% | 79<br>8% | 281<br>8% | 25<br>7% | 16<br>8% | 8<br>6% |
| Don't know | | 317<br>7% | 134<br>6% | 181<br>8% | 33<br>6% | 50<br>6% | 48<br>7% | 43<br>6% | 141<br>9% | 74<br>6% | 80<br>6% | 41<br>6% | 105<br>10%<br>abc | 257<br>7% | 31<br>9% | 20<br>9% | 9<br>7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.**

**Table 189**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 942 | 487 | 443 | 97 | 156 | 119 | 173 | 389 | 255 | 268 | 164 | 243 | 786 | 82 | 46 | 28 |
| | 22% | 23% | 20% | 18% | 20% | 18% | 25% c | 24% c | 20% | 22% | 24% | 23% | 22% | 23% | 21% | 22% |
| NEUTRAL (5-6) | 1106 | 536 | 562 | 149 | 206 | 178 | 152 | 416 | 318 | 345 | 157 | 273 | 940 | 79 | 48 | 40 |
| | 25% | 25% | 25% | 28% | 26% | 26% | 22% | 26% | 24% | 28% | 23% | 26% | 26% | 23% | 22% | 31% bc |
| POSITIVE VIEW (7-10) | 1985 | 947 | 1017 | 248 | 379 | 333 | 336 | 680 | 658 | 542 | 335 | 423 | 1672 | 157 | 103 | 53 |
| | 46% | 45% | 46% | 47% | 48% | 49% e | 48% | 42% | 50% bd | 44% | 48% d | 40% | 46% | 45% | 48% | 40% |
| MOST NEGATIVE (1-2) | 434 | 253 | 175 | 30 | 54 | 54 | 99 | 190 | 112 | 111 | 92 | 116 | 364 | 35 | 23 | 12 |
| | 10% | 12% b | 8% | 6% | 7% | 8% | 14% abc | 12% ab | 9% | 9% | 13% ab | 11% | 10% | 10% | 11% | 9% |
| MOST POSITIVE (9-10) | 674 | 323 | 339 | 73 | 133 | 97 | 124 | 241 | 221 | 182 | 110 | 146 | 566 | 51 | 40 | 17 |
| | 15% | 15% | 15% | 14% | 17% | 14% | 18% | 15% | 17% | 15% | 16% | 14% | 16% | 15% | 18% | 13% |
| Answered | 4033 | 1971 | 2022 | 494 | 741 | 629 | 660 | 1484 | 1231 | 1155 | 655 | 939 | 3397 | 317 | 197 | 121 |
| Mean score | 6.1 | 6.0 | 6.2 | 6.3 e | 6.3 e | 6.3 e | 6.1 | 5.9 | 6.3 d | 6.1 | 6.0 | 5.9 | 6.1 | 6.1 | 6.2 | 6.0 |
| Standard deviation | 2.48 | 2.56 | 2.39 | 2.17 | 2.38 | 2.33 | 2.68 | 2.58 | 2.42 | 2.41 | 2.63 | 2.53 | 2.48 | 2.48 | 2.57 | 2.37 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .11 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .13 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 189

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**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 | URBANITY URBAN a | RURAL b | CHILDREN IN HOUSEHOLD YES a | NO b | PARENT OF UNDER 16 YES a | NO b | PARENT OF CHILD AGED 0-4 a | 5-10 b | 11-15 c | TOTAL d | WORKING STATUS WORKING a | NOT WORKING b |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 306 7% | 253 7% | 37 8% | 68 5% | 232 8% a | 67 6% | 232 8% | 23 5% | 29 5% | 33 6% | 67 6% | 174 6% | 118 8% |
| 2 | (2.0) | 128 3% | 111 3% | 13 3% | 23 2% | 101 4% a | 21 2% | 103 3% | 8 2% | 8 1% | 8 2% | 21 2% | 78 3% | 43 3% |
| 3 | (3.0) | 213 5% | 166 5% | 27 6% | 68 5% | 139 5% | 57 5% | 149 5% | 28 6% | 29 5% | 27 5% | 57 5% | 122 5% | 88 6% |
| 4 | (4.0) | 295 7% | 241 7% | 30 6% | 94 7% | 197 7% | 68 6% | 220 7% | 28 6% | 35 6% | 26 5% | 68 6% | 158 6% | 127 8% a |
| 5 | (5.0) | 535 12% | 425 12% | 68 15% | 145 11% | 379 13% | 121 10% | 399 13% | 53 11% | 57 10% | 46 9% | 121 10% | 296 11% | 223 15% a |
| 6 | (6.0) | 572 13% | 477 13% | 57 12% | 198 14% | 362 13% | 176 15% | 383 13% | 84 17% | 83 15% | 63 12% | 176 15% | 362 13% | 196 13% |
| 7 | (7.0) | 674 15% | 541 15% | 71 15% | 241 18% | 422 15% | 216 18% b | 446 15% | 101 20% | 90 17% | 92 18% | 216 18% | 464 17% b | 200 13% |
| 8 | (8.0) | 637 15% | 513 14% | 64 14% | 212 15% | 411 14% | 181 15% | 443 14% | 64 13% | 91 17% | 81 16% | 181 15% | 425 16% | 200 13% |
| 9 | (9.0) | 343 8% | 287 8% | 27 6% | 144 10% b | 196 7% | 126 11% b | 212 7% | 40 8% | 47 9% | 72 14% a | 126 11% | 244 9% b | 89 6% |
| 10 - Extremely well | (10.0) | 331 8% | 277 8% | 31 7% | 116 8% | 205 7% | 104 9% | 217 7% | 43 9% | 45 8% | 54 10% | 104 9% | 214 8% | 107 7% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 317 | 260 | 34 | 68 | 235 | 53 | 249 | 24 | 29 | 20 | 53 | 160 | 144 |
| | 7% | 7% | 7% | 5% | 8% | 4% | 8% | 5% | 5% | 4% | 4% | 6% | 9% |
| | | | | | a | | a | | | | | | a |
| NEGATIVE VIEW (1-4) | 942 | 771 | 107 | 252 | 669 | 213 | 705 | 87 | 101 | 93 | 213 | 532 | 377 |
| | 22% | 22% | 23% | 18% | 23% | 18% | 23% | 18% | 19% | 18% | 18% | 20% | 25% |
| | | | | | a | | a | | | | | | a |
| NEUTRAL (5-6) | 1106 | 902 | 125 | 343 | 741 | 297 | 782 | 137 | 139 | 109 | 297 | 658 | 419 |
| | 25% | 25% | 27% | 25% | 26% | 25% | 26% | 28% | 26% | 21% | 25% | 24% | 27% |
| POSITIVE VIEW (7-10) | 1985 | 1617 | 193 | 714 | 1235 | 628 | 1317 | 248 | 274 | 300 | 628 | 1347 | 596 |
| | 46% | 46% | 42% | 52% | 43% | 53% | 43% | 50% | 50% | 57% | 53% | 50% | 39% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 434 | 365 | 50 | 91 | 333 | 88 | 336 | 31 | 36 | 41 | 88 | 252 | 162 |
| | 10% | 10% | 11% | 7% | 12% | 7% | 11% | 6% | 7% | 8% | 7% | 9% | 11% |
| | | | | | a | | a | | | | | | |
| MOST POSITIVE (9-10) | 674 | 564 | 58 | 260 | 402 | 230 | 428 | 83 | 92 | 127 | 230 | 458 | 196 |
| | 15% | 16% | 13% | 19% | 14% | 19% | 14% | 17% | 17% | 24% | 19% | 17% | 13% |
| | | | | b | | b | | | | ab | | b | |
| Answered | 4033 | 3291 | 425 | 1310 | 2645 | 1138 | 2803 | 472 | 514 | 502 | 1138 | 2537 | 1392 |
| Mean score | 6.1 | 6.1 | 5.9 | 6.5 | 6.0 | 6.5 | 6.0 | 6.4 | 6.4 | 6.6 | 6.5 | 6.3 | 5.8 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.48 | 2.50 | 2.49 | 2.34 | 2.53 | 2.37 | 2.51 | 2.29 | 2.35 | 2.48 | 2.37 | 2.45 | 2.49 |
| Standard error | .04 | .04 | .12 | .06 | .05 | .07 | .05 | .10 | .10 | .11 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 189

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 306 | 249 | 225 | 81 | 58 | 306 | 180 | 95 | 94 | 21 | 204 | 102 | 252 | 33 | 21 |
| | | 7% | 7% | 7% | 8% | 11% a | 7% | 5% | 4% | 4% | 3% | 5% | 28% abcde | 31% bc | 3% c | 1% |
| 2 | (2.0) | 128 | 108 | 96 | 32 | 19 | 128 | 106 | 71 | 55 | 14 | 118 | 10 | 76 | 35 | 17 |
| | | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 9% bc | 3% c | 1% |
| 3 | (3.0) | 213 | 180 | 160 | 53 | 33 | 213 | 170 | 99 | 112 | 16 | 186 | 27 | 100 | 75 | 39 |
| | | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 4% d | 2% | 5% d | 7% bd | 12% bc | 7% c | 2% |
| 4 | (4.0) | 295 | 261 | 224 | 70 | 34 | 295 | 254 | 171 | 148 | 32 | 264 | 31 | 80 | 117 | 98 |
| | | 7% | 7% | 7% | 7% | 6% | 7% | 7% | 7% | 6% | 4% | 7% | 8% | 10% c | 11% c | 4% |
| 5 | (5.0) | 535 | 457 | 394 | 140 | 77 | 535 | 475 | 317 | 278 | 69 | 500 | 35 | 75 | 234 | 225 |
| | | 12% | 12% | 12% | 14% | 14% | 12% | 13% | 12% | 11% | 9% | 13% | 10% | 9% | 23% ac | 9% |
| 6 | (6.0) | 572 | 519 | 453 | 119 | 53 | 572 | 529 | 375 | 370 | 101 | 552 | 20 | 48 | 190 | 334 |
| | | 13% | 14% | 14% | 12% | 10% | 13% | 14% f | 14% f | 15% f | 14% f | 14% f | 5% | 6% | 19% ac | 13% a |
| 7 | (7.0) | 674 | 638 | 564 | 111 | 36 | 674 | 626 | 447 | 450 | 140 | 651 | 24 | 38 | 117 | 520 |
| | | 15% | 17% cd | 17% cd | 11% | 7% | 15% cd | 17% f | 17% f | 18% f | 19% f | 16% f | 6% | 5% | 11% a | 21% ab |
| 8 | (8.0) | 637 | 573 | 504 | 133 | 64 | 637 | 596 | 435 | 417 | 146 | 621 | 16 | 20 | 95 | 523 |
| | | 15% | 15% | 15% | 13% | 12% | 15% | 16% f | 17% f | 17% f | 20% f | 16% f | 4% | 2% | 9% a | 21% ab |
| 9 | (9.0) | 343 | 322 | 275 | 68 | 21 | 343 | 328 | 263 | 252 | 88 | 333 | 10 | 9 | 21 | 313 |
| | | 8% | 8% d | 8% d | 7% | 4% | 8% | 9% f | 10% f | 10% f | 12% ef | 8% f | 3% | 1% | 2% | 12% ab |
| 10 - Extremely well | (10.0) | 331 | 291 | 254 | 77 | 39 | 331 | 312 | 230 | 224 | 89 | 323 | 8 | 6 | 17 | 308 |
| | | 8% | 8% | 8% | 8% | 7% | 8% | 8% f | 9% f | 9% f | 12% aef | 8% f | 2% | 1% | 2% | 12% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 189**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?**

Base : All respondents

| | Total | VOD USERS ANY | VOD USERS SVOD | VOD USERS NOT SVOD | VOD USERS NONE | VOD USERS TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | BBC CONTENT IN LAST 3 MONTHS RADIO | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES | BBC CONTENT IN LAST 3 MONTHS SOUNDS | BBC CONTENT IN LAST 3 MONTHS ANY | BBC CONTENT IN LAST 3 MONTHS NONE | BBC FAVOURABILITY 1-4 | BBC FAVOURABILITY 5-6 | BBC FAVOURABILITY 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 317 | 217 | 182 | 135 | 100 | 317 | 207 | 113 | 91 | 21 | 235 | 82 | 97 | 86 | 134 |
| | 7% | 6% | 5% | 13% | 19% | 7% | 5% | 4% | 4% | 3% | 6% | 22% | 12% | 8% | 5% |
| | | | | abe | abe | ab | cd | | | | cd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 942 | 798 | 706 | 236 | 144 | 942 | 711 | 436 | 408 | 84 | 772 | 170 | 508 | 260 | 174 |
| | 22% | 21% | 21% | 23% | 27% | 22% | 19% | 17% | 16% | 11% | 19% | 47% | 63% | 25% | 7% |
| | | | | | | | d | d | d | | cd | abcde | bc | c | |
| NEUTRAL (5-6) | 1106 | 976 | 848 | 259 | 130 | 1106 | 1004 | 692 | 648 | 169 | 1052 | 55 | 124 | 424 | 558 |
| | 25% | 26% | 25% | 25% | 24% | 25% | 27% | 26% | 26% | 23% | 26% | 15% | 15% | 42% | 22% |
| | | | | | | | f | f | f | f | f | | | ac | a |
| POSITIVE VIEW (7-10) | 1985 | 1824 | 1596 | 389 | 160 | 1985 | 1862 | 1375 | 1343 | 464 | 1928 | 57 | 73 | 249 | 1663 |
| | 46% | 48% | 48% | 38% | 30% | 46% | 49% | 53% | 54% | 63% | 48% | 16% | 9% | 24% | 66% |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 434 | 357 | 322 | 113 | 77 | 434 | 286 | 165 | 149 | 36 | 322 | 112 | 329 | 68 | 37 |
| | 10% | 9% | 10% | 11% | 14% | 10% | 8% | 6% | 6% | 5% | 8% | 31% | 41% | 7% | 1% |
| | | | | | ab | | | | | | cd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 674 | 613 | 529 | 145 | 60 | 674 | 640 | 494 | 476 | 177 | 656 | 18 | 15 | 38 | 621 |
| | 15% | 16% | 16% | 14% | 11% | 15% | 17% | 19% | 19% | 24% | 16% | 5% | 2% | 4% | 25% |
| | | | | | | | f | f | f | abcef | f | | | | ab |
| Answered | 4033 | 3599 | 3150 | 883 | 434 | 4033 | 3577 | 2502 | 2400 | 717 | 3751 | 282 | 705 | 933 | 2395 |
| Mean score | 6.1 | 6.2 | 6.2 | 5.9 | 5.5 | 6.1 | 6.3 | 6.5 | 6.6 | 7.0 | 6.3 | 3.8 | 3.2 | 5.4 | 7.3 |
| | | cd | d | | | d | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.48 | 2.44 | 2.45 | 2.59 | 2.74 | 2.48 | 2.35 | 2.27 | 2.27 | 2.16 | 2.38 | 2.73 | 2.26 | 1.90 | 1.86 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .05 | .05 | .08 | .04 | .16 | .08 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 190

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 354 | 212 | 138 | 14 | 54 | 45 | 74 | 163 | 84 | 81 | 73 | 111 | 305 | 25 | 18 | 6 |
| | | 8% | 10% b | 6% | 3% | 7% a | 7% a | 10% a | 10% a | 6% | 7% | 11% ab | 11% ab | 8% d | 7% | 8% | 4% |
| 2 | (2.0) | 129 | 75 | 48 | 14 | 20 | 14 | 21 | 58 | 34 | 37 | 23 | 33 | 107 | 10 | 8 | 4 |
| | | 3% | 4% | 2% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 3% |
| 3 | (3.0) | 219 | 110 | 107 | 29 | 37 | 29 | 33 | 90 | 71 | 65 | 37 | 41 | 185 | 21 | 8 | 6 |
| | | 5% | 5% | 5% | 6% | 5% | 4% | 5% | 6% | 5% | 5% | 5% | 4% | 5% | 6% | 4% | 5% |
| 4 | (4.0) | 246 | 127 | 114 | 40 | 43 | 36 | 32 | 93 | 63 | 80 | 35 | 63 | 200 | 24 | 13 | 9 |
| | | 6% | 6% | 5% | 8% | 5% | 5% | 5% | 6% | 5% | 6% | 5% | 6% | 5% | 7% | 6% | 7% |
| 5 | (5.0) | 430 | 208 | 219 | 59 | 77 | 61 | 66 | 163 | 97 | 125 | 60 | 141 | 358 | 34 | 21 | 17 |
| | | 10% | 10% | 10% | 11% | 10% | 9% | 9% | 10% | 7% | 10% | 9% | 13% ac | 10% | 10% | 10% | 13% |
| 6 | (6.0) | 456 | 210 | 243 | 67 | 79 | 76 | 71 | 162 | 151 | 125 | 74 | 100 | 370 | 44 | 24 | 19 |
| | | 10% | 10% | 11% | 13% | 10% | 11% | 10% | 10% | 12% | 10% | 11% | 10% | 10% | 13% | 11% | 14% |
| 7 | (7.0) | 657 | 312 | 341 | 81 | 132 | 109 | 107 | 228 | 209 | 181 | 115 | 145 | 555 | 53 | 31 | 17 |
| | | 15% | 15% | 15% | 15% | 17% | 16% | 15% | 14% | 16% | 15% | 17% | 14% | 15% | 15% | 14% | 13% |
| 8 | (8.0) | 739 | 352 | 382 | 96 | 130 | 127 | 123 | 256 | 251 | 228 | 107 | 135 | 627 | 55 | 38 | 19 |
| | | 17% | 17% | 17% | 18% | 16% | 19% | 17% | 16% | 19% d | 18% d | 15% | 13% | 17% | 16% | 17% | 14% |
| 9 | (9.0) | 394 | 189 | 202 | 54 | 66 | 59 | 65 | 149 | 127 | 112 | 56 | 98 | 332 | 26 | 21 | 14 |
| | | 9% | 9% | 9% | 10% | 8% | 9% | 9% | 9% | 10% | 9% | 8% | 9% | 9% | 8% | 10% | 11% |
| 10 - Extremely well | (10.0) | 524 | 217 | 301 | 48 | 108 | 84 | 80 | 202 | 175 | 140 | 84 | 113 | 444 | 40 | 26 | 14 |
| | | 12% | 10% | 14% a | 9% | 14% | 12% | 11% | 12% | 13% | 11% | 12% | 11% | 12% | 12% | 12% | 11% |
| Don't know | | 202 | 93 | 107 | 25 | 45 | 37 | 31 | 62 | 43 | 60 | 30 | 64 | 170 | 15 | 9 | 7 |
| | | 5% | 4% | 5% | 5% | 6% | 5% | 4% | 4% | 3% | 5% | 4% | 6% a | 5% | 4% | 4% | 5% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 190

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 948 | 523 | 407 | 97 | 154 | 125 | 161 | 404 | 251 | 263 | 169 | 248 | 797 | 80 | 47 | 25 |
| | 22% | 25% b | 18% | 18% | 19% | 18% | 23% | 25% abc | 19% | 21% | 24% | 24% | 22% | 23% | 22% | 19% |
| NEUTRAL (5-6) | 887 | 418 | 463 | 126 | 157 | 137 | 137 | 325 | 248 | 250 | 135 | 241 | 728 | 78 | 45 | 36 |
| | 20% | 20% | 21% | 24% | 20% | 20% | 19% | 20% | 19% | 20% | 19% | 23% | 20% | 22% | 21% | 27% a |
| POSITIVE VIEW (7-10) | 2314 | 1069 | 1226 | 279 | 435 | 379 | 374 | 834 | 763 | 662 | 362 | 492 | 1959 | 175 | 117 | 63 |
| | 53% | 51% | 56% a | 53% | 55% | 56% | 53% | 51% | 58% d | 54% d | 52% | 47% | 54% | 50% | 54% | 49% |
| MOST NEGATIVE (1-2) | 483 | 286 | 186 | 28 | 74 | 60 | 95 | 221 | 118 | 118 | 97 | 144 | 412 | 35 | 27 | 9 |
| | 11% | 14% b | 8% | 5% | 9% a | 9% | 14% a | 14% abc | 9% | 10% | 14% ab | 14% ab | 11% | 10% | 12% | 7% |
| MOST POSITIVE (9-10) | 918 | 405 | 503 | 103 | 173 | 143 | 145 | 351 | 303 | 252 | 140 | 211 | 777 | 67 | 47 | 27 |
| | 21% | 19% | 23% | 19% | 22% | 21% | 21% | 22% | 23% | 20% | 20% | 20% | 21% | 19% | 22% | 21% |
| Answered | 4148 | 2011 | 2096 | 503 | 746 | 640 | 672 | 1564 | 1262 | 1175 | 666 | 980 | 3483 | 333 | 208 | 124 |
| Mean score | 6.4 | 6.1 | 6.6 a | 6.6 | 6.5 | 6.6 e | 6.3 | 6.2 | 6.6 cd | 6.4 d | 6.2 | 6.1 | 6.4 | 6.3 | 6.4 | 6.4 |
| Standard deviation | 2.66 | 2.73 | 2.55 | 2.29 | 2.59 | 2.53 | 2.75 | 2.78 | 2.56 | 2.57 | 2.77 | 2.76 | 2.67 | 2.59 | 2.68 | 2.42 |
| Standard error | .04 | .06 | .05 | .10 | .09 | .10 | .11 | .07 | .07 | .08 | .10 | .09 | .05 | .11 | .13 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 190

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**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 354 | 296 | 35 | 78 | 268 | 68 | 274 | 31 | 28 | 29 | 68 | 201 | 137 |
| | | 8% | 8% | 8% | 6% | 9% a | 6% | 9% a | 6% | 5% | 6% | 6% | 7% | 9% |
| 2 | (2.0) | 129 | 110 | 12 | 28 | 95 | 25 | 98 | 8 | 12 | 14 | 25 | 69 | 55 |
| | | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 4% |
| 3 | (3.0) | 219 | 178 | 23 | 67 | 150 | 50 | 166 | 18 | 22 | 25 | 50 | 121 | 94 |
| | | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 4% | 6% |
| 4 | (4.0) | 246 | 193 | 27 | 81 | 158 | 66 | 173 | 26 | 26 | 27 | 66 | 132 | 108 |
| | | 6% | 5% | 6% | 6% | 5% | 6% | 6% | 5% | 5% | 5% | 6% | 5% | 7% |
| 5 | (5.0) | 430 | 352 | 48 | 119 | 296 | 101 | 313 | 49 | 46 | 33 | 101 | 244 | 174 |
| | | 10% | 10% | 10% | 9% | 10% | 9% | 10% | 10% | 9% | 6% | 9% | 9% | 11% |
| 6 | (6.0) | 456 | 355 | 57 | 146 | 300 | 129 | 317 | 51 | 62 | 45 | 129 | 277 | 166 |
| | | 10% | 10% | 12% | 11% | 10% | 11% | 10% | 10% | 11% | 9% | 11% | 10% | 11% |
| 7 | (7.0) | 657 | 534 | 69 | 229 | 417 | 203 | 442 | 92 | 92 | 87 | 203 | 440 | 201 |
| | | 15% | 15% | 15% | 17% | 14% | 17% | 14% | 19% | 17% | 17% | 17% | 16% | 13% |
| 8 | (8.0) | 739 | 599 | 74 | 259 | 471 | 226 | 502 | 91 | 102 | 103 | 226 | 500 | 225 |
| | | 17% | 17% | 16% | 19% | 16% | 19% | 16% | 18% | 19% | 20% | 19% | 19% b | 15% |
| 9 | (9.0) | 394 | 313 | 51 | 137 | 252 | 116 | 269 | 43 | 49 | 56 | 116 | 243 | 141 |
| | | 9% | 9% | 11% | 10% | 9% | 10% | 9% | 9% | 9% | 11% | 10% | 9% | 9% |
| 10 - Extremely well | (10.0) | 524 | 442 | 52 | 180 | 334 | 161 | 352 | 64 | 77 | 81 | 161 | 352 | 161 |
| | | 12% | 12% | 11% | 13% | 12% | 14% | 12% | 13% | 14% | 16% | 14% | 13% | 11% |
| Don't know | | 202 | 177 | 11 | 54 | 140 | 45 | 148 | 22 | 26 | 23 | 45 | 118 | 73 |
| | | 5% | 5% | 2% | 4% | 5% | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 5% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 948 | 777 | 98 | 255 | 670 | 209 | 711 | 84 | 88 | 95 | 209 | 523 | 394 |
| | 22% | 22% | 21% | 18% | 23% a | 18% | 23% a | 17% | 16% | 18% | 18% | 19% | 26% a |
| NEUTRAL (5-6) | 887 | 707 | 105 | 264 | 596 | 230 | 629 | 101 | 108 | 78 | 230 | 521 | 340 |
| | 20% | 20% | 23% | 19% | 21% | 19% | 21% | 20% | 20% | 15% | 19% | 19% | 22% |
| POSITIVE VIEW (7-10) | 2314 | 1889 | 246 | 805 | 1474 | 706 | 1565 | 290 | 320 | 326 | 706 | 1535 | 729 |
| | 53% | 53% | 54% | 58% b | 51% | 59% b | 51% | 59% | 59% | 62% | 59% | 57% b | 47% |
| MOST NEGATIVE (1-2) | 483 | 406 | 47 | 106 | 362 | 93 | 371 | 39 | 40 | 43 | 93 | 270 | 193 |
| | 11% | 11% | 10% | 8% | 13% a | 8% | 12% a | 8% | 7% | 8% | 8% | 10% | 13% |
| MOST POSITIVE (9-10) | 918 | 755 | 103 | 317 | 586 | 277 | 620 | 107 | 126 | 137 | 277 | 595 | 302 |
| | 21% | 21% | 22% | 23% | 20% | 23% | 20% | 22% | 23% | 26% | 23% | 22% | 20% |
| Answered | 4148 | 3374 | 449 | 1324 | 2740 | 1145 | 2904 | 475 | 517 | 500 | 1145 | 2579 | 1464 |
| Mean score | 6.4 | 6.4 | 6.4 | 6.7 b | 6.2 | 6.7 b | 6.3 | 6.7 | 6.8 | 6.8 | 6.7 | 6.6 b | 6.1 |
| Standard deviation | 2.66 | 2.68 | 2.60 | 2.49 | 2.72 | 2.48 | 2.70 | 2.47 | 2.45 | 2.56 | 2.48 | 2.60 | 2.71 |
| Standard error | .04 | .05 | .12 | .07 | .05 | .07 | .05 | .11 | .11 | .11 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 190

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 354 8% | 292 8% | 257 8% | 98 10% | 63 12% | 354 8% | 198 5% | 119 5% | 121 5% | 29 4% | 233 6% | 121 33% abcde | 290 36% bc | 38 4% c | 26 1% |
| 2 | (2.0) | 129 3% | 100 3% | 88 3% | 40 4% | 28 5% a | 129 3% | 108 3% | 60 2% | 54 2% | 9 1% | 118 3% | 10 3% | 71 9% bc | 33 3% c | 25 1% |
| 3 | (3.0) | 219 5% | 187 5% | 156 5% | 63 6% | 31 6% | 219 5% | 180 5% d | 111 4% d | 113 5% d | 14 2% | 193 5% d | 25 7% d | 104 13% bc | 67 7% c | 48 2% |
| 4 | (4.0) | 246 6% | 219 6% | 187 6% | 59 6% | 27 5% | 246 6% | 206 5% | 151 6% | 133 5% | 35 5% | 227 6% | 19 5% | 86 11% c | 99 10% c | 61 2% |
| 5 | (5.0) | 430 10% | 356 9% | 313 9% | 117 11% | 74 14% | 430 10% | 369 10% | 245 9% | 207 8% | 48 7% | 389 10% | 41 11% | 80 10% c | 205 20% ac | 145 6% |
| 6 | (6.0) | 456 10% | 402 11% | 356 11% | 100 10% | 54 10% | 456 10% | 424 11% f | 283 11% f | 280 11% f | 72 10% f | 440 11% f | 16 4% | 39 5% | 185 18% ac | 232 9% a |
| 7 | (7.0) | 657 15% | 609 16% d | 533 16% d | 124 12% | 48 9% | 657 15% d | 624 16% f | 425 16% f | 422 17% f | 120 16% f | 645 16% f | 12 3% | 27 3% | 153 15% a | 476 19% a |
| 8 | (8.0) | 739 17% | 676 18% | 586 18% | 153 15% | 63 12% | 739 17% | 691 18% f | 520 20% f | 495 20% f | 157 21% f | 713 18% f | 26 7% | 22 3% | 100 10% a | 616 24% ab |
| 9 | (9.0) | 394 9% | 356 9% | 302 9% | 92 9% | 38 7% | 394 9% | 376 10% f | 292 11% f | 262 11% f | 105 14% aef | 382 10% f | 12 3% | 8 1% | 33 3% a | 353 14% ab |
| 10 - Extremely well | (10.0) | 524 12% | 469 12% | 413 12% | 111 11% | 55 10% | 524 12% | 496 13% f | 358 14% f | 356 14% f | 143 19% abcef | 513 13% f | 11 3% | 4 *% | 42 4% a | 478 19% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 190

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 202 | 149 | 141 | 61 | 53 | 202 | 112 | 52 | 48 | 4 | 133 | 69 | 72 | 62 | 68 |
| | 5% | 4% | 4% | 6% | 10% | 5% | 3% | 2% | 2% | 1% | 3% | 19% | 9% | 6% | 3% |
| | | | | | abe | | d | | | | bcd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 948 | 798 | 688 | 260 | 150 | 948 | 692 | 441 | 421 | 87 | 772 | 176 | 551 | 237 | 160 |
| | 22% | 21% | 21% | 26% | 28% | 22% | 18% | 17% | 17% | 12% | 19% | 48% | 69% | 23% | 6% |
| | | | | ab | ab | | d | d | d | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 887 | 759 | 669 | 217 | 128 | 887 | 793 | 528 | 486 | 121 | 829 | 58 | 119 | 391 | 377 |
| | 20% | 20% | 20% | 21% | 24% | 20% | 21% | 20% | 20% | 16% | 21% | 16% | 15% | 38% | 15% |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2314 | 2110 | 1834 | 480 | 204 | 2314 | 2187 | 1595 | 1535 | 526 | 2252 | 61 | 61 | 328 | 1924 |
| | 53% | 55% | 55% | 47% | 38% | 53% | 58% | 61% | 62% | 71% | 56% | 17% | 8% | 32% | 76% |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 483 | 392 | 345 | 138 | 91 | 483 | 307 | 179 | 175 | 38 | 351 | 132 | 362 | 71 | 51 |
| | 11% | 10% | 10% | 14% | 17% | 11% | 8% | 7% | 7% | 5% | 9% | 36% | 45% | 7% | 2% |
| | | | | abe | abe | | | | | | bd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 918 | 825 | 715 | 203 | 93 | 918 | 872 | 650 | 618 | 248 | 895 | 23 | 12 | 75 | 831 |
| | 21% | 22% | 21% | 20% | 17% | 21% | 23% | 25% | 25% | 34% | 22% | 6% | 1% | 7% | 33% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4148 | 3667 | 3191 | 957 | 481 | 4148 | 3672 | 2563 | 2443 | 734 | 3853 | 295 | 731 | 956 | 2461 |
| Mean score | 6.4 | 6.5 | 6.5 | 6.1 | 5.7 | 6.4 | 6.6 | 6.8 | 6.8 | 7.3 | 6.6 | 3.8 | 3.0 | 5.7 | 7.6 |
| | | cd | cd | | | cd | f | ef | ef | abcef | f | | | a | ab |
| Standard deviation | 2.66 | 2.61 | 2.62 | 2.77 | 2.87 | 2.66 | 2.49 | 2.42 | 2.44 | 2.30 | 2.53 | 2.90 | 2.18 | 2.07 | 1.91 |
| Standard error | .04 | .04 | .05 | .10 | .15 | .04 | .04 | .05 | .05 | .09 | .04 | .17 | .08 | .07 | .04 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 191

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?**

Base : All respondents

| | | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 274 | 166 | 104 | 14 | 41 | 31 | 66 | 117 | 62 | 71 | 56 | 80 | 228 | 25 | 15 | 5 |
| | | 6% | 8% | 5% | 3% | 5% | 5% | 9% | 7% | 5% | 6% | 8% | 8% | 6% | 7% | 7% | 4% |
| | | | b | | | | | abc | a | | | a | | | | | |
| 2 | (2.0) | 115 | 55 | 59 | 10 | 18 | 14 | 21 | 52 | 37 | 24 | 26 | 26 | 88 | 13 | 8 | 7 |
| | | 3% | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 2% | 4% | 3% | 2% | 4% | 4% | 5% |
| | | | | | | | | | | | | | | | | | a |
| 3 | (3.0) | 218 | 103 | 114 | 18 | 35 | 34 | 25 | 106 | 68 | 61 | 34 | 53 | 179 | 21 | 10 | 8 |
| | | 5% | 5% | 5% | 3% | 4% | 5% | 4% | 7% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 6% |
| 4 | (4.0) | 251 | 119 | 131 | 38 | 41 | 36 | 31 | 105 | 70 | 74 | 49 | 53 | 211 | 15 | 15 | 10 |
| | | 6% | 6% | 6% | 7% | 5% | 5% | 4% | 6% | 5% | 6% | 7% | 5% | 6% | 4% | 7% | 8% |
| 5 | (5.0) | 444 | 223 | 217 | 62 | 78 | 70 | 57 | 171 | 130 | 125 | 63 | 117 | 376 | 31 | 21 | 16 |
| | | 10% | 11% | 10% | 12% | 10% | 10% | 8% | 11% | 10% | 10% | 9% | 11% | 10% | 9% | 10% | 12% |
| 6 | (6.0) | 519 | 246 | 270 | 60 | 82 | 86 | 79 | 211 | 160 | 168 | 65 | 119 | 436 | 43 | 26 | 14 |
| | | 12% | 12% | 12% | 11% | 10% | 13% | 11% | 13% | 12% | 14% | 9% | 11% | 12% | 12% | 12% | 11% |
| 7 | (7.0) | 660 | 318 | 336 | 102 | 118 | 105 | 110 | 223 | 214 | 188 | 92 | 159 | 551 | 58 | 31 | 20 |
| | | 15% | 15% | 15% | 19% | 15% | 15% | 16% | 14% | 16% | 15% | 13% | 15% | 15% | 17% | 14% | 15% |
| | | | | | e | | | | | | | | | | | | |
| 8 | (8.0) | 791 | 372 | 411 | 84 | 142 | 127 | 147 | 291 | 274 | 217 | 120 | 170 | 667 | 63 | 38 | 23 |
| | | 18% | 18% | 19% | 16% | 18% | 19% | 21% | 18% | 21% | 18% | 17% | 16% | 18% | 18% | 17% | 18% |
| 9 | (9.0) | 435 | 200 | 227 | 64 | 96 | 68 | 64 | 135 | 130 | 124 | 88 | 84 | 371 | 34 | 20 | 9 |
| | | 10% | 9% | 10% | 12% | 12% | 10% | 9% | 8% | 10% | 10% | 13% | 8% | 10% | 10% | 9% | 7% |
| | | | | | | e | | | | | | d | | | | | |
| 10 - Extremely well | (10.0) | 426 | 191 | 231 | 46 | 97 | 57 | 67 | 158 | 113 | 119 | 73 | 115 | 357 | 32 | 26 | 12 |
| | | 10% | 9% | 11% | 9% | 12% | 8% | 9% | 10% | 9% | 10% | 10% | 11% | 10% | 9% | 12% | 9% |
| Don't know | | 218 | 113 | 102 | 30 | 44 | 50 | 37 | 56 | 46 | 64 | 29 | 68 | 188 | 15 | 8 | 7 |
| | | 5% | 5% | 5% | 6% | 6% | 7% | 5% | 3% | 4% | 5% | 4% | 7% | 5% | 4% | 4% | 5% |
| | | | | | | | e | | | | | | a | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 191

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 857 | 442 | 408 | 80 | 135 | 115 | 142 | 379 | 237 | 230 | 166 | 212 | 707 | 74 | 48 | 29 |
| | 20% | 21% | 19% | 15% | 17% | 17% | 20% | 23% abc | 18% | 19% | 24% a | 20% | 19% | 21% | 22% | 22% |
| NEUTRAL (5-6) | 963 | 469 | 487 | 122 | 159 | 156 | 136 | 382 | 291 | 294 | 128 | 237 | 812 | 74 | 47 | 30 |
| | 22% | 22% | 22% | 23% | 20% | 23% | 19% | 24% | 22% | 24% | 18% | 23% | 22% | 21% | 22% | 23% |
| POSITIVE VIEW (7-10) | 2312 | 1081 | 1205 | 295 | 453 | 356 | 388 | 808 | 731 | 648 | 373 | 528 | 1948 | 186 | 114 | 64 |
| | 53% | 51% | 55% | 56% | 57% e | 53% | 55% | 50% | 56% | 52% | 54% | 51% | 53% | 53% | 53% | 49% |
| MOST NEGATIVE (1-2) | 389 | 220 | 163 | 24 | 59 | 45 | 87 | 168 | 99 | 95 | 83 | 106 | 316 | 38 | 23 | 12 |
| | 9% | 10% b | 7% | 4% | 7% | 7% | 12% abc | 10% ac | 8% | 8% | 12% ab | 10% | 9% | 11% | 10% | 9% |
| MOST POSITIVE (9-10) | 861 | 391 | 458 | 110 | 193 | 125 | 130 | 294 | 243 | 243 | 161 | 199 | 729 | 65 | 46 | 21 |
| | 20% | 19% | 21% | 21% | 24% e | 18% | 19% | 18% | 19% | 20% | 23% | 19% | 20% | 19% | 21% | 16% |
| Answered | 4132 | 1991 | 2101 | 497 | 747 | 628 | 666 | 1570 | 1259 | 1172 | 667 | 976 | 3466 | 333 | 209 | 123 |
| Mean score | 6.4 | 6.3 | 6.6 a | 6.7 e | 6.7 e | 6.5 | 6.4 | 6.2 | 6.5 | 6.5 | 6.4 | 6.3 | 6.5 | 6.3 | 6.4 | 6.2 |
| Standard deviation | 2.50 | 2.57 | 2.43 | 2.19 | 2.48 | 2.36 | 2.64 | 2.57 | 2.37 | 2.43 | 2.70 | 2.59 | 2.49 | 2.57 | 2.60 | 2.45 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .10 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .12 | .13 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 191

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**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 | URBANITY URBAN | RURAL | CHILDREN IN HOUSEHOLD YES | NO | PARENT OF UNDER 16 YES | NO | PARENT OF CHILD AGED 0-4 | 5-10 | 11-15 | TOTAL | WORKING STATUS WORKING | NOT WORKING |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 274 6% | 231 7% | 27 6% | 59 4% | 209 7% a | 56 5% | 211 7% | 17 3% | 26 5% | 30 6% | 56 5% | 158 6% | 103 7% |
| 2 | (2.0) | 115 3% | 94 3% | 17 4% | 30 2% | 80 3% | 26 2% | 84 3% | 11 2% | 12 2% | 8 2% | 26 2% | 64 2% | 48 3% |
| 3 | (3.0) | 218 5% | 182 5% | 23 5% | 58 4% | 157 5% | 48 4% | 165 5% | 25 5% | 16 3% | 19 4% | 48 4% | 118 4% | 92 6% |
| 4 | (4.0) | 251 6% | 200 6% | 32 7% | 74 5% | 172 6% | 61 5% | 185 6% | 27 5% | 30 5% | 23 4% | 61 5% | 139 5% | 106 7% |
| 5 | (5.0) | 444 10% | 356 10% | 44 10% | 141 10% | 289 10% | 113 9% | 317 10% | 47 9% | 61 11% | 44 8% | 113 9% | 251 9% | 177 12% |
| 6 | (6.0) | 519 12% | 411 12% | 58 13% | 153 11% | 350 12% | 132 11% | 371 12% | 59 12% | 64 12% | 49 9% | 132 11% | 296 11% | 214 14% |
| 7 | (7.0) | 660 15% | 524 15% | 76 17% | 223 16% | 429 15% | 199 17% | 451 15% | 102 21% b | 75 14% | 77 15% | 199 17% | 432 16% | 215 14% |
| 8 | (8.0) | 791 18% | 645 18% | 95 21% | 255 18% | 526 18% | 229 19% | 552 18% | 89 18% | 108 20% | 109 21% | 229 19% | 537 20% b | 238 16% |
| 9 | (9.0) | 435 10% | 344 10% | 48 10% | 173 13% b | 256 9% | 147 12% b | 278 9% | 48 10% | 60 11% | 78 15% | 147 12% | 299 11% b | 128 8% |
| 10 - Extremely well | (10.0) | 426 10% | 373 10% b | 27 6% | 150 11% | 265 9% | 131 11% | 283 9% | 48 10% | 66 12% | 63 12% | 131 11% | 276 10% | 136 9% |
| Don't know | | 218 5% | 191 5% | 12 3% | 63 5% | 145 5% | 50 4% | 156 5% | 23 5% | 23 4% | 23 4% | 50 4% | 128 5% | 79 5% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

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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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 857 | 707 | 98 | 222 | 618 | 191 | 645 | 80 | 85 | 80 | 191 | 480 | 349 |
| | 20% | 20% | 21% | 16% | 21% a | 16% | 21% a | 16% | 16% | 15% | 16% | 18% | 23% a |
| NEUTRAL (5-6) | 963 | 767 | 102 | 294 | 640 | 244 | 688 | 106 | 125 | 93 | 244 | 547 | 391 |
| | 22% | 22% | 22% | 21% | 22% | 21% | 23% | 21% | 23% | 18% | 21% | 20% | 25% a |
| POSITIVE VIEW (7-10) | 2312 | 1886 | 246 | 800 | 1477 | 706 | 1564 | 288 | 309 | 327 | 706 | 1543 | 717 |
| | 53% | 53% | 54% | 58% b | 51% | 59% b | 51% | 58% | 57% | 63% | 59% | 57% b | 47% |
| MOST NEGATIVE (1-2) | 389 | 325 | 43 | 89 | 289 | 82 | 295 | 27 | 39 | 38 | 82 | 222 | 151 |
| | 9% | 9% | 9% | 6% | 10% a | 7% | 10% | 5% | 7% | 7% | 7% | 8% | 10% |
| MOST POSITIVE (9-10) | 861 | 717 | 75 | 322 | 522 | 278 | 561 | 97 | 126 | 141 | 278 | 574 | 263 |
| | 20% | 20% | 16% | 23% b | 18% | 23% b | 18% | 19% | 23% | 27% | 23% | 21% b | 17% |
| Answered | 4132 | 3360 | 447 | 1315 | 2735 | 1141 | 2897 | 474 | 519 | 500 | 1141 | 2569 | 1458 |
| Mean score | 6.4 | 6.4 | 6.3 | 6.7 b | 6.3 | 6.8 b | 6.3 | 6.7 | 6.7 | 6.9 | 6.8 | 6.6 b | 6.2 |
| Standard deviation | 2.50 | 2.53 | 2.41 | 2.37 | 2.55 | 2.39 | 2.53 | 2.26 | 2.41 | 2.45 | 2.39 | 2.46 | 2.52 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .10 | .10 | .11 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 274 6% | 223 6% | 196 6% | 78 8% | 51 10% | 274 6% | 159 4% d | 83 3% | 77 3% | 14 2% | 180 5% d | 93 26% abcde | 206 26% bc | 34 3% c | 33 1% |
| 2 | (2.0) | 115 3% | 95 2% | 84 3% | 31 3% | 20 4% | 115 3% | 91 2% | 61 2% | 55 2% | 10 1% | 103 3% | 12 3% | 69 9% bc | 38 4% c | 8 *% |
| 3 | (3.0) | 218 5% | 187 5% | 163 5% | 55 5% | 31 6% | 218 5% | 185 5% | 121 5% | 104 4% | 28 4% | 199 5% | 18 5% | 105 13% bc | 57 6% c | 56 2% |
| 4 | (4.0) | 251 6% | 214 6% | 180 5% | 71 7% | 37 7% | 251 6% | 217 6% | 126 5% | 137 6% | 37 5% | 228 6% | 23 6% | 72 9% c | 92 9% c | 87 3% |
| 5 | (5.0) | 444 10% | 369 10% | 324 10% | 120 12% | 75 14% | 444 10% | 386 10% | 267 10% | 251 10% | 52 7% | 412 10% | 31 9% | 98 12% c | 189 19% ac | 158 6% |
| 6 | (6.0) | 519 12% | 467 12% | 403 12% | 116 11% | 52 10% | 519 12% | 459 12% | 334 13% | 302 12% | 105 14% | 487 12% | 32 9% | 54 7% | 189 19% ac | 276 11% a |
| 7 | (7.0) | 660 15% | 610 16% d | 535 16% d | 125 12% | 50 9% | 660 15% d | 610 16% f | 428 16% f | 442 18% f | 118 16% f | 636 16% f | 24 7% | 53 7% | 162 16% a | 445 18% a |
| 8 | (8.0) | 791 18% | 716 19% | 620 19% | 171 17% | 75 14% | 791 18% | 743 20% f | 542 21% f | 506 20% f | 163 22% f | 765 19% f | 26 7% | 40 5% | 112 11% a | 639 25% ab |
| 9 | (9.0) | 435 10% | 399 10% | 356 11% | 78 8% | 36 7% | 435 10% | 415 11% f | 307 12% f | 291 12% f | 116 16% abcef | 422 11% f | 13 3% | 13 2% | 53 5% a | 368 15% ab |
| 10 - Extremely well | (10.0) | 426 10% | 381 10% | 325 10% | 101 10% | 46 9% | 426 10% | 404 11% f | 284 11% f | 269 11% f | 84 11% f | 416 10% f | 10 3% | 11 1% | 34 3% | 382 15% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 191

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?**

Base : All respondents

| | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 218 | 155 | 145 | 73 | 62 | 218 | 115 | 63 | 55 | 10 | 138 | 80 | 82 | 59 | 78 |
| | 5% | 4% | 4% | 7% ab | 12% abe | 5% | 3% | 2% | 2% | 1% | 3% cd | 22% abcde | 10% bc | 6% c | 3% |
| NEGATIVE VIEW (1-4) | 857 | 719 | 623 | 235 | 139 | 857 | 653 | 391 | 373 | 89 | 710 | 147 | 452 | 220 | 185 |
| | 20% | 19% | 19% | 23% | 26% ab | 20% | 17% d | 15% | 15% | 12% | 18% bcd | 41% abcde | 56% bc | 22% c | 7% |
| NEUTRAL (5-6) | 963 | 836 | 727 | 236 | 127 | 963 | 845 | 601 | 553 | 157 | 900 | 63 | 152 | 378 | 433 |
| | 22% | 22% | 22% | 23% | 24% | 22% | 22% | 23% | 22% | 21% | 23% | 17% | 19% | 37% ac | 17% |
| POSITIVE VIEW (7-10) | 2312 | 2105 | 1837 | 475 | 207 | 2312 | 2171 | 1561 | 1508 | 482 | 2239 | 73 | 116 | 362 | 1833 |
| | 53% | 55% cd | 55% cd | 47% | 39% | 53% cd | 57% f | 60% f | 61% ef | 65% aef | 56% f | 20% | 15% | 36% a | 72% ab |
| MOST NEGATIVE (1-2) | 389 | 318 | 280 | 108 | 71 | 389 | 251 | 144 | 132 | 24 | 283 | 106 | 275 | 72 | 41 |
| | 9% | 8% | 8% | 11% | 13% ab | 9% | 7% d | 6% | 5% | 3% | 7% cd | 29% abcde | 34% bc | 7% c | 2% |
| MOST POSITIVE (9-10) | 861 | 779 | 682 | 179 | 82 | 861 | 818 | 591 | 561 | 200 | 838 | 23 | 24 | 87 | 750 |
| | 20% | 20% | 20% | 18% | 15% | 20% | 22% f | 23% f | 23% f | 27% aef | 21% f | 6% | 3% | 9% a | 30% ab |
| Answered | 4132 | 3660 | 3186 | 946 | 472 | 4132 | 3669 | 2553 | 2435 | 728 | 3848 | 284 | 721 | 960 | 2451 |
| Mean score | 6.4 | 6.5 cd | 6.5 cd | 6.2 | 5.8 | 6.4 d | 6.7 f | 6.8 ef | 6.8 ef | 7.1 abcef | 6.6 f | 4.3 | 3.7 | 5.8 a | 7.5 ab |
| Standard deviation | 2.50 | 2.46 | 2.46 | 2.61 | 2.72 | 2.50 | 2.37 | 2.27 | 2.25 | 2.11 | 2.39 | 2.89 | 2.45 | 2.07 | 1.91 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .05 | .05 | .08 | .04 | .17 | .09 | .07 | .04 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?**

Base : All respondents

| | | Total | NORTH EAST a | NORTH WEST b | YORKS & LINCS c | WEST MIDS d | EAST MIDS e | EAST ENGLAND f | WEST ENGLAND g | SOUTH ENGLAND h | SOUTH WEST i | SOUTH EAST j | LONDON k | ALL ENGLAND l |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 187 | 419 | 307 | 349 | 144 | 218 | 131 | 225 | 165 | 147 | 643 | 2935 |
| Effective Weighted Sample | | 3439 | 165 | 380 | 282 | 317 | 131 | 196 | 118 | 204 | 146 | 131 | 597 | 2616 |
| Total | | 4350 | 242 | 468 | 433 | 426 | 152 | 310 | 157 | 345 | 124 | 164 | 833 | 3654 |
| 1 - Not at all well | (1.0) | 274 | 20 | 32 | 44 | 31 | 8 | 17 | 9 | 20 | 6 | 8 | 35 | 228 |
| | | 6% | 8% | 7% | 10% k | 7% | 5% | 5% | 6% | 6% | 5% | 5% | 4% | 6% |
| 2 | (2.0) | 115 | 6 | 14 | 6 | 4 | 5 | 12 | 3 | 7 | 3 | 8 | 20 | 88 |
| | | 3% | 2% | 3% | 1% | 1% | 3% | 4% | 2% | 2% | 3% | 5% d | 2% | 2% |
| 3 | (3.0) | 218 | 13 | 20 | 27 | 24 | 7 | 14 | 6 | 22 | 6 | 4 | 36 | 179 |
| | | 5% | 6% | 4% | 6% | 6% | 4% | 5% | 4% | 6% | 5% | 3% | 4% | 5% |
| 4 | (4.0) | 251 | 13 | 30 | 40 | 18 | 8 | 22 | 10 | 14 | 14 | 7 | 36 | 211 |
| | | 6% | 5% | 6% | 9% k | 4% | 5% | 7% | 6% | 4% | 11% dk | 4% | 4% | 6% |
| 5 | (5.0) | 444 | 25 | 43 | 46 | 49 | 25 | 34 | 16 | 25 | 12 | 21 | 79 | 376 |
| | | 10% | 10% | 9% | 11% | 11% | 17% h | 11% | 10% | 7% | 10% | 13% | 9% | 10% |
| 6 | (6.0) | 519 | 29 | 40 | 47 | 57 | 23 | 48 | 18 | 59 | 17 | 15 | 82 | 436 |
| | | 12% | 12% | 9% | 11% | 13% | 15% | 15% | 12% | 17% bk | 14% | 9% | 10% | 12% |
| 7 | (7.0) | 660 | 38 | 87 | 48 | 59 | 23 | 46 | 22 | 60 | 19 | 26 | 123 | 551 |
| | | 15% | 16% | 19% c | 11% | 14% | 15% | 15% | 14% | 17% | 15% | 16% | 15% | 15% |
| 8 | (8.0) | 791 | 33 | 83 | 75 | 81 | 23 | 45 | 36 | 73 | 14 | 32 | 172 | 667 |
| | | 18% | 14% | 18% | 17% | 19% | 15% | 14% | 23% | 21% | 11% | 20% | 21% | 18% |
| 9 | (9.0) | 435 | 28 | 52 | 36 | 46 | 14 | 33 | 14 | 22 | 12 | 17 | 99 | 371 |
| | | 10% | 12% | 11% | 8% | 11% | 9% | 11% | 9% | 6% | 9% | 10% | 12% | 10% |
| 10 - Extremely well | (10.0) | 426 | 21 | 46 | 39 | 35 | 11 | 26 | 18 | 26 | 15 | 16 | 105 | 357 |
| | | 10% | 9% | 10% | 9% | 8% | 7% | 8% | 12% | 7% | 12% | 10% | 13% | 10% |
| Don't know | | 218 | 16 | 20 | 26 | 23 | 7 | 14 | 6 | 18 | 5 | 9 | 46 | 188 |
| | | 5% | 6% | 4% | 6% | 5% | 4% | 4% | 4% | 5% | 4% | 5% | 5% | 5% |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 192

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

| | Total | ENGLISH REGION | | | | | | | | | | | ALL ENGLAND |
| | | NORTH EAST | NORTH WEST | YORKS & LINCS | WEST MIDS | EAST MIDS | EAST ENGLAND | WEST ENGLAND | SOUTH ENGLAND | SOUTH WEST | SOUTH EAST | LONDON | |
| Significance Level: 99% | | a | b | c | d | e | f | g | h | i | j | k | l |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted total | 4350 | 187 | 419 | 307 | 349 | 144 | 218 | 131 | 225 | 165 | 147 | 643 | 2935 |
| Effective Weighted Sample | 3439 | 165 | 380 | 282 | 317 | 131 | 196 | 118 | 204 | 146 | 131 | 597 | 2616 |
| Total | 4350 | 242 | 468 | 433 | 426 | 152 | 310 | 157 | 345 | 124 | 164 | 833 | 3654 |
| NEGATIVE VIEW (1-4) | 857 | 52 | 96 | 116 | 77 | 27 | 65 | 28 | 63 | 30 | 27 | 127 | 707 |
| | 20% | 22% | 20% | 27% dkl | 18% | 18% | 21% | 18% | 18% | 24% | 17% | 15% | 19% |
| NEUTRAL (5-6) | 963 | 54 | 84 | 93 | 105 | 49 | 82 | 34 | 84 | 29 | 37 | 161 | 812 |
| | 22% | 22% | 18% | 21% | 25% | 32% bkl | 26% | 22% | 24% | 24% | 22% | 19% | 22% |
| POSITIVE VIEW (7-10) | 2312 | 120 | 268 | 198 | 221 | 70 | 150 | 90 | 181 | 60 | 91 | 499 | 1948 |
| | 53% | 50% | 57% c | 46% | 52% | 46% | 48% | 57% | 52% | 48% | 56% | 60% cefl | 53% |
| MOST NEGATIVE (1-2) | 389 | 26 | 46 | 49 | 34 | 13 | 29 | 12 | 27 | 10 | 16 | 55 | 316 |
| | 9% | 11% | 10% | 11% | 8% | 8% | 9% | 7% | 8% | 8% | 10% | 7% | 9% |
| MOST POSITIVE (9-10) | 861 | 49 | 98 | 75 | 81 | 24 | 59 | 32 | 48 | 27 | 33 | 204 | 729 |
| | 20% | 20% | 21% | 17% | 19% | 16% | 19% | 20% | 14% | 21% | 20% | 25% h | 20% |
| Answered | 4132 | 226 | 448 | 407 | 403 | 146 | 296 | 152 | 327 | 119 | 155 | 787 | 3466 |
| Mean score | 6.4 | 6.3 | 6.5 | 6.0 | 6.4 | 6.2 | 6.3 | 6.6 | 6.4 | 6.3 | 6.6 | 6.9 acefl | 6.5 c |
| Standard deviation | 2.50 | 2.61 | 2.54 | 2.68 | 2.46 | 2.33 | 2.45 | 2.44 | 2.35 | 2.52 | 2.46 | 2.41 | 2.49 |
| Standard error | .04 | .20 | .13 | .16 | .14 | .20 | .17 | .22 | .16 | .20 | .21 | .10 | .05 |

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | | Total | GENDER MAN | WOMAN | AGE 16-24 | 25-34 | 35-44 | 45-54 | 55+ | SEG AB | C1 | C2 | DE | NATION ENGLAND | SCOTLAND | WALES | N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 375 | 221 | 147 | 24 | 58 | 41 | 82 | 165 | 93 | 89 | 78 | 107 | 315 | 32 | 21 | 7 |
| | | 9% | 11% b | 7% | 5% | 7% | 6% | 12% ac | 10% ac | 7% | 7% | 11% ab | 10% | 9% | 9% | 9% | 5% |
| 2 | (2.0) | 155 | 84 | 71 | 7 | 18 | 20 | 26 | 84 | 35 | 47 | 28 | 45 | 128 | 16 | 7 | 4 |
| | | 4% | 4% | 3% | 1% | 2% | 3% | 4% | 5% ab | 3% | 4% | 4% | 4% | 3% | 5% | 3% | 3% |
| 3 | (3.0) | 236 | 127 | 104 | 34 | 39 | 34 | 27 | 100 | 69 | 85 | 31 | 47 | 194 | 18 | 15 | 9 |
| | | 5% | 6% | 5% | 6% | 5% | 5% | 4% | 6% | 5% | 7% | 4% | 4% | 5% | 5% | 7% | 7% |
| 4 | (4.0) | 275 | 129 | 143 | 23 | 38 | 28 | 50 | 134 | 85 | 71 | 42 | 73 | 229 | 23 | 13 | 10 |
| | | 6% | 6% | 7% | 4% | 5% | 4% | 7% | 8% abc | 7% | 6% | 6% | 7% | 6% | 7% | 6% | 8% |
| 5 | (5.0) | 465 | 204 | 258 | 62 | 82 | 83 | 52 | 181 | 134 | 131 | 65 | 126 | 384 | 41 | 24 | 16 |
| | | 11% | 10% | 12% | 12% | 10% | 12% d | 7% | 11% | 10% | 11% | 9% | 12% | 11% | 12% | 11% | 12% |
| 6 | (6.0) | 534 | 255 | 275 | 70 | 105 | 87 | 78 | 193 | 159 | 169 | 67 | 133 | 451 | 41 | 21 | 21 |
| | | 12% | 12% | 12% | 13% | 13% | 13% | 11% | 12% | 12% | 14% | 10% | 13% | 12% | 12% | 10% | 16% c |
| 7 | (7.0) | 732 | 350 | 374 | 96 | 127 | 125 | 122 | 260 | 256 | 194 | 116 | 152 | 620 | 54 | 35 | 23 |
| | | 17% | 17% | 17% | 18% | 16% | 19% | 17% | 16% | 20% d | 16% | 17% | 15% | 17% | 16% | 16% | 17% |
| 8 | (8.0) | 701 | 337 | 358 | 95 | 133 | 109 | 125 | 234 | 221 | 211 | 127 | 136 | 600 | 51 | 34 | 16 |
| | | 16% | 16% | 16% | 18% | 17% | 16% | 18% | 14% | 17% | 17% | 18% d | 13% | 16% | 15% | 15% | 12% |
| 9 | (9.0) | 305 | 138 | 165 | 49 | 60 | 58 | 48 | 90 | 106 | 73 | 51 | 69 | 254 | 23 | 20 | 8 |
| | | 7% | 7% | 7% | 9% e | 8% | 8% | 7% | 6% | 8% | 6% | 7% | 7% | 7% | 7% | 9% | 6% |
| 10 - Extremely well | (10.0) | 359 | 155 | 200 | 38 | 87 | 47 | 59 | 125 | 100 | 103 | 60 | 91 | 298 | 32 | 20 | 9 |
| | | 8% | 7% | 9% | 7% | 11% | 7% | 8% | 8% | 8% | 8% | 9% | 9% | 8% | 9% | 9% | 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 193**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Don't know | 214 | 104 | 108 | 28 | 43 | 43 | 33 | 61 | 47 | 61 | 30 | 66 | 181 | 15 | 10 | 8 |
| | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 5% | 4% | 6% | 5% | 4% | 4% | 6% |
| | | | | | | | | | | | | a | | | | |
| NEGATIVE VIEW (1-4) | 1040 | 561 | 465 | 88 | 153 | 124 | 186 | 482 | 282 | 291 | 179 | 271 | 865 | 90 | 55 | 30 |
| | 24% | 27% | 21% | 17% | 19% | 18% | 26% | 30% | 22% | 24% | 26% | 26% | 24% | 26% | 25% | 23% |
| | | b | | | | | abc | abc | | | | | | | | |
| NEUTRAL (5-6) | 999 | 459 | 533 | 132 | 186 | 171 | 130 | 374 | 293 | 300 | 133 | 259 | 835 | 82 | 45 | 36 |
| | 23% | 22% | 24% | 25% | 24% | 25% | 18% | 23% | 22% | 24% | 19% | 25% | 23% | 24% | 21% | 28% |
| | | | | | | d | | | | | | | | | | |
| POSITIVE VIEW (7-10) | 2097 | 980 | 1097 | 279 | 408 | 340 | 354 | 709 | 683 | 582 | 354 | 448 | 1772 | 161 | 108 | 56 |
| | 48% | 47% | 50% | 53% | 52% | 50% | 50% | 44% | 52% | 47% | 51% | 43% | 49% | 46% | 50% | 43% |
| | | | | e | e | e | e | | d | | d | | | | | |
| MOST NEGATIVE (1-2) | 530 | 305 | 218 | 31 | 76 | 61 | 108 | 249 | 128 | 136 | 106 | 152 | 443 | 48 | 28 | 11 |
| | 12% | 14% | 10% | 6% | 10% | 9% | 15% | 15% | 10% | 11% | 15% | 15% | 12% | 14% | 13% | 9% |
| | | b | | | | | abc | abc | | | a | a | | | | |
| MOST POSITIVE (9-10) | 664 | 293 | 365 | 87 | 148 | 105 | 107 | 215 | 206 | 176 | 111 | 160 | 552 | 55 | 40 | 17 |
| | 15% | 14% | 17% | 17% | 19% | 15% | 15% | 13% | 16% | 14% | 16% | 15% | 15% | 16% | 18% | 13% |
| | | | | | e | | | | | | | | | | | |
| Answered | 4136 | 2000 | 2095 | 499 | 748 | 634 | 670 | 1565 | 1258 | 1174 | 666 | 978 | 3473 | 333 | 208 | 123 |
| Mean score | 6.1 | 5.9 | 6.2 | 6.5 | 6.4 | 6.3 | 6.0 | 5.7 | 6.2 | 6.1 | 6.0 | 5.9 | 6.1 | 6.0 | 6.1 | 6.0 |
| | | | a | de | e | e | | | d | | | | | | | |
| Standard deviation | 2.58 | 2.66 | 2.49 | 2.29 | 2.54 | 2.40 | 2.72 | 2.65 | 2.46 | 2.53 | 2.73 | 2.67 | 2.57 | 2.65 | 2.69 | 2.37 |
| Standard error | .04 | .06 | .05 | .10 | .09 | .09 | .11 | .07 | .07 | .08 | .10 | .08 | .05 | .12 | .13 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 375 | 316 | 36 | 87 | 279 | 77 | 287 | 28 | 30 | 39 | 77 | 206 | 153 |
| | | 9% | 9% | 8% | 6% | 10% a | 6% | 9% a | 6% | 5% | 7% | 6% | 8% | 10% |
| 2 | (2.0) | 155 | 127 | 18 | 31 | 120 | 26 | 125 | 12 | 9 | 13 | 26 | 77 | 70 |
| | | 4% | 4% | 4% | 2% | 4% a | 2% | 4% a | 2% | 2% | 3% | 2% | 3% | 5% a |
| 3 | (3.0) | 236 | 192 | 26 | 54 | 177 | 46 | 184 | 27 | 21 | 19 | 46 | 132 | 100 |
| | | 5% | 5% | 6% | 4% | 6% a | 4% | 6% | 5% | 4% | 4% | 4% | 5% | 7% |
| 4 | (4.0) | 275 | 225 | 29 | 69 | 200 | 60 | 209 | 16 | 33 | 30 | 60 | 135 | 134 |
| | | 6% | 6% | 6% | 5% | 7% | 5% | 7% | 3% | 6% | 6% | 5% | 5% | 9% a |
| 5 | (5.0) | 465 | 374 | 51 | 139 | 307 | 122 | 323 | 60 | 61 | 42 | 122 | 257 | 191 |
| | | 11% | 11% | 11% | 10% | 11% | 10% | 11% | 12% | 11% | 8% | 10% | 10% | 12% a |
| 6 | (6.0) | 534 | 425 | 68 | 194 | 334 | 166 | 361 | 73 | 76 | 54 | 166 | 334 | 186 |
| | | 12% | 12% | 15% | 14% | 12% | 14% | 12% | 15% | 14% | 10% | 14% | 12% | 12% |
| 7 | (7.0) | 732 | 576 | 91 | 254 | 471 | 221 | 503 | 97 | 87 | 103 | 221 | 498 | 219 |
| | | 17% | 16% | 20% | 18% | 16% | 19% | 16% | 20% | 16% | 20% | 19% | 18% b | 14% |
| 8 | (8.0) | 701 | 571 | 75 | 232 | 456 | 201 | 485 | 81 | 89 | 92 | 201 | 491 | 197 |
| | | 16% | 16% | 16% | 17% | 16% | 17% | 16% | 16% | 16% | 18% | 17% | 18% b | 13% |
| 9 | (9.0) | 305 | 240 | 31 | 116 | 182 | 97 | 199 | 29 | 53 | 48 | 97 | 211 | 90 |
| | | 7% | 7% | 7% | 8% | 6% | 8% | 7% | 6% | 10% | 9% | 8% | 8% | 6% |
| 10 - Extremely well | (10.0) | 359 | 315 | 22 | 144 | 207 | 130 | 220 | 54 | 59 | 63 | 130 | 230 | 120 |
| | | 8% | 9% b | 5% | 10% b | 7% | 11% b | 7% | 11% | 11% | 12% | 11% | 9% | 8% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 193**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 214 | 189 | 12 | 57 | 147 | 46 | 157 | 18 | 26 | 20 | 46 | 125 | 76 |
| | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 4% | 5% | 4% | 4% | 5% | 5% |
| NEGATIVE VIEW (1-4) | 1040 | 862 | 109 | 241 | 776 | 208 | 806 | 84 | 92 | 101 | 208 | 550 | 457 |
| | 24% | 24% | 24% | 18% | 27% | 17% | 26% | 17% | 17% | 19% | 17% | 20% | 30% |
| | | | | | a | | a | | | | | | a |
| NEUTRAL (5-6) | 999 | 799 | 118 | 332 | 642 | 288 | 684 | 133 | 138 | 96 | 288 | 591 | 377 |
| | 23% | 22% | 26% | 24% | 22% | 24% | 22% | 27% | 25% | 18% | 24% | 22% | 25% |
| | | | | | | | | c | | | | | |
| POSITIVE VIEW (7-10) | 2097 | 1702 | 219 | 747 | 1315 | 648 | 1407 | 262 | 287 | 306 | 648 | 1431 | 626 |
| | 48% | 48% | 48% | 54% | 46% | 54% | 46% | 53% | 53% | 58% | 54% | 53% | 41% |
| | | | | b | | b | | | | | | b | |
| MOST NEGATIVE (1-2) | 530 | 444 | 54 | 118 | 400 | 102 | 413 | 40 | 38 | 52 | 102 | 283 | 223 |
| | 12% | 12% | 12% | 9% | 14% | 9% | 14% | 8% | 7% | 10% | 9% | 11% | 15% |
| | | | | | a | | a | | | | | | a |
| MOST POSITIVE (9-10) | 664 | 554 | 53 | 260 | 389 | 227 | 418 | 83 | 112 | 110 | 227 | 441 | 210 |
| | 15% | 16% | 12% | 19% | 13% | 19% | 14% | 17% | 21% | 21% | 19% | 16% | 14% |
| | | | | b | | b | | | | | | | |
| Answered | 4136 | 3362 | 447 | 1320 | 2733 | 1144 | 2896 | 478 | 516 | 502 | 1144 | 2572 | 1460 |
| Mean score | 6.1 | 6.1 | 6.0 | 6.5 | 5.9 | 6.5 | 5.9 | 6.4 | 6.6 | 6.6 | 6.5 | 6.3 | 5.7 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.58 | 2.62 | 2.43 | 2.43 | 2.62 | 2.44 | 2.61 | 2.39 | 2.40 | 2.55 | 2.44 | 2.51 | 2.64 |
| Standard error | .04 | .05 | .11 | .07 | .05 | .07 | .05 | .11 | .10 | .11 | .07 | .05 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 375 9% | 313 8% | 275 8% | 99 10% | 61 11% | 375 9% | 217 6% | 126 5% | 123 5% | 28 4% | 259 6% | 116 32% abcde | 294 37% bc | 43 4% c | 37 1% |
| 2 | (2.0) | 155 4% | 122 3% | 96 3% | 59 6% abe | 34 6% ab | 155 4% | 134 4% | 84 3% | 77 3% | 12 2% | 142 4% | 13 4% | 80 10% bc | 49 5% c | 26 1% |
| 3 | (3.0) | 236 5% | 207 5% | 178 5% | 58 6% | 29 5% | 236 5% | 201 5% | 128 5% | 116 5% | 25 3% | 215 5% | 21 6% | 91 11% c | 78 8% c | 66 3% |
| 4 | (4.0) | 275 6% | 234 6% | 200 6% | 75 7% | 41 8% | 275 6% | 240 6% | 144 6% | 145 6% | 37 5% | 256 6% | 19 5% | 83 10% c | 103 10% c | 89 4% |
| 5 | (5.0) | 465 11% | 388 10% | 339 10% | 126 12% | 77 14% | 465 11% | 406 11% | 287 11% | 231 9% | 59 8% | 428 11% | 38 10% | 68 9% | 201 20% ac | 196 8% |
| 6 | (6.0) | 534 12% | 482 13% | 426 13% | 108 11% | 52 10% | 534 12% | 498 13% f | 355 14% f | 344 14% f | 107 15% f | 514 13% f | 20 5% | 44 5% | 178 18% ac | 312 12% a |
| 7 | (7.0) | 732 17% | 679 18% d | 588 18% d | 144 14% | 53 10% | 732 17% d | 677 18% f | 472 18% f | 473 19% f | 147 20% f | 708 18% f | 24 7% | 38 5% | 160 16% a | 533 21% ab |
| 8 | (8.0) | 701 16% | 644 17% d | 568 17% d | 133 13% | 57 11% | 701 16% | 667 18% f | 498 19% f | 484 19% f | 138 19% f | 687 17% f | 14 4% | 17 2% | 80 8% a | 604 24% ab |
| 9 | (9.0) | 305 7% | 290 8% d | 255 8% d | 51 5% | 16 3% | 305 7% d | 286 8% | 226 9% f | 211 8% f | 90 12% abcef | 292 7% | 13 4% | 6 1% | 31 3% a | 268 11% ab |
| 10 - Extremely well | (10.0) | 359 8% | 310 8% | 273 8% | 86 8% | 49 9% | 359 8% | 339 9% f | 236 9% f | 234 9% f | 91 12% ef | 347 9% f | 12 3% | 11 1% | 28 3% | 321 13% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 193

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 214 | 147 | 134 | 80 | 66 | 214 | 120 | 59 | 52 | 4 | 139 | 75 | 71 | 67 | 77 |
| | 5% | 4% | 4% | 8% | 12% | 5% | 3% | 2% | 2% | 1% | 3% | 21% | 9% | 7% | 3% |
| | | | | abe | abe | | d | d | | | cd | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 1040 | 876 | 749 | 291 | 164 | 1040 | 792 | 481 | 461 | 102 | 872 | 168 | 548 | 273 | 218 |
| | 24% | 23% | 22% | 29% | 31% | 24% | 21% | 18% | 19% | 14% | 22% | 46% | 68% | 27% | 9% |
| | | | | ab | abe | | d | d | d | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 999 | 870 | 765 | 234 | 129 | 999 | 904 | 643 | 575 | 166 | 941 | 57 | 112 | 379 | 508 |
| | 23% | 23% | 23% | 23% | 24% | 23% | 24% | 25% | 23% | 23% | 24% | 16% | 14% | 37% | 20% |
| | | | | | | | f | f | f | | f | | | ac | a |
| POSITIVE VIEW (7-10) | 2097 | 1923 | 1683 | 414 | 174 | 2097 | 1968 | 1432 | 1402 | 465 | 2034 | 63 | 71 | 300 | 1726 |
| | 48% | 50% | 51% | 41% | 33% | 48% | 52% | 55% | 56% | 63% | 51% | 17% | 9% | 29% | 68% |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 530 | 435 | 371 | 158 | 95 | 530 | 351 | 209 | 200 | 40 | 401 | 129 | 374 | 92 | 63 |
| | 12% | 11% | 11% | 16% | 18% | 12% | 9% | 8% | 8% | 5% | 10% | 35% | 47% | 9% | 2% |
| | | | | ab | abe | | d | | | | d | abcde | bc | c | |
| MOST POSITIVE (9-10) | 664 | 600 | 527 | 137 | 65 | 664 | 625 | 462 | 445 | 181 | 639 | 25 | 16 | 59 | 589 |
| | 15% | 16% | 16% | 13% | 12% | 15% | 17% | 18% | 18% | 25% | 16% | 7% | 2% | 6% | 23% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4136 | 3668 | 3197 | 939 | 468 | 4136 | 3664 | 2556 | 2438 | 734 | 3847 | 289 | 732 | 952 | 2453 |
| Mean score | 6.1 | 6.1 | 6.2 | 5.7 | 5.4 | 6.1 | 6.3 | 6.5 | 6.5 | 6.9 | 6.2 | 3.8 | 3.0 | 5.4 | 7.2 |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.58 | 2.54 | 2.54 | 2.69 | 2.78 | 2.58 | 2.44 | 2.36 | 2.36 | 2.24 | 2.47 | 2.91 | 2.27 | 2.08 | 1.96 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .05 | .05 | .08 | .04 | .17 | .08 | .07 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 330 8% | 203 10% b | 121 6% | 13 2% | 47 6% a | 44 6% a | 71 10% ab | 151 9% a | 69 5% | 78 6% | 71 10% ab | 106 10% ab | 280 8% | 26 8% | 18 8% | 5 4% |
| 2 | (2.0) | 137 3% | 66 3% | 69 3% | 16 3% | 25 3% | 17 3% | 24 3% | 54 3% | 39 3% | 42 3% | 26 4% | 30 3% | 110 3% | 13 4% | 9 4% | 5 4% |
| 3 | (3.0) | 197 5% | 110 5% | 86 4% | 15 3% | 26 3% | 26 4% | 29 4% | 100 6% ab | 50 4% | 58 5% | 35 5% | 49 5% | 163 4% | 16 5% | 13 6% | 5 4% |
| 4 | (4.0) | 256 6% | 125 6% | 126 6% | 49 9% bc | 28 3% | 35 5% | 38 5% | 103 6% b | 72 6% | 86 7% | 36 5% | 56 5% | 219 6% | 22 6% | 7 3% | 9 7% |
| 5 | (5.0) | 419 10% | 213 10% | 204 9% | 63 12% | 66 8% | 64 9% | 56 8% | 170 10% | 109 8% | 114 9% | 62 9% | 125 12% | 355 10% | 33 9% | 19 9% | 13 10% |
| 6 | (6.0) | 522 12% | 232 11% | 288 13% | 70 13% | 102 13% | 92 14% | 72 10% | 184 11% | 182 14% c | 157 13% c | 57 8% | 121 12% | 440 12% | 40 12% | 25 12% | 16 13% |
| 7 | (7.0) | 736 17% | 350 17% | 379 17% | 97 18% | 142 18% | 122 18% | 129 18% | 241 15% | 235 18% | 211 17% | 124 18% | 157 15% | 624 17% | 53 15% | 35 16% | 24 19% |
| 8 | (8.0) | 783 18% | 365 17% | 414 19% | 88 17% | 164 21% | 126 19% | 120 17% | 281 17% | 258 20% d | 229 19% | 131 19% | 151 14% | 648 18% | 73 21% | 37 17% | 26 20% |
| 9 | (9.0) | 389 9% | 190 9% | 193 9% | 57 11% | 68 9% | 61 9% | 62 9% | 140 9% | 139 11% | 98 8% | 61 9% | 86 8% | 327 9% | 28 8% | 24 11% | 11 8% |
| 10 - Extremely well | (10.0) | 410 9% | 178 8% | 228 10% | 35 7% | 82 10% | 62 9% | 70 10% | 159 10% | 125 10% | 109 9% | 68 10% | 100 10% | 343 9% | 33 9% | 23 11% | 11 8% |
| Don't know | | 171 4% | 72 3% | 96 4% | 25 5% | 41 5% e | 30 4% | 30 4% | 43 3% | 27 2% | 53 4% a | 24 3% | 61 6% a | 146 4% | 11 3% | 8 4% | 5 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 920 | 504 | 402 | 92 | 125 | 122 | 162 | 409 | 230 | 264 | 168 | 242 | 772 | 77 | 47 | 24 |
| | 21% | 24% | 18% | 18% | 16% | 18% | 23% | 25% | 18% | 21% | 24% | 23% | 21% | 22% | 22% | 18% |
| | | b | | | | | b | abc | | | a | a | | | | |
| NEUTRAL (5-6) | 941 | 445 | 492 | 133 | 168 | 155 | 128 | 354 | 292 | 270 | 119 | 247 | 794 | 73 | 44 | 30 |
| | 22% | 21% | 22% | 25% | 21% | 23% | 18% | 22% | 22% | 22% | 17% | 24% | 22% | 21% | 20% | 23% |
| | | | | d | | | | | | | | c | | | | |
| POSITIVE VIEW (7-10) | 2318 | 1083 | 1214 | 277 | 457 | 371 | 382 | 820 | 756 | 648 | 384 | 494 | 1941 | 186 | 119 | 72 |
| | 53% | 51% | 55% | 53% | 58% | 55% | 54% | 50% | 58% | 52% | 55% | 47% | 53% | 54% | 55% | 55% |
| | | | | | e | | | | d | | d | | | | | |
| MOST NEGATIVE (1-2) | 468 | 269 | 191 | 29 | 72 | 61 | 95 | 205 | 108 | 120 | 97 | 136 | 390 | 40 | 28 | 10 |
| | 11% | 13% | 9% | 5% | 9% | 9% | 14% | 13% | 8% | 10% | 14% | 13% | 11% | 11% | 13% | 8% |
| | | b | | | | | a | a | | | a | a | | | | |
| MOST POSITIVE (9-10) | 800 | 368 | 421 | 93 | 150 | 123 | 133 | 298 | 264 | 208 | 129 | 187 | 670 | 60 | 47 | 22 |
| | 18% | 17% | 19% | 18% | 19% | 18% | 19% | 18% | 20% | 17% | 19% | 18% | 18% | 17% | 22% | 17% |
| Answered | 4179 | 2032 | 2107 | 502 | 750 | 647 | 673 | 1583 | 1277 | 1182 | 672 | 983 | 3508 | 337 | 210 | 125 |
| Mean score | 6.3 | 6.1 | 6.5 | 6.5 | 6.6 | 6.5 | 6.2 | 6.1 | 6.6 | 6.3 | 6.2 | 6.1 | 6.3 | 6.3 | 6.4 | 6.5 |
| | | | a | e | e | e | | | cd | | | | | | | |
| Standard deviation | 2.55 | 2.64 | 2.43 | 2.17 | 2.43 | 2.43 | 2.70 | 2.67 | 2.38 | 2.48 | 2.72 | 2.68 | 2.55 | 2.57 | 2.69 | 2.32 |
| Standard error | .04 | .06 | .05 | .09 | .09 | .09 | .11 | .07 | .07 | .07 | .10 | .08 | .05 | .11 | .13 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 194

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | | Total | URBANITY URBAN a | RURAL b | CHILDREN IN HOUSEHOLD YES a | NO b | PARENT OF UNDER 16 YES a | NO b | PARENT OF CHILD AGED 0-4 a | 5-10 b | 11-15 c | TOTAL d | WORKING STATUS WORKING a | NOT WORKING b |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 330 8% | 280 8% | 33 7% | 77 6% | 247 9% a | 73 6% | 252 8% | 28 6% | 30 5% | 34 6% | 73 6% | 177 7% | 137 9% |
| 2 | (2.0) | 137 3% | 120 3% | 12 3% | 34 2% | 101 4% | 30 3% | 105 3% | 14 3% | 9 2% | 16 3% | 30 3% | 83 3% | 52 3% |
| 3 | (3.0) | 197 5% | 154 4% | 31 7% | 46 3% | 146 5% | 37 3% | 152 5% | 21 4% | 14 3% | 14 3% | 37 3% | 103 4% | 90 6% a |
| 4 | (4.0) | 256 6% | 204 6% | 28 6% | 76 5% | 176 6% | 59 5% | 193 6% | 20 4% | 25 5% | 26 5% | 59 5% | 146 5% | 102 7% |
| 5 | (5.0) | 419 10% | 337 9% | 40 9% | 108 8% | 293 10% | 94 8% | 307 10% | 43 9% | 57 10% | 35 7% | 94 8% | 221 8% | 187 12% a |
| 6 | (6.0) | 522 12% | 414 12% | 65 14% | 167 12% | 344 12% | 141 12% | 370 12% | 66 13% | 66 12% | 50 9% | 141 12% | 321 12% | 185 12% |
| 7 | (7.0) | 736 17% | 594 17% | 80 17% | 269 20% b | 457 16% | 230 19% | 492 16% | 101 20% | 109 20% | 95 18% | 230 19% | 489 18% | 231 15% |
| 8 | (8.0) | 783 18% | 633 18% | 83 18% | 269 20% | 501 17% | 235 20% | 533 17% | 99 20% | 92 17% | 104 20% | 235 20% | 527 20% b | 241 16% |
| 9 | (9.0) | 389 9% | 305 9% | 47 10% | 144 10% | 241 8% | 129 11% | 256 8% | 40 8% | 60 11% | 64 12% | 129 11% | 269 10% | 114 7% |
| 10 - Extremely well | (10.0) | 410 9% | 361 10% | 30 7% | 143 10% | 258 9% | 128 11% | 272 9% | 49 10% | 60 11% | 69 13% | 128 11% | 258 10% | 140 9% |
| Don't know | | 171 4% | 151 4% | 9 2% | 45 3% | 113 4% | 36 3% | 122 4% | 15 3% | 21 4% | 16 3% | 36 3% | 102 4% | 56 4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 920 | 758 | 104 | 233 | 671 | 199 | 702 | 83 | 78 | 89 | 199 | 509 | 381 |
| | 21% | 21% | 23% | 17% | 23% a | 17% | 23% a | 17% | 14% | 17% | 17% | 19% | 25% a |
| NEUTRAL (5-6) | 941 | 750 | 105 | 275 | 638 | 235 | 677 | 109 | 123 | 84 | 235 | 542 | 372 |
| | 22% | 21% | 23% | 20% | 22% | 20% | 22% | 22% | 23% | 16% | 20% | 20% | 24% a |
| POSITIVE VIEW (7-10) | 2318 | 1893 | 241 | 825 | 1458 | 721 | 1552 | 289 | 321 | 333 | 721 | 1544 | 727 |
| | 53% | 53% | 52% | 60% b | 51% | 61% b | 51% | 58% | 59% | 64% | 61% | 57% b | 47% |
| MOST NEGATIVE (1-2) | 468 | 399 | 45 | 111 | 348 | 103 | 356 | 42 | 39 | 50 | 103 | 260 | 189 |
| | 11% | 11% | 10% | 8% | 12% a | 9% | 12% | 8% | 7% | 10% | 9% | 10% | 12% |
| MOST POSITIVE (9-10) | 800 | 666 | 77 | 287 | 499 | 256 | 528 | 89 | 120 | 133 | 256 | 527 | 255 |
| | 18% | 19% | 17% | 21% | 17% | 22% b | 17% | 18% | 22% | 26% a | 22% | 20% | 17% |
| Answered | 4179 | 3400 | 450 | 1332 | 2767 | 1155 | 2931 | 482 | 522 | 506 | 1155 | 2595 | 1480 |
| Mean score | 6.3 | 6.3 | 6.2 | 6.7 b | 6.2 | 6.7 b | 6.2 | 6.6 | 6.7 | 6.8 | 6.7 | 6.5 b | 6.0 |
| Standard deviation | 2.55 | 2.58 | 2.47 | 2.39 | 2.61 | 2.43 | 2.58 | 2.38 | 2.35 | 2.52 | 2.43 | 2.48 | 2.62 |
| Standard error | .04 | .04 | .11 | .06 | .05 | .07 | .05 | .11 | .10 | .11 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 330 8% | 270 7% | 237 7% | 93 9% | 61 11% ab | 330 8% | 178 5% | 100 4% | 89 4% | 23 3% | 208 5% c | 122 34% abcde | 277 34% bc | 32 3% c | 22 1% |
| 2 | (2.0) | 137 3% | 112 3% | 102 3% | 35 3% | 26 5% | 137 3% | 109 3% d | 57 2% d | 62 2% d | 3 *% | 123 3% d | 15 4% d | 92 12% bc | 32 3% c | 12 *% |
| 3 | (3.0) | 197 5% | 168 4% | 135 4% | 61 6% | 29 5% | 197 5% | 171 5% | 110 4% | 91 4% | 20 3% | 183 5% | 14 4% | 105 13% bc | 61 6% c | 30 1% |
| 4 | (4.0) | 256 6% | 221 6% | 190 6% | 66 7% | 35 7% | 256 6% | 228 6% | 141 5% | 139 6% | 30 4% | 242 6% | 14 4% | 71 9% c | 122 12% c | 63 2% |
| 5 | (5.0) | 419 10% | 343 9% | 298 9% | 121 12% | 76 14% ab | 419 10% | 363 10% | 239 9% | 204 8% | 47 6% | 387 10% | 32 9% | 74 9% c | 213 21% ac | 133 5% |
| 6 | (6.0) | 522 12% | 468 12% | 403 12% | 119 12% | 54 10% | 522 12% | 481 13% f | 340 13% f | 314 13% f | 99 13% f | 499 13% f | 22 6% | 44 6% | 195 19% ac | 283 11% a |
| 7 | (7.0) | 736 17% | 672 18% | 598 18% cd | 138 14% | 64 12% | 736 17% | 680 18% f | 468 18% f | 475 19% f | 134 18% f | 708 18% f | 28 8% | 41 5% | 153 15% a | 542 21% ab |
| 8 | (8.0) | 783 18% | 722 19% cd | 635 19% cd | 148 15% | 61 11% | 783 18% d | 741 20% f | 549 21% f | 532 21% f | 172 23% f | 760 19% f | 22 6% | 20 2% | 107 11% a | 656 26% ab |
| 9 | (9.0) | 389 9% | 359 9% | 306 9% | 83 8% | 30 6% | 389 9% | 366 10% f | 293 11% f | 275 11% f | 106 14% aef | 379 10% f | 10 3% | 7 1% | 26 3% | 356 14% ab |
| 10 - Extremely well | (10.0) | 410 9% | 360 9% | 312 9% | 98 10% | 50 9% | 410 9% | 390 10% f | 278 11% f | 273 11% f | 104 14% aef | 399 10% f | 11 3% | 6 1% | 26 3% | 378 15% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 194

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 171 | 123 | 115 | 56 | 48 | 171 | 78 | 40 | 37 | 1 | 98 | 73 | 65 | 52 | 53 |
| | 4% | 3% | 3% | 5% | 9% | 4% | 2% | 2% | 1% | *% | 2% | 20% | 8% | 5% | 2% |
| | | | | a | abe | | d | d | d | | d | abcde | c | c | |
| NEGATIVE VIEW (1-4) | 920 | 770 | 665 | 255 | 150 | 920 | 686 | 408 | 381 | 76 | 756 | 164 | 545 | 247 | 128 |
| | 21% | 20% | 20% | 25% | 28% | 21% | 18% | 16% | 15% | 10% | 19% | 45% | 68% | 24% | 5% |
| | | | | ab | abe | | cd | d | d | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 941 | 811 | 701 | 240 | 130 | 941 | 844 | 579 | 517 | 146 | 886 | 55 | 118 | 407 | 416 |
| | 22% | 21% | 21% | 24% | 24% | 22% | 22% | 22% | 21% | 20% | 22% | 15% | 15% | 40% | 16% |
| | | | | | | | f | f | | | f | | | | ac |
| POSITIVE VIEW (7-10) | 2318 | 2112 | 1851 | 467 | 206 | 2318 | 2176 | 1588 | 1555 | 515 | 2246 | 72 | 74 | 311 | 1932 |
| | 53% | 55% | 56% | 46% | 39% | 53% | 57% | 61% | 62% | 70% | 56% | 20% | 9% | 31% | 76% |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 468 | 381 | 340 | 128 | 86 | 468 | 287 | 157 | 151 | 26 | 331 | 137 | 369 | 64 | 34 |
| | 11% | 10% | 10% | 13% | 16% | 11% | 8% | 6% | 6% | 4% | 8% | 38% | 46% | 6% | 1% |
| | | | | | abe | | d | | | | bcd | abcde | bc | c | |
| MOST POSITIVE (9-10) | 800 | 719 | 618 | 181 | 81 | 800 | 756 | 571 | 548 | 210 | 778 | 21 | 14 | 52 | 734 |
| | 18% | 19% | 19% | 18% | 15% | 18% | 20% | 22% | 22% | 28% | 20% | 6% | 2% | 5% | 29% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| Answered | 4179 | 3693 | 3216 | 963 | 486 | 4179 | 3706 | 2575 | 2454 | 737 | 3889 | 290 | 737 | 966 | 2476 |
| Mean score | 6.3 | 6.4 | 6.4 | 6.0 | 5.7 | 6.3 | 6.6 | 6.8 | 6.8 | 7.2 | 6.5 | 3.9 | 3.1 | 5.6 | 7.6 |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.55 | 2.50 | 2.50 | 2.67 | 2.78 | 2.55 | 2.38 | 2.28 | 2.27 | 2.11 | 2.42 | 2.97 | 2.24 | 1.94 | 1.75 |
| Standard error | .04 | .04 | .04 | .09 | .15 | .04 | .04 | .05 | .05 | .08 | .04 | .17 | .08 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 - Not at all well | (1.0) | 238 5% | 142 7% b | 93 4% | 15 3% | 35 4% | 30 4% | 59 8% abc | 95 6% a | 53 4% | 50 4% | 61 9% ab | 72 7% ab | 198 5% | 23 7% | 13 6% | 4 3% |
| 2 | (2.0) | 89 2% | 46 2% | 40 2% | 10 2% | 15 2% | 10 1% | 19 3% | 35 2% | 24 2% | 25 2% | 17 2% | 23 2% | 71 2% | 8 2% | 5 2% | 4 3% |
| 3 | (3.0) | 170 4% | 93 4% | 74 3% | 33 6% bd | 22 3% | 26 4% | 15 2% | 73 4% | 49 4% | 61 5% | 17 2% | 40 4% | 132 4% | 18 5% | 12 6% | 8 6% |
| 4 | (4.0) | 252 6% | 130 6% | 121 5% | 32 6% | 47 6% | 43 6% | 40 6% | 91 6% | 80 6% | 72 6% | 48 7% | 48 5% | 215 6% | 21 6% | 10 4% | 5 4% |
| 5 | (5.0) | 484 11% | 235 11% | 245 11% | 67 13% | 83 10% | 82 12% | 73 10% | 176 11% | 143 11% | 142 11% | 66 9% | 124 12% | 408 11% | 37 11% | 22 10% | 17 13% |
| 6 | (6.0) | 598 14% | 264 13% | 332 15% | 67 13% | 127 16% | 102 15% | 88 13% | 213 13% | 190 15% | 181 15% | 71 10% | 152 15% | 504 14% | 45 13% | 31 14% | 19 15% |
| 7 | (7.0) | 763 18% | 368 18% | 384 17% | 106 20% | 131 17% | 111 16% | 119 17% | 290 18% | 249 19% | 212 17% | 130 19% | 167 16% | 653 18% | 62 18% | 30 14% | 19 15% |
| 8 | (8.0) | 658 15% | 315 15% | 340 15% | 83 16% | 122 15% | 106 16% | 99 14% | 241 15% | 225 17% | 161 13% | 107 15% | 148 14% | 540 15% | 59 17% | 36 17% | 24 18% |
| 9 | (9.0) | 371 9% | 172 8% | 192 9% | 48 9% | 70 9% | 62 9% | 68 10% | 122 7% | 105 8% | 125 10% d | 68 10% | 70 7% | 319 9% | 24 7% | 18 8% | 10 8% |
| 10 - Extremely well | (10.0) | 370 9% | 162 8% | 204 9% | 36 7% | 85 11% | 52 8% | 66 9% | 129 8% | 94 7% | 101 8% | 69 10% | 98 9% | 312 9% | 27 8% | 21 10% | 10 8% |
| Don't know | | 356 8% | 176 8% | 178 8% | 30 6% | 55 7% | 54 8% | 56 8% | 161 10% a | 93 7% | 106 9% | 44 6% | 102 10% | 303 8% | 23 7% | 20 9% | 10 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 195

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NEGATIVE VIEW (1-4) | 749 | 411 | 329 | 90 | 118 | 109 | 132 | 294 | 206 | 207 | 142 | 183 | 616 | 71 | 41 | 22 |
| | 17% | 20% | 15% | 17% | 15% | 16% | 19% | 18% | 16% | 17% | 20% | 18% | 17% | 20% | 19% | 17% |
| | | b | | | | | | | | | | | | | | |
| NEUTRAL (5-6) | 1082 | 500 | 577 | 134 | 210 | 184 | 162 | 389 | 333 | 323 | 136 | 276 | 912 | 82 | 52 | 36 |
| | 25% | 24% | 26% | 25% | 27% | 27% | 23% | 24% | 26% | 26% | 20% | 26% | 25% | 23% | 24% | 28% |
| | | | | | | | | | c | c | | c | | | | |
| POSITIVE VIEW (7-10) | 2162 | 1018 | 1119 | 273 | 408 | 331 | 353 | 782 | 673 | 600 | 374 | 482 | 1823 | 172 | 104 | 63 |
| | 50% | 48% | 51% | 52% | 52% | 49% | 50% | 48% | 52% | 49% | 54% | 46% | 50% | 49% | 48% | 48% |
| | | | | | | | | | | | d | | | | | |
| MOST NEGATIVE (1-2) | 327 | 188 | 133 | 25 | 49 | 40 | 78 | 131 | 77 | 74 | 77 | 95 | 269 | 32 | 18 | 8 |
| | 8% | 9% | 6% | 5% | 6% | 6% | 11% | 8% | 6% | 6% | 11% | 9% | 7% | 9% | 9% | 6% |
| | | b | | | | | abc | | | | ab | a | | | | |
| MOST POSITIVE (9-10) | 741 | 335 | 395 | 84 | 155 | 114 | 134 | 251 | 199 | 226 | 137 | 168 | 631 | 51 | 39 | 20 |
| | 17% | 16% | 18% | 16% | 20% | 17% | 19% | 15% | 15% | 18% | 20% | 16% | 17% | 15% | 18% | 15% |
| Answered | 3994 | 1929 | 2025 | 497 | 736 | 624 | 647 | 1465 | 1212 | 1129 | 652 | 942 | 3351 | 325 | 197 | 121 |
| Mean score | 6.4 | 6.3 | 6.6 | 6.4 | 6.6 | 6.4 | 6.3 | 6.3 | 6.5 | 6.4 | 6.4 | 6.3 | 6.4 | 6.2 | 6.4 | 6.4 |
| | | | a | | | | | | | | | | | | | |
| Standard deviation | 2.37 | 2.45 | 2.28 | 2.19 | 2.30 | 2.27 | 2.57 | 2.40 | 2.21 | 2.31 | 2.59 | 2.47 | 2.36 | 2.44 | 2.50 | 2.28 |
| Standard error | .04 | .06 | .05 | .09 | .08 | .09 | .10 | .06 | .06 | .07 | .10 | .08 | .05 | .11 | .12 | .12 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 - Not at all well | (1.0) | 238 | 207 | 18 | 60 | 173 | 55 | 177 | 18 | 22 | 30 | 55 | 144 | 85 |
| | | 5% | 6% | 4% | 4% | 6% | 5% | 6% | 4% | 4% | 6% | 5% | 5% | 6% |
| 2 | (2.0) | 89 | 75 | 7 | 23 | 62 | 17 | 68 | 9 | 10 | 6 | 17 | 51 | 33 |
| | | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% |
| 3 | (3.0) | 170 | 134 | 25 | 49 | 117 | 34 | 130 | 15 | 12 | 14 | 34 | 95 | 73 |
| | | 4% | 4% | 5% | 4% | 4% | 3% | 4% | 3% | 2% | 3% | 3% | 4% | 5% |
| 4 | (4.0) | 252 | 200 | 25 | 81 | 163 | 66 | 176 | 25 | 34 | 26 | 66 | 153 | 93 |
| | | 6% | 6% | 5% | 6% | 6% | 6% | 6% | 5% | 6% | 5% | 6% | 6% | 6% |
| 5 | (5.0) | 484 | 384 | 50 | 145 | 323 | 124 | 344 | 58 | 54 | 46 | 124 | 284 | 188 |
| | | 11% | 11% | 11% | 11% | 11% | 10% | 11% | 12% | 10% | 9% | 10% | 11% | 12% |
| 6 | (6.0) | 598 | 483 | 63 | 197 | 384 | 176 | 403 | 84 | 96 | 68 | 176 | 382 | 201 |
| | | 14% | 14% | 14% | 14% | 13% | 15% | 13% | 17% | 18% | 13% | 15% | 14% | 13% |
| 7 | (7.0) | 763 | 613 | 88 | 253 | 504 | 219 | 537 | 89 | 91 | 91 | 219 | 467 | 279 |
| | | 18% | 17% | 19% | 18% | 18% | 18% | 18% | 18% | 17% | 18% | 18% | 17% | 18% |
| 8 | (8.0) | 658 | 534 | 76 | 220 | 430 | 190 | 456 | 72 | 85 | 97 | 190 | 435 | 213 |
| | | 15% | 15% | 17% | 16% | 15% | 16% | 15% | 14% | 16% | 19% | 16% | 16% | 14% |
| 9 | (9.0) | 371 | 292 | 45 | 144 | 221 | 129 | 233 | 41 | 56 | 69 | 129 | 259 | 101 |
| | | 9% | 8% | 10% | 10% b | 8% | 11% b | 8% | 8% | 10% | 13% | 11% | 10% b | 7% |
| 10 - Extremely well | (10.0) | 370 | 330 | 20 | 140 | 223 | 126 | 236 | 56 | 58 | 59 | 126 | 246 | 111 |
| | | 9% | 9% b | 4% | 10% | 8% | 11% b | 8% | 11% | 11% | 11% | 11% | 9% | 7% |
| Don't know | | 356 | 299 | 41 | 67 | 279 | 54 | 291 | 30 | 24 | 15 | 54 | 180 | 159 |
| | | 8% | 8% | 9% | 5% | 10% a | 5% | 10% a | 6% | 4% | 3% | 5% | 7% | 10% a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 195

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

| | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | NOT |
| | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEGATIVE VIEW (1-4) | 749 | 617 | 75 | 213 | 515 | 173 | 552 | 67 | 78 | 77 | 173 | 443 | 284 |
| | 17% | 17% | 16% | 15% | 18% | 14% | 18% | 14% | 14% | 15% | 14% | 16% | 18% |
| NEUTRAL (5-6) | 1082 | 867 | 114 | 342 | 707 | 300 | 747 | 142 | 150 | 113 | 300 | 667 | 389 |
| | 25% | 24% | 25% | 25% | 25% | 25% | 24% | 29% | 28% | 22% | 25% | 25% | 25% |
| POSITIVE VIEW (7-10) | 2162 | 1769 | 230 | 756 | 1379 | 664 | 1462 | 257 | 291 | 317 | 664 | 1407 | 704 |
| | 50% | 50% | 50% | 55% | 48% | 56% | 48% | 52% | 54% | 61% | 56% | 52% | 46% |
| | | | | b | | b | | | | a | | b | |
| MOST NEGATIVE (1-2) | 327 | 282 | 25 | 83 | 235 | 72 | 245 | 27 | 32 | 36 | 72 | 195 | 118 |
| | 8% | 8% | 5% | 6% | 8% | 6% | 8% | 5% | 6% | 7% | 6% | 7% | 8% |
| MOST POSITIVE (9-10) | 741 | 622 | 65 | 284 | 444 | 255 | 470 | 96 | 115 | 129 | 255 | 505 | 212 |
| | 17% | 18% | 14% | 21% | 15% | 21% | 15% | 19% | 21% | 25% | 21% | 19% | 14% |
| | | | | b | | b | | | | | | b | |
| Answered | 3994 | 3252 | 418 | 1311 | 2601 | 1137 | 2761 | 466 | 519 | 508 | 1137 | 2517 | 1377 |
| Mean score | 6.4 | 6.4 | 6.4 | 6.6 | 6.3 | 6.7 | 6.3 | 6.6 | 6.7 | 6.8 | 6.7 | 6.5 | 6.2 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 2.37 | 2.41 | 2.18 | 2.30 | 2.39 | 2.29 | 2.39 | 2.24 | 2.26 | 2.37 | 2.29 | 2.36 | 2.35 |
| Standard error | .04 | .04 | .10 | .06 | .05 | .07 | .05 | .10 | .10 | .10 | .07 | .05 | .06 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?**

Base : All respondents

| | | Total | VOD USERS ANY a | SVOD b | NOT SVOD c | NONE d | TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | RADIO b | APPS/ SITES c | SOUNDS d | ANY e | NONE f | BBC FAVOURABILITY 1-4 a | 5-6 b | 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 - Not at all well | (1.0) | 238 5% | 200 5% | 175 5% | 63 6% | 39 7% | 238 5% | 131 3% | 73 3% | 64 3% | 15 2% | 149 4% | 90 25% abcde | 193 24% bc | 24 2% c | 21 1% |
| 2 | (2.0) | 89 2% | 75 2% | 71 2% | 18 2% | 14 3% | 89 2% | 67 2% | 35 1% | 33 1% | 8 1% | 73 2% | 16 4% abcde | 59 7% bc | 24 2% c | 6 *% |
| 3 | (3.0) | 170 4% | 149 4% | 128 4% | 42 4% | 21 4% | 170 4% | 133 4% | 91 3% | 86 3% | 20 3% | 151 4% | 19 5% | 91 11% bc | 45 4% c | 34 1% |
| 4 | (4.0) | 252 6% | 212 6% | 190 6% | 62 6% | 40 7% | 252 6% | 210 6% | 148 6% | 142 6% | 32 4% | 232 6% | 20 5% | 75 9% c | 92 9% c | 84 3% |
| 5 | (5.0) | 484 11% | 420 11% | 367 11% | 117 11% | 65 12% | 484 11% | 429 11% | 278 11% | 262 11% | 64 9% | 450 11% | 34 9% | 75 9% | 217 21% ac | 192 8% |
| 6 | (6.0) | 598 14% | 523 14% | 464 14% | 134 13% | 75 14% | 598 14% | 536 14% | 379 14% | 366 15% | 117 16% | 564 14% | 35 10% | 64 8% | 200 20% ac | 335 13% a |
| 7 | (7.0) | 763 18% | 699 18% d | 616 18% d | 147 14% | 64 12% | 763 18% | 713 19% f | 514 20% f | 485 19% f | 155 21% f | 739 19% f | 24 7% | 61 8% | 176 17% a | 527 21% a |
| 8 | (8.0) | 658 15% | 613 16% d | 519 16% d | 139 14% | 45 9% | 658 15% d | 626 17% f | 456 17% f | 441 18% f | 133 18% f | 641 16% f | 17 5% | 34 4% | 80 8% a | 545 22% ab |
| 9 | (9.0) | 371 9% | 344 9% | 298 9% | 72 7% | 26 5% | 371 9% | 353 9% f | 256 10% f | 234 9% f | 75 10% f | 360 9% f | 11 3% | 10 1% | 35 3% | 325 13% ab |
| 10 - Extremely well | (10.0) | 370 9% | 326 9% | 291 9% | 79 8% | 44 8% | 370 9% | 344 9% f | 244 9% f | 251 10% f | 84 11% f | 358 9% f | 12 3% | 14 2% | 33 3% | 323 13% ab |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?**

Base : All respondents

| | Total | VOD USERS ANY | VOD USERS SVOD | VOD USERS NOT SVOD | VOD USERS NONE | VOD USERS TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | BBC CONTENT IN LAST 3 MONTHS RADIO | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES | BBC CONTENT IN LAST 3 MONTHS SOUNDS | BBC CONTENT IN LAST 3 MONTHS ANY | BBC CONTENT IN LAST 3 MONTHS NONE | BBC FAVOURABILITY 1-4 | BBC FAVOURABILITY 5-6 | BBC FAVOURABILITY 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 356 | 255 | 212 | 145 | 102 | 356 | 241 | 142 | 125 | 36 | 269 | 87 | 127 | 92 | 137 |
| | 8% | 7% | 6% | 14% | 19% | 8% | 6% | 5% | 5% | 5% | 7% | 24% | 16% | 9% | 5% |
| | | | | abe | abe | b | | | | | | abcde | bc | c | |
| NEGATIVE VIEW (1-4) | 749 | 636 | 564 | 185 | 113 | 749 | 541 | 347 | 326 | 75 | 605 | 144 | 418 | 186 | 145 |
| | 17% | 17% | 17% | 18% | 21% | 17% | 14% | 13% | 13% | 10% | 15% | 40% | 52% | 18% | 6% |
| | | | | | | | d | | | | d | abcde | bc | c | |
| NEUTRAL (5-6) | 1082 | 942 | 831 | 251 | 140 | 1082 | 965 | 657 | 628 | 181 | 1014 | 69 | 138 | 417 | 527 |
| | 25% | 25% | 25% | 25% | 26% | 25% | 26% | 25% | 25% | 25% | 25% | 19% | 17% | 41% | 21% |
| | | | | | | | | | | | | | | ac | |
| POSITIVE VIEW (7-10) | 2162 | 1982 | 1725 | 437 | 180 | 2162 | 2036 | 1470 | 1412 | 446 | 2099 | 63 | 119 | 323 | 1720 |
| | 50% | 52% | 52% | 43% | 34% | 50% | 54% | 56% | 57% | 60% | 53% | 17% | 15% | 32% | 68% |
| | | cd | cd | d | | cd | f | f | ef | aef | f | | | a | ab |
| MOST NEGATIVE (1-2) | 327 | 275 | 246 | 81 | 52 | 327 | 198 | 109 | 98 | 23 | 222 | 105 | 252 | 48 | 27 |
| | 8% | 7% | 7% | 8% | 10% | 8% | 5% | 4% | 4% | 3% | 6% | 29% | 31% | 5% | 1% |
| | | | | | | | | | | | c | abcde | bc | c | |
| MOST POSITIVE (9-10) | 741 | 670 | 589 | 151 | 71 | 741 | 697 | 500 | 485 | 159 | 718 | 22 | 24 | 68 | 648 |
| | 17% | 18% | 18% | 15% | 13% | 17% | 18% | 19% | 19% | 22% | 18% | 6% | 3% | 7% | 26% |
| | | | | | | | f | f | f | f | f | | | a | ab |
| Answered | 3994 | 3561 | 3120 | 874 | 433 | 3994 | 3543 | 2474 | 2365 | 703 | 3717 | 276 | 675 | 926 | 2392 |
| Mean score | 6.4 | 6.5 | 6.5 | 6.2 | 5.9 | 6.4 | 6.6 | 6.7 | 6.8 | 7.0 | 6.6 | 4.2 | 3.8 | 5.8 | 7.4 |
| | | d | d | | | d | f | ef | ef | aef | f | | | a | ab |
| Standard deviation | 2.37 | 2.34 | 2.35 | 2.43 | 2.54 | 2.37 | 2.21 | 2.14 | 2.13 | 2.03 | 2.24 | 2.84 | 2.50 | 1.88 | 1.80 |
| Standard error | .04 | .04 | .04 | .09 | .14 | .04 | .04 | .04 | .04 | .08 | .04 | .17 | .10 | .06 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 616 | 345 | 263 | 56 | 85 | 78 | 96 | 290 | 254 | 158 | 72 | 115 | 519 | 38 | 43 | 16 |
| | 14% | 16% b | 12% | 11% | 11% | 11% | 14% | 18% abc | 19% bcd | 13% | 10% | 11% | 14% | 11% | 20% abd | 12% |
| A little better than others | 1006 | 477 | 524 | 136 | 179 | 166 | 167 | 357 | 332 | 312 | 170 | 185 | 848 | 81 | 47 | 30 |
| | 23% | 23% | 24% | 26% | 23% | 25% | 24% | 22% | 25% d | 25% d | 24% d | 18% | 23% | 23% | 21% | 23% |
| About the same as others | 1494 | 679 | 801 | 190 | 283 | 254 | 239 | 520 | 417 | 416 | 251 | 386 | 1250 | 129 | 67 | 48 |
| | 34% | 32% | 36% | 36% | 36% | 38% | 34% | 32% | 32% | 34% | 36% | 37% | 34% | 37% | 31% | 37% |
| A little worse than others | 587 | 264 | 317 | 81 | 122 | 75 | 93 | 215 | 158 | 169 | 96 | 151 | 491 | 49 | 27 | 20 |
| | 14% | 13% | 14% | 15% | 15% | 11% | 13% | 13% | 12% | 14% | 14% | 14% | 13% | 14% | 12% | 15% |
| Much worse than others | 392 | 233 | 154 | 23 | 64 | 60 | 75 | 169 | 100 | 100 | 79 | 113 | 330 | 33 | 21 | 8 |
| | 9% | 11% b | 7% | 4% | 8% | 9% a | 11% a | 10% a | 8% | 8% | 11% | 11% | 9% | 9% | 10% | 6% |
| Don't know | 255 | 106 | 144 | 41 | 57 | 44 | 34 | 75 | 44 | 80 | 28 | 94 | 215 | 17 | 14 | 8 |
| | 6% | 5% | 7% | 8% e | 7% | 7% | 5% | 5% | 3% | 7% a | 4% | 9% ac | 6% | 5% | 6% | 6% |
| BETTER THAN OTHERS | 1622 | 822 | 786 | 192 | 264 | 244 | 263 | 647 | 586 | 470 | 242 | 301 | 1367 | 120 | 90 | 45 |
| | 37% | 39% | 36% | 36% | 33% | 36% | 37% | 40% b | 45% bcd | 38% d | 35% | 29% | 37% | 34% | 41% | 35% |
| WORSE THAN OTHERS | 979 | 498 | 471 | 103 | 186 | 135 | 168 | 384 | 258 | 269 | 175 | 264 | 822 | 82 | 47 | 28 |
| | 23% | 24% | 21% | 20% | 24% | 20% | 24% | 24% | 20% | 22% | 25% | 25% a | 22% | 24% | 22% | 22% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 616 | 512 | 75 | 188 | 414 | 169 | 433 | 62 | 82 | 81 | 169 | 356 | 242 |
| | 14% | 14% | 16% | 14% | 14% | 14% | 14% | 13% | 15% | 15% | 14% | 13% | 16% |
| A little better than others | 1006 | 821 | 112 | 348 | 644 | 301 | 690 | 126 | 123 | 144 | 301 | 670 | 321 |
| | 23% | 23% | 24% | 25% | 22% | 25% | 23% | 25% | 23% | 28% | 25% | 25% | 21% |
| | | | | | | | | | | | | | b |
| About the same as others | 1494 | 1196 | 150 | 480 | 991 | 409 | 1053 | 154 | 199 | 177 | 409 | 937 | 518 |
| | 34% | 34% | 33% | 35% | 34% | 34% | 35% | 31% | 37% | 34% | 34% | 35% | 34% |
| A little worse than others | 587 | 478 | 65 | 189 | 383 | 161 | 410 | 87 | 80 | 61 | 161 | 353 | 217 |
| | 14% | 13% | 14% | 14% | 13% | 14% | 13% | 17% | 15% | 12% | 14% | 13% | 14% |
| Much worse than others | 392 | 329 | 39 | 100 | 285 | 93 | 289 | 33 | 35 | 40 | 93 | 244 | 135 |
| | 9% | 9% | 8% | 7% | 10% | 8% | 9% | 7% | 7% | 8% | 8% | 9% | 9% |
| Don't know | 255 | 215 | 18 | 72 | 162 | 57 | 178 | 33 | 24 | 19 | 57 | 137 | 103 |
| | 6% | 6% | 4% | 5% | 6% | 5% | 6% | 7% | 4% | 4% | 5% | 5% | 7% |
| BETTER THAN OTHERS | 1622 | 1333 | 188 | 537 | 1058 | 471 | 1123 | 189 | 205 | 225 | 471 | 1026 | 563 |
| | 37% | 38% | 41% | 39% | 37% | 40% | 37% | 38% | 38% | 43% | 40% | 38% | 37% |
| WORSE THAN OTHERS | 979 | 808 | 104 | 289 | 669 | 254 | 699 | 120 | 116 | 101 | 254 | 597 | 352 |
| | 23% | 23% | 23% | 21% | 23% | 21% | 23% | 24% | 21% | 19% | 21% | 22% | 23% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 616 | 558 | 462 | 154 | 58 | 616 | 592 | 484 | 443 | 219 | 604 | 11 | 18 | 39 | 559 |
| | 14% | 15% | 14% | 15% | 11% | 14% | 16% | 18% | 18% | 30% | 15% | 3% | 2% | 4% | 22% |
| | | | | | | | f | aef | f | abcef | f | | | | ab |
| A little better than others | 1006 | 927 | 809 | 197 | 80 | 1006 | 951 | 711 | 707 | 230 | 977 | 29 | 58 | 155 | 793 |
| | 23% | 24% | 24% | 19% | 15% | 23% | 25% | 27% | 28% | 31% | 25% | 8% | 7% | 15% | 31% |
| | | cd | cd | | | d | f | f | ef | aef | f | | | a | ab |
| About the same as others | 1494 | 1313 | 1149 | 345 | 181 | 1494 | 1354 | 861 | 811 | 180 | 1413 | 81 | 175 | 470 | 849 |
| | 34% | 34% | 34% | 34% | 34% | 34% | 36% | 33% | 33% | 24% | 35% | 22% | 22% | 46% | 34% |
| | | | | | | | df | df | df | | df | | | ac | a |
| A little worse than others | 587 | 523 | 472 | 115 | 64 | 587 | 515 | 345 | 339 | 83 | 553 | 35 | 176 | 205 | 207 |
| | 14% | 14% | 14% | 11% | 12% | 14% | 14% | 13% | 14% | 11% | 14% | 10% | 22% | 20% | 8% |
| | | | | | | | | | | | | | c | c | |
| Much worse than others | 392 | 331 | 299 | 93 | 61 | 392 | 245 | 129 | 130 | 10 | 277 | 115 | 304 | 57 | 31 |
| | 9% | 9% | 9% | 9% | 11% | 9% | 6% | 5% | 5% | 1% | 7% | 32% | 38% | 6% | 1% |
| | | | | | | | d | d | d | | bd | abcde | bc | c | |
| Don't know | 255 | 164 | 141 | 113 | 90 | 255 | 127 | 85 | 61 | 17 | 163 | 92 | 72 | 92 | 91 |
| | 6% | 4% | 4% | 11% | 17% | 6% | 3% | 3% | 2% | 2% | 4% | 25% | 9% | 9% | 4% |
| | | | | abe | abe | ab | | | | | c | abcde | c | c | |
| BETTER THAN OTHERS | 1622 | 1485 | 1271 | 351 | 138 | 1622 | 1543 | 1194 | 1149 | 449 | 1581 | 41 | 76 | 194 | 1352 |
| | 37% | 39% | 38% | 34% | 26% | 37% | 41% | 46% | 46% | 61% | 40% | 11% | 9% | 19% | 53% |
| | | d | d | d | | d | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 979 | 854 | 771 | 209 | 125 | 979 | 760 | 474 | 469 | 93 | 830 | 149 | 480 | 262 | 237 |
| | 23% | 22% | 23% | 20% | 23% | 23% | 20% | 18% | 19% | 13% | 21% | 41% | 60% | 26% | 9% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 478 | 247 | 224 | 52 | 78 | 63 | 79 | 200 | 167 | 122 | 71 | 108 | 404 | 32 | 30 | 12 |
| | 11% | 12% | 10% | 10% | 10% | 9% | 11% | 12% | 13% | 10% | 10% | 10% | 11% | 9% | 14% | 9% |
| A little better than others | 939 | 486 | 446 | 152 | 177 | 154 | 140 | 314 | 340 | 283 | 145 | 163 | 777 | 85 | 48 | 29 |
| | 22% | 23% | 20% | 29% de | 22% | 23% | 20% | 19% | 26% d | 23% d | 21% d | 16% | 21% | 24% | 22% | 22% |
| About the same as others | 1633 | 737 | 882 | 188 | 284 | 254 | 253 | 645 | 468 | 457 | 265 | 414 | 1372 | 131 | 81 | 50 |
| | 38% | 35% | 40% a | 36% | 36% | 38% | 36% | 40% | 36% | 37% | 38% | 40% | 38% | 38% | 37% | 38% |
| A little worse than others | 630 | 290 | 332 | 82 | 129 | 100 | 103 | 214 | 170 | 187 | 104 | 161 | 532 | 52 | 24 | 23 |
| | 14% | 14% | 15% | 16% | 16% | 15% | 15% | 13% | 13% | 15% | 15% | 15% | 15% | 15% | 11% | 17% c |
| Much worse than others | 354 | 205 | 146 | 22 | 63 | 55 | 76 | 136 | 96 | 92 | 74 | 91 | 301 | 29 | 17 | 7 |
| | 8% | 10% b | 7% | 4% | 8% a | 8% a | 11% a | 8% a | 7% | 7% | 11% | 9% | 8% | 8% | 8% | 6% |
| Don't know | 315 | 138 | 172 | 31 | 60 | 52 | 52 | 116 | 63 | 95 | 37 | 108 | 269 | 19 | 18 | 10 |
| | 7% | 7% | 8% | 6% | 8% | 8% | 7% | 7% | 5% | 8% a | 5% | 10% ac | 7% | 5% | 8% | 8% |
| BETTER THAN OTHERS | 1417 | 733 | 670 | 205 | 255 | 217 | 219 | 514 | 508 | 404 | 216 | 271 | 1181 | 117 | 78 | 41 |
| | 33% | 35% b | 30% | 39% e | 32% | 32% | 31% | 32% | 39% bcd | 33% d | 31% | 26% | 32% | 34% | 36% | 31% |
| WORSE THAN OTHERS | 984 | 495 | 479 | 104 | 192 | 155 | 179 | 351 | 266 | 278 | 178 | 251 | 833 | 81 | 41 | 30 |
| | 23% | 24% | 22% | 20% | 24% | 23% | 25% | 22% | 20% | 23% | 26% | 24% | 23% | 23% | 19% | 23% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 197

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 478 | 408 | 48 | 160 | 307 | 142 | 323 | 52 | 72 | 69 | 142 | 290 | 171 |
| | 11% | 11% | 10% | 12% | 11% | 12% | 11% | 11% | 13% | 13% | 12% | 11% | 11% |
| A little better than others | 939 | 744 | 108 | 348 | 578 | 302 | 623 | 139 | 125 | 127 | 302 | 628 | 300 |
| | 22% | 21% | 24% | 25% | 20% | 25% | 20% | 28% | 23% | 24% | 25% | 23% | 20% |
| | | | | b | | b | | | | | | | |
| About the same as others | 1633 | 1329 | 176 | 492 | 1113 | 421 | 1178 | 164 | 203 | 188 | 421 | 979 | 616 |
| | 38% | 37% | 38% | 36% | 39% | 35% | 39% | 33% | 37% | 36% | 35% | 36% | 40% |
| A little worse than others | 630 | 504 | 67 | 204 | 409 | 174 | 434 | 73 | 82 | 74 | 174 | 407 | 201 |
| | 14% | 14% | 15% | 15% | 14% | 15% | 14% | 15% | 15% | 14% | 15% | 15% | 13% |
| Much worse than others | 354 | 304 | 28 | 99 | 249 | 93 | 255 | 35 | 40 | 45 | 93 | 230 | 112 |
| | 8% | 9% | 6% | 7% | 9% | 8% | 8% | 7% | 7% | 9% | 8% | 9% | 7% |
| Don't know | 315 | 263 | 32 | 75 | 224 | 58 | 240 | 33 | 21 | 20 | 58 | 163 | 136 |
| | 7% | 7% | 7% | 5% | 8% | 5% | 8% | 7% | 4% | 4% | 5% | 6% | 9% |
| | | | | | | | a | | | | | | a |
| BETTER THAN OTHERS | 1417 | 1152 | 156 | 508 | 885 | 444 | 946 | 192 | 197 | 196 | 444 | 918 | 471 |
| | 33% | 32% | 34% | 37% | 31% | 37% | 31% | 39% | 36% | 37% | 37% | 34% | 31% |
| | | | | b | | b | | | | | | | |
| WORSE THAN OTHERS | 984 | 808 | 95 | 303 | 658 | 267 | 689 | 108 | 122 | 119 | 267 | 637 | 313 |
| | 23% | 23% | 21% | 22% | 23% | 22% | 23% | 22% | 22% | 23% | 22% | 24% | 20% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 478 | 439 | 371 | 107 | 39 | 478 | 459 | 360 | 350 | 159 | 470 | 8 | 14 | 25 | 439 |
| | 11% | 12% | 11% | 11% | 7% | 11% | 12% | 14% | 14% | 22% | 12% | 2% | 2% | 2% | 17% |
| | | | | | | | f | f | f | abcef | f | | | | ab |
| A little better than others | 939 | 883 | 780 | 159 | 56 | 939 | 881 | 690 | 674 | 228 | 911 | 28 | 37 | 143 | 758 |
| | 22% | 23% | 23% | 16% | 11% | 22% | 23% | 26% | 27% | 31% | 23% | 8% | 5% | 14% | 30% |
| | | cd | cd | | | cd | f | ef | aef | aef | f | | | a | ab |
| About the same as others | 1633 | 1415 | 1213 | 421 | 218 | 1633 | 1502 | 952 | 894 | 211 | 1550 | 83 | 197 | 492 | 944 |
| | 38% | 37% | 36% | 41% | 41% | 38% | 40% | 36% | 36% | 29% | 39% | 23% | 25% | 48% | 37% |
| | | | | | | | cdf | df | df | | df | | | ac | a |
| A little worse than others | 630 | 562 | 505 | 125 | 68 | 630 | 529 | 365 | 340 | 91 | 578 | 52 | 201 | 202 | 227 |
| | 14% | 15% | 15% | 12% | 13% | 14% | 14% | 14% | 14% | 12% | 15% | 14% | 25% | 20% | 9% |
| | | | | | | | | | | | | | c | c | |
| Much worse than others | 354 | 310 | 284 | 70 | 44 | 354 | 220 | 120 | 141 | 21 | 249 | 105 | 264 | 56 | 34 |
| | 8% | 8% | 9% | 7% | 8% | 8% | 6% | 5% | 6% | 3% | 6% | 29% | 33% | 6% | 1% |
| | | | | | | | d | | d | | d | abcde | bc | c | |
| Don't know | 315 | 207 | 179 | 137 | 108 | 315 | 193 | 128 | 92 | 29 | 228 | 87 | 89 | 100 | 127 |
| | 7% | 5% | 5% | 13% | 20% | 7% | 5% | 5% | 4% | 4% | 6% | 24% | 11% | 10% | 5% |
| | | | | abe | abce | ab | | | | | c | abcde | c | c | |
| BETTER THAN OTHERS | 1417 | 1322 | 1151 | 266 | 95 | 1417 | 1340 | 1050 | 1024 | 387 | 1381 | 36 | 52 | 168 | 1197 |
| | 33% | 35% | 35% | 26% | 18% | 33% | 35% | 40% | 41% | 52% | 35% | 10% | 6% | 17% | 47% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 984 | 872 | 789 | 195 | 112 | 984 | 748 | 485 | 481 | 111 | 827 | 157 | 465 | 258 | 261 |
| | 23% | 23% | 24% | 19% | 21% | 23% | 20% | 19% | 19% | 15% | 21% | 43% | 58% | 25% | 10% |
| | | | | | | | d | | | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 198

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 666 | 315 | 343 | 73 | 94 | 73 | 109 | 310 | 263 | 196 | 77 | 117 | 561 | 48 | 38 | 18 |
| | 15% | 15% | 16% | 14% | 12% | 11% | 15% | 19% bc | 20% cd | 16% cd | 11% | 11% | 15% | 14% | 18% | 14% |
| A little better than others | 1104 | 568 | 527 | 145 | 179 | 183 | 163 | 430 | 394 | 344 | 160 | 194 | 928 | 91 | 55 | 31 |
| | 25% | 27% | 24% | 28% | 23% | 27% | 23% | 26% | 30% cd | 28% d | 23% | 19% | 25% | 26% | 25% | 24% |
| About the same as others | 1437 | 646 | 783 | 193 | 269 | 229 | 245 | 494 | 392 | 372 | 258 | 389 | 1204 | 117 | 67 | 49 |
| | 33% | 31% | 36% a | 37% | 34% | 34% | 35% | 30% | 30% | 30% | 37% ab | 37% ab | 33% | 34% | 31% | 37% |
| A little worse than others | 566 | 277 | 284 | 61 | 137 | 90 | 92 | 186 | 134 | 165 | 97 | 160 | 483 | 41 | 25 | 17 |
| | 13% | 13% | 13% | 12% | 17% ae | 13% | 13% | 11% | 10% | 13% | 14% | 15% a | 13% | 12% | 12% | 13% |
| Much worse than others | 353 | 204 | 142 | 20 | 63 | 61 | 67 | 140 | 84 | 89 | 78 | 103 | 292 | 33 | 21 | 7 |
| | 8% | 10% b | 6% | 4% | 8% a | 9% a | 10% a | 9% a | 6% | 7% | 11% ab | 10% a | 8% | 10% | 10% | 6% |
| Don't know | 224 | 95 | 125 | 35 | 48 | 42 | 27 | 66 | 38 | 69 | 27 | 80 | 185 | 18 | 12 | 9 |
| | 5% | 5% | 6% | 7% | 6% | 6% | 4% | 4% | 3% | 6% a | 4% | 8% ac | 5% | 5% | 5% | 7% |
| BETTER THAN OTHERS | 1770 | 882 | 870 | 218 | 273 | 256 | 271 | 740 | 657 | 541 | 237 | 311 | 1489 | 138 | 93 | 49 |
| | 41% | 42% | 39% | 41% | 35% | 38% | 39% | 46% bcd | 50% bcd | 44% cd | 34% | 30% | 41% | 40% | 43% | 38% |
| WORSE THAN OTHERS | 920 | 481 | 426 | 81 | 200 | 151 | 159 | 326 | 218 | 254 | 175 | 263 | 776 | 74 | 46 | 24 |
| | 21% | 23% | 19% | 15% | 25% ae | 22% a | 23% a | 20% | 17% | 21% | 25% | 25% a | 21% | 21% | 21% | 18% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 666 | 554 | 84 | 199 | 453 | 178 | 473 | 61 | 84 | 85 | 178 | 400 | 250 |
| | 15% | 16% | 18% | 14% | 16% | 15% | 15% | 12% | 16% | 16% | 15% | 15% | 16% |
| A little better than others | 1104 | 895 | 129 | 358 | 731 | 309 | 777 | 124 | 130 | 148 | 309 | 691 | 394 |
| | 25% | 25% | 28% | 26% | 25% | 26% | 25% | 25% | 24% | 28% | 26% | 26% | 26% |
| About the same as others | 1437 | 1146 | 149 | 465 | 943 | 395 | 1004 | 163 | 187 | 174 | 395 | 900 | 498 |
| | 33% | 32% | 32% | 34% | 33% | 33% | 33% | 33% | 34% | 33% | 33% | 33% | 32% |
| A little worse than others | 566 | 469 | 50 | 186 | 369 | 161 | 392 | 82 | 86 | 56 | 161 | 370 | 180 |
| | 13% | 13% | 11% | 14% | 13% | 14% | 13% | 16% | 16% | 11% | 14% | 14% | 12% |
| Much worse than others | 353 | 294 | 31 | 105 | 239 | 97 | 247 | 37 | 34 | 45 | 97 | 220 | 120 |
| | 8% | 8% | 7% | 8% | 8% | 8% | 8% | 7% | 6% | 9% | 8% | 8% | 8% |
| Don't know | 224 | 192 | 17 | 64 | 145 | 50 | 159 | 30 | 23 | 15 | 50 | 117 | 94 |
| | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 6% | 4% | 3% | 4% | 4% | 6% |
| BETTER THAN OTHERS | 1770 | 1449 | 213 | 557 | 1183 | 487 | 1250 | 185 | 214 | 233 | 487 | 1090 | 644 |
| | 41% | 41% | 46% | 40% | 41% | 41% | 41% | 37% | 39% | 45% | 41% | 40% | 42% |
| WORSE THAN OTHERS | 920 | 764 | 80 | 292 | 608 | 258 | 639 | 118 | 119 | 101 | 258 | 590 | 300 |
| | 21% | 22% | 17% | 21% | 21% | 22% | 21% | 24% | 22% | 19% | 22% | 22% | 20% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?**

Base : All respondents

| | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 666 | 600 | 506 | 159 | 66 | 666 | 634 | 509 | 477 | 212 | 648 | 17 | 8 | 53 | 604 |
| | 15% | 16% | 15% | 16% | 12% | 15% | 17% | 19% | 19% | 29% | 16% | 5% | 1% | 5% | 24% |
| | | | | | | | f | ef | ef | abcef | f | | | a | ab |
| A little better than others | 1104 | 1024 | 885 | 219 | 80 | 1104 | 1045 | 767 | 771 | 252 | 1070 | 34 | 67 | 186 | 851 |
| | 25% | 27% | 27% | 22% | 15% | 25% | 28% | 29% | 31% | 34% | 27% | 9% | 8% | 18% | 34% |
| | | cd | cd | | | d | f | f | aef | aef | f | | | a | ab |
| About the same as others | 1437 | 1251 | 1092 | 344 | 186 | 1437 | 1313 | 825 | 776 | 169 | 1372 | 65 | 191 | 456 | 790 |
| | 33% | 33% | 33% | 34% | 35% | 33% | 35% | 32% | 31% | 23% | 34% | 18% | 24% | 45% | 31% |
| | | | | | | | cdf | df | df | | df | | | ac | a |
| A little worse than others | 566 | 497 | 456 | 110 | 70 | 566 | 482 | 309 | 301 | 70 | 521 | 46 | 204 | 198 | 164 |
| | 13% | 13% | 14% | 11% | 13% | 13% | 13% | 12% | 12% | 9% | 13% | 13% | 25% | 19% | 6% |
| | | | | | | | | | | | | | bc | c | |
| Much worse than others | 353 | 297 | 269 | 85 | 57 | 353 | 201 | 125 | 116 | 20 | 236 | 118 | 264 | 47 | 42 |
| | 8% | 8% | 8% | 8% | 11% | 8% | 5% | 5% | 5% | 3% | 6% | 32% | 33% | 5% | 2% |
| | | | | | | | d | | | | d | abcde | bc | c | |
| Don't know | 224 | 148 | 124 | 100 | 76 | 224 | 108 | 81 | 50 | 16 | 140 | 84 | 67 | 78 | 79 |
| | 5% | 4% | 4% | 10% | 14% | 5% | 3% | 3% | 2% | 2% | 4% | 23% | 8% | 8% | 3% |
| | | | | abe | abe | b | | | | | c | abcde | c | c | |
| BETTER THAN OTHERS | 1770 | 1624 | 1391 | 379 | 146 | 1770 | 1679 | 1276 | 1248 | 464 | 1719 | 51 | 76 | 239 | 1455 |
| | 41% | 43% | 42% | 37% | 27% | 41% | 44% | 49% | 50% | 63% | 43% | 14% | 9% | 24% | 58% |
| | | d | d | d | | d | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 920 | 793 | 725 | 195 | 126 | 920 | 683 | 434 | 417 | 89 | 757 | 163 | 469 | 245 | 206 |
| | 21% | 21% | 22% | 19% | 24% | 21% | 18% | 17% | 17% | 12% | 19% | 45% | 58% | 24% | 8% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 594 | 319 | 270 | 82 | 98 | 94 | 100 | 216 | 228 | 160 | 79 | 116 | 494 | 45 | 37 | 18 |
| | 14% | 15% | 12% | 15% | 12% | 14% | 14% | 13% | 17% bcd | 13% | 11% | 11% | 14% | 13% | 17% | 14% |
| A little better than others | 1115 | 555 | 553 | 154 | 234 | 181 | 153 | 390 | 388 | 348 | 177 | 189 | 934 | 94 | 50 | 36 |
| | 26% | 26% | 25% | 29% d | 30% de | 27% | 22% | 24% | 30% d | 28% d | 25% d | 18% | 26% | 27% | 23% | 28% |
| About the same as others | 1693 | 760 | 918 | 181 | 280 | 261 | 297 | 667 | 479 | 469 | 269 | 452 | 1422 | 140 | 82 | 50 |
| | 39% | 36% | 42% a | 34% | 35% | 38% | 42% a | 41% | 37% | 38% | 39% | 43% a | 39% | 40% | 38% | 38% |
| A little worse than others | 386 | 187 | 197 | 58 | 79 | 49 | 67 | 131 | 94 | 107 | 69 | 111 | 330 | 26 | 19 | 11 |
| | 9% | 9% | 9% | 11% | 10% | 7% | 10% | 8% | 7% | 9% | 10% | 11% a | 9% | 7% | 9% | 9% |
| Much worse than others | 251 | 144 | 100 | 18 | 49 | 35 | 50 | 97 | 52 | 59 | 59 | 80 | 208 | 23 | 14 | 5 |
| | 6% | 7% b | 5% | 3% | 6% | 5% | 7% a | 6% | 4% | 5% | 9% ab | 8% a | 6% | 7% | 7% | 4% |
| Don't know | 311 | 141 | 164 | 35 | 51 | 57 | 36 | 125 | 65 | 93 | 44 | 97 | 266 | 20 | 14 | 10 |
| | 7% | 7% | 7% | 7% | 6% | 8% | 5% | 8% | 5% | 8% | 6% | 9% a | 7% | 6% | 7% | 7% |
| BETTER THAN OTHERS | 1709 | 873 | 824 | 236 | 332 | 275 | 253 | 605 | 616 | 507 | 255 | 304 | 1428 | 139 | 87 | 55 |
| | 39% | 41% | 37% | 45% de | 42% | 41% | 36% | 37% | 47% bcd | 41% d | 37% d | 29% | 39% | 40% | 40% | 42% |
| WORSE THAN OTHERS | 637 | 331 | 297 | 76 | 128 | 84 | 117 | 228 | 146 | 166 | 128 | 191 | 538 | 48 | 34 | 16 |
| | 15% | 16% | 13% | 14% | 16% | 12% | 17% | 14% | 11% | 13% | 18% ab | 18% ab | 15% | 14% | 15% | 12% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 594 | 497 | 62 | 205 | 377 | 172 | 407 | 71 | 80 | 79 | 172 | 388 | 190 |
| | 14% | 14% | 13% | 15% | 13% | 14% | 13% | 14% | 15% | 15% | 14% | 14% | 12% |
| A little better than others | 1115 | 896 | 137 | 363 | 736 | 317 | 781 | 126 | 153 | 141 | 317 | 736 | 358 |
| | 26% | 25% | 30% | 26% | 26% | 27% | 26% | 25% | 28% | 27% | 27% | 27% b | 23% |
| About the same as others | 1693 | 1370 | 184 | 505 | 1156 | 442 | 1213 | 180 | 189 | 203 | 442 | 1009 | 643 |
| | 39% | 39% | 40% | 37% | 40% | 37% | 40% | 36% | 35% | 39% | 37% | 37% | 42% |
| A little worse than others | 386 | 315 | 35 | 164 | 215 | 138 | 238 | 61 | 63 | 57 | 138 | 245 | 130 |
| | 9% | 9% | 8% | 12% b | 7% | 12% b | 8% | 12% | 12% | 11% | 12% | 9% | 8% |
| Much worse than others | 251 | 208 | 15 | 67 | 176 | 65 | 179 | 24 | 32 | 26 | 65 | 155 | 83 |
| | 6% | 6% | 3% | 5% | 6% | 5% | 6% | 5% | 6% | 5% | 5% | 6% | 5% |
| Don't know | 311 | 265 | 26 | 73 | 220 | 57 | 236 | 34 | 25 | 16 | 57 | 163 | 132 |
| | 7% | 7% | 6% | 5% | 8% | 5% | 8% a | 7% | 5% | 3% | 5% | 6% | 9% a |
| BETTER THAN OTHERS | 1709 | 1394 | 199 | 568 | 1113 | 489 | 1188 | 197 | 234 | 220 | 489 | 1124 | 548 |
| | 39% | 39% | 43% | 41% | 39% | 41% | 39% | 40% | 43% | 42% | 41% | 42% b | 36% |
| WORSE THAN OTHERS | 637 | 522 | 50 | 231 | 391 | 203 | 416 | 85 | 95 | 83 | 203 | 400 | 213 |
| | 15% | 15% | 11% | 17% | 14% | 17% | 14% | 17% | 17% | 16% | 17% | 15% | 14% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 199

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 594 | 543 | 486 | 108 | 51 | 594 | 558 | 435 | 440 | 185 | 575 | 19 | 16 | 53 | 525 |
| | 14% | 14% | 15% | 11% | 10% | 14% | 15% | 17% | 18% | 25% | 14% | 5% | 2% | 5% | 21% |
| | | | c | | | | f | f | aef | abcef | f | | | a | ab |
| A little better than others | 1115 | 1047 | 911 | 204 | 68 | 1115 | 1040 | 770 | 764 | 240 | 1080 | 35 | 90 | 200 | 826 |
| | 26% | 27% | 27% | 20% | 13% | 26% | 27% | 29% | 31% | 32% | 27% | 10% | 11% | 20% | 33% |
| | | cd | cd | d | | cd | f | f | ef | ef | f | | | a | ab |
| About the same as others | 1693 | 1457 | 1251 | 443 | 236 | 1693 | 1540 | 991 | 914 | 229 | 1604 | 89 | 273 | 496 | 924 |
| | 39% | 38% | 38% | 43% | 44% | 39% | 41% | 38% | 37% | 31% | 40% | 25% | 34% | 49% | 37% |
| | | | | b | | | cdf | df | f | | df | | | ac | |
| A little worse than others | 386 | 350 | 319 | 68 | 36 | 386 | 330 | 225 | 210 | 42 | 356 | 30 | 129 | 140 | 118 |
| | 9% | 9% | 10% | 7% | 7% | 9% | 9% | 9% | 8% | 6% | 9% | 8% | 16% | 14% | 5% |
| | | | | | | | | | | | d | | c | c | |
| Much worse than others | 251 | 209 | 190 | 61 | 41 | 251 | 128 | 64 | 70 | 16 | 146 | 105 | 193 | 35 | 23 |
| | 6% | 5% | 6% | 6% | 8% | 6% | 3% | 2% | 3% | 2% | 4% | 29% | 24% | 3% | 1% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 311 | 210 | 175 | 136 | 101 | 311 | 188 | 131 | 92 | 26 | 226 | 85 | 102 | 94 | 114 |
| | 7% | 5% | 5% | 13% | 19% | 7% | 5% | 5% | 4% | 4% | 6% | 23% | 13% | 9% | 4% |
| | | | | abe | abe | ab | | | | | c | abcde | c | c | |
| BETTER THAN OTHERS | 1709 | 1590 | 1398 | 312 | 119 | 1709 | 1598 | 1205 | 1204 | 425 | 1655 | 55 | 106 | 253 | 1351 |
| | 39% | 42% | 42% | 31% | 22% | 39% | 42% | 46% | 48% | 58% | 42% | 15% | 13% | 25% | 53% |
| | | cd | cd | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 637 | 559 | 509 | 128 | 78 | 637 | 458 | 289 | 280 | 58 | 502 | 135 | 322 | 175 | 140 |
| | 15% | 15% | 15% | 13% | 15% | 15% | 12% | 11% | 11% | 8% | 13% | 37% | 40% | 17% | 6% |
| | | | | | | | d | | | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 299 | 163 | 131 | 41 | 73 | 46 | 52 | 85 | 98 | 81 | 47 | 70 | 253 | 20 | 18 | 7 |
| | 7% | 8% | 6% | 8% | 9% e | 7% | 7% | 5% | 7% | 7% | 7% | 7% | 7% | 6% | 8% | 6% |
| A little better than others | 755 | 362 | 386 | 134 | 129 | 129 | 109 | 253 | 263 | 202 | 121 | 161 | 647 | 57 | 33 | 18 |
| | 17% | 17% | 18% | 26% bde | 16% | 19% | 16% | 16% | 20% d | 16% | 17% | 15% | 18% | 16% | 15% | 13% |
| About the same as others | 1665 | 751 | 904 | 188 | 291 | 248 | 263 | 662 | 498 | 490 | 263 | 396 | 1404 | 130 | 79 | 51 |
| | 38% | 36% | 41% a | 36% | 37% | 37% | 37% | 41% | 38% | 40% | 38% | 38% | 38% | 37% | 36% | 39% |
| A little worse than others | 786 | 388 | 391 | 84 | 149 | 123 | 139 | 289 | 248 | 242 | 111 | 172 | 652 | 69 | 37 | 28 |
| | 18% | 18% | 18% | 16% | 19% | 18% | 20% | 18% | 19% | 20% | 16% | 16% | 18% | 20% | 17% | 22% |
| Much worse than others | 448 | 266 | 174 | 30 | 92 | 69 | 96 | 159 | 119 | 115 | 102 | 109 | 373 | 38 | 25 | 13 |
| | 10% | 13% b | 8% | 6% | 12% a | 10% a | 14% a | 10% a | 9% | 9% | 15% ab | 10% | 10% | 11% | 11% | 10% |
| Don't know | 398 | 175 | 217 | 50 | 57 | 63 | 44 | 177 | 80 | 106 | 53 | 136 | 325 | 33 | 26 | 13 |
| | 9% | 8% | 10% | 10% | 7% | 9% | 6% | 11% bd | 6% | 9% | 8% | 13% abc | 9% | 10% | 12% | 10% |
| BETTER THAN OTHERS | 1054 | 525 | 517 | 175 | 202 | 174 | 161 | 337 | 360 | 283 | 168 | 231 | 900 | 78 | 51 | 25 |
| | 24% | 25% | 23% | 33% bcde | 25% | 26% | 23% | 21% | 28% d | 23% | 24% | 22% | 25% | 22% | 23% | 19% |
| WORSE THAN OTHERS | 1234 | 654 | 565 | 114 | 241 | 192 | 235 | 449 | 367 | 357 | 213 | 281 | 1025 | 107 | 62 | 41 |
| | 28% | 31% b | 26% | 22% | 30% a | 28% | 33% a | 28% | 28% | 29% | 31% | 27% | 28% | 31% | 28% | 31% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 200

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 299 | 251 | 28 | 123 | 166 | 108 | 178 | 32 | 56 | 54 | 108 | 211 | 79 |
| | 7% | 7% | 6% | 9% b | 6% | 9% b | 6% | 6% | 10% | 10% | 9% | 8% | 5% b |
| A little better than others | 755 | 621 | 69 | 275 | 465 | 232 | 506 | 95 | 110 | 111 | 232 | 494 | 245 |
| | 17% | 17% | 15% | 20% b | 16% | 19% | 17% | 19% | 20% | 21% | 19% | 18% | 16% |
| About the same as others | 1665 | 1359 | 171 | 507 | 1133 | 440 | 1195 | 196 | 193 | 184 | 440 | 1015 | 614 |
| | 38% | 38% | 37% | 37% | 39% | 37% | 39% | 39% | 36% | 35% | 37% | 38% | 40% |
| A little worse than others | 786 | 632 | 94 | 263 | 512 | 228 | 543 | 92 | 112 | 97 | 228 | 498 | 267 |
| | 18% | 18% | 21% | 19% | 18% | 19% | 18% | 18% | 21% | 19% | 19% | 18% | 17% |
| Much worse than others | 448 | 367 | 49 | 123 | 313 | 111 | 323 | 45 | 41 | 52 | 111 | 292 | 138 |
| | 10% | 10% | 11% | 9% | 11% | 9% | 11% | 9% | 8% | 10% | 9% | 11% | 9% |
| Don't know | 398 | 322 | 48 | 87 | 291 | 71 | 307 | 38 | 31 | 25 | 71 | 187 | 193 |
| | 9% | 9% | 10% | 6% | 10% a | 6% | 10% a | 8% | 6% | 5% | 6% | 7% | 13% a |
| BETTER THAN OTHERS | 1054 | 871 | 97 | 398 | 631 | 340 | 684 | 126 | 166 | 165 | 340 | 705 | 324 |
| | 24% | 25% | 21% | 29% b | 22% | 29% b | 22% | 25% | 31% | 32% | 29% | 26% b | 21% |
| WORSE THAN OTHERS | 1234 | 999 | 143 | 385 | 825 | 340 | 866 | 136 | 153 | 149 | 340 | 790 | 405 |
| | 28% | 28% | 31% | 28% | 29% | 29% | 28% | 27% | 28% | 29% | 29% | 29% | 26% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 200

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 299 | 273 | 249 | 50 | 26 | 299 | 280 | 213 | 216 | 90 | 285 | 14 | 15 | 38 | 246 |
| | 7% | 7% | 7% | 5% | 5% | 7% | 7% | 8% | 9% | 12% | 7% | 4% | 2% | 4% | 10% |
| | | | | | | | | f | f | abef | | | | | ab |
| A little better than others | 755 | 704 | 607 | 148 | 51 | 755 | 711 | 546 | 526 | 187 | 734 | 21 | 40 | 121 | 595 |
| | 17% | 18% | 18% | 15% | 10% | 17% | 19% | 21% | 21% | 25% | 18% | 6% | 5% | 12% | 24% |
| | | d | d | | | d | f | f | f | aef | f | | | a | ab |
| About the same as others | 1665 | 1456 | 1268 | 397 | 208 | 1665 | 1536 | 1017 | 955 | 276 | 1594 | 71 | 179 | 435 | 1050 |
| | 38% | 38% | 38% | 39% | 39% | 38% | 41% | 39% | 38% | 37% | 40% | 20% | 22% | 43% | 42% |
| | | | | | | | f | f | f | f | f | | | a | a |
| A little worse than others | 786 | 720 | 633 | 153 | 67 | 786 | 712 | 497 | 493 | 114 | 748 | 38 | 170 | 226 | 390 |
| | 18% | 19% | 19% | 15% | 12% | 18% | 19% | 19% | 20% | 15% | 19% | 10% | 21% | 22% | 15% |
| | | d | d | | | | f | f | f | | f | | c | c | |
| Much worse than others | 448 | 385 | 352 | 95 | 62 | 448 | 282 | 170 | 166 | 37 | 321 | 127 | 293 | 77 | 78 |
| | 10% | 10% | 11% | 9% | 12% | 10% | 7% | 7% | 7% | 5% | 8% | 35% | 37% | 8% | 3% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 398 | 278 | 222 | 176 | 120 | 398 | 263 | 172 | 136 | 34 | 304 | 93 | 105 | 122 | 171 |
| | 9% | 7% | 7% | 17% | 22% | 9% | 7% | 7% | 5% | 5% | 8% | 26% | 13% | 12% | 7% |
| | | | | abe | abe | ab | | | | | cd | abcde | c | c | |
| BETTER THAN OTHERS | 1054 | 977 | 855 | 198 | 77 | 1054 | 991 | 760 | 741 | 277 | 1019 | 35 | 55 | 158 | 840 |
| | 24% | 26% | 26% | 19% | 14% | 24% | 26% | 29% | 30% | 37% | 26% | 10% | 7% | 16% | 33% |
| | | cd | cd | | | cd | f | ef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 1234 | 1105 | 986 | 248 | 129 | 1234 | 993 | 667 | 659 | 152 | 1070 | 164 | 463 | 303 | 468 |
| | 28% | 29% | 30% | 24% | 24% | 28% | 26% | 26% | 26% | 21% | 27% | 45% | 58% | 30% | 18% |
| | | | c | | | | d | | | d | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 392 | 175 | 211 | 62 | 94 | 45 | 58 | 129 | 140 | 107 | 57 | 85 | 341 | 20 | 22 | 10 |
| | 9% | 8% | 10% | 12% c | 12% ce | 7% | 8% | 8% | 11% | 9% | 8% | 8% | 9% b | 6% | 10% | 7% |
| A little better than others | 887 | 460 | 420 | 131 | 145 | 150 | 125 | 331 | 331 | 262 | 129 | 153 | 745 | 68 | 47 | 27 |
| | 20% | 22% | 19% | 25% bd | 18% | 22% | 18% | 20% | 25% cd | 21% d | 19% | 15% | 20% | 20% | 21% | 21% |
| About the same as others | 1767 | 791 | 964 | 206 | 305 | 269 | 300 | 680 | 516 | 501 | 289 | 435 | 1490 | 148 | 76 | 54 |
| | 41% | 38% | 44% a | 39% | 39% | 40% | 43% | 42% | 40% | 41% | 41% | 42% | 41% | 42% | 35% | 41% |
| A little worse than others | 608 | 309 | 292 | 63 | 126 | 96 | 108 | 213 | 176 | 172 | 104 | 145 | 492 | 58 | 38 | 20 |
| | 14% | 15% | 13% | 12% | 16% | 14% | 15% | 13% | 13% | 14% | 15% | 14% | 13% | 17% | 18% | 15% |
| Much worse than others | 365 | 214 | 147 | 29 | 62 | 61 | 75 | 136 | 82 | 97 | 78 | 107 | 309 | 29 | 18 | 9 |
| | 8% | 10% b | 7% | 5% | 8% | 9% | 11% a | 8% | 6% | 8% | 11% a | 10% a | 8% | 8% | 8% | 7% |
| Don't know | 330 | 154 | 170 | 37 | 59 | 56 | 36 | 137 | 61 | 95 | 38 | 120 | 277 | 25 | 17 | 11 |
| | 8% | 7% | 8% | 7% | 7% | 8% | 5% | 8% | 5% | 8% | 6% | 11% a | 8% | 7% | 8% | 9% |
| | | | | | | | | | | | | abc | | | | |
| BETTER THAN OTHERS | 1279 | 636 | 631 | 193 | 240 | 195 | 184 | 460 | 470 | 370 | 186 | 238 | 1086 | 88 | 69 | 36 |
| | 29% | 30% | 29% | 37% cde | 30% | 29% | 26% | 28% | 36% bcd | 30% d | 27% | 23% | 30% | 25% | 32% | 28% |
| WORSE THAN OTHERS | 973 | 523 | 439 | 91 | 187 | 157 | 183 | 349 | 257 | 269 | 182 | 252 | 801 | 86 | 56 | 29 |
| | 22% | 25% b | 20% | 17% | 24% a | 23% | 26% a | 21% | 20% | 22% | 26% | 24% a | 22% | 25% | 26% | 22% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 392 | 328 | 36 | 147 | 232 | 122 | 255 | 46 | 56 | 52 | 122 | 253 | 127 |
| | 9% | 9% | 8% | 11% | 8% | 10% | 8% | 9% | 10% | 10% | 10% | 9% | 8% |
| A little better than others | 887 | 718 | 101 | 309 | 568 | 267 | 609 | 115 | 110 | 133 | 267 | 573 | 299 |
| | 20% | 20% | 22% | 22% | 20% | 22% | 20% | 23% | 20% | 26% | 22% | 21% | 19% |
| About the same as others | 1767 | 1452 | 175 | 527 | 1209 | 454 | 1277 | 185 | 216 | 198 | 454 | 1071 | 656 |
| | 41% | 41% | 38% | 38% | 42% | 38% | 42% | 37% | 40% | 38% | 38% | 40% | 43% |
| A little worse than others | 608 | 486 | 71 | 212 | 389 | 189 | 408 | 80 | 92 | 79 | 189 | 394 | 193 |
| | 14% | 14% | 16% | 15% | 14% | 16% | 13% | 16% | 17% | 15% | 16% | 15% | 13% |
| Much worse than others | 365 | 304 | 28 | 108 | 247 | 97 | 256 | 36 | 38 | 43 | 97 | 236 | 117 |
| | 8% | 9% | 6% | 8% | 9% | 8% | 8% | 7% | 7% | 8% | 8% | 9% | 8% |
| Don't know | 330 | 263 | 47 | 75 | 234 | 61 | 248 | 35 | 30 | 17 | 61 | 170 | 144 |
| | 8% | 7% | 10% | 5% | 8% | 5% | 8% | 7% | 6% | 3% | 5% | 6% | 9% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1279 | 1046 | 137 | 456 | 800 | 390 | 864 | 161 | 166 | 186 | 390 | 826 | 426 |
| | 29% | 29% | 30% | 33% | 28% | 33% | 28% | 32% | 31% | 36% | 33% | 31% | 28% |
| | | | | b | | | | | | | | | |
| WORSE THAN OTHERS | 973 | 790 | 100 | 319 | 636 | 286 | 665 | 115 | 130 | 122 | 286 | 630 | 311 |
| | 22% | 22% | 22% | 23% | 22% | 24% | 22% | 23% | 24% | 23% | 24% | 23% | 20% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 392 | 354 | 306 | 87 | 38 | 392 | 367 | 296 | 271 | 117 | 377 | 16 | 13 | 47 | 332 |
| | 9% | 9% | 9% | 9% | 7% | 9% | 10% | 11% | 11% | 16% | 9% | 4% | 2% | 5% | 13% |
| | | | | | | | f | f | f | abcef | f | | | a | ab |
| A little better than others | 887 | 816 | 710 | 177 | 71 | 887 | 832 | 623 | 630 | 243 | 858 | 28 | 39 | 125 | 723 |
| | 20% | 21% | 21% | 17% | 13% | 20% | 22% | 24% | 25% | 33% | 22% | 8% | 5% | 12% | 29% |
| | | d | d | | | d | f | f | aef | abcef | f | | | a | ab |
| About the same as others | 1767 | 1569 | 1359 | 409 | 198 | 1767 | 1640 | 1092 | 1009 | 255 | 1705 | 63 | 205 | 499 | 1064 |
| | 41% | 41% | 41% | 40% | 37% | 41% | 43% | 42% | 41% | 34% | 43% | 17% | 26% | 49% | 42% |
| | | | | | | | df | df | df | f | df | | | ac | a |
| A little worse than others | 608 | 547 | 496 | 112 | 61 | 608 | 528 | 357 | 369 | 86 | 566 | 42 | 185 | 193 | 230 |
| | 14% | 14% | 15% | 11% | 11% | 14% | 14% | 14% | 15% | 12% | 14% | 12% | 23% | 19% | 9% |
| | | | | | | | | | | | | | c | c | |
| Much worse than others | 365 | 311 | 286 | 79 | 54 | 365 | 215 | 117 | 120 | 17 | 242 | 123 | 263 | 57 | 45 |
| | 8% | 8% | 9% | 8% | 10% | 8% | 6% | 4% | 5% | 2% | 6% | 34% | 33% | 6% | 2% |
| | | | | | | | d | | d | | d | abcde | bc | c | |
| Don't know | 330 | 218 | 174 | 156 | 112 | 330 | 202 | 130 | 90 | 21 | 239 | 91 | 98 | 97 | 135 |
| | 8% | 6% | 5% | 15% | 21% | 8% | 5% | 5% | 4% | 3% | 6% | 25% | 12% | 10% | 5% |
| | | | | abe | abe | ab | c | | | | cd | abcde | c | c | |
| BETTER THAN OTHERS | 1279 | 1170 | 1016 | 263 | 109 | 1279 | 1199 | 919 | 902 | 360 | 1235 | 44 | 52 | 173 | 1055 |
| | 29% | 31% | 31% | 26% | 20% | 29% | 32% | 35% | 36% | 49% | 31% | 12% | 6% | 17% | 42% |
| | | d | d | | | d | f | ef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 973 | 858 | 782 | 191 | 115 | 973 | 743 | 474 | 489 | 103 | 808 | 165 | 448 | 250 | 275 |
| | 22% | 22% | 23% | 19% | 22% | 22% | 20% | 18% | 20% | 14% | 20% | 46% | 56% | 25% | 11% |
| | | | c | | | | d | | d | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 814 | 460 | 350 | 62 | 105 | 120 | 140 | 380 | 334 | 236 | 97 | 132 | 670 | 71 | 49 | 24 |
| | 19% | 22% | 16% | 12% | 13% | 18% | 20% | 23% | 26% | 19% | 14% | 13% | 18% | 20% | 22% | 19% |
| | | b | | | | a | ab | abc | bcd | cd | | | | | | |
| A little better than others | 955 | 467 | 476 | 125 | 193 | 166 | 154 | 315 | 315 | 286 | 155 | 188 | 804 | 75 | 46 | 29 |
| | 22% | 22% | 22% | 24% | 24% | 24% | 22% | 19% | 24% | 23% | 22% | 18% | 22% | 22% | 21% | 23% |
| | | | | | | | | | d | d | | | | | | |
| About the same as others | 1098 | 493 | 595 | 171 | 229 | 196 | 164 | 336 | 286 | 295 | 210 | 294 | 918 | 88 | 58 | 34 |
| | 25% | 23% | 27% | 32% | 29% | 29% | 23% | 21% | 22% | 24% | 30% | 28% | 25% | 25% | 27% | 26% |
| | | | | de | e | e | | | | | ab | a | | | | |
| A little worse than others | 303 | 152 | 150 | 60 | 61 | 49 | 48 | 84 | 80 | 81 | 60 | 74 | 262 | 24 | 10 | 7 |
| | 7% | 7% | 7% | 11% | 8% | 7% | 7% | 5% | 6% | 7% | 9% | 7% | 7% | 7% | 5% | 5% |
| | | | | e | | | | | | | | | | | | |
| Much worse than others | 188 | 110 | 72 | 20 | 41 | 31 | 35 | 59 | 45 | 37 | 48 | 55 | 163 | 12 | 10 | 3 |
| | 4% | 5% | 3% | 4% | 5% | 5% | 5% | 4% | 3% | 3% | 7% | 5% | 4% | 3% | 4% | 2% |
| | | b | | | | | | | | | ab | | | | | |
| Don't know | 992 | 422 | 560 | 90 | 162 | 115 | 163 | 451 | 245 | 300 | 125 | 301 | 836 | 79 | 44 | 33 |
| | 23% | 20% | 25% | 17% | 21% | 17% | 23% | 28% | 19% | 24% | 18% | 29% | 23% | 23% | 20% | 25% |
| | | | a | | | | c | abc | | ac | | ac | | | | |
| BETTER THAN OTHERS | 1769 | 927 | 825 | 187 | 298 | 286 | 294 | 695 | 649 | 522 | 253 | 321 | 1474 | 146 | 95 | 54 |
| | 41% | 44% | 37% | 35% | 38% | 42% | 42% | 43% | 50% | 42% | 36% | 31% | 40% | 42% | 44% | 41% |
| | | b | | | | | | a | bcd | d | | | | | | |
| WORSE THAN OTHERS | 491 | 262 | 222 | 79 | 101 | 81 | 83 | 143 | 125 | 118 | 108 | 128 | 426 | 36 | 20 | 10 |
| | 11% | 12% | 10% | 15% | 13% | 12% | 12% | 9% | 10% | 10% | 16% | 12% | 12% | 10% | 9% | 8% |
| | | | | e | e | | | | | | ab | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 814 | 664 | 119 | 224 | 577 | 204 | 596 | 81 | 98 | 87 | 204 | 478 | 321 |
| | 19% | 19% | 26% | 16% | 20% | 17% | 20% | 16% | 18% | 17% | 17% | 18% | 21% |
| | | | a | | a | | | | | | | | |
| A little better than others | 955 | 787 | 105 | 331 | 613 | 292 | 647 | 116 | 115 | 148 | 292 | 635 | 291 |
| | 22% | 22% | 23% | 24% | 21% | 25% | 21% | 23% | 21% | 28% | 25% | 24% | 19% |
| | | | | | | | | | | | | b | |
| About the same as others | 1098 | 885 | 89 | 399 | 674 | 339 | 731 | 147 | 174 | 134 | 339 | 735 | 340 |
| | 25% | 25% | 19% | 29% | 23% | 28% | 24% | 30% | 32% | 26% | 28% | 27% | 22% |
| | | | | b | | b | | | | | | b | |
| A little worse than others | 303 | 233 | 29 | 125 | 171 | 97 | 197 | 41 | 47 | 42 | 97 | 217 | 77 |
| | 7% | 7% | 6% | 9% | 6% | 8% | 6% | 8% | 9% | 8% | 8% | 8% | 5% |
| | | | | b | | | | | | | | b | |
| Much worse than others | 188 | 153 | 15 | 64 | 120 | 57 | 126 | 23 | 26 | 24 | 57 | 125 | 59 |
| | 4% | 4% | 3% | 5% | 4% | 5% | 4% | 5% | 5% | 5% | 5% | 5% | 4% |
| Don't know | 992 | 828 | 102 | 235 | 725 | 201 | 756 | 88 | 83 | 87 | 201 | 508 | 448 |
| | 23% | 23% | 22% | 17% | 25% | 17% | 25% | 18% | 15% | 17% | 17% | 19% | 29% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1769 | 1452 | 223 | 555 | 1190 | 496 | 1243 | 198 | 213 | 235 | 496 | 1113 | 612 |
| | 41% | 41% | 49% | 40% | 41% | 42% | 41% | 40% | 39% | 45% | 42% | 41% | 40% |
| | | | a | | | | | | | | | | |
| WORSE THAN OTHERS | 491 | 386 | 44 | 189 | 291 | 155 | 322 | 63 | 73 | 66 | 155 | 341 | 136 |
| | 11% | 11% | 10% | 14% | 10% | 13% | 11% | 13% | 13% | 13% | 13% | 13% | 9% |
| | | | | b | | | | | | | | b | |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 814 | 745 | 637 | 177 | 69 | 814 | 777 | 740 | 595 | 332 | 808 | 6 | 40 | 87 | 688 |
| | 19% | 20% | 19% | 17% | 13% | 19% | 21% | 28% | 24% | 45% | 20% | 2% | 5% | 9% | 27% |
| | | d | d | | | | f | acef | aef | abcef | f | | | a | ab |
| A little better than others | 955 | 879 | 783 | 172 | 76 | 955 | 882 | 749 | 638 | 203 | 920 | 35 | 90 | 215 | 651 |
| | 22% | 23% | 24% | 17% | 14% | 22% | 23% | 29% | 26% | 27% | 23% | 10% | 11% | 21% | 26% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | a | ab |
| About the same as others | 1098 | 980 | 881 | 216 | 118 | 1098 | 975 | 689 | 631 | 124 | 1028 | 70 | 175 | 314 | 609 |
| | 25% | 26% | 26% | 21% | 22% | 25% | 26% | 26% | 25% | 17% | 26% | 19% | 22% | 31% | 24% |
| | | | c | | | | d | df | d | | d | | | | ac |
| A little worse than others | 303 | 284 | 259 | 44 | 19 | 303 | 249 | 180 | 178 | 26 | 273 | 29 | 85 | 103 | 115 |
| | 7% | 7% | 8% | 4% | 3% | 7% | 7% | 7% | 7% | 4% | 7% | 8% | 11% | 10% | 5% |
| | | c | cd | | | | d | d | d | | d | d | c | c | |
| Much worse than others | 188 | 159 | 142 | 46 | 29 | 188 | 108 | 61 | 66 | 16 | 118 | 70 | 132 | 35 | 22 |
| | 4% | 4% | 4% | 5% | 5% | 4% | 3% | 2% | 3% | 2% | 3% | 19% | 16% | 3% | 1% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 992 | 769 | 629 | 363 | 223 | 992 | 792 | 196 | 383 | 38 | 839 | 153 | 282 | 266 | 445 |
| | 23% | 20% | 19% | 36% | 42% | 23% | 21% | 8% | 15% | 5% | 21% | 42% | 35% | 26% | 18% |
| | | | | abe | abe | ab | bcd | | bd | | bcd | abcde | bc | c | |
| BETTER THAN OTHERS | 1769 | 1624 | 1420 | 349 | 145 | 1769 | 1659 | 1489 | 1233 | 534 | 1728 | 41 | 130 | 301 | 1339 |
| | 41% | 43% | 43% | 34% | 27% | 41% | 44% | 57% | 50% | 72% | 43% | 11% | 16% | 30% | 53% |
| | | cd | cd | | | cd | f | acef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 491 | 443 | 401 | 90 | 48 | 491 | 357 | 241 | 244 | 42 | 392 | 99 | 217 | 138 | 137 |
| | 11% | 12% | 12% | 9% | 9% | 11% | 9% | 9% | 10% | 6% | 10% | 27% | 27% | 14% | 5% |
| | | | | | | | d | d | d | | d | abcde | bc | c | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 776 | 425 | 342 | 80 | 117 | 115 | 125 | 334 | 317 | 219 | 101 | 122 | 640 | 69 | 43 | 24 |
| | 18% | 20% b | 16% | 15% | 15% | 17% | 18% | 21% b | 24% bcd | 18% d | 15% | 12% | 18% | 20% | 20% | 19% |
| A little better than others | 935 | 452 | 475 | 115 | 174 | 169 | 140 | 333 | 289 | 292 | 154 | 196 | 777 | 81 | 48 | 28 |
| | 21% | 21% | 22% | 22% | 22% | 25% | 20% | 21% | 22% | 24% | 22% | 19% | 21% | 23% | 22% | 22% |
| About the same as others | 1161 | 529 | 624 | 173 | 218 | 207 | 190 | 369 | 309 | 324 | 214 | 295 | 986 | 81 | 59 | 35 |
| | 27% | 25% | 28% | 33% e | 28% | 31% e | 27% | 23% | 24% | 26% | 31% a | 28% | 27% | 23% | 27% | 27% |
| A little worse than others | 301 | 146 | 152 | 52 | 85 | 35 | 53 | 76 | 82 | 80 | 56 | 81 | 255 | 27 | 11 | 8 |
| | 7% | 7% | 7% | 10% ce | 11% ce | 5% | 8% | 5% | 6% | 6% | 8% | 8% | 7% | 8% | 5% | 6% |
| Much worse than others | 186 | 116 | 66 | 20 | 44 | 30 | 33 | 56 | 44 | 41 | 50 | 48 | 165 | 11 | 7 | 3 |
| | 4% | 6% b | 3% | 4% | 6% | 4% | 5% | 3% | 3% | 3% | 7% ab | 5% | 5% | 3% | 3% | 2% |
| Don't know | 991 | 437 | 543 | 86 | 153 | 121 | 162 | 457 | 263 | 280 | 122 | 301 | 831 | 79 | 49 | 32 |
| | 23% | 21% | 25% a | 16% | 19% | 18% | 23% a | 28% abc | 20% | 23% | 17% | 29% abc | 23% | 23% | 23% | 24% |
| BETTER THAN OTHERS | 1711 | 876 | 817 | 195 | 291 | 284 | 264 | 668 | 606 | 511 | 255 | 318 | 1417 | 150 | 92 | 53 |
| | 39% | 42% b | 37% | 37% | 37% | 42% | 38% | 41% | 46% cd | 41% d | 37% | 30% | 39% | 43% | 42% | 40% |
| WORSE THAN OTHERS | 487 | 262 | 219 | 73 | 129 | 65 | 86 | 132 | 127 | 121 | 106 | 130 | 420 | 38 | 18 | 11 |
| | 11% | 12% | 10% | 14% e | 16% ce | 10% | 12% | 8% | 10% | 10% | 15% ab | 12% | 11% | 11% | 8% | 8% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 776 | 644 | 102 | 227 | 535 | 199 | 559 | 82 | 90 | 84 | 199 | 485 | 268 |
| | 18% | 18% | 22% | 16% | 19% | 17% | 18% | 17% | 17% | 16% | 17% | 18% | 17% |
| A little better than others | 935 | 757 | 99 | 314 | 611 | 279 | 643 | 112 | 132 | 128 | 279 | 602 | 312 |
| | 21% | 21% | 22% | 23% | 21% | 23% | 21% | 23% | 24% | 24% | 23% | 22% | 20% |
| About the same as others | 1161 | 923 | 120 | 425 | 715 | 365 | 773 | 151 | 175 | 165 | 365 | 779 | 357 |
| | 27% | 26% | 26% | 31% | 25% | 31% | 25% | 30% | 32% | 32% | 31% | 29% | 23% |
| | | | | b | | b | | | | | | b | |
| A little worse than others | 301 | 247 | 23 | 124 | 164 | 103 | 182 | 48 | 43 | 39 | 103 | 209 | 86 |
| | 7% | 7% | 5% | 9% | 6% | 9% | 6% | 10% | 8% | 8% | 9% | 8% | 6% |
| | | | | b | | b | | | | | | | |
| Much worse than others | 186 | 152 | 14 | 58 | 120 | 50 | 128 | 18 | 21 | 21 | 50 | 124 | 55 |
| | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% | 4% |
| Don't know | 991 | 828 | 102 | 229 | 734 | 194 | 767 | 85 | 81 | 86 | 194 | 498 | 458 |
| | 23% | 23% | 22% | 17% | 25% | 16% | 25% | 17% | 15% | 16% | 16% | 18% | 30% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1711 | 1402 | 201 | 542 | 1146 | 479 | 1202 | 195 | 222 | 212 | 479 | 1087 | 580 |
| | 39% | 39% | 44% | 39% | 40% | 40% | 39% | 39% | 41% | 41% | 40% | 40% | 38% |
| WORSE THAN OTHERS | 487 | 398 | 36 | 182 | 284 | 153 | 310 | 66 | 65 | 60 | 153 | 333 | 141 |
| | 11% | 11% | 8% | 13% | 10% | 13% | 10% | 13% | 12% | 12% | 13% | 12% | 9% |
| | | | | b | | | | | | | | b | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 776 | 713 | 618 | 158 | 63 | 776 | 731 | 687 | 566 | 287 | 764 | 12 | 35 | 84 | 658 |
| | 18% | 19% | 19% | 16% | 12% | 18% | 19% | 26% | 23% | 39% | 19% | 3% | 4% | 8% | 26% |
| | | d | d | | | d | f | acef | aef | abcef | f | | | a | ab |
| A little better than others | 935 | 864 | 762 | 173 | 71 | 935 | 871 | 735 | 653 | 221 | 907 | 27 | 87 | 201 | 647 |
| | 21% | 23% | 23% | 17% | 13% | 21% | 23% | 28% | 26% | 30% | 23% | 8% | 11% | 20% | 26% |
| | | cd | cd | | | cd | f | aef | aef | aef | f | | | a | ab |
| About the same as others | 1161 | 1036 | 937 | 224 | 125 | 1161 | 1033 | 741 | 642 | 145 | 1084 | 77 | 197 | 332 | 632 |
| | 27% | 27% | 28% | 22% | 23% | 27% | 27% | 28% | 26% | 20% | 27% | 21% | 25% | 33% | 25% |
| | | c | c | | | | d | d | d | | d | | | ac | |
| A little worse than others | 301 | 274 | 245 | 56 | 27 | 301 | 249 | 183 | 195 | 30 | 279 | 22 | 87 | 98 | 116 |
| | 7% | 7% | 7% | 5% | 5% | 7% | 7% | 7% | 8% | 4% | 7% | 6% | 11% | 10% | 5% |
| | | | | | | | | d | d | | d | | c | c | |
| Much worse than others | 186 | 164 | 144 | 42 | 22 | 186 | 103 | 63 | 61 | 16 | 116 | 70 | 117 | 33 | 37 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 2% | 2% | 2% | 3% | 19% | 15% | 3% | 1% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 991 | 766 | 625 | 366 | 225 | 991 | 796 | 208 | 373 | 39 | 836 | 155 | 280 | 270 | 441 |
| | 23% | 20% | 19% | 36% | 42% | 23% | 21% | 8% | 15% | 5% | 21% | 43% | 35% | 27% | 17% |
| | | | | abe | abe | ab | bcd | | bd | | bcd | abcde | bc | c | |
| BETTER THAN OTHERS | 1711 | 1576 | 1380 | 331 | 134 | 1711 | 1603 | 1421 | 1219 | 508 | 1671 | 39 | 121 | 285 | 1304 |
| | 39% | 41% | 41% | 32% | 25% | 39% | 42% | 54% | 49% | 69% | 42% | 11% | 15% | 28% | 52% |
| | | cd | cd | | | cd | f | acef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 487 | 438 | 390 | 98 | 49 | 487 | 352 | 246 | 256 | 46 | 395 | 92 | 204 | 131 | 152 |
| | 11% | 11% | 12% | 10% | 9% | 11% | 9% | 9% | 10% | 6% | 10% | 25% | 25% | 13% | 6% |
| | | | | | | | | | | | d | abcde | bc | c | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 817 | 458 | 354 | 57 | 102 | 124 | 134 | 394 | 340 | 237 | 94 | 129 | 669 | 69 | 56 | 24 |
| | 19% | 22% | 16% | 11% | 13% | 18% | 19% | 24% | 26% | 19% | 13% | 12% | 18% | 20% | 26% | 18% |
| | | b | | | | ab | ab | abc | bcd | cd | | | | | ad | |
| A little better than others | 966 | 463 | 492 | 117 | 184 | 160 | 147 | 357 | 327 | 285 | 154 | 195 | 808 | 84 | 42 | 32 |
| | 22% | 22% | 22% | 22% | 23% | 24% | 21% | 22% | 25% | 23% | 22% | 19% | 22% | 24% | 20% | 25% |
| | | | | | | | | | d | | | | | | | |
| About the same as others | 1124 | 507 | 608 | 188 | 227 | 189 | 187 | 330 | 277 | 312 | 218 | 305 | 948 | 84 | 56 | 35 |
| | 26% | 24% | 28% | 36% | 29% | 28% | 27% | 20% | 21% | 25% | 31% | 29% | 26% | 24% | 26% | 27% |
| | | | | cde | e | e | e | | | | ab | a | | | | |
| A little worse than others | 310 | 158 | 149 | 62 | 76 | 53 | 42 | 77 | 79 | 84 | 65 | 75 | 265 | 26 | 13 | 6 |
| | 7% | 7% | 7% | 12% | 10% | 8% | 6% | 5% | 6% | 7% | 9% | 7% | 7% | 7% | 6% | 4% |
| | | | | de | e | e | | | | | | | | | | |
| Much worse than others | 207 | 125 | 79 | 19 | 52 | 34 | 40 | 58 | 45 | 46 | 58 | 55 | 183 | 13 | 9 | 3 |
| | 5% | 6% | 4% | 4% | 7% | 5% | 6% | 4% | 3% | 4% | 8% | 5% | 5% | 4% | 4% | 2% |
| | | b | | | e | | | | | | ab | | | | | |
| Don't know | 925 | 393 | 521 | 84 | 150 | 118 | 153 | 409 | 238 | 271 | 107 | 285 | 782 | 72 | 40 | 31 |
| | 21% | 19% | 24% | 16% | 19% | 17% | 22% | 25% | 18% | 22% | 15% | 27% | 21% | 21% | 19% | 24% |
| | | | a | | | | | abc | | c | | abc | | | | |
| BETTER THAN OTHERS | 1783 | 921 | 846 | 174 | 286 | 283 | 281 | 750 | 666 | 523 | 248 | 325 | 1476 | 153 | 99 | 56 |
| | 41% | 44% | 38% | 33% | 36% | 42% | 40% | 46% | 51% | 42% | 36% | 31% | 40% | 44% | 45% | 43% |
| | | b | | | | a | | ab | bcd | cd | | | | | | |
| WORSE THAN OTHERS | 518 | 283 | 228 | 81 | 128 | 87 | 82 | 136 | 124 | 130 | 124 | 130 | 448 | 39 | 22 | 8 |
| | 12% | 13% | 10% | 15% | 16% | 13% | 12% | 8% | 9% | 11% | 18% | 12% | 12% | 11% | 10% | 6% |
| | | b | | e | e | e | | | | | abd | | d | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 817 | 667 | 126 | 231 | 578 | 210 | 597 | 78 | 97 | 102 | 210 | 480 | 312 |
| | 19% | 19% | 27%<br>a | 17% | 20% | 18% | 20% | 16% | 18% | 19% | 18% | 18% | 20% |
| A little better than others | 966 | 781 | 109 | 330 | 625 | 289 | 664 | 119 | 139 | 128 | 289 | 630 | 319 |
| | 22% | 22% | 24% | 24% | 22% | 24% | 22% | 24% | 26% | 25% | 24% | 23% | 21% |
| About the same as others | 1124 | 919 | 91 | 402 | 695 | 346 | 744 | 149 | 149 | 143 | 346 | 757 | 343 |
| | 26% | 26%<br>b | 20% | 29%<br>b | 24% | 29%<br>b | 24% | 30% | 27% | 27% | 29% | 28%<br>b | 22% |
| A little worse than others | 310 | 235 | 28 | 128 | 169 | 98 | 199 | 43 | 52 | 45 | 98 | 222 | 80 |
| | 7% | 7% | 6% | 9%<br>b | 6% | 8% | 7% | 9% | 10% | 9% | 8% | 8%<br>b | 5% |
| Much worse than others | 207 | 166 | 14 | 64 | 137 | 59 | 143 | 25 | 26 | 20 | 59 | 138 | 62 |
| | 5% | 5% | 3% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 4% |
| Don't know | 925 | 784 | 91 | 223 | 675 | 190 | 707 | 83 | 79 | 85 | 190 | 470 | 420 |
| | 21% | 22% | 20% | 16% | 23%<br>a | 16% | 23%<br>a | 17% | 15% | 16% | 16% | 17% | 27%<br>a |
| BETTER THAN OTHERS | 1783 | 1447 | 235 | 562 | 1204 | 499 | 1261 | 197 | 236 | 230 | 499 | 1110 | 631 |
| | 41% | 41% | 51%<br>a | 41% | 42% | 42% | 41% | 40% | 43% | 44% | 42% | 41% | 41% |
| WORSE THAN OTHERS | 518 | 401 | 42 | 192 | 306 | 156 | 341 | 67 | 78 | 65 | 156 | 360 | 142 |
| | 12% | 11% | 9% | 14%<br>b | 11% | 13% | 11% | 14% | 14% | 12% | 13% | 13%<br>b | 9% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 817 | 736 | 610 | 208 | 82 | 817 | 774 | 735 | 581 | 329 | 803 | 15 | 41 | 77 | 699 |
| | 19% | 19% | 18% | 20% | 15% | 19% | 20% | 28% | 23% | 45% | 20% | 4% | 5% | 8% | 28% |
| | | | | | | | f | acef | ef | abcef | f | | | | ab |
| A little better than others | 966 | 892 | 795 | 171 | 74 | 966 | 906 | 760 | 662 | 190 | 943 | 23 | 86 | 203 | 677 |
| | 22% | 23% | 24% | 17% | 14% | 22% | 24% | 29% | 27% | 26% | 24% | 6% | 11% | 20% | 27% |
| | | cd | cd | | | cd | f | aef | f | f | f | | | a | ab |
| About the same as others | 1124 | 1000 | 900 | 224 | 124 | 1124 | 994 | 706 | 631 | 141 | 1043 | 81 | 193 | 345 | 586 |
| | 26% | 26% | 27% | 22% | 23% | 26% | 26% | 27% | 25% | 19% | 26% | 22% | 24% | 34% | 23% |
| | | | c | | | | d | d | d | | d | | | ac | |
| A little worse than others | 310 | 291 | 270 | 41 | 19 | 310 | 260 | 188 | 202 | 41 | 289 | 21 | 90 | 97 | 123 |
| | 7% | 8% | 8% | 4% | 4% | 7% | 7% | 7% | 8% | 6% | 7% | 6% | 11% | 10% | 5% |
| | | c | cd | | | c | | | | | | | c | c | |
| Much worse than others | 207 | 181 | 165 | 42 | 27 | 207 | 114 | 76 | 84 | 11 | 136 | 72 | 134 | 33 | 41 |
| | 5% | 5% | 5% | 4% | 5% | 5% | 3% | 3% | 3% | 1% | 3% | 20% | 17% | 3% | 2% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 925 | 716 | 592 | 333 | 209 | 925 | 737 | 151 | 330 | 26 | 773 | 152 | 258 | 264 | 403 |
| | 21% | 19% | 18% | 33% | 39% | 21% | 19% | 6% | 13% | 4% | 19% | 42% | 32% | 26% | 16% |
| | | | | abe | abe | b | bcd | | bd | | bcd | abcde | c | c | |
| BETTER THAN OTHERS | 1783 | 1628 | 1405 | 378 | 156 | 1783 | 1680 | 1495 | 1243 | 520 | 1746 | 38 | 127 | 279 | 1377 |
| | 41% | 43% | 42% | 37% | 29% | 41% | 44% | 57% | 50% | 70% | 44% | 10% | 16% | 27% | 54% |
| | | cd | d | | | d | f | acef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 518 | 471 | 435 | 83 | 46 | 518 | 374 | 263 | 286 | 51 | 424 | 93 | 224 | 130 | 164 |
| | 12% | 12% | 13% | 8% | 9% | 12% | 10% | 10% | 11% | 7% | 11% | 26% | 28% | 13% | 6% |
| | | c | c | | | c | | | | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 205

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 730 | 389 | 334 | 77 | 112 | 123 | 111 | 301 | 284 | 212 | 88 | 131 | 601 | 62 | 44 | 23 |
| | 17% | 18% b | 15% | 15% | 14% | 18% | 16% | 19% | 22% cd | 17% d | 13% | 13% | 16% | 18% | 20% | 17% |
| A little better than others | 992 | 493 | 491 | 125 | 181 | 171 | 161 | 352 | 324 | 309 | 157 | 195 | 833 | 79 | 48 | 33 |
| | 23% | 23% | 22% | 24% | 23% | 25% | 23% | 22% | 25% d | 25% d | 23% | 19% | 23% | 23% | 22% | 25% |
| About the same as others | 1254 | 581 | 662 | 172 | 254 | 198 | 199 | 428 | 351 | 341 | 233 | 313 | 1045 | 110 | 62 | 38 |
| | 29% | 28% | 30% | 33% | 32% e | 29% | 28% | 26% | 27% | 28% | 34% a | 30% | 29% | 32% | 29% | 29% |
| A little worse than others | 282 | 144 | 136 | 60 | 66 | 40 | 50 | 67 | 67 | 68 | 59 | 84 | 250 | 15 | 12 | 5 |
| | 6% | 7% | 6% | 11% ce | 8% e | 6% | 7% e | 4% | 5% | 6% | 8% a | 8% | 7% | 4% | 6% | 4% |
| Much worse than others | 144 | 84 | 56 | 13 | 33 | 24 | 23 | 49 | 34 | 31 | 38 | 40 | 121 | 11 | 8 | 3 |
| | 3% | 4% | 3% | 2% | 4% | 4% | 3% | 3% | 3% | 3% | 5% ab | 4% | 3% | 3% | 4% | 2% |
| Don't know | 948 | 414 | 524 | 82 | 145 | 121 | 159 | 430 | 246 | 273 | 121 | 281 | 805 | 71 | 43 | 30 |
| | 22% | 20% | 24% a | 15% | 18% | 18% | 23% a | 26% abc | 19% | 22% | 17% | 27% ac | 22% | 20% | 20% | 23% |
| BETTER THAN OTHERS | 1721 | 882 | 825 | 202 | 293 | 294 | 272 | 653 | 607 | 521 | 245 | 326 | 1433 | 141 | 92 | 55 |
| | 40% | 42% b | 37% | 38% | 37% | 43% | 39% | 40% | 47% cd | 42% cd | 35% | 31% | 39% | 40% | 42% | 42% |
| WORSE THAN OTHERS | 426 | 228 | 192 | 72 | 99 | 64 | 73 | 115 | 101 | 99 | 97 | 124 | 371 | 26 | 21 | 8 |
| | 10% | 11% | 9% | 14% e | 12% e | 10% | 10% | 7% | 8% | 8% | 14% ab | 12% ab | 10% | 8% | 10% | 6% |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 205

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 730 | 588 | 109 | 235 | 484 | 206 | 511 | 81 | 96 | 93 | 206 | 452 | 256 |
| | 17% | 17% | 24% a | 17% | 17% | 17% | 17% | 16% | 18% | 18% | 17% | 17% | 17% |
| A little better than others | 992 | 798 | 106 | 346 | 635 | 300 | 674 | 123 | 141 | 133 | 300 | 664 | 312 |
| | 23% | 22% | 23% | 25% | 22% | 25% | 22% | 25% | 26% | 26% | 25% | 25% b | 20% |
| About the same as others | 1254 | 1019 | 120 | 407 | 815 | 358 | 859 | 154 | 167 | 148 | 358 | 798 | 424 |
| | 29% | 29% | 26% | 30% | 28% | 30% | 28% | 31% | 31% | 28% | 30% | 30% | 28% |
| A little worse than others | 282 | 226 | 16 | 127 | 149 | 98 | 177 | 39 | 44 | 46 | 98 | 204 | 73 |
| | 6% | 6% | 3% | 9% b | 5% | 8% | 6% | 8% | 8% | 9% | 8% | 8% b | 5% |
| Much worse than others | 144 | 115 | 13 | 44 | 97 | 42 | 99 | 14 | 19 | 18 | 42 | 97 | 40 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 3% |
| Don't know | 948 | 807 | 94 | 220 | 700 | 187 | 732 | 85 | 77 | 84 | 187 | 482 | 431 |
| | 22% | 23% | 21% | 16% | 24% a | 16% | 24% a | 17% | 14% | 16% | 16% | 18% | 28% a |
| BETTER THAN OTHERS | 1721 | 1386 | 215 | 580 | 1119 | 506 | 1186 | 204 | 236 | 227 | 506 | 1116 | 569 |
| | 40% | 39% | 47% a | 42% | 39% | 43% | 39% | 41% | 44% | 43% | 43% | 41% | 37% |
| WORSE THAN OTHERS | 426 | 340 | 29 | 170 | 246 | 139 | 276 | 53 | 63 | 64 | 139 | 301 | 113 |
| | 10% | 10% | 6% | 12% b | 9% | 12% | 9% | 11% | 12% | 12% | 12% | 11% b | 7% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?**

Base : All respondents

| | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 730 17% | 660 17% | 575 17% | 155 15% | 70 13% | 730 17% | 682 18% f | 643 25% acef | 516 21% ef | 278 38% abcef | 712 18% f | 18 5% | 39 5% | 87 9% a | 603 24% ab |
| A little better than others | 992 23% | 917 24% cd | 800 24% cd | 191 19% | 75 14% | 992 23% d | 915 24% f | 756 29% aef | 682 27% ef | 203 27% f | 963 24% f | 28 8% | 87 11% | 187 18% a | 718 28% ab |
| About the same as others | 1254 29% | 1113 29% c | 1009 30% c | 245 24% | 141 26% | 1254 29% | 1111 29% | 816 31% df | 707 28% | 187 25% | 1173 29% | 81 22% | 227 28% | 370 36% ac | 658 26% |
| A little worse than others | 282 6% | 262 7% | 235 7% | 47 5% | 20 4% | 282 6% | 242 6% d | 173 7% d | 176 7% d | 23 3% | 258 6% d | 24 6% | 85 11% c | 92 9% c | 105 4% |
| Much worse than others | 144 3% | 118 3% | 106 3% | 37 4% | 26 5% | 144 3% | 73 2% | 38 1% | 42 2% | 6 1% | 84 2% | 60 16% abcde | 102 13% bc | 21 2% c | 21 1% |
| Don't know | 948 22% | 746 20% | 606 18% | 342 34% abe | 202 38% abe | 948 22% b | 761 20% bcd | 190 7% | 367 15% bd | 41 6% | 796 20% bcd | 153 42% abcde | 263 33% bc | 261 26% c | 424 17% |
| BETTER THAN OTHERS | 1721 40% | 1576 41% cd | 1375 41% cd | 347 34% | 145 27% | 1721 40% cd | 1597 42% f | 1399 53% acef | 1198 48% aef | 481 65% abcef | 1675 42% f | 46 13% | 126 16% | 274 27% a | 1321 52% ab |
| WORSE THAN OTHERS | 426 10% | 380 10% | 341 10% | 85 8% | 46 9% | 426 10% | 315 8% d | 210 8% d | 218 9% d | 29 4% | 342 9% d | 83 23% abcde | 186 23% bc | 113 11% c | 127 5% |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 450 | 232 | 215 | 51 | 93 | 85 | 72 | 149 | 160 | 131 | 66 | 86 | 372 | 40 | 27 | 11 |
| | 10% | 11% | 10% | 10% | 12% | 12% | 10% | 9% | 12% d | 11% | 9% | 8% | 10% | 11% | 13% | 9% |
| A little better than others | 788 | 393 | 391 | 112 | 148 | 143 | 131 | 252 | 275 | 237 | 124 | 147 | 673 | 55 | 39 | 22 |
| | 18% | 19% | 18% | 21% e | 19% | 21% e | 19% | 16% | 21% d | 19% d | 18% | 14% | 18% | 16% | 18% | 17% |
| About the same as others | 1362 | 630 | 719 | 194 | 242 | 216 | 215 | 486 | 427 | 355 | 243 | 315 | 1131 | 124 | 65 | 43 |
| | 31% | 30% | 33% | 37% e | 31% | 32% | 31% | 30% | 33% | 29% | 35% | 30% | 31% | 36% | 30% | 33% |
| A little worse than others | 452 | 229 | 217 | 58 | 101 | 67 | 77 | 148 | 121 | 137 | 84 | 106 | 383 | 33 | 23 | 13 |
| | 10% | 11% | 10% | 11% | 13% | 10% | 11% | 9% | 9% | 11% | 12% | 10% | 10% | 10% | 10% | 10% |
| Much worse than others | 224 | 144 | 77 | 20 | 48 | 35 | 38 | 80 | 47 | 55 | 53 | 64 | 195 | 13 | 11 | 5 |
| | 5% | 7% b | 3% | 4% | 6% | 5% | 5% | 5% | 4% | 4% | 8% ab | 6% a | 5% | 4% | 5% | 4% |
| Don't know | 1074 | 477 | 585 | 92 | 159 | 131 | 170 | 510 | 274 | 320 | 126 | 325 | 901 | 83 | 53 | 37 |
| | 25% | 23% | 27% a | 18% | 20% | 19% | 24% | 31% abcd | 21% | 26% c | 18% | 31% ac | 25% | 24% | 24% | 29% |
| BETTER THAN OTHERS | 1239 | 625 | 605 | 163 | 241 | 228 | 203 | 401 | 436 | 368 | 190 | 234 | 1045 | 95 | 66 | 33 |
| | 28% | 30% | 27% | 31% e | 30% e | 34% e | 29% | 25% | 33% d | 30% d | 27% | 22% | 29% | 27% | 30% | 25% |
| WORSE THAN OTHERS | 675 | 373 | 294 | 78 | 149 | 102 | 115 | 228 | 168 | 193 | 137 | 170 | 578 | 46 | 34 | 18 |
| | 16% | 18% b | 13% | 15% | 19% e | 15% | 16% | 14% | 13% | 16% | 20% | 16% | 16% | 13% | 15% | 14% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 450 | 386 | 40 | 165 | 276 | 144 | 295 | 65 | 67 | 59 | 144 | 299 | 135 |
| | 10% | 11% | 9% | 12% | 10% | 12% | 10% | 13% | 12% | 11% | 12% | 11% | 9% |
| A little better than others | 788 | 630 | 97 | 307 | 471 | 275 | 500 | 117 | 127 | 115 | 275 | 544 | 231 |
| | 18% | 18% | 21% | 22% | 16% | 23% | 16% | 24% | 23% | 22% | 23% | 20% | 15% |
| | | | | b | | b | | | | | | b | |
| About the same as others | 1362 | 1081 | 144 | 431 | 904 | 368 | 962 | 153 | 161 | 166 | 368 | 879 | 458 |
| | 31% | 30% | 31% | 31% | 31% | 31% | 32% | 31% | 30% | 32% | 31% | 33% | 30% |
| A little worse than others | 452 | 372 | 38 | 174 | 269 | 144 | 295 | 51 | 76 | 58 | 144 | 307 | 138 |
| | 10% | 10% | 8% | 13% | 9% | 12% | 10% | 10% | 14% | 11% | 12% | 11% | 9% |
| | | | | b | | | | | | | | | |
| Much worse than others | 224 | 176 | 22 | 58 | 161 | 54 | 165 | 20 | 27 | 26 | 54 | 141 | 71 |
| | 5% | 5% | 5% | 4% | 6% | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 5% |
| Don't know | 1074 | 906 | 118 | 244 | 799 | 206 | 836 | 91 | 85 | 98 | 206 | 528 | 502 |
| | 25% | 26% | 26% | 18% | 28% | 17% | 27% | 18% | 16% | 19% | 17% | 20% | 33% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1239 | 1016 | 137 | 471 | 746 | 419 | 795 | 182 | 194 | 174 | 419 | 843 | 367 |
| | 28% | 29% | 30% | 34% | 26% | 35% | 26% | 37% | 36% | 33% | 35% | 31% | 24% |
| | | | | b | | b | | | | | | b | |
| WORSE THAN OTHERS | 675 | 548 | 60 | 232 | 430 | 198 | 460 | 71 | 102 | 84 | 198 | 447 | 210 |
| | 16% | 15% | 13% | 17% | 15% | 17% | 15% | 14% | 19% | 16% | 17% | 17% | 14% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 450 | 418 | 367 | 83 | 32 | 450 | 421 | 385 | 336 | 166 | 438 | 12 | 23 | 40 | 388 |
| | 10% | 11% | 11% | 8% | 6% | 10% | 11% | 15% | 13% | 23% | 11% | 3% | 3% | 4% | 15% |
| | | d | d | | | | f | aef | ef | abcef | f | | | | ab |
| A little better than others | 788 | 742 | 664 | 124 | 46 | 788 | 732 | 655 | 560 | 225 | 769 | 19 | 47 | 130 | 611 |
| | 18% | 19% | 20% | 12% | 9% | 18% | 19% | 25% | 23% | 30% | 19% | 5% | 6% | 13% | 24% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| About the same as others | 1362 | 1210 | 1079 | 283 | 153 | 1362 | 1231 | 928 | 799 | 212 | 1290 | 73 | 188 | 372 | 802 |
| | 31% | 32% | 32% | 28% | 29% | 31% | 33% | 35% | 32% | 29% | 32% | 20% | 23% | 37% | 32% |
| | | | | | | | f | df | f | f | f | | | a | a |
| A little worse than others | 452 | 407 | 368 | 83 | 44 | 452 | 397 | 294 | 286 | 63 | 424 | 28 | 116 | 134 | 201 |
| | 10% | 11% | 11% | 8% | 8% | 10% | 10% | 11% | 12% | 9% | 11% | 8% | 14% | 13% | 8% |
| | | | | | | | | | | | | | c | c | |
| Much worse than others | 224 | 190 | 170 | 54 | 34 | 224 | 124 | 82 | 77 | 11 | 147 | 77 | 146 | 48 | 30 |
| | 5% | 5% | 5% | 5% | 6% | 5% | 3% | 3% | 3% | 1% | 4% | 21% | 18% | 5% | 1% |
| | | | | | | | | | | | d | abcde | bc | c | |
| Don't know | 1074 | 848 | 684 | 390 | 226 | 1074 | 879 | 271 | 431 | 61 | 919 | 155 | 283 | 294 | 497 |
| | 25% | 22% | 21% | 38% | 42% | 25% | 23% | 10% | 17% | 8% | 23% | 43% | 35% | 29% | 20% |
| | | | | abe | abe | b | bcd | | bd | | bcd | abcde | c | c | |
| BETTER THAN OTHERS | 1239 | 1161 | 1031 | 208 | 78 | 1239 | 1153 | 1040 | 896 | 391 | 1208 | 31 | 69 | 170 | 999 |
| | 28% | 30% | 31% | 20% | 15% | 28% | 30% | 40% | 36% | 53% | 30% | 8% | 9% | 17% | 39% |
| | | cd | cd | | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 675 | 597 | 538 | 137 | 78 | 675 | 520 | 376 | 364 | 74 | 570 | 105 | 262 | 182 | 231 |
| | 16% | 16% | 16% | 13% | 15% | 16% | 14% | 14% | 15% | 10% | 14% | 29% | 33% | 18% | 9% |
| | | | | | | | d | d | | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 207**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 545 | 284 | 252 | 55 | 85 | 91 | 93 | 220 | 217 | 157 | 62 | 98 | 448 | 51 | 33 | 13 |
| | 13% | 13% | 11% | 10% | 11% | 13% | 13% | 14% | 17% cd | 13% | 9% | 9% | 12% | 15% | 15% | 10% |
| A little better than others | 894 | 445 | 441 | 125 | 165 | 167 | 125 | 305 | 315 | 258 | 135 | 179 | 762 | 66 | 43 | 21 |
| | 21% | 21% | 20% | 24% | 21% | 25% de | 18% | 19% | 24% d | 21% | 19% | 17% | 21% | 19% | 20% | 16% |
| About the same as others | 1318 | 614 | 695 | 170 | 265 | 218 | 227 | 434 | 371 | 378 | 248 | 307 | 1105 | 104 | 62 | 47 |
| | 30% | 29% | 32% | 32% | 33% e | 32% | 32% | 27% | 28% | 31% | 36% a | 29% | 30% | 30% | 29% | 36% |
| A little worse than others | 371 | 185 | 184 | 74 | 85 | 57 | 52 | 104 | 103 | 97 | 71 | 93 | 313 | 33 | 16 | 9 |
| | 9% | 9% | 8% | 14% cde | 11% e | 8% | 7% | 6% | 8% | 8% | 10% | 9% | 9% | 10% | 7% | 7% |
| Much worse than others | 193 | 120 | 70 | 20 | 37 | 26 | 39 | 68 | 43 | 44 | 48 | 55 | 167 | 11 | 12 | 4 |
| | 4% | 6% b | 3% | 4% | 5% | 4% | 6% | 4% | 3% | 4% | 7% ab | 5% | 5% | 3% | 6% | 3% |
| Don't know | 1029 | 457 | 561 | 83 | 154 | 118 | 167 | 495 | 256 | 301 | 132 | 312 | 860 | 83 | 50 | 36 |
| | 24% | 22% | 25% | 16% | 19% | 17% | 24% ac | 30% abcd | 20% | 24% | 19% | 30% abc | 24% | 24% | 23% | 28% |
| BETTER THAN OTHERS | 1438 | 729 | 693 | 180 | 250 | 258 | 219 | 525 | 532 | 415 | 197 | 277 | 1210 | 117 | 77 | 35 |
| | 33% | 35% | 31% | 34% | 32% | 38% | 31% | 32% | 41% bcd | 34% d | 28% | 27% | 33% | 34% | 35% d | 27% |
| WORSE THAN OTHERS | 565 | 304 | 254 | 94 | 122 | 83 | 91 | 172 | 146 | 141 | 119 | 148 | 480 | 44 | 29 | 13 |
| | 13% | 14% | 12% | 18% e | 15% e | 12% | 13% | 11% | 11% | 11% | 17% ab | 14% | 13% | 13% | 13% | 10% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 207

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 545 | 455 | 64 | 176 | 354 | 164 | 365 | 65 | 75 | 78 | 164 | 337 | 192 |
| | 13% | 13% | 14% | 13% | 12% | 14% | 12% | 13% | 14% | 15% | 14% | 13% | 13% |
| A little better than others | 894 | 712 | 104 | 336 | 549 | 294 | 587 | 129 | 148 | 119 | 294 | 613 | 266 |
| | 21% | 20% | 23% | 24% | 19% | 25% | 19% | 26% | 27% | 23% | 25% | 23% | 17% |
| | | | | b | | b | | | | | | b | |
| About the same as others | 1318 | 1056 | 124 | 437 | 853 | 380 | 906 | 152 | 168 | 173 | 380 | 865 | 428 |
| | 30% | 30% | 27% | 32% | 30% | 32% | 30% | 31% | 31% | 33% | 32% | 32% | 28% |
| A little worse than others | 371 | 310 | 35 | 145 | 221 | 110 | 254 | 50 | 51 | 41 | 110 | 264 | 98 |
| | 9% | 9% | 8% | 11% | 8% | 9% | 8% | 10% | 9% | 8% | 9% | 10% | 6% |
| | | | | b | | | | | | | | b | |
| Much worse than others | 193 | 157 | 17 | 55 | 132 | 49 | 137 | 18 | 23 | 22 | 49 | 118 | 64 |
| | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% |
| Don't know | 1029 | 863 | 115 | 228 | 772 | 193 | 805 | 83 | 78 | 89 | 193 | 501 | 487 |
| | 24% | 24% | 25% | 17% | 27% | 16% | 26% | 17% | 14% | 17% | 16% | 19% | 32% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1438 | 1166 | 168 | 513 | 902 | 458 | 952 | 194 | 223 | 197 | 458 | 950 | 459 |
| | 33% | 33% | 37% | 37% | 31% | 38% | 31% | 39% | 41% | 38% | 38% | 35% | 30% |
| | | | | b | | b | | | | | | b | |
| WORSE THAN OTHERS | 565 | 467 | 53 | 200 | 353 | 159 | 391 | 68 | 74 | 63 | 159 | 381 | 162 |
| | 13% | 13% | 11% | 15% | 12% | 13% | 13% | 14% | 14% | 12% | 13% | 14% | 11% |
| | | | | | | | | | | | | b | |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 545 | 503 | 434 | 110 | 42 | 545 | 508 | 482 | 404 | 216 | 532 | 12 | 24 | 58 | 462 |
| | 13% | 13% | 13% | 11% | 8% | 13% | 13% | 18% | 16% | 29% | 13% | 3% | 3% | 6% | 18% |
| | | d | | | | | f | aef | aef | abcef | f | | | | ab |
| A little better than others | 894 | 830 | 727 | 167 | 63 | 894 | 833 | 728 | 615 | 245 | 871 | 22 | 65 | 143 | 685 |
| | 21% | 22% | 22% | 16% | 12% | 21% | 22% | 28% | 25% | 33% | 22% | 6% | 8% | 14% | 27% |
| | | cd | cd | | | d | f | aef | f | acef | f | | | a | ab |
| About the same as others | 1318 | 1178 | 1060 | 258 | 140 | 1318 | 1191 | 873 | 764 | 176 | 1246 | 72 | 186 | 381 | 751 |
| | 30% | 31% | 32% | 25% | 26% | 30% | 31% | 33% | 31% | 24% | 31% | 20% | 23% | 37% | 30% |
| | | c | c | | | | df | df | df | | df | | | ac | a |
| A little worse than others | 371 | 344 | 321 | 51 | 28 | 371 | 309 | 223 | 242 | 37 | 338 | 33 | 109 | 120 | 143 |
| | 9% | 9% | 10% | 5% | 5% | 9% | 8% | 9% | 10% | 5% | 8% | 9% | 14% | 12% | 6% |
| | | c | c | | | c | d | d | d | | d | | c | c | |
| Much worse than others | 193 | 163 | 149 | 45 | 30 | 193 | 109 | 72 | 64 | 10 | 128 | 66 | 134 | 37 | 22 |
| | 4% | 4% | 4% | 4% | 6% | 4% | 3% | 3% | 3% | 1% | 3% | 18% | 17% | 4% | 1% |
| | | | | | | | | | | | | abcde | bc | | c |
| Don't know | 1029 | 798 | 641 | 388 | 231 | 1029 | 833 | 238 | 402 | 55 | 871 | 158 | 283 | 280 | 466 |
| | 24% | 21% | 19% | 38% | 43% | 24% | 22% | 9% | 16% | 7% | 22% | 43% | 35% | 27% | 18% |
| | | | | abe | abe | ab | bcd | | bd | | bcd | abcde | bc | c | |
| BETTER THAN OTHERS | 1438 | 1333 | 1161 | 277 | 105 | 1438 | 1341 | 1210 | 1018 | 461 | 1403 | 35 | 90 | 201 | 1147 |
| | 33% | 35% | 35% | 27% | 20% | 33% | 35% | 46% | 41% | 62% | 35% | 10% | 11% | 20% | 45% |
| | | cd | cd | | | cd | f | acef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 565 | 507 | 469 | 95 | 58 | 565 | 418 | 295 | 306 | 47 | 466 | 99 | 243 | 157 | 165 |
| | 13% | 13% | 14% | 9% | 11% | 13% | 11% | 11% | 12% | 6% | 12% | 27% | 30% | 15% | 7% |
| | | c | c | | | c | d | d | d | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 489 | 276 | 206 | 61 | 98 | 80 | 79 | 170 | 202 | 129 | 63 | 87 | 412 | 36 | 24 | 17 |
| | 11% | 13% b | 9% | 11% | 12% | 12% | 11% | 10% | 15% bcd | 10% | 9% | 8% | 11% | 10% | 11% | 13% |
| A little better than others | 1015 | 496 | 510 | 144 | 206 | 173 | 165 | 324 | 360 | 328 | 144 | 179 | 846 | 90 | 49 | 30 |
| | 23% | 24% | 23% | 27% e | 26% e | 26% e | 23% | 20% | 28% cd | 27% cd | 21% | 17% | 23% | 26% | 23% | 23% |
| About the same as others | 1411 | 640 | 764 | 187 | 267 | 244 | 265 | 447 | 370 | 419 | 254 | 356 | 1190 | 107 | 70 | 43 |
| | 32% | 30% | 35% a | 35% e | 34% e | 36% e | 38% e | 28% | 28% | 34% a | 36% a | 34% a | 33% | 31% | 32% | 33% |
| A little worse than others | 317 | 170 | 144 | 62 | 81 | 58 | 48 | 67 | 106 | 80 | 54 | 70 | 268 | 26 | 16 | 7 |
| | 7% | 8% | 7% | 12% de | 10% e | 9% e | 7% | 4% | 8% | 6% | 8% | 7% | 7% | 7% | 7% | 5% |
| Much worse than others | 181 | 98 | 78 | 17 | 46 | 29 | 32 | 55 | 42 | 43 | 40 | 56 | 159 | 11 | 9 | 2 |
| | 4% | 5% | 4% | 3% | 6% | 4% | 5% | 3% | 3% | 3% | 6% | 5% | 4% d | 3% | 4% | 1% |
| Don't know | 937 | 423 | 501 | 57 | 92 | 93 | 115 | 563 | 226 | 237 | 142 | 297 | 779 | 78 | 49 | 31 |
| | 22% | 20% | 23% | 11% | 12% | 14% | 16% | 35% abcd | 17% | 19% | 20% | 28% abc | 21% | 22% | 22% | 24% |
| BETTER THAN OTHERS | 1504 | 773 | 716 | 204 | 305 | 253 | 244 | 494 | 561 | 456 | 206 | 266 | 1258 | 126 | 73 | 47 |
| | 35% | 37% b | 32% | 39% e | 39% e | 37% e | 35% | 30% | 43% bcd | 37% cd | 30% | 25% | 34% | 36% | 34% | 36% |
| WORSE THAN OTHERS | 498 | 268 | 223 | 79 | 128 | 87 | 80 | 121 | 148 | 123 | 94 | 126 | 427 | 37 | 25 | 9 |
| | 11% | 13% | 10% | 15% e | 16% e | 13% e | 11% e | 7% | 11% | 10% | 14% | 12% | 12% d | 11% | 12% | 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 208**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 489 | 410 | 49 | 194 | 283 | 170 | 304 | 69 | 78 | 77 | 170 | 332 | 143 |
| | 11% | 12% | 11% | 14% b | 10% | 14% b | 10% | 14% | 14% | 15% | 14% | 12% b | 9% |
| A little better than others | 1015 | 799 | 125 | 376 | 628 | 323 | 678 | 136 | 146 | 151 | 323 | 704 | 294 |
| | 23% | 22% | 27% | 27% b | 22% | 27% b | 22% | 27% | 27% | 29% | 27% | 26% b | 19% |
| About the same as others | 1411 | 1132 | 138 | 474 | 906 | 409 | 966 | 166 | 186 | 181 | 409 | 943 | 435 |
| | 32% | 32% | 30% | 34% | 31% | 34% | 32% | 33% | 34% | 35% | 34% | 35% b | 28% |
| A little worse than others | 317 | 271 | 25 | 136 | 170 | 118 | 186 | 50 | 51 | 47 | 118 | 224 | 85 |
| | 7% | 8% | 5% | 10% b | 6% | 10% b | 6% | 10% | 9% | 9% | 10% | 8% b | 6% |
| Much worse than others | 181 | 145 | 12 | 56 | 118 | 48 | 123 | 21 | 24 | 19 | 48 | 120 | 56 |
| | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% |
| Don't know | 937 | 794 | 110 | 142 | 775 | 121 | 795 | 55 | 58 | 48 | 121 | 374 | 523 |
| | 22% | 22% | 24% | 10% | 27% a | 10% | 26% a | 11% | 11% | 9% | 10% | 14% | 34% a |
| BETTER THAN OTHERS | 1504 | 1209 | 174 | 570 | 911 | 494 | 982 | 205 | 224 | 227 | 494 | 1036 | 437 |
| | 35% | 34% | 38% | 41% b | 32% | 41% b | 32% | 41% | 41% | 44% | 41% | 38% b | 28% |
| WORSE THAN OTHERS | 498 | 416 | 37 | 192 | 288 | 166 | 310 | 70 | 75 | 66 | 166 | 345 | 141 |
| | 11% | 12% | 8% | 14% b | 10% | 14% b | 10% | 14% | 14% | 13% | 14% | 13% b | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 489 | 461 | 405 | 84 | 28 | 489 | 457 | 384 | 391 | 179 | 477 | 11 | 15 | 42 | 432 |
| | 11% | 12% | 12% | 8% | 5% | 11% | 12% | 15% | 16% | 24% | 12% | 3% | 2% | 4% | 17% |
| | | cd | cd | | | d | f | aef | aef | abcef | f | | | | ab |
| A little better than others | 1015 | 976 | 864 | 151 | 39 | 1015 | 965 | 714 | 799 | 250 | 996 | 19 | 64 | 169 | 782 |
| | 23% | 26% | 26% | 15% | 7% | 23% | 25% | 27% | 32% | 34% | 25% | 5% | 8% | 17% | 31% |
| | | cd | cd | d | | cd | f | f | abef | abef | f | | | a | ab |
| About the same as others | 1411 | 1311 | 1174 | 237 | 100 | 1411 | 1256 | 840 | 884 | 201 | 1327 | 84 | 218 | 419 | 775 |
| | 32% | 34% | 35% | 23% | 19% | 32% | 33% | 32% | 35% | 27% | 33% | 23% | 27% | 41% | 31% |
| | | cd | cd | | | cd | df | f | df | | df | | | ac | |
| A little worse than others | 317 | 295 | 268 | 49 | 22 | 317 | 264 | 181 | 181 | 40 | 287 | 30 | 101 | 105 | 111 |
| | 7% | 8% | 8% | 5% | 4% | 7% | 7% | 7% | 7% | 5% | 7% | 8% | 13% | 10% | 4% |
| | | c | c | | | | | | | | | | c | c | |
| Much worse than others | 181 | 154 | 140 | 41 | 27 | 181 | 91 | 47 | 63 | 10 | 104 | 77 | 129 | 24 | 28 |
| | 4% | 4% | 4% | 4% | 5% | 4% | 2% | 2% | 3% | 1% | 3% | 21% | 16% | 2% | 1% |
| | | | | | | | | | | | | abcde | bc | | |
| Don't know | 937 | 619 | 480 | 456 | 318 | 937 | 752 | 450 | 173 | 59 | 795 | 142 | 276 | 260 | 401 |
| | 22% | 16% | 14% | 45% | 60% | 22% | 20% | 17% | 7% | 8% | 20% | 39% | 34% | 26% | 16% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| BETTER THAN OTHERS | 1504 | 1437 | 1268 | 236 | 67 | 1504 | 1422 | 1098 | 1190 | 429 | 1473 | 31 | 79 | 211 | 1214 |
| | 35% | 38% | 38% | 23% | 13% | 35% | 38% | 42% | 48% | 58% | 37% | 8% | 10% | 21% | 48% |
| | | cde | cde | d | | cd | f | aef | abef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 498 | 449 | 408 | 89 | 49 | 498 | 354 | 228 | 244 | 50 | 391 | 107 | 230 | 129 | 139 |
| | 11% | 12% | 12% | 9% | 9% | 11% | 9% | 9% | 10% | 7% | 10% | 29% | 29% | 13% | 6% |
| | | | | | | | | | | | | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 404 | 217 | 182 | 60 | 89 | 61 | 59 | 135 | 159 | 115 | 49 | 73 | 327 | 36 | 27 | 14 |
| | 9% | 10% | 8% | 11% | 11% | 9% | 8% | 8% | 12% cd | 9% | 7% | 7% | 9% | 10% | 12% | 11% |
| A little better than others | 973 | 481 | 488 | 156 | 197 | 169 | 161 | 287 | 315 | 330 | 155 | 167 | 831 | 74 | 40 | 28 |
| | 22% | 23% | 22% | 30% e | 25% e | 25% e | 23% e | 18% | 24% d | 27% d | 22% d | 16% | 23% | 21% | 18% | 22% |
| About the same as others | 1494 | 698 | 782 | 185 | 293 | 252 | 280 | 483 | 440 | 424 | 238 | 374 | 1245 | 128 | 75 | 45 |
| | 34% | 33% | 35% | 35% | 37% e | 37% e | 40% e | 30% | 34% | 34% | 34% | 36% | 34% | 37% | 35% | 35% |
| A little worse than others | 323 | 151 | 166 | 54 | 79 | 60 | 49 | 81 | 92 | 79 | 67 | 81 | 273 | 24 | 16 | 10 |
| | 7% | 7% | 8% | 10% e | 10% e | 9% e | 7% | 5% | 7% | 6% | 10% | 8% | 7% | 7% | 7% | 8% |
| Much worse than others | 199 | 121 | 76 | 17 | 45 | 36 | 34 | 65 | 52 | 42 | 51 | 53 | 176 | 11 | 10 | 3 |
| | 5% | 6% b | 3% | 3% | 6% | 5% | 5% | 4% | 4% | 3% | 7% ab | 5% | 5% | 3% | 5% | 2% |
| Don't know | 957 | 437 | 509 | 55 | 88 | 100 | 121 | 575 | 247 | 245 | 137 | 296 | 802 | 75 | 50 | 30 |
| | 22% | 21% | 23% | 10% | 11% | 15% | 17% ab | 35% abcd | 19% | 20% | 20% | 28% abc | 22% | 22% | 23% | 23% |
| BETTER THAN OTHERS | 1378 | 697 | 670 | 216 | 286 | 230 | 220 | 422 | 474 | 445 | 204 | 240 | 1158 | 110 | 67 | 42 |
| | 32% | 33% | 30% | 41% de | 36% e | 34% e | 31% | 26% | 36% cd | 36% cd | 29% d | 23% | 32% | 32% | 31% | 33% |
| WORSE THAN OTHERS | 522 | 272 | 242 | 72 | 124 | 96 | 82 | 146 | 144 | 122 | 117 | 134 | 449 | 34 | 26 | 13 |
| | 12% | 13% | 11% | 14% e | 16% e | 14% e | 12% | 9% | 11% | 10% | 17% ab | 13% | 12% | 10% | 12% | 10% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **URBAN** | **RURAL** | **YES** | **NO** | **YES** | **NO** | **0-4** | **5-10** | **11-15** | **TOTAL** | **WORKING** | **NOT WORKING** |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 404 | 337 | 36 | 157 | 238 | 135 | 259 | 49 | 60 | 68 | 135 | 276 | 120 |
| | 9% | 9% | 8% | 11%<br>b | 8% | 11%<br>b | 8% | 10% | 11% | 13% | 11% | 10% | 8% |
| A little better than others | 973 | 785 | 98 | 391 | 569 | 340 | 617 | 158 | 147 | 153 | 340 | 675 | 278 |
| | 22% | 22% | 21% | 28%<br>b | 20% | 29%<br>b | 20% | 32% | 27% | 29% | 29% | 25% | 18%<br>b |
| About the same as others | 1494 | 1205 | 154 | 485 | 972 | 422 | 1028 | 168 | 205 | 185 | 422 | 1002 | 461 |
| | 34% | 34% | 34% | 35% | 34% | 35% | 34% | 34% | 38% | 35% | 35% | 37%<br>b | 30% |
| A little worse than others | 323 | 261 | 36 | 136 | 181 | 108 | 207 | 43 | 47 | 45 | 108 | 227 | 83 |
| | 7% | 7% | 8% | 10%<br>b | 6% | 9% | 7% | 9% | 9% | 9% | 9% | 8%<br>b | 5% |
| Much worse than others | 199 | 166 | 8 | 68 | 126 | 63 | 130 | 26 | 30 | 22 | 63 | 136 | 59 |
| | 5% | 5% | 2% | 5% | 4% | 5% | 4% | 5% | 6% | 4% | 5% | 5% | 4% |
| Don't know | 957 | 797 | 126 | 141 | 794 | 122 | 812 | 52 | 54 | 49 | 122 | 381 | 534 |
| | 22% | 22% | 27% | 10% | 28%<br>a | 10% | 27%<br>a | 11% | 10% | 9% | 10% | 14% | 35%<br>a |
| BETTER THAN OTHERS | 1378 | 1122 | 135 | 548 | 807 | 475 | 876 | 207 | 207 | 221 | 475 | 951 | 398 |
| | 32% | 32% | 29% | 40%<br>b | 28% | 40%<br>b | 29% | 42% | 38% | 42% | 40% | 35%<br>b | 26% |
| WORSE THAN OTHERS | 522 | 428 | 45 | 204 | 307 | 171 | 337 | 69 | 76 | 67 | 171 | 363 | 142 |
| | 12% | 12% | 10% | 15%<br>b | 11% | 14%<br>b | 11% | 14% | 14% | 13% | 14% | 13%<br>b | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 209

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 404 | 381 | 334 | 70 | 23 | 404 | 379 | 307 | 322 | 127 | 394 | 10 | 11 | 37 | 356 |
| | 9% | 10% | 10% | 7% | 4% | 9% | 10% | 12% | 13% | 17% | 10% | 3% | 1% | 4% | 14% |
| | | d | d | | | d | f | f | aef | abcef | f | | | a | ab |
| A little better than others | 973 | 934 | 834 | 139 | 39 | 973 | 912 | 705 | 735 | 253 | 948 | 26 | 72 | 148 | 754 |
| | 22% | 24% | 25% | 14% | 7% | 22% | 24% | 27% | 30% | 34% | 24% | 7% | 9% | 15% | 30% |
| | | cd | cd | d | | cd | f | ef | aef | abef | f | | | a | ab |
| About the same as others | 1494 | 1396 | 1249 | 245 | 97 | 1494 | 1350 | 888 | 959 | 227 | 1413 | 80 | 214 | 440 | 840 |
| | 34% | 37% | 37% | 24% | 18% | 34% | 36% | 34% | 39% | 31% | 35% | 22% | 27% | 43% | 33% |
| | | cd | cde | | | cd | f | f | bdf | f | f | | | ac | a |
| A little worse than others | 323 | 297 | 270 | 53 | 26 | 323 | 261 | 182 | 190 | 39 | 289 | 34 | 87 | 107 | 129 |
| | 7% | 8% | 8% | 5% | 5% | 7% | 7% | 7% | 8% | 5% | 7% | 9% | 11% | 11% | 5% |
| | | | | | | | | | | | | | c | c | |
| Much worse than others | 199 | 174 | 157 | 42 | 25 | 199 | 107 | 57 | 71 | 13 | 124 | 75 | 148 | 22 | 29 |
| | 5% | 5% | 5% | 4% | 5% | 5% | 3% | 2% | 3% | 2% | 3% | 21% | 18% | 2% | 1% |
| | | | | | | | | | | | | abcde | bc | | |
| Don't know | 957 | 632 | 487 | 469 | 324 | 957 | 774 | 476 | 212 | 80 | 818 | 139 | 270 | 264 | 422 |
| | 22% | 17% | 15% | 46% | 61% | 22% | 20% | 18% | 9% | 11% | 21% | 38% | 34% | 26% | 17% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| BETTER THAN OTHERS | 1378 | 1316 | 1168 | 209 | 62 | 1378 | 1291 | 1012 | 1057 | 380 | 1342 | 36 | 83 | 185 | 1109 |
| | 32% | 34% | 35% | 21% | 12% | 32% | 34% | 39% | 42% | 51% | 34% | 10% | 10% | 18% | 44% |
| | | cd | cde | d | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 522 | 472 | 427 | 95 | 50 | 522 | 369 | 239 | 262 | 52 | 413 | 109 | 235 | 129 | 158 |
| | 12% | 12% | 13% | 9% | 9% | 12% | 10% | 9% | 11% | 7% | 10% | 30% | 29% | 13% | 6% |
| | | | | | | | | | | | | abcde | bc | c | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 210**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 530 | 274 | 250 | 67 | 67 | 95 | 87 | 213 | 220 | 151 | 62 | 88 | 433 | 46 | 29 | 22 |
| | 12% | 13% | 11% | 13% | 9% | 14% | 12% | 13% | 17% | 12% | 9% | 8% | 12% | 13% | 13% | 17% |
| | | | | | | b | | b | bcd | d | | | | | | a |
| A little better than others | 984 | 501 | 475 | 132 | 192 | 142 | 177 | 339 | 352 | 305 | 143 | 179 | 832 | 79 | 50 | 23 |
| | 23% | 24% | 22% | 25% | 24% | 21% | 25% | 21% | 27% | 25% | 21% | 17% | 23% | 23% | 23% | 18% |
| | | | | | | | | | cd | d | | | | | | |
| About the same as others | 1393 | 614 | 768 | 193 | 300 | 254 | 232 | 413 | 370 | 417 | 231 | 360 | 1172 | 108 | 67 | 45 |
| | 32% | 29% | 35% | 37% | 38% | 37% | 33% | 25% | 28% | 34% | 33% | 35% | 32% | 31% | 31% | 34% |
| | | | a | e | e | e | e | | | a | | a | | | | |
| A little worse than others | 360 | 196 | 158 | 59 | 105 | 67 | 58 | 70 | 115 | 96 | 69 | 74 | 303 | 32 | 18 | 7 |
| | 8% | 9% | 7% | 11% | 13% | 10% | 8% | 4% | 9% | 8% | 10% | 7% | 8% | 9% | 8% | 5% |
| | | | | e | de | e | e | | | | | | | | | |
| Much worse than others | 206 | 120 | 80 | 26 | 49 | 33 | 34 | 62 | 48 | 43 | 53 | 58 | 179 | 14 | 9 | 4 |
| | 5% | 6% | 4% | 5% | 6% | 5% | 5% | 4% | 4% | 3% | 8% | 6% | 5% | 4% | 4% | 3% |
| | | b | | | | | | | | | ab | | | | | |
| Don't know | 877 | 399 | 472 | 52 | 77 | 87 | 115 | 529 | 200 | 223 | 138 | 284 | 735 | 69 | 44 | 29 |
| | 20% | 19% | 21% | 10% | 10% | 13% | 16% | 33% | 15% | 18% | 20% | 27% | 20% | 20% | 20% | 22% |
| | | | | | | | ab | abcd | | | | abc | | | | |
| BETTER THAN OTHERS | 1514 | 775 | 725 | 199 | 260 | 237 | 264 | 552 | 572 | 456 | 205 | 267 | 1265 | 125 | 79 | 46 |
| | 35% | 37% | 33% | 38% | 33% | 35% | 38% | 34% | 44% | 37% | 29% | 26% | 35% | 36% | 36% | 35% |
| | | | | | | | | | bcd | cd | | | | | | |
| WORSE THAN OTHERS | 566 | 316 | 238 | 84 | 154 | 100 | 92 | 132 | 163 | 139 | 122 | 133 | 482 | 46 | 27 | 11 |
| | 13% | 15% | 11% | 16% | 19% | 15% | 13% | 8% | 12% | 11% | 18% | 13% | 13% | 13% | 12% | 9% |
| | | b | | e | de | e | e | | | | abd | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 210**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 530 | 440 | 65 | 197 | 322 | 171 | 348 | 64 | 81 | 85 | 171 | 342 | 174 |
| | 12% | 12% | 14% | 14% b | 11% | 14% | 11% | 13% | 15% | 16% | 14% | 13% | 11% |
| A little better than others | 984 | 807 | 104 | 332 | 637 | 287 | 677 | 115 | 120 | 132 | 287 | 653 | 309 |
| | 23% | 23% | 23% | 24% | 22% | 24% | 22% | 23% | 22% | 25% | 24% | 24% | 20% b |
| About the same as others | 1393 | 1122 | 137 | 488 | 878 | 426 | 934 | 184 | 208 | 190 | 426 | 943 | 426 |
| | 32% | 32% | 30% | 35% b | 31% | 36% b | 31% | 37% | 38% | 36% | 36% | 35% b | 28% |
| A little worse than others | 360 | 286 | 28 | 162 | 186 | 130 | 215 | 60 | 55 | 44 | 130 | 274 | 74 |
| | 8% | 8% | 6% | 12% b | 6% | 11% b | 7% | 12% | 10% | 8% | 11% | 10% b | 5% |
| Much worse than others | 206 | 166 | 14 | 71 | 128 | 66 | 133 | 26 | 30 | 25 | 66 | 135 | 63 |
| | 5% | 5% | 3% | 5% | 4% | 6% | 4% | 5% | 6% | 5% | 6% | 5% | 4% |
| Don't know | 877 | 730 | 112 | 128 | 728 | 111 | 744 | 47 | 50 | 46 | 111 | 351 | 489 |
| | 20% | 21% | 24% | 9% | 25% a | 9% | 24% a | 9% | 9% | 9% | 9% | 13% | 32% a |
| BETTER THAN OTHERS | 1514 | 1247 | 169 | 529 | 960 | 458 | 1025 | 179 | 200 | 217 | 458 | 995 | 483 |
| | 35% | 35% | 37% | 38% b | 33% | 38% b | 34% | 36% | 37% | 42% | 38% | 37% b | 31% |
| WORSE THAN OTHERS | 566 | 452 | 42 | 233 | 314 | 196 | 348 | 86 | 85 | 69 | 196 | 408 | 137 |
| | 13% | 13% | 9% | 17% b | 11% | 16% b | 11% | 17% | 16% | 13% | 16% | 15% b | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 210

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 530 | 504 | 431 | 100 | 27 | 530 | 501 | 401 | 428 | 183 | 521 | 10 | 13 | 42 | 475 |
| | 12% | 13% | 13% | 10% | 5% | 12% | 13% | 15% | 17% | 25% | 13% | 3% | 2% | 4% | 19% |
| | | d | d | | | d | f | f | aef | abcef | f | | | a | ab |
| A little better than others | 984 | 936 | 835 | 149 | 48 | 984 | 916 | 694 | 753 | 235 | 952 | 32 | 61 | 154 | 769 |
| | 23% | 25% | 25% | 15% | 9% | 23% | 24% | 27% | 30% | 32% | 24% | 9% | 8% | 15% | 30% |
| | | cd | cd | | | cd | f | f | abef | aef | f | | | a | ab |
| About the same as others | 1393 | 1284 | 1148 | 245 | 108 | 1393 | 1251 | 820 | 861 | 205 | 1315 | 78 | 215 | 416 | 761 |
| | 32% | 34% | 34% | 24% | 20% | 32% | 33% | 31% | 35% | 28% | 33% | 21% | 27% | 41% | 30% |
| | | cd | cd | | | cd | f | f | df | | f | | | ac | |
| A little worse than others | 360 | 343 | 316 | 44 | 16 | 360 | 292 | 210 | 230 | 55 | 329 | 31 | 109 | 119 | 131 |
| | 8% | 9% | 9% | 4% | 3% | 8% | 8% | 8% | 9% | 8% | 8% | 9% | 14% | 12% | 5% |
| | | cd | cd | | | cd | | | | | | | c | c | |
| Much worse than others | 206 | 176 | 160 | 46 | 30 | 206 | 118 | 69 | 77 | 14 | 132 | 75 | 142 | 37 | 27 |
| | 5% | 5% | 5% | 5% | 6% | 5% | 3% | 3% | 3% | 2% | 3% | 21% | 18% | 4% | 1% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 877 | 572 | 441 | 436 | 305 | 877 | 706 | 422 | 142 | 47 | 739 | 138 | 262 | 250 | 365 |
| | 20% | 15% | 13% | 43% | 57% | 20% | 19% | 16% | 6% | 6% | 19% | 38% | 33% | 25% | 14% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| BETTER THAN OTHERS | 1514 | 1440 | 1266 | 248 | 74 | 1514 | 1417 | 1095 | 1181 | 417 | 1473 | 42 | 74 | 196 | 1244 |
| | 35% | 38% | 38% | 24% | 14% | 35% | 37% | 42% | 47% | 57% | 37% | 11% | 9% | 19% | 49% |
| | | cd | cde | d | | cd | f | aef | abef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 566 | 520 | 477 | 89 | 46 | 566 | 410 | 279 | 307 | 69 | 461 | 106 | 251 | 156 | 158 |
| | 13% | 14% | 14% | 9% | 9% | 13% | 11% | 11% | 12% | 9% | 12% | 29% | 31% | 15% | 6% |
| | | c | cd | | | c | | | | | | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 541 | 295 | 241 | 76 | 111 | 87 | 80 | 186 | 212 | 153 | 66 | 102 | 454 | 40 | 26 | 20 |
| | 12% | 14% b | 11% | 15% | 14% | 13% | 11% | 11% | 16% cd | 12% | 9% | 10% | 12% | 11% | 12% | 15% |
| A little better than others | 1019 | 513 | 498 | 137 | 203 | 177 | 176 | 324 | 349 | 324 | 167 | 171 | 854 | 84 | 52 | 28 |
| | 23% | 24% | 23% | 26% e | 26% e | 26% e | 25% | 20% | 27% d | 26% d | 24% d | 16% | 23% | 24% | 24% | 22% |
| About the same as others | 1428 | 645 | 767 | 183 | 279 | 254 | 259 | 451 | 410 | 405 | 239 | 363 | 1184 | 123 | 76 | 45 |
| | 33% | 31% | 35% a | 35% e | 35% e | 37% e | 37% e | 28% | 31% | 33% | 34% | 35% | 32% | 35% | 35% | 34% |
| A little worse than others | 279 | 138 | 137 | 56 | 82 | 40 | 39 | 61 | 77 | 84 | 37 | 73 | 241 | 20 | 13 | 5 |
| | 6% | 7% | 6% | 11% cde | 10% cde | 6% | 6% | 4% | 6% | 7% | 5% | 7% | 7% | 6% | 6% | 4% |
| Much worse than others | 171 | 100 | 66 | 16 | 34 | 33 | 31 | 56 | 40 | 33 | 43 | 54 | 150 | 12 | 7 | 3 |
| | 4% | 5% b | 3% | 3% | 4% | 5% | 4% | 3% | 3% | 3% | 6% ab | 5% b | 4% | 3% | 3% | 2% |
| Don't know | 913 | 413 | 493 | 59 | 82 | 87 | 118 | 547 | 215 | 236 | 144 | 281 | 770 | 69 | 44 | 29 |
| | 21% | 20% | 22% | 11% | 10% | 13% | 17% b | 34% abcd | 17% | 19% | 21% | 27% abc | 21% | 20% | 20% | 23% |
| BETTER THAN OTHERS | 1560 | 808 | 739 | 213 | 314 | 264 | 256 | 511 | 562 | 477 | 232 | 273 | 1308 | 124 | 78 | 48 |
| | 36% | 38% b | 34% | 40% e | 40% e | 39% e | 36% | 31% | 43% cd | 39% d | 33% d | 26% | 36% | 36% | 36% | 37% |
| WORSE THAN OTHERS | 450 | 238 | 204 | 72 | 115 | 73 | 71 | 117 | 118 | 117 | 80 | 127 | 391 | 32 | 19 | 8 |
| | 10% | 11% | 9% | 14% e | 15% e | 11% | 10% | 7% | 9% | 10% | 11% | 12% | 11% d | 9% | 9% | 6% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 211**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 541 | 449 | 62 | 200 | 329 | 172 | 357 | 70 | 85 | 79 | 172 | 363 | 164 |
| | 12% | 13% | 14% | 15% b | 11% | 14% | 12% | 14% | 16% | 15% | 14% | 13% | 11% |
| A little better than others | 1019 | 808 | 117 | 384 | 618 | 329 | 669 | 139 | 149 | 150 | 329 | 699 | 304 |
| | 23% | 23% | 26% | 28% b | 21% | 28% b | 22% | 28% | 27% | 29% | 28% | 26% b | 20% |
| About the same as others | 1428 | 1184 | 127 | 475 | 924 | 423 | 969 | 163 | 194 | 187 | 423 | 959 | 436 |
| | 33% | 33% | 28% | 34% | 32% | 36% | 32% | 33% | 36% | 36% | 36% | 36% b | 28% |
| A little worse than others | 279 | 213 | 28 | 127 | 141 | 100 | 169 | 57 | 39 | 34 | 100 | 198 | 73 |
| | 6% | 6% | 6% | 9% b | 5% | 8% b | 6% | 12% | 7% | 7% | 8% | 7% b | 5% |
| Much worse than others | 171 | 137 | 10 | 54 | 111 | 51 | 115 | 17 | 25 | 24 | 51 | 110 | 52 |
| | 4% | 4% | 2% | 4% | 4% | 4% | 4% | 3% | 5% | 5% | 4% | 4% | 3% |
| Don't know | 913 | 760 | 114 | 138 | 756 | 117 | 776 | 50 | 52 | 48 | 117 | 368 | 507 |
| | 21% | 21% | 25% | 10% | 26% a | 10% | 25% a | 10% | 10% | 9% | 10% | 14% | 33% a |
| BETTER THAN OTHERS | 1560 | 1258 | 179 | 584 | 947 | 500 | 1025 | 209 | 234 | 229 | 500 | 1062 | 468 |
| | 36% | 35% | 39% | 42% b | 33% | 42% b | 34% | 42% | 43% | 44% | 42% | 39% b | 30% |
| WORSE THAN OTHERS | 450 | 350 | 38 | 181 | 253 | 151 | 283 | 74 | 64 | 58 | 151 | 308 | 125 |
| | 10% | 10% | 8% | 13% b | 9% | 13% b | 9% | 15% | 12% | 11% | 13% | 11% b | 8% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 211**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 541 | 514 | 451 | 89 | 27 | 541 | 499 | 399 | 426 | 170 | 521 | 20 | 22 | 55 | 463 |
| | 12% | 13% | 14% | 9% | 5% | 12% | 13% | 15% | 17% | 23% | 13% | 5% | 3% | 5% | 18% |
| | | cd | cd | | | cd | f | f | aef | abcef | f | | | | ab |
| A little better than others | 1019 | 970 | 875 | 144 | 49 | 1019 | 938 | 738 | 793 | 268 | 989 | 30 | 77 | 164 | 778 |
| | 23% | 25% | 26% | 14% | 9% | 23% | 25% | 28% | 32% | 36% | 25% | 8% | 10% | 16% | 31% |
| | | cd | cde | | | cd | f | aef | aef | abef | f | | | a | ab |
| About the same as others | 1428 | 1323 | 1165 | 263 | 105 | 1428 | 1289 | 834 | 866 | 207 | 1351 | 77 | 242 | 411 | 774 |
| | 33% | 35% | 35% | 26% | 20% | 33% | 34% | 32% | 35% | 28% | 34% | 21% | 30% | 40% | 31% |
| | | cd | cd | | | cd | df | f | df | | df | | | ac | |
| A little worse than others | 279 | 263 | 243 | 35 | 15 | 279 | 229 | 154 | 169 | 32 | 250 | 29 | 81 | 113 | 85 |
| | 6% | 7% | 7% | 3% | 3% | 6% | 6% | 6% | 7% | 4% | 6% | 8% | 10% | 11% | 3% |
| | | cd | cd | | | c | | | | | | | c | c | |
| Much worse than others | 171 | 142 | 127 | 44 | 30 | 171 | 89 | 47 | 49 | 6 | 98 | 74 | 114 | 25 | 32 |
| | 4% | 4% | 4% | 4% | 6% | 4% | 2% | 2% | 2% | 1% | 2% | 20% | 14% | 2% | 1% |
| | | | | | | | | | | | | abcde | bc | | |
| Don't know | 913 | 605 | 470 | 443 | 308 | 913 | 740 | 443 | 187 | 55 | 778 | 135 | 265 | 251 | 397 |
| | 21% | 16% | 14% | 43% | 58% | 21% | 20% | 17% | 8% | 8% | 20% | 37% | 33% | 25% | 16% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | bc | c | |
| BETTER THAN OTHERS | 1560 | 1483 | 1326 | 234 | 76 | 1560 | 1437 | 1137 | 1219 | 437 | 1510 | 49 | 100 | 219 | 1241 |
| | 36% | 39% | 40% | 23% | 14% | 36% | 38% | 43% | 49% | 59% | 38% | 14% | 12% | 22% | 49% |
| | | cd | cde | d | | cd | f | aef | abef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 450 | 405 | 371 | 79 | 45 | 450 | 318 | 201 | 218 | 38 | 348 | 102 | 196 | 138 | 117 |
| | 10% | 11% | 11% | 8% | 8% | 10% | 8% | 8% | 9% | 5% | 9% | 28% | 24% | 14% | 5% |
| | | | | | | | d | | d | | d | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 212

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 295 | 150 | 140 | 48 | 64 | 49 | 50 | 83 | 102 | 95 | 39 | 55 | 242 | 22 | 20 | 11 |
| | 7% | 7% | 6% | 9% e | 8% e | 7% | 7% | 5% | 8% | 8% | 6% | 5% | 7% | 6% | 9% | 8% |
| A little better than others | 719 | 355 | 355 | 138 | 145 | 127 | 110 | 200 | 267 | 194 | 114 | 139 | 616 | 54 | 33 | 16 |
| | 17% | 17% | 16% | 26% bcde | 18% e | 19% e | 16% | 12% | 20% bd | 16% | 16% | 13% | 17% | 15% | 15% | 12% |
| About the same as others | 1561 | 719 | 832 | 193 | 303 | 270 | 284 | 509 | 456 | 463 | 267 | 364 | 1312 | 125 | 77 | 46 |
| | 36% | 34% | 38% | 37% | 38% e | 40% e | 40% e | 31% | 35% | 37% | 38% | 35% | 36% | 36% | 36% | 35% |
| A little worse than others | 508 | 275 | 229 | 64 | 129 | 82 | 86 | 145 | 168 | 157 | 67 | 107 | 417 | 53 | 20 | 18 |
| | 12% | 13% | 10% | 12% | 16% e | 12% | 12% | 9% | 13% | 13% | 10% | 10% | 11% | 15% c | 9% | 14% |
| Much worse than others | 272 | 164 | 102 | 29 | 63 | 45 | 51 | 83 | 67 | 71 | 60 | 69 | 238 | 16 | 13 | 5 |
| | 6% | 8% b | 5% | 5% | 8% | 7% | 7% | 5% | 5% | 6% | 9% a | 7% | 7% | 5% | 6% | 4% |
| Don't know | 996 | 442 | 545 | 56 | 86 | 106 | 123 | 605 | 245 | 255 | 149 | 309 | 829 | 79 | 54 | 34 |
| | 23% | 21% | 25% a | 11% | 11% | 16% | 17% ab | 37% abcd | 19% | 21% | 21% | 30% abc | 23% | 23% | 25% | 26% |
| BETTER THAN OTHERS | 1013 | 505 | 495 | 186 | 209 | 175 | 159 | 283 | 369 | 289 | 154 | 195 | 858 | 76 | 53 | 27 |
| | 23% | 24% | 22% | 35% bcde | 26% e | 26% e | 23% | 17% | 28% cd | 23% | 22% | 19% | 23% | 22% | 24% | 21% |
| WORSE THAN OTHERS | 780 | 439 | 331 | 93 | 192 | 127 | 137 | 228 | 236 | 228 | 127 | 176 | 655 | 68 | 33 | 24 |
| | 18% | 21% b | 15% | 18% | 24% ae | 19% | 19% | 14% | 18% | 18% | 18% | 17% | 18% | 20% | 15% | 18% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 212**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 295 | 245 | 33 | 135 | 153 | 118 | 170 | 41 | 53 | 59 | 118 | 215 | 76 |
| | 7% | 7% | 7% | 10% b | 5% | 10% b | 6% | 8% | 10% | 11% | 10% | 8% b | 5% |
| A little better than others | 719 | 591 | 53 | 304 | 398 | 258 | 441 | 106 | 118 | 126 | 258 | 508 | 195 |
| | 17% | 17% | 12% | 22% b | 14% | 22% b | 14% | 21% | 22% | 24% | 22% | 19% b | 13% |
| About the same as others | 1561 | 1261 | 168 | 507 | 1025 | 446 | 1081 | 191 | 204 | 192 | 446 | 1044 | 486 |
| | 36% | 36% | 37% | 37% | 36% | 37% | 35% | 39% | 38% | 37% | 37% | 39% b | 32% |
| A little worse than others | 508 | 403 | 59 | 201 | 299 | 169 | 329 | 72 | 84 | 63 | 169 | 346 | 147 |
| | 12% | 11% | 13% | 15% b | 10% | 14% b | 11% | 14% | 15% | 12% | 14% | 13% b | 10% |
| Much worse than others | 272 | 220 | 20 | 84 | 179 | 73 | 187 | 33 | 28 | 27 | 73 | 189 | 73 |
| | 6% | 6% | 4% | 6% | 6% | 6% | 6% | 7% | 5% | 5% | 6% | 7% b | 5% |
| Don't know | 996 | 831 | 126 | 147 | 825 | 127 | 845 | 54 | 57 | 56 | 127 | 394 | 559 |
| | 23% | 23% | 28% | 11% | 29% a | 11% | 28% a | 11% | 10% | 11% | 11% | 15% | 36% a |
| BETTER THAN OTHERS | 1013 | 836 | 86 | 439 | 552 | 376 | 611 | 147 | 171 | 184 | 376 | 723 | 271 |
| | 23% | 24% | 19% | 32% b | 19% | 32% b | 20% | 30% | 31% | 35% | 32% | 27% b | 18% |
| WORSE THAN OTHERS | 780 | 623 | 79 | 285 | 478 | 242 | 517 | 105 | 111 | 90 | 242 | 536 | 220 |
| | 18% | 18% | 17% | 21% b | 17% | 20% | 17% | 21% | 21% | 17% | 20% | 20% b | 14% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 212

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 295 | 277 | 246 | 49 | 18 | 295 | 271 | 232 | 236 | 96 | 285 | 10 | 9 | 31 | 254 |
| | 7% | 7% | 7% | 5% | 3% | 7% | 7% | 9% | 9% | 13% | 7% | 3% | 1% | 3% | 10% |
| | | | d | | | | f | f | aef | abef | f | | | | ab |
| A little better than others | 719 | 690 | 632 | 87 | 29 | 719 | 673 | 524 | 542 | 189 | 698 | 21 | 44 | 112 | 563 |
| | 17% | 18% | 19% | 9% | 5% | 17% | 18% | 20% | 22% | 26% | 18% | 6% | 5% | 11% | 22% |
| | | cd | cd | | | cd | f | f | aef | abef | f | | | a | ab |
| About the same as others | 1561 | 1449 | 1278 | 283 | 112 | 1561 | 1415 | 946 | 1000 | 280 | 1476 | 85 | 195 | 413 | 953 |
| | 36% | 38% | 38% | 28% | 21% | 36% | 37% | 36% | 40% | 38% | 37% | 23% | 24% | 41% | 38% |
| | | cd | cd | | | cd | f | f | bf | f | f | | | a | a |
| A little worse than others | 508 | 483 | 432 | 76 | 25 | 508 | 439 | 309 | 347 | 75 | 474 | 34 | 121 | 134 | 254 |
| | 12% | 13% | 13% | 7% | 5% | 12% | 12% | 12% | 14% | 10% | 12% | 9% | 15% | 13% | 10% |
| | | cd | cd | | | cd | | | | | | | c | | |
| Much worse than others | 272 | 239 | 220 | 51 | 33 | 272 | 163 | 96 | 118 | 23 | 187 | 85 | 170 | 57 | 45 |
| | 6% | 6% | 7% | 5% | 6% | 6% | 4% | 4% | 5% | 3% | 5% | 23% | 21% | 6% | 2% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 996 | 678 | 524 | 472 | 317 | 996 | 822 | 509 | 246 | 74 | 867 | 128 | 263 | 272 | 461 |
| | 23% | 18% | 16% | 46% | 59% | 23% | 22% | 19% | 10% | 10% | 22% | 35% | 33% | 27% | 18% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |
| BETTER THAN OTHERS | 1013 | 967 | 878 | 136 | 46 | 1013 | 945 | 756 | 778 | 286 | 982 | 31 | 53 | 143 | 817 |
| | 23% | 25% | 26% | 13% | 9% | 23% | 25% | 29% | 31% | 39% | 25% | 9% | 7% | 14% | 32% |
| | | cd | cde | | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 780 | 721 | 652 | 128 | 59 | 780 | 602 | 405 | 466 | 99 | 661 | 119 | 291 | 190 | 299 |
| | 18% | 19% | 20% | 13% | 11% | 18% | 16% | 15% | 19% | 13% | 17% | 33% | 36% | 19% | 12% |
| | | cd | cd | | | cd | | | abd | | | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Much better than others | 375 | 199 | 173 | 54 | 79 | 58 | 57 | 126 | 140 | 95 | 50 | 84 | 312 | 26 | 23 | 13 |
| | 9% | 9% | 8% | 10% | 10% | 9% | 8% | 8% | 11% | 8% | 7% | 8% | 9% | 8% | 11% | 10% |
| A little better than others | 822 | 400 | 416 | 133 | 180 | 140 | 137 | 232 | 286 | 247 | 137 | 147 | 704 | 64 | 36 | 18 |
| | 19% | 19% | 19% | 25% | 23% | 21% | 19% | 14% | 22% | 20% | 20% | 14% | 19% | 18% | 17% | 14% |
| | | | | e | e | e | e | | d | d | d | | d | | | |
| About the same as others | 1589 | 756 | 818 | 204 | 313 | 284 | 279 | 508 | 475 | 485 | 255 | 357 | 1322 | 136 | 79 | 53 |
| | 37% | 36% | 37% | 39% | 40% | 42% | 40% | 31% | 36% | 39% | 37% | 34% | 36% | 39% | 36% | 40% |
| | | | | e | e | e | e | | | | | | | | | |
| A little worse than others | 391 | 191 | 196 | 59 | 89 | 64 | 64 | 114 | 114 | 119 | 59 | 92 | 324 | 35 | 21 | 10 |
| | 9% | 9% | 9% | 11% | 11% | 9% | 9% | 7% | 9% | 10% | 9% | 9% | 9% | 10% | 10% | 8% |
| | | | | e | e | | | | | | | | | | | |
| Much worse than others | 217 | 127 | 84 | 20 | 39 | 40 | 45 | 71 | 55 | 48 | 52 | 61 | 191 | 12 | 9 | 5 |
| | 5% | 6% | 4% | 4% | 5% | 6% | 6% | 4% | 4% | 4% | 7% | 6% | 5% | 4% | 4% | 4% |
| | | b | | | | | | | | | ab | | | | | |
| Don't know | 956 | 432 | 516 | 57 | 91 | 93 | 121 | 574 | 235 | 242 | 143 | 304 | 801 | 74 | 49 | 32 |
| | 22% | 21% | 23% | 11% | 12% | 14% | 17% | 35% | 18% | 20% | 20% | 29% | 22% | 21% | 23% | 24% |
| | | | | | | | ab | abcd | | | | abc | | | | |
| BETTER THAN OTHERS | 1197 | 598 | 589 | 187 | 259 | 198 | 194 | 358 | 426 | 342 | 188 | 230 | 1016 | 90 | 59 | 31 |
| | 28% | 28% | 27% | 35% | 33% | 29% | 28% | 22% | 33% | 28% | 27% | 22% | 28% | 26% | 27% | 24% |
| | | | | de | e | e | | | d | d | | | | | | |
| WORSE THAN OTHERS | 608 | 318 | 280 | 79 | 128 | 104 | 109 | 185 | 169 | 167 | 111 | 153 | 515 | 48 | 30 | 15 |
| | 14% | 15% | 13% | 15% | 16% | 15% | 15% | 11% | 13% | 14% | 16% | 15% | 14% | 14% | 14% | 12% |
| | | | | | e | | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Much better than others | 375 | 305 | 43 | 151 | 213 | 135 | 229 | 48 | 69 | 62 | 135 | 258 | 110 |
| | 9% | 9% | 9% | 11% | 7% | 11% | 8% | 10% | 13% | 12% | 11% | 10% | 7% |
| | | | | b | | b | | | | | | | |
| A little better than others | 822 | 672 | 64 | 344 | 468 | 298 | 512 | 131 | 123 | 133 | 298 | 597 | 208 |
| | 19% | 19% | 14% | 25% | 16% | 25% | 17% | 26% | 23% | 25% | 25% | 22% | 14% |
| | | | | b | | b | | | | | | b | |
| About the same as others | 1589 | 1283 | 179 | 536 | 1020 | 469 | 1082 | 196 | 216 | 211 | 469 | 1053 | 502 |
| | 37% | 36% | 39% | 39% | 35% | 39% | 35% | 39% | 40% | 40% | 39% | 39% | 33% |
| | | | | | | | | | | | | b | |
| A little worse than others | 391 | 321 | 34 | 141 | 241 | 115 | 263 | 48 | 59 | 44 | 115 | 261 | 121 |
| | 9% | 9% | 7% | 10% | 8% | 10% | 9% | 10% | 11% | 8% | 10% | 10% | 8% |
| Much worse than others | 217 | 180 | 17 | 67 | 141 | 60 | 147 | 24 | 22 | 27 | 60 | 140 | 67 |
| | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 5% | 4% |
| Don't know | 956 | 791 | 123 | 139 | 796 | 114 | 820 | 50 | 53 | 46 | 114 | 389 | 528 |
| | 22% | 22% | 27% | 10% | 28% | 10% | 27% | 10% | 10% | 9% | 10% | 14% | 34% |
| | | | | | a | | a | | | | | | a |
| BETTER THAN OTHERS | 1197 | 977 | 107 | 495 | 682 | 432 | 741 | 179 | 192 | 195 | 432 | 855 | 318 |
| | 28% | 28% | 23% | 36% | 24% | 36% | 24% | 36% | 35% | 37% | 36% | 32% | 21% |
| | | | | b | | b | | | | | | b | |
| WORSE THAN OTHERS | 608 | 501 | 51 | 208 | 382 | 175 | 410 | 72 | 81 | 70 | 175 | 401 | 188 |
| | 14% | 14% | 11% | 15% | 13% | 15% | 13% | 14% | 15% | 13% | 15% | 15% | 12% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 213

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Much better than others | 375 | 351 | 308 | 67 | 24 | 375 | 346 | 291 | 286 | 133 | 362 | 13 | 13 | 31 | 330 |
| | 9% | 9% | 9% | 7% | 5% | 9% | 9% | 11% | 11% | 18% | 9% | 4% | 2% | 3% | 13% |
| | | d | d | | | | f | f | aef | abcef | f | | | | ab |
| A little better than others | 822 | 789 | 718 | 103 | 33 | 822 | 770 | 598 | 634 | 233 | 800 | 21 | 51 | 135 | 635 |
| | 19% | 21% | 22% | 10% | 6% | 19% | 20% | 23% | 25% | 32% | 20% | 6% | 6% | 13% | 25% |
| | | cd | cde | | | cd | f | f | aef | abcef | f | | | a | ab |
| About the same as others | 1589 | 1478 | 1293 | 297 | 111 | 1589 | 1439 | 951 | 1025 | 251 | 1501 | 88 | 208 | 423 | 959 |
| | 37% | 39% | 39% | 29% | 21% | 37% | 38% | 36% | 41% | 34% | 38% | 24% | 26% | 42% | 38% |
| | | cd | cd | d | | cd | f | f | bdf | f | f | | | a | a |
| A little worse than others | 391 | 374 | 349 | 42 | 17 | 391 | 335 | 239 | 265 | 49 | 367 | 24 | 123 | 116 | 151 |
| | 9% | 10% | 10% | 4% | 3% | 9% | 9% | 9% | 11% | 7% | 9% | 7% | 15% | 11% | 6% |
| | | cd | cd | | | cd | | | d | | | | c | c | |
| Much worse than others | 217 | 185 | 167 | 50 | 32 | 217 | 116 | 62 | 71 | 11 | 133 | 84 | 150 | 40 | 27 |
| | 5% | 5% | 5% | 5% | 6% | 5% | 3% | 2% | 3% | 2% | 3% | 23% | 19% | 4% | 1% |
| | | | | | | | | | | | | abcde | bc | c | |
| Don't know | 956 | 639 | 496 | 460 | 317 | 956 | 778 | 475 | 209 | 61 | 824 | 133 | 257 | 273 | 426 |
| | 22% | 17% | 15% | 45% | 59% | 22% | 21% | 18% | 8% | 8% | 21% | 36% | 32% | 27% | 17% |
| | | | | abe | abce | ab | cd | cd | | | cd | abcde | c | c | |
| BETTER THAN OTHERS | 1197 | 1139 | 1027 | 170 | 57 | 1197 | 1116 | 888 | 920 | 366 | 1162 | 35 | 64 | 167 | 966 |
| | 28% | 30% | 31% | 17% | 11% | 28% | 29% | 34% | 37% | 50% | 29% | 10% | 8% | 16% | 38% |
| | | cd | cde | | | cd | f | aef | aef | abcef | f | | | a | ab |
| WORSE THAN OTHERS | 608 | 559 | 516 | 92 | 48 | 608 | 451 | 301 | 336 | 61 | 499 | 108 | 274 | 155 | 178 |
| | 14% | 15% | 15% | 9% | 9% | 14% | 12% | 12% | 13% | 8% | 13% | 30% | 34% | 15% | 7% |
| | | cd | cd | | | c | d | | d | | d | abcde | bc | c | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 214**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Unweighted total | | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| The BBC is not important to me | (1.0) | 439 10% | 253 12% b | 179 8% | 33 6% | 81 10% | 73 11% a | 89 13% a | 157 10% | 77 6% | 113 9% a | 93 13% ab | 150 14% ab | 362 10% | 38 11% | 25 11% | 13 10% |
| 2 | (2.0) | 196 5% | 95 5% | 99 5% | 15 3% | 33 4% | 33 5% | 35 5% | 80 5% | 58 4% | 66 5% | 26 4% | 47 4% | 157 4% | 23 7% | 11 5% | 4 3% |
| 3 | (3.0) | 200 5% | 94 4% | 106 5% | 25 5% | 40 5% | 35 5% | 26 4% | 74 5% | 49 4% | 57 5% | 34 5% | 55 5% | 165 5% | 19 6% | 8 4% | 8 6% |
| 4 | (4.0) | 241 6% | 118 6% | 121 5% | 31 6% | 63 8% e | 38 6% | 35 5% | 74 5% | 57 4% | 69 6% | 39 6% | 72 7% | 200 5% | 21 6% | 15 7% | 6 5% |
| 5 | (5.0) | 225 5% | 88 4% | 138 6% a | 37 7% | 46 6% | 34 5% | 27 4% | 81 5% | 42 3% | 66 5% | 40 6% | 74 7% a | 187 5% | 20 6% | 12 6% | 6 4% |
| 6 | (6.0) | 370 9% | 157 7% | 208 9% | 43 8% | 70 9% | 81 12% e | 62 9% | 114 7% | 104 8% | 103 8% | 61 9% | 98 9% | 306 8% | 32 9% | 17 8% | 15 11% |
| 7 | (7.0) | 607 14% | 266 13% | 331 15% | 160 30% bcde | 136 17% e | 93 14% e | 91 13% e | 125 8% | 184 14% | 171 14% | 112 16% | 132 13% | 514 14% | 41 12% | 29 14% | 22 17% |
| 8 | (8.0) | 755 17% | 351 17% | 397 18% | 104 20% e | 153 19% e | 130 19% | 129 18% | 236 15% | 235 18% | 213 17% | 136 20% | 164 16% | 637 17% | 65 19% | 34 15% | 20 15% |
| 9 | (9.0) | 644 15% | 341 16% | 300 14% | 58 11% | 91 11% | 94 14% | 118 17% ab | 283 17% ab | 249 19% cd | 200 16% cd | 79 11% | 112 11% | 560 15% | 43 12% | 27 12% | 15 12% |
| The BBC is important to me | (10.0) | 672 15% | 340 16% | 325 15% | 23 4% | 78 10% a | 67 10% a | 90 13% a | 402 25% abcd | 251 19% bcd | 178 14% | 75 11% | 140 13% | 566 15% | 45 13% | 40 18% | 22 17% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| NOT IMPORTANT (1-4) | 1076 | 560 | 505 | 103 | 216 | 180 | 185 | 386 | 241 | 304 | 192 | 324 | 884 | 102 | 59 | 31 |
| | 25% | 27% | 23% | 20% | 27% | 26% | 26% | 24% | 18% | 25% | 28% | 31% | 24% | 29% | 27% | 24% |
| | | | | | a | a | | | | a | a | ab | | | | |
| NEUTRAL (5-6) | 595 | 245 | 346 | 79 | 116 | 115 | 89 | 195 | 145 | 169 | 101 | 172 | 493 | 52 | 29 | 21 |
| | 14% | 12% | 16% | 15% | 15% | 17% | 13% | 12% | 11% | 14% | 14% | 16% | 13% | 15% | 14% | 16% |
| | | | a | | | e | | | | | | a | | | | |
| IMPORTANT (7-10) | 2679 | 1300 | 1353 | 345 | 459 | 383 | 428 | 1045 | 919 | 762 | 403 | 548 | 2277 | 194 | 130 | 79 |
| | 62% | 62% | 61% | 65% | 58% | 57% | 61% | 64% | 70% | 62% | 58% | 53% | 62% | 56% | 60% | 60% |
| | | | | c | | | | bc | bcd | d | | | b | | | |
| Answered | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mean score | 6.6 | 6.5 | 6.6 | 6.5 | 6.3 | 6.3 | 6.4 | 6.9 | 7.1 | 6.6 | 6.2 | 6.0 | 6.6 | 6.2 | 6.5 | 6.5 |
| | | | | | | | | abcd | bcd | d | | | b | | | |
| Standard deviation | 2.87 | 3.00 | 2.75 | 2.30 | 2.75 | 2.81 | 2.97 | 3.03 | 2.67 | 2.85 | 2.89 | 3.00 | 2.86 | 2.94 | 2.99 | 2.83 |
| Standard error | .04 | .07 | .06 | .10 | .10 | .10 | .11 | .08 | .08 | .08 | .11 | .09 | .05 | .12 | .14 | .14 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 214**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| The BBC is not important to me | (1.0) | 439 | 366 | 39 | 123 | 302 | 108 | 315 | 47 | 48 | 50 | 108 | 264 | 159 |
| | | 10% | 10% | 9% | 9% | 10% | 9% | 10% | 10% | 9% | 10% | 9% | 10% | 10% |
| 2 | (2.0) | 196 | 167 | 15 | 49 | 141 | 43 | 146 | 19 | 21 | 16 | 43 | 135 | 55 |
| | | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 4% | 4% | 3% | 4% | 5% | 4% |
| 3 | (3.0) | 200 | 162 | 27 | 62 | 134 | 54 | 143 | 28 | 26 | 22 | 54 | 113 | 80 |
| | | 5% | 5% | 6% | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 5% | 4% | 5% |
| 4 | (4.0) | 241 | 194 | 23 | 83 | 151 | 71 | 163 | 32 | 33 | 27 | 71 | 163 | 72 |
| | | 6% | 5% | 5% | 6% | 5% | 6% | 5% | 7% | 6% | 5% | 6% | 6% | 5% |
| 5 | (5.0) | 225 | 176 | 22 | 80 | 140 | 61 | 157 | 28 | 35 | 19 | 61 | 134 | 84 |
| | | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 6% | 6% | 4% | 5% | 5% | 5% |
| 6 | (6.0) | 370 | 292 | 39 | 132 | 229 | 119 | 241 | 48 | 56 | 50 | 119 | 225 | 131 |
| | | 9% | 8% | 8% | 10% | 8% | 10% | 8% | 10% | 10% | 10% | 10% | 8% | 9% |
| 7 | (7.0) | 607 | 477 | 47 | 245 | 348 | 204 | 385 | 90 | 89 | 75 | 204 | 428 | 167 |
| | | 14% | 13% | 10% | 18% b | 12% | 17% b | 13% | 18% | 16% | 14% | 17% | 16% b | 11% |
| 8 | (8.0) | 755 | 606 | 81 | 270 | 471 | 230 | 508 | 91 | 111 | 105 | 230 | 521 | 226 |
| | | 17% | 17% | 18% | 20% | 16% | 19% | 17% | 18% | 20% | 20% | 19% | 19% b | 15% |
| 9 | (9.0) | 644 | 543 | 78 | 189 | 444 | 163 | 469 | 56 | 66 | 91 | 163 | 400 | 233 |
| | | 15% | 15% | 17% | 14% | 15% | 14% | 15% | 11% | 12% | 17% | 14% | 15% | 15% |
| The BBC is important to me | (10.0) | 672 | 568 | 89 | 145 | 520 | 137 | 527 | 57 | 57 | 67 | 137 | 315 | 330 |
| | | 15% | 16% | 19% | 10% | 18% a | 12% | 17% a | 11% | 10% | 13% | 12% | 12% | 21% a |
| NOT IMPORTANT (1-4) | | 1076 | 889 | 104 | 318 | 729 | 276 | 766 | 126 | 128 | 115 | 276 | 674 | 366 |
| | | 25% | 25% | 23% | 23% | 25% | 23% | 25% | 25% | 24% | 22% | 23% | 25% | 24% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| NEUTRAL (5-6) | 595 | 468 | 60 | 212 | 369 | 180 | 398 | 76 | 91 | 69 | 180 | 358 | 214 |
| | 14% | 13% | 13% | 15% | 13% | 15% | 13% | 15% | 17% | 13% | 15% | 13% | 14% |
| IMPORTANT (7-10) | 2679 | 2194 | 295 | 848 | 1782 | 735 | 1889 | 294 | 323 | 338 | 735 | 1664 | 956 |
| | 62% | 62% | 64% | 62% | 62% | 62% | 62% | 59% | 59% | 65% | 62% | 62% | 62% |
| Answered | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mean score | 6.6 | 6.6 | 6.9 | 6.5 | 6.6 | 6.5 | 6.6 | 6.4 | 6.4 | 6.7 | 6.5 | 6.5 | 6.8 |
| | | | | | | | | | | | | | a |
| Standard deviation | 2.87 | 2.90 | 2.85 | 2.67 | 2.96 | 2.70 | 2.93 | 2.73 | 2.68 | 2.75 | 2.70 | 2.80 | 2.97 |
| Standard error | .04 | .05 | .13 | .07 | .06 | .08 | .05 | .12 | .11 | .12 | .08 | .06 | .07 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| The BBC is not important to me | (1.0) | 439 | 356 | 331 | 108 | 83 | 439 | 201 | 114 | 98 | 22 | 249 | 190 | 321 | 75 | 42 |
| | | 10% | 9% | 10% | 11% | 15% abe | 10% | 5% | 4% | 4% | 3% | 6% bcd | 52% abcde | 40% bc | 7% c | 2% |
| 2 | (2.0) | 196 | 168 | 153 | 43 | 28 | 196 | 155 | 77 | 89 | 15 | 174 | 22 | 126 | 46 | 24 |
| | | 5% | 4% | 5% | 4% | 5% | 5% | 4% | 3% | 4% | 2% | 4% bd | 6% bd | 16% bc | 5% c | 1% |
| 3 | (3.0) | 200 | 168 | 150 | 50 | 32 | 200 | 163 | 76 | 90 | 15 | 179 | 21 | 81 | 72 | 48 |
| | | 5% | 4% | 5% | 5% | 6% | 5% | 4% bd | 3% | 4% | 2% | 4% bd | 6% bd | 10% c | 7% c | 2% |
| 4 | (4.0) | 241 | 218 | 198 | 43 | 23 | 241 | 196 | 118 | 123 | 19 | 213 | 28 | 67 | 87 | 86 |
| | | 6% | 6% | 6% | 4% | 4% | 6% | 5% d | 5% | 5% | 3% | 5% d | 8% d | 8% c | 9% c | 3% |
| 5 | (5.0) | 225 | 182 | 162 | 63 | 43 | 225 | 196 | 119 | 90 | 19 | 209 | 16 | 38 | 97 | 90 |
| | | 5% | 5% | 5% | 6% | 8% | 5% | 5% cd | 5% | 4% | 3% | 5% cd | 4% | 5% | 10% ac | 4% |
| 6 | (6.0) | 370 | 318 | 271 | 99 | 52 | 370 | 322 | 192 | 169 | 39 | 342 | 28 | 43 | 169 | 159 |
| | | 9% | 8% | 8% | 10% | 10% | 9% | 9% d | 7% | 7% | 5% | 9% d | 8% | 5% | 17% ac | 6% |
| 7 | (7.0) | 607 | 563 | 518 | 89 | 45 | 607 | 559 | 383 | 391 | 80 | 583 | 24 | 53 | 195 | 359 |
| | | 14% | 15% cd | 16% cd | 9% | 8% | 14% cd | 15% f | 15% f | 16% df | 11% | 15% f | 7% | 7% | 19% ac | 14% a |
| 8 | (8.0) | 755 | 706 | 634 | 121 | 50 | 755 | 721 | 520 | 538 | 125 | 743 | 12 | 33 | 153 | 570 |
| | | 17% | 18% cd | 19% cd | 12% | 9% | 17% cd | 19% f | 20% f | 22% ef | 17% f | 19% f | 3% | 4% | 15% a | 23% ab |
| 9 | (9.0) | 644 | 583 | 497 | 147 | 61 | 644 | 624 | 476 | 471 | 173 | 637 | 7 | 26 | 74 | 544 |
| | | 15% | 15% | 15% | 14% | 11% | 15% | 16% f | 18% f | 19% ef | 23% abef | 16% f | 2% | 3% | 7% a | 22% ab |
| The BBC is important to me | (10.0) | 672 | 555 | 418 | 254 | 117 | 672 | 647 | 542 | 431 | 231 | 659 | 13 | 15 | 50 | 607 |
| | | 15% | 15% | 13% | 25% abe | 22% abe | 15% b | 17% f | 21% acef | 17% f | 31% abcef | 17% f | 4% | 2% | 5% a | 24% ab |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| NOT IMPORTANT (1-4) | 1076 | 909 | 832 | 243 | 166 | 1076 | 715 | 385 | 400 | 71 | 814 | 262 | 595 | 280 | 200 |
| | 25% | 24% | 25% | 24% | 31% | 25% | 19% | 15% | 16% | 10% | 20% | 72% | 74% | 28% | 8% |
| | | | | | a | | bcd | d | d | | bcd | abcde | bc | c | |
| NEUTRAL (5-6) | 595 | 501 | 432 | 163 | 95 | 595 | 518 | 311 | 259 | 58 | 551 | 45 | 81 | 266 | 249 |
| | 14% | 13% | 13% | 16% | 18% | 14% | 14% | 12% | 10% | 8% | 14% | 12% | 10% | 26% | 10% |
| | | | | | | | cd | d | | | cd | | | ac | |
| IMPORTANT (7-10) | 2679 | 2406 | 2067 | 612 | 273 | 2679 | 2551 | 1920 | 1831 | 609 | 2622 | 57 | 126 | 473 | 2080 |
| | 62% | 63% | 62% | 60% | 51% | 62% | 67% | 73% | 74% | 83% | 66% | 16% | 16% | 46% | 82% |
| | | d | d | d | | d | f | aef | aef | abcef | f | | | a | ab |
| Answered | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mean score | 6.6 | 6.6 | 6.5 | 6.8 | 6.2 | 6.6 | 7.0 | 7.4 | 7.3 | 8.0 | 6.9 | 3.1 | 3.2 | 5.9 | 7.9 |
| | | d | | d | | | f | aef | aef | abcef | f | | | a | ab |
| Standard deviation | 2.87 | 2.81 | 2.82 | 3.04 | 3.24 | 2.87 | 2.60 | 2.47 | 2.45 | 2.27 | 2.67 | 2.75 | 2.58 | 2.42 | 2.02 |
| Standard error | .04 | .04 | .05 | .10 | .17 | .04 | .04 | .05 | .05 | .08 | .04 | .14 | .09 | .08 | .04 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 215**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Definitely agree | 1673 | 847 | 812 | 103 | 207 | 205 | 281 | 866 | 637 | 481 | 209 | 316 | 1406 | 128 | 89 | 50 |
| | 38% | 40% | 37% | 19% | 26% a | 30% a | 40% abc | 53% abcd | 49% bcd | 39% cd | 30% | 30% | 38% | 37% | 41% | 38% |
| Slightly agree | 960 | 430 | 519 | 167 | 203 | 170 | 146 | 268 | 262 | 285 | 176 | 223 | 818 | 72 | 43 | 27 |
| | 22% | 20% | 24% | 32% de | 26% e | 25% e | 21% | 17% | 20% | 23% | 25% | 21% | 22% | 21% | 20% | 21% |
| Neither agree nor disagree | 705 | 338 | 361 | 125 | 183 | 136 | 101 | 160 | 170 | 188 | 127 | 208 | 591 | 54 | 37 | 23 |
| | 16% | 16% | 16% | 24% de | 23% de | 20% e | 14% e | 10% | 13% | 15% | 18% a | 20% ab | 16% | 16% | 17% | 17% |
| Slightly disagree | 355 | 137 | 215 | 70 | 74 | 60 | 51 | 99 | 106 | 93 | 68 | 81 | 300 | 31 | 12 | 12 |
| | 8% | 7% | 10% a | 13% de | 9% | 9% | 7% | 6% | 8% | 8% | 10% | 8% | 8% | 9% | 5% | 9% |
| Definitely disagree | 610 | 337 | 266 | 49 | 110 | 98 | 119 | 228 | 128 | 172 | 110 | 194 | 500 | 59 | 34 | 16 |
| | 14% | 16% b | 12% | 9% | 14% | 14% | 17% a | 14% a | 10% | 14% a | 16% a | 19% ab | 14% | 17% | 16% | 12% |
| Don't know | 47 | 15 | 31 | 13 | 14 | 9 | 5 | 4 | 1 | 16 | 6 | 22 | 39 | 3 | 2 | 3 |
| | 1% | 1% | 1% | 3% e | 2% e | 1% e | 1% | *% | *% | 1% | 1% | 2% a | 1% | 1% | 1% | 2% |
| AGREE | 2633 | 1278 | 1331 | 269 | 410 | 375 | 427 | 1135 | 899 | 766 | 385 | 539 | 2224 | 200 | 133 | 77 |
| | 61% | 61% | 60% | 51% | 52% | 55% | 61% ab | 70% abcd | 69% bcd | 62% cd | 55% | 52% | 61% | 57% | 61% | 59% |
| DISAGREE | 965 | 474 | 480 | 120 | 184 | 158 | 170 | 327 | 235 | 266 | 178 | 275 | 800 | 91 | 46 | 28 |
| | 22% | 23% | 22% | 23% | 23% | 23% | 24% | 20% | 18% | 22% | 26% a | 26% a | 22% | 26% | 21% | 21% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 215

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Definitely agree | 1673 | 1401 | 224 | 430 | 1220 | 386 | 1259 | 140 | 171 | 194 | 386 | 928 | 706 |
| | 38% | 39% | 49% | 31% | 42% | 32% | 41% | 28% | 31% | 37% | 32% | 34% | 46% |
| | | | a | | a | | a | | | a | | | a |
| Slightly agree | 960 | 772 | 88 | 363 | 583 | 310 | 633 | 134 | 136 | 131 | 310 | 643 | 291 |
| | 22% | 22% | 19% | 26% | 20% | 26% | 21% | 27% | 25% | 25% | 26% | 24% | 19% |
| | | | | b | | b | | | | | | b | |
| Neither agree nor disagree | 705 | 564 | 52 | 269 | 408 | 221 | 455 | 106 | 97 | 89 | 221 | 486 | 200 |
| | 16% | 16% | 11% | 20% | 14% | 19% | 15% | 21% | 18% | 17% | 19% | 18% | 13% |
| | | | | b | | b | | | | | | b | |
| Slightly disagree | 355 | 278 | 35 | 131 | 219 | 109 | 240 | 45 | 58 | 40 | 109 | 229 | 117 |
| | 8% | 8% | 8% | 10% | 8% | 9% | 8% | 9% | 11% | 8% | 9% | 8% | 8% |
| Definitely disagree | 610 | 499 | 58 | 167 | 424 | 154 | 435 | 67 | 73 | 65 | 154 | 384 | 206 |
| | 14% | 14% | 13% | 12% | 15% | 13% | 14% | 13% | 13% | 12% | 13% | 14% | 13% |
| Don't know | 47 | 38 | 2 | 17 | 25 | 11 | 31 | 5 | 7 | 4 | 11 | 27 | 17 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| AGREE | 2633 | 2173 | 312 | 793 | 1803 | 696 | 1892 | 274 | 307 | 325 | 696 | 1571 | 997 |
| | 61% | 61% | 68% | 58% | 63% | 58% | 62% | 55% | 57% | 62% | 58% | 58% | 65% |
| | | | | | a | | | | | | | | a |
| DISAGREE | 965 | 776 | 93 | 299 | 643 | 262 | 675 | 112 | 131 | 104 | 262 | 613 | 323 |
| | 22% | 22% | 20% | 22% | 22% | 22% | 22% | 22% | 24% | 20% | 22% | 23% | 21% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 215

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Definitely agree | 1673 | 1479 | 1216 | 457 | 194 | 1673 | 1613 | 1267 | 1135 | 495 | 1652 | 22 | 55 | 162 | 1456 |
| | 38% | 39% | 36% | 45% | 36% | 38% | 43% | 48% | 46% | 67% | 41% | 6% | 7% | 16% | 58% |
| | | | | abe | | | f | aef | ef | abcef | f | | | a | ab |
| Slightly agree | 960 | 864 | 774 | 186 | 96 | 960 | 901 | 589 | 617 | 113 | 932 | 29 | 95 | 290 | 575 |
| | 22% | 23% | 23% | 18% | 18% | 22% | 24% | 23% | 25% | 15% | 23% | 8% | 12% | 28% | 23% |
| | | | c | | | | df | df | df | f | df | | | ac | a |
| Neither agree nor disagree | 705 | 631 | 567 | 138 | 74 | 705 | 600 | 388 | 352 | 59 | 647 | 58 | 107 | 314 | 284 |
| | 16% | 17% | 17% | 14% | 14% | 16% | 16% | 15% | 14% | 8% | 16% | 16% | 13% | 31% | 11% |
| | | | | | | | d | d | d | | d | d | | ac | |
| Slightly disagree | 355 | 316 | 296 | 59 | 40 | 355 | 304 | 180 | 189 | 43 | 324 | 32 | 107 | 120 | 128 |
| | 8% | 8% | 9% | 6% | 7% | 8% | 8% | 7% | 8% | 6% | 8% | 9% | 13% | 12% | 5% |
| | | | | | | | | | | | | | c | c | |
| Definitely disagree | 610 | 493 | 449 | 161 | 117 | 610 | 344 | 182 | 188 | 27 | 408 | 202 | 429 | 114 | 67 |
| | 14% | 13% | 13% | 16% | 22% | 14% | 9% | 7% | 8% | 4% | 10% | 56% | 53% | 11% | 3% |
| | | | | abe | | | bd | d | d | | bcd | abcde | bc | c | |
| Don't know | 47 | 33 | 30 | 17 | 14 | 47 | 22 | 10 | 9 | 1 | 25 | 22 | 10 | 17 | 19 |
| | 1% | 1% | 1% | 2% | 3% | 1% | 1% | *% | *% | *% | 1% | 6% | 1% | 2% | 1% |
| | | | | | ab | | | | | | | abcde | | | |
| AGREE | 2633 | 2343 | 1990 | 643 | 290 | 2633 | 2513 | 1855 | 1752 | 607 | 2583 | 50 | 150 | 452 | 2031 |
| | 61% | 61% | 60% | 63% | 54% | 61% | 66% | 71% | 70% | 82% | 65% | 14% | 19% | 44% | 80% |
| | | | | d | | | f | aef | aef | abcef | f | | | a | ab |
| DISAGREE | 965 | 809 | 745 | 220 | 156 | 965 | 648 | 362 | 377 | 71 | 732 | 233 | 536 | 234 | 195 |
| | 22% | 21% | 22% | 22% | 29% | 22% | 17% | 14% | 15% | 10% | 18% | 64% | 67% | 23% | 8% |
| | | | | | abe | | bd | d | d | | bcd | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | | | | NATION | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | ~d | e | ~a | b | c | d | a | ~b | ~c | ~d |
| Unweighted total | 584 | 269 | 300 | 107 | 149 | 137 | 85 | 102 | 95 | 168 | 107 | 199 | 373 | 86 | 54 | 71 |
| Effective Weighted Sample | 453 | 213 | 230 | 88 | 117 | 105 | 66 | 77 | 79 | 130 | 83 | 148 | 331 | 82 | 50 | 67 |
| Total | 557 | 280 | 264 | 95 | 141 | 121 | 93 | 103 | 105 | 157 | 101 | 177 | 457 | 52 | 24 | 23 |
| Yes | 361 | 178 | 173 | 55 | 90 | 74 | ** | 86 | ** | 108 | 68 | 103 | 294 | ** | ** | ** |
| | 65% | 64% | 66% | 59% | 64% | 61% | ** | 84% abc | ** | 69% | 67% | 58% | 64% | ** | ** | ** |
| No | 142 | 75 | 64 | 26 | 33 | 38 | ** | 15 | ** | 34 | 27 | 50 | 116 | ** | ** | ** |
| | 25% | 27% | 24% | 27% | 24% | 31% e | ** | 14% | ** | 22% | 26% | 28% | 25% | ** | ** | ** |
| Not sure | 54 | 27 | 26 | 13 | 18 | 9 | ** | 2 | ** | 15 | 7 | 25 | 47 | ** | ** | ** |
| | 10% | 10% | 10% | 14% e | 13% e | 8% | ** | 2% | ** | 9% | 7% | 14% | 10% | ** | ** | ** |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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

| | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | ~b | a | b | a | b | ~a | ~b | ~c | d | a | b |
| Unweighted total | 584 | 482 | 46 | 200 | 354 | 166 | 384 | 65 | 88 | 75 | 166 | 340 | 215 |
| Effective Weighted Sample | 453 | 374 | 35 | 156 | 273 | 130 | 297 | 53 | 68 | 59 | 130 | 266 | 174 |
| Total | 557 | 462 | 36 | 184 | 344 | 149 | 376 | 65 | 75 | 65 | 149 | 357 | 173 |
| Yes | 361 | 310 | ** | 106 | 243 | 85 | 262 | ** | ** | ** | 85 | 222 | 122 |
| | 65% | 67% | ** | 58% | 71% | 57% | 70% | ** | ** | ** | 57% | 62% | 70% |
| | | | | | a | | | | | | | | |
| No | 142 | 116 | ** | 55 | 79 | 45 | 89 | ** | ** | ** | 45 | 99 | 37 |
| | 25% | 25% | ** | 30% | 23% | 30% | 24% | ** | ** | ** | 30% | 28% | 22% |
| Not sure | 54 | 37 | ** | 23 | 21 | 19 | 25 | ** | ** | ** | 19 | 37 | 14 |
| | 10% | 8% | ** | 12% | 6% | 13% | 7% | ** | ** | ** | 13% | 10% | 8% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 216**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | ~a | b | c | ~d | e | f | a | b | c |
| Unweighted total | 584 | 471 | 450 | 134 | 113 | 584 | - | 150 | 143 | 20 | 211 | 373 | 274 | 158 | 152 |
| Effective Weighted Sample | 453 | 377 | 360 | 106 | 90 | 453 | - | 120 | 117 | 16 | 170 | 284 | 209 | 124 | 120 |
| Total | 557 | 410 | 391 | 165 | 146 | 557 | - | 142 | 136 | 22 | 200 | 357 | 254 | 155 | 148 |
| Yes | 361 | 277 | 264 | 97 | 85 | 361 | ** | 103 | 104 | ** | 147 | 214 | 181 | 85 | 95 |
| | 65% | 67% | 68% | 59% | 58% | 65% | ** | 72% | 76% | ** | 74% | 60% | 71% | 55% | 64% |
| | | | | | | | | | f | | f | | b | | |
| No | 142 | 98 | 95 | 47 | 44 | 142 | ** | 27 | 20 | ** | 36 | 106 | 62 | 46 | 33 |
| | 25% | 24% | 24% | 29% | 30% | 25% | ** | 19% | 15% | ** | 18% | 30% | 25% | 30% | 22% |
| | | | | | | | | | | | | ce | | | |
| Not sure | 54 | 36 | 33 | 21 | 17 | 54 | ** | 12 | 12 | ** | 17 | 37 | 10 | 24 | 19 |
| | 10% | 9% | 8% | 13% | 12% | 10% | ** | 9% | 9% | ** | 9% | 10% | 4% | 16% | 13% |
| | | | | | | | | | | | | | | a | a |

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 217

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1702 | 689 | 992 | 249 | 339 | 299 | 271 | 535 | 343 | 465 | 281 | 579 | 1159 | 216 | 164 | 163 |
| Effective Weighted Sample | 1327 | 538 | 779 | 207 | 272 | 231 | 215 | 407 | 277 | 366 | 221 | 438 | 1018 | 191 | 149 | 153 |
| Total | 1691 | 747 | 926 | 221 | 328 | 271 | 290 | 573 | 375 | 481 | 261 | 543 | 1428 | 134 | 76 | 52 |
| Yes | 759 | 358 | 389 | 86 | 115 | 138 | 151 | 267 | 209 | 219 | 116 | 209 | 635 | 60 | 42 | 23 |
| | 45% | 48% | 42% | 39% | 35% | 51% | 52% | 46% | 56% | 46% | 45% | 38% | 44% | 45% | 55% | 43% |
| | | | | | | b | ab | b | d | | | | | | | |
| No | 808 | 338 | 463 | 111 | 179 | 121 | 115 | 276 | 152 | 223 | 127 | 286 | 690 | 62 | 30 | 26 |
| | 48% | 45% | 50% | 50% | 55% | 45% | 40% | 48% | 41% | 46% | 49% | 53% | 48% | 46% | 39% | 49% |
| | | | | | d | | | | | | | a | | | | |
| Not sure | 124 | 50 | 73 | 24 | 34 | 12 | 23 | 31 | 14 | 39 | 18 | 49 | 103 | 12 | 4 | 4 |
| | 7% | 7% | 8% | 11% | 10% | 5% | 8% | 5% | 4% | 8% | 7% | 9% | 7% | 9% | 6% | 8% |
| | | | | | | | | | | | | a | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1702 | 1400 | 149 | 537 | 1118 | 452 | 1198 | 198 | 201 | 202 | 452 | 900 | 726 |
| Effective Weighted Sample | 1327 | 1093 | 112 | 426 | 866 | 357 | 930 | 158 | 157 | 161 | 357 | 725 | 555 |
| Total | 1691 | 1404 | 130 | 506 | 1138 | 427 | 1214 | 185 | 183 | 193 | 427 | 1002 | 631 |
| Yes | 759 | 638 | 72 | 231 | 515 | 200 | 543 | 73 | 78 | 103 | 200 | 481 | 256 |
| | 45% | 45% | 55% | 46% | 45% | 47% | 45% | 40% | 43% | 53% | 47% | 48% | 41% |
| | | | | | | | | | | | | b | |
| No | 808 | 674 | 48 | 238 | 545 | 197 | 585 | 99 | 90 | 77 | 197 | 458 | 320 |
| | 48% | 48% | 37% | 47% | 48% | 46% | 48% | 54% | 49% | 40% | 46% | 46% | 51% |
| Not sure | 124 | 93 | 10 | 37 | 78 | 30 | 86 | 12 | 15 | 13 | 30 | 63 | 55 |
| | 7% | 7% | 8% | 7% | 7% | 7% | 7% | 7% | 8% | 7% | 7% | 6% | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | ~b | c | ~d | e | f | a | b | c |
| Unweighted total | 1702 | 1486 | 1304 | 398 | 216 | 1702 | 1261 | - | 613 | - | 1323 | 379 | 483 | 455 | 764 |
| Effective Weighted Sample | 1327 | 1195 | 1050 | 307 | 170 | 1327 | 988 | - | 498 | - | 1038 | 289 | 373 | 358 | 596 |
| Total | 1691 | 1386 | 1203 | 488 | 305 | 1691 | 1270 | - | 600 | - | 1328 | 363 | 478 | 457 | 757 |
| Yes | 759 | 645 | 565 | 194 | 114 | 759 | 574 | ** | 314 | ** | 600 | 159 | 228 | 177 | 354 |
| | 45% | 47% | 47% | 40% | 37% | 45% | 45% | ** | 52% ae | ** | 45% | 44% | 48% | 39% | 47% |
| No | 808 | 645 | 558 | 251 | 164 | 808 | 611 | ** | 245 | ** | 636 | 173 | 231 | 235 | 343 |
| | 48% | 47% | 46% | 51% | 54% | 48% | 48% c | ** | 41% | ** | 48% c | 47% | 48% | 51% | 45% |
| Not sure | 124 | 96 | 81 | 43 | 28 | 124 | 85 | ** | 41 | ** | 92 | 31 | 19 | 45 | 60 |
| | 7% | 7% | 7% | 9% | 9% | 7% | 7% | ** | 7% | ** | 7% | 9% | 4% | 10% | 8% a |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 1805 | 726 | 1059 | 221 | 301 | 280 | 268 | 716 | 355 | 432 | 327 | 652 | 1200 | 223 | 207 | 175 |
| Effective Weighted Sample | 1374 | 557 | 809 | 184 | 239 | 217 | 209 | 538 | 272 | 337 | 255 | 486 | 1032 | 188 | 186 | 162 |
| Total | 1860 | 817 | 1025 | 191 | 283 | 250 | 287 | 828 | 401 | 454 | 312 | 649 | 1546 | 152 | 102 | 59 |
| Yes | 811 | 331 | 468 | 119 | 158 | 128 | 125 | 277 | 197 | 236 | 133 | 235 | 668 | 70 | 47 | 25 |
| | 44% | 41% | 46% | 62% | 56% | 51% | 44% | 33% | 49% | 52% | 43% | 36% | 43% | 46% | 46% | 43% |
| | | | | de | de | e | e | | d | d | | | | | | |
| No | 875 | 414 | 458 | 52 | 94 | 103 | 131 | 477 | 186 | 176 | 151 | 335 | 731 | 71 | 46 | 28 |
| | 47% | 51% | 45% | 27% | 33% | 41% | 46% | 58% | 46% | 39% | 48% | 52% | 47% | 46% | 45% | 48% |
| | | | | | | a | ab | abcd | | | | b | | | | |
| Not sure | 174 | 72 | 99 | 20 | 30 | 19 | 31 | 74 | 18 | 43 | 28 | 79 | 148 | 12 | 10 | 5 |
| | 9% | 9% | 10% | 11% | 11% | 7% | 11% | 9% | 4% | 9% | 9% | 12% | 10% | 8% | 9% | 9% |
| | | | | | | | | | | | | a | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 1805 | 1470 | 191 | 493 | 1262 | 425 | 1325 | 176 | 204 | 183 | 425 | 873 | 845 |
| Effective Weighted Sample | 1374 | 1121 | 137 | 392 | 951 | 337 | 1001 | 142 | 162 | 144 | 337 | 692 | 618 |
| Total | 1860 | 1530 | 182 | 462 | 1349 | 397 | 1411 | 161 | 194 | 171 | 397 | 959 | 831 |
| Yes | 811 | 673 | 79 | 254 | 534 | 218 | 568 | 86 | 115 | 99 | 218 | 472 | 308 |
| | 44% | 44% | 43% | 55% | 40% | 55% | 40% | 54% | 59% | 58% | 55% | 49% | 37% |
| | | | | b | | b | | | | | | b | |
| No | 875 | 727 | 83 | 168 | 692 | 145 | 716 | 57 | 63 | 64 | 145 | 407 | 433 |
| | 47% | 48% | 46% | 36% | 51% | 36% | 51% | 35% | 32% | 37% | 36% | 42% | 52% |
| | | | | | a | | a | | | | | | a |
| Not sure | 174 | 131 | 20 | 40 | 123 | 34 | 127 | 18 | 16 | 8 | 34 | 80 | 89 |
| | 9% | 9% | 11% | 9% | 9% | 9% | 9% | 11% | 8% | 5% | 9% | 8% | 11% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | ~c | ~d | e | f | a | b | c |
| Unweighted total | 1805 | 1508 | 1266 | 539 | 297 | 1805 | 1358 | 707 | - | 91 | 1426 | 379 | 514 | 473 | 818 |
| Effective Weighted Sample | 1374 | 1202 | 1009 | 414 | 235 | 1374 | 1035 | 537 | - | 73 | 1087 | 289 | 388 | 359 | 627 |
| Total | 1860 | 1409 | 1158 | 702 | 451 | 1860 | 1432 | 760 | - | 102 | 1496 | 363 | 523 | 490 | 847 |
| Yes | 811 | 714 | 605 | 205 | 97 | 811 | 634 | 321 | ** | ** | 659 | 152 | 191 | 191 | 429 |
| | 44% | 51% | 52% | 29% | 21% | 44% | 44% | 42% | ** | ** | 44% | 42% | 37% | 39% | 51% |
| | | cde | cde | | | cd | | | | | | | | | ab |
| No | 875 | 564 | 455 | 420 | 311 | 875 | 661 | 356 | ** | ** | 694 | 181 | 293 | 249 | 333 |
| | 47% | 40% | 39% | 60% | 69% | 47% | 46% | 47% | ** | ** | 46% | 50% | 56% | 51% | 39% |
| | | | | abe | abe | ab | | | | | | | c | c | |
| Not sure | 174 | 131 | 98 | 76 | 44 | 174 | 137 | 83 | ** | ** | 143 | 31 | 39 | 50 | 85 |
| | 9% | 9% | 9% | 11% | 10% | 9% | 10% | 11% | ** | ** | 10% | 9% | 8% | 10% | 10% |

Minimum Base: 30 (^)
Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 219

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)**

Base : All respondents (excluding those completing a paper questionnaire)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4133 | 1891 | 2201 | 573 | 801 | 735 | 649 | 1375 | 1214 | 1158 | 709 | 1010 | 2786 | 539 | 435 | 373 |
| Effective Weighted Sample | 3298 | 1508 | 1768 | 479 | 658 | 590 | 518 | 1070 | 987 | 928 | 573 | 781 | 2507 | 500 | 406 | 354 |
| Total | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| More than 10 times a day | 234 | 157 | 74 | 25 | 49 | 40 | 44 | 76 | 94 | 68 | 28 | 42 | 199 | 15 | 11 | 9 |
| | 6% | 8% b | 4% | 5% | 6% | 6% | 6% | 5% | 8% cd | 6% | 4% | 5% | 6% | 5% | 5% | 8% |
| Between 6 and 10 times a day | 422 | 274 | 144 | 34 | 80 | 57 | 68 | 183 | 186 | 119 | 49 | 67 | 348 | 41 | 21 | 11 |
| | 10% | 14% b | 7% | 7% | 10% | 8% | 10% | 13% ac | 15% bcd | 10% | 7% | 7% | 10% | 12% | 11% | 10% |
| Between 2 and 5 times a day | 1446 | 745 | 688 | 89 | 194 | 200 | 283 | 681 | 504 | 430 | 224 | 281 | 1214 | 120 | 68 | 44 |
| | 36% | 38% | 34% | 17% | 25% a | 30% a | 41% abc | 49% abcd | 41% cd | 36% | 33% | 30% | 35% | 36% | 34% | 37% |
| Once a day | 948 | 405 | 537 | 123 | 175 | 176 | 163 | 312 | 249 | 263 | 168 | 258 | 790 | 75 | 55 | 28 |
| | 23% | 20% | 26% a | 24% | 22% | 26% | 24% | 22% | 20% | 22% | 25% | 28% ab | 23% | 23% | 27% | 24% |
| 4-6 days a week | 198 | 81 | 113 | 59 | 61 | 30 | 25 | 24 | 50 | 67 | 37 | 40 | 167 | 16 | 10 | 4 |
| | 5% | 4% | 6% | 11% cde | 8% de | 4% e | 4% | 2% | 4% | 6% | 6% | 4% | 5% | 5% | 5% | 4% |
| 2-3 days a week | 208 | 75 | 132 | 44 | 58 | 54 | 21 | 31 | 49 | 71 | 45 | 41 | 176 | 17 | 11 | 5 |
| | 5% | 4% | 6% a | 8% de | 7% de | 8% de | 3% | 2% | 4% | 6% | 7% | 4% | 5% | 5% | 5% | 5% |
| Once a week | 167 | 70 | 97 | 41 | 53 | 37 | 14 | 22 | 35 | 42 | 37 | 52 | 139 | 16 | 9 | 3 |
| | 4% | 4% | 5% | 8% de | 7% de | 5% de | 2% | 2% | 3% | 3% | 6% a | 6% a | 4% | 5% | 4% | 3% |
| Less often than once a week | 124 | 38 | 83 | 25 | 37 | 31 | 16 | 14 | 26 | 46 | 21 | 31 | 104 | 10 | 5 | 5 |
| | 3% | 2% | 4% a | 5% e | 5% e | 5% e | 2% | 1% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 4% |
| Less often than once a month | 121 | 45 | 74 | 36 | 29 | 17 | 14 | 26 | 23 | 26 | 25 | 43 | 108 | 8 | 4 | 2 |
| | 3% | 2% | 4% | 7% cde | 4% | 2% | 2% | 2% | 2% | 2% | 4% | 5% ab | 3% | 2% | 2% | 1% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4133 | 1891 | 2201 | 573 | 801 | 735 | 649 | 1375 | 1214 | 1158 | 709 | 1010 | 2786 | 539 | 435 | 373 |
| Effective Weighted Sample | 3298 | 1508 | 1768 | 479 | 658 | 590 | 518 | 1070 | 987 | 928 | 573 | 781 | 2507 | 500 | 406 | 354 |
| Total | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| Never | 137 | 68 | 69 | 18 | 34 | 32 | 31 | 22 | 16 | 41 | 28 | 49 | 121 | 8 | 5 | 4 |
| | 3% | 3% | 3% | 3% | 4% | 5% | 5% | 2% | 1% | 3% | 4% | 5% | 4% | 2% | 2% | 3% |
| | | | | | e | e | e | | | a | a | a | | | | |
| Don't know | 64 | 26 | 36 | 28 | 21 | 3 | 9 | 4 | 6 | 22 | 7 | 25 | 55 | 4 | 2 | 3 |
| | 2% | 1% | 2% | 5% | 3% | *% | 1% | *% | *% | 2% | 1% | 3% | 2% | 1% | 1% | 3% |
| | | | | cde | ce | | | | | a | | a | | | | |
| **FREQUENCY** | | | | | | | | | | | | | | | | |
| MORE THAN ONCE A DAY | 2102 | 1176 | 906 | 148 | 323 | 296 | 395 | 941 | 784 | 617 | 301 | 391 | 1761 | 176 | 100 | 65 |
| | 52% | 59% | 44% | 28% | 41% | 44% | 57% | 67% | 63% | 52% | 45% | 42% | 51% | 53% | 50% | 54% |
| | | b | | | a | a | abc | abcd | bcd | d | | | | | | |
| ONCE A DAY | 948 | 405 | 537 | 123 | 175 | 176 | 163 | 312 | 249 | 263 | 168 | 258 | 790 | 75 | 55 | 28 |
| | 23% | 20% | 26% | 24% | 22% | 26% | 24% | 22% | 20% | 22% | 25% | 28% | 23% | 23% | 27% | 24% |
| | | | a | | | | | | | | | ab | | | | |
| LESS OFTEN | 819 | 309 | 499 | 205 | 238 | 169 | 90 | 117 | 184 | 252 | 166 | 207 | 694 | 67 | 38 | 20 |
| | 20% | 16% | 24% | 39% | 30% | 25% | 13% | 8% | 15% | 21% | 25% | 22% | 20% | 20% | 19% | 16% |
| | | | a | bcde | de | de | e | | | a | a | a | | | | |
| NEVER | 137 | 68 | 69 | 18 | 34 | 32 | 31 | 22 | 16 | 41 | 28 | 49 | 121 | 8 | 5 | 4 |
| | 3% | 3% | 3% | 3% | 4% | 5% | 5% | 2% | 1% | 3% | 4% | 5% | 4% | 2% | 2% | 3% |
| | | | | | e | e | e | | | a | a | a | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 219

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4133 | 3334 | 465 | 1423 | 2617 | 1221 | 2803 | 509 | 565 | 538 | 1221 | 2454 | 1546 |
| Effective Weighted Sample | 3298 | 2662 | 360 | 1161 | 2065 | 995 | 2216 | 420 | 460 | 432 | 995 | 2021 | 1197 |
| Total | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| More than 10 times a day | 234 | 197 | 21 | 90 | 141 | 85 | 145 | 32 | 39 | 41 | 85 | 178 | 50 |
| | 6% | 6% | 5% | 7% | 5% | 7% | 5% | 6% | 7% | 8% | 7% | 7% b | 4% |
| Between 6 and 10 times a day | 422 | 351 | 54 | 139 | 277 | 133 | 282 | 58 | 49 | 56 | 133 | 267 | 146 |
| | 10% | 11% | 13% | 10% | 11% | 11% | 10% | 12% | 9% | 11% | 11% | 10% | 11% |
| Between 2 and 5 times a day | 1446 | 1182 | 184 | 408 | 1023 | 364 | 1067 | 118 | 169 | 190 | 364 | 875 | 534 |
| | 36% | 36% | 44% a | 30% | 39% a | 31% | 38% a | 24% | 31% | 36% a | 31% | 33% | 40% a |
| Once a day | 948 | 776 | 90 | 302 | 625 | 260 | 660 | 108 | 105 | 114 | 260 | 641 | 286 |
| | 23% | 23% | 21% | 22% | 24% | 22% | 24% | 22% | 19% | 22% | 22% | 24% | 22% |
| 4-6 days a week | 198 | 160 | 14 | 87 | 103 | 69 | 119 | 33 | 34 | 22 | 69 | 147 | 48 |
| | 5% | 5% | 3% | 6% b | 4% | 6% | 4% | 7% | 6% | 4% | 6% | 6% | 4% |
| 2-3 days a week | 208 | 173 | 14 | 88 | 113 | 76 | 125 | 44 | 36 | 29 | 76 | 150 | 56 |
| | 5% | 5% | 3% | 6% b | 4% | 6% | 4% | 9% | 7% | 5% | 6% | 6% | 4% |
| Once a week | 167 | 136 | 9 | 73 | 87 | 60 | 97 | 35 | 34 | 15 | 60 | 112 | 53 |
| | 4% | 4% | 2% | 5% b | 3% | 5% | 4% | 7% c | 6% | 3% | 5% | 4% | 4% |
| Less often than once a week | 124 | 93 | 13 | 57 | 66 | 40 | 82 | 18 | 22 | 16 | 40 | 88 | 33 |
| | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 3% |
| Less often than once a month | 121 | 92 | 11 | 50 | 65 | 39 | 75 | 20 | 19 | 12 | 39 | 72 | 46 |
| | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 4% | 4% | 2% | 3% | 3% | 3% |
| Never | 137 | 108 | 5 | 55 | 78 | 48 | 85 | 20 | 22 | 23 | 48 | 98 | 35 |
| | 3% | 3% | 1% | 4% | 3% | 4% | 3% | 4% | 4% | 5% | 4% | 4% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 219

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4133 | 3334 | 465 | 1423 | 2617 | 1221 | 2803 | 509 | 565 | 538 | 1221 | 2454 | 1546 |
| Effective Weighted Sample | 3298 | 2662 | 360 | 1161 | 2065 | 995 | 2216 | 420 | 460 | 432 | 995 | 2021 | 1197 |
| Total | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| Don't know | 64 | 45 | 3 | 23 | 33 | 16 | 41 | 9 | 11 | 3 | 16 | 25 | 32 |
| | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% |
| | | | | | | | | | | | | | a |
| **FREQUENCY** | | | | | | | | | | | | | |
| MORE THAN ONCE A DAY | 2102 | 1730 | 259 | 636 | 1441 | 581 | 1494 | 208 | 258 | 286 | 581 | 1319 | 730 |
| | 52% | 52% | 62% | 46% | 55% | 49% | 54% | 42% | 48% | 55% | 49% | 50% | 55% |
| | | | a | | a | | | | | a | | | a |
| ONCE A DAY | 948 | 776 | 90 | 302 | 625 | 260 | 660 | 108 | 105 | 114 | 260 | 641 | 286 |
| | 23% | 23% | 21% | 22% | 24% | 22% | 24% | 22% | 19% | 22% | 22% | 24% | 22% |
| LESS OFTEN | 819 | 654 | 61 | 355 | 433 | 284 | 498 | 150 | 145 | 94 | 284 | 569 | 236 |
| | 20% | 20% | 15% | 26% | 17% | 24% | 18% | 30% | 27% | 18% | 24% | 21% | 18% |
| | | | | b | | b | | c | c | | | | |
| NEVER | 137 | 108 | 5 | 55 | 78 | 48 | 85 | 20 | 22 | 23 | 48 | 98 | 35 |
| | 3% | 3% | 1% | 4% | 3% | 4% | 3% | 4% | 4% | 5% | 4% | 4% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

**Table 219**

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | VOD USERS ANY | SVOD | NOT SVOD | NONE | TOTAL | BBC CONTENT IN LAST 3 MONTHS TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | BBC FAVOURABILITY 1-4 | 5-6 | 7-10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4133 | 3848 | 3426 | 707 | 285 | 4133 | 3553 | 2467 | 2488 | 712 | 3760 | 373 | 765 | 949 | 2419 |
| Effective Weighted Sample | 3298 | 3117 | 2778 | 545 | 220 | 3298 | 2848 | 1984 | 2031 | 581 | 3014 | 284 | 596 | 765 | 1937 |
| Total | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| More than 10 times a day | 234 6% | 217 6% | 197 6% | 37 5% | 18 5% | 234 6% | 217 6% f | 154 6% f | 181 7% f | 75 10% abef | 227 6% f | 7 2% | 46 6% | 36 4% | 153 6% b |
| Between 6 and 10 times a day | 422 10% | 399 11% | 357 11% | 65 8% | 23 6% | 422 10% | 397 11% f | 361 15% aef | 350 14% aef | 150 21% abcef | 416 11% f | 6 2% | 55 7% | 73 8% | 294 12% ab |
| Between 2 and 5 times a day | 1446 36% | 1319 36% | 1116 34% | 330 41% be | 127 34% | 1446 36% | 1342 38% f | 975 40% f | 975 40% f | 319 44% aef | 1390 37% f | 56 16% | 226 30% | 268 28% | 951 40% ab |
| Once a day | 948 23% | 852 23% | 755 23% | 194 24% | 96 26% | 948 23% | 819 23% d | 514 21% d | 500 21% d | 103 14% | 873 23% d | 75 21% d | 181 24% | 228 24% | 539 23% |
| 4-6 days a week | 198 5% | 182 5% | 172 5% | 26 3% | 16 4% | 198 5% | 170 5% | 107 4% | 123 5% | 31 4% | 179 5% | 19 5% | 32 4% | 62 7% | 104 4% |
| 2-3 days a week | 208 5% | 193 5% | 182 6% | 27 3% | 15 4% | 208 5% | 173 5% d | 114 5% | 110 5% | 17 2% | 186 5% d | 22 6% d | 38 5% | 70 7% | 101 4% c |
| Once a week | 167 4% | 157 4% c | 152 5% c | 15 2% | 9 3% | 167 4% | 140 4% d | 82 3% | 84 3% | 11 1% | 148 4% d | 19 5% d | 39 5% c | 61 6% c | 68 3% |
| Less often than once a week | 124 3% | 120 3% | 114 3% c | 10 1% | 4 1% | 124 3% | 89 3% | 47 2% | 53 2% | 7 1% | 99 3% | 26 7% abcde | 31 4% c | 42 4% c | 51 2% |
| Less often than once a month | 121 3% | 98 3% | 89 3% | 32 4% | 23 6% abe | 121 3% | 79 2% cd | 33 1% | 30 1% | 3 *% | 87 2% cd | 34 10% abcde | 38 5% c | 30 3% | 52 2% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4133 | 3848 | 3426 | 707 | 285 | 4133 | 3553 | 2467 | 2488 | 712 | 3760 | 373 | 765 | 949 | 2419 |
| Effective Weighted Sample | 3298 | 3117 | 2778 | 545 | 220 | 3298 | 2848 | 1984 | 2031 | 581 | 3014 | 284 | 596 | 765 | 1937 |
| Total | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| Never | 137 | 106 | 92 | 46 | 31 | 137 | 58 | 23 | 12 | 1 | 71 | 66 | 58 | 38 | 41 |
| | 3% | 3% | 3% | 6% | 8% | 3% | 2% | 1% | 1% | *% | 2% | 19% | 8% | 4% | 2% |
| | | | | abe | abe | | cd | | | | bcd | abcde | bc | c | |
| Don't know | 64 | 50 | 47 | 18 | 15 | 64 | 37 | 24 | 17 | 5 | 42 | 23 | 6 | 34 | 24 |
| | 2% | 1% | 1% | 2% | 4% | 2% | 1% | 1% | 1% | 1% | 1% | 6% | 1% | 4% | 1% |
| | | | | abe | | | | | | | | abcde | | ac | |
| **FREQUENCY** | | | | | | | | | | | | | | | |
| MORE THAN ONCE A DAY | 2102 | 1935 | 1670 | 432 | 167 | 2102 | 1956 | 1490 | 1506 | 544 | 2033 | 69 | 327 | 377 | 1398 |
| | 52% | 52% | 51% | 54% | 44% | 52% | 56% | 61% | 62% | 75% | 55% | 20% | 44% | 40% | 59% |
| | | | | | | | f | aef | aef | abcef | f | | | | ab |
| ONCE A DAY | 948 | 852 | 755 | 194 | 96 | 948 | 819 | 514 | 500 | 103 | 873 | 75 | 181 | 228 | 539 |
| | 23% | 23% | 23% | 24% | 26% | 23% | 23% | 21% | 21% | 14% | 23% | 21% | 24% | 24% | 23% |
| | | | | | | | d | d | d | | d | d | | | |
| LESS OFTEN | 819 | 751 | 709 | 110 | 68 | 819 | 652 | 384 | 399 | 69 | 699 | 120 | 179 | 265 | 375 |
| | 20% | 20% | 22% | 14% | 18% | 20% | 18% | 16% | 16% | 9% | 19% | 34% | 24% | 28% | 16% |
| | | c | c | | | c | d | d | d | | bd | abcde | c | c | |
| NEVER | 137 | 106 | 92 | 46 | 31 | 137 | 58 | 23 | 12 | 1 | 71 | 66 | 58 | 38 | 41 |
| | 3% | 3% | 3% | 6% | 8% | 3% | 2% | 1% | 1% | *% | 2% | 19% | 8% | 4% | 2% |
| | | | | abe | abe | | cd | | | | bcd | abcde | bc | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?**

Base : Those who watch, listen to or read news (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 3932 | 1803 | 2091 | 525 | 747 | 698 | 615 | 1347 | 1195 | 1101 | 674 | 927 | 2643 | 520 | 418 | 351 |
| Effective Weighted Sample | 3139 | 1438 | 1680 | 437 | 616 | 562 | 492 | 1047 | 971 | 882 | 544 | 717 | 2379 | 482 | 390 | 334 |
| Total | 3869 | 1890 | 1942 | 475 | 736 | 641 | 648 | 1369 | 1216 | 1131 | 635 | 855 | 3245 | 318 | 194 | 113 |
| BBC TV or BBC iPlayer | 2213 | 1105 | 1094 | 195 | 339 | 312 | 394 | 973 | 789 | 632 | 339 | 442 | 1834 | 192 | 121 | 66 |
| | 57% | 58% | 56% | 41% | 46% | 49% | 61% abc | 71% abcd | 65% bcd | 56% | 53% | 52% | 57% | 60% | 63% | 58% |
| BBC website or apps | 1656 | 876 | 763 | 189 | 334 | 300 | 306 | 527 | 650 | 565 | 216 | 216 | 1398 | 133 | 74 | 52 |
| | 43% | 46% b | 39% | 40% | 45% e | 47% e | 47% e | 39% | 53% cd | 50% cd | 34% d | 25% | 43% | 42% | 38% | 46% |
| BBC Radio or BBC Sounds | 1248 | 687 | 553 | 119 | 209 | 193 | 224 | 503 | 537 | 350 | 184 | 172 | 1051 | 95 | 65 | 38 |
| | 32% | 36% b | 28% | 25% | 28% | 30% | 35% a | 37% abc | 44% bcd | 31% d | 29% d | 20% | 32% | 30% | 33% | 33% |
| None/ Don't use the BBC for news | 566 | 254 | 302 | 61 | 105 | 109 | 91 | 200 | 116 | 146 | 108 | 188 | 462 | 55 | 32 | 17 |
| | 15% | 13% | 16% | 13% | 14% | 17% | 14% | 15% | 10% | 13% | 17% a | 22% ab | 14% | 17% | 16% | 15% |
| Don't know | 174 | 94 | 79 | 35 | 43 | 38 | 29 | 29 | 27 | 38 | 35 | 69 | 152 | 12 | 8 | 3 |
| | 5% | 5% | 4% | 7% e | 6% e | 6% e | 5% | 2% | 2% | 3% | 6% | 8% a | 5% | 4% | 4% | 3% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?**

Base : Those who watch, listen to or read news (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 3932 | 3182 | 455 | 1347 | 2505 | 1160 | 2676 | 481 | 535 | 511 | 1160 | 2351 | 1462 |
| Effective Weighted Sample | 3139 | 2541 | 352 | 1098 | 1979 | 945 | 2117 | 397 | 435 | 411 | 945 | 1937 | 1128 |
| Total | 3869 | 3160 | 410 | 1293 | 2499 | 1125 | 2652 | 466 | 508 | 494 | 1125 | 2529 | 1252 |
| BBC TV or BBC iPlayer | 2213 | 1841 | 270 | 663 | 1518 | 586 | 1589 | 241 | 251 | 286 | 586 | 1368 | 796 |
| | 57% | 58% | 66% | 51% | 61% | 52% | 60% | 52% | 49% | 58% | 52% | 54% | 64% |
| | | | a | | a | | a | | | | | | a |
| BBC website or apps | 1656 | 1364 | 202 | 569 | 1063 | 500 | 1127 | 203 | 221 | 235 | 500 | 1175 | 446 |
| | 43% | 43% | 49% | 44% | 43% | 44% | 43% | 43% | 44% | 47% | 44% | 46% | 36% |
| | | | | | | | | | | | | b | |
| BBC Radio or BBC Sounds | 1248 | 1012 | 164 | 402 | 833 | 358 | 873 | 144 | 167 | 162 | 358 | 820 | 400 |
| | 32% | 32% | 40% | 31% | 33% | 32% | 33% | 31% | 33% | 33% | 32% | 32% | 32% |
| | | | a | | | | | | | | | | |
| None/ Don't use the BBC for news | 566 | 455 | 49 | 161 | 392 | 142 | 409 | 60 | 67 | 57 | 142 | 348 | 199 |
| | 15% | 14% | 12% | 12% | 16% | 13% | 15% | 13% | 13% | 12% | 13% | 14% | 16% |
| Don't know | 174 | 126 | 20 | 77 | 88 | 66 | 96 | 34 | 33 | 15 | 66 | 117 | 54 |
| | 5% | 4% | 5% | 6% | 4% | 6% | 4% | 7% | 7% | 3% | 6% | 5% | 4% |
| | | | | b | | b | | c | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 220

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?**

Base : Those who watch, listen to or read news (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 3932 | 3682 | 3277 | 655 | 250 | 3932 | 3455 | 2418 | 2456 | 705 | 3643 | 289 | 704 | 879 | 2349 |
| Effective Weighted Sample | 3139 | 2982 | 2658 | 503 | 192 | 3139 | 2769 | 1943 | 2005 | 575 | 2919 | 220 | 547 | 707 | 1885 |
| Total | 3869 | 3537 | 3133 | 736 | 332 | 3869 | 3428 | 2388 | 2405 | 715 | 3604 | 265 | 687 | 870 | 2311 |
| BBC TV or BBC iPlayer | 2213 57% | 2075 59% d | 1777 57% d | 436 59% d | 138 42% | 2213 57% d | 2181 64% f | 1527 64% f | 1534 64% f | 529 74% abcef | 2201 61% f | 12 4% | 220 32% | 427 49% a | 1565 68% ab |
| BBC website or apps | 1656 43% | 1604 45% cd | 1454 46% cde | 202 28% d | 52 16% | 1656 43% cd | 1536 45% f | 1176 49% aef | 1485 62% abef | 456 64% abef | 1623 45% f | 33 12% | 167 24% | 331 38% a | 1159 50% ab |
| BBC Radio or BBC Sounds | 1248 32% | 1186 34% cd | 1047 33% cd | 202 27% | 62 19% | 1248 32% d | 1185 35% f | 1205 50% acef | 993 41% aef | 455 64% abcef | 1245 35% f | 4 1% | 111 16% | 214 25% a | 923 40% ab |
| None/ Don't use the BBC for news | 566 15% | 459 13% | 422 13% | 144 20% abe | 106 32% abce | 566 15% | 344 10% bcd | 151 6% cd | 101 4% | 25 3% | 375 10% bcd | 190 72% abcde | 291 42% bc | 132 15% c | 143 6% |
| Don't know | 174 5% | 139 4% | 128 4% | 47 6% | 35 11% abe | 174 5% | 133 4% cd | 63 3% d | 51 2% | 6 1% | 147 4% bcd | 28 10% abcde | 42 6% c | 55 6% c | 78 3% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 MAN | GENDER WOMAN | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55+ | SEG AB | SEG C1 | SEG C2 | SEG DE | NATION ENGLAND | NATION SCOTLAND | NATION WALES | NATION N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| None | 98 | 41 | 55 | 5 | - | - | 1 | 81 | 20 | 8 | 7 | 50 | 81 | 7 | 6 | 4 |
| | 2% | 2% | 3% | 1% | -% | -% | *% | 5% abcd | 2% | 1% | 1% | 5% abc | 2% | 2% | 3% | 3% |
| Up to 2 hours | 362 | 132 | 227 | 74 | 75 | 53 | 36 | 122 | 95 | 69 | 69 | 117 | 321 | 22 | 13 | 6 |
| | 8% | 6% | 10% a | 14% cde | 9% d | 8% | 5% | 7% | 7% | 6% | 10% b | 11% ab | 9% d | 6% | 6% | 4% |
| 3 to 5 hours | 462 | 206 | 255 | 89 | 96 | 69 | 61 | 143 | 110 | 122 | 82 | 142 | 411 | 29 | 13 | 9 |
| | 11% | 10% | 12% | 17% cde | 12% | 10% | 9% | 9% | 8% | 10% | 12% | 14% a | 11% c | 8% | 6% | 7% |
| 6 to 8 hours | 369 | 165 | 199 | 61 | 53 | 53 | 56 | 143 | 96 | 107 | 56 | 101 | 322 | 20 | 19 | 7 |
| | 8% | 8% | 9% | 12% b | 7% | 8% | 8% | 9% | 7% | 9% | 8% | 10% | 9% | 6% | 9% | 5% |
| 9 to 11 hours | 302 | 152 | 147 | 37 | 42 | 38 | 48 | 136 | 78 | 83 | 63 | 74 | 252 | 22 | 20 | 8 |
| | 7% | 7% | 7% | 7% | 5% | 6% | 7% | 8% | 6% | 7% | 9% | 7% | 7% | 6% | 9% | 6% |
| 12 to 15 hours | 363 | 190 | 169 | 19 | 52 | 57 | 59 | 176 | 130 | 108 | 57 | 67 | 305 | 28 | 17 | 13 |
| | 8% | 9% | 8% | 4% | 7% | 8% a | 8% a | 11% ab | 10% d | 9% | 8% | 6% | 8% | 8% | 8% | 10% |
| 16 to 22 hours | 531 | 285 | 236 | 35 | 78 | 83 | 91 | 242 | 175 | 133 | 97 | 119 | 424 | 59 | 29 | 19 |
| | 12% | 14% | 11% | 7% | 10% | 12% a | 13% a | 15% ab | 13% | 11% | 14% | 11% | 12% | 17% a | 13% | 15% |
| Over 22 hours | 1842 | 920 | 907 | 203 | 394 | 323 | 344 | 577 | 599 | 604 | 264 | 359 | 1519 | 161 | 99 | 63 |
| | 42% | 44% | 41% | 39% | 50% ae | 48% ae | 49% ae | 35% | 46% cd | 49% cd | 38% | 34% | 42% | 46% | 45% | 49% |
| Don't know/ unsure | 22 | 13 | 8 | 5 | 1 | * | 9 | 6 | 1 | 2 | 1 | 15 | 18 | - | 1 | 2 |
| | *% | 1% | *% | 1% | *% | *% | 1% | *% | *% | *% | *% | 1% ab | 1% | -% | 1% | 1% b |
| Answered | 4072 | 1988 | 2046 | 471 | 738 | 630 | 656 | 1551 | 1262 | 1152 | 652 | 941 | 3406 | 333 | 208 | 126 |
| Mean number of hours | 24.0 | 24.5 | 23.3 | 23.9 e | 29.2 ae | 28.7 ae | 26.5 e | 18.9 | 25.5 cd | 27.7 cd | 21.3 | 19.8 | 23.6 | 25.9 | 25.1 | 26.4 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Standard deviation | 21.48 | 20.85 | 21.96 | 25.55 | 25.38 | 22.77 | 19.97 | 16.40 | 21.49 | 22.69 | 18.29 | 20.63 | 21.49 | 21.64 | 21.57 | 20.52 |
| Standard error | .34 | .48 | .47 | 1.12 | .93 | .86 | .80 | .43 | .62 | .68 | .69 | .65 | .41 | .94 | 1.03 | 1.04 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| None | 98 | 78 | 20 | 5 | 92 | - | 97 | - | - | - | - | 11 | 82 |
| | 2% | 2% | 4% | *% | 3% | -% | 3% | -% | -% | -% | -% | *% | 5% |
| | | | | | a | | a | | | | | | a |
| Up to 2 hours | 362 | 268 | 28 | 139 | 209 | 119 | 228 | 47 | 60 | 44 | 119 | 228 | 122 |
| | 8% | 8% | 6% | 10% | 7% | 10% | 7% | 10% | 11% | 8% | 10% | 8% | 8% |
| | | | | b | | | | | | | | | |
| 3 to 5 hours | 462 | 353 | 36 | 171 | 275 | 137 | 304 | 67 | 59 | 47 | 137 | 288 | 165 |
| | 11% | 10% | 8% | 12% | 10% | 12% | 10% | 14% | 11% | 9% | 12% | 11% | 11% |
| 6 to 8 hours | 369 | 298 | 28 | 103 | 254 | 86 | 270 | 40 | 50 | 34 | 86 | 198 | 160 |
| | 8% | 8% | 6% | 7% | 9% | 7% | 9% | 8% | 9% | 7% | 7% | 7% | 10% |
| | | | | | | | | | | | | | a |
| 9 to 11 hours | 302 | 240 | 40 | 88 | 213 | 70 | 231 | 31 | 31 | 28 | 70 | 178 | 116 |
| | 7% | 7% | 9% | 6% | 7% | 6% | 8% | 6% | 6% | 5% | 6% | 7% | 8% |
| 12 to 15 hours | 363 | 304 | 38 | 106 | 251 | 102 | 255 | 35 | 46 | 50 | 102 | 205 | 148 |
| | 8% | 9% | 8% | 8% | 9% | 9% | 8% | 7% | 8% | 10% | 9% | 8% | 10% |
| 16 to 22 hours | 531 | 441 | 69 | 159 | 363 | 142 | 379 | 54 | 61 | 70 | 142 | 323 | 194 |
| | 12% | 12% | 15% | 12% | 13% | 12% | 12% | 11% | 11% | 13% | 12% | 12% | 13% |
| Over 22 hours | 1842 | 1556 | 199 | 605 | 1208 | 532 | 1275 | 220 | 237 | 247 | 532 | 1258 | 538 |
| | 42% | 44% | 43% | 44% | 42% | 45% | 42% | 44% | 44% | 47% | 45% | 47% | 35% |
| | | | | | | | | | | | | b | |
| Don't know/ unsure | 22 | 14 | 2 | 3 | 14 | 2 | 16 | 1 | - | 1 | 2 | 9 | 11 |
| | *% | *% | *% | *% | *% | *% | 1% | *% | -% | *% | *% | *% | 1% |
| Answered | 4072 | 3381 | 443 | 1279 | 2720 | 1115 | 2872 | 469 | 502 | 495 | 1115 | 2530 | 1436 |
| Mean number of hours | 24.0 | 24.5 | 23.8 | 25.2 | 23.3 | 25.5 | 23.3 | 26.1 | 25.2 | 25.8 | 25.5 | 26.5 | 19.5 |
| | | | | b | | b | | | | | | b | |
| Standard deviation | 21.48 | 21.69 | 20.20 | 21.95 | 20.93 | 21.89 | 21.00 | 23.06 | 22.36 | 20.73 | 21.89 | 22.21 | 19.24 |
| Standard error | .34 | .37 | .92 | .60 | .40 | .64 | .39 | 1.05 | .97 | .92 | .64 | .46 | .48 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| None | 98 | 17 | 11 | 87 | 81 | 98 | 88 | 53 | 1 | - | 92 | 6 | 20 | 31 | 47 |
| | 2% | *% | *% | 9% | 15% | 2% | 2% | 2% | *% | -% | 2% | 2% | 2% | 3% | 2% |
| | | | | abe | abce | ab | cd | cd | | | cd | cd | | | |
| Up to 2 hours | 362 | 274 | 245 | 116 | 87 | 362 | 315 | 247 | 187 | 42 | 331 | 31 | 58 | 97 | 206 |
| | 8% | 7% | 7% | 11% | 16% | 8% | 8% | 9% | 8% | 6% | 8% | 8% | 7% | 10% | 8% |
| | | | | abe | abe | | | d | | | | | | | |
| 3 to 5 hours | 462 | 395 | 347 | 115 | 67 | 462 | 408 | 268 | 237 | 57 | 430 | 33 | 80 | 140 | 242 |
| | 11% | 10% | 10% | 11% | 13% | 11% | 11% | 10% | 10% | 8% | 11% | 9% | 10% | 14% | 10% |
| | | | | | | | | | | | | | | c | |
| 6 to 8 hours | 369 | 302 | 245 | 123 | 66 | 369 | 320 | 213 | 199 | 48 | 336 | 32 | 56 | 107 | 205 |
| | 8% | 8% | 7% | 12% | 12% | 8% | 8% | 8% | 8% | 7% | 8% | 9% | 7% | 10% | 8% |
| | | | | abe | ab | | | | | | | | | | |
| 9 to 11 hours | 302 | 274 | 234 | 68 | 28 | 302 | 262 | 188 | 181 | 57 | 277 | 25 | 61 | 68 | 173 |
| | 7% | 7% | 7% | 7% | 5% | 7% | 7% | 7% | 7% | 8% | 7% | 7% | 8% | 7% | 7% |
| 12 to 15 hours | 363 | 331 | 272 | 91 | 31 | 363 | 327 | 239 | 219 | 76 | 338 | 24 | 56 | 80 | 227 |
| | 8% | 9% | 8% | 9% | 6% | 8% | 9% | 9% | 9% | 10% | 8% | 7% | 7% | 8% | 9% |
| 16 to 22 hours | 531 | 484 | 420 | 111 | 47 | 531 | 478 | 354 | 327 | 94 | 498 | 34 | 101 | 108 | 322 |
| | 12% | 13% | 13% | 11% | 9% | 12% | 13% | 14% | 13% | 13% | 12% | 9% | 13% | 11% | 13% |
| Over 22 hours | 1842 | 1721 | 1548 | 295 | 122 | 1842 | 1572 | 1046 | 1135 | 364 | 1668 | 175 | 363 | 383 | 1097 |
| | 42% | 45% | 46% | 29% | 23% | 42% | 42% | 40% | 46% | 49% | 42% | 48% | 45% | 38% | 43% |
| | | cd | cde | | | cd | | | abe | abe | | b | b | | b |
| Don't know/ unsure | 22 | 16 | 10 | 11 | 5 | 22 | 15 | 8 | 4 | 1 | 17 | 4 | 8 | 5 | 9 |
| | *% | *% | *% | 1% | 1% | *% | *% | *% | *% | *% | *% | 1% | 1% | *% | *% |
| | | | | b | | | | | | | | c | | | |
| Answered | 4072 | 3584 | 3132 | 940 | 488 | 4072 | 3562 | 2476 | 2358 | 719 | 3744 | 329 | 741 | 927 | 2405 |
| Mean number of hours | 24.0 | 25.5 | 26.4 | 15.9 | 12.4 | 24.0 | 23.4 | 22.6 | 26.0 | 27.1 | 23.6 | 28.1 | 25.3 | 22.0 | 24.3 |
| | | cde | cde | d | | cd | | | abe | abe | | abe | b | | b |
| Standard deviation | 21.48 | 21.57 | 21.97 | 17.52 | 16.88 | 21.48 | 20.88 | 19.99 | 21.45 | 20.75 | 21.08 | 25.25 | 21.92 | 21.80 | 21.18 |
| Standard error | .34 | .35 | .38 | .62 | .89 | .34 | .35 | .40 | .44 | .78 | .34 | 1.35 | .80 | .72 | .43 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 223

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% |  |  | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total |  | 2289 | 1022 | 1243 | 332 | 408 | 394 | 333 | 822 | 651 | 596 | 430 | 589 | 1626 | 257 | 218 | 188 |
| Effective Weighted Sample |  | 1845 | 818 | 1015 | 287 | 340 | 316 | 265 | 644 | 535 | 482 | 353 | 457 | 1447 | 234 | 200 | 179 |
| Total |  | 2214 | 1054 | 1136 | 313 | 396 | 352 | 335 | 818 | 639 | 590 | 405 | 557 | 1890 | 169 | 101 | 55 |
| 1 | (1.0) | 104 | 44 | 59 | 7 | 8 | 17 | 11 | 62 | 18 | 20 | 20 | 43 | 89 | 8 | 5 | 2 |
|  |  | 5% | 4% | 5% | 2% | 2% | 5% | 3% | 8% ab | 3% | 3% | 5% | 8% ab | 5% | 5% | 5% | 3% |
| 2 | (2.0) | 70 | 36 | 33 | 9 | 10 | 4 | 14 | 34 | 17 | 11 | 18 | 24 | 60 | 5 | 4 | 1 |
|  |  | 3% | 3% | 3% | 3% | 2% | 1% | 4% | 4% | 3% | 2% | 4% | 4% | 3% | 3% | 4% | 3% |
| 3 | (3.0) | 179 | 102 | 76 | 16 | 27 | 17 | 21 | 97 | 54 | 42 | 30 | 53 | 155 | 12 | 9 | 4 |
|  |  | 8% | 10% | 7% | 5% | 7% | 5% | 6% | 12% ac | 8% | 7% | 7% | 9% | 8% | 7% | 9% | 6% |
| 4 | (4.0) | 227 | 129 | 96 | 24 | 35 | 21 | 36 | 111 | 59 | 61 | 33 | 71 | 198 | 18 | 8 | 4 |
|  |  | 10% | 12% b | 8% | 8% | 9% | 6% | 11% | 14% ac | 9% | 10% | 8% | 13% | 10% | 10% | 8% | 7% |
| 5 | (5.0) | 403 | 194 | 203 | 42 | 46 | 57 | 58 | 200 | 133 | 107 | 68 | 92 | 350 | 27 | 15 | 9 |
|  |  | 18% | 18% | 18% | 13% | 12% | 16% | 17% | 24% abc | 21% | 18% | 17% | 16% | 19% | 16% | 15% | 17% |
| 6 | (6.0) | 284 | 126 | 156 | 38 | 58 | 33 | 46 | 109 | 83 | 74 | 50 | 73 | 235 | 22 | 19 | 9 |
|  |  | 13% | 12% | 14% | 12% | 15% | 10% | 14% | 13% | 13% | 13% | 12% | 13% | 12% | 13% | 18% | 16% |
| 7 | (7.0) | 352 | 160 | 187 | 59 | 70 | 67 | 58 | 98 | 115 | 96 | 65 | 71 | 301 | 29 | 12 | 10 |
|  |  | 16% | 15% | 16% | 19% e | 18% | 19% e | 17% | 12% | 18% | 16% | 16% | 13% | 16% | 17% | 12% | 18% |
| 8 | (8.0) | 331 | 143 | 183 | 56 | 86 | 77 | 49 | 62 | 94 | 102 | 65 | 67 | 271 | 32 | 19 | 8 |
|  |  | 15% | 14% | 16% | 18% e | 22% e | 22% e | 15% e | 8% | 15% | 17% | 16% | 12% | 14% | 19% | 19% | 15% |
| 9 | (9.0) | 117 | 46 | 68 | 30 | 23 | 30 | 18 | 16 | 30 | 41 | 19 | 25 | 103 | 6 | 5 | 3 |
|  |  | 5% | 4% | 6% | 10% e | 6% e | 8% e | 5% e | 2% | 5% | 7% | 5% | 4% | 5% | 4% | 5% | 5% |
| 10 | (10.0) | 137 | 70 | 66 | 30 | 32 | 29 | 22 | 24 | 35 | 33 | 34 | 35 | 120 | 9 | 5 | 4 |
|  |  | 6% | 7% | 6% | 10% e | 8% e | 8% e | 7% e | 3% | 5% | 6% | 8% | 6% | 6% | 5% | 4% | 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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)

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 2289 | 1022 | 1243 | 332 | 408 | 394 | 333 | 822 | 651 | 596 | 430 | 589 | 1626 | 257 | 218 | 188 |
| Effective Weighted Sample | 1845 | 818 | 1015 | 287 | 340 | 316 | 265 | 644 | 535 | 482 | 353 | 457 | 1447 | 234 | 200 | 179 |
| Total | 2214 | 1054 | 1136 | 313 | 396 | 352 | 335 | 818 | 639 | 590 | 405 | 557 | 1890 | 169 | 101 | 55 |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| 1-4 | 580 | 311 | 264 | 56 | 80 | 59 | 81 | 304 | 148 | 135 | 101 | 190 | 501 | 43 | 25 | 10 |
| | 26% | 29% | 23% | 18% | 20% | 17% | 24% | 37% | 23% | 23% | 25% | 34% | 27% | 25% | 25% | 19% |
| | | b | | | | | | abcd | | | | abc | | | | |
| 5-7 | 1039 | 481 | 547 | 139 | 173 | 158 | 162 | 406 | 331 | 278 | 183 | 236 | 887 | 78 | 46 | 28 |
| | 47% | 46% | 48% | 44% | 44% | 45% | 48% | 50% | 52% | 47% | 45% | 42% | 47% | 46% | 45% | 52% |
| | | | | | | | | | d | | | | | | | |
| 8-10 | 585 | 260 | 317 | 116 | 141 | 136 | 90 | 102 | 159 | 176 | 118 | 127 | 493 | 47 | 29 | 15 |
| | 26% | 25% | 28% | 37% | 36% | 39% | 27% | 12% | 25% | 30% | 29% | 23% | 26% | 28% | 29% | 28% |
| | | | | e | e | de | e | | | | | | | | | |
| Answered | 2203 | 1051 | 1128 | 311 | 394 | 352 | 333 | 813 | 638 | 588 | 402 | 553 | 1881 | 168 | 101 | 54 |
| Mean score | 5.9 | 5.8 | 6.0 | 6.5 | 6.4 | 6.5 | 6.0 | 5.0 | 5.9 | 6.1 | 6.0 | 5.5 | 5.9 | 5.9 | 5.9 | 6.2 |
| | | | | de | e | de | e | | d | d | d | | | | | |
| Standard deviation | 2.29 | 2.29 | 2.28 | 2.23 | 2.17 | 2.25 | 2.23 | 2.14 | 2.13 | 2.19 | 2.39 | 2.44 | 2.29 | 2.25 | 2.27 | 2.19 |
| Standard error | .05 | .07 | .06 | .12 | .11 | .11 | .12 | .07 | .08 | .09 | .12 | .10 | .06 | .14 | .15 | .16 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | | 2289 | 1799 | 244 | 819 | 1411 | 702 | 1518 | 292 | 326 | 302 | 702 | 1317 | 904 |
| Effective Weighted Sample | | 1845 | 1451 | 186 | 679 | 1123 | 579 | 1213 | 244 | 269 | 245 | 579 | 1101 | 701 |
| Total | | 2214 | 1748 | 220 | 764 | 1395 | 654 | 1495 | 275 | 305 | 273 | 654 | 1389 | 774 |
| 1 | (1.0) | 104 | 72 | 13 | 18 | 84 | 15 | 87 | 6 | 4 | 10 | 15 | 47 | 53 |
| | | 5% | 4% | 6% | 2% | 6% a | 2% | 6% a | 2% | 1% | 4% | 2% | 3% | 7% a |
| 2 | (2.0) | 70 | 49 | 11 | 11 | 58 | 9 | 60 | 6 | 4 | 1 | 9 | 38 | 32 |
| | | 3% | 3% | 5% | 1% | 4% a | 1% | 4% a | 2% | 1% | *% | 1% | 3% | 4% |
| 3 | (3.0) | 179 | 134 | 27 | 39 | 135 | 34 | 139 | 9 | 21 | 11 | 34 | 104 | 72 |
| | | 8% | 8% | 12% | 5% | 10% a | 5% | 9% a | 3% | 7% | 4% | 5% | 7% | 9% |
| 4 | (4.0) | 227 | 184 | 20 | 57 | 167 | 50 | 173 | 19 | 24 | 16 | 50 | 127 | 95 |
| | | 10% | 11% | 9% | 8% | 12% a | 8% | 12% a | 7% | 8% | 6% | 8% | 9% | 12% |
| 5 | (5.0) | 403 | 318 | 41 | 106 | 279 | 83 | 301 | 27 | 41 | 37 | 83 | 221 | 168 |
| | | 18% | 18% | 19% | 14% | 20% a | 13% | 20% a | 10% | 13% | 13% | 13% | 16% | 22% a |
| 6 | (6.0) | 284 | 226 | 26 | 100 | 176 | 83 | 193 | 43 | 31 | 34 | 83 | 166 | 113 |
| | | 13% | 13% | 12% | 13% | 13% | 13% | 13% | 16% | 10% | 13% | 13% | 12% | 15% |
| 7 | (7.0) | 352 | 279 | 36 | 140 | 202 | 125 | 216 | 65 | 56 | 52 | 125 | 246 | 99 |
| | | 16% | 16% | 16% | 18% | 14% | 19% | 14% | 24% | 18% | 19% | 19% | 18% b | 13% |
| 8 | (8.0) | 331 | 271 | 23 | 159 | 170 | 145 | 182 | 51 | 78 | 62 | 145 | 245 | 77 |
| | | 15% | 15% | 11% | 21% b | 12% | 22% b | 12% | 19% | 26% | 23% | 22% | 18% b | 10% |
| 9 | (9.0) | 117 | 92 | 11 | 64 | 48 | 52 | 57 | 23 | 19 | 24 | 52 | 88 | 27 |
| | | 5% | 5% | 5% | 8% b | 3% | 8% b | 4% | 8% | 6% | 9% | 8% | 6% b | 3% |
| 10 | (10.0) | 137 | 116 | 10 | 67 | 68 | 56 | 78 | 24 | 24 | 26 | 56 | 102 | 33 |
| | | 6% | 7% | 4% | 9% b | 5% | 9% b | 5% | 9% | 8% | 9% | 9% | 7% b | 4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 2289 | 1799 | 244 | 819 | 1411 | 702 | 1518 | 292 | 326 | 302 | 702 | 1317 | 904 |
| Effective Weighted Sample | 1845 | 1451 | 186 | 679 | 1123 | 579 | 1213 | 244 | 269 | 245 | 579 | 1101 | 701 |
| Total | 2214 | 1748 | 220 | 764 | 1395 | 654 | 1495 | 275 | 305 | 273 | 654 | 1389 | 774 |
| **SUMMARY** | | | | | | | | | | | | | |
| 1-4 | 580 | 440 | 71 | 126 | 444 | 108 | 459 | 40 | 54 | 38 | 108 | 316 | 252 |
| | 26% | 25% | 32% | 16% | 32% | 17% | 31% | 15% | 18% | 14% | 17% | 23% | 33% |
| | | | | | a | | a | | | | | | a |
| 5-7 | 1039 | 822 | 103 | 345 | 658 | 291 | 710 | 135 | 128 | 123 | 291 | 633 | 380 |
| | 47% | 47% | 47% | 45% | 47% | 44% | 47% | 49% | 42% | 45% | 44% | 46% | 49% |
| 8-10 | 585 | 479 | 44 | 290 | 286 | 253 | 317 | 98 | 121 | 111 | 253 | 435 | 137 |
| | 26% | 27% | 20% | 38% | 20% | 39% | 21% | 36% | 40% | 41% | 39% | 31% | 18% |
| | | | | b | | b | | | | | | b | |
| Answered | 2203 | 1741 | 217 | 761 | 1387 | 653 | 1486 | 273 | 303 | 273 | 653 | 1384 | 769 |
| Mean score | 5.9 | 6.0 | 5.5 | 6.6 | 5.5 | 6.6 | 5.5 | 6.7 | 6.6 | 6.7 | 6.6 | 6.2 | 5.3 |
| | | b | | b | | b | | | | | | b | |
| Standard deviation | 2.29 | 2.26 | 2.34 | 2.14 | 2.28 | 2.13 | 2.29 | 2.07 | 2.10 | 2.15 | 2.13 | 2.26 | 2.25 |
| Standard error | .05 | .05 | .15 | .07 | .06 | .08 | .06 | .12 | .12 | .12 | .08 | .06 | .08 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | | 2289 | 2096 | 1846 | 443 | 193 | 2289 | 2002 | 1429 | 1371 | 367 | 2104 | 185 | 393 | 565 | 1331 |
| Effective Weighted Sample | | 1845 | 1725 | 1523 | 342 | 149 | 1845 | 1625 | 1167 | 1140 | 304 | 1709 | 136 | 305 | 462 | 1078 |
| Total | | 2214 | 1962 | 1719 | 495 | 252 | 2214 | 1943 | 1386 | 1301 | 361 | 2038 | 176 | 382 | 559 | 1274 |
| 1 | (1.0) | 104 | 64 | 52 | 52 | 40 | 104 | 92 | 53 | 36 | 9 | 93 | 10 | 26 | 33 | 44 |
| | | 5% | 3% | 3% | 10% abe | 16% abe | 5% | 5% c | 4% | 3% | 3% | 5% | 6% | 7% c | 6% | 3% |
| 2 | (2.0) | 70 | 50 | 41 | 29 | 20 | 70 | 62 | 44 | 26 | 8 | 66 | 4 | 16 | 24 | 30 |
| | | 3% | 3% | 2% | 6% ab | 8% abe | 3% | 3% | 3% | 2% | 2% | 3% | 2% | 4% | 4% | 2% |
| 3 | (3.0) | 179 | 151 | 117 | 61 | 28 | 179 | 154 | 111 | 93 | 27 | 159 | 20 | 50 | 31 | 97 |
| | | 8% | 8% | 7% | 12% abe | 11% | 8% | 8% | 8% | 7% | 8% | 8% | 11% | 13% bc | 6% | 8% |
| 4 | (4.0) | 227 | 203 | 168 | 59 | 24 | 227 | 204 | 154 | 138 | 39 | 216 | 11 | 33 | 66 | 128 |
| | | 10% | 10% | 10% | 12% | 10% | 10% | 11% | 11% | 11% | 11% | 11% | 6% | 9% | 12% | 10% |
| 5 | (5.0) | 403 | 350 | 296 | 106 | 53 | 403 | 351 | 244 | 241 | 67 | 372 | 30 | 77 | 126 | 200 |
| | | 18% | 18% | 17% | 21% | 21% | 18% | 18% | 18% | 19% | 19% | 18% | 17% | 20% | 23% c | 16% |
| 6 | (6.0) | 284 | 260 | 221 | 63 | 24 | 284 | 249 | 177 | 185 | 54 | 262 | 23 | 51 | 75 | 158 |
| | | 13% | 13% | 13% | 13% | 10% | 13% | 13% | 13% | 14% | 15% | 13% | 13% | 13% | 13% | 12% |
| 7 | (7.0) | 352 | 332 | 297 | 55 | 20 | 352 | 313 | 232 | 221 | 62 | 322 | 30 | 55 | 83 | 214 |
| | | 16% | 17% cd | 17% cd | 11% | 8% | 16% | 16% | 17% | 17% | 17% | 16% | 17% | 14% | 15% | 17% |
| 8 | (8.0) | 331 | 308 | 289 | 42 | 23 | 331 | 292 | 195 | 194 | 50 | 307 | 24 | 43 | 63 | 225 |
| | | 15% | 16% c | 17% c | 9% | 9% | 15% c | 15% | 14% | 15% | 14% | 15% | 13% | 11% | 11% | 18% ab |
| 9 | (9.0) | 117 | 111 | 109 | 8 | 6 | 117 | 107 | 87 | 80 | 22 | 112 | 5 | 12 | 26 | 79 |
| | | 5% | 6% c | 6% c | 2% | 2% | 5% c | 5% | 6% | 6% | 6% | 5% | 3% | 3% | 5% | 6% |
| 10 | (10.0) | 137 | 126 | 121 | 16 | 11 | 137 | 109 | 80 | 82 | 20 | 119 | 18 | 16 | 26 | 95 |
| | | 6% | 6% | 7% | 3% | 4% | 6% | 6% | 6% | 6% | 5% | 6% | 10% | 4% | 5% | 7% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 223**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 2289 | 2096 | 1846 | 443 | 193 | 2289 | 2002 | 1429 | 1371 | 367 | 2104 | 185 | 393 | 565 | 1331 |
| Effective Weighted Sample | 1845 | 1725 | 1523 | 342 | 149 | 1845 | 1625 | 1167 | 1140 | 304 | 1709 | 136 | 305 | 462 | 1078 |
| Total | 2214 | 1962 | 1719 | 495 | 252 | 2214 | 1943 | 1386 | 1301 | 361 | 2038 | 176 | 382 | 559 | 1274 |
| **SUMMARY** | | | | | | | | | | | | | | | |
| 1-4 | 580 | 468 | 378 | 202 | 112 | 580 | 512 | 361 | 293 | 84 | 534 | 46 | 125 | 155 | 299 |
| | 26% | 24% | 22% | 41% | 45% | 26% | 26% | 26% | 23% | 23% | 26% | 26% | 33% | 28% | 23% |
| | | | | abe | abe | b | | | | | | | c | | |
| 5-7 | 1039 | 942 | 815 | 224 | 97 | 1039 | 912 | 654 | 647 | 183 | 956 | 83 | 183 | 283 | 572 |
| | 47% | 48% | 47% | 45% | 39% | 47% | 47% | 47% | 50% | 51% | 47% | 47% | 48% | 51% | 45% |
| 8-10 | 585 | 545 | 518 | 66 | 40 | 585 | 508 | 362 | 356 | 92 | 538 | 47 | 71 | 115 | 399 |
| | 26% | 28% | 30% | 13% | 16% | 26% | 26% | 26% | 27% | 25% | 26% | 27% | 19% | 21% | 31% |
| | | cd | cd | | | cd | | | | | | | | | ab |
| Answered | 2203 | 1954 | 1711 | 492 | 249 | 2203 | 1932 | 1377 | 1296 | 359 | 2028 | 176 | 380 | 554 | 1270 |
| Mean score | 5.9 | 6.0 | 6.2 | 4.9 | 4.7 | 5.9 | 5.9 | 5.9 | 6.1 | 6.0 | 5.9 | 5.9 | 5.4 | 5.6 | 6.2 |
| | | cd | cde | | | cd | | | | | | | | | ab |
| Standard deviation | 2.29 | 2.20 | 2.20 | 2.29 | 2.54 | 2.29 | 2.28 | 2.25 | 2.15 | 2.12 | 2.27 | 2.44 | 2.30 | 2.24 | 2.26 |
| Standard error | .05 | .05 | .05 | .11 | .18 | .05 | .05 | .06 | .06 | .11 | .05 | .18 | .12 | .09 | .06 |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S2. Which of the following describes how you think of yourself?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Man | 2105 | 2105 | - | 203 | 327 | 333 | 362 | 874 | 719 | 537 | 388 | 434 | 1763 | 166 | 111 | 65 |
| | 48% | 100% | -% | 38% | 41% | 49% | 51% | 54% | 55% | 43% | 56% | 42% | 48% | 48% | 51% | 50% |
| | | b | | | | ab | ab | ab | bd | | bd | | | | | |
| Woman | 2203 | - | 2203 | 317 | 446 | 339 | 336 | 749 | 578 | 688 | 304 | 596 | 1854 | 180 | 105 | 65 |
| | 51% | -% | 100% | 60% | 56% | 50% | 48% | 46% | 44% | 56% | 44% | 57% | 51% | 52% | 48% | 49% |
| | | | a | cde | de | | | | | ac | | ac | | | | |
| Non binary | 11 | - | - | 4 | 7 | - | - | - | 2 | 1 | 2 | 6 | 9 | 1 | 1 | - |
| | *% | -% | -% | 1% | 1% | -% | -% | -% | *% | *% | *% | 1% | *% | *% | *% | -% |
| | | | | e | e | | | | | | | | | | | |
| In another way | 4 | - | - | - | 1 | 1 | 2 | 1 | - | 1 | - | 4 | 4 | - | 1 | - |
| | *% | -% | -% | -% | *% | *% | *% | *% | -% | *% | -% | *% | *% | -% | *% | -% |
| Prefer not to say | 27 | - | - | 4 | 10 | 5 | 4 | 2 | 6 | 9 | 3 | 4 | 24 | 2 | * | 1 |
| | 1% | -% | -% | 1% | 1% | 1% | 1% | *% | *% | 1% | *% | *% | 1% | *% | *% | *% |
| | | | | | e | | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S2. Which of the following describes how you think of yourself?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Man | 2105 | 1738 | 226 | 603 | 1459 | 551 | 1507 | 192 | 252 | 259 | 551 | 1361 | 699 |
| | 48% | 49% | 49% | 44% | 51% <br> a | 46% | 49% | 39% | 46% | 50% <br> a | 46% <br> a | 50% <br> b | 46% |
| Woman | 2203 | 1779 | 230 | 761 | 1399 | 632 | 1520 | 303 | 287 | 260 | 632 | 1311 | 828 |
| | 51% | 50% | 50% | 55% <br> b | 49% | 53% | 50% | 61% <br> cd | 53% | 50% | 53% | 49% | 54% <br> a |
| Non binary | 11 | 6 | 2 | 8 | 3 | 6 | 5 | 2 | 4 | 1 | 6 | 9 | 2 |
| | *% | *% | *% | 1% | *% | *% | *% | *% | 1% | *% | *% | *% | *% |
| In another way | 4 | 3 | 2 | - | 3 | - | 3 | - | - | - | - | 1 | 2 |
| | *% | *% | *% | -% | *% | -% | *% | -% | -% | -% | -% | *% | *% |
| Prefer not to say | 27 | 26 | - | 6 | 15 | 2 | 17 | - | - | 2 | 2 | 15 | 5 |
| | 1% | 1% | -% | *% | 1% | *% | 1% | -% | -% | *% | *% | 1% | *% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Man | 2105 | 1821 | 1572 | 532 | 283 | 2105 | 1819 | 1332 | 1287 | 416 | 1932 | 173 | 433 | 472 | 1199 |
| | 48% | 48% | 47% | 52% | 53% | 48% | 48% | 51% | 52% | 56% ae | 48% | 47% | 54% bc | 46% | 47% |
| Woman | 2203 | 1959 | 1727 | 476 | 244 | 2203 | 1935 | 1260 | 1178 | 318 | 2020 | 183 | 355 | 536 | 1312 |
| | 51% | 51% | 52% | 47% | 46% | 51% | 51% cd | 48% | 47% | 43% | 51% d | 50% | 44% | 53% a | 52% a |
| Non binary | 11 | 11 | 11 | - | - | 11 | 9 | 8 | 10 | 1 | 11 | 1 | 5 | 2 | 5 |
| | *% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% | *% | 1% | *% | *% |
| In another way | 4 | 3 | 3 | 2 | 1 | 4 | 3 | 2 | 1 | - | 3 | 2 | 4 | 1 | - |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | -% | *% | 1% | *% c | *% | -% |
| Prefer not to say | 27 | 21 | 19 | 8 | 6 | 27 | 17 | 14 | 15 | 3 | 22 | 5 | 6 | 8 | 13 |
| | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S3. How old are you?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 16-24 years | 527 | 203 | 317 | 527 | - | - | - | - | 116 | 195 | 89 | 112 | 451 | 41 | 22 | 13 |
| | 12% | 10% | 14% a | 100% bcde | -% | -% | -% | -% | 9% | 16% ad | 13% | 11% | 12% | 12% | 10% | 10% |
| 25-34 years | 791 | 327 | 446 | - | 791 | - | - | - | 203 | 273 | 142 | 165 | 666 | 66 | 37 | 22 |
| | 18% | 16% | 20% a | -% | 100% acde | -% | -% | -% | 16% | 22% ad | 20% | 16% | 18% | 19% | 17% | 17% |
| 35-44 years | 678 | 333 | 339 | - | - | 678 | - | - | 233 | 197 | 109 | 136 | 565 | 56 | 29 | 27 |
| | 16% | 16% | 15% | -% | -% | 100% abde | -% | -% | 18% d | 16% | 16% | 13% | 15% | 16% | 13% | 21% ac |
| 45-54 years | 703 | 362 | 336 | - | - | - | 703 | - | 206 | 194 | 136 | 158 | 595 | 51 | 34 | 23 |
| | 16% | 17% | 15% | -% | -% | -% | 100% abce | -% | 16% | 16% | 20% | 15% | 16% | 15% | 16% | 18% |
| 55-64 years | 615 | 310 | 304 | - | - | - | - | 615 | 210 | 156 | 107 | 133 | 510 | 49 | 37 | 19 |
| | 14% | 15% | 14% | -% | -% | -% | -% | 38% abcd | 16% | 13% | 15% | 13% | 14% | 14% | 17% | 14% |
| 65-74 years | 571 | 334 | 237 | - | - | - | - | 571 | 170 | 145 | 67 | 186 | 470 | 52 | 32 | 17 |
| | 13% | 16% b | 11% | -% | -% | -% | -% | 35% abcd | 13% | 12% | 10% | 18% abc | 13% | 15% | 15% | 13% |
| 75 years or over | 439 | 230 | 208 | - | - | - | - | 439 | 165 | 72 | 42 | 147 | 373 | 32 | 25 | 9 |
| | 10% | 11% | 9% | -% | -% | -% | -% | 27% abcd | 13% bc | 6% | 6% | 14% bc | 10% | 9% | 12% | 7% |
| NOT ANSWERED (PAPER) | 25 | 6 | 16 | - | - | - | - | - | 2 | 3 | 5 | 7 | 24 | - | 1 | 1 |
| | 1% | *% | 1% | -% | -% | -% | -% | -% | *% | *% | 1% | 1% | 1% | -% | *% | 1% |
| Answered | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| Mean age | 46.2 | 48.6 b | 44.0 | 20.5 | 29.5 a | 39.1 ab | 49.3 abc | 67.0 abcd | 48.5 bc | 43.3 | 44.4 | 48.6 bc | 46.1 | 46.2 | 47.8 | 45.1 |
| Standard deviation | 18.02 | 17.85 | 17.90 | 2.43 | 2.85 | 2.94 | 2.81 | 8.05 | 17.68 | 17.55 | 17.06 | 18.93 | 18.11 | 17.92 | 17.57 | 16.39 |
| Standard error | .28 | .41 | .38 | .10 | .10 | .11 | .11 | .22 | .51 | .52 | .64 | .60 | .34 | .77 | .84 | .85 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 225**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S3. How old are you?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 16-24 years | 527 | 393 | 24 | 216 | 284 | 93 | 399 | 63 | 26 | 16 | 93 | 300 | 215 |
| | 12% | 11% | 5% | 16% | 10% | 8% | 13% | 13% | 5% | 3% | 8% | 11% | 14% |
| | | b | | b | | | a | bcd | | | c | | |
| 25-34 years | 791 | 651 | 54 | 398 | 368 | 372 | 391 | 252 | 175 | 80 | 372 | 681 | 97 |
| | 18% | 18% | 12% | 29% | 13% | 31% | 13% | 51% | 32% | 15% | 31% | 25% | 6% |
| | | b | | b | | b | | bcd | c | | c | b | |
| 35-44 years | 678 | 562 | 58 | 433 | 234 | 412 | 252 | 156 | 243 | 183 | 412 | 579 | 80 |
| | 16% | 16% | 13% | 31% | 8% | 35% | 8% | 31% | 45% | 35% | 35% | 21% | 5% |
| | | | | b | | b | | | acd | | | b | |
| 45-54 years | 703 | 587 | 71 | 269 | 421 | 263 | 427 | 20 | 84 | 209 | 263 | 592 | 90 |
| | 16% | 17% | 15% | 20% | 15% | 22% | 14% | 4% | 15% | 40% | 22% | 22% | 6% |
| | | | | b | | b | | | a | abd | ab | b | |
| 55-64 years | 615 | 514 | 78 | 50 | 555 | 43 | 562 | 4 | 11 | 32 | 43 | 407 | 176 |
| | 14% | 14% | 17% | 4% | 19% | 4% | 18% | 1% | 2% | 6% | 4% | 15% | 11% |
| | | | | | a | | a | | | ab | a | b | |
| 65-74 years | 571 | 464 | 94 | 11 | 557 | 8 | 560 | 1 | 3 | 3 | 8 | 111 | 449 |
| | 13% | 13% | 21% | 1% | 19% | 1% | 18% | *% | 1% | 1% | 1% | 4% | 29% |
| | | | a | | a | | a | | | | | | a |
| 75 years or over | 439 | 356 | 79 | 2 | 436 | - | 438 | - | - | - | - | 18 | 418 |
| | 10% | 10% | 17% | *% | 15% | -% | 14% | -% | -% | -% | -% | 1% | 27% |
| | | | a | | a | | a | | | | | | a |
| NOT ANSWERED (PAPER) | 25 | 24 | 2 | - | 24 | - | 24 | - | - | - | - | 10 | 11 |
| | 1% | 1% | *% | -% | 1% | -% | 1% | -% | -% | -% | -% | *% | 1% |
| | | | | | a | | a | | | | | | |
| Answered | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| Mean age | 46.2 | 46.4 | 53.3 | 36.3 | 51.7 | 37.7 | 50.2 | 32.5 | 37.1 | 42.5 | 37.7 | 41.2 | 56.0 |
| | | | a | | a | | a | | a | abd | a | | a |
| Standard deviation | 18.02 | 17.81 | 17.54 | 10.72 | 18.76 | 9.49 | 19.42 | 7.20 | 7.97 | 8.67 | 9.49 | 13.51 | 21.66 |
| Standard error | .28 | .31 | .81 | .28 | .37 | .27 | .37 | .32 | .34 | .37 | .27 | .27 | .55 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S3. How old are you?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 16-24 years | 527 | 507 | 495 | 32 | 21 | 527 | 433 | 304 | 336 | 62 | 468 | 59 | 55 | 165 | 307 |
| | 12% | 13% | 15% | 3% | 4% | 12% | 11% | 12% | 13% | 8% | 12% | 16% | 7% | 16% | 12% |
| | | cd | cde | | | cd | | | d | | | d | | ac | a |
| 25-34 years | 791 | 758 | 744 | 47 | 33 | 791 | 649 | 454 | 508 | 114 | 695 | 96 | 138 | 202 | 451 |
| | 18% | 20% | 22% | 5% | 6% | 18% | 17% | 17% | 20% | 15% | 17% | 26% | 17% | 20% | 18% |
| | | cd | cde | | | cd | | | ade | | | abde | | | |
| 35-44 years | 678 | 637 | 611 | 66 | 41 | 678 | 555 | 398 | 428 | 130 | 599 | 79 | 112 | 165 | 401 |
| | 16% | 17% | 18% | 7% | 8% | 16% | 15% | 15% | 17% | 18% | 15% | 22% | 14% | 16% | 16% |
| | | cd | cde | | | cd | | | | | | abe | | | |
| 45-54 years | 703 | 645 | 580 | 123 | 58 | 703 | 608 | 399 | 416 | 136 | 639 | 64 | 138 | 144 | 421 |
| | 16% | 17% | 17% | 12% | 11% | 16% | 16% | 15% | 17% | 18% | 16% | 18% | 17% | 14% | 17% |
| | | cd | cd | | | c | | | | | | | | | |
| 55-64 years | 615 | 531 | 436 | 179 | 84 | 615 | 560 | 369 | 371 | 123 | 579 | 36 | 125 | 132 | 358 |
| | 14% | 14% | 13% | 18% | 16% | 14% | 15% | 14% | 15% | 17% | 15% | 10% | 16% | 13% | 14% |
| | | | | b | | | | | | f | | | | | |
| 65-74 years | 571 | 451 | 318 | 253 | 120 | 571 | 531 | 368 | 283 | 108 | 549 | 22 | 131 | 112 | 328 |
| | 13% | 12% | 10% | 25% | 22% | 13% | 14% | 14% | 11% | 15% | 14% | 6% | 16% | 11% | 13% |
| | | b | | abe | abe | b | cf | cf | f | f | f | | b | | |
| 75 years or over | 439 | 280 | 146 | 293 | 159 | 439 | 426 | 307 | 143 | 66 | 433 | 6 | 98 | 90 | 251 |
| | 10% | 7% | 4% | 29% | 30% | 10% | 11% | 12% | 6% | 9% | 11% | 2% | 12% | 9% | 10% |
| | | b | | abe | abe | ab | cf | cf | f | cf | cf | | | | |
| NOT ANSWERED (PAPER) | 25 | 7 | 2 | 24 | 18 | 25 | 21 | 17 | 5 | - | 24 | 1 | 5 | 9 | 11 |
| | 1% | *% | *% | 2% | 3% | 1% | 1% | 1% | *% | -% | 1% | *% | 1% | 1% | *% |
| | | | | abe | abe | b | | | | | | | | | |
| Answered | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| Mean age | 46.2 | 44.9 | 42.7 | 60.2 | 58.2 | 46.2 | 47.1 | 47.0 | 44.6 | 48.8 | 46.8 | 39.6 | 49.7 | 43.6 | 46.1 |
| | | b | | abe | abe | ab | cf | cf | f | cef | cf | | bc | | b |
| Standard deviation | 18.02 | 17.58 | 16.65 | 16.50 | 17.80 | 18.02 | 18.21 | 18.33 | 17.33 | 17.18 | 18.17 | 14.88 | 17.80 | 18.03 | 17.91 |
| Standard error | .28 | .28 | .28 | .62 | 1.05 | .28 | .31 | .37 | .35 | .64 | .30 | .77 | .64 | .59 | .36 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S4. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| AB | 1305 | 719 | 578 | 116 | 203 | 233 | 206 | 545 | 1305 | - | - | - | 1116 | 91 | 63 | 35 |
| | 30% | 34% | 26% | 22% | 26% | 34% | 29% | 34% | 100% | -% | -% | -% | 31% | 26% | 29% | 27% |
| | | b | | | | ab | a | ab | bcd | | | | | | | |
| C1 | 1235 | 537 | 688 | 195 | 273 | 197 | 194 | 374 | - | 1235 | - | - | 1038 | 100 | 58 | 39 |
| | 28% | 26% | 31% | 37% | 34% | 29% | 28% | 23% | -% | 100% | -% | -% | 28% | 29% | 27% | 30% |
| | | | a | cde | e | e | | | | acd | | | | | | |
| C2 | 696 | 388 | 304 | 89 | 142 | 109 | 136 | 216 | - | - | 696 | - | 569 | 70 | 39 | 19 |
| | 16% | 18% | 14% | 17% | 18% | 16% | 19% | 13% | -% | -% | 100% | -% | 16% | 20% | 18% | 14% |
| | | b | | | e | | e | | | | abd | | | | | |
| DE | 1044 | 434 | 596 | 112 | 165 | 136 | 158 | 466 | - | - | - | 1044 | 870 | 86 | 52 | 35 |
| | 24% | 21% | 27% | 21% | 21% | 20% | 23% | 29% | -% | -% | -% | 100% | 24% | 25% | 24% | 27% |
| | | | a | | | | | abcd | | | | abc | | | | |
| Don't know | 70 | 27 | 37 | 15 | 9 | 3 | 8 | 25 | - | - | - | - | 61 | 2 | 5 | 2 |
| | 2% | 1% | 2% | 3% | 1% | *% | 1% | 2% | -% | -% | -% | -% | 2% | *% | 2% | 2% |
| | | | | c | | | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S4. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| AB | 1305 | 1033 | 195 | 462 | 824 | 427 | 854 | 172 | 205 | 182 | 427 | 882 | 407 |
| | 30% | 29% | 43% | 34% | 29% | 36% | 28% | 35% | 38% | 35% | 36% | 33% | 27% |
| | | | a | b | | b | | | | | | b | |
| C1 | 1235 | 1045 | 93 | 373 | 822 | 311 | 882 | 133 | 141 | 135 | 311 | 850 | 371 |
| | 28% | 29% | 20% | 27% | 29% | 26% | 29% | 27% | 26% | 26% | 26% | 32% | 24% |
| | | b | | | | | | | | | | b | |
| C2 | 696 | 563 | 62 | 256 | 430 | 217 | 467 | 82 | 92 | 110 | 217 | 528 | 152 |
| | 16% | 16% | 14% | 19% | 15% | 18% | 15% | 17% | 17% | 21% | 18% | 20% | 10% |
| | | | | b | | | | | | | | b | |
| DE | 1044 | 858 | 97 | 274 | 753 | 228 | 795 | 109 | 100 | 91 | 228 | 420 | 577 |
| | 24% | 24% | 21% | 20% | 26% | 19% | 26% | 22% | 18% | 17% | 19% | 16% | 38% |
| | | | | | a | | a | | | | | | a |
| Don't know | 70 | 52 | 12 | 12 | 51 | 8 | 55 | - | 6 | 4 | 8 | 16 | 29 |
| | 2% | 1% | 3% | 1% | 2% | 1% | 2% | -% | 1% | 1% | 1% | 1% | 2% |
| | | | | | | | | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 227

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S4. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| AB | 1305 | 1187 | 1045 | 260 | 118 | 1305 | 1200 | 918 | 904 | 306 | 1250 | 55 | 199 | 265 | 841 |
| | 30% | 31% | 31% | 26% | 22% | 30% | 32% | 35% | 36% | 41% | 31% | 15% | 25% | 26% | 33% |
| | | cd | cd | | | d | f | ef | aef | abef | f | | | | ab |
| C1 | 1235 | 1141 | 1035 | 200 | 94 | 1235 | 1074 | 738 | 781 | 248 | 1136 | 99 | 202 | 290 | 743 |
| | 28% | 30% | 31% | 20% | 18% | 28% | 28% | 28% | 31% | 34% | 28% | 27% | 25% | 28% | 29% |
| | | cd | cd | | | cd | | | | | | | | | |
| C2 | 696 | 626 | 564 | 132 | 70 | 696 | 594 | 429 | 384 | 103 | 631 | 65 | 140 | 174 | 381 |
| | 16% | 16% | 17% | 13% | 13% | 16% | 16% | 16% | 15% | 14% | 16% | 18% | 17% | 17% | 15% |
| DE | 1044 | 820 | 659 | 385 | 224 | 1044 | 862 | 494 | 395 | 77 | 908 | 136 | 247 | 272 | 525 |
| | 24% | 21% | 20% | 38% | 42% | 24% | 23% | 19% | 16% | 10% | 23% | 37% | 31% | 27% | 21% |
| | | | | abe | abe | b | bcd | d | d | | bcd | abcde | c | c | |
| Don't know | 70 | 42 | 29 | 41 | 28 | 70 | 54 | 37 | 26 | 4 | 62 | 7 | 14 | 17 | 38 |
| | 2% | 1% | 1% | 4% | 5% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 2% |
| | | | | abe | abe | | | | | | | | | | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| In full time employment | 1977 | 1157 | 801 | 165 | 550 | 456 | 457 | 341 | 721 | 661 | 375 | 213 | 1664 | 157 | 90 | 65 |
| | 45% | 55% | 36% | 31% | 70% | 67% | 65% | 21% | 55% | 54% | 54% | 20% | 46% | 45% | 41% | 50% |
| | | b | | e | ae | ae | ae | | d | d | d | | | | | |
| In part time employment | 720 | 204 | 510 | 134 | 131 | 123 | 135 | 194 | 162 | 189 | 154 | 208 | 619 | 55 | 32 | 14 |
| | 17% | 10% | 23% | 26% | 17% | 18% | 19% | 12% | 12% | 15% | 22% | 20% | 17% | 16% | 15% | 11% |
| | | | a | bce | e | e | e | | | | ab | a | d | | | |
| Unemployed | 196 | 82 | 112 | 30 | 48 | 35 | 47 | 36 | 13 | 22 | 15 | 143 | 162 | 17 | 11 | 7 |
| | 5% | 4% | 5% | 6% | 6% | 5% | 7% | 2% | 1% | 2% | 2% | 14% | 4% | 5% | 5% | 5% |
| | | | | e | e | e | e | | | | | abc | | | | |
| A student | 196 | 78 | 114 | 176 | 13 | 4 | 1 | 1 | 33 | 111 | 22 | 23 | 167 | 16 | 8 | 6 |
| | 5% | 4% | 5% | 33% | 2% | 1% | *% | *% | 3% | 9% | 3% | 2% | 5% | 5% | 3% | 4% |
| | | | | bcde | de | | | | | acd | | | | | | |
| Full-time responsibility for home/ family | 154 | 15 | 138 | 9 | 35 | 39 | 32 | 38 | 27 | 18 | 24 | 83 | 124 | 14 | 8 | 7 |
| | 4% | 1% | 6% | 2% | 4% | 6% | 5% | 2% | 2% | 1% | 3% | 8% | 3% | 4% | 4% | 6% |
| | | | a | | | ae | | | | | | b | | | | |
| | | | | | | | | | | | | abc | | | | |
| Retired | 990 | 524 | 464 | - | - | 2 | 9 | 968 | 334 | 219 | 91 | 328 | 821 | 80 | 60 | 29 |
| | 23% | 25% | 21% | -% | -% | *% | 1% | 60% | 26% | 18% | 13% | 31% | 22% | 23% | 28% | 22% |
| | | b | | | | | b | abcd | bc | | | abc | | | | |
| Other | 79 | 29 | 49 | 6 | 7 | 14 | 14 | 37 | 12 | 12 | 14 | 37 | 64 | 7 | 7 | 2 |
| | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 4% | 2% | 2% | 3% | 2% |
| | | | | | | | | | | | | ab | | | | |
| Prefer not to say | 37 | 15 | 14 | 6 | 6 | 4 | 6 | 11 | 4 | 2 | 2 | 10 | 34 | 2 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | *% | 1% | 1% | *% | 1% | *% |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| WORKING | 2697 | 1361 | 1311 | 300 | 681 | 579 | 592 | 535 | 882 | 850 | 528 | 420 | 2283 | 212 | 123 | 79 |
| | 62% | 65% | 60% | 57% | 86% | 85% | 84% | 33% | 68% | 69% | 76% | 40% | 62% | 61% | 56% | 61% |
| | | b | | e | ae | ae | ae | | d | d | abd | | | | | |
| NOT WORKING | 1536 | 699 | 828 | 215 | 97 | 80 | 90 | 1043 | 407 | 371 | 152 | 577 | 1274 | 127 | 87 | 48 |
| | 35% | 33% | 38% | 41% | 12% | 12% | 13% | 64% | 31% | 30% | 22% | 55% | 35% | 37% | 40% | 37% |
| | | | a | bcd | | | | abcd | c | c | | abc | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 228**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| In full time employment | 1977 | 1659 | 170 | 834 | 1104 | 785 | 1147 | 306 | 346 | 364 | 785 | 1977 | - |
| | 45% | 47% | 37% | 61% | 38% | 66% | 38% | 62% | 64% | 70% | 66% | 73% | -% |
| | | b | | b | | b | | | | | | b | |
| In part time employment | 720 | 558 | 69 | 293 | 411 | 234 | 468 | 106 | 108 | 91 | 234 | 720 | - |
| | 17% | 16% | 15% | 21% | 14% | 20% | 15% | 21% | 20% | 17% | 20% | 27% | -% |
| | | | | b | | b | | | | | | b | |
| Unemployed | 196 | 166 | 9 | 54 | 139 | 45 | 145 | 23 | 23 | 15 | 45 | - | 196 |
| | 5% | 5% | 2% | 4% | 5% | 4% | 5% | 5% | 4% | 3% | 4% | -% | 13% |
| | | | | | | | | | | | | | a |
| A student | 196 | 143 | 8 | 68 | 111 | 12 | 165 | 6 | 5 | 4 | 12 | - | 196 |
| | 5% | 4% | 2% | 5% | 4% | 1% | 5% | 1% | 1% | 1% | 1% | -% | 13% |
| | | | | | | | a | | | | | | a |
| Full-time responsibility for home/ family | 154 | 134 | 13 | 92 | 59 | 89 | 62 | 48 | 48 | 39 | 89 | - | 154 |
| | 4% | 4% | 3% | 7% | 2% | 7% | 2% | 10% | 9% | 7% | 7% | -% | 10% |
| | | | | b | | b | | | | | | | a |
| Retired | 990 | 796 | 176 | 16 | 967 | 10 | 972 | 1 | 5 | 5 | 10 | - | 990 |
| | 23% | 22% | 38% | 1% | 34% | 1% | 32% | *% | 1% | 1% | 1% | -% | 64% |
| | | | a | | a | | a | | | | | | a |
| Other | 79 | 63 | 12 | 16 | 63 | 13 | 66 | 7 | 6 | 4 | 13 | - | - |
| | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | -% | -% |
| Prefer not to say | 37 | 33 | 2 | 4 | 26 | 2 | 27 | - | 1 | 1 | 2 | - | - |
| | 1% | 1% | *% | *% | 1% | *% | 1% | -% | *% | *% | *% | -% | -% |
| **SUMMARY** | | | | | | | | | | | | | |
| WORKING | 2697 | 2216 | 239 | 1128 | 1515 | 1019 | 1615 | 412 | 455 | 455 | 1019 | 2697 | - |
| | 62% | 62% | 52% | 82% | 53% | 86% | 53% | 83% | 84% | 87% | 86% | 100% | -% |
| | | b | | b | | b | | | | | | b | |
| NOT WORKING | 1536 | 1239 | 206 | 230 | 1276 | 157 | 1345 | 78 | 82 | 63 | 157 | - | 1536 |
| | 35% | 35% | 45% | 17% | 44% | 13% | 44% | 16% | 15% | 12% | 13% | -% | 100% |
| | | | a | | a | | a | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| In full time employment | 1977 | 1867 | 1759 | 218 | 110 | 1977 | 1720 | 1241 | 1323 | 404 | 1823 | 154 | 331 | 413 | 1233 |
| | 45% | 49% | 53% | 21% | 21% | 45% | 45% | 47% | 53% | 55% | 46% | 42% | 41% | 41% | 49% |
| | | cde | acde | | | cd | | | abef | abef | | | | | ab |
| In part time employment | 720 | 650 | 594 | 126 | 70 | 720 | 616 | 419 | 415 | 92 | 647 | 73 | 118 | 207 | 396 |
| | 17% | 17% | 18% | 12% | 13% | 17% | 16% | 16% | 17% | 13% | 16% | 20% | 15% | 20% | 16% |
| | | c | c | | | c | | | | | | d | | ac | |
| Unemployed | 196 | 168 | 142 | 55 | 28 | 196 | 143 | 84 | 74 | 20 | 154 | 42 | 54 | 52 | 90 |
| | 5% | 4% | 4% | 5% | 5% | 5% | 4% | 3% | 3% | 3% | 4% | 12% | 7% | 5% | 4% |
| | | | | | | | | | | | | abcde | c | | |
| A student | 196 | 187 | 179 | 17 | 9 | 196 | 149 | 90 | 113 | 17 | 167 | 29 | 25 | 64 | 107 |
| | 5% | 5% | 5% | 2% | 2% | 5% | 4% | 3% | 5% | 2% | 4% | 8% | 3% | 6% | 4% |
| | | c | cd | | | c | | | | | | abde | | a | |
| Full-time responsibility for home/ family | 154 | 133 | 118 | 36 | 21 | 154 | 127 | 63 | 74 | 16 | 136 | 18 | 28 | 38 | 88 |
| | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 2% | 3% | 2% | 3% | 5% | 4% | 4% | 3% |
| Retired | 990 | 720 | 468 | 522 | 270 | 990 | 939 | 659 | 445 | 171 | 961 | 29 | 218 | 216 | 556 |
| | 23% | 19% | 14% | 51% | 51% | 23% | 25% | 25% | 18% | 23% | 24% | 8% | 27% | 21% | 22% |
| | | b | | abe | abe | ab | cf | cf | f | cf | cf | | bc | | |
| Other | 79 | 71 | 58 | 21 | 9 | 79 | 66 | 41 | 36 | 15 | 70 | 10 | 22 | 15 | 42 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 3% | 2% | 2% |
| Prefer not to say | 37 | 20 | 14 | 23 | 17 | 37 | 24 | 18 | 11 | 3 | 28 | 9 | 7 | 13 | 17 |
| | 1% | 1% | *% | 2% | 3% | 1% | 1% | 1% | *% | *% | 1% | 3% | 1% | 1% | 1% |
| | | | | abe | abe | | | | | | | abcde | | | |
| **SUMMARY** | | | | | | | | | | | | | | | |
| WORKING | 2697 | 2517 | 2353 | 344 | 180 | 2697 | 2336 | 1660 | 1738 | 496 | 2469 | 228 | 448 | 620 | 1629 |
| | 62% | 66% | 71% | 34% | 34% | 62% | 62% | 63% | 70% | 67% | 62% | 63% | 56% | 61% | 64% |
| | | cde | acde | | | cd | | | abe | | | | | | a |
| NOT WORKING | 1536 | 1208 | 907 | 629 | 328 | 1536 | 1358 | 896 | 705 | 224 | 1419 | 117 | 325 | 370 | 841 |
| | 35% | 32% | 27% | 62% | 61% | 35% | 36% | 34% | 28% | 30% | 36% | 32% | 41% | 36% | 33% |
| | | b | | abe | abe | ab | cd | c | | | | c | | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire) | 242<br>6% | 120<br>6% | 115<br>5% | 22<br>4% | 45<br>6% | 24<br>3% | 35<br>5% | 109<br>7%<br>c | 61<br>5% | 57<br>5% | 41<br>6% | 72<br>7% | 242<br>7%<br>bcd | -<br>-% | -<br>-% | -<br>-% |
| 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) | 468<br>11% | 210<br>10% | 253<br>11% | 58<br>11% | 93<br>12% | 83<br>12% | 70<br>10% | 163<br>10% | 129<br>10% | 139<br>11% | 65<br>9% | 128<br>12% | 468<br>13%<br>bcd | -<br>-% | -<br>-% | -<br>-% |
| Yorkshire & Lincolnshire (including Leeds, Sheffield and York) | 433<br>10% | 218<br>10% | 215<br>10% | 63<br>12% | 72<br>9% | 65<br>10% | 67<br>9% | 165<br>10% | 107<br>8% | 130<br>11% | 78<br>11% | 114<br>11% | 433<br>12%<br>bcd | -<br>-% | -<br>-% | -<br>-% |
| West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire) | 426<br>10% | 196<br>9% | 226<br>10% | 47<br>9% | 89<br>11% | 70<br>10% | 63<br>9% | 155<br>10% | 150<br>12% | 106<br>9% | 64<br>9% | 93<br>9% | 426<br>12%<br>bcd | -<br>-% | -<br>-% | -<br>-% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 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) | 152 3% | 72 3% | 77 4% | 21 4% | 30 4% | 28 4% | 23 3% | 49 3% | 47 4% | 38 3% | 25 4% | 38 4% | 152 4% bcd | - -% | - -% | - -% |
| East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire) | 310 7% | 143 7% | 164 7% | 31 6% | 46 6% | 39 6% | 59 8% | 132 8% | 106 8% | 65 5% | 50 7% | 88 8% b | 310 8% bcd | - -% | - -% | - -% |
| West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset) | 157 4% | 70 3% | 87 4% | 19 4% | 26 3% | 32 5% | 22 3% | 58 4% | 65 5% | 38 3% | 21 3% | 32 3% | 157 4% bcd | - -% | - -% | - -% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 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) | 345 8% | 181 9% | 163 7% | 28 5% | 58 7% | 56 8% | 51 7% | 152 9% a | 98 7% | 115 9% | 49 7% | 81 8% | 345 9% bcd | - -% | - -% | - -% |
| South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands) | 124 3% | 60 3% | 64 3% | 13 3% | 13 2% | 14 2% | 23 3% | 60 4% | 36 3% | 42 3% | 20 3% | 23 2% | 124 3% bcd | - -% | - -% | - -% |
| South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey) | 164 4% | 82 4% | 79 4% | 25 5% | 17 2% | 27 4% | 25 4% | 67 4% | 42 3% | 41 3% | 30 4% | 48 5% | 164 4% bcd | - -% | - -% | - -% |
| London | 833 19% | 411 20% | 412 19% | 124 24% e | 177 22% e | 127 19% | 157 22% e | 243 15% | 275 21% d | 266 22% d | 124 18% | 155 15% | 833 23% bcd | - -% | - -% | - -% |
| Wales | 217 5% | 111 5% | 105 5% | 22 4% | 37 5% | 29 4% | 34 5% | 94 6% | 63 5% | 58 5% | 39 6% | 52 5% | - -% | - -% | 217 100% abd | - -% |
| Scotland | 348 8% | 166 8% | 180 8% | 41 8% | 66 8% | 56 8% | 51 7% | 134 8% | 91 7% | 100 8% | 70 10% | 86 8% | - -% | 348 100% acd | - -% | - -% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Northern Ireland | 130 | 65 | 65 | 13 | 22 | 27 | 23 | 44 | 35 | 39 | 19 | 35 | - | - | - | 130 |
| | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | -% | -% | -% | 100% abc |

**SUMMARY**

| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NORTH | 1142 | 548 | 583 | 143 | 209 | 171 | 172 | 437 | 297 | 325 | 184 | 314 | 1142 | - | - | - |
| | 26% | 26% | 26% | 27% | 26% | 25% | 24% | 27% | 23% | 26% | 26% | 30% a | 31% bcd | -% | -% | -% |
| MIDLANDS | 579 | 268 | 303 | 68 | 119 | 98 | 87 | 204 | 197 | 145 | 89 | 131 | 579 | - | - | - |
| | 13% | 13% | 14% | 13% | 15% | 14% | 12% | 13% | 15% | 12% | 13% | 13% | 16% bcd | -% | -% | -% |
| SOUTH | 1933 | 947 | 968 | 240 | 338 | 295 | 337 | 712 | 622 | 568 | 295 | 426 | 1933 | - | - | - |
| | 44% | 45% | 44% | 46% | 43% | 44% | 48% | 44% | 48% d | 46% | 42% | 41% | 53% bcd | -% | -% | -% |
| WALES | 217 | 111 | 105 | 22 | 37 | 29 | 34 | 94 | 63 | 58 | 39 | 52 | - | - | 217 | - |
| | 5% | 5% | 5% | 4% | 5% | 4% | 5% | 6% | 5% | 5% | 6% | 5% | -% | -% | 100% abd | -% |
| SCOTLAND | 348 | 166 | 180 | 41 | 66 | 56 | 51 | 134 | 91 | 100 | 70 | 86 | - | 348 | - | - |
| | 8% | 8% | 8% | 8% | 8% | 8% | 7% | 8% | 7% | 8% | 10% | 8% | -% | 100% acd | -% | -% |
| NORTHERN IRELAND | 130 | 65 | 65 | 13 | 22 | 27 | 23 | 44 | 35 | 39 | 19 | 35 | - | - | - | 130 |
| | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | -% | -% | -% | 100% abc |

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 229**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire) | 242 6% | 194 5% | 29 6% | 64 5% | 172 6% | 56 5% | 180 6% | 29 6% | 33 6% | 14 3% | 56 5% | 126 5% | 105 7% a |
| 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) | 468 11% | 377 11% | 37 8% | 152 11% | 305 11% | 135 11% | 320 10% | 54 11% | 60 11% | 55 11% | 135 11% | 286 11% | 173 11% |
| Yorkshire & Lincolnshire (including Leeds, Sheffield and York) | 433 10% | 368 10% | 32 7% | 142 10% | 283 10% | 125 11% | 297 10% | 59 12% | 50 9% | 47 9% | 125 11% | 277 10% | 145 9% |
| West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire) | 426 10% | 368 10% | 33 7% | 164 12% b | 256 9% | 144 12% b | 274 9% | 55 11% | 74 14% | 68 13% | 144 12% | 264 10% | 153 10% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 229**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 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) | 152<br>3% | 122<br>3% | 13<br>3% | 58<br>4% | 93<br>3% | 52<br>4% | 99<br>3% | 26<br>5% | 20<br>4% | 22<br>4% | 52<br>4% | 95<br>4% | 53<br>3% |
| East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire) | 310<br>7% | 228<br>6% | 49<br>11%<br>a | 87<br>6% | 219<br>8% | 74<br>6% | 231<br>8% | 26<br>5% | 36<br>7% | 35<br>7% | 74<br>6% | 187<br>7% | 117<br>8% |
| West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset) | 157<br>4% | 128<br>4% | 21<br>5% | 51<br>4% | 102<br>4% | 45<br>4% | 107<br>4% | 20<br>4% | 23<br>4% | 17<br>3% | 45<br>4% | 97<br>4% | 60<br>4% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 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) | 345 8% | 268 8% | 57 12% a | 83 6% | 257 9% a | 73 6% | 266 9% | 38 8% | 31 6% | 33 6% | 73 6% | 212 8% | 122 8% |
| South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands) | 124 3% | 91 3% | 25 6% a | 27 2% | 95 3% | 25 2% | 97 3% | 11 2% | 8 1% | 11 2% | 25 2% | 67 2% | 53 3% |
| South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey) | 164 4% | 131 4% | 11 2% | 42 3% | 115 4% | 36 3% | 120 4% | 15 3% | 11 2% | 17 3% | 36 3% | 98 4% | 64 4% |
| London | 833 19% | 750 21% b | 25 5% | 299 22% b | 511 18% | 243 20% | 564 18% | 94 19% | 113 21% | 119 23% | 243 20% | 573 21% b | 228 15% |
| Wales | 217 5% | 163 5% | 39 8% a | 63 5% | 151 5% | 55 5% | 159 5% | 17 3% | 26 5% | 29 5% | 55 5% | 123 5% | 87 6% |
| Scotland | 348 8% | 275 8% | 52 11% | 101 7% | 239 8% | 89 7% | 251 8% | 36 7% | 42 8% | 39 7% | 89 7% | 212 8% | 127 8% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 229**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Northern Ireland | 130 | 90 | 37 | 44 | 83 | 38 | 88 | 16 | 17 | 17 | 38 | 79 | 48 |
| | 3% | 3% | 8% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| | | | a | | | | | | | | | | |
| **SUMMARY** | | | | | | | | | | | | | |
| NORTH | 1142 | 939 | 98 | 358 | 760 | 316 | 797 | 142 | 142 | 116 | 316 | 690 | 424 |
| | 26% | 26% | 21% | 26% | 26% | 27% | 26% | 29% | 26% | 22% | 27% | 26% | 28% |
| MIDLANDS | 579 | 490 | 46 | 222 | 348 | 196 | 373 | 81 | 94 | 90 | 196 | 360 | 206 |
| | 13% | 14% | 10% | 16% | 12% | 16% | 12% | 16% | 17% | 17% | 16% | 13% | 13% |
| | | | | b | | b | | | | | | | |
| SOUTH | 1933 | 1595 | 189 | 591 | 1298 | 497 | 1385 | 205 | 221 | 232 | 497 | 1234 | 644 |
| | 44% | 45% | 41% | 43% | 45% | 42% | 45% | 41% | 41% | 44% | 42% | 46% | 42% |
| WALES | 217 | 163 | 39 | 63 | 151 | 55 | 159 | 17 | 26 | 29 | 55 | 123 | 87 |
| | 5% | 5% | 8% | 5% | 5% | 5% | 5% | 3% | 5% | 5% | 5% | 5% | 6% |
| | | | a | | | | | | | | | | |
| SCOTLAND | 348 | 275 | 52 | 101 | 239 | 89 | 251 | 36 | 42 | 39 | 89 | 212 | 127 |
| | 8% | 8% | 11% | 7% | 8% | 7% | 8% | 7% | 8% | 7% | 7% | 8% | 8% |
| NORTHERN IRELAND | 130 | 90 | 37 | 44 | 83 | 38 | 88 | 16 | 17 | 17 | 38 | 79 | 48 |
| | 3% | 3% | 8% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| | | | a | | | | | | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **ANY** | **SVOD** | **NOT SVOD** | **NONE** | **TOTAL** | **TV** | **RADIO** | **APPS/ SITES** | **SOUNDS** | **ANY** | **NONE** | **1-4** | **5-6** | **7-10** |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire) | 242 6% | 194 5% | 159 5% | 83 8% abe | 48 9% ab | 242 6% | 217 6% | 128 5% | 132 5% | 42 6% | 221 6% | 21 6% | 53 7% | 53 5% | 136 5% |
| 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) | 468 11% | 410 11% | 363 11% | 104 10% | 58 11% | 468 11% | 393 10% | 283 11% | 270 11% | 70 10% | 425 11% | 43 12% | 85 11% | 111 11% | 272 11% |
| Yorkshire & Lincolnshire (including Leeds, Sheffield and York) | 433 10% | 383 10% | 328 10% | 106 10% | 50 9% | 433 10% | 385 10% | 241 9% | 233 9% | 59 8% | 397 10% | 36 10% | 95 12% | 97 9% | 242 10% |
| West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire) | 426 10% | 371 10% | 325 10% | 101 10% | 56 10% | 426 10% | 368 10% | 268 10% | 228 9% | 69 9% | 391 10% | 35 10% | 64 8% | 92 9% | 270 11% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 229**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 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) | 152 3% | 135 4% | 122 4% | 30 3% | 17 3% | 152 3% | 131 3% | 92 4% | 96 4% | 31 4% | 143 4% | 10 3% | 33 4% | 43 4% | 77 3% |
| East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire) | 310 7% | 259 7% | 227 7% | 82 8% | 51 10% | 310 7% | 272 7% | 210 8% | 165 7% | 59 8% | 288 7% | 21 6% | 56 7% | 94 9% c | 160 6% |
| West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset) | 157 4% | 134 4% | 115 3% | 42 4% | 23 4% | 157 4% | 140 4% | 106 4% | 87 4% | 37 5% | 145 4% | 12 3% | 17 2% | 39 4% | 101 4% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 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) | 345 8% | 295 8% | 251 8% | 94 9% | 50 9% | 345 8% | 306 8% | 212 8% | 206 8% | 73 10% | 314 8% | 31 9% | 63 8% | 83 8% | 198 8% |
| South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands) | 124 3% | 104 3% | 82 2% | 42 4% | 20 4% | 124 3% | 109 3% | 87 3% | 68 3% | 17 2% | 115 3% | 9 2% | 24 3% | 27 3% | 73 3% |
| South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey) | 164 4% | 147 4% | 127 4% | 37 4% | 17 3% | 164 4% | 138 4% | 105 4% | 94 4% | 28 4% | 148 4% | 16 4% | 32 4% | 40 4% | 91 4% |
| London | 833 19% | 772 20% cd | 697 21% cd | 136 13% | 61 11% | 833 19% cd | 730 19% | 456 17% | 528 21% b | 136 18% | 769 19% | 64 18% | 139 17% | 192 19% | 502 20% |
| Wales | 217 5% | 189 5% | 166 5% | 51 5% | 29 5% | 217 5% | 193 5% | 140 5% | 115 5% | 39 5% | 201 5% | 16 4% | 45 6% | 47 5% | 125 5% |
| Scotland | 348 8% | 309 8% | 266 8% | 82 8% | 39 7% | 348 8% | 295 8% | 209 8% | 196 8% | 61 8% | 314 8% | 34 9% | 75 9% | 72 7% | 201 8% |
| Northern Ireland | 130 3% | 114 3% | 103 3% | 27 3% | 16 3% | 130 3% | 108 3% | 78 3% | 72 3% | 18 2% | 115 3% | 16 4% | 22 3% | 28 3% | 81 3% |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S8. Which region do you live in?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | **ANY** | **SVOD** | **NOT SVOD** | **NONE** | **TOTAL** | **TV** | **RADIO** | **APPS/ SITES** | **SOUNDS** | **ANY** | **NONE** | **1-4** | **5-6** | **7-10** |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| **SUMMARY** | | | | | | | | | | | | | | | |
| NORTH | 1142 | 987 | 850 | 293 | 156 | 1142 | 995 | 651 | 635 | 171 | 1042 | 100 | 232 | 261 | 650 |
| | 26% | 26% | 26% | 29% | 29% | 26% | 26% | 25% | 25% | 23% | 26% | 28% | 29% | 26% | 26% |
| MIDLANDS | 579 | 506 | 447 | 131 | 73 | 579 | 499 | 360 | 324 | 100 | 534 | 45 | 97 | 135 | 347 |
| | 13% | 13% | 13% | 13% | 14% | 13% | 13% | 14% | 13% | 13% | 13% | 12% | 12% | 13% | 14% |
| SOUTH | 1933 | 1711 | 1500 | 433 | 222 | 1933 | 1694 | 1177 | 1149 | 350 | 1780 | 153 | 331 | 476 | 1125 |
| | 44% | 45% | 45% | 43% | 42% | 44% | 45% | 45% | 46% | 47% | 45% | 42% | 41% | 47% | 44% |
| WALES | 217 | 189 | 166 | 51 | 29 | 217 | 193 | 140 | 115 | 39 | 201 | 16 | 45 | 47 | 125 |
| | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 6% | 5% | 5% |
| SCOTLAND | 348 | 309 | 266 | 82 | 39 | 348 | 295 | 209 | 196 | 61 | 314 | 34 | 75 | 72 | 201 |
| | 8% | 8% | 8% | 8% | 7% | 8% | 8% | 8% | 8% | 8% | 8% | 9% | 9% | 7% | 8% |
| NORTHERN IRELAND | 130 | 114 | 103 | 27 | 16 | 130 | 108 | 78 | 72 | 18 | 115 | 16 | 22 | 28 | 81 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 3% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 230**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents where urbanity can be reported

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4016 | 1855 | 2122 | 455 | 718 | 686 | 627 | 1506 | 1186 | 1094 | 662 | 1011 | 2683 | 521 | 425 | 387 |
| Effective Weighted Sample | 3161 | 1467 | 1670 | 377 | 588 | 549 | 497 | 1154 | 948 | 873 | 532 | 765 | 2390 | 467 | 390 | 365 |
| Total | 4010 | 1964 | 2009 | 417 | 704 | 620 | 657 | 1586 | 1228 | 1138 | 625 | 955 | 3356 | 326 | 201 | 127 |
| Urban | 3551 | 1738 | 1779 | 393 | 651 | 562 | 587 | 1334 | 1033 | 1045 | 563 | 858 | 3024 | 275 | 163 | 90 |
| | 89% | 88% | 89% | 94% | 92% | 91% | 89% | 84% | 84% | 92% | 90% | 90% | 90% | 84% | 81% | 71% |
| | | | | de | e | e | e | | | a | a | a | bcd | d | d | |
| Rural | 459 | 226 | 230 | 24 | 54 | 58 | 71 | 252 | 195 | 93 | 62 | 97 | 332 | 52 | 39 | 37 |
| | 11% | 12% | 11% | 6% | 8% | 9% | 11% | 16% | 16% | 8% | 10% | 10% | 10% | 16% | 19% | 29% |
| | | | | | | | a | abcd | bcd | | | | | a | a | abc |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents where urbanity can be reported

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4016 | 3519 | 497 | 1291 | 2656 | 1129 | 2804 | 467 | 527 | 509 | 1129 | 2282 | 1592 |
| Effective Weighted Sample | 3161 | 2786 | 376 | 1046 | 2066 | 917 | 2182 | 384 | 428 | 409 | 917 | 1863 | 1195 |
| Total | 4010 | 3551 | 459 | 1240 | 2705 | 1092 | 2841 | 452 | 502 | 490 | 1092 | 2455 | 1445 |
| Urban | 3551 | 3551 | - | 1125 | 2366 | 984 | 2495 | 402 | 449 | 452 | 984 | 2216 | 1239 |
| | 89% | 100% | -% | 91% | 87% | 90% | 88% | 89% | 89% | 92% | 90% | 90% | 86% |
| | | b | | b | | | | | | | | | b |
| Rural | 459 | - | 459 | 115 | 340 | 108 | 345 | 50 | 53 | 38 | 108 | 239 | 206 |
| | 11% | -% | 100% | 9% | 13% | 10% | 12% | 11% | 11% | 8% | 10% | 10% | 14% |
| | | | a | | a | | | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents where urbanity can be reported

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4016 | 3656 | 3205 | 811 | 360 | 4016 | 3479 | 2428 | 2355 | 690 | 3673 | 343 | 748 | 904 | 2364 |
| Effective Weighted Sample | 3161 | 2946 | 2588 | 616 | 276 | 3161 | 2746 | 1923 | 1915 | 561 | 2900 | 261 | 574 | 712 | 1876 |
| Total | 4010 | 3511 | 3056 | 954 | 500 | 4010 | 3503 | 2434 | 2298 | 701 | 3684 | 326 | 745 | 913 | 2353 |
| Urban | 3551 | 3117 | 2733 | 818 | 434 | 3551 | 3079 | 2110 | 2021 | 599 | 3247 | 304 | 653 | 817 | 2081 |
| | 89% | 89% | 89% | 86% | 87% | 89% | 88% | 87% | 88% | 85% | 88% | 93% abd | 88% | 90% | 88% |
| Rural | 459 | 394 | 323 | 136 | 65 | 459 | 423 | 324 | 277 | 102 | 437 | 22 | 92 | 95 | 272 |
| | 11% | 11% | 11% | 14% | 13% | 11% | 12% f | 13% f | 12% | 15% f | 12% | 7% | 12% | 10% | 12% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S9. How would you describe your national identity?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| English | 2736 | 1307 | 1410 | 331 | 508 | 414 | 441 | 1027 | 790 | 749 | 458 | 701 | 2649 | 26 | 49 | 10 |
| | 63% | 62% | 64% | 63% | 64% | 61% | 63% | 63% | 61% | 61% | 66% | 67% ab | 73% bcd | 8% | 23% bd | 8% |
| Welsh | 158 | 87 | 69 | 21 | 32 | 22 | 19 | 63 | 47 | 41 | 28 | 39 | 42 | - | 116 | - |
| | 4% | 4% | 3% | 4% | 4% | 3% | 3% | 4% | 4% | 3% | 4% | 4% | 1% | -% | 53% abd | -% |
| Scottish | 305 | 137 | 166 | 34 | 61 | 48 | 47 | 115 | 74 | 84 | 67 | 77 | 50 | 252 | 1 | 2 |
| | 7% | 6% | 8% | 7% | 8% | 7% | 7% | 7% | 6% | 7% | 10% a | 7% | 1% | 72% acd | 1% | 1% |
| Northern Irish | 78 | 35 | 42 | 5 | 17 | 18 | 13 | 23 | 21 | 28 | 11 | 17 | 12 | 2 | * | 63 |
| | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | *% | 1% | *% | 48% abc |
| British | 772 | 395 | 364 | 88 | 106 | 100 | 129 | 341 | 295 | 221 | 89 | 151 | 649 | 53 | 41 | 29 |
| | 18% | 19% | 17% | 17% | 13% | 15% | 18% | 21% bc | 23% bcd | 18% c | 13% | 14% | 18% | 15% | 19% | 22% b |
| Irish | 44 | 20 | 25 | 5 | 4 | 7 | 14 | 14 | 14 | 19 | 4 | 7 | 23 | 2 | - | 19 |
| | 1% | 1% | 1% | 1% | *% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | -% | 15% abc |
| Other | 207 | 95 | 110 | 35 | 52 | 54 | 29 | 38 | 54 | 76 | 35 | 42 | 185 | 9 | 8 | 6 |
| | 5% | 5% | 5% | 7% e | 7% e | 8% de | 4% | 2% | 4% | 6% | 5% | 4% | 5% | 3% | 4% | 4% |
| Prefer not to say | 49 | 28 | 16 | 7 | 10 | 13 | 13 | 3 | 11 | 18 | 3 | 7 | 43 | 3 | 2 | 1 |
| | 1% | 1% | 1% | 1% e | 1% e | 2% e | 2% e | *% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S9. How would you describe your national identity?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| English | 2736 | 2239 | 274 | 906 | 1787 | 792 | 1890 | 324 | 364 | 349 | 792 | 1741 | 935 |
| | 63% | 63% | 60% | 66% | 62% | 67% | 62% | 65% | 67% | 67% | 67% | 65% | 61% |
| Welsh | 158 | 123 | 19 | 51 | 102 | 45 | 108 | 20 | 21 | 15 | 45 | 93 | 60 |
| | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 4% |
| Scottish | 305 | 240 | 43 | 86 | 213 | 76 | 223 | 35 | 33 | 30 | 76 | 196 | 103 |
| | 7% | 7% | 9% | 6% | 7% | 6% | 7% | 7% | 6% | 6% | 6% | 7% | 7% |
| Northern Irish | 78 | 57 | 18 | 27 | 50 | 23 | 53 | 10 | 10 | 12 | 23 | 50 | 27 |
| | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| | | | a | | | | | | | | | | |
| British | 772 | 628 | 87 | 213 | 540 | 177 | 576 | 73 | 82 | 87 | 177 | 405 | 334 |
| | 18% | 18% | 19% | 15% | 19% | 15% | 19% | 15% | 15% | 17% | 15% | 15% | 22% |
| | | | | | | | a | | | | | | a |
| Irish | 44 | 33 | 10 | 10 | 33 | 8 | 36 | 3 | 5 | 2 | 8 | 27 | 17 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% |
| Other | 207 | 189 | 6 | 70 | 127 | 60 | 137 | 28 | 23 | 23 | 60 | 155 | 49 |
| | 5% | 5% | 1% | 5% | 4% | 5% | 4% | 6% | 4% | 4% | 5% | 6% | 3% |
| | | | b | | | | | | | | | b | |
| Prefer not to say | 49 | 41 | 3 | 14 | 25 | 9 | 29 | 5 | 4 | 3 | 9 | 29 | 10 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S9. How would you describe your national identity?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| English | 2736 | 2407 | 2106 | 629 | 329 | 2736 | 2437 | 1665 | 1566 | 461 | 2549 | 187 | 490 | 653 | 1593 |
| | 63% | 63% | 63% | 62% | 62% | 63% | 64% f | 64% f | 63% f | 62% f | 64% f | 51% | 61% | 64% | 63% |
| Welsh | 158 | 142 | 126 | 32 | 16 | 158 | 144 | 101 | 92 | 25 | 148 | 10 | 25 | 41 | 92 |
| | 4% | 4% | 4% | 3% | 3% | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 3% | 4% | 4% |
| Scottish | 305 | 271 | 233 | 72 | 34 | 305 | 258 | 167 | 167 | 48 | 274 | 31 | 73 | 55 | 178 |
| | 7% | 7% | 7% | 7% | 6% | 7% | 7% | 6% | 7% | 7% | 7% | 9% | 9% b | 5% | 7% |
| Northern Irish | 78 | 72 | 67 | 10 | 6 | 78 | 63 | 47 | 45 | 16 | 69 | 9 | 12 | 15 | 51 |
| | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% |
| British | 772 | 670 | 563 | 208 | 101 | 772 | 672 | 496 | 458 | 153 | 713 | 59 | 138 | 175 | 459 |
| | 18% | 18% | 17% | 20% | 19% | 18% | 18% | 19% | 18% | 21% | 18% | 16% | 17% | 17% | 18% |
| Irish | 44 | 38 | 34 | 10 | 7 | 44 | 37 | 29 | 22 | 7 | 38 | 6 | 12 | 8 | 24 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| Other | 207 | 177 | 165 | 42 | 30 | 207 | 140 | 89 | 114 | 26 | 158 | 49 | 43 | 50 | 113 |
| | 5% | 5% | 5% | 4% | 6% | 5% | 4% | 3% | 5% | 4% | 4% | 13% abcde | 5% | 5% | 4% |
| Prefer not to say | 49 | 39 | 37 | 13 | 11 | 49 | 31 | 22 | 25 | 3 | 36 | 13 | 10 | 21 | 18 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | *% | 1% | 4% abcde | 1% | 2% c | 1% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| **WHITE** | | | | | | | | | | | | | | | | |
| English/ Welsh/ Scottish/ Northern Irish/ British | 3413 | 1635 | 1754 | 312 | 550 | 496 | 539 | 1496 | 1036 | 924 | 540 | 863 | 2810 | 313 | 193 | 96 |
| | 78% | 78% | 80% | 59% | 69% a | 73% a | 77% ab | 92% abcd | 79% | 75% | 78% | 83% b | 77% | 90% ad | 89% ad | 73% |
| Irish | 57 | 30 | 26 | 7 | 10 | 13 | 13 | 14 | 21 | 19 | 6 | 10 | 31 | 3 | - | 22 |
| | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | -% | 17% abc |
| Gypsy, Traveller or Irish Traveller | 6 | 3 | 1 | 2 | 3 | 1 | - | - | 3 | 1 | - | 1 | 6 | - | - | - |
| | *% | *% | *% | *% | *% | *% | -% | -% | *% | *% | -% | *% | *% | -% | -% | -% |
| Any other white background | 164 | 72 | 93 | 21 | 43 | 46 | 27 | 29 | 41 | 54 | 30 | 38 | 148 | 7 | 5 | 5 |
| | 4% | 3% | 4% | 4% e | 5% e | 7% e | 4% | 2% | 3% | 4% | 4% | 4% | 4% | 2% | 2% | 4% |
| **MIXED/ MULTIPLE ETHNIC GROUPS** | | | | | | | | | | | | | | | | |
| White and Black Caribbean | 36 | 19 | 17 | 9 | 13 | 8 | 1 | 5 | 10 | 8 | 10 | 8 | 32 | 1 | 3 | 1 |
| | 1% | 1% | 1% | 2% e | 2% de | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| White and Black African | 14 | 6 | 7 | 6 | 4 | 2 | 1 | 1 | 6 | 7 | - | 1 | 12 | 2 | * | * |
| | *% | *% | *% | 1% e | 1% | *% | *% | *% | *% | 1% | -% | *% | *% | *% | *% | *% |
| White and Asian | 41 | 19 | 21 | 15 | 10 | 5 | 7 | 4 | 15 | 11 | 7 | 7 | 39 | - | 1 | 1 |
| | 1% | 1% | 1% | 3% e | 1% e | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | -% | *% | *% |
| Any other mixed/ multiple ethnic background | 32 | 15 | 17 | 7 | 5 | 3 | 12 | 5 | 11 | 11 | 7 | 2 | 31 | 1 | * | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% e | *% | 1% | 1% | 1% | *% | 1% | *% | *% | -% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| **ASIAN AND BRITISH ASIAN** | | | | | | | | | | | | | | | | |
| Indian | 101 | 58 | 42 | 18 | 20 | 24 | 29 | 8 | 35 | 36 | 12 | 19 | 98 | 1 | 2 | 1 |
| | 2% | 3% | 2% | 3% e | 3% e | 4% e | 4% e | 1% | 3% | 3% | 2% | 2% | 3% b | *% | 1% | 1% |
| Pakistani | 87 | 44 | 43 | 29 | 22 | 15 | 17 | 4 | 22 | 22 | 17 | 24 | 83 | 2 | 1 | * |
| | 2% | 2% | 2% | 6% ce | 3% e | 2% e | 2% e | *% | 2% | 2% | 3% | 2% | 2% d | 1% | *% | *% |
| Bangladeshi | 34 | 19 | 14 | 15 | 11 | 6 | - | 1 | 11 | 7 | 8 | 7 | 33 | - | * | - |
| | 1% | 1% | 1% | 3% de | 1% de | 1% e | -% | *% | 1% | 1% | 1% | 1% | 1% | -% | *% | -% |
| Chinese | 32 | 18 | 12 | 3 | 2 | 10 | 10 | 7 | 8 | 13 | 3 | 8 | 29 | 1 | 1 | 1 |
| | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | *% | *% | 1% |
| Any other Asian background | 33 | 17 | 16 | 13 | 6 | 3 | 7 | 5 | 16 | 6 | 3 | 7 | 29 | 3 | 1 | - |
| | 1% | 1% | 1% | 2% ce | 1% | *% | 1% | *% | 1% | *% | *% | 1% | 1% | 1% | 1% | -% |
| **BLACK AND BLACK BRITISH** | | | | | | | | | | | | | | | | |
| Caribbean | 31 | 13 | 19 | 8 | 6 | 4 | 10 | 5 | 5 | 14 | 7 | 4 | 30 | - | 1 | - |
| | 1% | 1% | 1% | 1% e | 1% | 1% | 1% e | *% | *% | 1% | 1% | *% | 1% | -% | 1% | -% |
| African | 85 | 48 | 36 | 30 | 30 | 10 | 8 | 8 | 25 | 35 | 15 | 11 | 79 | 5 | 1 | 1 |
| | 2% | 2% | 2% | 6% cde | 4% de | 2% | 1% | *% | 2% | 3% d | 2% | 1% | 2% | 1% | *% | 1% |
| Any other Black/ African/ Caribbean background | 15 | 6 | 9 | 7 | 3 | 1 | 3 | 1 | 3 | 1 | 6 | 4 | 14 | - | * | - |
| | *% | *% | *% | 1% e | *% | *% | *% | *% | *% | *% | 1% | *% | *% | -% | *% | -% |
| **OTHER ETHNIC GROUP** | | | | | | | | | | | | | | | | |
| Arab | 15 | 6 | 9 | 5 | 5 | 3 | - | 2 | 6 | 6 | 2 | 1 | 14 | 1 | * | - |
| | *% | *% | *% | 1% e | 1% | *% | -% | *% | *% | *% | *% | *% | *% | *% | *% | -% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Any other ethnic background | 11 | 5 | 6 | - | 5 | 2 | - | 4 | 3 | 6 | 1 | 1 | 10 | - | * | - |
| | *% | *% | *% | -% | 1% | *% | -% | *% | *% | *% | *% | *% | *% | -% | *% | -% |
| Prefer not to say | 144 | 72 | 60 | 20 | 45 | 26 | 21 | 29 | 28 | 53 | 21 | 27 | 126 | 8 | 6 | 3 |
| | 3% | 3% | 3% | 4% | 6% | 4% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 2% | 3% | 3% |
| | | | | | e | e | | | | a | | | | | | |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| WHITE | 3639 | 1740 | 1874 | 342 | 605 | 555 | 579 | 1538 | 1101 | 999 | 577 | 913 | 2994 | 324 | 198 | 123 |
| | 84% | 83% | 85% | 65% | 76% | 82% | 82% | 95% | 84% | 81% | 83% | 87% | 82% | 93% | 91% | 94% |
| | | | | | a | a | a | abcd | | | | b | | a | a | a |
| MIXED/ MULTIPLE ETHNIC GROUPS | 123 | 59 | 63 | 36 | 32 | 19 | 21 | 15 | 43 | 37 | 23 | 19 | 114 | 3 | 4 | 2 |
| | 3% | 3% | 3% | 7% | 4% | 3% | 3% | 1% | 3% | 3% | 3% | 2% | 3% | 1% | 2% | 1% |
| | | | | cde | e | e | e | | | | | | b | | | |
| ASIAN AND ASIAN BRITISH | 286 | 156 | 127 | 78 | 61 | 58 | 63 | 25 | 92 | 84 | 43 | 65 | 272 | 7 | 5 | 2 |
| | 7% | 7% | 6% | 15% | 8% | 9% | 9% | 2% | 7% | 7% | 6% | 6% | 7% | 2% | 2% | 1% |
| | | | | bcde | e | e | e | | | | | | bcd | | | |
| BLACK AND BLACK BRITISH | 131 | 66 | 64 | 45 | 38 | 15 | 20 | 13 | 33 | 50 | 28 | 19 | 123 | 5 | 3 | 1 |
| | 3% | 3% | 3% | 9% | 5% | 2% | 3% | 1% | 3% | 4% | 4% | 2% | 3% | 1% | 1% | 1% |
| | | | | cde | e | | e | | | d | d | | d | | | |
| OTHER ETHNIC GROUP | 26 | 11 | 15 | 5 | 10 | 5 | - | 6 | 9 | 12 | 3 | 2 | 24 | 1 | 1 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | -% | *% | 1% | 1% | *% | *% | 1% | *% | *% | -% |
| | | | | | d | | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| **WHITE** | | | | | | | | | | | | | |
| English/ Welsh/ Scottish/ Northern Irish/ British | 3413 78% | 2774 78% | 418 91% a | 998 72% | 2382 83% a | 902 76% | 2473 81% a | 360 72% | 421 78% | 404 77% | 902 76% | 2021 75% | 1310 85% a |
| Irish | 57 1% | 40 1% | 11 3% | 17 1% | 38 1% | 16 1% | 39 1% | 9 2% | 5 1% | 6 1% | 16 1% | 38 1% | 17 1% |
| Gypsy, Traveller or Irish Traveller | 6 *% | 2 *% | - -% | 4 *% | 1 *% | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 3 *% | 5 *% | 1 *% |
| Any other white background | 164 4% | 149 4% b | 5 1% | 44 3% | 115 4% | 37 3% | 123 4% | 16 3% | 13 2% | 17 3% | 37 3% | 131 5% b | 30 2% |
| **MIXED/ MULTIPLE ETHNIC GROUPS** | | | | | | | | | | | | | |
| White and Black Caribbean | 36 1% | 30 1% | 1 *% | 21 1% b | 16 1% | 14 1% | 22 1% | 9 2% | 4 1% | 4 1% | 14 1% | 28 1% | 8 1% |
| White and Black African | 14 *% | 8 *% | 3 1% | 5 *% | 8 *% | 5 *% | 8 *% | 2 *% | 3 1% | - -% | 5 *% | 12 *% | 2 *% |
| White and Asian | 41 1% | 33 1% | 1 *% | 19 1% | 19 1% | 16 1% | 22 1% | 6 1% | 8 2% | 7 1% | 16 1% | 30 1% | 7 *% |
| Any other mixed/ multiple ethnic background | 32 1% | 28 1% | - -% | 11 1% | 20 1% | 10 1% | 21 1% | 3 1% | 5 1% | 3 1% | 10 1% | 25 1% | 5 *% |
| **ASIAN AND BRITISH ASIAN** | | | | | | | | | | | | | |
| Indian | 101 2% | 86 2% | 4 1% | 49 4% b | 47 2% | 39 3% | 57 2% | 14 3% | 17 3% | 19 4% | 39 3% b | 82 3% | 17 1% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

**OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.** **Table 232**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Pakistani | 87 | 70 | 1 | 48 | 35 | 33 | 48 | 18 | 17 | 14 | 33 | 54 | 32 |
| | 2% | 2% | *% | 3% b | 1% | 3% | 2% | 4% | 3% | 3% | 3% | 2% | 2% |
| Bangladeshi | 34 | 29 | - | 26 | 6 | 15 | 15 | 8 | 8 | 9 | 15 | 24 | 7 |
| | 1% | 1% | -% | 2% b | *% | 1% | *% | 2% | 1% | 2% | 1% | 1% | *% |
| Chinese | 32 | 24 | 3 | 7 | 23 | 6 | 25 | - | - | 6 | 6 | 23 | 6 |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | -% | -% | 1% | *% | 1% | *% |
| Any other Asian background | 33 | 28 | 1 | 13 | 19 | 6 | 25 | 4 | 1 | 4 | 6 | 21 | 10 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| **BLACK AND BLACK BRITISH** | | | | | | | | | | | | | |
| Caribbean | 31 | 25 | - | 13 | 17 | 10 | 21 | 2 | 4 | 7 | 10 | 22 | 7 |
| | 1% | 1% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | *% |
| African | 85 | 78 | - | 40 | 44 | 29 | 54 | 17 | 13 | 10 | 29 | 68 | 17 |
| | 2% | 2% b | -% | 3% b | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 3% b | 1% |
| Any other Black/ African/ Caribbean background | 15 | 14 | - | 7 | 5 | 5 | 7 | 3 | 3 | - | 5 | 10 | 5 |
| | *% | *% | -% | *% | *% | *% | *% | 1% | *% | -% | *% | *% | *% |
| **OTHER ETHNIC GROUP** | | | | | | | | | | | | | |
| Arab | 15 | 14 | - | 7 | 6 | 5 | 8 | 3 | 4 | 1 | 5 | 8 | 7 |
| | *% | *% | -% | 1% | *% | *% | *% | 1% | 1% | *% | *% | *% | *% |
| Any other ethnic background | 11 | 7 | - | 3 | 6 | 3 | 6 | 2 | 1 | - | 3 | 6 | 4 |
| | *% | *% | -% | *% | *% | *% | *% | *% | *% | -% | *% | *% | *% |
| Prefer not to say | 144 | 113 | 11 | 45 | 73 | 37 | 78 | 20 | 13 | 13 | 37 | 88 | 42 |
| | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S10. Which one of these groups best describes your ethnic group or background?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| **SUMMARY** | | | | | | | | | | | | | |
| WHITE | 3639 | 2965 | 435 | 1063 | 2536 | 958 | 2636 | 386 | 441 | 427 | 958 | 2195 | 1357 |
| | 84% | 83% | 95% a | 77% | 88% a | 80% | 86% a | 78% | 81% | 82% | 80% | 81% | 88% a |
| MIXED/ MULTIPLE ETHNIC GROUPS | 123 | 98 | 5 | 55 | 62 | 45 | 73 | 20 | 19 | 14 | 45 | 96 | 22 |
| | 3% | 3% | 1% | 4% b | 2% | 4% | 2% | 4% | 4% | 3% | 4% | 4% b | 1% |
| ASIAN AND ASIAN BRITISH | 286 | 237 | 8 | 144 | 130 | 99 | 170 | 43 | 44 | 50 | 99 | 204 | 73 |
| | 7% | 7% b | 2% | 10% b | 5% | 8% b | 6% | 9% | 8% | 10% | 8% | 8% b | 5% |
| BLACK AND BLACK BRITISH | 131 | 117 | - | 60 | 66 | 44 | 82 | 22 | 20 | 17 | 44 | 99 | 30 |
| | 3% | 3% b | -% | 4% b | 2% | 4% | 3% | 4% | 4% | 3% | 4% | 4% b | 2% |
| OTHER ETHNIC GROUP | 26 | 21 | - | 10 | 12 | 8 | 14 | 5 | 5 | 1 | 8 | 15 | 11 |
| | 1% | 1% | -% | 1% | *% | 1% | *% | 1% | 1% | *% | 1% | 1% | 1% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| **WHITE** | | | | | | | | | | | | | | | |
| English/ Welsh/ Scottish/ Northern Irish/ British | 3413 78% | 2981 78% | 2564 77% | 848 83% abe | 431 81% | 3413 78% | 3051 81% cf | 2099 80% f | 1929 77% f | 605 82% f | 3182 80% f | 230 63% | 634 79% | 766 75% | 2012 80% |
| Irish | 57 1% | 50 1% | 45 1% | 12 1% | 7 1% | 57 1% | 50 1% | 42 2% | 36 1% | 11 2% | 51 1% | 5 1% | 10 1% | 13 1% | 34 1% |
| Gypsy, Traveller or Irish Traveller | 6 *% | 6 *% | 6 *% | - -% | - -% | 6 *% | 6 *% | 5 *% | 5 *% | 1 *% | 6 *% | - -% | 1 *% | - -% | 5 *% |
| Any other white background | 164 4% | 140 4% | 131 4% | 33 3% | 24 4% | 164 4% | 118 3% | 77 3% | 90 4% | 14 2% | 137 3% | 27 8% abcde | 45 6% | 31 3% | 89 4% |
| **MIXED/ MULTIPLE ETHNIC GROUPS** | | | | | | | | | | | | | | | |
| White and Black Caribbean | 36 1% | 35 1% | 35 1% | 2 *% | 1 *% | 36 1% | 34 1% | 23 1% | 25 1% | 6 1% | 35 1% | 2 *% | 6 1% | 12 1% | 19 1% |
| White and Black African | 14 *% | 14 *% | 14 *% | - -% | - -% | 14 *% | 11 *% | 10 *% | 9 *% | 4 1% | 12 *% | 3 1% | 2 *% | 5 1% | 7 *% |
| White and Asian | 41 1% | 40 1% | 39 1% | 1 *% | * *% | 41 1% | 38 1% | 29 1% | 25 1% | 12 2% | 38 1% | 3 1% | 6 1% | 10 1% | 25 1% |
| Any other mixed/ multiple ethnic background | 32 1% | 25 1% | 24 1% | 8 1% | 7 1% | 32 1% | 26 1% | 19 1% | 18 1% | 4 1% | 29 1% | 3 1% | 5 1% | 8 1% | 18 1% |
| **ASIAN AND BRITISH ASIAN** | | | | | | | | | | | | | | | |
| Indian | 101 2% | 87 2% | 81 2% | 20 2% | 14 3% | 101 2% | 75 2% | 46 2% | 59 2% | 13 2% | 83 2% | 17 5% abe | 10 1% | 37 4% a | 54 2% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Pakistani | 87 | 74 | 69 | 18 | 13 | 87 | 72 | 50 | 57 | 13 | 74 | 13 | 9 | 26 | 52 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 3% | 2% |
| Bangladeshi | 34 | 31 | 30 | 3 | 3 | 34 | 26 | 21 | 24 | 4 | 28 | 5 | 5 | 10 | 18 |
| | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Chinese | 32 | 30 | 23 | 9 | 2 | 32 | 24 | 21 | 24 | 3 | 30 | 2 | 4 | 5 | 22 |
| | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |
| Any other Asian background | 33 | 33 | 30 | 3 | - | 33 | 27 | 14 | 15 | 5 | 27 | 6 | 3 | 16 | 14 |
| | 1% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | *% | 2% c | 1% |
| **BLACK AND BLACK BRITISH** | | | | | | | | | | | | | | | |
| Caribbean | 31 | 28 | 27 | 5 | 4 | 31 | 26 | 23 | 18 | 6 | 29 | 2 | 7 | 6 | 18 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| African | 85 | 83 | 81 | 4 | 2 | 85 | 71 | 52 | 66 | 13 | 77 | 8 | 11 | 26 | 48 |
| | 2% | 2% c | 2% c | *% | *% | 2% c | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 3% | 2% |
| Any other Black/ African/ Caribbean background | 15 | 14 | 11 | 3 | 1 | 15 | 11 | 10 | 10 | 1 | 12 | 2 | - | 3 | 11 |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | *% | *% | 1% | -% | *% | *% |
| **OTHER ETHNIC GROUP** | | | | | | | | | | | | | | | |
| Arab | 15 | 15 | 15 | - | - | 15 | 10 | 8 | 10 | 1 | 12 | 3 | 4 | 3 | 8 |
| | *% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% | 1% | 1% | *% | *% |
| Any other ethnic background | 11 | 11 | 10 | 1 | - | 11 | 11 | 8 | 9 | 1 | 11 | - | - | 2 | 8 |
| | *% | *% | *% | *% | -% | *% | *% | *% | *% | *% | *% | -% | -% | *% | *% |
| Prefer not to say | 144 | 118 | 97 | 47 | 26 | 144 | 98 | 61 | 63 | 22 | 113 | 31 | 40 | 38 | 66 |
| | 3% | 3% | 3% | 5% | 5% | 3% | 3% | 2% | 3% | 3% | 3% | 9% abcde | 5% c | 4% | 3% |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 232

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| **SUMMARY** | | | | | | | | | | | | | | | |
| WHITE | 3639 | 3177 | 2745 | 894 | 462 | 3639 | 3225 | 2223 | 2059 | 632 | 3376 | 263 | 689 | 810 | 2140 |
| | 84% | 83% | 82% | 88% | 87% | 84% | 85% | 85% | 83% | 86% | 85% | 72% | 86% | 80% | 85% |
| | | | | abe | | | f | f | f | f | f | | b | | b |
| MIXED/ MULTIPLE ETHNIC GROUPS | 123 | 115 | 112 | 11 | 8 | 123 | 108 | 80 | 77 | 26 | 114 | 9 | 19 | 35 | 69 |
| | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 3% |
| | | c | c | | | c | | | | | | | | | |
| ASIAN AND ASIAN BRITISH | 286 | 256 | 233 | 53 | 31 | 286 | 224 | 152 | 178 | 37 | 243 | 44 | 32 | 95 | 160 |
| | 7% | 7% | 7% | 5% | 6% | 7% | 6% | 6% | 7% | 5% | 6% | 12% | 4% | 9% | 6% |
| | | | | | | | | | | | | abcde | | ac | |
| BLACK AND BLACK BRITISH | 131 | 125 | 119 | 12 | 7 | 131 | 108 | 84 | 94 | 20 | 118 | 13 | 18 | 35 | 78 |
| | 3% | 3% | 4% | 1% | 1% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 2% | 3% | 3% |
| | | c | c | | | c | | | | | | | | | |
| OTHER ETHNIC GROUP | 26 | 26 | 25 | 1 | - | 26 | 21 | 16 | 19 | 1 | 22 | 3 | 4 | 6 | 16 |
| | 1% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| No religion | 1812 | 916 | 878 | 261 | 429 | 320 | 288 | 505 | 564 | 510 | 296 | 424 | 1488 | 185 | 105 | 33 |
| | 42% | 44% | 40% | 49% de | 54% de | 47% e | 41% e | 31% | 43% | 41% | 43% | 41% | 41% d | 53% ad | 48% ad | 26% |
| Catholic | 466 | 215 | 250 | 56 | 89 | 84 | 87 | 147 | 126 | 151 | 77 | 101 | 384 | 35 | 18 | 30 |
| | 11% | 10% | 11% | 11% | 11% | 12% | 12% | 9% | 10% | 12% | 11% | 10% | 11% | 10% | 8% | 23% abc |
| Church of England/ Scotland/ Ireland | 1115 | 499 | 612 | 26 | 86 | 101 | 182 | 713 | 328 | 294 | 184 | 293 | 960 | 86 | 43 | 26 |
| | 26% | 24% | 28% a | 5% | 11% a | 15% a | 26% abc | 44% abcd | 25% | 24% | 26% | 28% | 26% c | 25% | 20% | 20% |
| Other Christian | 375 | 185 | 188 | 45 | 56 | 66 | 58 | 149 | 118 | 110 | 62 | 81 | 295 | 19 | 31 | 29 |
| | 9% | 9% | 9% | 9% | 7% | 10% | 8% | 9% | 9% | 9% | 9% | 8% | 8% | 6% | 14% ab | 23% abc |
| Buddhist | 25 | 11 | 13 | 2 | 1 | 5 | 8 | 8 | 13 | 7 | 1 | 4 | 24 | - | 1 | 1 |
| | 1% | 1% | 1% | *% | *% | 1% | 1% | *% | 1% | 1% | *% | *% | 1% | -% | *% | *% |
| Hindu | 41 | 23 | 18 | 10 | 11 | 8 | 9 | 4 | 19 | 16 | 1 | 4 | 40 | - | * | 1 |
| | 1% | 1% | 1% | 2% e | 1% e | 1% e | 1% e | *% | 1% c | 1% | *% | *% | 1% | -% | *% | *% |
| Jewish | 21 | 13 | 8 | 5 | 3 | 2 | 1 | 10 | 7 | 7 | 1 | 6 | 19 | 1 | 1 | - |
| | *% | 1% | *% | 1% | *% | *% | *% | 1% | 1% | 1% | *% | 1% | 1% | *% | *% | -% |
| Muslim | 203 | 105 | 97 | 72 | 55 | 37 | 30 | 8 | 60 | 56 | 40 | 41 | 195 | 5 | 3 | * |
| | 5% | 5% | 4% | 14% bcde | 7% e | 6% e | 4% e | 1% | 5% | 5% | 6% | 4% | 5% bcd | 1% | 1% | *% |
| Sikh | 22 | 9 | 13 | 3 | 4 | 6 | 5 | 2 | 7 | 1 | 3 | 11 | 20 | 1 | - | 1 |
| | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | *% | *% | 1% b | 1% | *% | -% | 1% |
| Any other religion | 54 | 24 | 27 | 10 | 9 | 6 | 7 | 23 | 19 | 14 | 5 | 15 | 44 | 4 | 5 | 1 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| Prefer not to say | 216 | 105 | 99 | 38 | 49 | 43 | 27 | 57 | 43 | 68 | 26 | 65 | 185 | 13 | 10 | 8 |
| | 5% | 5% | 5% | 7% e | 6% e | 6% e | 4% | 3% | 3% | 6% | 4% | 6% a | 5% | 4% | 5% | 6% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| **SUMMARY** | | | | | | | | | | | | | | | | |
| NO RELIGION | 1812 | 916 | 878 | 261 | 429 | 320 | 288 | 505 | 564 | 510 | 296 | 424 | 1488 | 185 | 105 | 33 |
| | 42% | 44% | 40% | 49% | 54% | 47% | 41% | 31% | 43% | 41% | 43% | 41% | 41% | 53% | 48% | 26% |
| | | | | de | de | e | e | | | | | | d | ad | ad | |
| CHRISTIAN RELIGION | 1956 | 899 | 1050 | 127 | 231 | 250 | 326 | 1009 | 573 | 555 | 323 | 475 | 1639 | 140 | 91 | 86 |
| | 45% | 43% | 48% | 24% | 29% | 37% | 46% | 62% | 44% | 45% | 46% | 45% | 45% | 40% | 42% | 66% |
| | | | a | | | ab | abc | abcd | | | | | | | | abc |
| NON-CHRISTIAN RELIGION | 366 | 184 | 176 | 101 | 83 | 65 | 61 | 55 | 125 | 102 | 51 | 80 | 342 | 10 | 10 | 4 |
| | 8% | 9% | 8% | 19% | 10% | 10% | 9% | 3% | 10% | 8% | 7% | 8% | 9% | 3% | 5% | 3% |
| | | | | bcde | e | e | e | | | | | | bcd | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| No religion | 1812 | 1476 | 190 | 593 | 1188 | 525 | 1251 | 253 | 244 | 205 | 525 | 1218 | 553 |
| | 42% | 42% | 41% | 43% | 41% | 44% | 41% | 51% c | 45% | 39% | 44% | 45% b | 36% |
| Catholic | 466 | 392 | 35 | 194 | 262 | 168 | 289 | 55 | 75 | 77 | 168 | 315 | 140 |
| | 11% | 11% | 8% | 14% b | 9% | 14% b | 9% | 11% | 14% | 15% | 14% | 12% | 9% |
| Church of England/ Scotland/ Ireland | 1115 | 916 | 160 | 227 | 880 | 215 | 891 | 66 | 98 | 119 | 215 | 580 | 508 |
| | 26% | 26% | 35% a | 16% | 31% a | 18% | 29% a | 13% | 18% | 23% a | 18% | 22% | 33% a |
| Other Christian | 375 | 301 | 39 | 119 | 251 | 98 | 271 | 36 | 42 | 39 | 98 | 216 | 150 |
| | 9% | 8% | 8% | 9% | 9% | 8% | 9% | 7% | 8% | 7% | 8% | 8% | 10% |
| Buddhist | 25 | 23 | 1 | 6 | 19 | 4 | 21 | 1 | - | 3 | 4 | 16 | 9 |
| | 1% | 1% | *% | *% | 1% | *% | 1% | *% | -% | 1% | *% | 1% | 1% |
| Hindu | 41 | 35 | - | 21 | 18 | 18 | 21 | 9 | 10 | 5 | 18 | 33 | 8 |
| | 1% | 1% | -% | 2% b | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | *% |
| Jewish | 21 | 19 | - | 9 | 11 | 2 | 18 | 2 | 1 | - | 2 | 13 | 8 |
| | *% | 1% | -% | 1% | *% | *% | 1% | *% | *% | -% | *% | *% | *% |
| Muslim | 203 | 172 | 1 | 123 | 70 | 92 | 98 | 41 | 45 | 48 | 92 | 137 | 59 |
| | 5% | 5% b | *% | 9% b | 2% | 8% b | 3% | 8% | 8% | 9% | 8% | 5% | 4% |
| Sikh | 22 | 16 | 2 | 8 | 14 | 6 | 16 | 3 | - | 5 | 6 | 18 | 4 |
| | 1% | *% | 1% | 1% | *% | 1% | 1% | 1% | -% | 1% | 1% | 1% | *% |
| Any other religion | 54 | 44 | 9 | 11 | 44 | 9 | 46 | 4 | 1 | 5 | 9 | 31 | 19 |
| | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| Prefer not to say | 216 | 158 | 22 | 67 | 122 | 53 | 132 | 25 | 27 | 16 | 53 | 120 | 79 |
| | 5% | 4% | 5% | 5% | 4% | 4% | 4% | 5% | 5% | 3% | 4% | 4% | 5% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| **SUMMARY** | | | | | | | | | | | | | |
| NO RELIGION | 1812 | 1476 | 190 | 593 | 1188 | 525 | 1251 | 253 | 244 | 205 | 525 | 1218 | 553 |
| | 42% | 42% | 41% | 43% | 41% | 44% | 41% | 51% | 45% | 39% | 44% | 45% | 36% |
| | | | | | | | | c | | | | b | |
| CHRISTIAN RELIGION | 1956 | 1609 | 235 | 540 | 1393 | 481 | 1450 | 157 | 215 | 235 | 481 | 1111 | 798 |
| | 45% | 45% | 51% | 39% | 48% | 40% | 48% | 32% | 40% | 45% | 40% | 41% | 52% |
| | | | | | a | | a | | | a | a | | a |
| NON-CHRISTIAN RELIGION | 366 | 308 | 13 | 178 | 176 | 132 | 219 | 61 | 57 | 66 | 132 | 248 | 106 |
| | 8% | 9% | 3% | 13% | 6% | 11% | 7% | 12% | 10% | 13% | 11% | 9% | 7% |
| | | b | | b | | b | | | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| No religion | 1812 | 1651 | 1478 | 334 | 160 | 1812 | 1553 | 1052 | 1082 | 328 | 1641 | 171 | 334 | 412 | 1065 |
| | 42% | 43% cd | 44% cd | 33% | 30% | 42% cd | 41% | 40% | 43% | 44% | 41% | 47% | 42% | 41% | 42% |
| Catholic | 466 | 422 | 387 | 79 | 44 | 466 | 413 | 293 | 273 | 76 | 428 | 39 | 92 | 114 | 260 |
| | 11% | 11% | 12% c | 8% | 8% | 11% | 11% | 11% | 11% | 10% | 11% | 11% | 11% | 11% | 10% |
| Church of England/ Scotland/ Ireland | 1115 | 936 | 755 | 360 | 179 | 1115 | 1043 | 712 | 591 | 188 | 1075 | 40 | 209 | 229 | 677 |
| | 26% | 25% | 23% | 35% abe | 33% abe | 26% b | 28% cf | 27% f | 24% f | 25% f | 27% cf | 11% | 26% | 23% | 27% |
| Other Christian | 375 | 309 | 266 | 108 | 66 | 375 | 331 | 239 | 214 | 39 | 353 | 21 | 68 | 87 | 220 |
| | 9% | 8% | 8% | 11% | 12% | 9% | 9% d | 9% d | 9% d | 5% | 9% d | 6% | 8% | 9% | 9% |
| Buddhist | 25 | 24 | 21 | 4 | 1 | 25 | 20 | 15 | 13 | 9 | 22 | 4 | 6 | 5 | 14 |
| | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% |
| Hindu | 41 | 37 | 37 | 4 | 4 | 41 | 31 | 26 | 30 | 8 | 35 | 6 | 5 | 16 | 20 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| Jewish | 21 | 14 | 14 | 6 | 6 | 21 | 14 | 13 | 9 | 7 | 15 | 5 | 1 | 6 | 14 |
| | *% | *% | *% | 1% | 1% | *% | *% | *% | *% | 1% | *% | 1% | *% | 1% | 1% |
| Muslim | 203 | 182 | 172 | 31 | 21 | 203 | 163 | 121 | 142 | 33 | 176 | 27 | 21 | 68 | 114 |
| | 5% | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 6% | 4% | 4% | 7% | 3% | 7% a | 5% |
| Sikh | 22 | 18 | 16 | 6 | 4 | 22 | 19 | 8 | 8 | 3 | 19 | 3 | 1 | 8 | 13 |
| | 1% | *% | *% | 1% | 1% | 1% | 1% | *% | *% | *% | *% | 1% | *% | 1% | *% |
| Any other religion | 54 | 44 | 40 | 14 | 10 | 54 | 45 | 28 | 27 | 11 | 48 | 6 | 16 | 9 | 30 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% |
| Prefer not to say | 216 | 178 | 145 | 72 | 39 | 216 | 151 | 109 | 101 | 37 | 175 | 41 | 49 | 64 | 103 |
| | 5% | 5% | 4% | 7% b | 7% | 5% | 4% | 4% | 4% | 5% | 4% | 11% abcde | 6% | 6% | 4% |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 233**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**S11. What is your religion, if any?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| **SUMMARY** | | | | | | | | | | | | | | | |
| NO RELIGION | 1812 | 1651 | 1478 | 334 | 160 | 1812 | 1553 | 1052 | 1082 | 328 | 1641 | 171 | 334 | 412 | 1065 |
| | 42% | 43% | 44% | 33% | 30% | 42% | 41% | 40% | 43% | 44% | 41% | 47% | 42% | 41% | 42% |
| | | cd | cd | | | cd | | | | | | | | | |
| CHRISTIAN RELIGION | 1956 | 1667 | 1409 | 547 | 289 | 1956 | 1788 | 1244 | 1078 | 303 | 1856 | 100 | 369 | 430 | 1157 |
| | 45% | 44% | 42% | 54% | 54% | 45% | 47% | 48% | 43% | 41% | 47% | 28% | 46% | 42% | 46% |
| | | | | abe | abe | | cdf | cdf | f | f | f | | | | |
| NON-CHRISTIAN RELIGION | 366 | 320 | 300 | 66 | 46 | 366 | 293 | 211 | 229 | 71 | 315 | 51 | 50 | 111 | 204 |
| | 8% | 8% | 9% | 6% | 9% | 8% | 8% | 8% | 9% | 10% | 8% | 14% | 6% | 11% | 8% |
| | | | | | | | | | | | | abe | | a | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G3. What is the total number of people in the household (including yourself and any children)?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| 1 | 773 | 387 | 379 | 39 | 71 | 64 | 110 | 478 | 193 | 198 | 91 | 273 | 631 | 88 | 35 | 18 |
| | 18% | 18% | 17% | 7% | 9% | 9% | 16% | 29% | 15% | 16% | 13% | 26% | 17% | 25% | 16% | 14% |
| | | | | | | | abc | abcd | | | | abc | | acd | | |
| 2 | 1595 | 810 | 775 | 104 | 256 | 144 | 190 | 886 | 503 | 472 | 226 | 367 | 1334 | 122 | 90 | 49 |
| | 37% | 38% | 35% | 20% | 32% | 21% | 27% | 54% | 39% | 38% | 33% | 35% | 37% | 35% | 41% | 37% |
| | | | | | ac | | a | abcd | | | | | | | | |
| 3 | 852 | 399 | 446 | 123 | 208 | 184 | 170 | 167 | 249 | 232 | 164 | 201 | 721 | 63 | 40 | 28 |
| | 20% | 19% | 20% | 23% | 26% | 27% | 24% | 10% | 19% | 19% | 24% | 19% | 20% | 18% | 18% | 21% |
| | | | | e | e | e | e | | | | | | | | | |
| 4 | 715 | 333 | 371 | 128 | 159 | 184 | 170 | 73 | 249 | 220 | 130 | 108 | 608 | 49 | 37 | 21 |
| | 16% | 16% | 17% | 24% | 20% | 27% | 24% | 5% | 19% | 18% | 19% | 10% | 17% | 14% | 17% | 16% |
| | | | | e | e | be | e | | d | d | d | | | | | |
| 5+ | 415 | 176 | 232 | 133 | 96 | 100 | 64 | 22 | 112 | 113 | 85 | 94 | 360 | 26 | 15 | 14 |
| | 10% | 8% | 11% | 25% | 12% | 15% | 9% | 1% | 9% | 9% | 12% | 9% | 10% | 7% | 7% | 11% |
| | | | | bcde | e | de | e | | | | | | | | | |
| Answered | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| Mean number of people | 2.8 | 2.7 | 2.8 | 3.6 | 3.0 | 3.3 | 2.9 | 2.0 | 2.8 | 2.8 | 3.0 | 2.6 | 2.8 | 2.5 | 2.8 | 2.9 |
| | | | a | bcde | e | de | e | | d | | abd | | b | | | b |
| Standard deviation | 1.57 | 1.71 | 1.40 | 1.56 | 1.42 | 2.25 | 1.30 | .91 | 1.27 | 1.90 | 1.48 | 1.44 | 1.39 | 1.31 | 3.57 | 1.51 |
| Standard error | .02 | .04 | .03 | .07 | .05 | .08 | .05 | .02 | .04 | .06 | .06 | .05 | .03 | .06 | .17 | .08 |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 234

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G3. What is the total number of people in the household (including yourself and any children)?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| 1 | 773 | 655 | 73 | - | 773 | - | 773 | - | - | - | - | 360 | 379 |
| | 18% | 18% | 16% | -% | 27% | -% | 25% | -% | -% | -% | -% | 13% | 25% |
| | | | | | a | | a | | | | | | a |
| 2 | 1595 | 1287 | 217 | 92 | 1463 | 84 | 1470 | 27 | 33 | 25 | 84 | 830 | 728 |
| | 37% | 36% | 47% | 7% | 51% | 7% | 48% | 5% | 6% | 5% | 7% | 31% | 47% |
| | | | a | | a | | a | | | | | | a |
| 3 | 852 | 677 | 88 | 474 | 363 | 436 | 398 | 180 | 142 | 131 | 436 | 649 | 178 |
| | 20% | 19% | 19% | 34% | 13% | 37% | 13% | 36% | 26% | 25% | 37% | 24% | 12% |
| | | | | b | | b | | bc | | | bc | b | |
| 4 | 715 | 596 | 55 | 487 | 206 | 436 | 256 | 178 | 227 | 217 | 436 | 579 | 126 |
| | 16% | 17% | 12% | 35% | 7% | 37% | 8% | 36% | 42% | 41% | 37% | 21% | 8% |
| | | | | b | | b | | | | | | b | |
| 5+ | 415 | 337 | 27 | 325 | 75 | 235 | 157 | 111 | 140 | 149 | 235 | 280 | 125 |
| | 10% | 9% | 6% | 24% | 3% | 20% | 5% | 22% | 26% | 29% | 20% | 10% | 8% |
| | | | | b | | b | | | d | d | | | |
| Answered | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| Mean number of people | 2.8 | 2.8 | 2.5 | 3.9 | 2.1 | 3.8 | 2.3 | 3.9 | 4.0 | 4.1 | 3.8 | 2.9 | 2.5 |
| | | b | | b | | b | | | d | ad | | b | |
| Standard deviation | 1.57 | 1.61 | 1.15 | 1.22 | 1.02 | 1.10 | 1.22 | 1.18 | 1.16 | 1.19 | 1.10 | 1.35 | 1.89 |
| Standard error | .02 | .03 | .05 | .03 | .02 | .03 | .02 | .05 | .05 | .05 | .03 | .03 | .05 |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 234

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G3. What is the total number of people in the household (including yourself and any children)?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| 1 | 773 | 569 | 411 | 362 | 204 | 773 | 661 | 448 | 358 | 145 | 707 | 66 | 166 | 169 | 437 |
| | 18% | 15% | 12% | 36% | 38% | 18% | 17% | 17% | 14% | 20% | 18% | 18% | 21% | 17% | 17% |
| | | b | | abe | abe | ab | c | | | c | c | | | | |
| 2 | 1595 | 1376 | 1142 | 453 | 219 | 1595 | 1399 | 984 | 866 | 277 | 1465 | 130 | 339 | 352 | 904 |
| | 37% | 36% | 34% | 44% | 41% | 37% | 37% | 38% | 35% | 38% | 37% | 36% | 42% | 35% | 36% |
| | | | | abe | | | | | | | | | bc | | |
| 3 | 852 | 786 | 736 | 116 | 66 | 852 | 732 | 503 | 523 | 122 | 768 | 84 | 140 | 206 | 506 |
| | 20% | 21% | 22% | 11% | 12% | 20% | 19% | 19% | 21% | 17% | 19% | 23% | 17% | 20% | 20% |
| | | cd | cd | | | cd | | | | | | | | | |
| 4 | 715 | 693 | 661 | 54 | 22 | 715 | 633 | 433 | 469 | 136 | 664 | 51 | 94 | 168 | 453 |
| | 16% | 18% | 20% | 5% | 4% | 16% | 17% | 17% | 19% | 18% | 17% | 14% | 12% | 17% | 18% |
| | | cd | cde | | | cd | | | | | | | | a | a |
| 5+ | 415 | 392 | 381 | 34 | 23 | 415 | 358 | 248 | 274 | 58 | 383 | 32 | 64 | 123 | 228 |
| | 10% | 10% | 11% | 3% | 4% | 10% | 9% | 9% | 11% | 8% | 10% | 9% | 8% | 12% | 9% |
| | | cd | cd | | | cd | | | | | | | | | |
| Answered | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| Mean number of people | 2.8 | 2.8 | 2.9 | 2.1 | 2.2 | 2.8 | 2.8 | 2.8 | 2.9 | 2.6 | 2.8 | 2.7 | 2.6 | 2.9 | 2.8 |
| | | cd | acde | | | cd | | | df | | | | | ac | a |
| Standard deviation | 1.57 | 1.59 | 1.61 | 1.13 | 1.20 | 1.57 | 1.58 | 1.67 | 1.41 | 1.35 | 1.59 | 1.34 | 2.16 | 1.51 | 1.34 |
| Standard error | .02 | .03 | .03 | .04 | .07 | .02 | .03 | .03 | .03 | .05 | .03 | .07 | .08 | .05 | .03 |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 236**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G4. Do any children aged under 16 live in your household?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Yes, aged 0-2 | 343 | 129 | 212 | 63 | 171 | 91 | 12 | 6 | 115 | 99 | 49 | 80 | 291 | 27 | 12 | 13 |
| | 8% | 6% | 10% a | 12% de | 22% acde | 13% de | 2% e | *% | 9% | 8% | 7% | 8% | 8% | 8% | 5% | 10% |
| Yes, aged 3-4 | 261 | 102 | 158 | 31 | 121 | 88 | 12 | 8 | 84 | 65 | 49 | 63 | 222 | 19 | 10 | 9 |
| | 6% | 5% | 7% a | 6% de | 15% ade | 13% ade | 2% e | *% | 6% | 5% | 7% | 6% | 6% | 6% | 5% | 7% |
| Yes, aged 5-10 | 606 | 268 | 334 | 69 | 181 | 251 | 86 | 19 | 219 | 163 | 106 | 111 | 511 | 46 | 30 | 19 |
| | 14% | 13% | 15% | 13% e | 23% ade | 37% abde | 12% e | 1% | 17% d | 13% | 15% | 11% | 14% | 13% | 14% | 14% |
| Yes, aged 11-15 | 650 | 295 | 346 | 108 | 94 | 196 | 213 | 39 | 201 | 175 | 140 | 126 | 550 | 47 | 32 | 20 |
| | 15% | 14% | 16% | 20% be | 12% e | 29% abe | 30% abe | 2% | 15% | 14% | 20% bd | 12% | 15% | 13% | 15% | 16% |
| ANY CHILDREN AGED UNDER 16 | 1378 | 603 | 761 | 216 | 398 | 433 | 269 | 62 | 462 | 373 | 256 | 274 | 1171 | 101 | 63 | 44 |
| | 32% | 29% | 35% a | 41% e | 50% ade | 64% abde | 38% e | 4% | 35% d | 30% | 37% bd | 26% | 32% | 29% | 29% | 33% |
| No children aged under 16 | 2880 | 1459 | 1399 | 284 | 368 | 234 | 421 | 1549 | 824 | 822 | 430 | 753 | 2406 | 239 | 151 | 83 |
| | 66% | 69% b | 64% | 54% c | 47% c | 35% | 60% bc | 95% abcd | 63% | 67% | 62% | 72% ac | 66% | 69% | 69% | 64% |
| Don't know | 16 | 9 | 7 | 5 | 5 | 3 | - | 3 | 7 | 5 | 2 | 1 | 14 | 1 | - | 1 |
| | *% | *% | *% | 1% | 1% | *% | -% | *% | 1% | *% | *% | *% | *% | *% | -% | *% |
| Prefer not to say | 76 | 34 | 35 | 23 | 19 | 8 | 14 | 11 | 12 | 35 | 8 | 16 | 63 | 7 | 4 | 3 |
| | 2% | 2% | 2% | 4% ce | 2% e | 1% | 2% | 1% | 1% | 3% a | 1% | 2% | 2% | 2% | 2% | 2% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G4. Do any children aged under 16 live in your household?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Yes, aged 0-2 | 343 | 287 | 26 | 343 | - | 313 | 26 | 313 | 92 | 32 | 313 | 269 | 69 |
| | 8% | 8% | 6% | 25% | -% | 26% | 1% | 63% | 17% | 6% | 26% | 10% | 4% |
| | | | | b | | b | | bcd | c | | bc | b | |
| Yes, aged 3-4 | 261 | 204 | 29 | 261 | - | 239 | 20 | 239 | 103 | 47 | 239 | 210 | 46 |
| | 6% | 6% | 6% | 19% | -% | 20% | 1% | 48% | 19% | 9% | 20% | 8% | 3% |
| | | | | b | | b | | bcd | c | | c | b | |
| Yes, aged 5-10 | 606 | 497 | 55 | 606 | - | 543 | 61 | 176 | 543 | 165 | 543 | 487 | 109 |
| | 14% | 14% | 12% | 44% | -% | 46% | 2% | 35% | 100% | 32% | 46% | 18% | 7% |
| | | | | b | | b | | | acd | | ac | b | |
| Yes, aged 11-15 | 650 | 546 | 42 | 650 | - | 522 | 116 | 70 | 165 | 522 | 522 | 529 | 113 |
| | 15% | 15% | 9% | 47% | -% | 44% | 4% | 14% | 30% | 100% | 44% | 20% | 7% |
| | | | | b | | b | | | a | abd | ab | b | |
| ANY CHILDREN AGED UNDER 16 | 1378 | 1125 | 115 | 1378 | - | 1191 | 173 | 496 | 543 | 522 | 1191 | 1128 | 230 |
| | 32% | 32% | 25% | 100% | -% | 100% | 6% | 100% | 100% | 100% | 100% | 42% | 15% |
| | | | b | b | | b | | | | | | b | |
| No children aged under 16 | 2880 | 2366 | 340 | - | 2880 | - | 2880 | - | - | - | - | 1515 | 1276 |
| | 66% | 67% | 74% | -% | 100% | -% | 94% | -% | -% | -% | -% | 56% | 83% |
| | | | a | | a | | a | | | | | | a |
| Don't know | 16 | 11 | - | - | - | - | - | - | - | - | - | 11 | 5 |
| | *% | *% | -% | -% | -% | -% | -% | -% | -% | -% | -% | *% | *% |
| Prefer not to say | 76 | 50 | 4 | - | - | - | - | - | - | - | - | 42 | 25 |
| | 2% | 1% | 1% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G4. Do any children aged under 16 live in your household?**

Base : All respondents

| | Total | VOD USERS ANY a | VOD USERS SVOD b | VOD USERS NOT SVOD c | VOD USERS NONE d | VOD USERS TOTAL e | BBC CONTENT IN LAST 3 MONTHS TV a | BBC CONTENT IN LAST 3 MONTHS RADIO b | BBC CONTENT IN LAST 3 MONTHS APPS/ SITES c | BBC CONTENT IN LAST 3 MONTHS SOUNDS d | BBC CONTENT IN LAST 3 MONTHS ANY e | BBC CONTENT IN LAST 3 MONTHS NONE f | BBC FAVOURABILITY 1-4 a | BBC FAVOURABILITY 5-6 b | BBC FAVOURABILITY 7-10 c |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Yes, aged 0-2 | 343 8% | 332 9% cd | 328 10% cde | 15 1% | 10 2% | 343 8% cd | 289 8% | 198 8% | 235 9% | 65 9% | 305 8% | 38 10% | 63 8% | 92 9% | 188 7% |
| Yes, aged 3-4 | 261 6% | 244 6% c | 242 7% cd | 19 2% | 16 3% | 261 6% c | 229 6% | 171 7% | 174 7% | 49 7% | 242 6% | 19 5% | 44 5% | 67 7% | 150 6% |
| Yes, aged 5-10 | 606 14% | 578 15% cd | 569 17% cde | 37 4% | 28 5% | 606 14% cd | 525 14% | 395 15% | 395 16% | 108 15% | 554 14% | 52 14% | 97 12% | 147 14% | 362 14% |
| Yes, aged 11-15 | 650 15% | 625 16% cd | 598 18% cde | 51 5% | 25 5% | 650 15% cd | 557 15% | 388 15% | 429 17% | 117 16% | 598 15% | 52 14% | 83 10% | 143 14% | 423 17% a |
| ANY CHILDREN AGED UNDER 16 | 1378 32% | 1320 35% cd | 1283 39% acde | 95 9% | 58 11% | 1378 32% cd | 1192 32% | 856 33% | 916 37% abe | 247 33% | 1259 32% | 119 33% | 219 27% | 333 33% | 827 33% |
| No children aged under 16 | 2880 66% | 2418 63% b | 1979 59% | 901 88% abe | 461 86% abe | 2880 66% b | 2529 67% c | 1715 66% c | 1530 61% | 478 65% | 2661 67% c | 219 60% | 565 70% | 656 64% | 1659 66% |
| Don't know | 16 *% | 16 *% | 15 *% | 1 *% | - -% | 16 *% | 12 *% | 10 *% | 7 *% | 3 *% | 12 *% | 4 1% | 3 *% | 6 1% | 7 *% |
| Prefer not to say | 76 2% | 61 2% | 55 2% | 21 2% | 15 3% | 76 2% | 51 1% | 35 1% | 36 1% | 10 1% | 55 1% | 22 6% abcde | 16 2% | 23 2% | 37 1% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**

Base : Those in a household with any children aged under 16

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | ~e | a | b | c | d | a | b | c | d |
| Unweighted total | 1429 | 577 | 839 | 229 | 404 | 475 | 247 | 74 | 456 | 373 | 266 | 321 | 970 | 177 | 144 | 138 |
| Effective Weighted Sample | 1164 | 469 | 690 | 191 | 338 | 384 | 199 | 57 | 378 | 300 | 220 | 260 | 896 | 175 | 138 | 131 |
| Total | 1378 | 603 | 761 | 216 | 398 | 433 | 269 | 62 | 462 | 373 | 256 | 274 | 1171 | 101 | 63 | 44 |
| Yes | 1191 | 551 | 632 | 93 | 372 | 412 | 263 | ** | 427 | 311 | 217 | 228 | 1009 | 89 | 55 | 38 |
| | 86% | 91% | 83% | 43% | 93% | 95% | 98% | ** | 92% | 83% | 85% | 83% | 86% | 88% | 88% | 87% |
| | | b | | | a | a | a | | bcd | | | | | | | |
| No | 173 | 48 | 121 | 116 | 23 | 17 | 6 | ** | 30 | 60 | 36 | 42 | 148 | 12 | 8 | 5 |
| | 13% | 8% | 16% | 54% | 6% | 4% | 2% | ** | 7% | 16% | 14% | 15% | 13% | 12% | 12% | 11% |
| | | | a | bcd | | | | | | a | a | a | | | | |
| Prefer not to say | 14 | 5 | 8 | 7 | 3 | 3 | - | ** | 5 | 2 | 3 | 4 | 13 | - | - | 1 |
| | 1% | 1% | 1% | 3% | 1% | 1% | -% | ** | 1% | 1% | 1% | 1% | 1% | -% | -% | 3% |

Minimum Base: 30 (^)
Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**

Base : Those in a household with any children aged under 16

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | ~b | a | b | a | b | c | d | a | b |
| Unweighted total | 1429 | 1154 | 137 | 1429 | - | 1225 | 188 | 511 | 567 | 539 | 1225 | 1062 | 337 |
| Effective Weighted Sample | 1164 | 943 | 103 | 1164 | - | 998 | 153 | 422 | 461 | 433 | 998 | 886 | 293 |
| Total | 1378 | 1125 | 115 | 1378 | - | 1191 | 173 | 496 | 543 | 522 | 1191 | 1128 | 230 |
| Yes | 1191 | 984 | 108 | 1191 | ** | 1191 | - | 496 | 543 | 522 | 1191 | 1019 | 157 |
| | 86% | 87% | 94% | 86% | ** | 100% | -% | 100% | 100% | 100% | 100% | 90% | 68% |
| | | | | | | b | | | | | | b | |
| No | 173 | 130 | 6 | 173 | ** | - | 173 | - | - | - | - | 100 | 69 |
| | 13% | 12% | 5% | 13% | ** | -% | 100% | -% | -% | -% | -% | 9% | 30% |
| | | | | | | | a | | | | | | a |
| Prefer not to say | 14 | 11 | 1 | 14 | ** | - | - | - | - | - | - | 9 | 5 |
| | 1% | 1% | 1% | 1% | ** | -% | -% | -% | -% | -% | -% | 1% | 2% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**

Base : Those in a household with any children aged under 16

| | | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | ~c | ~d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 1429 | 1383 | 1345 | 84 | 46 | 1429 | 1227 | 876 | 936 | 246 | 1305 | 124 | 234 | 335 | 860 |
| Effective Weighted Sample | 1164 | 1131 | 1100 | 67 | 37 | 1164 | 1006 | 725 | 772 | 202 | 1069 | 95 | 188 | 275 | 702 |
| Total | 1378 | 1320 | 1283 | 95 | 58 | 1378 | 1192 | 856 | 916 | 247 | 1259 | 119 | 219 | 333 | 827 |
| Yes | 1191 | 1144 | 1112 | ** | ** | 1191 | 1039 | 750 | 794 | 230 | 1093 | 98 | 192 | 279 | 720 |
| | 86% | 87% | 87% | ** | ** | 86% | 87% | 88% | 87% | 93% cef | 87% | 82% | 88% | 84% | 87% |
| No | 173 | 163 | 158 | ** | ** | 173 | 141 | 95 | 112 | 16 | 153 | 20 | 22 | 49 | 102 |
| | 13% | 12% | 12% | ** | ** | 13% | 12% | 11% | 12% | 7% | 12% | 17% d | 10% | 15% | 12% |
| Prefer not to say | 14 | 13 | 13 | ** | ** | 14 | 12 | 11 | 11 | - | 13 | 1 | 5 | 5 | 5 |
| | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% | -% | 1% | 1% | 2% | 1% | 1% |

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5A. Which of these people aged 16 or over do you usually share your home with?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Your spouse or partner | 2549 | 1281 | 1253 | 104 | 495 | 475 | 454 | 1010 | 915 | 716 | 420 | 470 | 2143 | 188 | 140 | 79 |
| | 59% | 61% | 57% | 20% | 63% | 70% | 65% | 62% | 70% | 58% | 60% | 45% | 59% | 54% | 64% | 61% |
| | | | | | a | abe | a | a | bcd | d | d | | | | b | |
| Your parent/ parents | 442 | 191 | 245 | 235 | 104 | 39 | 47 | 17 | 94 | 127 | 93 | 119 | 377 | 34 | 18 | 13 |
| | 10% | 9% | 11% | 45% | 13% | 6% | 7% | 1% | 7% | 10% | 13% | 11% | 10% | 10% | 8% | 10% |
| | | | | bcde | cde | e | e | | | | a | a | | | | |
| Your child/ children aged 16 or over | 621 | 267 | 352 | 17 | 56 | 117 | 218 | 212 | 191 | 134 | 129 | 159 | 527 | 41 | 35 | 18 |
| | 14% | 13% | 16% | 3% | 7% | 17% | 31% | 13% | 15% | 11% | 19% | 15% | 14% | 12% | 16% | 14% |
| | | | a | | a | ab | abce | ab | | | b | b | | | | |
| Your brother/s or sister/s | 213 | 96 | 113 | 126 | 53 | 14 | 14 | 7 | 46 | 71 | 43 | 45 | 181 | 14 | 12 | 7 |
| | 5% | 5% | 5% | 24% | 7% | 2% | 2% | *% | 3% | 6% | 6% | 4% | 5% | 4% | 5% | 5% |
| | | | | bcde | cde | e | e | | | | | | | | | |
| Any other relatives of yours | 75 | 33 | 40 | 18 | 18 | 9 | 10 | 20 | 19 | 24 | 17 | 14 | 66 | 3 | 4 | 2 |
| | 2% | 2% | 2% | 3% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | e | | | | | | | | | | | | |
| Your friend/s or housemates | 136 | 71 | 59 | 47 | 40 | 20 | 12 | 18 | 22 | 65 | 25 | 24 | 118 | 9 | 4 | 4 |
| | 3% | 3% | 3% | 9% | 5% | 3% | 2% | 1% | 2% | 5% | 4% | 2% | 3% | 3% | 2% | 3% |
| | | | | cde | de | e | | | | ad | | | | | | |
| Any other adults aged 16 or over | 86 | 52 | 32 | 21 | 12 | 9 | 14 | 29 | 19 | 29 | 24 | 13 | 75 | 5 | 3 | 2 |
| | 2% | 2% | 1% | 4% | 2% | 1% | 2% | 2% | 1% | 2% | 3% | 1% | 2% | 2% | 2% | 1% |
| | | | | ce | | | | | | | d | | | | | |
| None of these | 928 | 446 | 475 | 61 | 105 | 100 | 134 | 516 | 231 | 226 | 117 | 335 | 764 | 100 | 42 | 22 |
| | 21% | 21% | 22% | 12% | 13% | 15% | 19% | 32% | 18% | 18% | 17% | 32% | 21% | 29% | 19% | 17% |
| | | | | | | | ab | abcd | | | | abc | | acd | | |
| Prefer not to say | 89 | 43 | 39 | 26 | 23 | 14 | 13 | 11 | 13 | 41 | 11 | 18 | 78 | 4 | 4 | 3 |
| | 2% | 2% | 2% | 5% | 3% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 2% |
| | | | | cde | e | e | | | | | | a | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5A. Which of these people aged 16 or over do you usually share your home with?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Your spouse or partner | 2549 | 2079 | 328 | 997 | 1529 | 963 | 1557 | 421 | 439 | 418 | 963 | 1694 | 807 |
| | 59% | 59% | 71% | 72% | 53% | 81% | 51% | 85% | 81% | 80% | 81% | 63% | 53% |
| | | | a | b | | b | | | | | | b | |
| Your parent/ parents | 442 | 346 | 28 | 167 | 266 | 70 | 360 | 29 | 25 | 37 | 70 | 270 | 162 |
| | 10% | 10% | 6% | 12% | 9% | 6% | 12% | 6% | 5% | 7% | 6% | 10% | 11% |
| | | | | b | | | a | | | | | | |
| Your child/ children aged 16 or over | 621 | 523 | 53 | 273 | 340 | 248 | 365 | 66 | 88 | 163 | 248 | 467 | 137 |
| | 14% | 15% | 11% | 20% | 12% | 21% | 12% | 13% | 16% | 31% | 21% | 17% | 9% |
| | | | | b | | b | | | | abd | a | b | |
| Your brother/s or sister/s | 213 | 172 | 7 | 95 | 111 | 38 | 167 | 13 | 18 | 18 | 38 | 127 | 80 |
| | 5% | 5% | 2% | 7% | 4% | 3% | 5% | 3% | 3% | 3% | 3% | 5% | 5% |
| | | b | | b | | | a | | | | | | |
| Any other relatives of yours | 75 | 66 | 5 | 40 | 35 | 24 | 49 | 9 | 9 | 9 | 24 | 51 | 21 |
| | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% |
| | | | | b | | | | | | | | | |
| Your friend/s or housemates | 136 | 119 | 1 | 13 | 121 | 11 | 121 | 3 | 5 | 6 | 11 | 101 | 31 |
| | 3% | 3% | *% | 1% | 4% | 1% | 4% | 1% | 1% | 1% | 1% | 4% | 2% |
| | | b | | | a | | a | | | | | b | |
| Any other adults aged 16 or over | 86 | 75 | 5 | 18 | 66 | 13 | 69 | 6 | 4 | 5 | 13 | 61 | 22 |
| | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% |
| None of these | 928 | 776 | 88 | 91 | 831 | 81 | 841 | 30 | 46 | 34 | 81 | 461 | 430 |
| | 21% | 22% | 19% | 7% | 29% | 7% | 28% | 6% | 8% | 7% | 7% | 17% | 28% |
| | | | | | a | | a | | | | | | a |
| Prefer not to say | 89 | 59 | 6 | 20 | 26 | 14 | 28 | 6 | 8 | 2 | 14 | 48 | 32 |
| | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 2% | 2% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 238

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G5A. Which of these people aged 16 or over do you usually share your home with?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Your spouse or partner | 2549 | 2298 | 2037 | 512 | 251 | 2549 | 2284 | 1607 | 1539 | 466 | 2382 | 168 | 458 | 561 | 1530 |
| | 59% | 60% | 61% | 50% | 47% | 59% | 60% | 61% | 62% | 63% | 60% | 46% | 57% | 55% | 61% |
| | | cd | cd | | | cd | f | f | f | f | f | | | | b |
| Your parent/ parents | 442 | 419 | 393 | 49 | 23 | 442 | 386 | 249 | 291 | 52 | 412 | 30 | 47 | 130 | 265 |
| | 10% | 11% | 12% | 5% | 4% | 10% | 10% | 10% | 12% | 7% | 10% | 8% | 6% | 13% | 10% |
| | | cd | cd | | | cd | | | d | | | | | a | a |
| Your child/ children aged 16 or over | 621 | 588 | 546 | 76 | 33 | 621 | 556 | 372 | 368 | 91 | 579 | 42 | 91 | 160 | 370 |
| | 14% | 15% | 16% | 7% | 6% | 14% | 15% | 14% | 15% | 12% | 15% | 12% | 11% | 16% | 15% |
| | | cd | cd | | | cd | | | | | | | | | |
| Your brother/s or sister/s | 213 | 203 | 191 | 22 | 11 | 213 | 179 | 123 | 153 | 18 | 194 | 19 | 26 | 62 | 126 |
| | 5% | 5% | 6% | 2% | 2% | 5% | 5% | 5% | 6% | 2% | 5% | 5% | 3% | 6% | 5% |
| | | c | cd | | | c | | | d | | d | | | | |
| Any other relatives of yours | 75 | 65 | 59 | 15 | 9 | 75 | 62 | 43 | 41 | 9 | 63 | 11 | 14 | 9 | 52 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 2% |
| Your friend/s or housemates | 136 | 126 | 123 | 12 | 10 | 136 | 111 | 83 | 88 | 21 | 121 | 15 | 25 | 32 | 79 |
| | 3% | 3% | 4% | 1% | 2% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 3% |
| | | c | c | | | c | | | | | | | | | |
| Any other adults aged 16 or over | 86 | 78 | 70 | 15 | 8 | 86 | 78 | 58 | 55 | 18 | 82 | 3 | 12 | 23 | 51 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% |
| None of these | 928 | 705 | 533 | 394 | 223 | 928 | 782 | 524 | 427 | 166 | 832 | 95 | 214 | 207 | 507 |
| | 21% | 18% | 16% | 39% | 42% | 21% | 21% | 20% | 17% | 23% | 21% | 26% | 27% | 20% | 20% |
| | | | | abe | abe | ab | c | | | c | c | c | bc | | |
| Prefer not to say | 89 | 71 | 66 | 23 | 18 | 89 | 54 | 35 | 39 | 10 | 62 | 27 | 27 | 34 | 27 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 1% | 2% | 1% | 2% | 8% | 3% | 3% | 1% |
| | | | | | | | | | | | | abcde | c | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 239

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| I have no formal qualifications (and I am not still studying) | 279 | 134 | 141 | 18 | 21 | 17 | 27 | 194 | 33 | 27 | 47 | 161 | 233 | 26 | 12 | 9 |
| | 6% | 6% | 6% | 3% | 3% | 3% | 4% | 12% abcd | 2% | 2% | 7% ab | 15% abc | 6% | 7% | 5% | 7% |
| Entry level qualification such as ESOL, ELC or Skills for Life | 43 | 19 | 23 | 8 | 20 | 7 | 3 | 5 | 7 | 7 | 11 | 18 | 37 | 3 | 2 | 1 |
| | 1% | 1% | 1% | 2% e | 2% de | 1% | *% | *% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English | 366 | 181 | 184 | 38 | 70 | 60 | 85 | 114 | 57 | 85 | 82 | 141 | 316 | 24 | 17 | 8 |
| | 8% | 9% | 8% | 7% | 9% | 9% | 12% ae | 7% | 4% | 7% | 12% ab | 14% ab | 9% | 7% | 8% | 7% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English | 691 | 287 | 399 | 118 | 97 | 83 | 121 | 270 | 124 | 196 | 145 | 219 | 585 | 50 | 33 | 22 |
| | 16% | 14% | 18% a | 22% bce | 12% | 12% | 17% | 17% | 9% | 16% a | 21% a | 21% ab | 16% | 14% | 15% | 17% |
| Level 1-2 vocational qualification or intermediate apprenticeship | 175 | 84 | 91 | 27 | 28 | 32 | 21 | 67 | 19 | 56 | 53 | 44 | 152 | 8 | 12 | 2 |
| | 4% | 4% | 4% | 5% | 4% | 5% | 3% | 4% | 1% | 5% a | 8% ad | 4% a | 4% | 2% | 6% bd | 2% |
| A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent) | 394 | 212 | 183 | 93 | 62 | 69 | 52 | 118 | 124 | 129 | 64 | 72 | 328 | 41 | 15 | 9 |
| | 9% | 10% | 8% | 18% bcde | 8% | 10% | 7% | 7% | 10% | 10% d | 9% | 7% | 9% | 12% | 7% | 7% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

# OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 239**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Level 3 vocational qualification or advanced apprenticeship | 190 4% | 77 4% | 110 5% | 20 4% | 30 4% | 36 5% | 36 5% | 68 4% | 39 3% | 42 3% | 45 6% ab | 63 6% ab | 160 4% | 13 4% | 12 5% | 5 4% |
| Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent) | 340 8% | 178 8% | 159 7% | 29 6% | 60 8% | 52 8% | 67 10% | 127 8% | 99 8% | 107 9% | 69 10% d | 62 6% | 280 8% | 32 9% | 15 7% | 13 10% |
| Level 4-5 vocational qualification or higher apprenticeship | 113 3% | 72 3% b | 41 2% | 6 1% | 16 2% | 9 1% | 23 3% | 58 4% ac | 39 3% | 28 2% | 33 5% bd | 14 1% | 95 3% | 8 2% | 8 4% | 2 2% |
| University first degree (BA/ BSc/ BEd/ PGCE or equivalent) | 865 20% | 410 19% | 446 20% | 63 12% | 190 24% ae | 168 25% ae | 138 20% a | 305 19% a | 376 29% cd | 327 27% cd | 73 10% | 80 8% | 720 20% | 72 21% | 44 20% | 30 23% |
| Level 6 vocational qualification or degree apprenticeship | 59 1% | 41 2% b | 16 1% | 2 *% | 15 2% | 6 1% | 7 1% | 28 2% | 32 2% bd | 10 1% | 9 1% | 7 1% | 47 1% | 6 2% | 5 2% | 1 1% |
| University higher degree (e.g. Masters, PhD or equivalent) | 542 12% | 288 14% | 250 11% | 46 9% | 149 19% ade | 113 17% ae | 80 11% | 153 9% | 321 25% bcd | 158 13% cd | 26 4% | 34 3% | 455 12% | 42 12% | 26 12% | 18 14% |
| Still studying/ still at school | 42 1% | 15 1% | 25 1% | 36 7% bcde | 5 1% | - -% | - -% | 1 *% | 4 *% | 22 2% a | 4 1% | 10 1% | 35 1% | 4 1% | 2 1% | 1 1% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Prefer not to say | 189 | 86 | 94 | 16 | 20 | 22 | 29 | 89 | 25 | 29 | 28 | 85 | 159 | 15 | 9 | 5 |
| | 4% | 4% | 4% | 3% | 3% | 3% | 4% | 5%<br>b | 2% | 2% | 4% | 8%<br>abc | 4% | 4% | 4% | 4% |
| Don't know | 62 | 20 | 41 | 6 | 9 | 4 | 14 | 30 | 5 | 12 | 7 | 34 | 51 | 4 | 4 | 3 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | *% | 1% | 1% | 3%<br>abc | 1% | 1% | 2% | 2% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| I have no formal qualifications (and I am not still studying) | 279 | 227 | 36 | 37 | 239 | 27 | 246 | 12 | 16 | 11 | 27 | 87 | 180 |
| | 6% | 6% | 8% | 3% | 8% a | 2% | 8% a | 3% | 3% | 2% | 2% | 3% | 12% a |
| Entry level qualification such as ESOL, ELC or Skills for Life | 43 | 33 | 4 | 26 | 16 | 23 | 18 | 11 | 10 | 9 | 23 | 30 | 13 |
| | 1% | 1% | 1% | 2% b | 1% | 2% b | 1% | 2% | 2% | 2% | 2% | 1% | 1% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English | 366 | 287 | 30 | 138 | 220 | 118 | 239 | 40 | 51 | 59 | 118 | 243 | 117 |
| | 8% | 8% | 7% | 10% | 8% | 10% | 8% | 8% | 9% | 11% | 10% | 9% | 8% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English | 691 | 542 | 77 | 229 | 452 | 182 | 500 | 67 | 88 | 87 | 182 | 388 | 288 |
| | 16% | 15% | 17% | 17% | 16% | 15% | 16% | 14% | 16% | 17% | 15% | 14% | 19% a |
| Level 1-2 vocational qualification or intermediate apprenticeship | 175 | 147 | 10 | 67 | 106 | 59 | 114 | 29 | 25 | 23 | 59 | 121 | 49 |
| | 4% | 4% | 2% | 5% | 4% | 5% | 4% | 6% | 5% | 4% | 5% | 4% | 3% |
| A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent) | 394 | 333 | 24 | 129 | 262 | 112 | 278 | 47 | 54 | 48 | 112 | 254 | 131 |
| | 9% | 9% b | 5% | 9% | 9% | 9% | 9% | 9% | 10% | 9% | 9% | 9% | 9% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Level 3 vocational qualification or advanced apprenticeship | 190 | 157 | 16 | 63 | 124 | 50 | 137 | 23 | 22 | 22 | 50 | 119 | 64 |
| | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 4% |
| Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent) | 340 | 294 | 31 | 95 | 239 | 90 | 245 | 34 | 44 | 36 | 90 | 229 | 105 |
| | 8% | 8% | 7% | 7% | 8% | 8% | 8% | 7% | 8% | 7% | 8% | 8% | 7% |
| Level 4-5 vocational qualification or higher apprenticeship | 113 | 93 | 13 | 30 | 82 | 27 | 84 | 3 | 11 | 17 | 27 | 70 | 38 |
| | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 3%<br>a | 2% | 3% | 2% |
| University first degree (BA/ BSc/ BEd/ PGCE or equivalent) | 865 | 716 | 111 | 301 | 548 | 277 | 568 | 125 | 125 | 116 | 277 | 613 | 238 |
| | 20% | 20% | 24% | 22% | 19% | 23%<br>b | 19% | 25% | 23% | 22% | 23% | 23%<br>b | 16% |
| Level 6 vocational qualification or degree apprenticeship | 59 | 50 | 9 | 21 | 38 | 20 | 39 | 7 | 11 | 9 | 20 | 40 | 18 |
| | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 1% |
| University higher degree (e.g. Masters, PhD or equivalent) | 542 | 439 | 69 | 182 | 351 | 167 | 365 | 79 | 71 | 65 | 167 | 404 | 126 |
| | 12% | 12% | 15% | 13% | 12% | 14% | 12% | 16% | 13% | 12% | 14% | 15%<br>b | 8% |
| Still studying/ still at school | 42 | 30 | 1 | 15 | 23 | 3 | 35 | 3 | * | - | 3 | 14 | 29 |
| | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | *% | -% | *% | 1% | 2%<br>a |
| Prefer not to say | 189 | 151 | 21 | 35 | 132 | 29 | 135 | 14 | 11 | 13 | 29 | 63 | 107 |
| | 4% | 4% | 5% | 3% | 5%<br>a | 2% | 4%<br>a | 3% | 2% | 3% | 2% | 2% | 7%<br>a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Total | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Don't know | 62 | 52 | 7 | 8 | 49 | 6 | 51 | 2 | 4 | 5 | 6 | 23 | 34 |
| | 1% | 1% | 2% | 1% | 2% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 2% |
| | | | | | a | | a | | | | | | a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 239**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| I have no formal qualifications (and I am not still studying) | 279 6% | 157 4% | 128 4% | 151 15% abe | 122 23% abce | 279 6% ab | 232 6% cd | 138 5% cd | 76 3% | 14 2% | 247 6% cd | 32 9% cd | 74 9% c | 81 8% c | 124 5% |
| Entry level qualification such as ESOL, ELC or Skills for Life | 43 1% | 39 1% | 35 1% | 9 1% | 4 1% | 43 1% | 34 1% | 30 1% | 30 1% | 3 *% | 37 1% | 6 2% | 6 1% | 17 2% | 21 1% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English | 366 8% | 319 8% | 270 8% | 96 9% | 47 9% | 366 8% | 318 8% | 205 8% | 208 8% | 48 7% | 336 8% | 30 8% | 55 7% | 107 10% | 204 8% |
| GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English | 691 16% | 623 16% | 545 16% | 146 14% | 68 13% | 691 16% | 604 16% d | 373 14% | 364 15% | 84 11% | 646 16% d | 46 13% | 133 17% | 158 16% | 400 16% |
| Level 1-2 vocational qualification or intermediate apprenticeship | 175 4% | 154 4% | 129 4% | 46 5% | 21 4% | 175 4% | 160 4% | 108 4% | 98 4% | 20 3% | 163 4% | 12 3% | 31 4% | 47 5% | 97 4% |
| A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent) | 394 9% | 368 10% d | 321 10% d | 73 7% | 27 5% | 394 9% | 346 9% | 238 9% | 241 10% | 64 9% | 359 9% | 35 10% | 57 7% | 89 9% | 248 10% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 239

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Level 3 vocational qualification or advanced apprenticeship | 190 4% | 173 5% | 153 5% | 37 4% | 17 3% | 190 4% | 165 4% | 107 4% | 91 4% | 24 3% | 171 4% | 18 5% | 35 4% | 51 5% | 103 4% |
| Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent) | 340 8% | 318 8% | 282 8% d | 58 6% | 22 4% | 340 8% | 288 8% | 204 8% | 182 7% | 61 8% | 305 8% | 35 10% | 76 9% | 77 8% | 187 7% |
| Level 4-5 vocational qualification or higher apprenticeship | 113 3% | 102 3% | 92 3% | 22 2% | 11 2% | 113 3% | 99 3% | 68 3% | 72 3% | 16 2% | 104 3% | 9 3% | 21 3% | 27 3% | 65 3% |
| University first degree (BA/ BSc/ BEd/ PGCE or equivalent) | 865 20% | 791 21% d | 695 21% d | 170 17% | 74 14% | 865 20% | 774 20% f | 579 22% f | 586 24% aef | 229 31% abcef | 814 20% | 51 14% | 132 16% | 139 14% | 594 23% ab |
| Level 6 vocational qualification or degree apprenticeship | 59 1% | 54 1% | 46 1% | 13 1% | 5 1% | 59 1% | 51 1% | 43 2% | 40 2% | 14 2% | 57 1% | 2 *% | 9 1% | 20 2% | 30 1% |
| University higher degree (e.g. Masters, PhD or equivalent) | 542 12% | 514 13% cd | 465 14% cd | 77 8% | 28 5% | 542 12% cd | 486 13% | 380 15% f | 400 16% aef | 135 18% aef | 511 13% | 30 8% | 85 11% | 116 11% | 340 13% |
| Still studying/ still at school | 42 1% | 41 1% | 38 1% | 4 *% | 1 *% | 42 1% | 27 1% | 16 1% | 20 1% | 3 *% | 31 1% | 11 3% abcde | 8 1% | 17 2% | 18 1% |
| Prefer not to say | 189 4% | 126 3% | 103 3% | 86 8% abe | 63 12% abe | 189 4% b | 151 4% c | 102 4% | 66 3% | 17 2% | 158 4% c | 31 8% abcde | 64 8% c | 49 5% | 76 3% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 62 | 37 | 31 | 31 | 25 | 62 | 47 | 24 | 16 | 6 | 48 | 14 | 16 | 23 | 23 |
| | 1% | 1% | 1% | 3% | 5% | 1% | 1% | 1% | 1% | 1% | 1% | 4% | 2% | 2% | 1% |
| | | | | abe | abe | | | | | | | abcde | | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 240

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G7. How long have you lived in the UK for?**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4133 | 1891 | 2201 | 573 | 801 | 735 | 649 | 1375 | 1214 | 1158 | 709 | 1010 | 2786 | 539 | 435 | 373 |
| Effective Weighted Sample | 3298 | 1508 | 1768 | 479 | 658 | 590 | 518 | 1070 | 987 | 928 | 573 | 781 | 2507 | 500 | 406 | 354 |
| Total | 4072 | 1984 | 2049 | 521 | 791 | 676 | 688 | 1397 | 1239 | 1196 | 670 | 930 | 3422 | 330 | 200 | 120 |
| All my life/ born in the UK | 2981 | 1393 | 1568 | 331 | 522 | 448 | 500 | 1181 | 890 | 862 | 472 | 734 | 2469 | 261 | 162 | 89 |
| | 73% | 70% | 77% | 64% | 66% | 66% | 73% | 85% | 72% | 72% | 70% | 79% | 72% | 79% | 81% | 74% |
| | | | a | | | | a | abcd | | | | abc | | a | a | |
| Less than 6 months | 28 | 15 | 13 | 11 | 11 | 1 | 5 | - | 7 | 13 | 7 | 1 | 25 | 1 | 1 | * |
| | 1% | 1% | 1% | 2% | 1% | *% | 1% | -% | 1% | 1% | 1% | *% | 1% | *% | 1% | *% |
| | | | | ce | e | | e | | | | | | | | | |
| 6 months to 1 year | 26 | 16 | 8 | 9 | 7 | 4 | 4 | 2 | 8 | 5 | 9 | 5 | 22 | 2 | 1 | * |
| | 1% | 1% | *% | 2% | 1% | 1% | 1% | *% | 1% | *% | 1% | *% | 1% | 1% | 1% | *% |
| | | | | e | | | | | | | | | | | | |
| 1 to 2 years | 65 | 33 | 30 | 15 | 35 | 12 | 3 | - | 31 | 18 | 6 | 10 | 60 | 3 | 1 | 1 |
| | 2% | 2% | 1% | 3% | 4% | 2% | *% | -% | 3% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| | | | | de | cde | e | | | | | | | | | | |
| 3 to 5 years | 108 | 54 | 54 | 34 | 40 | 26 | 2 | 5 | 31 | 36 | 19 | 22 | 95 | 5 | 3 | 4 |
| | 3% | 3% | 3% | 7% | 5% | 4% | *% | *% | 2% | 3% | 3% | 2% | 3% | 1% | 2% | 4% |
| | | | | de | de | de | | | | | | | | | | |
| 6 to 10 years | 108 | 51 | 56 | 21 | 39 | 27 | 16 | 6 | 28 | 33 | 23 | 23 | 98 | 5 | 4 | 1 |
| | 3% | 3% | 3% | 4% | 5% | 4% | 2% | *% | 2% | 3% | 3% | 2% | 3% | 2% | 2% | 1% |
| | | | | e | e | e | e | | | | | | | | | |
| 11 to 15 years | 75 | 37 | 37 | 13 | 21 | 27 | 9 | 6 | 20 | 29 | 14 | 12 | 66 | 4 | 1 | 4 |
| | 2% | 2% | 2% | 2% | 3% | 4% | 1% | *% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 3% |
| | | | | e | e | de | | | | | | | | | | |
| More than 15 years | 624 | 359 | 261 | 74 | 101 | 121 | 136 | 191 | 214 | 182 | 108 | 113 | 534 | 47 | 23 | 19 |
| | 15% | 18% | 13% | 14% | 13% | 18% | 20% | 14% | 17% | 15% | 16% | 12% | 16% | 14% | 12% | 16% |
| | | b | | | | | be | | d | | | | | | | |
| Prefer not to say | 55 | 27 | 20 | 12 | 17 | 9 | 12 | 5 | 10 | 16 | 11 | 10 | 50 | 1 | 2 | 2 |
| | 1% | 1% | 1% | 2% | 2% | 1% | 2% | *% | 1% | 1% | 2% | 1% | 1% | *% | 1% | 2% |
| | | | | e | e | | e | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G7. How long have you lived in the UK for?**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4133 | 3334 | 465 | 1423 | 2617 | 1221 | 2803 | 509 | 565 | 538 | 1221 | 2454 | 1546 |
| Effective Weighted Sample | 3298 | 2662 | 360 | 1161 | 2065 | 995 | 2216 | 420 | 460 | 432 | 995 | 2021 | 1197 |
| Total | 4072 | 3313 | 420 | 1371 | 2612 | 1188 | 2780 | 496 | 541 | 521 | 1188 | 2653 | 1321 |
| All my life/ born in the UK | 2981 | 2433 | 344 | 947 | 1995 | 825 | 2108 | 349 | 370 | 359 | 825 | 1859 | 1055 |
| | 73% | 73% | 82% a | 69% | 76% a | 69% | 76% a | 70% | 68% | 69% | 69% | 70% | 80% a |
| Less than 6 months | 28 | 22 | 1 | 15 | 11 | 9 | 17 | 5 | 3 | 2 | 9 | 21 | 7 |
| | 1% | 1% | *% | 1% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% |
| 6 months to 1 year | 26 | 21 | 2 | 12 | 13 | 11 | 14 | 2 | 7 | 8 | 11 | 21 | 5 |
| | 1% | 1% | *% | 1% | *% | 1% | 1% | *% | 1% | 2% | 1% | 1% | *% |
| 1 to 2 years | 65 | 45 | 2 | 38 | 25 | 28 | 33 | 18 | 12 | 3 | 28 | 52 | 13 |
| | 2% | 1% | *% | 3% b | 1% | 2% | 1% | 4% c | 2% | 1% | 2% | 2% | 1% |
| 3 to 5 years | 108 | 93 | 7 | 49 | 53 | 43 | 59 | 23 | 18 | 14 | 43 | 82 | 25 |
| | 3% | 3% | 2% | 4% b | 2% | 4% | 2% | 5% | 3% | 3% | 4% | 3% | 2% |
| 6 to 10 years | 108 | 88 | 5 | 47 | 57 | 42 | 62 | 21 | 13 | 18 | 42 | 89 | 17 |
| | 3% | 3% | 1% | 3% | 2% | 4% | 2% | 4% | 2% | 3% | 4% | 3% b | 1% |
| 11 to 15 years | 75 | 64 | 2 | 38 | 38 | 26 | 47 | 6 | 16 | 13 | 26 | 62 | 14 |
| | 2% | 2% | 1% | 3% b | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 2% b | 1% |
| More than 15 years | 624 | 506 | 54 | 211 | 400 | 193 | 418 | 67 | 96 | 100 | 193 | 436 | 165 |
| | 15% | 15% | 13% | 15% | 15% | 16% | 15% | 13% | 18% | 19% | 16% | 16% b | 12% |
| Prefer not to say | 55 | 40 | 1 | 13 | 19 | 11 | 21 | 5 | 7 | 5 | 11 | 31 | 18 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 240

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G7. How long have you lived in the UK for?**

Base : All respondents (excluding those completing a paper questionnaire)

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4133 | 3848 | 3426 | 707 | 285 | 4133 | 3553 | 2467 | 2488 | 712 | 3760 | 373 | 765 | 949 | 2419 |
| Effective Weighted Sample | 3298 | 3117 | 2778 | 545 | 220 | 3298 | 2848 | 1984 | 2031 | 581 | 3014 | 284 | 596 | 765 | 1937 |
| Total | 4072 | 3695 | 3274 | 799 | 377 | 4072 | 3525 | 2437 | 2436 | 724 | 3719 | 353 | 751 | 945 | 2377 |
| All my life/ born in the UK | 2981 | 2706 | 2367 | 614 | 275 | 2981 | 2641 | 1787 | 1745 | 555 | 2766 | 216 | 587 | 621 | 1774 |
| | 73% | 73% | 72% | 77% | 73% | 73% | 75% | 73% | 72% | 77% | 74% | 61% | 78% | 66% | 75% |
| | | | | | | | f | f | f | f | f | | b | | b |
| Less than 6 months | 28 | 28 | 26 | 2 | - | 28 | 20 | 16 | 19 | 2 | 23 | 4 | 3 | 13 | 11 |
| | 1% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | 1% | *% |
| 6 months to 1 year | 26 | 25 | 25 | 1 | 1 | 26 | 20 | 19 | 18 | 5 | 23 | 3 | 3 | 6 | 17 |
| | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| 1 to 2 years | 65 | 61 | 61 | 4 | 4 | 65 | 54 | 46 | 50 | 5 | 57 | 8 | 12 | 29 | 24 |
| | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 3% | 1% |
| | | | | | | | | | | | | | | c | |
| 3 to 5 years | 108 | 101 | 97 | 11 | 7 | 108 | 79 | 63 | 69 | 20 | 86 | 22 | 19 | 34 | 55 |
| | 3% | 3% | 3% | 1% | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 6% | 3% | 4% | 2% |
| | | | | | | | | | | | | abce | | | |
| 6 to 10 years | 108 | 97 | 95 | 14 | 11 | 108 | 77 | 68 | 74 | 17 | 88 | 20 | 18 | 33 | 58 |
| | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 6% | 2% | 3% | 2% |
| | | | | | | | | | | | | abe | | | |
| 11 to 15 years | 75 | 69 | 68 | 8 | 6 | 75 | 61 | 49 | 55 | 6 | 66 | 10 | 10 | 15 | 51 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 1% | 2% | 2% |
| More than 15 years | 624 | 565 | 499 | 125 | 58 | 624 | 543 | 362 | 379 | 106 | 573 | 51 | 90 | 168 | 365 |
| | 15% | 15% | 15% | 16% | 15% | 15% | 15% | 15% | 16% | 15% | 15% | 14% | 12% | 18% | 15% |
| | | | | | | | | | | | | | | a | |
| Prefer not to say | 55 | 40 | 36 | 20 | 15 | 55 | 28 | 26 | 26 | 5 | 36 | 19 | 9 | 24 | 22 |
| | 1% | 1% | 1% | 2% | 4% | 1% | 1% | 1% | 1% | 1% | 1% | 5% | 1% | 3% | 1% |
| | | | | | abe | | | | | | | abcde | | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)**

Base : All respondents

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Up to £10,399 per year | 312 7% | 119 6% | 190 9% a | 54 10% | 52 7% | 41 6% | 45 6% | 118 7% | 34 3% | 39 3% | 47 7% ab | 189 18% abc | 256 7% | 32 9% | 16 7% | 8 6% |
| From £10,400 to £15,599 per year | 426 10% | 187 9% | 238 11% | 67 13% bcd | 60 8% | 42 6% | 52 7% | 202 12% bcd | 54 4% | 102 8% a | 74 11% a | 192 18% abc | 350 10% | 36 10% | 28 13% | 13 10% |
| From £15,600 to £25,999 per year | 717 16% | 350 17% | 362 16% | 77 15% | 146 18% | 117 17% | 92 13% | 285 18% | 127 10% | 205 17% a | 170 24% ab | 212 20% a | 593 16% | 59 17% | 43 20% | 22 17% |
| From £26,000 to £36,399 per year | 678 16% | 341 16% | 335 15% | 54 10% | 153 19% a | 108 16% a | 109 15% | 253 16% a | 190 15% d | 251 20% ad | 138 20% ad | 98 9% | 562 15% | 64 18% | 33 15% | 20 15% |
| From £36,400 to £51,999 per year | 648 15% | 343 16% | 299 14% | 51 10% | 139 18% a | 112 17% a | 130 18% ae | 217 13% | 289 22% bcd | 207 17% d | 88 13% d | 65 6% | 546 15% | 47 13% | 30 14% | 25 19% |
| £52,000 per year and above | 717 16% | 434 21% b | 279 13% | 44 8% | 138 17% ae | 170 25% abe | 162 23% ae | 203 12% | 435 33% bcd | 197 16% cd | 54 8% d | 31 3% | 623 17% | 48 14% | 30 14% | 16 12% |
| Don't know | 224 5% | 71 3% | 151 7% a | 115 22% bcde | 35 4% e | 24 4% | 17 2% | 31 2% | 28 2% | 71 6% a | 32 5% a | 84 8% ac | 190 5% | 16 5% | 11 5% | 7 5% |
| Prefer not to say | 627 14% | 259 12% | 350 16% a | 65 12% | 68 9% | 63 9% | 96 14% b | 317 20% abcd | 147 11% | 164 13% | 93 13% | 174 17% a | 534 15% | 46 13% | 27 13% | 19 15% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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Table 241

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Up to £10,399 per year | 312 | 248 | 28 | 88 | 219 | 71 | 236 | 39 | 26 | 25 | 71 | 134 | 159 |
| | 7% | 7% | 6% | 6% | 8% | 6% | 8% | 8% | 5% | 5% | 6% | 5% | 10% a |
| From £10,400 to £15,599 per year | 426 | 338 | 41 | 110 | 309 | 92 | 323 | 41 | 39 | 36 | 92 | 205 | 209 |
| | 10% | 10% | 9% | 8% | 11% | 8% | 11% | 8% | 7% | 7% | 8% | 8% | 14% a |
| From £15,600 to £25,999 per year | 717 | 602 | 63 | 231 | 477 | 212 | 496 | 90 | 99 | 82 | 212 | 449 | 252 |
| | 16% | 17% | 14% | 17% | 17% | 18% | 16% | 18% | 18% | 16% | 18% | 17% | 16% |
| From £26,000 to £36,399 per year | 678 | 547 | 80 | 235 | 440 | 216 | 459 | 96 | 101 | 88 | 216 | 468 | 200 |
| | 16% | 15% | 17% | 17% | 15% | 18% | 15% | 19% | 19% | 17% | 18% | 17% b | 13% |
| From £36,400 to £51,999 per year | 648 | 550 | 64 | 235 | 408 | 209 | 434 | 68 | 94 | 103 | 209 | 504 | 139 |
| | 15% | 16% | 14% | 17% | 14% | 18% | 14% | 14% | 17% | 20% | 18% | 19% b | 9% |
| £52,000 per year and above | 717 | 601 | 98 | 278 | 438 | 259 | 455 | 104 | 121 | 127 | 259 | 599 | 114 |
| | 16% | 17% | 21% | 20% b | 15% | 22% b | 15% | 21% | 22% | 24% | 22% | 22% b | 7% |
| Don't know | 224 | 177 | 7 | 83 | 133 | 37 | 177 | 23 | 15 | 14 | 37 | 82 | 137 |
| | 5% | 5% b | 2% | 6% | 5% | 3% | 6% a | 5% | 3% | 3% | 3% | 3% | 9% a |
| Prefer not to say | 627 | 487 | 77 | 118 | 455 | 95 | 473 | 35 | 47 | 47 | 95 | 256 | 326 |
| | 14% | 14% | 17% | 9% | 16% a | 8% | 15% a | 7% | 9% | 9% | 8% | 9% | 21% a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

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**Table 241**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Up to £10,399 per year | 312 | 235 | 180 | 132 | 77 | 312 | 255 | 148 | 130 | 30 | 267 | 45 | 58 | 93 | 161 |
| | 7% | 6% | 5% | 13% abe | 14% abe | 7% b | 7% | 6% | 5% | 4% | 7% | 12% abcde | 7% | 9% | 6% |
| From £10,400 to £15,599 per year | 426 | 346 | 292 | 134 | 80 | 426 | 377 | 252 | 195 | 57 | 395 | 31 | 81 | 119 | 226 |
| | 10% | 9% | 9% | 13% abe | 15% abe | 10% | 10% c | 10% | 8% | 8% | 10% | 9% | 10% | 12% | 9% |
| From £15,600 to £25,999 per year | 717 | 622 | 527 | 190 | 96 | 717 | 616 | 441 | 398 | 105 | 656 | 62 | 136 | 165 | 417 |
| | 16% | 16% | 16% | 19% | 18% | 16% | 16% | 17% | 16% | 14% | 16% | 17% | 17% | 16% | 16% |
| From £26,000 to £36,399 per year | 678 | 625 | 555 | 124 | 53 | 678 | 594 | 431 | 419 | 127 | 625 | 54 | 120 | 135 | 423 |
| | 16% | 16% cd | 17% cd | 12% | 10% | 16% d | 16% | 16% | 17% | 17% | 16% | 15% | 15% | 13% | 17% |
| From £36,400 to £51,999 per year | 648 | 610 | 561 | 87 | 38 | 648 | 583 | 421 | 432 | 137 | 606 | 43 | 105 | 129 | 415 |
| | 15% | 16% cd | 17% cd | 9% | 7% | 15% cd | 15% | 16% | 17% | 18% | 15% | 12% | 13% | 13% | 16% |
| £52,000 per year and above | 717 | 695 | 646 | 70 | 22 | 717 | 659 | 486 | 532 | 186 | 693 | 24 | 105 | 143 | 469 |
| | 16% | 18% cd | 19% cde | 7% | 4% | 16% cd | 17% f | 19% f | 21% aef | 25% abef | 17% f | 6% | 13% | 14% | 19% ab |
| Don't know | 224 | 191 | 179 | 45 | 34 | 224 | 177 | 99 | 101 | 18 | 188 | 36 | 34 | 66 | 124 |
| | 5% | 5% | 5% | 4% | 6% | 5% | 5% | 4% | 4% | 2% | 5% | 10% abcde | 4% | 6% | 5% |
| Prefer not to say | 627 | 492 | 391 | 236 | 134 | 627 | 522 | 337 | 283 | 79 | 557 | 69 | 163 | 169 | 295 |
| | 14% | 13% | 12% | 23% abe | 25% abe | 14% b | 14% | 13% | 11% | 11% | 14% | 19% c | 20% c | 17% c | 12% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

Table 242

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Hearing? Poor hearing, partial hearing, or are deaf | 265 | 149 | 115 | 21 | 22 | 17 | 21 | 184 | 86 | 64 | 40 | 73 | 223 | 15 | 17 | 10 |
| | 6% | 7% | 5% | 4% | 3% | 2% | 3% | 11% abcd | 7% | 5% | 6% | 7% | 6% | 4% | 8% | 8% |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind | 250 | 119 | 127 | 48 | 42 | 22 | 33 | 105 | 67 | 69 | 41 | 74 | 211 | 18 | 13 | 8 |
| | 6% | 6% | 6% | 9% cd | 5% | 3% | 5% | 6% c | 5% | 6% | 6% | 7% | 6% | 5% | 6% | 6% |
| 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 | 350 | 151 | 195 | 19 | 30 | 29 | 34 | 238 | 90 | 61 | 49 | 147 | 293 | 27 | 20 | 10 |
| | 8% | 7% | 9% | 4% | 4% | 4% | 5% | 15% abcd | 7% | 5% | 7% | 14% abc | 8% | 8% | 9% | 8% |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 173 | 84 | 84 | 22 | 38 | 16 | 17 | 81 | 51 | 30 | 28 | 59 | 147 | 12 | 10 | 4 |
| | 4% | 4% | 4% | 4% | 5% | 2% | 2% | 5% c | 4% | 2% | 4% | 6% b | 4% | 4% | 4% | 3% |
| Breathing? Breathlessness or chest pains | 237 | 118 | 119 | 31 | 27 | 16 | 28 | 133 | 50 | 52 | 34 | 94 | 194 | 24 | 14 | 5 |
| | 5% | 6% | 5% | 6% c | 3% | 2% | 4% | 8% bcd | 4% | 4% | 5% | 9% abc | 5% | 7% | 6% | 4% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration | 160 4% | 75 4% | 82 4% | 37 7% e | 33 4% e | 29 4% e | 29 4% e | 29 2% | 42 3% | 37 3% | 20 3% | 58 6% b | 129 4% | 19 5% | 9 4% | 4 3% |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. | 81 2% | 38 2% | 41 2% | 27 5% cde | 30 4% e | 10 1% e | 10 1% | 5 *% | 24 2% | 24 2% | 11 2% | 21 2% | 65 2% | 8 2% | 6 3% | 2 2% |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example | 503 12% | 173 8% | 321 15% a | 106 20% cde | 152 19% cde | 78 11% e | 76 11% e | 91 6% | 91 7% | 142 12% a | 83 12% a | 182 17% abc | 397 11% | 52 15% a | 34 16% a | 20 15% |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do | 309 7% | 138 7% | 166 8% | 10 2% | 29 4% | 35 5% a | 48 7% a | 182 11% abcd | 75 6% | 57 5% | 53 8% | 116 11% ab | 249 7% | 26 7% | 21 10% | 14 11% a |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do | 2311 53% | 1171 56% | 1129 51% | 189 36% | 384 49% a | 403 59% ab | 414 59% ab | 909 56% ab | 793 61% cd | 702 57% d | 353 51% d | 436 42% | 1946 53% | 187 54% | 108 50% | 70 54% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | GENDER MAN a | GENDER WOMAN b | AGE 16-24 a | AGE 25-34 b | AGE 35-44 c | AGE 45-54 d | AGE 55+ e | SEG AB a | SEG C1 b | SEG C2 c | SEG DE d | NATION ENGLAND a | NATION SCOTLAND b | NATION WALES c | NATION N IRELAND d |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Prefer not to say | 150 3% | 79 4% | 69 3% | 28 5% c | 27 3% | 12 2% | 18 3% | 59 4% | 41 3% | 34 3% | 28 4% | 38 4% | 124 3% | 13 4% | 9 4% | 4 3% |
| Don't know | 99 2% | 46 2% | 52 2% | 27 5% de | 25 3% e | 22 3% e | 12 2% | 13 1% | 24 2% | 27 2% | 17 2% | 29 3% | 87 2% | 5 1% | 4 2% | 3 3% |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Hearing? Poor hearing, partial hearing, or are deaf | 265 6% | 220 6% | 31 7% | 48 3% | 212 7% a | 33 3% | 226 7% a | 12 2% | 16 3% | 17 3% | 33 3% | 89 3% | 168 11% a |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind | 250 6% | 207 6% | 23 5% | 73 5% | 174 6% | 55 5% | 190 6% | 19 4% | 23 4% | 25 5% | 55 5% | 118 4% | 129 8% 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 | 350 8% | 298 8% | 28 6% | 61 4% | 284 10% a | 53 4% | 293 10% a | 17 3% | 25 5% | 27 5% | 53 4% | 101 4% | 226 15% a |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 173 4% | 156 4% | 8 2% | 58 4% | 112 4% | 52 4% | 118 4% | 20 4% | 24 4% | 24 5% | 52 4% | 81 3% | 78 5% a |
| Breathing? Breathlessness or chest pains | 237 5% | 194 5% | 20 4% | 53 4% | 182 6% a | 42 4% | 194 6% a | 16 3% | 18 3% | 20 4% | 42 4% | 82 3% | 139 9% a |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration | 160 | 136 | 10 | 69 | 91 | 55 | 106 | 23 | 28 | 20 | 55 | 94 | 53 |
| | 4% | 4% | 2% | 5% b | 3% | 5% | 3% | 5% | 5% | 4% | 5% | 3% | 3% |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. | 81 | 68 | 4 | 32 | 48 | 25 | 55 | 13 | 10 | 12 | 25 | 52 | 26 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example | 503 | 433 | 38 | 202 | 299 | 167 | 330 | 95 | 74 | 64 | 167 | 303 | 174 |
| | 12% | 12% | 8% | 15% b | 10% | 14% b | 11% | 19% c | 14% | 12% | 14% | 11% | 11% |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do | 309 | 263 | 38 | 53 | 255 | 46 | 262 | 12 | 22 | 26 | 46 | 109 | 174 |
| | 7% | 7% | 8% | 4% | 9% a | 4% | 9% a | 3% | 4% | 5% | 4% | 4% | 11% a |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do | 2311 | 1904 | 278 | 725 | 1565 | 655 | 1631 | 251 | 300 | 305 | 655 | 1578 | 699 |
| | 53% | 54% | 60% | 53% | 54% | 55% | 53% | 51% | 55% | 58% | 55% | 58% b | 46% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Prefer not to say | 150 | 119 | 14 | 42 | 96 | 33 | 104 | 17 | 16 | 13 | 33 | 85 | 55 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% |
| Don't know | 99 | 66 | 8 | 47 | 44 | 39 | 52 | 20 | 16 | 15 | 39 | 71 | 27 |
| | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 2% |
| | | | | b | | b | | | | | | | |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2021-2022. April 2021 to March 2022.

**Table 242**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Hearing? Poor hearing, partial hearing, or are deaf | 265 | 216 | 178 | 87 | 49 | 265 | 234 | 167 | 125 | 52 | 246 | 19 | 59 | 60 | 145 |
| | 6% | 6% | 5% | 9% ab | 9% b | 6% | 6% | 6% | 5% | 7% | 6% | 5% | 7% | 6% | 6% |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind | 250 | 202 | 180 | 70 | 48 | 250 | 220 | 152 | 149 | 51 | 226 | 24 | 56 | 53 | 141 |
| | 6% | 5% | 5% | 7% | 9% a | 6% | 6% | 6% | 6% | 7% | 6% | 6% | 7% | 5% | 6% |
| 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 | 350 | 270 | 220 | 131 | 81 | 350 | 323 | 207 | 160 | 59 | 334 | 17 | 80 | 83 | 187 |
| | 8% | 7% | 7% | 13% abe | 15% abe | 8% | 9% c | 8% | 6% | 8% | 8% c | 5% | 10% | 8% | 7% |
| Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 173 | 137 | 127 | 46 | 37 | 173 | 163 | 129 | 104 | 30 | 170 | 4 | 37 | 49 | 87 |
| | 4% | 4% | 4% | 5% | 7% a | 4% | 4% f | 5% f | 4% f | 4% | 4% f | 1% | 5% | 5% | 3% |
| Breathing? Breathlessness or chest pains | 237 | 185 | 156 | 81 | 52 | 237 | 211 | 144 | 106 | 26 | 222 | 15 | 53 | 62 | 122 |
| | 5% | 5% | 5% | 8% ab | 10% abe | 5% | 6% | 6% | 4% | 4% | 6% | 4% | 7% | 6% | 5% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration | 160 4% | 138 4% | 130 4% | 30 3% | 23 4% | 160 4% | 137 4% | 107 4% | 98 4% | 24 3% | 143 4% | 17 5% | 36 5% | 39 4% | 85 3% |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. | 81 2% | 77 2% | 73 2% | 8 1% | 4 1% | 81 2% | 66 2% | 57 2% | 55 2% | 16 2% | 71 2% | 10 3% | 17 2% | 28 3% | 36 1% |
| Your mental health? Anxiety, depression, or trauma-related conditions, for example | 503 12% | 474 12% cd | 437 13% cd | 66 6% | 30 6% | 503 12% cd | 414 11% | 276 11% | 273 11% | 73 10% | 443 11% | 61 17% abcde | 120 15% c | 113 11% | 271 11% |
| Other illnesses/ conditions which impact or limit your daily activities or the work you can do | 309 7% | 259 7% | 198 6% | 111 11% abe | 50 9% | 309 7% | 265 7% | 192 7% | 155 6% | 44 6% | 281 7% | 29 8% | 80 10% c | 71 7% | 158 6% |
| Nothing – no impairments or conditions impact or limit your daily activities or the work you can do | 2311 53% | 2081 55% cd | 1817 55% cd | 494 49% | 230 43% | 2311 53% d | 2073 55% f | 1421 54% f | 1413 57% f | 448 61% abef | 2164 54% f | 147 41% | 370 46% | 480 47% | 1460 58% ab |
| Prefer not to say | 150 3% | 110 3% | 93 3% | 57 6% abe | 41 8% abe | 150 3% | 124 3% | 95 4% | 68 3% | 20 3% | 131 3% | 19 5% | 31 4% | 44 4% | 75 3% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G9. Which of these – if any – impact or limit your daily activities or the work you can do?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Don't know | 99 | 88 | 82 | 17 | 11 | 99 | 88 | 57 | 52 | 5 | 92 | 7 | 14 | 33 | 52 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 3% | 2% |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c

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**Table 243**

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G10. Which of the following do you consider yourself to be, or would you prefer not to say?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Heterosexual or straight | 3918 | 1895 | 2013 | 420 | 678 | 608 | 641 | 1555 | 1175 | 1111 | 647 | 932 | 3281 | 311 | 204 | 122 |
| | 90% | 90% | 91% | 80% | 86% | 90% | 91% | 96% | 90% | 90% | 93% | 89% | 90% | 89% | 94% | 93% |
| | | | | | a | a | ab | abcd | | | | | | | | |
| Gay or lesbian | 109 | 62 | 44 | 27 | 22 | 18 | 18 | 23 | 40 | 37 | 10 | 21 | 90 | 13 | 3 | 2 |
| | 3% | 3% | 2% | 5% | 3% | 3% | 3% | 1% | 3% | 3% | 1% | 2% | 2% | 4% | 2% | 2% |
| | | | | e | | | | | | | | | | | | |
| Bisexual | 125 | 41 | 77 | 41 | 47 | 14 | 10 | 13 | 43 | 30 | 13 | 37 | 108 | 10 | 5 | 2 |
| | 3% | 2% | 4% | 8% | 6% | 2% | 1% | 1% | 3% | 2% | 2% | 4% | 3% | 3% | 2% | 2% |
| | | | a | cde | cde | | | | | | | | | | | |
| Something else | 37 | 16 | 15 | 12 | 12 | 9 | 2 | 2 | 9 | 9 | 7 | 11 | 33 | 1 | 1 | 1 |
| | 1% | 1% | 1% | 2% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| | | | | de | e | e | | | | | | | | | | |
| Prefer not to say | 161 | 91 | 54 | 27 | 33 | 29 | 32 | 32 | 38 | 48 | 19 | 43 | 142 | 12 | 4 | 3 |
| | 4% | 4% | 2% | 5% | 4% | 4% | 5% | 2% | 3% | 4% | 3% | 4% | 4% | 3% | 2% | 3% |
| | | b | | e | e | e | e | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G10. Which of the following do you consider yourself to be, or would you prefer not to say?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Heterosexual or straight | 3918 | 3211 | 419 | 1253 | 2607 | 1100 | 2749 | 456 | 507 | 483 | 1100 | 2411 | 1417 |
| | 90% | 90% | 91% | 91% | 91% | 92% | 90% | 92% | 94% | 92% | 92% | 89% | 92% a |
| Gay or lesbian | 109 | 86 | 13 | 23 | 82 | 20 | 85 | 6 | 12 | 7 | 20 | 78 | 28 |
| | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 1% | 2% | 3% | 2% |
| Bisexual | 125 | 98 | 10 | 46 | 78 | 30 | 94 | 19 | 9 | 14 | 30 | 89 | 30 |
| | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 2% |
| Something else | 37 | 29 | * | 11 | 21 | 7 | 25 | 4 | 2 | 2 | 7 | 27 | 9 |
| | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% |
| Prefer not to say | 161 | 127 | 16 | 44 | 91 | 33 | 99 | 12 | 12 | 17 | 33 | 91 | 52 |
| | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 3% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G10. Which of 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 | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Heterosexual or straight | 3918 | 3449 | 2995 | 923 | 469 | 3918 | 3465 | 2377 | 2241 | 661 | 3625 | 293 | 695 | 910 | 2312 |
| | 90% | 90% | 90% | 91% | 88% | 90% | 92% | 91% | 90% | 90% | 91% | 81% | 87% | 89% | 91% |
| | | | | | | | f | f | f | f | f | | | | a |
| Gay or lesbian | 109 | 97 | 96 | 12 | 11 | 109 | 89 | 65 | 70 | 18 | 98 | 11 | 25 | 26 | 59 |
| | 3% | 3% | 3% | 1% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 3% | 2% |
| Bisexual | 125 | 117 | 115 | 10 | 8 | 125 | 97 | 69 | 79 | 19 | 110 | 15 | 28 | 25 | 72 |
| | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 2% | 3% |
| | | c | c | | | c | | | | | | | | | |
| Something else | 37 | 37 | 35 | 2 | - | 37 | 27 | 22 | 28 | 11 | 33 | 4 | 9 | 12 | 16 |
| | 1% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Prefer not to say | 161 | 116 | 91 | 71 | 46 | 161 | 105 | 83 | 72 | 29 | 121 | 40 | 46 | 46 | 70 |
| | 4% | 3% | 3% | 7% | 9% | 4% | 3% | 3% | 3% | 4% | 3% | 11% | 6% | 4% | 3% |
| | | | | abe | abe | | | | | | | abcde | c | | |

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G11. Is the gender you identify the same as your sex registered at birth, or would you prefer not to say?**

Base : All respondents

| | Total | GENDER | | AGE | | | | | SEG | | | | NATION | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MAN | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55+ | AB | C1 | C2 | DE | ENGLAND | SCOTLAND | WALES | N IRELAND |
| Significance Level: 99% | | a | b | a | b | c | d | e | a | b | c | d | a | b | c | d |
| Unweighted total | 4350 | 1983 | 2323 | 576 | 801 | 738 | 666 | 1545 | 1259 | 1190 | 734 | 1099 | 2935 | 556 | 459 | 400 |
| Effective Weighted Sample | 3439 | 1574 | 1837 | 480 | 658 | 592 | 530 | 1184 | 1011 | 949 | 594 | 838 | 2616 | 501 | 422 | 377 |
| Total | 4350 | 2105 | 2203 | 527 | 791 | 678 | 703 | 1626 | 1305 | 1235 | 696 | 1044 | 3654 | 348 | 217 | 130 |
| Yes | 4217 | 2039 | 2159 | 489 | 750 | 654 | 689 | 1612 | 1274 | 1198 | 679 | 1006 | 3540 | 337 | 211 | 129 |
| | 97% | 97% | 98% | 93% | 95% | 97% | 98% | 99% | 98% | 97% | 98% | 96% | 97% | 97% | 97% | 99% |
| | | | | | | a | ab | abc | | | | | | | | |
| No | 57 | 32 | 16 | 19 | 21 | 10 | 3 | 5 | 19 | 9 | 11 | 19 | 49 | 4 | 3 | * |
| | 1% | 2% | 1% | 4% | 3% | 2% | *% | *% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | *% |
| | | | | de | de | e | | | | | | | | | | |
| Prefer not to say | 76 | 34 | 28 | 20 | 21 | 13 | 11 | 9 | 12 | 28 | 6 | 19 | 65 | 7 | 3 | 2 |
| | 2% | 2% | 1% | 4% | 3% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% |
| | | | | e | e | e | | | | | | | | | | |

Columns Tested:  a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G11. Is the gender you identify the same as your sex registered at birth, or would you prefer not to say?**

Base : All respondents

| | Total | URBANITY | | CHILDREN IN HOUSEHOLD | | PARENT OF UNDER 16 | | PARENT OF CHILD AGED | | | | WORKING STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | URBAN | RURAL | YES | NO | YES | NO | 0-4 | 5-10 | 11-15 | TOTAL | WORKING | NOT WORKING |
| Significance Level: 99% | | a | b | a | b | a | b | a | b | c | d | a | b |
| Unweighted total | 4350 | 3519 | 497 | 1429 | 2825 | 1225 | 3013 | 511 | 567 | 539 | 1225 | 2485 | 1713 |
| Effective Weighted Sample | 3439 | 2786 | 376 | 1164 | 2204 | 998 | 2354 | 422 | 461 | 433 | 998 | 2042 | 1289 |
| Total | 4350 | 3551 | 459 | 1378 | 2880 | 1191 | 3053 | 496 | 543 | 522 | 1191 | 2697 | 1536 |
| Yes | 4217 | 3451 | 450 | 1324 | 2826 | 1160 | 2977 | 485 | 531 | 508 | 1160 | 2611 | 1503 |
| | 97% | 97% | 98% | 96% | 98% | 97% | 98% | 98% | 98% | 97% | 97% | 97% | 98% |
| | | | | | a | | | | | | | | |
| No | 57 | 43 | 4 | 29 | 27 | 17 | 38 | 9 | 6 | 7 | 17 | 44 | 11 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% |
| | | | | b | | | | | | | | | |
| Prefer not to say | 76 | 57 | 6 | 26 | 26 | 13 | 37 | 2 | 6 | 7 | 13 | 43 | 22 |
| | 2% | 2% | 1% | 2% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 2% | 1% |

Columns Tested:  a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

**G11. Is the gender you identify the same as your sex registered at birth, or would you prefer not to say?**

Base : All respondents

| | Total | VOD USERS | | | | | BBC CONTENT IN LAST 3 MONTHS | | | | | | BBC FAVOURABILITY | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | ANY | SVOD | NOT SVOD | NONE | TOTAL | TV | RADIO | APPS/ SITES | SOUNDS | ANY | NONE | 1-4 | 5-6 | 7-10 |
| Significance Level: 99% | | a | b | c | d | e | a | b | c | d | e | f | a | b | c |
| Unweighted total | 4350 | 3965 | 3485 | 865 | 385 | 4350 | 3757 | 2608 | 2545 | 728 | 3971 | 379 | 802 | 1005 | 2543 |
| Effective Weighted Sample | 3439 | 3209 | 2826 | 658 | 296 | 3439 | 2978 | 2078 | 2077 | 594 | 3150 | 289 | 618 | 797 | 2024 |
| Total | 4350 | 3816 | 3331 | 1018 | 534 | 4350 | 3784 | 2616 | 2490 | 738 | 3987 | 363 | 803 | 1018 | 2529 |
| Yes | 4217 | 3710 | 3235 | 982 | 507 | 4217 | 3697 | 2550 | 2422 | 722 | 3888 | 329 | 773 | 975 | 2468 |
| | 97% | 97% | 97% | 96% | 95% | 97% | 98% | 98% | 97% | 98% | 98% | 90% | 96% | 96% | 98% |
| | | | | | | | f | f | f | f | f | | | | b |
| No | 57 | 52 | 49 | 8 | 5 | 57 | 42 | 33 | 35 | 6 | 47 | 10 | 13 | 14 | 30 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 2% | 1% | 1% |
| Prefer not to say | 76 | 54 | 48 | 29 | 22 | 76 | 45 | 32 | 34 | 11 | 52 | 24 | 16 | 29 | 31 |
| | 2% | 1% | 1% | 3% | 4% | 2% | 1% | 1% | 1% | 1% | 1% | 7% | 2% | 3% | 1% |
| | | | | | abe | | | | | | | abcde | | c | |

Columns Tested:  a,b,c,d,e - a,b,c,d,e,f - a,b,c