OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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

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

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B 19
Base: All respondents

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS 28
Base: All respondents

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 31
Base: Those who have personally watched BBC One in the past 3 months

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 34
Base: Those who have personally watched BBC Two in the past 3 months

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 37
Base: Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 40
Base: Those who have personally watched Channel 4 in the past 3 months

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 43
Base: Those who have personally watched Channel 5 in the past 3 months

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 46
Base: Those who have personally watched BBC Three in the past 3 months

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 49
Base: Those who have personally watched BBC Four in the past 3 months

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 52
Base: Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 55
Base: Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 58
Base: Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 61
Base: Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 64
Base: Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 67
Base: Those who have personally watched S4C (Welsh) in the past 3 months

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 70
Base: Those who have personally watched BBC News channel in the past 3 months

A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 73
Base: Those who have personally watched BBC Parliament in the past 3 months

A5P. How often in the past 3 months have you watched BBC ALBA (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 76
Base: Those who have personally watched BBC ALBA (Scottish Gaelic) in the past 3 months

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 79
Base: Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 82
Base: Those who have personally watched CBBC in the past 3 months

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 85
Base: Those who have personally watched CBeebies in the past 3 months

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4), My5, and others. Please include watching on any device.) 88
Base: Those who have personally watched GB News in the past 3 months

A5A-A5T. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS 91
Base: All respondents

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? 94
Base: All respondents

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? 100
Base: All respondents

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B 105
Base: All respondents

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer? 114
Base: Those who have personally watched BBC iPlayer in the past 3 months

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? 117
Base: Those who have personally watched ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)? 120
Base: Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)? 123
Base: Those who have personally watched S4C Clic (Welsh language) in the past 3 months

A7E. How often in the past 3 months have you watched programmes or films using Channel 4/ Channel 4+ streaming (was All4/ All4+)? 126
Base: Those who have personally watched Channel 4/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

A7F. How often in the past 3 months have you watched programmes or films using My5 (was Demand 5)? 129
Base: Those who have personally watched My5 (was Demand 5) in the past 3 months

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go? 132
Base: Those who have personally watched Sky On Demand or Sky Go in the past 3 months

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play? 135
Base: Those who have personally watched UKTV Play in the past 3 months

A7I. How often in the past 3 months have you watched programmes or films using Discovery+? 138
Base: Those who have personally watched Discovery+ in the past 3 months

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV On Demand or Virgin Media Anywhere? 141
Base: Those who have personally watched Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube? 144
Base: Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

A7L. How often in the past 3 months have you watched programmes or films using Netflix? 147
Base: Those who have personally watched Netflix in the past 3 months

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video? 150
Base: Those who have personally watched Amazon Prime Video in the past 3 months

A7N. How often in the past 3 months have you watched programmes or films using NOW? 153
Base: Those who have personally watched NOW in the past 3 months

A7O. How often in the past 3 months have you watched programmes or films using Disney+? 156
Base: Those who have personally watched Disney+ in the past 3 months

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+? 159
Base: Those who have personally watched Apple TV+ in the past 3 months

A7Q. How often in the past 3 months have you watched programmes or films using BritBox? 162
Base: Those who have personally watched BritBox in the past 3 months

A7R. How often in the past 3 months have you watched programmes or films using Hayu? 165
Base: Those who have personally watched Hayu in the past 3 months

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels? 168
Base: Those who have personally watched YouTube channels in the past 3 months

A7T. How often in the past 3 months have you watched programmes or films using Paramount+? 171
Base: Those who have personally watched Paramount+ in the past 3 months

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS 174
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.) 183
Base: All respondents

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.) 192
Base: All respondents

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B 200
Base: All respondents

A9A. How often in the past 3 months have you listened to BBC Radio 1? 215
Base: Those who have personally listened to BBC Radio 1 in the past 3 months

A9B. How often in the past 3 months have you listened to BBC Radio 2? 218
Base: Those who have personally listened to BBC Radio 2 in the past 3 months

A9C. How often in the past 3 months have you listened to BBC Radio 3? 221
Base: Those who have personally listened to BBC Radio 3 in the past 3 months

A9D. How often in the past 3 months have you listened to BBC Radio 4? 224
Base: Those who have personally listened to BBC Radio 4 in the past 3 months

A9E. How often in the past 3 months have you listened to BBC Radio 5 live? 227
Base: Those who have personally listened to BBC Radio 5 live in the past 3 months

A9F. How often in the past 3 months have you listened to BBC 6 Music? 230
Base: Those who have personally listened to BBC 6 Music in the past 3 months

A9G. How often in the past 3 months have you listened to BBC Asian Network? 233
Base: Those who have personally listened to BBC Asian Network in the past 3 months

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra? 236
Base: Those who have personally listened to BBC Radio 1Xtra in the past 3 months

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra? 239
Base: Those who have personally listened to BBC Radio 4 Extra in the past 3 months

A9J. How often in the past 3 months have you listened to BBC Radio 5 sports extra? 242
Base: Those who have personally listened to BBC Radio 5 sports extra in the past 3 months

A9K. How often in the past 3 months have you listened to BBC World Service? 245
Base: Those who have personally listened to BBC World Service in the past 3 months

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)? 248
Base: Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)? 251
Base: Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

A9N. How often in the past 3 months have you listened to BBC Radio nan G idheal (SCOTLAND)? 254
Base: Those who have personally listened to BBC Radio nan G idheal (SCOTLAND) in the past 3 months

A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)? 257
Base: Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)? 260
Base: Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)? 263
Base: Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)? 266
Base: Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2? 269
Base: Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

A9T. How often in the past 3 months have you listened to talkRADIO? 272
Base: Those who have personally listened to talkRADIO in the past 3 months

A9U. How often in the past 3 months have you listened to Classic FM? 275
Base: Those who have personally listened to Classic FM in the past 3 months

A9V. How often in the past 3 months have you listened to Any Absolute Radio station? 278
Base: Those who have personally listened to Any Absolute Radio station in the past 3 months

A9W. How often in the past 3 months have you listened to Any Capital radio station? 281
Base: Those who have personally listened to Any Capital radio station in the past 3 months

A9X. How often in the past 3 months have you listened to Any Heart radio station? 284
Base: Those who have personally listened to Any Heart radio station in the past 3 months

A9Y. How often in the past 3 months have you listened to Any Smooth radio station? 287
Base: Those who have personally listened to Any Smooth radio station in the past 3 months

A9Z. How often in the past 3 months have you listened to Any Kiss radio station? 290
Base: Those who have personally listened to Any Kiss radio station in the past 3 months

A9AA. How often in the past 3 months have you listened to Any Magic radio station? 293
Base: Those who have personally listened to Any Magic radio station in the past 3 months

A9AB. How often in the past 3 months have you listened to Virgin Radio? 296
Base: Those who have personally listened to Virgin Radio in the past 3 months

A9AC. How often in the past 3 months have you listened to Any LBC radio station? 299
Base: Those who have personally listened to Any LBC radio station in the past 3 months

A9AD. How often in the past 3 months have you listened to Times Radio? 302
Base: Those who have personally listened to Times Radio in the past 3 months

A9AE. How often in the past 3 months have you listened to GB News Radio? 305
Base: Those who have personally listened to GB News Radio in the past 3 months

A9AF. How often in the past 3 months have you listened to Greatest Hits Radio? 308
Base: Those who have personally listened to Greatest Hits Radio in the past 3 months

A9AG. How often in the past 3 months have you listened to Hits Radio? 311
Base: Those who have personally listened to Hits Radio in the past 3 months

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS 314
Base: All respondents

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.) 326
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A11A. How often in the past 3 months have you used the BBC News site/ app? 332
Base: Those who have personally used the BBC News site/ app in the past 3 months

A11B. How often in the past 3 months have you used the BBC Sport site/ app? 335
Base: Those who have personally used the BBC Sport site/ app in the past 3 months

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app? 338
Base: Those who have personally used the BBC Bitesize site/ app in the past 3 months

A11D. How often in the past 3 months have you used the BBC Weather site/ app? 341
Base: Those who have personally used the BBC Weather site/ app in the past 3 months

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app? 344
Base: Those who have personally used a BBC CBeebies site/ app in the past 3 months

A11F. How often in the past 3 months have you used the BBC Newsround site? 347
Base: Those who have personally used the BBC Newsround site in the past 3 months

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)? 350
Base: Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS 353
Base: All respondents

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? 356
Base: All respondents

A13A. How often in the past 3 months have you listened to BBC Sounds? 362
Base: Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts? 365
Base: Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts? 368
Base: Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

A13D. How often in the past 3 months have you listened to GlobalPlayer? 371
Base: Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

A13E. How often in the past 3 months have you listened to RadioPlayer? 374
Base: Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

A13F. How often in the past 3 months have you listened to Spotify? 377
Base: Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

A13G. How often in the past 3 months have you listened to Deezer? 380
Base: Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

A13H. How often in the past 3 months have you listened to Amazon Music? 383
Base: Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

A13I. How often in the past 3 months have you listened to TuneIn? 386
Base: Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

A13J. How often in the past 3 months have you listened to Audible? 389
Base: Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

A13K. How often in the past 3 months have you listened to YouTube Music? 392
Base: Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

A13L. How often in the past 3 months have you listened to SoundCloud? 395
Base: Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

A13M. How often in the past 3 months have you listened to Rayo? 398
Base: Those who have personally listened to Rayo in the past 3 months (excluding those completing a paper questionnaire)

A13N. How often in the past 3 months have you listened to Planetradio.co.uk? 401
Base: Those who have personally listened to Planetradio.co.uk in the past 3 months (excluding those completing a paper questionnaire)

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS 404
Base: All respondents

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS 410
Base: All respondents

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS 413
Base: All respondents

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS 428
Base: All respondents

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS 431
Base: All respondents

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER) 434
Base: All respondents

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS 437
Base: All respondents

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.) 443
Base: Those watching any of these TV or video services in the past 3 months

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months) 449
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months) 455
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX and STV Player) in the past 3 months

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months) 461
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) in the past 3 months

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months) 467
Base: Those who have watched any Channel 5 channels (including My5) in the past 3 months

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months) 473
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months) 479
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months) 485
Base: Those who have watched NOW in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months) 491
Base: Those who have watched Netflix in the past 3 months

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months) 497
Base: Those who have watched Amazon Prime Video in the past 3 months

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months) 503
Base: Those who have watched YouTube channels in the past 3 months

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months) 509
Base: Those who have watched Britbox in the past 3 months

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months) 515
Base: Those who have watched Disney+ in the past 3 months

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months) 521
Base: Those who have watched Apple TV+ in the past 3 months

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months) 527
Base: Those who have watched UKTV channels in the past 3 months

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months) 533
Base: Those who have watched GB News in the past 3 months

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months) 539
Base: Those who have watched Hayu in the past 3 months

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months) 542
Base: Those who have watched Paramount+ in the past 3 months

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months) 548
Base: Those who have listened to any BBC Radio stations in the past 3 months

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months) 554
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months) 560
Base: Those who have listened to talkRADIO in the past 3 months

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months) 566
Base: Those who have listened to Classic FM in the past 3 months

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months) 570
Base: Those who have listened to any Absolute Radio in the past 3 months

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months) 573
Base: Those who have listened to any Capital radio in the past 3 months

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months) 579
Base: Those who have listened to any Heart radio in the past 3 months

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months) 585
Base: Those who have listened to any Smooth Radio in the past 3 months

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months) 588
Base: Those who have listened to any Kiss radio in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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) 594
Base: Those who have listened to any Magic Radio in the past 3 months

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months) 597
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) 600
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) 603
Base: Those who have listened to Times Radio in the past 3 months

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months) 606
Base: Those who have listened to GB News Radio in the past 3 months

B2O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Greatest Hits Radio? (Please think about what you have listened to in the past 3 months) 612
Base: Those who have listened to Greatest Hits Radio in the past 3 months

B2P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hits Radio? (Please think about what you have listened to in the past 3 months) 615
Base: Those who have listened to Hits 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? 618
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? 623
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? 629
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? 632
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? 635
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? 638
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? 644
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? 647
Base: Those who have used Amazon Music in the past 3 months

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn? 653
Base: Those who have used TuneIn in the past 3 months

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible? 656
Base: Those who have used Audible in the past 3 months

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music? 660
Base: Those who have used YouTube Music in the past 3 months

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud? 664
Base: Those who have used SoundCloud in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

B3M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Rayo? 667
Base: Those who have used Rayo in the past 3 months

B3N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Planetradio.co.uk? 670
Base: Those who have used Planetradio.co.uk 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) 673
Base: Those who have used BBC iPlayer in the past 3 months

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was 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) 679
Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 685
Base: Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 688
Base: Those who have used S4C Clic (Welsh language) in the past 3 months

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 691
Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) 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 (was Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 697
Base: Those who have used My5 (was 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) 703
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) 707
Base: Those who have used UKTV Play in the past 3 months

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 713
Base: Those who have used Discovery+ in the past 3 months

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 719
Base: Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months? 722
Base: Those who have used any of the eight 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? 728
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? 734
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)

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC? 743
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"? 752
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"? 758
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"? 764
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"? 770
Base: All respondents

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"? 776
Base: Those who have consumed any BBC content at least weekly in the last 3 months

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"? 782
Base: Those who have consumed any BBC content at least weekly in the last 3 months

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"? 788
Base: Those who have consumed any BBC content at least weekly in the last 3 months

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"? 794
Base: Those who have consumed any BBC content at least weekly in the last 3 months

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"? 800
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"? 806
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"? 812
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"? 818
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"? 824
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"? 830
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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"? 836
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 YOU PERSONALLY is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"? 842
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"? 848
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"? 854
Base: All respondents

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"? 860
Base: All respondents

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"? 866
Base: All respondents

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"? 872
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"? 878
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"? 884
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"? 890
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"? 896
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"? 902
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"? 908
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"? 914
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"? 920
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"? 926
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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"? 932
Base: All respondents

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"? 938
Base: All respondents

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"? 944
Base: All respondents

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"? 950
Base: All respondents

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"? 956
Base: All respondents

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content? 962
Base: All respondents

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences? 965
Base: All respondents

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content? 968
Base: All respondents

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences? 971
Base: All respondents

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different? 974
Base: All respondents

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers? 977
Base: All respondents

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content? 980
Base: All respondents

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences? 983
Base: All respondents

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content? 986
Base: All respondents

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences? 989
Base: All respondents

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different? 992
Base: All respondents

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers? 995
Base: All respondents

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content? 998
Base: All respondents

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences? 1001
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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? 1004
Base: All respondents

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences? 1007
Base: All respondents

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different? 1010
Base: All respondents

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers? 1013
Base: All respondents

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole? 1016
Base: All respondents

F2. To what extent do you agree or disagree with the statement I would miss the BBC if it wasn t there ? 1022
Base: All respondents

F2B. Could you say why you gave that answer? 1025
Base: All respondents (who gave a reason for their answer)

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.) 1034
Base: All respondents

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways? 1040
Base: Those who watch, listen to or read news

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK 1043
Base: All respondents

A2. Which of these ways do you go online from home? 1047
Base: All respondents

S2. RESPONDENT'S GENDER 1050
Base: All respondents

S3. RESPONDENT'S AGE 1053
Base: All respondents

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP 1056
Base: All respondents

S6. RESPONDENT'S WORKING STATUS 1059
Base: All respondents

S7. URBANITY 1062
Base: All respondents

S8. REGION/ NATION 1065
Base: All respondents

S9. How would you describe your national identity? 1071
Base: All respondents

S10. RESPONDENT'S ETHNICITY 1074
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

S11. RESPONDENT'S RELIGION, IF ANY 1080
Base: All respondents

G3. What is the total number of people in the household (including yourself and any children)? 1083
Base: All respondents

G4. Do any children aged under 16 live in your household? 1086
Base: All respondents

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian? 1089
Base: Those in a household with any children aged under 16

G5A. Which of these people aged 16 or over do you usually share your home with? 1092
Base: All respondents

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have? 1095
Base: All respondents

G7. How long have you lived in the UK? 1104
Base: All respondents

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.) 1107
Base: All respondents

G9. Which of these if any impact or limit your daily activities or the work you can do? 1113
Base: All respondents

G10. Which of these best describes you? 1122
Base: All respondents

G11. Is your current gender identity the same as that assigned at birth? 1125
Base: All respondents

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Freeview or Freeview Play (free TV via an aerial)	1813	882	921	112	211	234	313	943	430	516	301	566	1555	142	74	42
	42%	42%	42%	25%	29%	33% a	43% abc	55% abcd	38%	39%	39%	51% abc	43% d	39%	36%	35%
Sky TV (satellite TV with a monthly subscription, or Sky Stream or Sky Glass)	1457	779	665	141	286	277	271	482	488	454	284	231	1235	111	78	33
	34%	37% b	30%	31%	39% e	39% ae	37% e	28%	44% bcd	34% d	37% d	21%	34%	30%	38% bd	28%
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4) and My5	701	337	353	81	180	122	125	193	240	211	104	145	571	61	43	25
	16%	16%	16%	18% e	24% cde	17% e	17% e	11%	22% bcd	16%	14%	13%	16%	17%	21% a	21% a
Amazon Fire TV (plug in stick, plug in box or cube)	636	311	323	94	147	115	112	168	207	201	113	113	511	73	29	22
	15%	15%	15%	21% e	20% e	16% e	15% e	10%	19% d	15% d	15% d	10%	14%	20% a	14%	18%
Virgin Media (cable TV subscription)	539	281	256	70	108	102	90	169	198	148	82	110	445	69	14	11
	12%	13%	12%	15% e	15% e	14% e	12%	10%	18% bcd	11%	11%	10%	12% c	19% acd	7%	9%
EE TV (was BT TV)	327	147	178	34	106	65	25	96	158	72	40	57	282	28	11	7
	8%	7%	8%	7%	14% acde	9% de	4%	6%	14% bcd	5%	5%	5%	8%	8%	5%	5%
NOW	226	111	111	16	77	51	43	39	96	49	37	44	189	18	12	7
	5%	5%	5%	3%	10% ade	7% e	6% e	2%	9% bcd	4%	5%	4%	5%	5%	6%	5%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Freesat (satellite TV with no subscription)	187	104	81	12	35	43	34	63	84	41	25	36	158	11	13	5
	4%	5%	4%	3%	5%	6%	5%	4%	8% bcd	3%	3%	3%	4%	3%	6%	4%
TalkTalk TV	145	75	66	19	58	40	11	17	82	22	18	24	126	13	4	2
	3%	4%	3%	4% e	8% de	6% de	2%	1%	7% bcd	2%	2%	2%	3%	3%	2%	2%
Google Chromecast	117	68	47	15	35	35	15	18	52	25	14	26	102	9	4	3
	3%	3%	2%	3% e	5% e	5% e	2%	1%	5% bcd	2%	2%	2%	3%	2%	2%	2%
Roku	112	55	55	18	32	25	16	20	45	33	10	23	97	7	7	2
	3%	3%	3%	4% e	4% e	4% e	2%	1%	4% c	3%	1%	2%	3%	2%	3%	2%
YouView	63	30	30	6	30	15	3	9	32	13	8	10	56	3	2	1
	1%	1%	1%	1%	4% de	2% e	*%	1%	3% bd	1%	1%	1%	2%	1%	1%	1%
Other	66	34	32	7	19	13	14	14	12	18	17	19	57	4	3	2
	2%	2%	1%	2%	3% e	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%
No-one watches broadcast TV channels in the household	365	172	191	65	93	77	41	89	46	127	59	132	307	19	15	23
	8%	8%	9%	14% de	13% de	11% de	6%	5%	4%	10% a	8% a	12% ac	8%	5%	8%	19% abc
Don t know	44	18	20	14	15	5	2	8	4	16	4	15	38	2	3	1
	1%	1%	1%	3% cde	2% e	1%	*%	*%	*%	1%	1%	1%	1%	*%	2%	1%
SUMMARY																
FREE BROADCAST TV SERVICE	1939	939	988	124	236	261	332	986	472	555	320	590	1659	152	83	46
	45%	45%	45%	27%	32%	37% a	46% abc	58% abcd	42%	42%	41%	53% abc	45% d	42%	41%	38%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
PAID BROADCAST TV SERVICE	2275	1147	1107	249	429	421	412	765	739	685	428	421	1911	207	104	52
	52%	55%	50%	55%	58%	60%	57%	45%	66%	52%	55%	38%	52%	57%	51%	43%
		b		e	e	e	e		bcd	d	d		d	d		
STREAMING TV PLAYER	778	385	386	116	181	154	131	196	259	246	125	146	633	82	37	26
	18%	18%	17%	25%	25%	22%	18%	11%	23%	19%	16%	13%	17%	22%	18%	21%
				e	e	e	e		cd	d				a		
BROADCASTER APPS	701	337	353	81	180	122	125	193	240	211	104	145	571	61	43	25
	16%	16%	16%	18%	24%	17%	17%	11%	22%	16%	14%	13%	16%	17%	21%	21%
				e	cde	e	e		bcd						a	a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Freeview or Freeview Play (free TV via an aerial)	1813	1544	269	373	1411	346	1438	136	168	171	346	896	869
	42%	41%	47% a	30%	47% a	31%	46% a	32%	29%	33%	31%	35%	52% a
Sky TV (satellite TV with a monthly subscription, or Sky Stream or Sky Glass)	1457	1265	192	591	850	543	896	176	286	280	543	1030	413
	34%	34%	34%	47% b	28%	48% b	29%	42%	50%	53% a	48%	40% b	25%
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4) and My5	701	607	94	250	443	222	471	84	118	104	222	492	196
	16%	16%	16%	20% b	15%	20% b	15%	20%	21%	20%	20%	19% b	12%
Amazon Fire TV (plug in stick, plug in box or cube)	636	563	73	255	371	232	394	106	100	103	232	457	171
	15%	15%	13%	20% b	12%	20% b	13%	25% b	17%	20%	20%	18% b	10%
Virgin Media (cable TV subscription)	539	518	21	194	333	167	359	67	94	76	167	383	150
	12%	14% b	4%	15% b	11%	15%	12%	16%	16%	14%	15%	15% b	9%
EE TV (was BT TV)	327	290	37	154	164	136	182	57	75	53	136	244	78
	8%	8%	6%	12% b	5%	12% b	6%	14%	13%	10%	12%	10% b	5%
NOW	226	196	30	105	118	97	126	41	57	35	97	172	47
	5%	5%	5%	8% b	4%	9% b	4%	10%	10%	7%	9%	7% b	3%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Freesat (satellite TV with no subscription)	187	155	32	70	115	67	118	23	37	42	67	124	62
	4%	4%	6%	6%	4%	6% b	4%	6%	6%	8%	6%	5%	4%
TalkTalk TV	145	140	5	94	51	85	59	52	51	21	85	119	22
	3%	4% b	1%	7% b	2%	7% b	2%	12% cd	9% c	4%	7%	5% b	1%
Google Chromecast	117	110	7	63	51	57	57	20	32	26	57	91	26
	3%	3%	1%	5% b	2%	5% b	2%	5%	6%	5%	5%	4% b	2%
Roku	112	102	10	56	52	49	57	20	33	17	49	79	33
	3%	3%	2%	4% b	2%	4% b	2%	5%	6%	3%	4%	3%	2%
YouView	63	59	4	43	19	37	24	20	18	16	37	44	16
	1%	2%	1%	3% b	1%	3% b	1%	5%	3%	3%	3%	2%	1%
Other	66	61	5	21	41	19	44	9	10	6	19	36	30
	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%
No-one watches broadcast TV channels in the household	365	333	32	99	257	85	270	42	41	19	85	188	168
	8%	9%	6%	8%	9%	7%	9%	10% c	7%	4%	7% c	7%	10% a
Don t know	44	39	5	20	16	16	21	8	7	7	16	21	16
	1%	1%	1%	2% b	1%	1%	1%	2%	1%	1%	1%	1%	1%
SUMMARY													
FREE BROADCAST TV SERVICE	1939	1641	298	412	1498	378	1529	150	183	184	378	975	916
	45%	44%	52% a	33%	50% a	33%	49% a	36%	32%	35%	33%	38%	54% a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
PAID BROADCAST TV SERVICE	2275	2004	272	838	1397	759	1473	260	403	377	759	1575	667
	52%	53%	48%	67%	47%	67%	47%	62%	70%	72%	67%	62%	40%
				b		b			a	a		b	
STREAMING TV PLAYER	778	691	86	320	446	291	474	126	138	122	291	558	212
	18%	18%	15%	25%	15%	26%	15%	30%	24%	23%	26%	22%	13%
				b		b						b	
BROADCASTER APPS	701	607	94	250	443	222	471	84	118	104	222	492	196
	16%	16%	16%	20%	15%	20%	15%	20%	21%	20%	20%	19%	12%
				b		b						b	

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Freeview or Freeview Play (free TV via an aerial)	1813	1286	1031	782	527	1813	1649	995	887	259	1699	114	217	408	1188
	42%	37%	34%	60%	62%	42%	47%	44%	41%	45%	45%	21%	34%	38%	45%
				abe	abe	ab	cf	f	f	f	f				ab
Sky TV (satellite TV with a monthly subscription, or Sky Stream or Sky Glass)	1457	1309	1196	261	148	1457	1308	833	894	238	1360	98	163	336	958
	34%	38%	39%	20%	17%	34%	37%	37%	41%	41%	36%	18%	25%	31%	37%
		cde	cde			cd	f	f	abef	f	f				ab
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4) and My5	701	698	646	55	3	701	647	429	466	179	665	35	93	130	478
	16%	20%	21%	4%	*%	16%	18%	19%	22%	31%	18%	6%	14%	12%	18%
		cde	cde	d		cd	f	f	aef	abcef	f				b
Amazon Fire TV (plug in stick, plug in box or cube)	636	623	594	42	13	636	517	354	383	135	555	81	93	164	380
	15%	18%	20%	3%	2%	15%	15%	16%	18%	23%	15%	15%	14%	15%	15%
		cde	cde			cd			ae	abcef					
Virgin Media (cable TV subscription)	539	496	433	106	43	539	480	321	335	117	500	40	63	116	361
	12%	14%	14%	8%	5%	12%	14%	14%	15%	20%	13%	7%	10%	11%	14%
		cd	cd			cd	f	f	f	abef	f				
EE TV (was BT TV)	327	317	299	28	10	327	310	246	235	101	317	10	26	64	237
	8%	9%	10%	2%	1%	8%	9%	11%	11%	17%	8%	2%	4%	6%	9%
		cd	cde			cd	f	ef	ef	abcef	f				ab
NOW	226	225	224	2	1	226	201	145	149	62	210	16	39	46	140
	5%	6%	7%	*%	*%	5%	6%	6%	7%	11%	6%	3%	6%	4%	5%
		cd	cde			cd		f	f	abcef					

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Freesat (satellite TV with no subscription)	187	162	145	42	25	187	162	121	120	55	170	17	23	40	124
	4%	5%	5%	3%	3%	4%	5%	5%	6%	9%	4%	3%	4%	4%	5%
										abcef					
TalkTalk TV	145	138	135	10	7	145	127	118	114	50	141	4	11	24	110
	3%	4%	4%	1%	1%	3%	4%	5%	5%	9%	4%	1%	2%	2%	4%
		cd	cd			cd	f	aef	af	abcef	f				a
Google Chromecast	117	117	112	5	-	117	104	82	89	42	108	9	15	25	78
	3%	3%	4%	*%	-%	3%	3%	4%	4%	7%	3%	2%	2%	2%	3%
		cd	cd			cd				abcef					
Roku	112	112	106	6	-	112	95	75	74	26	99	13	18	23	72
	3%	3%	3%	*%	-%	3%	3%	3%	3%	4%	3%	2%	3%	2%	3%
		cd	cd			cd									
YouView	63	60	56	6	2	63	59	49	53	33	60	2	6	13	44
	1%	2%	2%	*%	*%	1%	2%	2%	2%	6%	2%	*%	1%	1%	2%
		cd	cd					f	f	abcef					
Other	66	50	45	22	17	66	35	18	25	7	41	26	17	19	31
	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	5%	3%	2%	1%
												abcde			
No-one watches broadcast TV channels in the household	365	253	243	122	111	365	98	101	97	20	187	178	116	138	111
	8%	7%	8%	9%	13%	8%	3%	4%	5%	3%	5%	33%	18%	13%	4%
					abe			a	a		a	abcde	bc	c	
Don t know	44	29	26	18	15	44	17	12	12	2	24	20	10	17	17
	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	1%	4%	2%	2%	1%
												abcde			
SUMMARY															
FREE BROADCAST TV SERVICE	1939	1392	1126	813	547	1939	1749	1068	959	282	1807	132	240	435	1263
	45%	40%	37%	62%	64%	45%	50%	48%	44%	48%	48%	24%	37%	40%	48%
				abe	abe	ab	cf	f	f	f	f				ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 1

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
PAID BROADCAST TV SERVICE	2275	2068	1874	401	207	2275	2017	1297	1362	387	2110	165	280	522	1473
	52%	59%	62%	31%	24%	52%	57%	58%	63%	67%	56%	30%	44%	48%	56%
		cde	cde	d		cd	f	f	abef	abef	f				ab
STREAMING TV PLAYER	778	764	727	51	13	778	635	444	478	167	678	99	118	189	471
	18%	22%	24%	4%	2%	18%	18%	20%	22%	29%	18%	18%	18%	18%	18%
		cde	cde	d		cd			ae	abcef					
BROADCASTER APPS	701	698	646	55	3	701	647	429	466	179	665	35	93	130	478
	16%	20%	21%	4%	*%	16%	18%	19%	22%	31%	18%	6%	14%	12%	18%
		cde	cde	d		cd	f	f	aef	abcef	f				b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 2

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC One	3118	1489	1609	239	450	483	531	1416	865	956	538	757	2638	256	137	87
	72%	71%	73%	52%	61%	68%	73%	83%	77%	72%	70%	68%	72%	70%	67%	72%
					a	ab	ab	abcd	bcd							
The main ITV/ STV/ UTV channel	2706	1273	1412	172	332	393	477	1332	699	840	471	691	2270	240	122	74
	62%	61%	64%	38%	45%	56%	66%	78%	63%	64%	61%	62%	62%	66%	60%	61%
						ab	abc	abcd								
Channel 4	2434	1167	1246	197	355	358	416	1107	669	759	416	587	2097	191	92	53
	56%	56%	56%	43%	48%	51%	57%	65%	60%	57%	54%	53%	57%	53%	45%	44%
							ab	abcd	d				cd	d		
BBC Two	2025	1054	960	124	281	279	315	1026	618	598	319	488	1758	144	77	47
	47%	51%	43%	27%	38%	39%	43%	60%	55%	45%	41%	44%	48%	39%	38%	39%
		b			a	a	a	abcd	bcd				bcd			
Channel 5	1941	926	1005	104	230	258	342	1008	540	580	335	484	1656	163	85	37
	45%	44%	45%	23%	31%	36%	47%	59%	48%	44%	43%	43%	45%	45%	42%	31%
					a	a	abc	abcd					d	d	d	
None of these	699	340	349	137	168	139	113	143	115	214	139	226	577	60	37	25
	16%	16%	16%	30%	23%	20%	16%	8%	10%	16%	18%	20%	16%	16%	18%	21%
				bcde	de	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 2024-2025. April 2024 to March 2025.

Table 2

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC One	3118	2685	433	845	2223	788	2279	270	397	392	788	1844	1212
	72%	71%	76%	67%	74% a	70%	73%	64%	69%	75% a	70%	72%	72%
The main ITV/ STV/ UTV channel	2706	2304	402	689	1984	641	2031	196	324	354	641	1495	1153
	62%	61%	71% a	55%	66% a	57%	65% a	47%	57% a	67% abd	57% a	58%	68% a
Channel 4	2434	2106	328	659	1732	602	1785	196	314	317	602	1420	960
	56%	56%	58%	52%	58% a	53%	57%	47%	55%	60% a	53%	55%	57%
BBC Two	2025	1744	281	529	1466	484	1510	162	257	246	484	1144	843
	47%	46%	49%	42%	49% a	43%	48% a	38%	45%	47%	43%	45%	50% a
Channel 5	1941	1653	288	469	1448	436	1477	131	222	246	436	1065	830
	45%	44%	51% a	37%	48% a	39%	47% a	31%	39%	47% ad	39%	42%	49% a
None of these	699	627	72	217	464	179	499	78	90	62	179	401	277
	16%	17%	13%	17%	15%	16%	16%	19% c	16%	12%	16%	16%	16%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 2

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC One	3118	2504	2116	1002	614	3118	3118	1855	1761	518	3118	-	218	635	2264
	72%	72%	70%	77%	72%	72%	88%	83%	81%	89%	82%	-%	34%	59%	86%
				abe			bcef	f	f	bcef	f			a	ab
The main ITV/ STV/ UTV channel	2706	2129	1786	920	577	2706	2529	1541	1416	395	2595	111	280	562	1864
	62%	61%	59%	71%	68%	62%	72%	69%	65%	68%	68%	20%	44%	52%	71%
				abe	ab	b	cef	f	f	f	f			a	ab
Channel 4	2434	1991	1696	738	443	2434	2301	1449	1384	397	2352	82	248	485	1702
	56%	57%	56%	57%	52%	56%	65%	64%	64%	68%	62%	15%	39%	45%	65%
							ef	f	f	ef	f				ab
BBC Two	2025	1576	1295	731	449	2025	2025	1334	1224	402	2025	-	113	383	1530
	47%	45%	43%	56%	53%	47%	57%	59%	57%	69%	53%	-%	18%	36%	58%
				abe	abe	b	ef	ef	f	abcef	f			a	ab
Channel 5	1941	1553	1286	655	388	1941	1849	1142	1071	313	1872	69	205	403	1333
	45%	45%	42%	50%	46%	45%	52%	51%	49%	54%	49%	13%	32%	37%	51%
				abe			f	f	f	f	f				ab
None of these	699	529	496	203	170	699	129	146	163	25	301	399	256	282	161
	16%	15%	16%	16%	20%	16%	4%	6%	8%	4%	8%	73%	40%	26%	6%
					a			a	a		ad	abcde	bc	c	

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566	730	818	129	230	243	277	686	408	478	310	367	1310	149	71	36
	36%	35%	37%	28%	31%	34%	38% a	40% ab	37%	36%	40% d	33%	36%	41% d	35%	30%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308	625	669	115	199	208	223	563	351	397	231	326	1105	119	50	34
	30%	30%	30%	25%	27%	29%	31%	33% ab	31%	30%	30%	29%	30%	33% c	25%	28%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173	662	507	91	214	217	231	420	402	376	208	185	976	122	50	24
	27%	32% b	23%	20%	29% a	31% ae	32% ae	24%	36% bcd	28% d	27% d	17%	27% d	34% acd	25%	20%
BBC News channel	1031	586	442	74	160	162	161	473	389	286	147	207	885	73	46	26
	24%	28% b	20%	16%	22%	23%	22%	28% ab	35% bcd	22%	19%	19%	24%	20%	23%	22%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	494	431	61	133	121	149	473	279	265	164	229	806	71	38	22
	22%	24% b	19%	13%	18%	17%	21% a	28% abcd	25% b	20%	21%	20%	22%	20%	18%	18%
BBC Three	807	401	398	71	193	152	122	268	271	239	136	159	685	73	31	17
	19%	19%	18%	15%	26% ade	22% e	17%	16%	24% bcd	18%	18%	14%	19%	20%	15%	14%
BBC Four	796	424	364	52	140	104	122	379	275	250	121	149	679	61	39	17
	18%	20% b	16%	11%	19% a	15%	17%	22% ac	25% bcd	19% d	16%	13%	19%	17%	19%	14%
Other Channel 5 channel (e.g. 5USA, 5Star)	788	374	405	40	117	126	136	369	208	233	131	214	654	79	35	20
	18%	18%	18%	9%	16% a	18% a	19% a	22% ab	19%	18%	17%	19%	18%	22%	17%	16%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
GB News	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
	8%	10%	7%	4%	9%	7%	8%	9%	12%	6%	7%	6%	9%	6%	5%	6%
		b			a		a	a	bcd							
CBeebies	242	97	141	31	92	68	23	27	92	64	39	47	205	19	10	8
	6%	5%	6%	7%	13%	10%	3%	2%	8%	5%	5%	4%	6%	5%	5%	6%
				e	ade	de			bd							
BBC Parliament	211	138	72	19	48	38	27	79	106	37	37	31	176	18	11	6
	5%	7%	3%	4%	6%	5%	4%	5%	9%	3%	5%	3%	5%	5%	5%	5%
		b							bcd							
CBBC	192	85	103	29	69	50	24	20	73	55	28	36	166	16	5	6
	4%	4%	5%	6%	9%	7%	3%	1%	7%	4%	4%	3%	5%	4%	2%	5%
				e	de	de	e		d							
BBC Scotland TV channel (on air between 7pm and midnight)	162	99	63	9	42	20	27	64	75	40	18	29	79	79	2	2
	4%	5%	3%	2%	6%	3%	4%	4%	7%	3%	2%	3%	2%	22%	1%	1%
		b			ac				bcd					acd		
S4C (Welsh)	97	44	52	8	26	20	7	35	38	27	9	21	65	5	25	1
	2%	2%	2%	2%	4%	3%	1%	2%	3%	2%	1%	2%	2%	1%	12%	1%
					d				c						abd	
BBC ALBA (Scottish Gaelic)	68	44	24	3	23	12	9	21	31	19	8	11	37	28	1	2
	2%	2%	1%	1%	3%	2%	1%	1%	3%	1%	1%	1%	1%	8%	1%	1%
					e				d					acd		
Any other broadcast TV channels	94	56	38	4	8	3	13	65	22	30	16	25	76	8	6	4
	2%	3%	2%	1%	1%	*%	2%	4%	2%	2%	2%	2%	2%	2%	3%	3%
								abc								
None	1210	539	657	158	210	180	180	481	216	363	199	426	1015	78	66	51
	28%	26%	30%	35%	29%	25%	25%	28%	19%	27%	26%	38%	28%	21%	32%	42%
				cd						a	a	abc	b		b	abc

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566	1351	214	434	1107	391	1148	126	194	196	391	938	593
	36%	36%	38%	35%	37%	35%	37%	30%	34%	37%	35%	37%	35%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308	1122	186	347	942	321	967	98	159	169	321	778	497
	30%	30%	33%	28%	31%	28%	31%	23%	28%	32% a	28%	30%	29%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173	1027	146	436	728	410	750	129	213	226	410	822	335
	27%	27%	26%	35% b	24%	36% b	24%	31%	37%	43% a	36%	32% b	20%
BBC News channel	1031	916	115	307	715	284	738	96	134	148	284	654	356
	24%	24%	20%	24%	24%	25%	24%	23%	23%	28%	25%	26% b	21%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	792	145	230	698	215	714	82	102	105	215	529	380
	22%	21%	26%	18%	23% a	19%	23%	20%	18%	20%	19%	21%	23%
BBC Three	807	717	89	283	497	261	518	112	137	113	261	549	244
	19%	19%	16%	23% b	17%	23% b	17%	27%	24%	21%	23%	21% b	15%
BBC Four	796	685	111	223	553	200	574	81	90	99	200	468	311
	18%	18%	20%	18%	18%	18%	18%	19%	16%	19%	18%	18%	18%
Other Channel 5 channel (e.g. 5USA, 5Star)	788	671	117	210	563	200	573	70	101	102	200	463	297
	18%	18%	21%	17%	19%	18%	18%	17%	18%	19%	18%	18%	18%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
GB News	352	315	37	108	238	95	252	36	42	49	95	211	133
	8%	8%	6%	9%	8%	8%	8%	9%	7%	9%	8%	8%	8%
CBeebies	242	219	23	193	44	176	60	101	99	61	176	185	54
	6%	6%	4%	15% b	1%	16% b	2%	24% cd	17%	12%	16%	7% b	3%
BBC Parliament	211	192	19	85	122	77	130	34	28	37	77	143	65
	5%	5%	3%	7% b	4%	7% b	4%	8%	5%	7%	7%	6%	4%
CBBC	192	178	14	138	51	121	66	51	78	43	121	143	48
	4%	5%	2%	11% b	2%	11% b	2%	12%	14%	8%	11%	6% b	3%
BBC Scotland TV channel (on air between 7pm and midnight)	162	148	14	59	103	53	109	20	28	25	53	108	53
	4%	4%	2%	5%	3%	5%	4%	5%	5%	5%	5%	4%	3%
S4C (Welsh)	97	77	20	36	59	29	65	15	15	10	29	58	34
	2%	2%	3%	3%	2%	3%	2%	4%	3%	2%	3%	2%	2%
BBC ALBA (Scottish Gaelic)	68	58	9	28	40	24	44	18	9	8	24	46	21
	2%	2%	2%	2%	1%	2%	1%	4%	2%	2%	2%	2%	1%
Any other broadcast TV channels	94	78	16	19	73	16	77	6	8	9	16	35	56
	2%	2%	3%	2%	2%	1%	2%	1%	1%	2%	1%	1%	3% a
None	1210	1045	165	281	906	236	948	106	128	90	236	595	579
	28%	28%	29%	22%	30% a	21%	30% a	25% c	22%	17%	21%	23%	34% a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566	1372	1166	399	194	1566	1444	888	853	275	1484	81	184	334	1047
	36%	39%	38%	31%	23%	36%	41%	40%	39%	47%	39%	15%	29%	31%	40%
		cde	cd	d		cd	f	f	f	abcef	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308	1148	989	319	160	1308	1212	751	757	264	1248	60	164	271	873
	30%	33%	33%	24%	19%	30%	34%	33%	35%	45%	33%	11%	25%	25%	33%
		cd	cd	d		cd	f	f	f	abcef	f				ab
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173	1071	969	204	102	1173	1072	683	754	220	1112	61	144	262	767
	27%	31%	32%	16%	12%	27%	30%	30%	35%	38%	29%	11%	22%	24%	29%
		cde	cde			cd	f	f	abef	abef	f				ab
BBC News channel	1031	941	806	225	90	1031	1031	681	744	249	1031	-	68	176	787
	24%	27%	27%	17%	11%	24%	29%	30%	34%	43%	27%	-%	11%	16%	30%
		cde	cd	d		cd	f	f	abef	abcef	f			a	ab
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	793	663	274	144	937	881	567	554	229	895	42	111	178	649
	22%	23%	22%	21%	17%	22%	25%	25%	26%	39%	24%	8%	17%	16%	25%
		d	d			d	f	f	f	abcef	f				ab
BBC Three	807	723	623	184	83	807	807	572	546	211	807	-	46	170	591
	19%	21%	21%	14%	10%	19%	23%	25%	25%	36%	21%	-%	7%	16%	23%
		cd	cd	d		cd	f	ef	ef	abcef	f			a	ab
BBC Four	796	693	557	239	103	796	796	560	538	239	796	-	55	153	589
	18%	20%	18%	18%	12%	18%	23%	25%	25%	41%	21%	-%	9%	14%	22%
		d	d	d		d	f	ef	ef	abcef	f			a	ab
Other Channel 5 channel (e.g. 5USA, 5Star)	788	670	569	219	117	788	739	431	437	171	751	37	107	146	535
	18%	19%	19%	17%	14%	18%	21%	19%	20%	29%	20%	7%	17%	14%	20%
		d	d			d	f	f	f	abcef	f				b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 3

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
GB News	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
	8%	9%	9%	6%	5%	8%	9%	10%	10%	14%	9%	4%	11%	5%	9%
		cd	cd			d	f	f	f	aef	f		b		b
CBeebies	242	233	222	20	9	242	242	176	179	65	242	-	17	56	169
	6%	7%	7%	2%	1%	6%	7%	8%	8%	11%	6%	-%	3%	5%	6%
		cd	cde			cd	f	f	f	aef	f				a
BBC Parliament	211	196	173	38	15	211	211	154	175	74	211	-	9	63	139
	5%	6%	6%	3%	2%	5%	6%	7%	8%	13%	6%	-%	1%	6%	5%
		cd	cd			cd	f	f	aef	abcef	f			a	a
CBBC	192	188	178	15	5	192	192	133	141	59	192	-	18	38	137
	4%	5%	6%	1%	1%	4%	5%	6%	7%	10%	5%	-%	3%	3%	5%
		cd	cd			cd	f	f	f	abcef	f				
BBC Scotland TV channel (on air between 7pm and midnight)	162	144	118	44	18	162	162	129	114	57	162	-	8	25	128
	4%	4%	4%	3%	2%	4%	5%	6%	5%	10%	4%	-%	1%	2%	5%
							f	f	f	abcef	f				ab
S4C (Welsh)	97	88	77	19	8	97	90	68	82	33	95	2	10	18	69
	2%	3%	3%	1%	1%	2%	3%	3%	4%	6%	3%	*%	1%	2%	3%
							f	f	f	abef	f				
BBC ALBA (Scottish Gaelic)	68	62	56	12	6	68	68	61	57	37	68	-	6	14	47
	2%	2%	2%	1%	1%	2%	2%	3%	3%	6%	2%	-%	1%	1%	2%
							f	f	f	abcef	f				
Any other broadcast TV channels	94	73	60	34	21	94	71	48	45	15	79	15	32	15	47
	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	5%	1%	2%
													bc		
None	1210	783	699	511	427	1210	689	438	360	55	849	361	263	365	582
	28%	22%	23%	39%	50%	28%	20%	19%	17%	9%	22%	66%	41%	34%	22%
				abe	abce	ab	d	d	d		acd	abcde	bc	c	

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC One	3118	1489	1609	239	450	483	531	1416	865	956	538	757	2638	256	137	87
	72%	71%	73%	52%	61% a	68% ab	73% ab	83% abcd	77% bcd	72%	70%	68%	72%	70%	67%	72%
The main ITV/ STV/ UTV channel	2706	1273	1412	172	332	393	477	1332	699	840	471	691	2270	240	122	74
	62%	61%	64%	38%	45%	56% ab	66% abc	78% abcd	63%	64%	61%	62%	62%	66%	60%	61%
Channel 4	2434	1167	1246	197	355	358	416	1107	669	759	416	587	2097	191	92	53
	56%	56%	56%	43%	48%	51%	57% ab	65% abcd	60% d	57%	54%	53%	57% cd	53% d	45%	44%
BBC Two	2025	1054	960	124	281	279	315	1026	618	598	319	488	1758	144	77	47
	47%	51% b	43%	27%	38% a	39% a	43% a	60% abcd	55% bcd	45%	41%	44%	48% bcd	39%	38%	39%
Channel 5	1941	926	1005	104	230	258	342	1008	540	580	335	484	1656	163	85	37
	45%	44%	45%	23%	31% a	36% a	47% abc	59% abcd	48%	44%	43%	43%	45% d	45% d	42% d	31%
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566	730	818	129	230	243	277	686	408	478	310	367	1310	149	71	36
	36%	35%	37%	28%	31%	34%	38% a	40% ab	37%	36%	40% d	33%	36%	41% d	35%	30%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308	625	669	115	199	208	223	563	351	397	231	326	1105	119	50	34
	30%	30%	30%	25%	27%	29%	31%	33% ab	31%	30%	30%	29%	30%	33% c	25%	28%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173	662	507	91	214	217	231	420	402	376	208	185	976	122	50	24
	27%	32% b	23%	20%	29% a	31% ae	32% ae	24%	36% bcd	28% d	27% d	17%	27% d	34% acd	25%	20%
BBC News channel	1031	586	442	74	160	162	161	473	389	286	147	207	885	73	46	26
	24%	28% b	20%	16%	22%	23%	22%	28% ab	35% bcd	22%	19%	19%	24%	20%	23%	22%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	494	431	61	133	121	149	473	279	265	164	229	806	71	38	22
	22%	24% b	19%	13%	18%	17%	21% a	28% abcd	25% b	20%	21%	20%	22%	20%	18%	18%
BBC Three	807	401	398	71	193	152	122	268	271	239	136	159	685	73	31	17
	19%	19%	18%	15%	26% ade	22% e	17%	16%	24% bcd	18%	18%	14%	19%	20%	15%	14%
BBC Four	796	424	364	52	140	104	122	379	275	250	121	149	679	61	39	17
	18%	20% b	16%	11%	19% a	15%	17%	22% ac	25% bcd	19% d	16%	13%	19%	17%	19%	14%
Other Channel 5 channel (e.g. 5USA, 5Star)	788	374	405	40	117	126	136	369	208	233	131	214	654	79	35	20
	18%	18%	18%	9%	16% a	18% a	19% a	22% ab	19%	18%	17%	19%	18%	22%	17%	16%
GB News	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
	8%	10% b	7%	4%	9% a	7%	8% a	9% a	12% bcd	6%	7%	6%	9%	6%	5%	6%
CBeebies	242	97	141	31	92	68	23	27	92	64	39	47	205	19	10	8
	6%	5%	6%	7% e	13% ade	10% de	3%	2%	8% bd	5%	5%	4%	6%	5%	5%	6%
BBC Parliament	211	138	72	19	48	38	27	79	106	37	37	31	176	18	11	6
	5%	7% b	3%	4%	6%	5%	4%	5%	9% bcd	3%	5%	3%	5%	5%	5%	5%
CBBC	192	85	103	29	69	50	24	20	73	55	28	36	166	16	5	6
	4%	4%	5%	6% e	9% de	7% de	3% e	1%	7% d	4%	4%	3%	5%	4%	2%	5%
BBC Scotland TV channel (on air between 7pm and midnight)	162	99	63	9	42	20	27	64	75	40	18	29	79	79	2	2
	4%	5% b	3%	2%	6% ac	3%	4%	4%	7% bcd	3%	2%	3%	2%	22% acd	1%	1%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
S4C (Welsh)	97	44	52	8	26	20	7	35	38	27	9	21	65	5	25	1
	2%	2%	2%	2%	4% d	3%	1%	2%	3% c	2%	1%	2%	2%	1%	12% abd	1%
BBC ALBA (Scottish Gaelic)	68	44	24	3	23	12	9	21	31	19	8	11	37	28	1	2
	2%	2%	1%	1%	3% e	2%	1%	1%	3% d	1%	1%	1%	1%	8% acd	1%	1%
Any other broadcast TV channels	94	56	38	4	8	3	13	65	22	30	16	25	76	8	6	4
	2%	3%	2%	1%	1%	*%	2%	4% abc	2%	2%	2%	2%	2%	2%	3%	3%
None	541	249	282	98	146	111	77	108	87	162	99	187	450	38	31	22
	12%	12%	13%	22% de	20% de	16% e	11% e	6%	8%	12% a	13% a	17% ab	12%	10%	15%	18% ab
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of TV channels in the past 3 months (out of 21)	5.1	5.3 b	4.9	3.5	4.6 a	4.8 a	5.1 a	5.8 abcd	5.9 bcd	5.0 d	4.8	4.6	5.1 cd	5.3 cd	4.6	4.4
Standard deviation	3.64	3.78	3.49	3.21	3.89	3.66	3.54	3.48	3.77	3.52	3.50	3.60	3.60	3.92	3.76	3.73

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC One	3118 72%	2685 71%	433 76%	845 67%	2223 74% a	788 70%	2279 73%	270 64%	397 69%	392 75% a	788 70%	1844 72%	1212 72%
The main ITV/ STV/ UTV channel	2706 62%	2304 61%	402 71% a	689 55%	1984 66% a	641 57%	2031 65% a	196 47%	324 57% a	354 67% abd	641 57% a	1495 58%	1153 68% a
Channel 4	2434 56%	2106 56%	328 58%	659 52%	1732 58% a	602 53%	1785 57%	196 47%	314 55%	317 60% a	602 53%	1420 55%	960 57%
BBC Two	2025 47%	1744 46%	281 49%	529 42%	1466 49% a	484 43%	1510 48% a	162 38%	257 45%	246 47%	484 43%	1144 45%	843 50% a
Channel 5	1941 45%	1653 44%	288 51% a	469 37%	1448 48% a	436 39%	1477 47% a	131 31%	222 39%	246 47% ad	436 39%	1065 42%	830 49% a
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566 36%	1351 36%	214 38%	434 35%	1107 37%	391 35%	1148 37%	126 30%	194 34%	196 37%	391 35%	938 37%	593 35%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308 30%	1122 30%	186 33%	347 28%	942 31%	321 28%	967 31%	98 23%	159 28%	169 32% a	321 28%	778 30%	497 29%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173 27%	1027 27%	146 26%	436 35% b	728 24%	410 36% b	750 24%	129 31%	213 37%	226 43% a	410 36%	822 32% b	335 20%
BBC News channel	1031 24%	916 24%	115 20%	307 24%	715 24%	284 25%	738 24%	96 23%	134 23%	148 28%	284 25%	654 26% b	356 21%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	792	145	230	698	215	714	82	102	105	215	529	380
	22%	21%	26%	18%	23% a	19%	23%	20%	18%	20%	19%	21%	23%
BBC Three	807	717	89	283	497	261	518	112	137	113	261	549	244
	19%	19%	16%	23% b	17%	23% b	17%	27%	24%	21%	23%	21% b	15%
BBC Four	796	685	111	223	553	200	574	81	90	99	200	468	311
	18%	18%	20%	18%	18%	18%	18%	19%	16%	19%	18%	18%	18%
Other Channel 5 channel (e.g. 5USA, 5Star)	788	671	117	210	563	200	573	70	101	102	200	463	297
	18%	18%	21%	17%	19%	18%	18%	17%	18%	19%	18%	18%	18%
GB News	352	315	37	108	238	95	252	36	42	49	95	211	133
	8%	8%	6%	9%	8%	8%	8%	9%	7%	9%	8%	8%	8%
CBeebies	242	219	23	193	44	176	60	101	99	61	176	185	54
	6%	6%	4%	15% b	1%	16% b	2%	24% cd	17%	12%	16%	7% b	3%
BBC Parliament	211	192	19	85	122	77	130	34	28	37	77	143	65
	5%	5%	3%	7% b	4%	7% b	4%	8%	5%	7%	7%	6%	4%
CBBC	192	178	14	138	51	121	66	51	78	43	121	143	48
	4%	5%	2%	11% b	2%	11% b	2%	12%	14%	8%	11%	6% b	3%
BBC Scotland TV channel (on air between 7pm and midnight)	162	148	14	59	103	53	109	20	28	25	53	108	53
	4%	4%	2%	5%	3%	5%	4%	5%	5%	5%	5%	4%	3%
S4C (Welsh)	97	77	20	36	59	29	65	15	15	10	29	58	34
	2%	2%	3%	3%	2%	3%	2%	4%	3%	2%	3%	2%	2%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC ALBA (Scottish Gaelic)	68	58	9	28	40	24	44	18	9	8	24	46	21
	2%	2%	2%	2%	1%	2%	1%	4%	2%	2%	2%	2%	1%
Any other broadcast TV channels	94	78	16	19	73	16	77	6	8	9	16	35	56
	2%	2%	3%	2%	2%	1%	2%	1%	1%	2%	1%	1%	3% a
None	541	486	55	163	364	132	392	66	69	41	132	303	221
	12%	13%	10%	13%	12%	12%	13%	16% c	12%	8%	12%	12%	13%
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of TV channels in the past 3 months (out of 21)	5.1	5.1	5.3	5.0	5.1	5.1	5.1	4.8	5.2	5.6 a	5.1	5.1	5.0
Standard deviation	3.64	3.66	3.48	3.73	3.60	3.68	3.62	3.79	3.65	3.66	3.68	3.65	3.60

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC One	3118	2504	2116	1002	614	3118	3118	1855	1761	518	3118	-	218	635	2264
	72%	72%	70%	77%	72%	72%	88%	83%	81%	89%	82%	-%	34%	59%	86%
				abe			bcef	f	f	bcef	f			a	ab
The main ITV/ STV/ UTV channel	2706	2129	1786	920	577	2706	2529	1541	1416	395	2595	111	280	562	1864
	62%	61%	59%	71%	68%	62%	72%	69%	65%	68%	68%	20%	44%	52%	71%
				abe	ab	b	cef	f	f	f	f			a	ab
Channel 4	2434	1991	1696	738	443	2434	2301	1449	1384	397	2352	82	248	485	1702
	56%	57%	56%	57%	52%	56%	65%	64%	64%	68%	62%	15%	39%	45%	65%
							ef	f	f	ef	f				ab
BBC Two	2025	1576	1295	731	449	2025	2025	1334	1224	402	2025	-	113	383	1530
	47%	45%	43%	56%	53%	47%	57%	59%	57%	69%	53%	-%	18%	36%	58%
				abe	abe	b	ef	ef	f	abcef	f			a	ab
Channel 5	1941	1553	1286	655	388	1941	1849	1142	1071	313	1872	69	205	403	1333
	45%	45%	42%	50%	46%	45%	52%	51%	49%	54%	49%	13%	32%	37%	51%
				abe			f	f	f	f	f				ab
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1566	1372	1166	399	194	1566	1444	888	853	275	1484	81	184	334	1047
	36%	39%	38%	31%	23%	36%	41%	40%	39%	47%	39%	15%	29%	31%	40%
		cde	cd	d		cd	f	f	f	abcef	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1308	1148	989	319	160	1308	1212	751	757	264	1248	60	164	271	873
	30%	33%	33%	24%	19%	30%	34%	33%	35%	45%	33%	11%	25%	25%	33%
		cd	cd	d		cd	f	f	f	abcef	f				ab
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1173	1071	969	204	102	1173	1072	683	754	220	1112	61	144	262	767
	27%	31%	32%	16%	12%	27%	30%	30%	35%	38%	29%	11%	22%	24%	29%
		cde	cde			cd	f	f	abef	abef	f				ab
BBC News channel	1031	941	806	225	90	1031	1031	681	744	249	1031	-	68	176	787
	24%	27%	27%	17%	11%	24%	29%	30%	34%	43%	27%	-%	11%	16%	30%
		cde	cd	d		cd	f	f	abef	abcef	f			a	ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 4

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	937	793	663	274	144	937	881	567	554	229	895	42	111	178	649
	22%	23%	22%	21%	17%	22%	25%	25%	26%	39%	24%	8%	17%	16%	25%
		d	d			d	f	f	f	abcef	f				ab
BBC Three	807	723	623	184	83	807	807	572	546	211	807	-	46	170	591
	19%	21%	21%	14%	10%	19%	23%	25%	25%	36%	21%	-%	7%	16%	23%
		cd	cd	d		cd	f	ef	ef	abcef	f			a	ab
BBC Four	796	693	557	239	103	796	796	560	538	239	796	-	55	153	589
	18%	20%	18%	18%	12%	18%	23%	25%	25%	41%	21%	-%	9%	14%	22%
		d	d	d		d	f	ef	ef	abcef	f			a	ab
Other Channel 5 channel (e.g. 5USA, 5Star)	788	670	569	219	117	788	739	431	437	171	751	37	107	146	535
	18%	19%	19%	17%	14%	18%	21%	19%	20%	29%	20%	7%	17%	14%	20%
		d	d			d	f	f	f	abcef	f				b
GB News	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
	8%	9%	9%	6%	5%	8%	9%	10%	10%	14%	9%	4%	11%	5%	9%
		cd	cd			d	f	f	f	aef	f		b		b
CBeebies	242	233	222	20	9	242	242	176	179	65	242	-	17	56	169
	6%	7%	7%	2%	1%	6%	7%	8%	8%	11%	6%	-%	3%	5%	6%
		cd	cde			cd	f	f	f	aef	f				a
BBC Parliament	211	196	173	38	15	211	211	154	175	74	211	-	9	63	139
	5%	6%	6%	3%	2%	5%	6%	7%	8%	13%	6%	-%	1%	6%	5%
		cd	cd			cd	f	f	aef	abcef	f			a	a
CBBC	192	188	178	15	5	192	192	133	141	59	192	-	18	38	137
	4%	5%	6%	1%	1%	4%	5%	6%	7%	10%	5%	-%	3%	3%	5%
		cd	cd			cd	f	f	f	abcef	f				
BBC Scotland TV channel (on air between 7pm and midnight)	162	144	118	44	18	162	162	129	114	57	162	-	8	25	128
	4%	4%	4%	3%	2%	4%	5%	6%	5%	10%	4%	-%	1%	2%	5%
							f	f	f	abcef	f				ab

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

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Table 4

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

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
S4C (Welsh)	97	88	77	19	8	97	90	68	82	33	95	2	10	18	69
	2%	3%	3%	1%	1%	2%	3% f	3% f	4% f	6% abef	3% f	*%	1%	2%	3%
BBC ALBA (Scottish Gaelic)	68	62	56	12	6	68	68	61	57	37	68	-	6	14	47
	2%	2%	2%	1%	1%	2%	2% f	3% f	3% f	6% abcef	2% f	-%	1%	1%	2%
Any other broadcast TV channels	94	73	60	34	21	94	71	48	45	15	79	15	32	15	47
	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	5% bc	1%	2%
None	541	401	381	160	140	541	69	110	119	21	215	326	196	222	123
	12%	11%	13%	12%	16% abe	12%	2%	5% a	5% a	4%	6% a	60% abcde	31% bc	21% c	5%
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of TV channels in the past 3 months (out of 21)	5.1	5.3 cd	5.2 d	4.9 d	4.2	5.1 d	6.0 ef	6.0 ef	6.0 ef	7.4 abcef	5.7 f	1.1	3.3	4.1 a	5.9 ab
Standard deviation	3.64	3.72	3.74	3.38	3.14	3.64	3.34	3.57	3.66	4.10	3.47	1.71	3.38	3.52	3.49

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 6

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

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
ANY BBC TV CHANNELS	3370	1629	1718	284	530	530	558	1468	950	1019	587	813	2853	279	148	91
	78%	78%	78%	62%	72%	75%	77%	86%	85%	77%	76%	73%	78%	77%	73%	75%
					a	a	a	abcd	bcd				c			
ANY ITV CHANNELS	2933	1365	1546	212	390	431	520	1380	766	894	527	742	2460	258	135	80
	68%	65%	70%	46%	53%	61%	72%	81%	69%	68%	68%	66%	67%	71%	66%	66%
			a			ab	abc	abcd								
ANY CHANNEL 4 CHANNELS	2644	1270	1350	226	391	396	453	1177	729	835	444	631	2262	218	103	61
	61%	61%	61%	50%	53%	56%	63%	69%	65%	63%	57%	57%	62%	60%	51%	50%
							ab	abc	cd	d			cd	cd		
ANY CHANNEL 5 CHANNELS	2070	989	1068	118	259	295	357	1042	572	625	355	516	1757	180	92	40
	48%	47%	48%	26%	35%	42%	49%	61%	51%	47%	46%	46%	48%	49%	45%	33%
					a	a	ab	abcd					d	d	d	
ANY OTHER CHANNELS	1932	1044	873	144	328	314	343	803	603	584	348	393	1640	162	87	42
	45%	50%	39%	32%	44%	44%	47%	47%	54%	44%	45%	35%	45%	44%	43%	35%
		b			a	a	a	a	bcd	d	d		d	d		
NONE	541	249	282	98	146	111	77	108	87	162	99	187	450	38	31	22
	12%	12%	13%	22%	20%	16%	11%	6%	8%	12%	13%	17%	12%	10%	15%	18%
				de	de	e	e			a	a	ab				ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
ANY BBC TV CHANNELS	3370	2910	460	978	2338	900	2412	320	458	430	900	2024	1281
	78%	77%	81%	78%	78%	80%	77%	76%	80%	82%	80%	79%	76%
ANY ITV CHANNELS	2933	2504	430	774	2121	715	2179	230	361	380	715	1652	1218
	68%	66%	76%	62%	71%	63%	70%	55%	63%	72%	63%	65%	72%
			a		a		a			abd	a		a
ANY CHANNEL 4 CHANNELS	2644	2281	362	722	1877	658	1937	215	333	346	658	1558	1027
	61%	61%	64%	57%	63%	58%	62%	51%	58%	66%	58%	61%	61%
					a					ad			
ANY CHANNEL 5 CHANNELS	2070	1762	308	522	1519	489	1549	157	247	268	489	1160	860
	48%	47%	54%	42%	51%	43%	50%	37%	43%	51%	43%	45%	51%
			a		a		a			ad			a
ANY OTHER CHANNELS	1932	1669	262	611	1300	566	1341	196	283	289	566	1219	671
	45%	44%	46%	49%	43%	50%	43%	47%	49%	55%	50%	48%	40%
				b		b						b	
NONE	541	486	55	163	364	132	392	66	69	41	132	303	221
	12%	13%	10%	13%	12%	12%	13%	16%	12%	8%	12%	12%	13%
								c					

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 6

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
ANY BBC TV CHANNELS	3370	2736	2339	1031	635	3370	3370	2017	1938	547	3370	-	257	718	2395
	78%	78%	77%	79%	74%	78%	96%	90%	90%	94%	89%	-%	40%	67%	91%
							bcef	f	f	bcef	f			a	ab
ANY ITV CHANNELS	2933	2339	1977	956	594	2933	2725	1671	1528	429	2800	133	313	616	2004
	68%	67%	65%	73%	70%	68%	77%	74%	71%	74%	74%	24%	49%	57%	77%
				abe			cef	f	f	f	f			a	ab
ANY CHANNEL 4 CHANNELS	2644	2177	1862	782	467	2644	2483	1554	1502	422	2543	101	283	551	1809
	61%	62%	61%	60%	55%	61%	70%	69%	69%	73%	67%	18%	44%	51%	69%
		d	d			d	ef	f	f	f	f			a	ab
ANY CHANNEL 5 CHANNELS	2070	1673	1394	675	397	2070	1962	1214	1150	337	1991	78	225	437	1407
	48%	48%	46%	52%	47%	48%	56%	54%	53%	58%	53%	14%	35%	41%	54%
				b			f	f	f	f	f				ab
ANY OTHER CHANNELS	1932	1675	1454	478	256	1932	1747	1137	1161	373	1814	117	262	406	1264
	45%	48%	48%	37%	30%	45%	50%	51%	54%	64%	48%	22%	41%	38%	48%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
NONE	541	401	381	160	140	541	69	110	119	21	215	326	196	222	123
	12%	11%	13%	12%	16%	12%	2%	5%	5%	4%	6%	60%	31%	21%	5%
					abe			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 2024-2025. April 2024 to March 2025.

Table 7

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	3068	1494	1554	232	447	548	397	1444	889	854	549	774	2082	365	319	302
Effective Weighted Sample	2507	1219	1271	191	376	449	333	1196	724	704	459	627	1933	344	303	289
Total	3118	1489	1609	239	450	483	531	1416	865	956	538	757	2638	256	137	87
At least daily	1903	940	954	83	213	248	284	1075	529	557	325	491	1615	149	84	56
	61%	63%	59%	35%	47%	51%	54%	76%	61%	58%	60%	65%	61%	58%	61%	64%
					a	a	a	abcd								
At least weekly	982	468	507	101	177	195	213	297	282	327	171	203	827	87	43	25
	31%	31%	32%	42%	39%	40%	40%	21%	33%	34%	32%	27%	31%	34%	31%	29%
				e	e	e	e			d						
At least monthly	160	49	109	34	42	29	29	26	39	48	30	42	136	11	8	4
	5%	3%	7%	14%	9%	6%	5%	2%	5%	5%	6%	6%	5%	4%	6%	5%
			a	cde	e	e	e									
Less often	64	29	34	18	16	10	5	14	13	24	11	16	52	9	2	2
	2%	2%	2%	8%	4%	2%	1%	1%	1%	3%	2%	2%	2%	3%	1%	2%
				cde	e											
Don t know/ can t remember	8	3	5	2	2	-	-	4	2	-	1	5	8	-	*	-
	*%	*%	*%	1%	*%	-%	-%	*%	*%	-%	*%	1%	*%	-%	*%	-%
SUMMARY																
DAILY	1903	940	954	83	213	248	284	1075	529	557	325	491	1615	149	84	56
	61%	63%	59%	35%	47%	51%	54%	76%	61%	58%	60%	65%	61%	58%	61%	64%
					a	a	a	abcd								
WEEKLY	2885	1408	1462	184	390	443	497	1372	811	883	496	694	2441	236	127	81
	93%	95%	91%	77%	87%	92%	94%	97%	94%	92%	92%	92%	93%	92%	93%	93%
		b			a	a	ab	abcd								
MONTHLY	3045	1457	1570	218	432	472	525	1398	850	931	526	736	2578	247	135	85
	98%	98%	98%	91%	96%	98%	99%	99%	98%	97%	98%	97%	98%	97%	98%	98%
						a	a	ab								

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 7

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	3068	2555	513	825	2200	762	2261	272	399	363	762	1758	1242
Effective Weighted Sample	2507	2104	415	664	1805	615	1853	224	321	289	615	1427	1029
Total	3118	2685	433	845	2223	788	2279	270	397	392	788	1844	1212
At least daily	1903 61%	1625 61%	278 64%	441 52%	1449 65% a	416 53%	1472 65% a	152 56%	208 52%	206 53%	416 53%	962 52%	906 75% a
At least weekly	982 31%	848 32%	134 31%	321 38% b	632 28%	304 39% b	649 29%	88 33%	155 39%	163 42%	304 39%	729 40% b	231 19%
At least monthly	160 5%	147 5%	13 3%	63 7% b	92 4%	52 7%	104 5%	23 9%	24 6%	19 5%	52 7%	114 6% b	44 4%
Less often	64 2%	56 2%	8 2%	20 2%	44 2%	15 2%	48 2%	6 2%	10 2%	3 1%	15 2%	34 2%	28 2%
Don t know/ can t remember	8 *%	8 *%	- -%	- -%	6 *%	- -%	6 *%	- -%	- -%	- -%	- -%	4 *%	2 *%
SUMMARY													
DAILY	1903 61%	1625 61%	278 64%	441 52%	1449 65% a	416 53%	1472 65% a	152 56%	208 52%	206 53%	416 53%	962 52%	906 75% a
WEEKLY	2885 93%	2474 92%	412 95%	762 90%	2081 94% a	720 91%	2121 93%	241 89%	363 92%	369 94%	720 91%	1691 92%	1137 94%
MONTHLY	3045 98%	2620 98%	425 98%	825 98%	2173 98%	772 98%	2225 98%	264 98%	387 98%	389 99%	772 98%	1806 98%	1182 98%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 7

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	3068	2513	2134	934	555	3068	3068	1826	1728	539	3068	-	236	592	2240
Effective Weighted Sample	2507	2044	1724	784	465	2507	2507	1487	1405	434	2507	-	190	496	1823
Total	3118	2504	2116	1002	614	3118	3118	1855	1761	518	3118	-	218	635	2264
At least daily	1903	1453	1177	727	450	1903	1903	1196	1059	345	1903	**	90	310	1503
	61%	58%	56%	73%	73%	61%	61%	64%	60%	67%	61%	**	41%	49%	66%
				abe	abe	b									ab
At least weekly	982	843	750	232	139	982	982	539	576	151	982	**	83	248	650
	31%	34%	35%	23%	23%	31%	31%	29%	33%	29%	31%	**	38%	39%	29%
		cd	cde			cd							c	c	
At least monthly	160	145	133	27	14	160	160	90	97	20	160	**	21	46	93
	5%	6%	6%	3%	2%	5%	5%	5%	6%	4%	5%	**	9%	7%	4%
		cd	cd			cd							c	c	
Less often	64	58	54	10	6	64	64	29	28	2	64	**	22	28	15
	2%	2%	3%	1%	1%	2%	2%	2%	2%	*%	2%	**	10%	4%	1%
													bc	c	
Don t know/ can t remember	8	5	2	6	4	8	8	1	1	-	8	**	2	4	3
	*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	*%	**	1%	1%	*%
													c		
SUMMARY															
DAILY	1903	1453	1177	727	450	1903	1903	1196	1059	345	1903	**	90	310	1503
	61%	58%	56%	73%	73%	61%	61%	64%	60%	67%	61%	**	41%	49%	66%
				abe	abe	b									ab
WEEKLY	2885	2296	1926	959	590	2885	2885	1735	1635	496	2885	**	174	558	2154
	93%	92%	91%	96%	96%	93%	93%	94%	93%	96%	93%	**	80%	88%	95%
				abe	abe									a	ab
MONTHLY	3045	2441	2059	986	604	3045	3045	1825	1732	516	3045	**	194	604	2247
	98%	97%	97%	98%	98%	98%	98%	98%	98%	100%	98%	**	89%	95%	99%
														a	ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 8

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1934	1017	906	115	266	310	227	1016	636	520	301	475	1381	208	183	162
Effective Weighted Sample	1601	850	742	96	228	257	190	856	523	433	259	391	1283	196	175	155
Total	2025	1054	960	124	281	279	315	1026	618	598	319	488	1758	144	77	47
At least daily	562	313	246	16	79	69	57	341	181	156	85	137	475	44	25	19
	28%	30%	26%	13%	28% a	25%	18%	33% ad	29%	26%	27%	28%	27%	30%	32%	40% a
At least weekly	1109	570	534	69	134	145	192	568	351	335	166	256	969	83	38	18
	55%	54%	56%	55%	48%	52%	61% b	55%	57%	56%	52%	53%	55% d	58% d	50%	39%
At least monthly	258	127	128	26	48	54	47	84	71	76	50	61	231	11	10	6
	13%	12%	13%	21% e	17% e	19% e	15% e	8%	11%	13%	16%	12%	13%	8%	13%	13%
Less often	86	39	46	12	18	10	18	27	14	26	15	30	73	6	3	4
	4%	4%	5%	10% e	6% e	4%	6%	3%	2%	4%	5%	6% a	4%	4%	4%	8%
Don t know/ can t remember	12	5	6	2	3	*	-	6	1	4	2	4	10	-	1	-
	1%	*%	1%	1%	1%	*%	-%	1%	*%	1%	1%	1%	1%	-%	2%	-%
SUMMARY																
DAILY	562	313	246	16	79	69	57	341	181	156	85	137	475	44	25	19
	28%	30%	26%	13%	28% a	25%	18%	33% ad	29%	26%	27%	28%	27%	30%	32%	40% a
WEEKLY	1671	883	779	85	213	214	250	909	532	491	251	394	1444	127	63	37
	82%	84%	81%	68%	76%	77%	79%	89% abcd	86%	82%	79%	81%	82%	88%	82%	78%
MONTHLY	1928	1010	907	110	260	268	296	993	603	568	301	454	1675	138	73	43
	95%	96%	95%	89%	92%	96% a	94%	97% ab	98% d	95%	94%	93%	95%	96%	94%	92%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 8

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1934	1603	331	489	1419	446	1461	154	248	219	446	1053	842
Effective Weighted Sample	1601	1338	275	400	1179	365	1213	128	202	176	365	869	703
Total	2025	1744	281	529	1466	484	1510	162	257	246	484	1144	843
At least daily	562	470	92	132	422	121	433	49	68	51	121	256	295
	28%	27%	33%	25%	29%	25%	29%	30%	27%	21%	25%	22%	35% a
At least weekly	1109	965	143	297	795	275	815	85	136	155	275	657	432
	55%	55%	51%	56%	54%	57%	54%	52%	53%	63%	57%	57%	51%
At least monthly	258	224	34	81	173	74	180	23	43	36	74	179	73
	13%	13%	12%	15%	12%	15%	12%	14%	17%	14%	15%	16% b	9%
Less often	86	75	11	16	69	11	73	3	9	5	11	46	38
	4%	4%	4%	3%	5%	2%	5%	2%	4%	2%	2%	4%	5%
Don t know/ can t remember	12	10	2	3	7	2	9	2	-	-	2	6	5
	1%	1%	1%	1%	*%	*%	1%	1%	-%	-%	*%	*%	1%
SUMMARY													
DAILY	562	470	92	132	422	121	433	49	68	51	121	256	295
	28%	27%	33%	25%	29%	25%	29%	30%	27%	21%	25%	22%	35% a
WEEKLY	1671	1436	235	429	1217	397	1248	134	205	206	397	913	727
	82%	82%	84%	81%	83%	82%	83%	83%	80%	84%	82%	80%	86% a
MONTHLY	1928	1660	268	510	1391	471	1428	157	247	242	471	1092	800
	95%	95%	96%	96%	95%	97%	95%	97%	96%	98%	97%	95%	95%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 8

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1934	1550	1271	663	384	1934	1934	1280	1187	420	1934	-	118	336	1480
Effective Weighted Sample	1601	1272	1038	564	332	1601	1601	1057	966	338	1601	-	98	288	1218
Total	2025	1576	1295	731	449	2025	2025	1334	1224	402	2025	-	113	383	1530
At least daily	562	409	324	238	153	562	562	415	328	142	562	**	23	80	459
	28%	26%	25%	33% ab	34% ab	28%	28%	31%	27%	35% ace	28%	**	21%	21%	30% b
At least weekly	1109	872	718	391	236	1109	1109	708	688	206	1109	**	52	218	838
	55%	55%	55%	53%	53%	55%	55%	53%	56%	51%	55%	**	46%	57%	55%
At least monthly	258	210	184	74	48	258	258	169	155	40	258	**	21	55	182
	13%	13%	14%	10%	11%	13%	13%	13%	13%	10%	13%	**	18%	14%	12%
Less often	86	74	60	26	12	86	86	36	48	12	86	**	14	30	41
	4%	5%	5%	4%	3%	4%	4%	3%	4%	3%	4%	**	13% c	8% c	3%
Don t know/ can t remember	12	11	9	2	1	12	12	6	5	2	12	**	2	-	9
	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	**	2%	-%	1%
SUMMARY															
DAILY	562	409	324	238	153	562	562	415	328	142	562	**	23	80	459
	28%	26%	25%	33% ab	34% ab	28%	28%	31%	27%	35% ace	28%	**	21%	21%	30% b
WEEKLY	1671	1282	1042	629	389	1671	1671	1123	1016	348	1671	**	75	298	1298
	82%	81%	80%	86% b	87%	82%	82%	84%	83%	87%	82%	**	67%	78%	85% ab
MONTHLY	1928	1492	1226	703	436	1928	1928	1293	1170	388	1928	**	96	353	1479
	95%	95%	95%	96%	97%	95%	95%	97%	96%	97%	95%	**	85%	92%	97% ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 9

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2703	1296	1387	177	339	455	361	1371	736	763	480	720	1809	347	292	255
Effective Weighted Sample	2203	1060	1126	146	287	372	301	1134	598	630	402	578	1678	326	280	244
Total	2706	1273	1412	172	332	393	477	1332	699	840	471	691	2270	240	122	74
At least daily	1365	644	714	51	140	151	191	832	320	389	252	401	1107	142	67	48
	50%	51%	51%	29%	42% a	38%	40%	62% abcd	46%	46%	54%	58% ab	49%	59% a	55%	65% a
At least weekly	976	455	510	73	136	156	203	409	272	333	157	214	835	80	41	20
	36%	36%	36%	43% e	41% e	40% e	43% e	31%	39% d	40% d	33%	31%	37% d	33%	34%	27%
At least monthly	263	118	144	28	42	66	68	59	84	86	46	44	239	10	10	4
	10%	9%	10%	16% e	13% e	17% e	14% e	4%	12% d	10%	10%	6%	11% b	4%	8%	6%
Less often	93	56	36	20	14	17	14	28	21	28	15	28	81	7	3	1
	3%	4%	3%	12% bcde	4%	4%	3%	2%	3%	3%	3%	4%	4%	3%	2%	2%
Don t know/ can t remember	9	1	7	-	*	3	*	5	2	2	1	3	7	1	1	-
	*%	*%	1%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%
SUMMARY																
DAILY	1365	644	714	51	140	151	191	832	320	389	252	401	1107	142	67	48
	50%	51%	51%	29%	42% a	38%	40%	62% abcd	46%	46%	54%	58% ab	49%	59% a	55%	65% a
WEEKLY	2341	1099	1224	124	276	307	394	1240	592	723	409	616	1943	222	108	68
	87%	86%	87%	72%	83% a	78%	83% a	93% abcd	85%	86%	87%	89%	86%	93% a	88%	93% a
MONTHLY	2604	1217	1369	152	318	373	462	1299	676	809	455	660	2182	232	118	73
	96%	96%	97%	88%	96% a	95% a	97% a	98% a	97%	96%	96%	95%	96%	97%	96%	98%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 9

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2703	2222	481	676	1999	623	2049	205	327	324	623	1452	1184
Effective Weighted Sample	2203	1825	389	546	1634	504	1673	167	265	261	504	1174	979
Total	2706	2304	402	689	1984	641	2031	196	324	354	641	1495	1153
At least daily	1365	1157	208	277	1074	260	1091	79	138	146	260	640	682
	50%	50%	52%	40%	54% a	41%	54% a	40%	43%	41%	41%	43%	59% a
At least weekly	976	820	156	265	695	243	716	78	106	129	243	608	355
	36%	36%	39%	38%	35%	38%	35%	40%	33%	36%	38%	41% b	31%
At least monthly	263	238	25	116	145	110	151	30	63	64	110	194	67
	10%	10%	6%	17% b	7%	17% b	7%	15%	19%	18%	17%	13% b	6%
Less often	93	83	10	30	62	26	66	8	16	15	26	50	42
	3%	4%	2%	4%	3%	4%	3%	4%	5%	4%	4%	3%	4%
Don t know/ can t remember	9	6	3	2	7	2	7	*	2	-	2	3	6
	*%	*%	1%	*%	*%	*%	*%	*%	1%	-%	*%	*%	1%
SUMMARY													
DAILY	1365	1157	208	277	1074	260	1091	79	138	146	260	640	682
	50%	50%	52%	40%	54% a	41%	54% a	40%	43%	41%	41%	43%	59% a
WEEKLY	2341	1977	364	542	1770	503	1807	158	244	275	503	1247	1038
	87%	86%	91%	79%	89% a	78%	89% a	81%	75%	78%	78%	83%	90% a
MONTHLY	2604	2215	389	658	1915	613	1958	187	306	339	613	1442	1104
	96%	96%	97%	95%	97%	96%	96%	96%	94%	96%	96%	96%	96%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 9

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	2703	2176	1835	868	527	2703	2520	1535	1411	417	2586	117	301	544	1858
Effective Weighted Sample	2203	1763	1478	726	442	2203	2056	1247	1141	334	2108	95	241	450	1513
Total	2706	2129	1786	920	577	2706	2529	1541	1416	395	2595	111	280	562	1864
At least daily	1365 50%	1010 47%	825 46%	540 59% abe	355 62% abe	1365 50%	1276 50% c	747 48%	618 44%	193 49%	1299 50% c	66 60% c	142 51%	258 46%	965 52%
At least weekly	976 36%	818 38% cd	692 39% cd	285 31%	159 28%	976 36% d	915 36%	555 36%	553 39%	155 39%	942 36%	34 31%	104 37%	187 33%	686 37%
At least monthly	263 10%	224 11% c	206 12% cd	57 6%	39 7%	263 10% c	242 10%	188 12%	193 14% ae	37 9%	257 10%	6 6%	20 7%	74 13% c	169 9%
Less often	93 3%	70 3%	59 3%	33 4%	22 4%	93 3%	89 4%	48 3%	49 3%	9 2%	90 3%	3 2%	12 4%	40 7% c	41 2%
Don t know/ can t remember	9 *%	7 *%	5 *%	4 *%	2 *%	9 *%	7 *%	3 *%	3 *%	1 *%	8 *%	2 1%	3 1%	2 *%	4 *%
SUMMARY															
DAILY	1365 50%	1010 47%	825 46%	540 59% abe	355 62% abe	1365 50%	1276 50% c	747 48%	618 44%	193 49%	1299 50% c	66 60% c	142 51%	258 46%	965 52%
WEEKLY	2341 87%	1828 86%	1516 85%	825 90% ab	513 89%	2341 87%	2191 87% c	1303 85%	1171 83%	348 88%	2241 86% c	100 91%	245 88% b	445 79%	1651 89% b
MONTHLY	2604 96%	2052 96%	1722 96%	882 96%	552 96%	2604 96%	2433 96%	1491 97%	1364 96%	385 97%	2498 96%	107 96%	265 95%	519 92%	1820 98% b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 10

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2341	1142	1178	192	354	400	302	1093	692	660	411	576	1667	274	217	183
Effective Weighted Sample	1946	950	978	162	300	330	258	927	570	554	351	478	1547	258	205	175
Total	2434	1167	1246	197	355	358	416	1107	669	759	416	587	2097	191	92	53
At least daily	633	322	304	44	104	103	116	267	179	158	111	182	533	57	26	17
	26%	28%	24%	22%	29%	29%	28%	24%	27%	21%	27%	31% b	25%	30%	28%	33%
At least weekly	1256	592	657	76	164	154	194	668	333	426	211	286	1070	105	51	30
	52%	51%	53%	38%	46%	43%	47%	60% abcd	50%	56%	51%	49%	51%	55%	55%	55%
At least monthly	388	174	208	49	63	68	85	122	117	121	67	83	355	19	10	4
	16%	15%	17%	25% e	18% e	19% e	20% e	11%	17%	16%	16%	14%	17% bd	10%	10%	7%
Less often	149	77	71	26	22	31	22	47	40	49	26	34	131	10	5	3
	6%	7%	6%	13% bde	6%	9% e	5%	4%	6%	6%	6%	6%	6%	5%	5%	5%
Don t know/ can t remember	9	1	7	2	2	2	-	4	1	4	1	2	8	-	1	-
	*%	*%	1%	1%	*%	1%	-%	*%	*%	1%	*%	*%	*%	-%	1%	-%
SUMMARY																
DAILY	633	322	304	44	104	103	116	267	179	158	111	182	533	57	26	17
	26%	28%	24%	22%	29%	29%	28%	24%	27%	21%	27%	31% b	25%	30%	28%	33%
WEEKLY	1888	915	960	120	268	257	309	934	512	585	322	468	1603	162	77	47
	78%	78%	77%	61%	76% a	72%	74% a	84% abcd	76%	77%	77%	80%	76%	85% a	83%	88% a
MONTHLY	2276	1089	1168	169	331	325	394	1056	629	706	389	550	1958	182	86	50
	94%	93%	94%	86%	93% a	91%	95% a	95% ac	94%	93%	93%	94%	93%	95%	93%	95%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 10

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2341	1951	390	638	1668	580	1722	206	312	288	580	1332	952
Effective Weighted Sample	1946	1639	319	518	1398	471	1441	168	255	234	471	1096	806
Total	2434	2106	328	659	1732	602	1785	196	314	317	602	1420	960
At least daily	633	559	74	192	426	185	433	57	91	96	185	369	244
	26%	27%	22%	29%	25%	31% b	24%	29%	29%	30%	31%	26%	25%
At least weekly	1256	1058	197	274	961	245	987	90	125	127	245	696	531
	52%	50%	60% a	42%	55% a	41%	55% a	46%	40%	40%	41%	49%	55% a
At least monthly	388	347	41	132	251	122	262	37	66	66	122	249	134
	16%	16%	13%	20% b	14%	20% b	15%	19%	21%	21%	20%	18%	14%
Less often	149	135	13	58	90	49	98	12	30	28	49	100	49
	6%	6%	4%	9% b	5%	8%	5%	6%	10%	9%	8%	7%	5%
Don t know/ can t remember	9	6	2	3	4	2	6	-	2	-	2	6	3
	*%	*%	1%	1%	*%	*%	*%	-%	1%	-%	*%	*%	*%
SUMMARY													
DAILY	633	559	74	192	426	185	433	57	91	96	185	369	244
	26%	27%	22%	29%	25%	31% b	24%	29%	29%	30%	31%	26%	25%
WEEKLY	1888	1617	271	466	1387	430	1420	147	216	222	430	1065	775
	78%	77%	83%	71%	80% a	71%	80% a	75%	69%	70%	71%	75%	81% a
MONTHLY	2276	1964	312	598	1639	551	1682	184	282	289	551	1313	909
	94%	93%	95%	91%	95% a	92%	94%	94%	90%	91%	92%	93%	95%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 10

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2341	1959	1674	667	382	2341	2208	1394	1337	415	2259	82	266	442	1633
Effective Weighted Sample	1946	1616	1374	573	332	1946	1836	1150	1095	333	1878	68	217	377	1354
Total	2434	1991	1696	738	443	2434	2301	1449	1384	397	2352	82	248	485	1702
At least daily	633 26%	517 26%	453 27%	179 24%	115 26%	633 26%	586 25%	395 27%	351 25%	130 33% ace	599 25%	** **	65 26%	117 24%	450 26%
At least weekly	1256 52%	1030 52%	850 50%	405 55%	226 51%	1256 52%	1195 52%	716 49%	689 50%	211 53%	1224 52%	** **	127 51%	221 46%	908 53% b
At least monthly	388 16%	324 16%	283 17%	104 14%	64 14%	388 16%	366 16%	239 17% d	248 18% d	42 10%	374 16%	** **	39 16%	88 18%	260 15%
Less often	149 6%	112 6%	104 6%	45 6%	36 8%	149 6%	145 6%	96 7%	94 7%	15 4%	146 6%	** **	15 6%	55 11% c	79 5%
Don t know/ can t remember	9 *%	7 *%	5 *%	4 1%	1 *%	9 *%	9 *%	2 *%	3 *%	- -%	9 *%	** **	2 1%	3 1%	4 *%
SUMMARY															
DAILY	633 26%	517 26%	453 27%	179 24%	115 26%	633 26%	586 25%	395 27%	351 25%	130 33% ace	599 25%	** **	65 26%	117 24%	450 26%
WEEKLY	1888 78%	1547 78%	1304 77%	585 79%	341 77%	1888 78%	1782 77%	1112 77%	1039 75%	341 86% abce	1823 77%	** **	192 77%	338 70%	1358 80% b
MONTHLY	2276 94%	1871 94%	1587 94%	689 93%	405 91%	2276 94%	2147 93%	1351 93%	1287 93%	383 96%	2197 93%	** **	231 93%	426 88%	1619 95% b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 11

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1877	913	954	95	230	290	246	1016	556	508	332	480	1317	235	199	126
Effective Weighted Sample	1556	759	788	82	196	241	209	855	454	425	283	398	1218	221	187	120
Total	1941	926	1005	104	230	258	342	1008	540	580	335	484	1656	163	85	37
At least daily	370	191	175	**	64	50	63	178	114	78	64	112	298	40	21	11
	19%	21%	17%	**	28% e	20%	19%	18%	21% b	14%	19%	23% b	18%	25%	24%	29% a
At least weekly	968	441	521	**	87	116	152	573	266	298	156	247	813	89	47	19
	50%	48%	52%	**	38%	45%	44%	57% bcd	49%	51%	47%	51%	49%	55%	55%	50%
At least monthly	383	180	203	**	47	53	76	181	100	137	65	81	346	19	13	6
	20%	19%	20%	**	20%	20%	22%	18%	19%	24%	19%	17%	21% b	12%	16%	15%
Less often	212	110	101	**	31	39	51	69	59	64	47	42	192	13	4	2
	11%	12%	10%	**	13% e	15% e	15% e	7%	11%	11%	14%	9%	12% c	8%	5%	6%
Don t know/ can t remember	8	3	4	**	1	-	-	7	1	2	3	2	7	1	*	-
	*%	*%	*%	**	1%	-%	-%	1%	*%	*%	1%	*%	*%	1%	1%	-%
SUMMARY																
DAILY	370	191	175	**	64	50	63	178	114	78	64	112	298	40	21	11
	19%	21%	17%	**	28% e	20%	19%	18%	21% b	14%	19%	23% b	18%	25%	24%	29% a
WEEKLY	1337	632	697	**	151	166	215	750	380	377	220	359	1111	130	67	30
	69%	68%	69%	**	66%	65%	63%	74% cd	70%	65%	66%	74% b	67%	80% a	79% a	79% a
MONTHLY	1721	812	900	**	198	219	291	931	480	514	285	440	1457	149	80	35
	89%	88%	90%	**	86%	85%	85%	92% bcd	89%	89%	85%	91%	88%	91%	94%	94%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 11

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1877	1536	341	445	1411	415	1438	132	220	225	415	996	831
Effective Weighted Sample	1556	1284	282	361	1177	336	1200	108	180	180	336	819	698
Total	1941	1653	288	469	1448	436	1477	131	222	246	436	1065	830
At least daily	370	320	49	116	247	107	255	42	57	51	107	201	154
	19%	19%	17%	25% b	17%	25% b	17%	32%	26%	21%	25%	19%	19%
At least weekly	968	804	164	177	777	163	790	44	72	101	163	481	461
	50%	49%	57%	38%	54% a	37%	54% a	33%	32%	41%	37%	45%	56% a
At least monthly	383	323	61	93	289	86	294	29	40	45	86	230	149
	20%	20%	21%	20%	20%	20%	20%	22%	18%	18%	20%	22%	18%
Less often	212	200	12	83	129	81	131	18	52	49	81	151	60
	11%	12% b	4%	18% b	9%	18% b	9%	13%	24%	20%	18%	14% b	7%
Don t know/ can t remember	8	6	2	-	7	-	7	-	-	-	-	2	6
	*%	*%	1%	-%	1%	-%	*%	-%	-%	-%	-%	*%	1%
SUMMARY													
DAILY	370	320	49	116	247	107	255	42	57	51	107	201	154
	19%	19%	17%	25% b	17%	25% b	17%	32%	26%	21%	25%	19%	19%
WEEKLY	1337	1124	213	292	1023	270	1045	85	129	152	270	682	614
	69%	68%	74%	62%	71% a	62%	71% a	65%	58%	62%	62%	64%	74% a
MONTHLY	1721	1447	274	386	1312	356	1339	114	170	197	356	912	763
	89%	88%	95% a	82%	91% a	82%	91% a	87%	76%	80%	82%	86%	92% a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 11

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1877	1539	1281	596	338	1877	1777	1100	1037	327	1804	73	216	368	1293
Effective Weighted Sample	1556	1264	1043	513	293	1556	1476	907	847	264	1496	60	176	311	1069
Total	1941	1553	1286	655	388	1941	1849	1142	1071	313	1872	69	205	403	1333
At least daily	370	294	253	117	76	370	337	215	185	68	341	**	53	70	247
	19%	19%	20%	18%	20%	19%	18%	19%	17%	22%	18%	**	26%	17%	19%
At least weekly	968	781	628	340	187	968	932	535	511	164	942	**	102	194	672
	50%	50%	49%	52%	48%	50%	50%	47%	48%	53%	50%	**	50%	48%	50%
At least monthly	383	310	259	124	74	383	365	241	236	57	371	**	32	65	287
	20%	20%	20%	19%	19%	20%	20%	21%	22%	18%	20%	**	16%	16%	21%
Less often	212	164	145	67	48	212	206	146	139	23	209	**	15	73	123
	11%	11%	11%	10%	12%	11%	11%	13%	13%	7%	11%	**	8%	18% ac	9%
Don t know/ can t remember	8	5	1	7	4	8	8	5	-	-	8	**	2	1	5
	*%	*%	*%	1% b	1%	*%	*%	*%	-%	-%	*%	**	1%	*%	*%
SUMMARY															
DAILY	370	294	253	117	76	370	337	215	185	68	341	**	53	70	247
	19%	19%	20%	18%	20%	19%	18%	19%	17%	22%	18%	**	26%	17%	19%
WEEKLY	1337	1074	881	457	263	1337	1269	750	696	233	1283	**	155	264	918
	69%	69%	69%	70%	68%	69%	69%	66%	65%	75% bc	69%	**	76%	65%	69%
MONTHLY	1721	1384	1140	581	337	1721	1635	991	932	290	1655	**	187	329	1205
	89%	89%	89%	89%	87%	89%	88%	87%	87%	93% b	88%	**	92% b	81%	90% b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 12

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	b	~c	~d
Unweighted row	783	396	378	69	189	168	88	269	278	210	138	156	540	108	76	59
Effective Weighted Sample	650	332	310	58	159	137	74	231	228	177	115	130	504	103	73	57
Total	807	401	398	71	193	152	122	268	271	239	136	159	685	73	31	17
At least daily	169	87	81	**	58	35	**	41	64	33	27	46	145	16	**	**
	21%	22%	20%	**	30% e	23%	**	15%	23%	14%	20%	29% b	21%	22%	**	**
At least weekly	364	194	164	**	77	65	**	136	121	106	73	62	313	30	**	**
	45%	48%	41%	**	40%	43%	**	51%	45%	44%	54%	39%	46%	41%	**	**
At least monthly	179	87	92	**	42	38	**	54	54	61	25	39	148	16	**	**
	22%	22%	23%	**	21%	25%	**	20%	20%	26%	18%	24%	22%	21%	**	**
Less often	84	31	52	**	16	11	**	31	29	36	9	10	69	12	**	**
	10%	8%	13%	**	8%	7%	**	11%	11%	15%	6%	6%	10%	16%	**	**
Don t know/ can t remember	11	2	9	**	2	3	**	6	4	3	2	2	10	-	**	**
	1%	*%	2%	**	1%	2%	**	2%	1%	1%	2%	1%	2%	-%	**	**
SUMMARY																
DAILY	169	87	81	**	58	35	**	41	64	33	27	46	145	16	**	**
	21%	22%	20%	**	30% e	23%	**	15%	23%	14%	20%	29% b	21%	22%	**	**
WEEKLY	533	281	245	**	134	100	**	177	184	139	100	108	458	46	**	**
	66%	70%	62%	**	69%	66%	**	66%	68%	58%	74% b	68%	67%	63%	**	**
MONTHLY	712	368	337	**	176	138	**	231	238	200	125	147	606	62	**	**
	88%	92% b	85%	**	91%	91%	**	86%	88%	84%	92%	92%	88%	84%	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 12

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	783	682	101	270	493	249	513	108	137	106	249	524	247
Effective Weighted Sample	650	568	84	224	408	206	426	91	113	87	206	429	213
Total	807	717	89	283	497	261	518	112	137	113	261	549	244
At least daily	169	154	15	78	84	74	88	36	41	24	74	120	46
	21%	21%	17%	27% b	17%	28% b	17%	32%	30%	21%	28%	22%	19%
At least weekly	364	333	31	111	238	103	246	39	53	53	103	247	111
	45%	46%	34%	39%	48%	39%	48%	35%	39%	47%	39%	45%	46%
At least monthly	179	153	26	65	113	56	120	25	28	25	56	118	57
	22%	21%	30%	23%	23%	22%	23%	22%	20%	22%	22%	21%	23%
Less often	84	71	12	27	55	25	57	10	13	12	25	56	27
	10%	10%	14%	9%	11%	9%	11%	9%	9%	10%	9%	10%	11%
Don t know/ can t remember	11	6	5	4	7	4	7	2	3	-	4	8	3
	1%	1%	6% a	1%	1%	1%	1%	2%	2%	-%	1%	2%	1%
SUMMARY													
DAILY	169	154	15	78	84	74	88	36	41	24	74	120	46
	21%	21%	17%	27% b	17%	28% b	17%	32%	30%	21%	28%	22%	19%
WEEKLY	533	487	46	188	322	176	334	75	94	77	176	367	157
	66%	68% b	51%	66%	65%	68%	64%	67%	69%	68%	68%	67%	64%
MONTHLY	712	640	72	253	435	233	454	100	121	101	233	485	214
	88%	89%	81%	89%	88%	89%	88%	89%	89%	90%	89%	88%	88%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 12

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	783	715	615	168	68	783	783	559	531	217	783	-	50	154	579
Effective Weighted Sample	650	592	505	144	59	650	650	461	434	177	650	-	40	132	479
Total	807	723	623	184	83	807	807	572	546	211	807	-	46	170	591
At least daily	169	151	140	29	**	169	169	138	123	57	169	**	**	37	119
	21%	21%	23%	16%	**	21%	21%	24%	23%	27%	21%	**	**	22%	20%
At least weekly	364	325	272	92	**	364	364	247	237	93	364	**	**	67	281
	45%	45%	44%	50%	**	45%	45%	43%	44%	44%	45%	**	**	40%	48%
At least monthly	179	162	137	42	**	179	179	122	112	43	179	**	**	35	130
	22%	22%	22%	23%	**	22%	22%	21%	21%	21%	22%	**	**	21%	22%
Less often	84	75	65	18	**	84	84	59	66	17	84	**	**	21	59
	10%	10%	11%	10%	**	10%	10%	10%	12%	8%	10%	**	**	12%	10%
Don t know/ can t remember	11	11	8	3	**	11	11	6	6	-	11	**	**	9	1
	1%	2%	1%	2%	**	1%	1%	1%	1%	-%	1%	**	**	6% c	*%
SUMMARY															
DAILY	169	151	140	29	**	169	169	138	123	57	169	**	**	37	119
	21%	21%	23%	16%	**	21%	21%	24%	23%	27%	21%	**	**	22%	20%
WEEKLY	533	476	412	120	**	533	533	386	361	150	533	**	**	104	400
	66%	66%	66%	66%	**	66%	66%	67%	66%	71%	66%	**	**	61%	68%
MONTHLY	712	638	550	162	**	712	712	507	473	193	712	**	**	140	530
	88%	88%	88%	88%	**	88%	88%	89%	87%	92%	88%	**	**	82%	90%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 13

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	781	429	344	50	132	118	98	383	296	218	120	146	544	89	92	56
Effective Weighted Sample	650	355	288	43	114	97	79	326	244	185	102	121	508	84	87	54
Total	796	424	364	52	140	104	122	379	275	250	121	149	679	61	39	17
At least daily	135	79	56	**	37	27	**	46	57	34	17	27	113	**	**	**
	17%	19%	15%	**	26% e	26% e	**	12%	21%	13%	14%	18%	17%	**	**	**
At least weekly	379	199	174	**	56	39	**	203	137	128	51	63	323	**	**	**
	48%	47%	48%	**	40%	37%	**	53% c	50%	51%	42%	42%	48%	**	**	**
At least monthly	188	106	80	**	28	32	**	89	53	61	37	35	158	**	**	**
	24%	25%	22%	**	20%	31%	**	23%	19%	24%	31%	23%	23%	**	**	**
Less often	82	38	43	**	16	7	**	36	25	24	12	21	73	**	**	**
	10%	9%	12%	**	12%	6%	**	10%	9%	10%	10%	14%	11%	**	**	**
Don t know/ can t remember	12	2	10	**	2	-	**	5	3	3	3	3	12	**	**	**
	2%	*%	3%	**	1%	-%	**	1%	1%	1%	3%	2%	2%	**	**	**
SUMMARY																
DAILY	135	79	56	**	37	27	**	46	57	34	17	27	113	**	**	**
	17%	19%	15%	**	26% e	26% e	**	12%	21%	13%	14%	18%	17%	**	**	**
WEEKLY	514	278	230	**	93	66	**	248	194	162	68	90	437	**	**	**
	64%	66%	63%	**	67%	63%	**	66%	70%	65%	56%	60%	64%	**	**	**
MONTHLY	702	384	310	**	121	98	**	337	247	223	105	125	595	**	**	**
	88%	91%	85%	**	87%	94%	**	89%	90%	89%	87%	84%	88%	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 13

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	781	655	126	215	550	192	572	80	92	93	192	450	312
Effective Weighted Sample	650	547	105	178	459	158	478	66	76	77	158	370	266
Total	796	685	111	223	553	200	574	81	90	99	200	468	311
At least daily	135	117	18	61	70	58	73	**	**	**	58	93	36
	17%	17%	16%	27% b	13%	29% b	13%	**	**	**	29%	20% b	12%
At least weekly	379	334	45	91	277	84	284	**	**	**	84	215	155
	48%	49%	41%	41%	50%	42%	49%	**	**	**	42%	46%	50%
At least monthly	188	157	31	45	141	36	150	**	**	**	36	111	75
	24%	23%	28%	20%	25%	18%	26%	**	**	**	18%	24%	24%
Less often	82	70	13	24	57	20	59	**	**	**	20	43	38
	10%	10%	11%	11%	10%	10%	10%	**	**	**	10%	9%	12%
Don t know/ can t remember	12	8	5	2	9	2	9	**	**	**	2	5	7
	2%	1%	4%	1%	2%	1%	2%	**	**	**	1%	1%	2%
SUMMARY													
DAILY	135	117	18	61	70	58	73	**	**	**	58	93	36
	17%	17%	16%	27% b	13%	29% b	13%	**	**	**	29%	20% b	12%
WEEKLY	514	451	63	152	346	141	356	**	**	**	141	309	191
	64%	66%	56%	68%	63%	71%	62%	**	**	**	71%	66%	62%
MONTHLY	702	608	94	197	487	178	506	**	**	**	178	419	267
	88%	89%	84%	88%	88%	89%	88%	**	**	**	89%	90%	86%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 13

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	781	690	560	221	91	781	781	562	541	256	781	-	51	138	592
Effective Weighted Sample	650	571	459	191	79	650	650	465	443	205	650	-	43	119	488
Total	796	693	557	239	103	796	796	560	538	239	796	-	55	153	589
At least daily	135	119	102	33	**	135	135	109	95	46	135	**	**	25	102
	17%	17%	18%	14%	**	17%	17%	20%	18%	19%	17%	**	**	17%	17%
At least weekly	379	318	255	124	**	379	379	261	258	120	379	**	**	68	286
	48%	46%	46%	52%	**	48%	48%	47%	48%	50%	48%	**	**	45%	49%
At least monthly	188	173	133	55	**	188	188	125	130	56	188	**	**	33	135
	24%	25%	24%	23%	**	24%	24%	22%	24%	23%	24%	**	**	21%	23%
Less often	82	70	59	24	**	82	82	55	48	18	82	**	**	18	62
	10%	10%	11%	10%	**	10%	10%	10%	9%	7%	10%	**	**	11%	11%
Don t know/ can t remember	12	12	9	3	**	12	12	9	8	-	12	**	**	9	3
	2%	2%	2%	1%	**	2%	2%	2%	1%	-%	2%	**	**	6%	1%
														c	
SUMMARY															
DAILY	135	119	102	33	**	135	135	109	95	46	135	**	**	25	102
	17%	17%	18%	14%	**	17%	17%	20%	18%	19%	17%	**	**	17%	17%
WEEKLY	514	438	357	157	**	514	514	370	353	166	514	**	**	94	388
	64%	63%	64%	66%	**	64%	64%	66%	66%	69%	64%	**	**	61%	66%
MONTHLY	702	611	489	212	**	702	702	496	483	222	702	**	**	127	523
	88%	88%	88%	89%	**	88%	88%	89%	90%	93%	88%	**	**	83%	89%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 14

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1591	756	817	134	241	290	219	707	441	449	314	386	1073	220	169	129
Effective Weighted Sample	1310	625	669	111	200	228	184	602	358	370	266	318	996	207	160	123
Total	1566	730	818	129	230	243	277	686	408	478	310	367	1310	149	71	36
At least daily	456	213	235	34	74	68	80	200	122	122	86	126	387	37	20	13
	29%	29%	29%	27%	32%	28%	29%	29%	30%	26%	28%	34%	30%	25%	28%	37%
At least weekly	775	358	409	62	103	124	139	347	201	245	159	169	645	81	35	14
	50%	49%	50%	48%	45%	51%	50%	51%	49%	51%	51%	46%	49%	55% d	49%	39%
At least monthly	224	105	118	19	31	38	42	94	53	81	48	41	185	20	13	6
	14%	14%	14%	15%	13%	16%	15%	14%	13%	17%	16%	11%	14%	13%	18%	17%
Less often	96	46	49	13	18	11	14	40	30	27	15	24	80	10	3	3
	6%	6%	6%	10%	8%	5%	5%	6%	7%	6%	5%	7%	6%	7%	5%	7%
Don t know/ can t remember	15	8	7	1	4	2	2	5	3	4	1	7	14	1	-	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	-%	-%
SUMMARY																
DAILY	456	213	235	34	74	68	80	200	122	122	86	126	387	37	20	13
	29%	29%	29%	27%	32%	28%	29%	29%	30%	26%	28%	34%	30%	25%	28%	37%
WEEKLY	1231	571	644	96	177	192	219	547	323	367	246	295	1031	118	54	28
	79%	78%	79%	74%	77%	79%	79%	80%	79%	77%	79%	80%	79%	79%	77%	76%
MONTHLY	1455	675	762	115	208	230	261	641	376	448	294	336	1216	138	67	34
	93%	93%	93%	89%	90%	95%	94%	93%	92%	94%	95%	92%	93%	93%	95%	93%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1591	1333	258	454	1116	409	1158	142	210	200	409	938	614
Effective Weighted Sample	1310	1102	214	357	935	321	968	110	167	155	321	758	523
Total	1566	1351	214	434	1107	391	1148	126	194	196	391	938	593
At least daily	456	393	63	148	300	133	315	45	67	65	133	269	175
	29%	29%	29%	34%	27%	34%	27%	36%	35%	33%	34%	29%	30%
At least weekly	775	681	94	193	570	179	583	51	90	91	179	471	290
	50%	50%	44%	44%	52%	46%	51%	40%	46%	46%	46%	50%	49%
At least monthly	224	190	34	71	152	61	161	22	29	34	61	136	81
	14%	14%	16%	16%	14%	16%	14%	18%	15%	18%	16%	15%	14%
Less often	96	74	22	19	75	14	80	6	6	5	14	53	41
	6%	5%	10%	4%	7%	4%	7%	5%	3%	3%	4%	6%	7%
Don t know/ can t remember	15	13	2	4	10	4	10	2	2	-	4	9	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
SUMMARY													
DAILY	456	393	63	148	300	133	315	45	67	65	133	269	175
	29%	29%	29%	34%	27%	34%	27%	36%	35%	33%	34%	29%	30%
WEEKLY	1231	1074	157	341	870	312	898	96	157	156	312	740	465
	79%	80%	73%	78%	79%	80%	78%	76%	81%	80%	80%	79%	78%
MONTHLY	1455	1265	191	411	1022	373	1059	118	186	190	373	876	546
	93%	94%	89%	95%	92%	95%	92%	94%	96%	97%	95%	93%	92%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 14

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1591	1415	1211	380	176	1591	1469	926	902	295	1512	79	188	333	1070
Effective Weighted Sample	1310	1153	979	330	156	1310	1212	750	724	237	1244	66	155	275	880
Total	1566	1372	1166	399	194	1566	1444	888	853	275	1484	81	184	334	1047
At least daily	456	392	342	114	64	456	410	259	242	82	420	**	55	101	301
	29%	29%	29%	29%	33%	29%	28%	29%	28%	30%	28%	**	30%	30%	29%
At least weekly	775	676	568	207	100	775	729	449	410	137	747	**	91	143	541
	50%	49%	49%	52%	51%	50%	51%	51%	48%	50%	50%	**	49%	43%	52%
At least monthly	224	210	175	48	13	224	203	121	136	42	216	**	21	57	146
	14%	15% d	15% d	12%	7%	14%	14%	14%	16%	15%	15%	**	11%	17%	14%
Less often	96	85	72	24	11	96	89	53	60	13	89	**	15	30	51
	6%	6%	6%	6%	6%	6%	6%	6%	7%	5%	6%	**	8%	9%	5%
Don t know/ can t remember	15	9	9	6	6	15	13	7	5	1	13	**	3	4	7
	1%	1%	1%	1%	3% a	1%	1%	1%	1%	*%	1%	**	2%	1%	1%
SUMMARY															
DAILY	456	392	342	114	64	456	410	259	242	82	420	**	55	101	301
	29%	29%	29%	29%	33%	29%	28%	29%	28%	30%	28%	**	30%	30%	29%
WEEKLY	1231	1068	910	321	164	1231	1139	708	652	219	1167	**	145	244	842
	79%	78%	78%	80%	85%	79%	79%	80%	76%	80%	79%	**	79%	73%	80% b
MONTHLY	1455	1278	1086	370	177	1455	1342	829	788	261	1383	**	166	300	989
	93%	93%	93%	93%	92%	93%	93%	93%	92%	95%	93%	**	90%	90%	94% b

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

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1328	642	672	115	207	245	173	588	379	373	237	337	915	179	120	114
Effective Weighted Sample	1098	538	548	98	174	199	144	502	308	310	200	281	847	169	115	109
Total	1308	625	669	115	199	208	223	563	351	397	231	326	1105	119	50	34
At least daily	273	133	137	23	69	53	37	90	72	63	46	91	229	22	11	10
	21%	21%	20%	20%	35% de	26% e	17%	16%	21%	16%	20%	28% b	21%	19%	22%	30%
At least weekly	669	343	318	47	77	104	121	320	186	211	125	147	563	63	28	16
	51%	55%	48%	41%	38%	50%	54% b	57% ab	53%	53%	54%	45%	51%	52%	55%	48%
At least monthly	262	106	154	29	40	41	47	106	65	96	40	58	223	26	8	6
	20%	17%	23%	25%	20%	20%	21%	19%	18%	24%	18%	18%	20%	22%	15%	18%
Less often	85	37	46	13	8	8	17	40	23	24	18	20	73	8	3	1
	7%	6%	7%	11%	4%	4%	8%	7%	7%	6%	8%	6%	7%	7%	6%	3%
Don t know/ can t remember	19	5	14	3	5	3	1	7	4	3	1	10	18	1	*	*
	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	3%	2%	*%	1%	1%
SUMMARY																
DAILY	273	133	137	23	69	53	37	90	72	63	46	91	229	22	11	10
	21%	21%	20%	20%	35% de	26% e	17%	16%	21%	16%	20%	28% b	21%	19%	22%	30%
WEEKLY	941	476	456	71	146	157	158	410	259	274	171	238	792	85	39	26
	72%	76% b	68%	61%	73%	75%	71%	73%	74%	69%	74%	73%	72%	71%	78%	78%
MONTHLY	1204	582	610	99	186	198	205	516	323	370	211	296	1014	111	47	32
	92%	93%	91%	86%	94%	95% a	92%	92%	92%	93%	92%	91%	92%	93%	93%	96%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 15

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1328	1092	236	354	958	327	983	108	172	169	327	777	512
Effective Weighted Sample	1098	913	193	281	803	259	825	86	135	131	259	629	439
Total	1308	1122	186	347	942	321	967	98	159	169	321	778	497
At least daily	273	238	35	101	164	94	171	25	47	46	94	177	83
	21%	21%	19%	29% b	17%	29% b	18%	26%	30%	27%	29%	23%	17%
At least weekly	669	576	93	156	508	149	514	44	75	84	149	392	264
	51%	51%	50%	45%	54% a	46%	53%	45%	47%	49%	46%	50%	53%
At least monthly	262	220	42	70	189	62	197	25	31	30	62	163	91
	20%	20%	23%	20%	20%	19%	20%	25%	20%	18%	19%	21%	18%
Less often	85	72	13	13	69	11	72	1	3	9	11	36	49
	7%	6%	7%	4%	7%	3%	7%	1%	2%	5%	3%	5%	10% a
Don t know/ can t remember	19	16	3	7	12	6	13	3	2	1	6	9	10
	1%	1%	2%	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%
SUMMARY													
DAILY	273	238	35	101	164	94	171	25	47	46	94	177	83
	21%	21%	19%	29% b	17%	29% b	18%	26%	30%	27%	29%	23%	17%
WEEKLY	941	813	128	257	673	243	685	69	122	129	243	569	348
	72%	73%	69%	74%	71%	76%	71%	71%	77%	77%	76%	73%	70%
MONTHLY	1204	1034	170	327	861	305	882	94	154	159	305	733	438
	92%	92%	91%	94%	91%	95%	91%	96%	97%	94%	95%	94% b	88%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 15

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1328	1183	1019	309	145	1328	1229	777	787	286	1265	63	175	263	890
Effective Weighted Sample	1098	971	831	268	128	1098	1016	635	636	228	1046	53	144	219	737
Total	1308	1148	989	319	160	1308	1212	751	757	264	1248	60	164	271	873
At least daily	273	238	217	55	35	273	257	175	163	67	264	**	29	53	190
	21%	21%	22%	17%	22%	21%	21%	23%	21%	25%	21%	**	18%	20%	22%
At least weekly	669	580	500	169	89	669	615	383	377	139	634	**	89	121	459
	51%	51%	51%	53%	56%	51%	51%	51%	50%	53%	51%	**	54%	45%	53%
At least monthly	262	243	204	59	19	262	244	145	158	48	249	**	31	55	177
	20%	21%	21%	18%	12%	20%	20%	19%	21%	18%	20%	**	19%	20%	20%
Less often	85	74	59	26	11	85	80	41	53	9	83	**	15	28	43
	7%	6%	6%	8%	7%	7%	7%	5%	7%	3%	7%	**	9%	10% c	5%
Don t know/ can t remember	19	13	9	9	6	19	17	7	7	1	17	**	-	15	4
	1%	1%	1%	3%	4%	1%	1%	1%	1%	*%	1%	**	-%	5% ac	*%
SUMMARY															
DAILY	273	238	217	55	35	273	257	175	163	67	264	**	29	53	190
	21%	21%	22%	17%	22%	21%	21%	23%	21%	25%	21%	**	18%	20%	22%
WEEKLY	941	817	717	225	124	941	871	559	539	206	898	**	118	174	649
	72%	71%	72%	70%	77%	72%	72%	74%	71%	78%	72%	**	72%	64%	74% b
MONTHLY	1204	1061	921	283	143	1204	1116	704	697	254	1147	**	149	229	826
	92%	92%	93%	89%	89%	92%	92%	94%	92%	96%	92%	**	91%	84%	95% b

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

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted row	811	388	416	42	113	149	110	397	218	226	137	229	546	117	82	66
Effective Weighted Sample	669	326	337	35	97	122	90	335	178	187	115	189	504	109	76	63
Total	788	374	405	40	117	126	136	369	208	233	131	214	654	79	35	20
At least daily	179	85	92	**	31	38	33	71	54	32	29	65	147	16	**	**
	23%	23%	23%	**	27%	30%	25%	19%	26% b	14%	22%	30% b	23%	21%	**	**
At least weekly	360	177	180	**	47	48	66	182	97	113	64	86	297	40	**	**
	46%	47%	44%	**	40%	38%	49%	49%	47%	48%	49%	40%	45%	51%	**	**
At least monthly	167	86	80	**	28	30	27	75	40	61	28	37	142	14	**	**
	21%	23%	20%	**	24%	24%	20%	20%	19%	26%	22%	17%	22%	18%	**	**
Less often	63	20	43	**	10	7	10	28	16	21	8	18	51	7	**	**
	8%	5%	11%	**	9%	6%	7%	8%	8%	9%	6%	9%	8%	9%	**	**
Don t know/ can t remember	17	7	11	**	1	3	-	13	1	7	1	8	17	1	**	**
	2%	2%	3%	**	1%	2%	-%	3%	1%	3%	1%	4%	3%	1%	**	**
SUMMARY																
DAILY	179	85	92	**	31	38	33	71	54	32	29	65	147	16	**	**
	23%	23%	23%	**	27%	30%	25%	19%	26% b	14%	22%	30% b	23%	21%	**	**
WEEKLY	540	263	272	**	78	86	100	253	151	145	93	151	444	57	**	**
	69%	70%	67%	**	67%	68%	73%	69%	73%	62%	71%	71%	68%	72%	**	**
MONTHLY	707	348	352	**	106	116	127	328	190	206	122	188	586	71	**	**
	90%	93% b	87%	**	90%	92%	93%	89%	92%	88%	93%	88%	90%	90%	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	811	665	146	210	588	199	598	65	102	108	199	462	317
Effective Weighted Sample	669	552	122	170	489	161	498	56	84	83	161	377	267
Total	788	671	117	210	563	200	573	70	101	102	200	463	297
At least daily	179	153	26	56	118	53	121	**	26	26	53	110	57
	23%	23%	22%	27%	21%	27%	21%	**	26%	26%	27%	24%	19%
At least weekly	360	305	55	96	260	90	266	**	41	59	90	212	139
	46%	45%	47%	46%	46%	45%	46%	**	41%	57%	45%	46%	47%
At least monthly	167	144	23	43	122	43	122	**	27	13	43	100	62
	21%	22%	19%	21%	22%	22%	21%	**	27%	12%	22%	22%	21%
Less often	63	53	10	12	49	11	51	**	4	5	11	36	28
	8%	8%	9%	6%	9%	5%	9%	**	4%	5%	5%	8%	9%
Don t know/ can t remember	17	15	3	3	13	3	13	**	2	-	3	5	12
	2%	2%	2%	1%	2%	1%	2%	**	2%	-%	1%	1%	4%
SUMMARY													
DAILY	179	153	26	56	118	53	121	**	26	26	53	110	57
	23%	23%	22%	27%	21%	27%	21%	**	26%	26%	27%	24%	19%
WEEKLY	540	459	81	152	378	143	387	**	67	85	143	323	195
	69%	68%	70%	72%	67%	72%	68%	**	67%	83%	72%	70%	66%
MONTHLY	707	603	104	195	500	187	508	**	95	98	187	422	257
	90%	90%	89%	93%	89%	93%	89%	**	94%	95%	93%	91%	87%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 16

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	811	704	597	214	107	811	758	449	464	179	769	42	118	148	545
Effective Weighted Sample	669	574	481	188	95	669	628	370	374	146	635	33	94	123	452
Total	788	670	569	219	117	788	739	431	437	171	751	37	107	146	535
At least daily	179	149	132	48	31	179	162	96	94	41	164	**	33	31	116
	23%	22%	23%	22%	26%	23%	22%	22%	22%	24%	22%	**	31%	21%	22%
At least weekly	360	302	262	99	59	360	343	204	198	76	346	**	45	62	253
	46%	45%	46%	45%	50%	46%	46%	47%	45%	44%	46%	**	43%	43%	47%
At least monthly	167	150	116	51	17	167	156	87	109	41	160	**	23	31	113
	21%	22%	20%	23%	14%	21%	21%	20%	25%	24%	21%	**	21%	21%	21%
Less often	63	55	48	16	9	63	61	36	32	11	63	**	6	15	43
	8%	8%	8%	7%	7%	8%	8%	8%	7%	7%	8%	**	5%	10%	8%
Don t know/ can t remember	17	15	12	6	3	17	17	9	4	3	17	**	-	7	10
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	**	-%	5%	2%
SUMMARY															
DAILY	179	149	132	48	31	179	162	96	94	41	164	**	33	31	116
	23%	22%	23%	22%	26%	23%	22%	22%	22%	24%	22%	**	31%	21%	22%
WEEKLY	540	451	393	147	89	540	505	300	292	116	510	**	78	93	368
	69%	67%	69%	67%	76%	69%	68%	70%	67%	68%	68%	**	73%	64%	69%
MONTHLY	707	601	510	197	106	707	661	387	401	158	670	**	101	124	482
	90%	90%	90%	90%	90%	90%	89%	90%	92%	92%	89%	**	95%	85%	90%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 17

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted row	942	513	418	62	136	140	115	489	287	244	177	234	670	108	91	73
Effective Weighted Sample	786	429	347	53	114	113	97	419	237	203	153	196	622	103	86	70
Total	937	494	431	61	133	121	149	473	279	265	164	229	806	71	38	22
At least daily	258	138	116	**	61	23	39	126	69	62	45	81	228	18	**	**
	28%	28%	27%	**	46% cde	19%	26%	27%	25%	24%	27%	35% b	28%	25%	**	**
At least weekly	440	241	193	**	34	73	75	235	140	120	80	100	376	30	**	**
	47%	49%	45%	**	26%	60% b	50% b	50% b	50%	45%	49%	44%	47%	43%	**	**
At least monthly	168	87	82	**	25	17	25	85	49	62	28	29	141	17	**	**
	18%	18%	19%	**	19%	14%	17%	18%	17%	24% d	17%	13%	17%	23%	**	**
Less often	61	25	34	**	10	6	7	25	18	19	10	13	50	6	**	**
	6%	5%	8%	**	8%	5%	5%	5%	7%	7%	6%	6%	6%	9%	**	**
Don t know/ can t remember	10	4	6	**	2	3	2	3	3	1	1	5	10	-	**	**
	1%	1%	1%	**	1%	2%	1%	1%	1%	1%	1%	2%	1%	-%	**	**
SUMMARY																
DAILY	258	138	116	**	61	23	39	126	69	62	45	81	228	18	**	**
	28%	28%	27%	**	46% cde	19%	26%	27%	25%	24%	27%	35% b	28%	25%	**	**
WEEKLY	698	379	309	**	96	95	114	361	210	182	125	181	605	48	**	**
	74%	77%	72%	**	72%	79%	77%	76%	75%	69%	76%	79%	75%	68%	**	**
MONTHLY	866	465	391	**	121	112	140	445	258	244	153	211	746	65	**	**
	92%	94%	91%	**	91%	93%	94%	94%	92%	92%	93%	92%	93%	91%	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 17

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	942	766	176	234	701	217	718	88	110	104	217	518	393
Effective Weighted Sample	786	646	144	186	594	172	607	71	89	82	172	425	338
Total	937	792	145	230	698	215	714	82	102	105	215	529	380
At least daily	258	223	34	69	187	65	191	**	36	25	65	137	112
	28%	28%	24%	30%	27%	30%	27%	**	35%	23%	30%	26%	29%
At least weekly	440	362	78	114	323	110	327	**	50	59	110	250	177
	47%	46%	53%	49%	46%	51%	46%	**	49%	57%	51%	47%	47%
At least monthly	168	143	25	34	134	29	140	**	11	15	29	108	57
	18%	18%	17%	15%	19%	13%	20%	**	11%	14%	13%	20%	15%
Less often	61	54	7	12	46	8	50	**	4	6	8	29	30
	6%	7%	5%	5%	7%	4%	7%	**	3%	6%	4%	5%	8%
Don t know/ can t remember	10	9	1	2	7	2	7	**	2	-	2	5	5
	1%	1%	1%	1%	1%	1%	1%	**	2%	-%	1%	1%	1%
SUMMARY													
DAILY	258	223	34	69	187	65	191	**	36	25	65	137	112
	28%	28%	24%	30%	27%	30%	27%	**	35%	23%	30%	26%	29%
WEEKLY	698	586	112	183	511	176	518	**	85	84	176	386	289
	74%	74%	77%	79%	73%	82%	72%	**	84%	80%	82%	73%	76%
MONTHLY	866	729	137	217	645	205	657	**	96	99	205	495	346
	92%	92%	94%	94%	92%	95%	92%	**	95%	94%	95%	94%	91%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 17

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	942	808	682	260	134	942	881	578	571	229	897	45	121	177	644
Effective Weighted Sample	786	666	556	230	120	786	735	478	464	186	748	39	101	147	539
Total	937	793	663	274	144	937	881	567	554	229	895	42	111	178	649
At least daily	258	206	169	89	51	258	247	163	151	72	248	**	36	56	166
	28%	26%	25%	33%	36%	28%	28%	29%	27%	32%	28%	**	32%	32%	26%
At least weekly	440	369	308	132	71	440	408	258	247	99	416	**	54	58	328
	47%	46%	46%	48%	49%	47%	46%	45%	45%	43%	46%	**	49% b	33%	51% b
At least monthly	168	156	133	35	12	168	160	105	111	44	163	**	13	34	121
	18%	20% d	20% d	13%	8%	18% d	18%	19%	20%	19%	18%	**	11%	19%	19%
Less often	61	53	48	12	8	61	58	37	40	14	60	**	5	25	31
	6%	7%	7%	4%	5%	6%	7%	6%	7%	6%	7%	**	5%	14% c	5%
Don t know/ can t remember	10	9	5	5	2	10	8	4	4	-	8	**	3	5	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-%	1%	**	3%	3%	*%
SUMMARY															
DAILY	258	206	169	89	51	258	247	163	151	72	248	**	36	56	166
	28%	26%	25%	33%	36%	28%	28%	29%	27%	32%	28%	**	32%	32%	26%
WEEKLY	698	575	477	221	123	698	655	421	398	171	664	**	90	114	494
	74%	73%	72%	81% b	85% ab	74%	74%	74%	72%	75%	74%	**	81% b	64%	76% b
MONTHLY	866	731	610	256	135	866	814	526	509	215	826	**	103	148	615
	92%	92%	92%	94%	94%	92%	92%	93%	92%	94%	92%	**	93%	84%	95% b

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	1166	665	497	95	218	248	170	435	408	341	217	199	780	182	120	84
Effective Weighted Sample	956	543	409	78	184	205	144	365	338	283	179	158	721	169	113	80
Total	1173	662	507	91	214	217	231	420	402	376	208	185	976	122	50	24
At least daily	532	327	204	**	96	111	108	184	184	157	110	80	450	49	21	**
	45%	49% b	40%	**	45%	51%	47%	44%	46%	42%	53%	43%	46%	40%	41%	**
At least weekly	481	262	217	**	80	78	94	190	156	167	83	74	391	58	21	**
	41%	40%	43%	**	37%	36%	41%	45%	39%	44%	40%	40%	40%	48%	43%	**
At least monthly	113	49	63	**	27	21	16	36	43	38	11	21	94	11	5	**
	10%	7%	12%	**	13%	9%	7%	9%	11%	10%	5%	11%	10%	9%	11%	**
Less often	41	22	18	**	9	6	11	9	17	14	4	6	35	4	2	**
	3%	3%	4%	**	4%	3%	5%	2%	4%	4%	2%	3%	4%	3%	4%	**
Don t know/ can t remember	6	2	5	**	2	1	2	2	2	-	*	4	6	-	*	**
	1%	*%	1%	**	1%	*%	1%	*%	*%	-%	*%	2%	1%	-%	1%	**
SUMMARY																
DAILY	532	327	204	**	96	111	108	184	184	157	110	80	450	49	21	**
	45%	49% b	40%	**	45%	51%	47%	44%	46%	42%	53%	43%	46%	40%	41%	**
WEEKLY	1013	589	421	**	176	189	202	373	340	325	192	154	841	107	42	**
	86%	89% b	83%	**	82%	87%	88%	89%	85%	86%	92%	83%	86%	88%	84%	**
MONTHLY	1126	639	484	**	203	210	218	410	383	362	204	175	935	119	47	**
	96%	96%	95%	**	95%	97%	94%	98%	95%	96%	98%	94%	96%	97%	95%	**

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

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1166	992	174	425	733	397	759	138	215	199	397	795	353
Effective Weighted Sample	956	819	142	345	604	323	625	112	174	164	323	651	293
Total	1173	1027	146	436	728	410	750	129	213	226	410	822	335
At least daily	532	472	61	214	318	205	325	56	119	122	205	387	133
	45%	46%	42%	49%	44%	50%	43%	43%	56%	54%	50%	47%	40%
At least weekly	481	418	62	166	306	159	312	57	70	80	159	336	142
	41%	41%	43%	38%	42%	39%	42%	44%	33%	35%	39%	41%	42%
At least monthly	113	92	21	37	76	33	80	11	17	18	33	72	39
	10%	9%	14%	8%	10%	8%	11%	8%	8%	8%	8%	9%	12%
Less often	41	39	2	19	22	14	27	5	8	6	14	23	18
	3%	4%	1%	4%	3%	3%	4%	4%	4%	3%	3%	3%	5%
Don t know/ can t remember	6	6	-	*	6	-	6	-	-	-	-	4	3
	1%	1%	-%	*%	1%	-%	1%	-%	-%	-%	-%	*%	1%
SUMMARY													
DAILY	532	472	61	214	318	205	325	56	119	122	205	387	133
	45%	46%	42%	49%	44%	50%	43%	43%	56%	54%	50%	47%	40%
WEEKLY	1013	890	123	379	624	364	637	113	189	202	364	723	275
	86%	87%	85%	87%	86%	89%	85%	87%	89%	89%	89%	88%	82%
MONTHLY	1126	982	144	416	700	397	716	124	205	219	397	795	315
	96%	96%	99%	96%	96%	97%	96%	96%	96%	97%	97%	97%	94%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 18

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1166	1078	979	187	88	1166	1057	678	751	218	1103	63	147	257	762
Effective Weighted Sample	956	885	800	157	73	956	868	555	612	179	905	52	120	210	626
Total	1173	1071	969	204	102	1173	1072	683	754	220	1112	61	144	262	767
At least daily	532	469	433	99	**	532	477	310	326	101	495	**	76	123	334
	45%	44%	45%	49%	**	45%	45%	45%	43%	46%	44%	**	52%	47%	44%
At least weekly	481	452	403	78	**	481	451	290	326	90	465	**	59	90	332
	41%	42%	42%	38%	**	41%	42%	42%	43%	41%	42%	**	41%	34%	43%
At least monthly	113	108	99	14	**	113	106	60	76	19	112	**	7	31	76
	10%	10%	10%	7%	**	10%	10%	9%	10%	8%	10%	**	5%	12%	10%
Less often	41	38	32	9	**	41	34	22	24	10	35	**	2	17	23
	3%	4%	3%	4%	**	3%	3%	3%	3%	4%	3%	**	1%	6%	3%
Don t know/ can t remember	6	5	2	4	**	6	4	2	3	-	4	**	2	2	2
	1%	*%	*%	2% b	**	1%	*%	*%	*%	-%	*%	**	1%	1%	*%
SUMMARY															
DAILY	532	469	433	99	**	532	477	310	326	101	495	**	76	123	334
	45%	44%	45%	49%	**	45%	45%	45%	43%	46%	44%	**	52%	47%	44%
WEEKLY	1013	921	835	177	**	1013	928	600	652	192	960	**	134	213	666
	86%	86%	86%	87%	**	86%	87%	88%	86%	87%	86%	**	93% b	81%	87%
MONTHLY	1126	1029	934	191	**	1126	1034	660	728	210	1073	**	141	243	741
	96%	96%	96%	94%	**	96%	96%	97%	96%	96%	96%	**	98%	93%	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	131	63	67	9	28	28	8	58	49	35	12	34	56	7	64	4
Effective Weighted Sample	95	44	50	6	22	19	6	46	35	25	9	27	51	6	62	4
Total	97	44	52	8	26	20	7	35	38	27	9	21	65	5	25	1
At least daily	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	131	102	29	39	90	32	96	17	17	10	32	67	58
Effective Weighted Sample	95	73	23	29	68	24	72	13	13	7	24	50	45
Total	97	77	20	36	59	29	65	15	15	10	29	58	34
At least daily	25	19	**	**	**	**	**	**	**	**	**	**	**
	26%	25%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	32	24	**	**	**	**	**	**	**	**	**	**	**
	33%	31%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	22	20	**	**	**	**	**	**	**	**	**	**	**
	23%	26%	**	**	**	**	**	**	**	**	**	**	**
Less often	11	10	**	**	**	**	**	**	**	**	**	**	**
	12%	12%	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	6	5	**	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	25	19	**	**	**	**	**	**	**	**	**	**	**
	26%	25%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	57	43	**	**	**	**	**	**	**	**	**	**	**
	59%	56%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	79	63	**	**	**	**	**	**	**	**	**	**	**
	82%	82%	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	~b	~c	~d	e	a	~b	c	~d	e	~f	~a	~b	~c
Unweighted row	131	117	99	32	14	131	124	94	109	45	128	3	14	18	99
Effective Weighted Sample	95	85	72	25	11	95	91	68	80	32	93	3	11	14	72
Total	97	88	77	19	8	97	90	68	82	33	95	2	10	18	69
At least daily	25	21	**	**	**	25	23	**	23	**	25	**	**	**	**
	26%	24%	**	**	**	26%	26%	**	28%	**	26%	**	**	**	**
At least weekly	32	31	**	**	**	32	31	**	27	**	32	**	**	**	**
	33%	36%	**	**	**	33%	35%	**	33%	**	33%	**	**	**	**
At least monthly	22	21	**	**	**	22	20	**	20	**	22	**	**	**	**
	23%	23%	**	**	**	23%	23%	**	25%	**	23%	**	**	**	**
Less often	11	11	**	**	**	11	11	**	10	**	11	**	**	**	**
	12%	12%	**	**	**	12%	12%	**	13%	**	11%	**	**	**	**
Don t know/ can t remember	6	5	**	**	**	6	4	**	2	**	6	**	**	**	**
	6%	5%	**	**	**	6%	5%	**	2%	**	7%	**	**	**	**
SUMMARY															
DAILY	25	21	**	**	**	25	23	**	23	**	25	**	**	**	**
	26%	24%	**	**	**	26%	26%	**	28%	**	26%	**	**	**	**
WEEKLY	57	52	**	**	**	57	54	**	50	**	56	**	**	**	**
	59%	59%	**	**	**	59%	60%	**	61%	**	59%	**	**	**	**
MONTHLY	79	73	**	**	**	79	74	**	70	**	78	**	**	**	**
	82%	83%	**	**	**	82%	83%	**	85%	**	82%	**	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 20

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	1031	589	439	70	159	176	127	499	416	257	150	207	723	108	110	90
Effective Weighted Sample	848	494	352	60	133	148	102	418	338	211	128	175	669	103	104	86
Total	1031	586	442	74	160	162	161	473	389	286	147	207	885	73	46	26
At least daily	501	295	204	**	74	77	78	242	201	129	65	105	421	42	25	**
	49%	50%	46%	**	46%	47%	48%	51%	52%	45%	44%	50%	48%	58%	54%	**
At least weekly	401	228	172	**	64	62	70	184	146	115	64	76	356	21	15	**
	39%	39%	39%	**	40%	38%	43%	39%	38%	40%	44%	37%	40%	29%	32%	**
At least monthly	80	39	41	**	15	16	9	27	24	30	15	12	68	7	3	**
	8%	7%	9%	**	9%	10%	6%	6%	6%	10%	10%	6%	8%	10%	8%	**
Less often	43	22	21	**	3	6	4	21	15	12	3	13	36	2	3	**
	4%	4%	5%	**	2%	4%	3%	4%	4%	4%	2%	6%	4%	3%	6%	**
Don t know/ can t remember	6	2	4	**	3	2	*	-	3	-	*	2	5	-	*	**
	1%	*%	1%	**	2% e	1%	*%	-%	1%	-%	*%	1%	1%	-%	1%	**
SUMMARY																
DAILY	501	295	204	**	74	77	78	242	201	129	65	105	421	42	25	**
	49%	50%	46%	**	46%	47%	48%	51%	52%	45%	44%	50%	48%	58%	54%	**
WEEKLY	902	523	376	**	138	138	147	425	347	244	129	181	777	64	40	**
	88%	89%	85%	**	86%	85%	91%	90%	89%	85%	88%	87%	88%	87%	86%	**
MONTHLY	982	561	418	**	153	154	157	453	371	273	143	193	844	71	43	**
	95%	96%	95%	**	96%	95%	97%	96%	95%	96%	98%	93%	95%	97%	93%	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	1031	893	138	295	728	272	750	95	141	136	272	633	376
Effective Weighted Sample	848	739	113	245	596	225	615	81	116	113	225	517	316
Total	1031	916	115	307	715	284	738	96	134	148	284	654	356
At least daily	501	440	60	159	339	147	351	**	65	70	147	314	173
	49%	48%	52%	52%	47%	52%	48%	**	49%	47%	52%	48%	49%
At least weekly	401	360	42	119	279	110	287	**	53	62	110	265	131
	39%	39%	36%	39%	39%	39%	39%	**	40%	42%	39%	41%	37%
At least monthly	80	74	6	20	59	19	59	**	13	11	19	49	29
	8%	8%	6%	6%	8%	7%	8%	**	9%	8%	7%	7%	8%
Less often	43	37	6	8	35	6	37	**	1	4	6	20	23
	4%	4%	5%	3%	5%	2%	5%	**	1%	2%	2%	3%	6%
Don t know/ can t remember	6	6	-	2	3	2	3	**	2	*	2	6	-
	1%	1%	-%	1%	*%	1%	*%	**	1%	*%	1%	1%	-%
SUMMARY													
DAILY	501	440	60	159	339	147	351	**	65	70	147	314	173
	49%	48%	52%	52%	47%	52%	48%	**	49%	47%	52%	48%	49%
WEEKLY	902	800	102	278	618	257	638	**	118	132	257	579	304
	88%	87%	89%	90%	86%	90%	86%	**	88%	90%	90%	89%	85%
MONTHLY	982	874	109	297	677	275	697	**	130	144	275	628	333
	95%	95%	95%	97%	95%	97%	95%	**	98%	97%	97%	96%	94%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 20

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	1031	947	809	222	84	1031	1031	698	761	269	1031	-	70	163	798
Effective Weighted Sample	848	780	665	183	69	848	848	573	620	218	848	-	57	136	656
Total	1031	941	806	225	90	1031	1031	681	744	249	1031	-	68	176	787
At least daily	501	451	391	110	**	501	501	340	357	127	501	**	**	75	399
	49%	48%	49%	49%	**	49%	49%	50%	48%	51%	49%	**	**	42%	51%
At least weekly	401	371	316	86	**	401	401	262	296	95	401	**	**	75	298
	39%	39%	39%	38%	**	39%	39%	38%	40%	38%	39%	**	**	42%	38%
At least monthly	80	75	60	20	**	80	80	53	56	18	80	**	**	15	61
	8%	8%	7%	9%	**	8%	8%	8%	7%	7%	8%	**	**	9%	8%
Less often	43	40	35	8	**	43	43	25	32	8	43	**	**	8	26
	4%	4%	4%	4%	**	4%	4%	4%	4%	3%	4%	**	**	4%	3%
Don t know/ can t remember	6	4	4	2	**	6	6	2	4	2	6	**	**	4	2
	1%	*%	1%	1%	**	1%	1%	*%	1%	1%	1%	**	**	2%	*%
														c	
SUMMARY															
DAILY	501	451	391	110	**	501	501	340	357	127	501	**	**	75	399
	49%	48%	49%	49%	**	49%	49%	50%	48%	51%	49%	**	**	42%	51%
WEEKLY	902	822	707	195	**	902	902	601	653	221	902	**	**	150	697
	88%	87%	88%	87%	**	88%	88%	88%	88%	89%	88%	**	**	85%	89%
MONTHLY	982	896	767	215	**	982	982	654	709	239	982	**	**	165	759
	95%	95%	95%	96%	**	95%	95%	96%	95%	96%	95%	**	**	93%	96%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	213	129	83	16	50	37	21	89	110	36	35	32	142	25	26	20
Effective Weighted Sample	174	108	65	14	40	33	17	71	90	29	29	25	132	24	23	19
Total	211	138	72	19	48	38	27	79	106	37	37	31	176	18	11	6
At least daily	52	34	**	**	**	**	**	**	30	**	**	**	43	**	**	**
	25%	24%	**	**	**	**	**	**	28%	**	**	**	24%	**	**	**
At least weekly	85	59	**	**	**	**	**	**	35	**	**	**	69	**	**	**
	40%	43%	**	**	**	**	**	**	33%	**	**	**	39%	**	**	**
At least monthly	46	31	**	**	**	**	**	**	29	**	**	**	39	**	**	**
	22%	23%	**	**	**	**	**	**	28%	**	**	**	22%	**	**	**
Less often	24	10	**	**	**	**	**	**	10	**	**	**	22	**	**	**
	11%	7%	**	**	**	**	**	**	10%	**	**	**	12%	**	**	**
Don t know/ can t remember	3	3	**	**	**	**	**	**	2	**	**	**	3	**	**	**
	2%	2%	**	**	**	**	**	**	2%	**	**	**	2%	**	**	**
SUMMARY																
DAILY	52	34	**	**	**	**	**	**	30	**	**	**	43	**	**	**
	25%	24%	**	**	**	**	**	**	28%	**	**	**	24%	**	**	**
WEEKLY	137	93	**	**	**	**	**	**	64	**	**	**	112	**	**	**
	65%	68%	**	**	**	**	**	**	61%	**	**	**	63%	**	**	**
MONTHLY	183	124	**	**	**	**	**	**	94	**	**	**	151	**	**	**
	87%	90%	**	**	**	**	**	**	89%	**	**	**	86%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	213	193	20	82	128	74	136	36	30	33	74	134	76
Effective Weighted Sample	174	157	16	69	102	62	109	29	25	29	62	113	60
Total	211	192	19	85	122	77	130	34	28	37	77	143	65
At least daily	52	47	**	**	23	**	25	**	**	**	**	41	**
	25%	25%	**	**	19%	**	19%	**	**	**	**	29%	**
At least weekly	85	81	**	**	53	**	54	**	**	**	**	56	**
	40%	42%	**	**	43%	**	42%	**	**	**	**	39%	**
At least monthly	46	40	**	**	27	**	30	**	**	**	**	32	**
	22%	21%	**	**	22%	**	23%	**	**	**	**	22%	**
Less often	24	21	**	**	18	**	20	**	**	**	**	11	**
	11%	11%	**	**	14%	**	15%	**	**	**	**	8%	**
Don t know/ can t remember	3	3	**	**	2	**	2	**	**	**	**	3	**
	2%	2%	**	**	1%	**	1%	**	**	**	**	2%	**
SUMMARY													
DAILY	52	47	**	**	23	**	25	**	**	**	**	41	**
	25%	25%	**	**	19%	**	19%	**	**	**	**	29%	**
WEEKLY	137	128	**	**	75	**	79	**	**	**	**	97	**
	65%	67%	**	**	62%	**	61%	**	**	**	**	68%	**
MONTHLY	183	168	**	**	103	**	109	**	**	**	**	129	**
	87%	88%	**	**	84%	**	84%	**	**	**	**	90%	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 21

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	213	202	177	36	11	213	213	164	178	85	213	-	10	52	151
Effective Weighted Sample	174	166	146	28	9	174	174	133	145	69	174	-	8	45	122
Total	211	196	173	38	15	211	211	154	175	74	211	-	9	63	139
At least daily	52	45	45	**	**	52	52	40	43	**	52	**	**	**	39
	25%	23%	26%	**	**	25%	25%	26%	25%	**	25%	**	**	**	28%
At least weekly	85	80	68	**	**	85	85	61	70	**	85	**	**	**	52
	40%	41%	39%	**	**	40%	40%	40%	40%	**	40%	**	**	**	38%
At least monthly	46	46	40	**	**	46	46	34	41	**	46	**	**	**	33
	22%	24%	23%	**	**	22%	22%	22%	24%	**	22%	**	**	**	24%
Less often	24	22	19	**	**	24	24	17	19	**	24	**	**	**	15
	11%	11%	11%	**	**	11%	11%	11%	11%	**	11%	**	**	**	11%
Don t know/ can t remember	3	2	2	**	**	3	3	2	2	**	3	**	**	**	-
	2%	1%	1%	**	**	2%	2%	1%	1%	**	2%	**	**	**	-%
SUMMARY															
DAILY	52	45	45	**	**	52	52	40	43	**	52	**	**	**	39
	25%	23%	26%	**	**	25%	25%	26%	25%	**	25%	**	**	**	28%
WEEKLY	137	125	113	**	**	137	137	101	113	**	137	**	**	**	91
	65%	64%	65%	**	**	65%	65%	66%	65%	**	65%	**	**	**	65%
MONTHLY	183	172	153	**	**	183	183	135	154	**	183	**	**	**	124
	87%	88%	88%	**	**	87%	87%	88%	88%	**	87%	**	**	**	89%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	81	51	30	4	25	13	10	29	37	20	11	13	34	39	3	5
Effective Weighted Sample	70	44	27	4	21	11	9	27	32	17	10	11	32	36	3	5
Total	68	44	24	3	23	12	9	21	31	19	8	11	37	28	1	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	81	67	14	30	51	27	54	20	11	9	27	53	28
Effective Weighted Sample	70	58	13	26	46	23	47	17	10	7	23	45	26
Total	68	58	9	28	40	24	44	18	9	8	24	46	21
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 22

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	81	74	65	16	7	81	81	73	68	43	81	-	7	15	59
Effective Weighted Sample	70	64	56	14	6	70	70	63	59	38	70	-	7	12	52
Total	68	62	56	12	6	68	68	61	57	37	68	-	6	14	47
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted row	192	118	74	8	45	23	28	88	85	48	25	34	70	111	5	6
Effective Weighted Sample	166	101	66	7	39	20	25	80	72	44	23	29	65	104	5	6
Total	162	99	63	9	42	20	27	64	75	40	18	29	79	79	2	2
At least daily	47	28	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	29%	28%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**
At least weekly	79	50	**	**	**	**	**	**	**	**	**	**	**	37	**	**
	49%	50%	**	**	**	**	**	**	**	**	**	**	**	47%	**	**
At least monthly	25	13	**	**	**	**	**	**	**	**	**	**	**	10	**	**
	15%	13%	**	**	**	**	**	**	**	**	**	**	**	13%	**	**
Less often	6	6	**	**	**	**	**	**	**	**	**	**	**	1	**	**
	3%	6%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**
Don t know/ can t remember	6	3	**	**	**	**	**	**	**	**	**	**	**	-	**	**
	4%	3%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**
SUMMARY																
DAILY	47	28	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	29%	28%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**
WEEKLY	126	77	**	**	**	**	**	**	**	**	**	**	**	68	**	**
	78%	78%	**	**	**	**	**	**	**	**	**	**	**	86%	**	**
MONTHLY	151	90	**	**	**	**	**	**	**	**	**	**	**	78	**	**
	93%	91%	**	**	**	**	**	**	**	**	**	**	**	99%	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	192	172	20	60	132	56	136	23	30	26	56	122	69
Effective Weighted Sample	166	149	19	50	119	47	121	19	25	22	47	104	63
Total	162	148	14	59	103	53	109	20	28	25	53	108	53
At least daily	47	46	**	**	28	**	31	**	**	**	**	31	**
	29%	31%	**	**	27%	**	28%	**	**	**	**	29%	**
At least weekly	79	68	**	**	52	**	53	**	**	**	**	54	**
	49%	46%	**	**	50%	**	49%	**	**	**	**	50%	**
At least monthly	25	23	**	**	19	**	20	**	**	**	**	13	**
	15%	16%	**	**	18%	**	19%	**	**	**	**	12%	**
Less often	6	6	**	**	2	**	2	**	**	**	**	6	**
	3%	4%	**	**	2%	**	1%	**	**	**	**	5%	**
Don t know/ can t remember	6	6	**	**	3	**	3	**	**	**	**	4	**
	4%	4%	**	**	3%	**	3%	**	**	**	**	4%	**
SUMMARY													
DAILY	47	46	**	**	28	**	31	**	**	**	**	31	**
	29%	31%	**	**	27%	**	28%	**	**	**	**	29%	**
WEEKLY	126	113	**	**	80	**	84	**	**	**	**	85	**
	78%	77%	**	**	77%	**	77%	**	**	**	**	79%	**
MONTHLY	151	136	**	**	99	**	104	**	**	**	**	99	**
	93%	92%	**	**	95%	**	96%	**	**	**	**	91%	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 23

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	192	170	136	56	22	192	192	150	131	63	192	-	12	30	150
Effective Weighted Sample	166	146	116	51	21	166	166	129	111	54	166	-	11	26	130
Total	162	144	118	44	18	162	162	129	114	57	162	-	8	25	128
At least daily	47	38	33	**	**	47	47	37	31	**	47	**	**	**	38
	29%	27%	28%	**	**	29%	29%	28%	28%	**	29%	**	**	**	29%
At least weekly	79	72	57	**	**	79	79	65	56	**	79	**	**	**	63
	49%	50%	49%	**	**	49%	49%	51%	49%	**	49%	**	**	**	49%
At least monthly	25	24	19	**	**	25	25	20	18	**	25	**	**	**	21
	15%	17%	16%	**	**	15%	15%	15%	16%	**	15%	**	**	**	16%
Less often	6	4	4	**	**	6	6	3	3	**	6	**	**	**	3
	3%	3%	3%	**	**	3%	3%	2%	3%	**	3%	**	**	**	2%
Don t know/ can t remember	6	6	4	**	**	6	6	4	5	**	6	**	**	**	5
	4%	4%	4%	**	**	4%	4%	3%	4%	**	4%	**	**	**	4%
SUMMARY															
DAILY	47	38	33	**	**	47	47	37	31	**	47	**	**	**	38
	29%	27%	28%	**	**	29%	29%	28%	28%	**	29%	**	**	**	29%
WEEKLY	126	110	91	**	**	126	126	102	87	**	126	**	**	**	100
	78%	77%	77%	**	**	78%	78%	79%	77%	**	78%	**	**	**	78%
MONTHLY	151	134	109	**	**	151	151	122	106	**	151	**	**	**	121
	93%	93%	93%	**	**	93%	93%	95%	93%	**	93%	**	**	**	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	198	86	106	29	74	54	18	23	78	52	27	40	140	23	12	23
Effective Weighted Sample	166	73	87	25	61	46	16	20	67	43	23	33	132	21	12	22
Total	192	85	103	29	69	50	24	20	73	55	28	36	166	16	5	6
At least daily	56	**	25	**	**	**	**	**	**	**	**	**	46	**	**	**
	29%	**	24%	**	**	**	**	**	**	**	**	**	28%	**	**	**
At least weekly	69	**	42	**	**	**	**	**	**	**	**	**	58	**	**	**
	36%	**	40%	**	**	**	**	**	**	**	**	**	35%	**	**	**
At least monthly	39	**	17	**	**	**	**	**	**	**	**	**	34	**	**	**
	20%	**	17%	**	**	**	**	**	**	**	**	**	21%	**	**	**
Less often	22	**	15	**	**	**	**	**	**	**	**	**	21	**	**	**
	12%	**	14%	**	**	**	**	**	**	**	**	**	12%	**	**	**
Don t know/ can t remember	7	**	4	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	**	4%	**	**	**	**	**	**	**	**	**	4%	**	**	**
SUMMARY																
DAILY	56	**	25	**	**	**	**	**	**	**	**	**	46	**	**	**
	29%	**	24%	**	**	**	**	**	**	**	**	**	28%	**	**	**
WEEKLY	124	**	67	**	**	**	**	**	**	**	**	**	104	**	**	**
	65%	**	65%	**	**	**	**	**	**	**	**	**	63%	**	**	**
MONTHLY	163	**	84	**	**	**	**	**	**	**	**	**	139	**	**	**
	85%	**	82%	**	**	**	**	**	**	**	**	**	84%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted row	198	180	18	140	54	126	67	62	82	41	126	144	52
Effective Weighted Sample	166	152	15	116	47	103	58	50	66	34	103	121	43
Total	192	178	14	138	51	121	66	51	78	43	121	143	48
At least daily	56	49	**	44	**	41	**	**	**	**	41	44	**
	29%	27%	**	32%	**	34%	**	**	**	**	34%	31%	**
At least weekly	69	65	**	55	**	50	**	**	**	**	50	56	**
	36%	36%	**	40%	**	41%	**	**	**	**	41%	39%	**
At least monthly	39	35	**	25	**	21	**	**	**	**	21	25	**
	20%	20%	**	18%	**	17%	**	**	**	**	17%	18%	**
Less often	22	22	**	11	**	7	**	**	**	**	7	13	**
	12%	12%	**	8%	**	6%	**	**	**	**	6%	9%	**
Don t know/ can t remember	7	7	**	3	**	2	**	**	**	**	2	4	**
	4%	4%	**	2%	**	1%	**	**	**	**	1%	3%	**
SUMMARY													
DAILY	56	49	**	44	**	41	**	**	**	**	41	44	**
	29%	27%	**	32%	**	34%	**	**	**	**	34%	31%	**
WEEKLY	124	114	**	99	**	91	**	**	**	**	91	100	**
	65%	64%	**	72%	**	75%	**	**	**	**	75%	70%	**
MONTHLY	163	149	**	124	**	112	**	**	**	**	112	125	**
	85%	84%	**	90%	**	93%	**	**	**	**	93%	88%	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 24

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	198	194	183	15	4	198	198	137	142	59	198	-	18	35	145
Effective Weighted Sample	166	163	154	12	3	166	166	116	122	51	166	-	15	31	120
Total	192	188	178	15	5	192	192	133	141	59	192	-	18	38	137
At least daily	56	54	52	**	**	56	56	42	43	**	56	**	**	**	45
	29%	29%	29%	**	**	29%	29%	31%	31%	**	29%	**	**	**	33%
At least weekly	69	67	67	**	**	69	69	54	50	**	69	**	**	**	47
	36%	36%	38%	**	**	36%	36%	41%	36%	**	36%	**	**	**	34%
At least monthly	39	39	36	**	**	39	39	19	30	**	39	**	**	**	24
	20%	21%	20%	**	**	20%	20%	14%	21%	**	20%	**	**	**	17%
Less often	22	21	18	**	**	22	22	15	12	**	22	**	**	**	16
	12%	11%	10%	**	**	12%	12%	11%	9%	**	12%	**	**	**	12%
Don t know/ can t remember	7	7	5	**	**	7	7	3	5	**	7	**	**	**	6
	4%	4%	3%	**	**	4%	4%	2%	4%	**	4%	**	**	**	4%
SUMMARY															
DAILY	56	54	52	**	**	56	56	42	43	**	56	**	**	**	45
	29%	29%	29%	**	**	29%	29%	31%	31%	**	29%	**	**	**	33%
WEEKLY	124	121	119	**	**	124	124	96	93	**	124	**	**	**	92
	65%	65%	67%	**	**	65%	65%	72%	66%	**	65%	**	**	**	67%
MONTHLY	163	160	154	**	**	163	163	114	123	**	163	**	**	**	115
	85%	85%	87%	**	**	85%	85%	86%	87%	**	85%	**	**	**	84%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	255	99	152	28	94	82	19	32	100	57	42	56	172	27	26	30
Effective Weighted Sample	206	83	120	24	80	65	15	25	83	48	34	43	160	25	25	29
Total	242	97	141	31	92	68	23	27	92	64	39	47	205	19	10	8
At least daily	104	**	66	**	**	**	**	**	43	**	**	**	85	**	**	**
	43%	**	47%	**	**	**	**	**	46%	**	**	**	42%	**	**	**
At least weekly	81	**	44	**	**	**	**	**	28	**	**	**	71	**	**	**
	34%	**	31%	**	**	**	**	**	30%	**	**	**	34%	**	**	**
At least monthly	39	**	24	**	**	**	**	**	16	**	**	**	34	**	**	**
	16%	**	17%	**	**	**	**	**	17%	**	**	**	17%	**	**	**
Less often	15	**	7	**	**	**	**	**	6	**	**	**	13	**	**	**
	6%	**	5%	**	**	**	**	**	7%	**	**	**	6%	**	**	**
Don t know/ can t remember	3	**	1	**	**	**	**	**	-	**	**	**	3	**	**	**
	1%	**	1%	**	**	**	**	**	-%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	104	**	66	**	**	**	**	**	43	**	**	**	85	**	**	**
	43%	**	47%	**	**	**	**	**	46%	**	**	**	42%	**	**	**
WEEKLY	185	**	110	**	**	**	**	**	71	**	**	**	156	**	**	**
	77%	**	78%	**	**	**	**	**	76%	**	**	**	76%	**	**	**
MONTHLY	224	**	134	**	**	**	**	**	86	**	**	**	190	**	**	**
	93%	**	95%	**	**	**	**	**	93%	**	**	**	93%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	a	b	~c	d	a	~b
Unweighted row	255	227	28	199	52	185	64	116	108	59	185	188	64
Effective Weighted Sample	206	184	23	162	42	150	52	92	86	49	150	153	52
Total	242	219	23	193	44	176	60	101	99	61	176	185	54
At least daily	104	94	**	90	**	85	**	64	41	**	85	77	**
	43%	43%	**	47%	**	48%	**	64% b	41%	**	48%	41%	**
At least weekly	81	76	**	62	**	60	**	26	43	**	60	66	**
	34%	35%	**	32%	**	34%	**	25%	43%	**	34%	36%	**
At least monthly	39	34	**	29	**	25	**	8	14	**	25	29	**
	16%	16%	**	15%	**	14%	**	8%	14%	**	14%	16%	**
Less often	15	12	**	10	**	6	**	3	1	**	6	10	**
	6%	5%	**	5%	**	4%	**	3%	1%	**	4%	5%	**
Don t know/ can t remember	3	3	**	2	**	-	**	-	-	**	-	3	**
	1%	2%	**	1%	**	-%	**	-%	-%	**	-%	2%	**
SUMMARY													
DAILY	104	94	**	90	**	85	**	64	41	**	85	77	**
	43%	43%	**	47%	**	48%	**	64% b	41%	**	48%	41%	**
WEEKLY	185	169	**	152	**	145	**	90	83	**	145	143	**
	77%	78%	**	79%	**	82%	**	89%	84%	**	82%	77%	**
MONTHLY	224	204	**	182	**	170	**	97	98	**	170	172	**
	93%	93%	**	94%	**	96%	**	97%	99%	**	96%	93%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	255	246	233	22	9	255	255	180	187	66	255	-	19	57	179
Effective Weighted Sample	206	199	189	18	7	206	206	149	153	54	206	-	15	46	146
Total	242	233	222	20	9	242	242	176	179	65	242	-	17	56	169
At least daily	104	101	97	**	**	104	104	78	71	**	104	**	**	**	68
	43%	43%	44%	**	**	43%	43%	45%	40%	**	43%	**	**	**	40%
At least weekly	81	78	73	**	**	81	81	60	66	**	81	**	**	**	60
	34%	33%	33%	**	**	34%	34%	34%	37%	**	34%	**	**	**	36%
At least monthly	39	39	36	**	**	39	39	24	30	**	39	**	**	**	29
	16%	17%	16%	**	**	16%	16%	14%	17%	**	16%	**	**	**	17%
Less often	15	13	13	**	**	15	15	11	10	**	15	**	**	**	11
	6%	5%	6%	**	**	6%	6%	6%	5%	**	6%	**	**	**	6%
Don t know/ can t remember	3	3	3	**	**	3	3	3	3	**	3	**	**	**	1
	1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	1%
SUMMARY															
DAILY	104	101	97	**	**	104	104	78	71	**	104	**	**	**	68
	43%	43%	44%	**	**	43%	43%	45%	40%	**	43%	**	**	**	40%
WEEKLY	185	178	170	**	**	185	185	138	137	**	185	**	**	**	128
	77%	77%	77%	**	**	77%	77%	78%	76%	**	77%	**	**	**	76%
MONTHLY	224	217	206	**	**	224	224	162	166	**	224	**	**	**	157
	93%	93%	93%	**	**	93%	93%	92%	93%	**	93%	**	**	**	93%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	204	135	17	58	58	45	163	135	80	54	71	255	34	26	26
Effective Weighted Sample	287	170	116	14	53	49	37	140	112	66	48	60	236	32	23	25
Total	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
At least daily	182	101	82	**	**	**	**	95	65	**	**	**	159	**	**	**
	52%	50%	55%	**	**	**	**	59%	47%	**	**	**	51%	**	**	**
At least weekly	108	61	45	**	**	**	**	42	46	**	**	**	97	**	**	**
	31%	30%	30%	**	**	**	**	26%	33%	**	**	**	31%	**	**	**
At least monthly	30	19	11	**	**	**	**	12	11	**	**	**	27	**	**	**
	9%	9%	8%	**	**	**	**	7%	8%	**	**	**	9%	**	**	**
Less often	27	20	7	**	**	**	**	10	15	**	**	**	23	**	**	**
	8%	10%	5%	**	**	**	**	6%	11%	**	**	**	8%	**	**	**
Don t know/ can t remember	4	1	3	**	**	**	**	3	1	**	**	**	4	**	**	**
	1%	1%	2%	**	**	**	**	2%	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	182	101	82	**	**	**	**	95	65	**	**	**	159	**	**	**
	52%	50%	55%	**	**	**	**	59%	47%	**	**	**	51%	**	**	**
WEEKLY	291	162	126	**	**	**	**	137	111	**	**	**	256	**	**	**
	83%	80%	85%	**	**	**	**	85%	80%	**	**	**	83%	**	**	**
MONTHLY	321	181	138	**	**	**	**	149	122	**	**	**	283	**	**	**
	91%	90%	93%	**	**	**	**	92%	88%	**	**	**	91%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted row	341	301	40	106	230	92	244	35	46	47	92	199	135
Effective Weighted Sample	287	255	33	90	193	79	204	30	40	39	79	166	117
Total	352	315	37	108	238	95	252	36	42	49	95	211	133
At least daily	182	162	**	49	131	**	134	**	**	**	**	105	74
	52%	51%	**	45%	55%	**	53%	**	**	**	**	50%	55%
At least weekly	108	100	**	38	69	**	74	**	**	**	**	69	37
	31%	32%	**	35%	29%	**	29%	**	**	**	**	33%	27%
At least monthly	30	28	**	9	20	**	22	**	**	**	**	16	14
	9%	9%	**	8%	9%	**	9%	**	**	**	**	8%	10%
Less often	27	22	**	12	15	**	19	**	**	**	**	20	7
	8%	7%	**	11%	6%	**	8%	**	**	**	**	10%	5%
Don t know/ can t remember	4	4	**	1	3	**	3	**	**	**	**	-	3
	1%	1%	**	1%	1%	**	1%	**	**	**	**	-%	2%
SUMMARY													
DAILY	182	162	**	49	131	**	134	**	**	**	**	105	74
	52%	51%	**	45%	55%	**	53%	**	**	**	**	50%	55%
WEEKLY	291	261	**	87	200	**	207	**	**	**	**	174	110
	83%	83%	**	80%	84%	**	82%	**	**	**	**	83%	83%
MONTHLY	321	289	**	95	221	**	230	**	**	**	**	190	124
	91%	92%	**	88%	93%	**	91%	**	**	**	**	90%	93%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	341	306	270	71	35	341	309	222	225	83	319	22	68	53	220
Effective Weighted Sample	287	258	229	58	30	287	262	189	189	69	270	18	55	44	189
Total	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
At least daily	182	151	134	**	**	182	154	106	102	**	161	**	**	**	108
	52%	49%	49%	**	**	52%	48%	48%	45%	**	49%	**	**	**	48%
At least weekly	108	99	87	**	**	108	106	77	78	**	106	**	**	**	73
	31%	32%	31%	**	**	31%	34%	35%	34%	**	32%	**	**	**	33%
At least monthly	30	30	28	**	**	30	27	20	26	**	30	**	**	**	23
	9%	10%	10%	**	**	9%	9%	9%	12%	**	9%	**	**	**	10%
Less often	27	26	23	**	**	27	26	19	17	**	27	**	**	**	18
	8%	8%	8%	**	**	8%	8%	8%	8%	**	8%	**	**	**	8%
Don t know/ can t remember	4	4	4	**	**	4	4	1	4	**	4	**	**	**	2
	1%	1%	1%	**	**	1%	1%	*%	2%	**	1%	**	**	**	1%
SUMMARY															
DAILY	182	151	134	**	**	182	154	106	102	**	161	**	**	**	108
	52%	49%	49%	**	**	52%	48%	48%	45%	**	49%	**	**	**	48%
WEEKLY	291	250	221	**	**	291	260	183	180	**	267	**	**	**	182
	83%	81%	80%	**	**	83%	82%	82%	79%	**	81%	**	**	**	81%
MONTHLY	321	281	249	**	**	321	287	202	206	**	297	**	**	**	205
	91%	90%	90%	**	**	91%	90%	91%	91%	**	91%	**	**	**	91%

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

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

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
ANY BBC TV CHANNELS	3140	1530	1592	220	479	491	530	1420	898	952	542	745	2662	254	138	85
	72%	73%	72%	48%	65%	69%	73%	83%	80%	72%	70%	67%	73%	70%	68%	70%
					a	a	ab	abcd	bcd							
ANY ITV CHANNELS	2556	1185	1352	162	330	336	439	1289	651	784	459	660	2125	239	119	74
	59%	57%	61%	36%	45%	48%	61%	75%	58%	59%	59%	59%	58%	66%	58%	61%
					a	a	abc	abcd						a		
ANY CHANNEL 4 CHANNELS	2088	1012	1059	150	306	296	341	995	567	659	355	504	1764	183	87	54
	48%	49%	48%	33%	42%	42%	47%	58%	51%	50%	46%	45%	48%	50%	43%	44%
					a	a	a	abcd								
ANY CHANNEL 5 CHANNELS	1449	685	754	61	173	193	234	786	409	410	244	385	1201	141	73	33
	33%	33%	34%	13%	24%	27%	32%	46%	37%	31%	32%	34%	33%	39%	36%	28%
					a	a	ab	abcd	b					d	d	
ANY OTHER CHANNELS	1600	895	694	95	263	270	295	677	505	477	301	315	1361	134	69	36
	37%	43%	31%	21%	36%	38%	41%	40%	45%	36%	39%	28%	37%	37%	34%	29%
		b			a	a	a	a	bd	d	d		d			
NONE	743	340	386	159	195	140	109	140	136	218	133	249	620	56	43	24
	17%	16%	17%	35%	26%	20%	15%	8%	12%	17%	17%	22%	17%	15%	21%	20%
				bcde	cde	e	e			a	a	ab				

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
ANY BBC TV CHANNELS	3140	2704	435	901	2190	840	2249	298	433	404	840	1884	1194
	72%	72%	77%	72%	73%	74%	72%	71%	76%	77%	74%	74%	71%
ANY ITV CHANNELS	2556	2171	386	619	1904	573	1948	188	279	301	573	1391	1104
	59%	58%	68% a	49%	63% a	51%	62% a	45%	49%	57% a	51%	54%	66% a
ANY CHANNEL 4 CHANNELS	2088	1785	302	533	1519	491	1557	167	242	253	491	1197	838
	48%	47%	53%	42%	51% a	43%	50% a	40%	42%	48%	43%	47%	50%
ANY CHANNEL 5 CHANNELS	1449	1215	234	333	1093	310	1115	104	149	174	310	762	642
	33%	32%	41% a	26%	36% a	27%	36% a	25%	26%	33%	27%	30%	38% a
ANY OTHER CHANNELS	1600	1377	223	514	1070	490	1092	164	246	256	490	1030	539
	37%	37%	39%	41% b	36%	43% b	35%	39%	43%	49% a	43%	40% b	32%
NONE	743	671	72	235	486	185	533	90	92	61	185	422	299
	17%	18% b	13%	19%	16%	16%	17%	21% c	16%	12%	16%	17%	18%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 27

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
ANY BBC TV CHANNELS	3140	2527	2150	990	613	3140	3140	1902	1814	524	3140	-	217	636	2287
	72%	72%	71%	76%	72%	72%	89%	85%	84%	90%	83%	-%	34%	59%	87%
				b			bcef	f	f	bcef	f			a	ab
ANY ITV CHANNELS	2556	2026	1691	866	531	2556	2382	1430	1281	383	2440	117	275	498	1784
	59%	58%	56%	66%	62%	59%	68%	64%	59%	66%	64%	21%	43%	46%	68%
				abe	b		bcef	cf	f	cf	cf				ab
ANY CHANNEL 4 CHANNELS	2088	1721	1463	625	367	2088	1959	1215	1148	366	2005	82	225	397	1466
	48%	49%	48%	48%	43%	48%	56%	54%	53%	63%	53%	15%	35%	37%	56%
		d					f	f	f	abcef	f				ab
ANY CHANNEL 5 CHANNELS	1449	1175	971	477	273	1449	1371	807	762	253	1387	61	169	292	987
	33%	34%	32%	37%	32%	33%	39%	36%	35%	43%	37%	11%	26%	27%	38%
				b			f	f	f	bcef	f				ab
ANY OTHER CHANNELS	1600	1385	1210	390	215	1600	1462	949	965	312	1508	92	223	312	1066
	37%	40%	40%	30%	25%	37%	41%	42%	45%	54%	40%	17%	35%	29%	41%
		cd	cd			cd	f	f	ef	abcef	f				b
NONE	743	581	541	202	162	743	214	187	209	37	383	359	240	300	202
	17%	17%	18%	15%	19%	17%	6%	8%	10%	6%	10%	66%	37%	28%	8%
								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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC iPlayer	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
	48%	46%	49%	48%	51% e	49%	53% e	44%	58% cd	54% cd	44% d	34%	47%	52% d	53% d	42%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
	31%	29%	33%	26%	32%	33%	35% a	29%	35% d	33% d	31% d	24%	32% b	18%	41% abd	32% b
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	438	490	92	212	172	162	300	328	280	148	181	791	72	51	24
	22%	21%	22%	20%	29% ae	24% e	22%	18%	29% bcd	21% d	19%	16%	22%	20%	25%	20%
My5 (was Demand 5)	606	278	321	36	100	109	109	252	181	176	109	138	497	52	38	19
	14%	13%	15%	8%	14% a	15% a	15% a	15% a	16%	13%	14%	12%	14%	14%	19% a	15%
Sky On Demand or Sky Go	567	311	253	51	148	112	108	148	228	177	96	65	471	56	25	16
	13%	15% b	11%	11%	20% ae	16% e	15% e	9%	20% bcd	13% d	12% d	6%	13%	15%	12%	13%
Discovery+	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
	9%	10% b	8%	7%	17% ade	12% de	8%	5%	16% bcd	7%	8%	5%	9%	10% c	5%	10%
BBC TV programmes and content on YouTube	323	180	140	33	85	69	59	77	130	84	45	63	279	23	13	8
	7%	9%	6%	7%	11% e	10% e	8% e	4%	12% bcd	6%	6%	6%	8%	6%	6%	7%
UKTV Play	262	149	111	12	65	40	52	92	92	66	37	68	229	15	11	6
	6%	7% b	5%	3%	9% ae	6%	7% a	5%	8% bc	5%	5%	6%	6%	4%	6%	5%
Virgin TV On Demand or Virgin Media Anywhere	213	125	88	19	66	51	25	51	110	50	25	29	180	21	8	4
	5%	6% b	4%	4%	9% ade	7% de	3%	3%	10% bcd	4%	3%	3%	5%	6%	4%	4%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
STV Player/ STV Player VIP (Scotland)	208	106	100	13	54	44	44	52	75	64	36	31	96	106	3	4
	5%	5%	5%	3%	7%	6%	6%	3%	7%	5%	5%	3%	3%	29%	1%	3%
					ae	e	e		d					acd		
S4C Clic (Welsh language)	69	35	32	8	33	16	3	10	42	8	9	10	52	8	9	1
	2%	2%	1%	2%	5%	2%	*%	1%	4%	1%	1%	1%	1%	2%	4%	*%
					de	e			bcd						ad	
None of these	1492	724	758	140	183	188	192	788	215	421	283	567	1265	114	63	49
	34%	35%	34%	31%	25%	27%	26%	46%	19%	32%	37%	51%	35%	31%	31%	41%
								abcd		a	a	abc				bc

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC iPlayer	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
	48%	48%	49%	50%	47%	51%	47%	47%	50%	54%	51%	54% b	39%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	1154	187	417	907	395	928	130	193	205	395	888	422
	31%	31%	33%	33%	30%	35% b	30%	31%	34%	39%	35%	35% b	25%
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	847	91	334	591	309	615	122	143	139	309	627	287
	22%	22% b	16%	27% b	20%	27% b	20%	29%	25%	26%	27%	24% b	17%
My5 (was Demand 5)	606	521	85	172	422	163	432	58	84	84	163	370	219
	14%	14%	15%	14%	14%	14%	14%	14%	15%	16%	14%	14%	13%
Sky On Demand or Sky Go	567	500	67	257	306	240	320	86	119	120	240	425	137
	13%	13%	12%	20% b	10%	21% b	10%	20%	21%	23%	21%	17% b	8%
Discovery+	389	345	44	196	187	183	199	60	109	88	183	297	87
	9%	9%	8%	16% b	6%	16% b	6%	14%	19%	17%	16%	12% b	5%
BBC TV programmes and content on YouTube	323	300	23	148	171	135	183	56	62	63	135	234	83
	7%	8% b	4%	12% b	6%	12% b	6%	13%	11%	12%	12%	9% b	5%
UKTV Play	262	235	27	93	164	87	171	33	47	44	87	177	80
	6%	6%	5%	7%	5%	8%	5%	8%	8%	8%	8%	7% b	5%
Virgin TV On Demand or Virgin Media Anywhere	213	209	5	108	100	96	112	41	51	43	96	176	36
	5%	6% b	1%	9% b	3%	9% b	4%	10%	9%	8%	9%	7% b	2%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
STV Player/ STV Player VIP (Scotland)	208	189	19	79	126	74	131	33	33	37	74	156	50
	5%	5%	3%	6%	4%	7%	4%	8%	6%	7%	7%	6%	3%
				b		b						b	
S4C Clic (Welsh language)	69	64	5	45	21	39	27	19	22	12	39	57	11
	2%	2%	1%	4%	1%	3%	1%	5%	4%	2%	3%	2%	1%
				b		b						b	
None of these	1492	1292	200	296	1172	247	1218	107	137	106	247	641	808
	34%	34%	35%	24%	39%	22%	39%	25%	24%	20%	22%	25%	48%
					a		a						a

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC iPlayer	2072	2072	1725	347	-	2072	2072	1270	1379	462	2072	-	144	414	1514
	48%	59%	57%	27%	-%	48%	59%	57%	64%	79%	55%	-%	22%	38%	58%
		cde	cde	d		cd	ef	f	abef	abcef	f			a	ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	1340	1148	192	-	1340	1215	769	834	297	1267	73	165	287	888
	31%	38%	38%	15%	-%	31%	34%	34%	39%	51%	33%	13%	26%	27%	34%
		cde	cde	d		cd	f	f	abef	abcef	f				ab
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	939	844	95	-	939	861	579	638	241	894	45	112	189	638
	22%	27%	28%	7%	-%	22%	24%	26%	29%	41%	24%	8%	17%	18%	24%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
My5 (was Demand 5)	606	606	522	83	-	606	561	353	392	142	577	29	89	118	399
	14%	17%	17%	6%	-%	14%	16%	16%	18%	24%	15%	5%	14%	11%	15%
		cde	cde	d		cd	f	f	ef	abcef	f				b
Sky On Demand or Sky Go	567	567	524	43	-	567	504	352	387	138	529	38	62	126	379
	13%	16%	17%	3%	-%	13%	14%	16%	18%	24%	14%	7%	10%	12%	14%
		cde	cde	d		cd	f	f	aef	abcef	f				a
Discovery+	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
	9%	11%	13%	-%	-%	9%	10%	12%	13%	17%	10%	4%	6%	7%	11%
		cde	cde			cd	f	f	aef	abef	f				ab
BBC TV programmes and content on YouTube	323	323	301	21	-	323	323	233	266	114	323	-	26	59	237
	7%	9%	10%	2%	-%	7%	9%	10%	12%	20%	9%	-%	4%	5%	9%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
UKTV Play	262	262	223	39	-	262	242	185	202	87	251	11	36	47	179
	6%	8%	7%	3%	-%	6%	7%	8%	9%	15%	7%	2%	6%	4%	7%
		cd	cd	d		cd	f	f	aef	abcef	f				
Virgin TV On Demand or Virgin Media Anywhere	213	213	196	18	-	213	201	159	157	74	208	6	14	41	159
	5%	6%	6%	1%	-%	5%	6%	7%	7%	13%	5%	1%	2%	4%	6%
		cd	cd	d		cd	f	f	f	abcef	f				a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 28

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
STV Player/ STV Player VIP (Scotland)	208	208	188	20	-	208	194	118	140	67	197	11	24	37	146
	5%	6%	6%	2%	-%	5%	6%	5%	6%	12%	5%	2%	4%	3%	6%
		cd	cd	d		cd	f	f	f	abcef	f				
S4C Clic (Welsh language)	69	69	68	1	-	69	69	69	65	33	69	-	4	13	52
	2%	2%	2%	*%	-%	2%	2%	3%	3%	6%	2%	-%	1%	1%	2%
		cd	cd			cd	f	ef	ef	abcef	f				
None of these	1492	640	640	852	852	1492	929	559	362	38	1097	395	314	448	730
	34%	18%	21%	65%	100%	34%	26%	25%	17%	7%	29%	72%	49%	42%	28%
				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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Netflix	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
	59%	56%	61% a	80% de	83% cde	77% de	62% e	34%	71% bcd	63% d	57% d	43%	59%	60%	59%	71% abc
Amazon Prime Video	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
	40%	40%	40%	50% e	56% cde	48% e	42% e	27%	53% bcd	41% d	41% d	26%	40%	35%	47% ab	47% ab
YouTube channels	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
	29%	31% b	26%	51% cde	45% cde	34% de	26% e	14%	34% bd	27%	28%	25%	28%	28%	25%	38% abc
Disney+	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
	26%	24%	28%	42% de	48% cde	36% de	27% e	9%	35% bcd	26% d	25%	20%	25%	32% a	30%	32% a
NOW	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
	8%	8%	9%	6%	15% ace	10% e	11% e	5%	12% bd	7%	8%	7%	8%	9%	8%	7%
Paramount+	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
	8%	9%	8%	9%	15% ade	10% e	7%	5%	12% bcd	8%	7%	6%	8%	10%	8%	8%
Apple TV+	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
	8%	9% b	7%	7% e	16% ade	12% ae	9% e	3%	17% bcd	7% d	5%	3%	8%	7%	8%	6%
Hayu	97	27	69	18	31	22	16	9	31	31	20	15	84	8	3	2
	2%	1%	3% a	4% e	4% e	3% e	2% e	1%	3%	2%	3%	1%	2%	2%	1%	2%
BritBox	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
	2%	2%	2%	1%	6% acde	2% e	2%	1%	5% bcd	1%	1%	1%	2%	2%	2%	1%
Any other catch-up, on-demand or streaming services	47	24	23	3	6	7	6	26	14	15	6	12	37	4	4	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%
None/ no others	1115	552	554	27	40	66	148	833	169	296	203	441	945	97	51	22
	26%	26%	25%	6%	5%	9% b	20% abc	49% abcd	15%	22% a	26% a	39% abc	26% d	27% d	25%	18%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Netflix	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
	59%	60% b	50%	79% b	51%	80% b	51%	80%	80%	79%	80%	73% b	39%
Amazon Prime Video	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
	40%	40%	40%	52% b	35%	53% b	36%	57%	51%	50%	53%	49% b	26%
YouTube channels	1236	1119	117	490	715	431	770	190	213	168	431	839	376
	29%	30% b	21%	39% b	24%	38% b	25%	45% c	37%	32%	38%	33% b	22%
Disney+	1142	1029	113	567	550	521	592	208	276	215	521	867	254
	26%	27% b	20%	45% b	18%	46% b	19%	50%	48%	41%	46%	34% b	15%
NOW	367	313	53	156	206	144	218	67	80	53	144	276	81
	8%	8%	9%	12% b	7%	13% b	7%	16%	14%	10%	13%	11% b	5%
Paramount+	365	324	41	160	198	152	207	59	82	71	152	264	96
	8%	9%	7%	13% b	7%	13% b	7%	14%	14%	14%	13%	10% b	6%
Apple TV+	349	319	29	190	153	174	168	70	96	71	174	292	54
	8%	8% b	5%	15% b	5%	15% b	5%	17%	17%	14%	15%	11% b	3%
Hayu	97	92	5	56	38	51	42	15	33	26	51	80	15
	2%	2%	1%	4% b	1%	4% b	1%	4%	6%	5%	4%	3% b	1%
BritBox	85	79	5	60	24	55	29	31	34	20	55	69	15
	2%	2%	1%	5% b	1%	5% b	1%	7%	6%	4%	5%	3% b	1%
Any other catch-up, on-demand or streaming services	47	39	8	6	41	6	41	4	1	3	6	26	21
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
None/ no others	1115	934	181	98	1000	85	1013	23	48	55	85	330	753
	26%	25%	32% a	8%	33% a	8%	32% a	5%	8%	10%	8%	13%	45% a

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Netflix	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
	59%	74%	85%	-%	-%	59%	60%	63%	70%	77%	60%	54%	56%	61%	59%
		cde	acde			cd		f	abef	abcef					
Amazon Prime Video	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
	40%	50%	57%	-%	-%	40%	40%	43%	50%	63%	41%	36%	44%	39%	40%
		cde	acde			cd		f	abef	abcef					
YouTube channels	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
	29%	32%	34%	16%	13%	29%	26%	29%	33%	37%	27%	39%	33%	34%	25%
		cde	cde			cd			abe	abe		abe	c	c	
Disney+	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
	26%	33%	38%	-%	-%	26%	26%	29%	32%	39%	26%	27%	27%	26%	26%
		cde	acde			cd			ae	abcef					
NOW	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
	8%	11%	12%	-%	-%	8%	9%	10%	11%	16%	9%	6%	9%	8%	8%
		cde	cde			cd		f	f	abcef					
Paramount+	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
	8%	10%	12%	-%	-%	8%	9%	10%	12%	17%	9%	5%	8%	7%	9%
		cde	cde			cd	f	f	aef	abcef					
Apple TV+	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
	8%	10%	11%	-%	-%	8%	9%	12%	12%	19%	9%	3%	5%	6%	9%
		cde	cde			cd	f	aef	aef	abcef	f				ab
Hayu	97	97	97	-	-	97	85	55	64	26	90	7	11	28	58
	2%	3%	3%	-%	-%	2%	2%	2%	3%	4%	2%	1%	2%	3%	2%
		cd	cd			cd				ef					
BritBox	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
	2%	2%	3%	-%	-%	2%	2%	3%	3%	7%	2%	1%	1%	2%	2%
		cd	cd			cd		f	ef	abcef					a
Any other catch-up, on-demand or streaming services	47	47	47	-	-	47	34	26	23	12	38	9	9	11	27
	1%	1%	2%	-%	-%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
		cd	cd			cd									

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 29

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
None/ no others	1115	370	18	1096	745	1115	936	516	289	45	983	132	161	228	726
	26%	11%	1%	84%	87%	26%	27%	23%	13%	8%	26%	24%	25%	21%	28%
		b		abe	abe	ab	bcd	cd	d		cd	cd			b

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 30

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

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Netflix	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
	59%	56%	61% a	80% de	83% cde	77% de	62% e	34%	71% bcd	63% d	57% d	43%	59%	60%	59%	71% abc
BBC iPlayer	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
	48%	46%	49%	48%	51% e	49%	53% e	44%	58% cd	54% cd	44% d	34%	47%	52% d	53% d	42%
Amazon Prime Video	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
	40%	40%	40%	50% e	56% cde	48% e	42% e	27%	53% bcd	41% d	41% d	26%	40%	35%	47% ab	47% ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
	31%	29%	33%	26%	32%	33%	35% a	29%	35% d	33% d	31% d	24%	32% b	18%	41% abd	32% b
YouTube channels	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
	29%	31% b	26%	51% cde	45% cde	34% de	26% e	14%	34% bd	27%	28%	25%	28%	28%	25%	38% abc
Disney+	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
	26%	24%	28%	42% de	48% cde	36% de	27% e	9%	35% bcd	26% d	25%	20%	25%	32% a	30%	32% a
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	438	490	92	212	172	162	300	328	280	148	181	791	72	51	24
	22%	21%	22%	20%	29% ae	24% e	22%	18%	29% bcd	21% d	19%	16%	22%	20%	25%	20%
My5 (was Demand 5)	606	278	321	36	100	109	109	252	181	176	109	138	497	52	38	19
	14%	13%	15%	8%	14% a	15% a	15% a	15% a	16%	13%	14%	12%	14%	14%	19% a	15%
Sky On Demand or Sky Go	567	311	253	51	148	112	108	148	228	177	96	65	471	56	25	16
	13%	15% b	11%	11%	20% ae	16% e	15% e	9%	20% bcd	13% d	12% d	6%	13%	15%	12%	13%
Discovery+	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
	9%	10% b	8%	7%	17% ade	12% de	8%	5%	16% bcd	7%	8%	5%	9%	10% c	5%	10%

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

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

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NOW	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
	8%	8%	9%	6%	15% ace	10% e	11% e	5%	12% bd	7%	8%	7%	8%	9%	8%	7%
Paramount+	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
	8%	9%	8%	9%	15% ade	10% e	7%	5%	12% bcd	8%	7%	6%	8%	10%	8%	8%
Apple TV+	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
	8%	9% b	7%	7% e	16% ade	12% ae	9% e	3%	17% bcd	7% d	5%	3%	8%	7%	8%	6%
BBC TV programmes and content on YouTube	323	180	140	33	85	69	59	77	130	84	45	63	279	23	13	8
	7%	9%	6%	7%	11% e	10% e	8% e	4%	12% bcd	6%	6%	6%	8%	6%	6%	7%
UKTV Play	262	149	111	12	65	40	52	92	92	66	37	68	229	15	11	6
	6%	7% b	5%	3%	9% ae	6%	7% a	5%	8% bc	5%	5%	6%	6%	4%	6%	5%
Virgin TV On Demand or Virgin Media Anywhere	213	125	88	19	66	51	25	51	110	50	25	29	180	21	8	4
	5%	6% b	4%	4%	9% ade	7% de	3%	3%	10% bcd	4%	3%	3%	5%	6%	4%	4%
STV Player/ STV Player VIP (Scotland)	208	106	100	13	54	44	44	52	75	64	36	31	96	106	3	4
	5%	5%	5%	3%	7% ae	6% e	6% e	3%	7% d	5%	5%	3%	3%	29% acd	1%	3%
Hayu	97	27	69	18	31	22	16	9	31	31	20	15	84	8	3	2
	2%	1%	3% a	4% e	4% e	3% e	2% e	1%	3%	2%	3%	1%	2%	2%	1%	2%
BritBox	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
	2%	2%	2%	1%	6% acde	2% e	2%	1%	5% bcd	1%	1%	1%	2%	2%	2%	1%

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

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

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
S4C Clic (Welsh language)	69	35	32	8	33	16	3	10	42	8	9	10	52	8	9	1
	2%	2%	1%	2%	5%	2%	*%	1%	4%	1%	1%	1%	1%	2%	4%	*%
					de	e			bcd						ad	
Any other catch-up, on-demand or streaming services	47	24	23	3	6	7	6	26	14	15	6	12	37	4	4	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%
None	745	371	366	16	23	39	82	585	84	175	137	343	636	59	33	16
	17%	18%	17%	4%	3%	5%	11%	34%	8%	13%	18%	31%	17%	16%	16%	13%
							abc	abcd		a	a	abc				
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of VoD services in the past 3 months (out of 20)	3.2	3.2	3.2	3.4	4.5	3.8	3.4	2.2	4.2	3.2	3.0	2.2	3.1	3.4	3.4	3.3
				e	acde	ade	e		bcd	d	d					
Standard deviation	2.80	2.85	2.75	2.32	3.13	2.81	2.72	2.44	3.12	2.60	2.55	2.45	2.79	2.95	2.81	2.46

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Netflix	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
	59%	60% b	50%	79% b	51%	80% b	51%	80%	80%	79%	80%	73% b	39%
BBC iPlayer	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
	48%	48%	49%	50%	47%	51%	47%	47%	50%	54%	51%	54% b	39%
Amazon Prime Video	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
	40%	40%	40%	52% b	35%	53% b	36%	57%	51%	50%	53%	49% b	26%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	1154	187	417	907	395	928	130	193	205	395	888	422
	31%	31%	33%	33%	30%	35% b	30%	31%	34%	39%	35%	35% b	25%
YouTube channels	1236	1119	117	490	715	431	770	190	213	168	431	839	376
	29%	30% b	21%	39% b	24%	38% b	25%	45% c	37%	32%	38%	33% b	22%
Disney+	1142	1029	113	567	550	521	592	208	276	215	521	867	254
	26%	27% b	20%	45% b	18%	46% b	19%	50%	48%	41%	46%	34% b	15%
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	847	91	334	591	309	615	122	143	139	309	627	287
	22%	22% b	16%	27% b	20%	27% b	20%	29%	25%	26%	27%	24% b	17%
My5 (was Demand 5)	606	521	85	172	422	163	432	58	84	84	163	370	219
	14%	14%	15%	14%	14%	14%	14%	14%	15%	16%	14%	14%	13%
Sky On Demand or Sky Go	567	500	67	257	306	240	320	86	119	120	240	425	137
	13%	13%	12%	20% b	10%	21% b	10%	20%	21%	23%	21%	17% b	8%
Discovery+	389	345	44	196	187	183	199	60	109	88	183	297	87
	9%	9%	8%	16% b	6%	16% b	6%	14%	19%	17%	16%	12% b	5%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NOW	367	313	53	156	206	144	218	67	80	53	144	276	81
	8%	8%	9%	12% b	7%	13% b	7%	16%	14%	10%	13%	11% b	5%
Paramount+	365	324	41	160	198	152	207	59	82	71	152	264	96
	8%	9%	7%	13% b	7%	13% b	7%	14%	14%	14%	13%	10% b	6%
Apple TV+	349	319	29	190	153	174	168	70	96	71	174	292	54
	8%	8% b	5%	15% b	5%	15% b	5%	17%	17%	14%	15%	11% b	3%
BBC TV programmes and content on YouTube	323	300	23	148	171	135	183	56	62	63	135	234	83
	7%	8% b	4%	12% b	6%	12% b	6%	13%	11%	12%	12%	9% b	5%
UKTV Play	262	235	27	93	164	87	171	33	47	44	87	177	80
	6%	6%	5%	7%	5%	8%	5%	8%	8%	8%	8%	7% b	5%
Virgin TV On Demand or Virgin Media Anywhere	213	209	5	108	100	96	112	41	51	43	96	176	36
	5%	6% b	1%	9% b	3%	9% b	4%	10%	9%	8%	9%	7% b	2%
STV Player/ STV Player VIP (Scotland)	208	189	19	79	126	74	131	33	33	37	74	156	50
	5%	5%	3%	6% b	4%	7% b	4%	8%	6%	7%	7%	6% b	3%
Hayu	97	92	5	56	38	51	42	15	33	26	51	80	15
	2%	2%	1%	4% b	1%	4% b	1%	4%	6%	5%	4%	3% b	1%
BritBox	85	79	5	60	24	55	29	31	34	20	55	69	15
	2%	2%	1%	5% b	1%	5% b	1%	7%	6%	4%	5%	3% b	1%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
S4C Clic (Welsh language)	69	64	5	45	21	39	27	19	22	12	39	57	11
	2%	2%	1%	4% b	1%	3% b	1%	5%	4%	2%	3%	2% b	1%
Any other catch-up, on-demand or streaming services	47	39	8	6	41	6	41	4	1	3	6	26	21
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%
None	745	619	125	65	671	52	683	17	33	32	52	194	525
	17%	16%	22% a	5%	22% a	5%	22% a	4%	6%	6%	5%	8%	31% a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of VoD services in the past 3 months (out of 20)	3.2	3.2 b	2.8	4.2 b	2.7	4.3 b	2.8	4.4	4.4	4.3	4.3	3.8 b	2.2
Standard deviation	2.80	2.83	2.50	3.12	2.54	3.10	2.57	3.16	3.31	3.23	3.10	2.86	2.38

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 30

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Netflix	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
	59%	74%	85%	-%	-%	59%	60%	63%	70%	77%	60%	54%	56%	61%	59%
		cde	acde			cd		f	abef	abcef					
BBC iPlayer	2072	2072	1725	347	-	2072	2072	1270	1379	462	2072	-	144	414	1514
	48%	59%	57%	27%	-%	48%	59%	57%	64%	79%	55%	-%	22%	38%	58%
		cde	cde	d		cd	ef	f	abef	abcef	f			a	ab
Amazon Prime Video	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
	40%	50%	57%	-%	-%	40%	40%	43%	50%	63%	41%	36%	44%	39%	40%
		cde	acde			cd		f	abef	abcef					
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1340	1340	1148	192	-	1340	1215	769	834	297	1267	73	165	287	888
	31%	38%	38%	15%	-%	31%	34%	34%	39%	51%	33%	13%	26%	27%	34%
		cde	cde	d		cd	f	f	abef	abcef	f				ab
YouTube channels	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
	29%	32%	34%	16%	13%	29%	26%	29%	33%	37%	27%	39%	33%	34%	25%
		cde	cde			cd			abe	abe		abe	c	c	
Disney+	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
	26%	33%	38%	-%	-%	26%	26%	29%	32%	39%	26%	27%	27%	26%	26%
		cde	acde			cd			ae	abcef					
Channel 4/ Channel 4+ streaming (was All4/ All4+)	939	939	844	95	-	939	861	579	638	241	894	45	112	189	638
	22%	27%	28%	7%	-%	22%	24%	26%	29%	41%	24%	8%	17%	18%	24%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
My5 (was Demand 5)	606	606	522	83	-	606	561	353	392	142	577	29	89	118	399
	14%	17%	17%	6%	-%	14%	16%	16%	18%	24%	15%	5%	14%	11%	15%
		cde	cde	d		cd	f	f	ef	abcef	f				b
Sky On Demand or Sky Go	567	567	524	43	-	567	504	352	387	138	529	38	62	126	379
	13%	16%	17%	3%	-%	13%	14%	16%	18%	24%	14%	7%	10%	12%	14%
		cde	cde	d		cd	f	f	aef	abcef	f				a
Discovery+	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
	9%	11%	13%	-%	-%	9%	10%	12%	13%	17%	10%	4%	6%	7%	11%
		cde	cde			cd	f	f	aef	abef	f				ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 30

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NOW	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
	8%	11%	12%	-%	-%	8%	9%	10%	11%	16%	9%	6%	9%	8%	8%
		cde	cde			cd		f	f	abcef					
Paramount+	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
	8%	10%	12%	-%	-%	8%	9%	10%	12%	17%	9%	5%	8%	7%	9%
		cde	cde			cd	f	f	aef	abcef					
Apple TV+	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
	8%	10%	11%	-%	-%	8%	9%	12%	12%	19%	9%	3%	5%	6%	9%
		cde	cde			cd	f	aef	aef	abcef	f				ab
BBC TV programmes and content on YouTube	323	323	301	21	-	323	323	233	266	114	323	-	26	59	237
	7%	9%	10%	2%	-%	7%	9%	10%	12%	20%	9%	-%	4%	5%	9%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
UKTV Play	262	262	223	39	-	262	242	185	202	87	251	11	36	47	179
	6%	8%	7%	3%	-%	6%	7%	8%	9%	15%	7%	2%	6%	4%	7%
		cd	cd	d		cd	f	f	aef	abcef	f				
Virgin TV On Demand or Virgin Media Anywhere	213	213	196	18	-	213	201	159	157	74	208	6	14	41	159
	5%	6%	6%	1%	-%	5%	6%	7%	7%	13%	5%	1%	2%	4%	6%
		cd	cd	d		cd	f	f	f	abcef	f				a
STV Player/ STV Player VIP (Scotland)	208	208	188	20	-	208	194	118	140	67	197	11	24	37	146
	5%	6%	6%	2%	-%	5%	6%	5%	6%	12%	5%	2%	4%	3%	6%
		cd	cd	d		cd	f	f	f	abcef	f				
Hayu	97	97	97	-	-	97	85	55	64	26	90	7	11	28	58
	2%	3%	3%	-%	-%	2%	2%	2%	3%	4%	2%	1%	2%	3%	2%
		cd	cd			cd				ef					
BritBox	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
	2%	2%	3%	-%	-%	2%	2%	3%	3%	7%	2%	1%	1%	2%	2%
		cd	cd			cd		f	ef	abcef					a

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

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
S4C Clic (Welsh language)	69	69	68	1	-	69	69	69	65	33	69	-	4	13	52
	2%	2%	2%	*%	-%	2%	2%	3%	3%	6%	2%	-%	1%	1%	2%
		cd	cd			cd	f	ef	ef	abcef	f				
Any other catch-up, on-demand or streaming services	47	47	47	-	-	47	34	26	23	12	38	9	9	11	27
	1%	1%	2%	-%	-%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
		cd	cd			cd									
None	745	-	-	745	745	745	595	329	116	12	635	110	121	156	467
	17%	-%	-%	57%	87%	17%	17%	15%	5%	2%	17%	20%	19%	15%	18%
				abe	abce	ab	cd	cd	d		cd	bcd			
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of VoD services in the past 3 months (out of 20)	3.2	3.9	4.2	.7	-	3.2	3.5	3.7	4.1	5.5	3.4	1.8	2.6	2.8	3.4
		ce	ace			c	f	ef	abef	abcef	f				ab
Standard deviation	2.80	2.58	2.60	1.15	-	2.80	2.91	3.06	2.93	3.39	2.87	1.65	2.32	2.50	2.98

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2113	994	1099	219	371	412	302	809	671	665	353	423	1396	284	256	177
Effective Weighted Sample	1722	815	891	180	313	333	252	674	546	541	296	346	1295	267	241	170
Total	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
At least daily	470	193	272	46	106	89	80	150	147	147	74	101	379	48	31	12
	23%	20%	25%	21%	28% e	26%	21%	20%	23%	21%	22%	27%	22%	25%	29%	24%
At least weekly	1041	518	514	100	186	168	197	391	319	351	182	189	876	94	48	23
	50%	54% b	47%	46%	49%	48%	51%	52%	50%	50%	54%	50%	51%	49%	45%	45%
At least monthly	428	191	232	48	59	71	93	157	143	159	65	59	364	32	20	12
	21%	20%	21%	22%	16%	20%	24%	21%	22%	22%	19%	16%	21%	17%	19%	23%
Less often	123	49	73	24	22	18	16	43	33	46	16	28	96	15	7	4
	6%	5%	7%	11% d	6%	5%	4%	6%	5%	7%	5%	7%	6%	8%	7%	9%
Don t know/ can t remember	10	9	1	-	2	1	*	7	1	4	1	4	9	-	1	-
	*%	1%	*%	-%	*%	*%	*%	1%	*%	1%	*%	1%	1%	-%	1%	-%
SUMMARY																
DAILY	470	193	272	46	106	89	80	150	147	147	74	101	379	48	31	12
	23%	20%	25%	21%	28% e	26%	21%	20%	23%	21%	22%	27%	22%	25%	29%	24%
WEEKLY	1511	711	786	145	292	257	277	541	467	498	256	290	1255	143	79	35
	73%	74%	72%	67%	78% a	74%	72%	72%	73%	70%	76%	76%	73%	75%	74%	68%
MONTHLY	1939	903	1018	193	351	328	370	697	610	657	321	350	1618	175	99	47
	94%	94%	93%	89%	94%	95%	96% a	93%	95%	93%	95%	92%	94%	92%	92%	91%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2113	1777	336	624	1456	570	1508	205	296	271	570	1356	718
Effective Weighted Sample	1722	1459	270	501	1193	458	1233	168	238	216	458	1102	595
Total	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
At least daily	470	406	64	169	300	160	309	69	81	72	160	302	159
	23%	23%	23%	27%	21%	28% b	21%	35%	28%	25%	28%	22%	24%
At least weekly	1041	901	140	297	719	275	742	96	131	134	275	709	314
	50%	50%	50%	48%	51%	48%	51%	49%	46%	47%	48%	51%	48%
At least monthly	428	373	54	124	297	113	307	28	57	64	113	292	133
	21%	21%	20%	20%	21%	20%	21%	14%	20%	22%	20%	21%	20%
Less often	123	104	19	35	86	27	92	3	16	16	27	80	42
	6%	6%	7%	6%	6%	5%	6%	1%	6%	6%	5%	6%	6%
Don t know/ can t remember	10	10	*	1	8	1	8	1	-	-	1	3	6
	*%	1%	*%	*%	1%	*%	1%	*%	-%	-%	*%	*%	1%
SUMMARY													
DAILY	470	406	64	169	300	160	309	69	81	72	160	302	159
	23%	23%	23%	27%	21%	28% b	21%	35%	28%	25%	28%	22%	24%
WEEKLY	1511	1307	204	466	1019	435	1050	165	212	206	435	1011	473
	73%	73%	73%	74%	72%	76%	72%	84% c	74%	72%	76%	73%	72%
MONTHLY	1939	1680	259	590	1316	548	1358	193	269	269	548	1302	606
	94%	94%	93%	94%	93%	95%	93%	98%	94%	94%	95%	94%	93%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 32

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2113	2113	1769	344	-	2113	2113	1284	1384	487	2113	-	160	418	1535
Effective Weighted Sample	1722	1722	1432	291	-	1722	1722	1042	1126	387	1722	-	129	342	1252
Total	2072	2072	1725	347	-	2072	2072	1270	1379	462	2072	-	144	414	1514
At least daily	470	470	413	57	**	470	470	322	319	148	470	**	24	73	374
	23%	23%	24%	17%	**	23%	23%	25%	23%	32%	23%	**	17%	18%	25%
			c							ace					b
At least weekly	1041	1041	862	179	**	1041	1041	608	703	238	1041	**	71	185	784
	50%	50%	50%	52%	**	50%	50%	48%	51%	52%	50%	**	49%	45%	52%
At least monthly	428	428	350	78	**	428	428	265	285	62	428	**	30	106	291
	21%	21%	20%	22%	**	21%	21%	21%	21%	13%	21%	**	21%	26%	19%
							d	d	d		d			c	
Less often	123	123	97	26	**	123	123	72	70	12	123	**	16	47	60
	6%	6%	6%	7%	**	6%	6%	6%	5%	3%	6%	**	11%	11%	4%
							d				d		c	c	
Don t know/ can t remember	10	10	3	7	**	10	10	4	2	2	10	**	3	2	5
	*%	*%	*%	2%	**	*%	*%	*%	*%	*%	*%	**	2%	*%	*%
				abe									c		
SUMMARY															
DAILY	470	470	413	57	**	470	470	322	319	148	470	**	24	73	374
	23%	23%	24%	17%	**	23%	23%	25%	23%	32%	23%	**	17%	18%	25%
			c							ace					b
WEEKLY	1511	1511	1275	237	**	1511	1511	929	1022	386	1511	**	95	258	1158
	73%	73%	74%	68%	**	73%	73%	73%	74%	84%	73%	**	66%	62%	76%
										abce					ab
MONTHLY	1939	1939	1625	314	**	1939	1939	1194	1307	449	1939	**	126	365	1449
	94%	94%	94%	90%	**	94%	94%	94%	95%	97%	94%	**	87%	88%	96%
										ae					ab

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1386	634	741	122	244	276	199	545	425	420	247	293	955	101	199	131
Effective Weighted Sample	1129	521	600	101	204	221	168	454	345	345	206	236	888	95	185	125
Total	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
At least daily	290	118	170	20	71	55	64	80	106	78	44	62	242	16	21	11
	22%	20%	23%	17%	30% e	24%	25%	16%	27% b	18%	19%	23%	21%	24%	25%	29%
At least weekly	682	329	345	54	107	116	126	279	180	235	122	143	604	28	34	15
	51%	54%	48%	46%	45%	50%	50%	56%	46%	53%	51%	53%	52% cd	42%	41%	40%
At least monthly	277	120	155	28	45	44	48	112	73	98	61	45	228	20	20	9
	21%	20%	21%	24%	19%	19%	19%	22%	19%	22%	25%	17%	20%	30%	24%	23%
Less often	80	35	45	13	13	12	13	28	27	24	9	18	67	2	7	3
	6%	6%	6%	11%	6%	5%	5%	6%	7%	6%	4%	7%	6%	3%	9%	8%
Don t know/ can t remember	12	4	9	2	2	4	3	2	2	5	1	4	12	-	*	-
	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%	1%	-%	*%	-%
SUMMARY																
DAILY	290	118	170	20	71	55	64	80	106	78	44	62	242	16	21	11
	22%	20%	23%	17%	30% e	24%	25%	16%	27% b	18%	19%	23%	21%	24%	25%	29%
WEEKLY	972	447	515	74	178	170	190	359	286	313	167	205	846	44	55	27
	73%	74%	71%	64%	75%	74%	75%	72%	74%	71%	70%	75%	73%	66%	67%	69%
MONTHLY	1249	568	670	102	223	215	238	471	358	411	227	250	1074	64	75	35
	93%	94%	93%	87%	94%	93%	94%	94%	92%	93%	95%	92%	93%	97%	91%	92%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1386	1159	227	433	938	406	964	146	207	201	406	882	469
Effective Weighted Sample	1129	953	179	349	767	329	786	120	168	163	329	718	386
Total	1340	1154	187	417	907	395	928	130	193	205	395	888	422
At least daily	290	250	40	128	159	122	165	43	55	63	122	201	80
	22%	22%	21%	31% b	18%	31% b	18%	33%	29%	31%	31%	23%	19%
At least weekly	682	584	97	196	476	186	485	59	98	98	186	452	215
	51%	51%	52%	47%	52%	47%	52%	46%	51%	48%	47%	51%	51%
At least monthly	277	243	33	69	206	63	211	21	33	30	63	181	90
	21%	21%	18%	17%	23%	16%	23%	16%	17%	15%	16%	20%	21%
Less often	80	68	12	18	60	17	61	4	5	13	17	49	31
	6%	6%	6%	4%	7%	4%	7%	3%	3%	6%	4%	6%	7%
Don t know/ can t remember	12	8	4	6	6	6	6	3	2	2	6	5	7
	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%
SUMMARY													
DAILY	290	250	40	128	159	122	165	43	55	63	122	201	80
	22%	22%	21%	31% b	18%	31% b	18%	33%	29%	31%	31%	23%	19%
WEEKLY	972	835	137	324	635	308	650	103	154	161	308	653	295
	73%	72%	74%	78% b	70%	78% b	70%	79%	80%	78%	78%	74%	70%
MONTHLY	1249	1078	171	393	841	372	861	123	186	191	372	834	384
	93%	93%	91%	94%	93%	94%	93%	94%	97%	93%	94%	94%	91%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1386	1386	1197	189	-	1386	1255	805	875	312	1310	76	184	288	914
Effective Weighted Sample	1129	1129	970	159	-	1129	1028	654	709	250	1070	59	145	235	749
Total	1340	1340	1148	192	-	1340	1215	769	834	297	1267	73	165	287	888
At least daily	290	290	267	23	**	290	260	192	186	96	268	**	33	50	207
	22%	22% c	23% c	12%	**	22% c	21%	25%	22%	32% ace	21%	**	20%	18%	23%
At least weekly	682	682	572	110	**	682	623	385	426	135	648	**	76	140	465
	51%	51%	50%	57%	**	51%	51%	50%	51%	45%	51%	**	46%	49%	52%
At least monthly	277	277	235	42	**	277	252	142	163	48	265	**	42	72	163
	21%	21%	20%	22%	**	21%	21%	18%	20%	16%	21%	**	25%	25%	18%
Less often	80	80	67	13	**	80	71	46	51	17	75	**	12	18	50
	6%	6%	6%	7%	**	6%	6%	6%	6%	6%	6%	**	7%	6%	6%
Don t know/ can t remember	12	12	8	4	**	12	10	4	7	1	11	**	2	7	3
	1%	1%	1%	2%	**	1%	1%	*%	1%	*%	1%	**	1%	2% c	*%
SUMMARY															
DAILY	290	290	267	23	**	290	260	192	186	96	268	**	33	50	207
	22%	22% c	23% c	12%	**	22% c	21%	25%	22%	32% ace	21%	**	20%	18%	23%
WEEKLY	972	972	839	133	**	972	883	578	612	231	916	**	109	190	673
	73%	73%	73%	69%	**	73%	73%	75%	73%	78%	72%	**	66%	66%	76% b
MONTHLY	1249	1249	1074	175	**	1249	1135	719	776	279	1181	**	151	262	836
	93%	93%	94%	91%	**	93%	93%	94%	93%	94%	93%	**	91%	91%	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted row	259	126	132	19	60	64	38	78	84	85	45	44	77	160	8	14
Effective Weighted Sample	212	101	111	16	50	51	34	68	67	73	37	36	72	150	8	14
Total	208	106	100	13	54	44	44	52	75	64	36	31	96	106	3	4
At least daily	62	33	28	**	**	**	**	**	**	**	**	**	**	29	**	**
	30%	31%	28%	**	**	**	**	**	**	**	**	**	**	27%	**	**
At least weekly	94	47	48	**	**	**	**	**	**	**	**	**	**	47	**	**
	45%	44%	47%	**	**	**	**	**	**	**	**	**	**	44%	**	**
At least monthly	36	18	18	**	**	**	**	**	**	**	**	**	**	25	**	**
	17%	17%	18%	**	**	**	**	**	**	**	**	**	**	23%	**	**
Less often	15	9	6	**	**	**	**	**	**	**	**	**	**	5	**	**
	7%	8%	6%	**	**	**	**	**	**	**	**	**	**	4%	**	**
Don t know/ can t remember	1	-	1	**	**	**	**	**	**	**	**	**	**	1	**	**
	*%	-%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**
SUMMARY																
DAILY	62	33	28	**	**	**	**	**	**	**	**	**	**	29	**	**
	30%	31%	28%	**	**	**	**	**	**	**	**	**	**	27%	**	**
WEEKLY	157	80	76	**	**	**	**	**	**	**	**	**	**	76	**	**
	75%	75%	75%	**	**	**	**	**	**	**	**	**	**	72%	**	**
MONTHLY	193	97	94	**	**	**	**	**	**	**	**	**	**	100	**	**
	93%	92%	93%	**	**	**	**	**	**	**	**	**	**	95%	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	259	231	28	87	169	83	173	34	39	41	83	186	70
Effective Weighted Sample	212	189	24	68	145	65	147	28	29	31	65	152	59
Total	208	189	19	79	126	74	131	33	33	37	74	156	50
At least daily	62	60	**	**	30	**	32	**	**	**	**	55	**
	30%	32%	**	**	24%	**	25%	**	**	**	**	35%	**
At least weekly	94	83	**	**	59	**	59	**	**	**	**	69	**
	45%	44%	**	**	47%	**	45%	**	**	**	**	44%	**
At least monthly	36	31	**	**	28	**	28	**	**	**	**	20	**
	17%	16%	**	**	22%	**	21%	**	**	**	**	13%	**
Less often	15	15	**	**	9	**	12	**	**	**	**	12	**
	7%	8%	**	**	7%	**	9%	**	**	**	**	8%	**
Don t know/ can t remember	1	1	**	**	1	**	1	**	**	**	**	-	**
	*%	*%	**	**	*%	**	*%	**	**	**	**	-%	**
SUMMARY													
DAILY	62	60	**	**	30	**	32	**	**	**	**	55	**
	30%	32%	**	**	24%	**	25%	**	**	**	**	35%	**
WEEKLY	157	143	**	**	89	**	91	**	**	**	**	125	**
	75%	75%	**	**	70%	**	69%	**	**	**	**	80%	**
MONTHLY	193	174	**	**	117	**	119	**	**	**	**	144	**
	93%	92%	**	**	93%	**	91%	**	**	**	**	92%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	259	259	231	28	-	259	243	136	168	79	246	13	30	45	184
Effective Weighted Sample	212	212	188	25	-	212	200	110	135	62	202	10	24	38	150
Total	208	208	188	20	-	208	194	118	140	67	197	11	24	37	146
At least daily	62	62	60	**	**	62	59	38	47	**	59	**	**	**	43
	30%	30%	32%	**	**	30%	30%	32%	33%	**	30%	**	**	**	30%
At least weekly	94	94	86	**	**	94	92	54	61	**	92	**	**	**	71
	45%	45%	46%	**	**	45%	48%	46%	44%	**	47%	**	**	**	48%
At least monthly	36	36	27	**	**	36	29	18	22	**	32	**	**	**	23
	17%	17%	14%	**	**	17%	15%	15%	16%	**	16%	**	**	**	15%
Less often	15	15	14	**	**	15	14	8	10	**	14	**	**	**	10
	7%	7%	7%	**	**	7%	7%	7%	7%	**	7%	**	**	**	7%
Don t know/ can t remember	1	1	1	**	**	1	-	-	-	**	-	**	**	**	-
	*%	*%	*%	**	**	*%	-%	-%	-%	**	-%	**	**	**	-%
SUMMARY															
DAILY	62	62	60	**	**	62	59	38	47	**	59	**	**	**	43
	30%	30%	32%	**	**	30%	30%	32%	33%	**	30%	**	**	**	30%
WEEKLY	157	157	147	**	**	157	151	92	108	**	151	**	**	**	114
	75%	75%	78%	**	**	75%	78%	78%	77%	**	77%	**	**	**	78%
MONTHLY	193	193	173	**	**	193	180	110	130	**	183	**	**	**	137
	93%	93%	92%	**	**	93%	93%	93%	93%	**	93%	**	**	**	93%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	77	42	34	7	33	18	3	16	46	11	10	10	42	10	23	2
Effective Weighted Sample	61	32	27	6	27	15	3	10	36	8	8	8	39	9	22	2
Total	69	35	32	8	33	16	3	10	42	8	9	10	52	8	9	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	77	69	8	46	29	40	35	19	23	14	40	58	17
Effective Weighted Sample	61	55	6	38	21	33	26	15	19	11	33	47	13
Total	69	64	5	45	21	39	27	19	22	12	39	57	11
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	77	77	74	3	-	77	76	76	71	42	77	-	3	15	59
Effective Weighted Sample	61	61	59	3	-	61	60	60	56	33	61	-	3	12	46
Total	69	69	68	1	-	69	69	69	65	33	69	-	4	13	52
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	961	440	511	95	214	201	117	334	330	277	158	195	649	110	123	79
Effective Weighted Sample	788	364	416	78	181	163	102	279	272	223	133	160	604	104	115	76
Total	939	438	490	92	212	172	162	300	328	280	148	181	791	72	51	24
At least daily	184	99	82	**	59	34	32	41	86	38	27	33	155	16	8	**
	20%	23%	17%	**	28% e	20%	20%	14%	26% b	13%	18%	18%	20%	23%	16%	**
At least weekly	489	225	259	**	101	88	90	166	161	158	68	101	425	28	24	**
	52%	51%	53%	**	47%	51%	56%	55%	49%	56%	46%	56%	54% b	39%	48%	**
At least monthly	214	97	116	**	42	41	34	74	62	71	45	36	166	23	17	**
	23%	22%	24%	**	20%	24%	21%	25%	19%	25%	30%	20%	21%	32%	33% a	**
Less often	49	17	30	**	9	9	6	18	18	13	8	11	43	4	1	**
	5%	4%	6%	**	4%	5%	3%	6%	5%	5%	5%	6%	5%	6%	3%	**
Don t know/ can t remember	3	-	3	**	1	*	-	1	1	1	-	-	2	-	*	**
	*%	-%	1%	**	1%	*%	-%	*%	*%	1%	-%	-%	*%	-%	1%	**
SUMMARY																
DAILY	184	99	82	**	59	34	32	41	86	38	27	33	155	16	8	**
	20%	23%	17%	**	28% e	20%	20%	14%	26% b	13%	18%	18%	20%	23%	16%	**
WEEKLY	673	324	341	**	160	122	122	207	247	195	95	134	580	45	33	**
	72%	74%	70%	**	75%	71%	76%	69%	75%	70%	65%	74%	73%	62%	64%	**
MONTHLY	887	421	457	**	202	163	156	281	309	266	140	170	746	68	49	**
	94%	96%	93%	**	95%	95%	97%	94%	94%	95%	95%	94%	94%	94%	97%	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	961	835	126	330	620	305	644	126	143	136	305	620	314
Effective Weighted Sample	788	695	98	271	508	250	528	105	117	110	250	507	261
Total	939	847	91	334	591	309	615	122	143	139	309	627	287
At least daily	184	172	12	82	99	77	104	38	38	27	77	128	52
	20%	20%	13%	25% b	17%	25% b	17%	31%	27%	20%	25%	20%	18%
At least weekly	489	439	51	171	310	161	318	55	74	79	161	338	134
	52%	52%	56%	51%	52%	52%	52%	45%	52%	57%	52%	54%	47%
At least monthly	214	190	24	66	148	59	154	23	23	31	59	132	81
	23%	22%	26%	20%	25%	19%	25%	19%	16%	22%	19%	21%	28%
Less often	49	44	5	14	34	11	37	6	7	2	11	29	18
	5%	5%	6%	4%	6%	4%	6%	5%	5%	1%	4%	5%	6%
Don t know/ can t remember	3	3	-	*	1	*	1	-	*	-	*	*	2
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	1%
SUMMARY													
DAILY	184	172	12	82	99	77	104	38	38	27	77	128	52
	20%	20%	13%	25% b	17%	25% b	17%	31%	27%	20%	25%	20%	18%
WEEKLY	673	611	62	253	409	237	423	93	112	106	237	466	187
	72%	72%	68%	76%	69%	77%	69%	76%	79%	76%	77%	74% b	65%
MONTHLY	887	801	86	319	556	297	577	116	135	137	297	598	267
	94%	94%	94%	96%	94%	96%	94%	95%	95%	99%	96%	95%	93%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	961	961	861	100	-	961	885	601	659	254	919	42	121	182	658
Effective Weighted Sample	788	788	705	83	-	788	725	491	535	202	753	36	97	153	539
Total	939	939	844	95	-	939	861	579	638	241	894	45	112	189	638
At least daily	184	184	170	14	**	184	166	128	129	57	172	**	18	20	146
	20%	20%	20%	15%	**	20%	19%	22%	20%	24%	19%	**	16%	11%	23% b
At least weekly	489	489	436	54	**	489	451	310	335	138	470	**	59	92	338
	52%	52%	52%	57%	**	52%	52%	54%	52%	57%	53%	**	53%	49%	53%
At least monthly	214	214	190	24	**	214	196	117	142	34	203	**	29	61	124
	23%	23%	23%	25%	**	23%	23% d	20%	22%	14%	23% d	**	26%	32% c	19%
Less often	49	49	47	2	**	49	45	23	31	11	46	**	5	15	30
	5%	5%	6%	3%	**	5%	5%	4%	5%	5%	5%	**	4%	8%	5%
Don t know/ can t remember	3	3	2	1	**	3	3	1	1	-	3	**	*	1	1
	*%	*%	*%	1%	**	*%	*%	*%	*%	-%	*%	**	*%	1%	*%
SUMMARY															
DAILY	184	184	170	14	**	184	166	128	129	57	172	**	18	20	146
	20%	20%	20%	15%	**	20%	19%	22%	20%	24%	19%	**	16%	11%	23% b
WEEKLY	673	673	606	68	**	673	617	438	464	195	642	**	77	112	484
	72%	72%	72%	71%	**	72%	72%	76%	73%	81% ae	72%	**	69%	59%	76% b
MONTHLY	887	887	796	91	**	887	814	555	606	230	845	**	106	173	607
	94%	94%	94%	96%	**	94%	95%	96%	95%	95%	95%	**	95%	91%	95%

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

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

A7F. How often in the past 3 months have you watched programmes or films using My5 (was Demand 5)?
Base: Those who have personally watched My5 (was 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 row	645	293	345	39	99	132	81	294	191	186	121	146	413	79	92	61
Effective Weighted Sample	522	241	274	31	85	107	70	240	157	147	97	120	384	74	84	59
Total	606	278	321	36	100	109	109	252	181	176	109	138	497	52	38	19
At least daily	98	48	49	**	**	25	**	26	36	17	19	26	81	**	**	**
	16%	17%	15%	**	**	23% e	**	10%	20%	10%	18%	19%	16%	**	**	**
At least weekly	291	124	163	**	**	42	**	136	92	97	42	60	248	**	**	**
	48%	45%	51%	**	**	39%	**	54% c	51%	55%	39%	43%	50%	**	**	**
At least monthly	155	72	81	**	**	28	**	66	37	49	33	36	119	**	**	**
	26%	26%	25%	**	**	26%	**	26%	20%	28%	30%	26%	24%	**	**	**
Less often	55	32	23	**	**	13	**	21	16	13	12	14	43	**	**	**
	9%	11%	7%	**	**	12%	**	8%	9%	7%	11%	10%	9%	**	**	**
Don t know/ can t remember	6	2	4	**	**	-	**	3	1	-	3	3	6	**	**	**
	1%	1%	1%	**	**	-%	**	1%	1%	-%	2%	2%	1%	**	**	**
SUMMARY																
DAILY	98	48	49	**	**	25	**	26	36	17	19	26	81	**	**	**
	16%	17%	15%	**	**	23% e	**	10%	20%	10%	18%	19%	16%	**	**	**
WEEKLY	389	172	212	**	**	67	**	162	127	114	62	86	329	**	**	**
	64%	62%	66%	**	**	62%	**	64%	70%	64%	56%	62%	66%	**	**	**
MONTHLY	544	244	293	**	**	95	**	227	164	163	95	122	447	**	**	**
	90%	88%	91%	**	**	88%	**	90%	91%	93%	87%	88%	90%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	645	529	116	175	460	166	469	62	88	89	166	383	241
Effective Weighted Sample	522	436	89	145	370	137	377	54	72	72	137	309	196
Total	606	521	85	172	422	163	432	58	84	84	163	370	219
At least daily	98	87	11	48	48	45	50	**	**	**	45	68	26
	16%	17%	13%	28%	11%	28%	12%	**	**	**	28%	18%	12%
				b		b							
At least weekly	291	247	44	68	219	66	220	**	**	**	66	175	109
	48%	47%	52%	39%	52%	41%	51%	**	**	**	41%	47%	50%
At least monthly	155	133	22	42	110	38	114	**	**	**	38	92	62
	26%	26%	26%	25%	26%	24%	26%	**	**	**	24%	25%	28%
Less often	55	47	8	13	41	12	42	**	**	**	12	30	21
	9%	9%	9%	8%	10%	7%	10%	**	**	**	7%	8%	10%
Don t know/ can t remember	6	6	-	1	5	1	5	**	**	**	1	5	2
	1%	1%	-%	1%	1%	1%	1%	**	**	**	1%	1%	1%
SUMMARY													
DAILY	98	87	11	48	48	45	50	**	**	**	45	68	26
	16%	17%	13%	28%	11%	28%	12%	**	**	**	28%	18%	12%
				b		b							
WEEKLY	389	334	55	115	266	112	270	**	**	**	112	243	135
	64%	64%	65%	67%	63%	69%	63%	**	**	**	69%	66%	61%
MONTHLY	544	467	77	157	377	150	384	**	**	**	150	335	196
	90%	90%	91%	91%	89%	92%	89%	**	**	**	92%	91%	90%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	645	645	558	87	-	645	593	374	419	156	612	33	94	115	436
Effective Weighted Sample	522	522	450	71	-	522	482	303	336	124	495	27	77	93	353
Total	606	606	522	83	-	606	561	353	392	142	577	29	89	118	399
At least daily	98	98	91	**	**	98	91	66	72	31	92	**	**	20	67
	16%	16%	17%	**	**	16%	16%	19%	18%	22%	16%	**	**	17%	17%
At least weekly	291	291	253	**	**	291	271	177	180	76	276	**	**	43	205
	48%	48%	48%	**	**	48%	48%	50%	46%	54%	48%	**	**	37%	51%
At least monthly	155	155	126	**	**	155	142	80	100	19	151	**	**	35	95
	26%	26%	24%	**	**	26%	25% d	23%	25% d	13%	26% d	**	**	30%	24%
Less often	55	55	46	**	**	55	53	27	36	13	53	**	**	17	31
	9%	9%	9%	**	**	9%	9%	8%	9%	9%	9%	**	**	14%	8%
Don t know/ can t remember	6	6	6	**	**	6	5	3	4	3	5	**	**	3	1
	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	**	2%	*%
SUMMARY															
DAILY	98	98	91	**	**	98	91	66	72	31	92	**	**	20	67
	16%	16%	17%	**	**	16%	16%	19%	18%	22%	16%	**	**	17%	17%
WEEKLY	389	389	345	**	**	389	361	243	252	108	368	**	**	63	271
	64%	64%	66%	**	**	64%	64%	69%	64%	76%	64%	**	**	54%	68%
MONTHLY	544	544	470	**	**	544	503	323	351	126	519	**	**	98	366
	90%	90%	90%	**	**	90%	90%	91%	90%	89%	90%	**	**	84%	92%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	577	323	252	51	149	136	81	160	234	166	99	77	380	82	59	56
Effective Weighted Sample	470	260	208	44	124	111	70	131	194	137	80	60	353	76	56	54
Total	567	311	253	51	148	112	108	148	228	177	96	65	471	56	25	16
At least daily	199	126	73	**	62	45	**	38	94	43	**	**	163	**	**	**
	35%	40%	29%	**	42% e	40%	**	26%	41% b	25%	**	**	35%	**	**	**
At least weekly	267	146	118	**	64	48	**	78	98	91	**	**	222	**	**	**
	47%	47%	46%	**	43%	43%	**	53%	43%	51%	**	**	47%	**	**	**
At least monthly	73	30	43	**	17	12	**	26	29	26	**	**	59	**	**	**
	13%	10%	17%	**	12%	11%	**	18%	13%	15%	**	**	13%	**	**	**
Less often	26	9	16	**	4	7	**	5	7	13	**	**	24	**	**	**
	5%	3%	6%	**	3%	6%	**	3%	3%	7%	**	**	5%	**	**	**
Don t know/ can t remember	3	-	3	**	1	-	**	1	-	3	**	**	3	**	**	**
	1%	-%	1%	**	1%	-%	**	*%	-%	2%	**	**	1%	**	**	**
SUMMARY																
DAILY	199	126	73	**	62	45	**	38	94	43	**	**	163	**	**	**
	35%	40%	29%	**	42% e	40%	**	26%	41% b	25%	**	**	35%	**	**	**
WEEKLY	465	272	191	**	126	94	**	116	192	134	**	**	385	**	**	**
	82%	87% b	75%	**	85%	83%	**	79%	84%	76%	**	**	82%	**	**	**
MONTHLY	538	302	233	**	143	105	**	142	221	160	**	**	444	**	**	**
	95%	97%	92%	**	96%	94%	**	96%	97%	91%	**	**	94%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	577	490	87	268	306	251	321	94	135	120	251	427	142
Effective Weighted Sample	470	404	69	213	255	199	267	76	107	94	199	346	118
Total	567	500	67	257	306	240	320	86	119	120	240	425	137
At least daily	199	181	**	112	87	108	91	**	50	51	108	160	37
	35%	36%	**	43% b	28%	45% b	28%	**	42%	43%	45%	38%	27%
At least weekly	267	232	**	105	156	96	165	**	55	50	96	203	61
	47%	46%	**	41%	51%	40%	51%	**	46%	42%	40%	48%	45%
At least monthly	73	62	**	25	48	21	50	**	10	10	21	48	24
	13%	12%	**	10%	16%	9%	16%	**	8%	8%	9%	11%	18%
Less often	26	23	**	13	12	13	12	**	5	7	13	13	13
	5%	5%	**	5%	4%	5%	4%	**	4%	6%	5%	3%	9% a
Don t know/ can t remember	3	2	**	2	2	2	2	**	-	2	2	1	2
	1%	*%	**	1%	1%	1%	1%	**	-%	1%	1%	*%	2%
SUMMARY													
DAILY	199	181	**	112	87	108	91	**	50	51	108	160	37
	35%	36%	**	43% b	28%	45% b	28%	**	42%	43%	45%	38%	27%
WEEKLY	465	413	**	217	244	204	255	**	104	102	204	363	98
	82%	83%	**	85%	80%	85%	80%	**	88%	85%	85%	85% b	71%
MONTHLY	538	475	**	242	291	225	305	**	114	111	225	411	122
	95%	95%	**	94%	95%	94%	96%	**	96%	93%	94%	97% b	89%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	577	577	535	42	-	577	512	371	393	139	541	36	65	130	382
Effective Weighted Sample	470	470	437	34	-	470	419	301	320	115	442	29	51	105	314
Total	567	567	524	43	-	567	504	352	387	138	529	38	62	126	379
At least daily	199	199	185	**	**	199	171	132	143	52	179	**	**	37	137
	35%	35%	35%	**	**	35%	34%	38%	37%	38%	34%	**	**	29%	36%
At least weekly	267	267	245	**	**	267	246	161	180	69	257	**	**	59	185
	47%	47%	47%	**	**	47%	49%	46%	46%	50%	49%	**	**	46%	49%
At least monthly	73	73	69	**	**	73	65	44	49	14	68	**	**	20	45
	13%	13%	13%	**	**	13%	13%	13%	13%	10%	13%	**	**	16%	12%
Less often	26	26	23	**	**	26	20	15	14	2	23	**	**	11	10
	5%	5%	4%	**	**	5%	4%	4%	4%	1%	4%	**	**	9% c	3%
Don t know/ can t remember	3	3	3	**	**	3	2	-	2	-	2	**	**	-	2
	1%	1%	1%	**	**	1%	*%	-%	*%	-%	*%	**	**	-%	*%
SUMMARY															
DAILY	199	199	185	**	**	199	171	132	143	52	179	**	**	37	137
	35%	35%	35%	**	**	35%	34%	38%	37%	38%	34%	**	**	29%	36%
WEEKLY	465	465	430	**	**	465	416	293	323	122	436	**	**	95	322
	82%	82%	82%	**	**	82%	83%	83%	83%	88%	82%	**	**	75%	85%
MONTHLY	538	538	499	**	**	538	482	337	372	136	504	**	**	115	367
	95%	95%	95%	**	**	95%	96%	96%	96%	99%	95%	**	**	91%	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	253	142	109	11	57	43	39	103	86	63	36	68	183	22	28	20
Effective Weighted Sample	210	119	89	10	51	36	33	85	72	52	31	55	170	21	26	19
Total	262	149	111	12	65	40	52	92	92	66	37	68	229	15	11	6
At least daily	57	33	24	**	**	**	**	13	**	**	**	**	49	**	**	**
	22%	22%	22%	**	**	**	**	14%	**	**	**	**	21%	**	**	**
At least weekly	120	67	53	**	**	**	**	43	**	**	**	**	110	**	**	**
	46%	45%	48%	**	**	**	**	46%	**	**	**	**	48%	**	**	**
At least monthly	63	37	24	**	**	**	**	27	**	**	**	**	53	**	**	**
	24%	25%	22%	**	**	**	**	29%	**	**	**	**	23%	**	**	**
Less often	19	12	7	**	**	**	**	9	**	**	**	**	15	**	**	**
	7%	8%	6%	**	**	**	**	10%	**	**	**	**	6%	**	**	**
Don t know/ can t remember	3	-	3	**	**	**	**	1	**	**	**	**	3	**	**	**
	1%	-%	3%	**	**	**	**	1%	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	57	33	24	**	**	**	**	13	**	**	**	**	49	**	**	**
	22%	22%	22%	**	**	**	**	14%	**	**	**	**	21%	**	**	**
WEEKLY	177	100	77	**	**	**	**	55	**	**	**	**	159	**	**	**
	68%	67%	69%	**	**	**	**	60%	**	**	**	**	69%	**	**	**
MONTHLY	240	137	101	**	**	**	**	82	**	**	**	**	212	**	**	**
	91%	92%	91%	**	**	**	**	89%	**	**	**	**	92%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	253	217	36	87	162	82	167	31	45	41	82	164	83
Effective Weighted Sample	210	185	27	73	133	68	138	26	38	33	68	138	68
Total	262	235	27	93	164	87	171	33	47	44	87	177	80
At least daily	57	50	**	**	25	**	27	**	**	**	**	43	**
	22%	21%	**	**	15%	**	16%	**	**	**	**	25%	**
At least weekly	120	109	**	**	74	**	74	**	**	**	**	87	**
	46%	47%	**	**	45%	**	43%	**	**	**	**	49%	**
At least monthly	63	54	**	**	47	**	51	**	**	**	**	33	**
	24%	23%	**	**	28%	**	30%	**	**	**	**	18%	**
Less often	19	19	**	**	16	**	16	**	**	**	**	11	**
	7%	8%	**	**	10%	**	9%	**	**	**	**	6%	**
Don t know/ can t remember	3	3	**	**	3	**	3	**	**	**	**	3	**
	1%	1%	**	**	2%	**	2%	**	**	**	**	2%	**
SUMMARY													
DAILY	57	50	**	**	25	**	27	**	**	**	**	43	**
	22%	21%	**	**	15%	**	16%	**	**	**	**	25%	**
WEEKLY	177	160	**	**	99	**	101	**	**	**	**	130	**
	68%	68%	**	**	60%	**	59%	**	**	**	**	74%	**
MONTHLY	240	214	**	**	146	**	152	**	**	**	**	163	**
	91%	91%	**	**	89%	**	89%	**	**	**	**	92%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	253	253	213	40	-	253	236	180	196	90	244	9	37	43	173
Effective Weighted Sample	210	210	178	32	-	210	197	150	161	73	203	8	31	36	143
Total	262	262	223	39	-	262	242	185	202	87	251	11	36	47	179
At least daily	57	57	52	**	**	57	54	46	47	**	55	**	**	**	40
	22%	22%	23%	**	**	22%	22%	25%	23%	**	22%	**	**	**	22%
At least weekly	120	120	108	**	**	120	114	86	88	**	118	**	**	**	91
	46%	46%	48%	**	**	46%	47%	46%	43%	**	47%	**	**	**	51%
At least monthly	63	63	46	**	**	63	53	40	48	**	56	**	**	**	34
	24%	24%	21%	**	**	24%	22%	22%	24%	**	22%	**	**	**	19%
Less often	19	19	15	**	**	19	19	12	16	**	19	**	**	**	14
	7%	7%	7%	**	**	7%	8%	7%	8%	**	8%	**	**	**	8%
Don t know/ can t remember	3	3	3	**	**	3	2	-	3	**	3	**	**	**	1
	1%	1%	1%	**	**	1%	1%	-%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	57	57	52	**	**	57	54	46	47	**	55	**	**	**	40
	22%	22%	23%	**	**	22%	22%	25%	23%	**	22%	**	**	**	22%
WEEKLY	177	177	159	**	**	177	168	132	135	**	173	**	**	**	131
	68%	68%	71%	**	**	68%	69%	72%	67%	**	69%	**	**	**	73%
MONTHLY	240	240	205	**	**	240	221	172	183	**	229	**	**	**	165
	91%	91%	92%	**	**	91%	91%	93%	91%	**	91%	**	**	**	92%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	387	225	160	36	113	102	39	97	175	88	65	59	270	50	28	39
Effective Weighted Sample	323	185	136	31	100	85	34	80	149	70	55	49	252	46	27	37
Total	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
At least daily	97	57	40	**	43	22	**	**	57	**	**	**	81	**	**	**
	25%	26%	24%	**	36%	24%	**	**	32%	**	**	**	25%	**	**	**
At least weekly	194	109	84	**	52	48	**	**	92	**	**	**	172	**	**	**
	50%	50%	50%	**	43%	54%	**	**	52%	**	**	**	52%	**	**	**
At least monthly	67	37	28	**	21	13	**	**	20	**	**	**	52	**	**	**
	17%	17%	17%	**	17%	15%	**	**	11%	**	**	**	16%	**	**	**
Less often	28	14	14	**	5	4	**	**	8	**	**	**	23	**	**	**
	7%	6%	8%	**	4%	5%	**	**	5%	**	**	**	7%	**	**	**
Don t know/ can t remember	3	*	2	**	1	2	**	**	*	**	**	**	2	**	**	**
	1%	*%	1%	**	1%	2%	**	**	*%	**	**	**	*%	**	**	**
SUMMARY																
DAILY	97	57	40	**	43	22	**	**	57	**	**	**	81	**	**	**
	25%	26%	24%	**	36%	24%	**	**	32%	**	**	**	25%	**	**	**
WEEKLY	291	166	124	**	96	70	**	**	150	**	**	**	253	**	**	**
	75%	76%	73%	**	79%	79%	**	**	84%	**	**	**	77%	**	**	**
MONTHLY	358	203	152	**	116	82	**	**	170	**	**	**	305	**	**	**
	92%	93%	90%	**	96%	93%	**	**	95%	**	**	**	93%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	387	341	46	197	185	184	197	66	112	88	184	286	96
Effective Weighted Sample	323	285	38	165	155	154	164	57	94	71	154	239	81
Total	389	345	44	196	187	183	199	60	109	88	183	297	87
At least daily	97	83	**	61	32	59	34	**	39	**	59	80	**
	25%	24%	**	31%	17%	32%	17%	**	36%	**	32%	27%	**
				b		b							
At least weekly	194	179	**	101	92	95	97	**	58	**	95	151	**
	50%	52%	**	52%	49%	52%	49%	**	54%	**	52%	51%	**
At least monthly	67	57	**	26	40	22	43	**	10	**	22	47	**
	17%	17%	**	13%	21%	12%	22%	**	9%	**	12%	16%	**
Less often	28	23	**	7	21	6	23	**	2	**	6	15	**
	7%	7%	**	4%	11%	3%	11%	**	2%	**	3%	5%	**
					a		a						
Don t know/ can t remember	3	3	**	1	2	1	2	**	-	**	1	3	**
	1%	1%	**	*%	1%	*%	1%	**	-%	**	*%	1%	**
SUMMARY													
DAILY	97	83	**	61	32	59	34	**	39	**	59	80	**
	25%	24%	**	31%	17%	32%	17%	**	36%	**	32%	27%	**
				b		b							
WEEKLY	291	262	**	162	124	154	131	**	97	**	154	232	**
	75%	76%	**	83%	66%	84%	66%	**	89%	**	84%	78%	**
				b		b							
MONTHLY	358	319	**	188	164	176	174	**	107	**	176	279	**
	92%	93%	**	96%	88%	96%	88%	**	98%	**	96%	94%	**
				b		b							

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

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

A7l. How often in the past 3 months have you watched programmes or films using Discovery+?
Base: Those who have personally watched Discovery+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	387	387	387	-	-	387	351	266	281	99	364	23	38	77	272
Effective Weighted Sample	323	323	323	-	-	323	293	223	233	84	305	18	32	62	229
Total	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
At least daily	97	97	97	**	**	97	89	73	74	**	92	**	**	**	72
	25%	25%	25%	**	**	25%	25%	27%	27%	**	25%	**	**	**	26%
At least weekly	194	194	194	**	**	194	177	127	141	**	184	**	**	**	153
	50%	50%	50%	**	**	50%	50%	48%	50%	**	50%	**	**	**	55%
At least monthly	67	67	67	**	**	67	60	48	48	**	62	**	**	**	37
	17%	17%	17%	**	**	17%	17%	18%	17%	**	17%	**	**	**	13%
Less often	28	28	28	**	**	28	24	18	15	**	26	**	**	**	15
	7%	7%	7%	**	**	7%	7%	7%	5%	**	7%	**	**	**	5%
Don t know/ can t remember	3	3	3	**	**	3	3	*	2	**	3	**	**	**	1
	1%	1%	1%	**	**	1%	1%	*%	1%	**	1%	**	**	**	*%
SUMMARY															
DAILY	97	97	97	**	**	97	89	73	74	**	92	**	**	**	72
	25%	25%	25%	**	**	25%	25%	27%	27%	**	25%	**	**	**	26%
WEEKLY	291	291	291	**	**	291	266	200	215	**	276	**	**	**	225
	75%	75%	75%	**	**	75%	75%	75%	77%	**	75%	**	**	**	81%
MONTHLY	358	358	358	**	**	358	326	248	263	**	338	**	**	**	262
	92%	92%	92%	**	**	92%	92%	93%	94%	**	92%	**	**	**	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	210	122	87	18	64	55	22	51	105	47	30	28	147	29	19	15
Effective Weighted Sample	176	102	73	14	55	47	18	44	90	39	24	24	137	26	18	15
Total	213	125	88	19	66	51	25	51	110	50	25	29	180	21	8	4
At least daily	97	52	**	**	**	**	**	**	51	**	**	**	81	**	**	**
	45%	42%	**	**	**	**	**	**	46%	**	**	**	45%	**	**	**
At least weekly	97	59	**	**	**	**	**	**	51	**	**	**	82	**	**	**
	45%	47%	**	**	**	**	**	**	46%	**	**	**	45%	**	**	**
At least monthly	16	10	**	**	**	**	**	**	7	**	**	**	13	**	**	**
	7%	8%	**	**	**	**	**	**	6%	**	**	**	7%	**	**	**
Less often	3	3	**	**	**	**	**	**	1	**	**	**	3	**	**	**
	2%	2%	**	**	**	**	**	**	1%	**	**	**	2%	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	*%	1%	**	**	**	**	**	**	-%	**	**	**	*%	**	**	**
SUMMARY																
DAILY	97	52	**	**	**	**	**	**	51	**	**	**	81	**	**	**
	45%	42%	**	**	**	**	**	**	46%	**	**	**	45%	**	**	**
WEEKLY	193	111	**	**	**	**	**	**	102	**	**	**	163	**	**	**
	91%	89%	**	**	**	**	**	**	92%	**	**	**	91%	**	**	**
MONTHLY	209	121	**	**	**	**	**	**	109	**	**	**	176	**	**	**
	98%	97%	**	**	**	**	**	**	99%	**	**	**	98%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	b	~a	~b	~c	d	a	~b
Unweighted row	210	204	6	110	95	100	105	44	58	44	100	172	36
Effective Weighted Sample	176	171	6	92	80	83	89	36	49	36	83	144	30
Total	213	209	5	108	100	96	112	41	51	43	96	176	36
At least daily	97	95	**	50	**	45	48	**	**	**	45	81	**
	45%	45%	**	47%	**	47%	43%	**	**	**	47%	46%	**
At least weekly	97	95	**	48	**	45	51	**	**	**	45	79	**
	45%	45%	**	45%	**	47%	45%	**	**	**	47%	45%	**
At least monthly	16	16	**	7	**	4	11	**	**	**	4	12	**
	7%	8%	**	6%	**	4%	9%	**	**	**	4%	7%	**
Less often	3	3	**	2	**	2	1	**	**	**	2	3	**
	2%	2%	**	2%	**	2%	1%	**	**	**	2%	2%	**
Don t know/ can t remember	1	-	**	-	**	-	1	**	**	**	-	-	**
	*%	-%	**	-%	**	-%	1%	**	**	**	-%	-%	**
SUMMARY													
DAILY	97	95	**	50	**	45	48	**	**	**	45	81	**
	45%	45%	**	47%	**	47%	43%	**	**	**	47%	46%	**
WEEKLY	193	189	**	99	**	90	99	**	**	**	90	160	**
	91%	91%	**	92%	**	94%	89%	**	**	**	94%	91%	**
MONTHLY	209	205	**	105	**	94	110	**	**	**	94	172	**
	98%	98%	**	98%	**	98%	98%	**	**	**	98%	98%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	210	210	194	16	-	210	199	154	155	72	205	5	13	42	155
Effective Weighted Sample	176	176	162	14	-	176	166	130	131	62	171	5	11	34	131
Total	213	213	196	18	-	213	201	159	157	74	208	6	14	41	159
At least daily	97	97	89	**	**	97	94	72	71	**	97	**	**	**	74
	45%	45%	46%	**	**	45%	47%	46%	45%	**	46%	**	**	**	46%
At least weekly	97	97	88	**	**	97	88	70	69	**	92	**	**	**	71
	45%	45%	45%	**	**	45%	44%	44%	44%	**	44%	**	**	**	45%
At least monthly	16	16	14	**	**	16	16	13	15	**	16	**	**	**	13
	7%	7%	7%	**	**	7%	8%	8%	10%	**	8%	**	**	**	8%
Less often	3	3	3	**	**	3	3	3	2	**	3	**	**	**	*
	2%	2%	2%	**	**	2%	1%	2%	1%	**	1%	**	**	**	*%
Don t know/ can t remember	1	1	1	**	**	1	1	1	-	**	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	1%	-%	**	*%	**	**	**	1%
SUMMARY															
DAILY	97	97	89	**	**	97	94	72	71	**	97	**	**	**	74
	45%	45%	46%	**	**	45%	47%	46%	45%	**	46%	**	**	**	46%
WEEKLY	193	193	177	**	**	193	182	143	140	**	188	**	**	**	145
	91%	91%	90%	**	**	91%	90%	90%	89%	**	91%	**	**	**	91%
MONTHLY	209	209	191	**	**	209	198	156	155	**	204	**	**	**	158
	98%	98%	98%	**	**	98%	98%	98%	99%	**	98%	**	**	**	99%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	318	176	139	34	84	72	42	86	137	75	41	65	227	33	30	28
Effective Weighted Sample	263	147	114	27	72	61	37	73	112	63	34	55	210	31	27	27
Total	323	180	140	33	85	69	59	77	130	84	45	63	279	23	13	8
At least daily	127	74	53	**	**	**	**	**	64	**	**	**	106	**	**	**
	39%	41%	38%	**	**	**	**	**	49%	**	**	**	38%	**	**	**
At least weekly	118	59	57	**	**	**	**	**	43	**	**	**	105	**	**	**
	37%	33%	40%	**	**	**	**	**	33%	**	**	**	38%	**	**	**
At least monthly	45	31	13	**	**	**	**	**	16	**	**	**	38	**	**	**
	14%	17%	9%	**	**	**	**	**	12%	**	**	**	14%	**	**	**
Less often	24	14	10	**	**	**	**	**	6	**	**	**	22	**	**	**
	7%	8%	7%	**	**	**	**	**	4%	**	**	**	8%	**	**	**
Don t know/ can t remember	9	1	8	**	**	**	**	**	2	**	**	**	8	**	**	**
	3%	1%	6%	**	**	**	**	**	1%	**	**	**	3%	**	**	**
SUMMARY																
DAILY	127	74	53	**	**	**	**	**	64	**	**	**	106	**	**	**
	39%	41%	38%	**	**	**	**	**	49%	**	**	**	38%	**	**	**
WEEKLY	245	134	110	**	**	**	**	**	107	**	**	**	211	**	**	**
	76%	74%	78%	**	**	**	**	**	82%	**	**	**	76%	**	**	**
MONTHLY	290	165	122	**	**	**	**	**	123	**	**	**	249	**	**	**
	90%	92%	87%	**	**	**	**	**	94%	**	**	**	89%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	318	288	30	146	169	133	182	60	64	61	133	220	92
Effective Weighted Sample	263	241	23	122	139	111	150	49	54	49	111	183	76
Total	323	300	23	148	171	135	183	56	62	63	135	234	83
At least daily	127	117	**	68	57	59	66	**	**	**	59	90	**
	39%	39%	**	46%	33%	44%	36%	**	**	**	44%	39%	**
At least weekly	118	108	**	52	66	51	67	**	**	**	51	84	**
	37%	36%	**	35%	39%	38%	36%	**	**	**	38%	36%	**
At least monthly	45	43	**	14	28	13	29	**	**	**	13	36	**
	14%	14%	**	10%	16%	10%	16%	**	**	**	10%	15%	**
Less often	24	24	**	8	16	8	16	**	**	**	8	15	**
	7%	8%	**	5%	9%	6%	9%	**	**	**	6%	7%	**
Don t know/ can t remember	9	9	**	5	4	4	5	**	**	**	4	8	**
	3%	3%	**	4%	2%	3%	3%	**	**	**	3%	4%	**
SUMMARY													
DAILY	127	117	**	68	57	59	66	**	**	**	59	90	**
	39%	39%	**	46%	33%	44%	36%	**	**	**	44%	39%	**
WEEKLY	245	224	**	120	123	110	133	**	**	**	110	175	**
	76%	75%	**	82%	72%	82%	73%	**	**	**	82%	75%	**
MONTHLY	290	267	**	135	151	123	162	**	**	**	123	210	**
	90%	89%	**	91%	88%	91%	88%	**	**	**	91%	90%	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 42

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	318	318	295	23	-	318	318	235	262	118	318	-	29	52	237
Effective Weighted Sample	263	263	246	17	-	263	263	192	217	97	263	-	24	47	193
Total	323	323	301	21	-	323	323	233	266	114	323	-	26	59	237
At least daily	127	127	121	**	**	127	127	98	106	47	127	**	**	**	103
	39%	39%	40%	**	**	39%	39%	42%	40%	41%	39%	**	**	**	43%
At least weekly	118	118	110	**	**	118	118	90	99	45	118	**	**	**	87
	37%	37%	37%	**	**	37%	37%	39%	37%	39%	37%	**	**	**	37%
At least monthly	45	45	39	**	**	45	45	26	39	17	45	**	**	**	33
	14%	14%	13%	**	**	14%	14%	11%	15%	15%	14%	**	**	**	14%
Less often	24	24	21	**	**	24	24	15	17	4	24	**	**	**	12
	7%	7%	7%	**	**	7%	7%	6%	6%	4%	7%	**	**	**	5%
Don t know/ can t remember	9	9	9	**	**	9	9	4	4	2	9	**	**	**	3
	3%	3%	3%	**	**	3%	3%	2%	2%	2%	3%	**	**	**	1%
SUMMARY															
DAILY	127	127	121	**	**	127	127	98	106	47	127	**	**	**	103
	39%	39%	40%	**	**	39%	39%	42%	40%	41%	39%	**	**	**	43%
WEEKLY	245	245	231	**	**	245	245	188	205	91	245	**	**	**	190
	76%	76%	77%	**	**	76%	76%	81%	77%	80%	76%	**	**	**	80%
MONTHLY	290	290	271	**	**	290	290	214	245	108	290	**	**	**	223
	90%	90%	90%	**	**	90%	90%	92%	92%	95%	90%	**	**	**	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2643	1236	1379	385	632	636	350	640	824	797	466	552	1711	333	293	306
Effective Weighted Sample	2110	981	1106	305	519	513	288	522	667	637	379	431	1587	312	276	293
Total	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
At least daily	1164	524	630	194	341	257	183	188	360	376	196	231	980	98	55	30
	45%	44%	46%	54% de	56% cde	47% e	41%	32%	45%	45%	44%	48%	46% d	45%	46%	35%
At least weekly	1148	544	591	146	231	238	232	300	363	381	203	198	958	93	58	38
	45%	46%	43%	40%	38%	44%	51% ab	51% ab	45%	46%	46%	41%	45%	43%	48%	44%
At least monthly	197	80	113	19	38	40	25	75	66	54	34	44	157	23	5	12
	8%	7%	8%	5%	6%	7%	6%	13% abcd	8%	6%	8%	9%	7%	11% c	4%	14% ac
Less often	53	27	25	1	3	11	11	26	9	22	11	11	42	4	2	5
	2%	2%	2%	*%	*%	2%	2%	4% ab	1%	3%	2%	2%	2%	2%	2%	6% ab
Don t know/ can t remember	3	2	1	2	-	-	-	2	-	2	-	1	3	1	-	*
	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	*%
SUMMARY																
DAILY	1164	524	630	194	341	257	183	188	360	376	196	231	980	98	55	30
	45%	44%	46%	54% de	56% cde	47% e	41%	32%	45%	45%	44%	48%	46% d	45%	46%	35%
WEEKLY	2311	1068	1221	341	572	495	416	488	723	757	399	428	1939	191	114	68
	90%	91%	90%	94% e	93% e	91% e	92% e	83%	91%	91%	90%	88%	91% d	87% d	94% bd	79%
MONTHLY	2509	1147	1335	360	610	535	441	563	789	811	433	472	2095	214	119	80
	98%	97%	98%	99% e	100% e	98%	98%	95%	99%	97%	98%	98%	98% d	98% d	98% d	94%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2643	2290	353	1029	1570	930	1664	360	489	410	930	1855	737
Effective Weighted Sample	2110	1841	276	811	1261	733	1335	288	385	319	733	1487	590
Total	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
At least daily	1164	1034	129	505	631	459	674	207	245	184	459	857	290
	45%	45%	45%	51% b	42%	51% b	42%	61% cd	53%	44%	51%	46%	45%
At least weekly	1148	1028	120	430	701	396	735	118	189	201	396	861	263
	45%	45%	42%	43%	46%	44%	46%	35%	41%	48% a	44% a	46%	41%
At least monthly	197	169	29	53	140	44	150	12	23	24	44	124	73
	8%	7%	10%	5%	9% a	5%	9% a	4%	5%	6%	5%	7%	11% a
Less often	53	45	8	7	43	6	44	-	3	6	6	31	19
	2%	2%	3%	1%	3% a	1%	3% a	-%	1%	1%	1%	2%	3%
Don t know/ can t remember	3	3	-	1	2	-	2	-	-	-	-	-	3
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	1% a
SUMMARY													
DAILY	1164	1034	129	505	631	459	674	207	245	184	459	857	290
	45%	45%	45%	51% b	42%	51% b	42%	61% cd	53%	44%	51%	46%	45%
WEEKLY	2311	2062	249	936	1332	855	1409	325	434	385	855	1718	553
	90%	90%	87%	94% b	88%	95% b	88%	96%	94%	93%	95%	92% b	85%
MONTHLY	2509	2231	278	989	1472	898	1559	337	457	409	898	1841	626
	98%	98%	97%	99% b	97%	99% b	97%	100%	99%	99%	99%	98%	97%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	2643	2643	2643	-	-	2643	2124	1391	1492	446	2292	351	421	662	1560
Effective Weighted Sample	2110	2110	2110	-	-	2110	1715	1126	1210	365	1849	263	320	538	1255
Total	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
At least daily	1164	1164	1164	**	**	1164	929	649	667	214	1006	158	168	324	672
	45%	45%	45%	**	**	45%	44%	46%	44%	48%	44%	54% ace	46%	50%	43%
At least weekly	1148	1148	1148	**	**	1148	964	614	710	192	1032	116	159	265	724
	45%	45%	45%	**	**	45%	46%	44%	47%	43%	45%	40%	44%	41%	47%
At least monthly	197	197	197	**	**	197	170	105	108	33	181	16	26	51	120
	8%	8%	8%	**	**	8%	8%	7%	7%	7%	8%	5%	7%	8%	8%
Less often	53	53	53	**	**	53	47	33	26	9	49	4	8	9	36
	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%
Don t know/ can t remember	3	3	3	**	**	3	2	3	1	-	3	*	1	3	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%
SUMMARY															
DAILY	1164	1164	1164	**	**	1164	929	649	667	214	1006	158	168	324	672
	45%	45%	45%	**	**	45%	44%	46%	44%	48%	44%	54% ace	46%	50%	43%
WEEKLY	2311	2311	2311	**	**	2311	1894	1264	1377	406	2038	273	327	589	1396
	90%	90%	90%	**	**	90%	90%	90%	91%	91%	90%	93%	91%	90%	90%
MONTHLY	2509	2509	2509	**	**	2509	2064	1368	1485	439	2219	289	352	640	1516
	98%	98%	98%	**	**	98%	98%	97%	98%	98%	98%	99%	98%	98%	98%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1819	891	910	250	428	398	242	501	630	520	325	342	1188	194	235	202
Effective Weighted Sample	1458	716	727	197	352	315	197	417	510	417	266	269	1103	181	221	193
Total	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
At least daily	474	246	225	67	124	111	71	101	171	113	91	98	399	35	28	12
	27%	29%	25%	30%	30% e	33% e	24%	22%	29% b	21%	29%	34% b	27%	27%	29%	20%
At least weekly	906	459	444	100	213	171	180	243	307	316	154	128	762	65	47	32
	52%	54%	50%	44%	52%	50%	60% a	52%	52%	58% d	49%	44%	52%	50%	49%	56%
At least monthly	284	101	174	45	58	43	44	95	90	89	50	53	233	22	19	10
	16%	12%	20% a	20%	14%	13%	14%	20% c	15%	16%	16%	18%	16%	17%	20%	18%
Less often	74	34	39	12	15	13	7	27	23	21	17	12	61	7	2	3
	4%	4%	4%	5%	4%	4%	2%	6%	4%	4%	5%	4%	4%	5%	3%	6%
Don t know/ can t remember	5	3	2	2	-	3	-	-	-	2	2	1	5	1	-	-
	*%	*%	*%	1%	-%	1%	-%	-%	-%	*%	1%	*%	*%	*%	-%	-%
SUMMARY																
DAILY	474	246	225	67	124	111	71	101	171	113	91	98	399	35	28	12
	27%	29%	25%	30%	30% e	33% e	24%	22%	29% b	21%	29%	34% b	27%	27%	29%	20%
WEEKLY	1380	705	669	167	337	282	251	344	478	429	245	227	1161	100	75	44
	79%	84% b	76%	74%	82% e	83% e	83%	74%	81%	79%	78%	77%	80%	77%	78%	77%
MONTHLY	1664	805	843	212	395	324	294	439	568	518	295	280	1394	122	94	54
	95%	96%	95%	94%	96%	95%	98%	94%	96%	96%	94%	95%	95%	94%	97%	94%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1819	1540	279	689	1097	630	1154	259	330	273	630	1264	513
Effective Weighted Sample	1458	1245	217	540	888	495	931	204	258	213	495	1017	415
Total	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
At least daily	474	409	65	222	248	206	264	89	109	84	206	344	114
	27%	27%	29%	34% b	23%	35% b	24%	37%	37%	32%	35%	27%	26%
At least weekly	906	801	105	307	580	284	602	107	141	136	284	686	209
	52%	53%	47%	47%	55% a	48%	54%	45%	48%	51%	48%	54%	47%
At least monthly	284	237	48	95	182	82	195	34	32	38	82	188	93
	16%	16%	21%	15%	17%	14%	18%	14%	11%	14%	14%	15%	21% a
Less often	74	67	7	23	44	22	44	9	13	8	22	44	26
	4%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	6%
Don t know/ can t remember	5	5	-	2	2	-	4	-	-	-	-	3	2
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%
SUMMARY													
DAILY	474	409	65	222	248	206	264	89	109	84	206	344	114
	27%	27%	29%	34% b	23%	35% b	24%	37%	37%	32%	35%	27%	26%
WEEKLY	1380	1209	170	529	828	490	866	196	249	219	490	1030	323
	79%	80%	76%	81%	78%	83%	78%	82%	85%	83%	83%	81% b	73%
MONTHLY	1664	1446	218	625	1010	572	1061	229	281	257	572	1218	416
	95%	95%	97%	96%	96%	96%	96%	96%	96%	97%	96%	96%	94%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1819	1819	1819	-	-	1819	1461	991	1090	365	1591	228	318	429	1072
Effective Weighted Sample	1458	1458	1458	-	-	1458	1182	802	883	297	1288	171	247	347	865
Total	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
At least daily	474	474	474	**	**	474	387	292	292	111	410	64	87	113	274
	27%	27%	27%	**	**	27%	27%	30%	27%	30%	27%	32%	31%	27%	26%
At least weekly	906	906	906	**	**	906	729	487	574	181	803	103	127	217	562
	52%	52%	52%	**	**	52%	51%	51%	53%	49%	52%	52%	45%	52%	54%
At least monthly	284	284	284	**	**	284	243	143	163	59	261	23	51	68	165
	16%	16%	16%	**	**	16%	17%	15%	15%	16%	17%	12%	18%	16%	16%
Less often	74	74	74	**	**	74	60	36	43	13	69	5	17	19	38
	4%	4%	4%	**	**	4%	4%	4%	4%	3%	4%	3%	6%	5%	4%
Don t know/ can t remember	5	5	5	**	**	5	2	2	2	2	2	3	1	3	2
	*%	*%	*%	**	**	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
												ae			
SUMMARY															
DAILY	474	474	474	**	**	474	387	292	292	111	410	64	87	113	274
	27%	27%	27%	**	**	27%	27%	30%	27%	30%	27%	32%	31%	27%	26%
WEEKLY	1380	1380	1380	**	**	1380	1116	779	867	292	1214	166	214	330	836
	79%	79%	79%	**	**	79%	78%	81%	81%	80%	79%	84%	76%	79%	80%
MONTHLY	1664	1664	1664	**	**	1664	1359	922	1029	351	1475	189	265	398	1001
	95%	95%	95%	**	**	95%	96%	96%	96%	96%	95%	96%	94%	95%	96%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	370	173	189	28	109	83	58	92	129	91	63	86	254	47	40	29
Effective Weighted Sample	307	143	157	24	92	68	50	79	109	74	54	69	237	44	37	27
Total	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
At least daily	108	60	47	**	37	**	**	**	48	**	**	**	90	**	**	**
	30%	36%	25%	**	34%	**	**	**	37%	**	**	**	29%	**	**	**
At least weekly	173	73	96	**	50	**	**	**	61	**	**	**	148	**	**	**
	47%	43%	51%	**	46%	**	**	**	47%	**	**	**	48%	**	**	**
At least monthly	65	24	40	**	19	**	**	**	18	**	**	**	54	**	**	**
	18%	14%	21%	**	17%	**	**	**	13%	**	**	**	17%	**	**	**
Less often	18	10	5	**	3	**	**	**	4	**	**	**	16	**	**	**
	5%	6%	3%	**	3%	**	**	**	3%	**	**	**	5%	**	**	**
Don t know/ can t remember	2	1	1	**	-	**	**	**	-	**	**	**	2	**	**	**
	1%	1%	1%	**	-%	**	**	**	-%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	108	60	47	**	37	**	**	**	48	**	**	**	90	**	**	**
	30%	36%	25%	**	34%	**	**	**	37%	**	**	**	29%	**	**	**
WEEKLY	282	133	143	**	88	**	**	**	109	**	**	**	237	**	**	**
	77%	79%	76%	**	80%	**	**	**	83%	**	**	**	77%	**	**	**
MONTHLY	346	158	183	**	107	**	**	**	126	**	**	**	291	**	**	**
	94%	94%	97%	**	97%	**	**	**	97%	**	**	**	94%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	370	313	57	162	205	150	216	69	82	56	150	268	91
Effective Weighted Sample	307	261	47	134	172	124	181	58	68	46	124	223	76
Total	367	313	53	156	206	144	218	67	80	53	144	276	81
At least daily	108	97	**	53	53	50	57	**	**	**	50	83	**
	30%	31%	**	34%	26%	34%	26%	**	**	**	34%	30%	**
At least weekly	173	144	**	66	105	62	109	**	**	**	62	133	**
	47%	46%	**	42%	51%	43%	50%	**	**	**	43%	48%	**
At least monthly	65	51	**	32	33	30	34	**	**	**	30	47	**
	18%	16%	**	20%	16%	21%	16%	**	**	**	21%	17%	**
Less often	18	18	**	5	13	3	15	**	**	**	3	13	**
	5%	6%	**	3%	7%	2%	7%	**	**	**	2%	5%	**
Don t know/ can t remember	2	2	**	1	1	-	2	**	**	**	-	-	**
	1%	1%	**	1%	1%	-%	1%	**	**	**	-%	-%	**
SUMMARY													
DAILY	108	97	**	53	53	50	57	**	**	**	50	83	**
	30%	31%	**	34%	26%	34%	26%	**	**	**	34%	30%	**
WEEKLY	282	242	**	119	158	111	166	**	**	**	111	216	**
	77%	77%	**	76%	77%	77%	76%	**	**	**	77%	78%	**
MONTHLY	346	293	**	151	191	141	201	**	**	**	141	263	**
	94%	94%	**	96%	93%	98%	92%	**	**	**	98%	95%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	370	370	370	-	-	370	318	231	229	91	333	37	61	89	220
Effective Weighted Sample	307	307	307	-	-	307	265	192	190	76	278	30	50	73	184
Total	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
At least daily	108	108	108	**	**	108	94	76	68	**	96	**	**	**	68
	30%	30%	30%	**	**	30%	29%	33%	30%	**	29%	**	**	**	31%
At least weekly	173	173	173	**	**	173	150	101	105	**	158	**	**	**	104
	47%	47%	47%	**	**	47%	47%	44%	46%	**	47%	**	**	**	47%
At least monthly	65	65	65	**	**	65	58	40	46	**	62	**	**	**	36
	18%	18%	18%	**	**	18%	18%	17%	20%	**	18%	**	**	**	16%
Less often	18	18	18	**	**	18	18	11	10	**	18	**	**	**	10
	5%	5%	5%	**	**	5%	6%	5%	4%	**	5%	**	**	**	5%
Don t know/ can t remember	2	2	2	**	**	2	1	1	-	**	1	**	**	**	2
	1%	1%	1%	**	**	1%	*%	1%	-%	**	*%	**	**	**	1%
SUMMARY															
DAILY	108	108	108	**	**	108	94	76	68	**	96	**	**	**	68
	30%	30%	30%	**	**	30%	29%	33%	30%	**	29%	**	**	**	31%
WEEKLY	282	282	282	**	**	282	244	176	173	**	254	**	**	**	172
	77%	77%	77%	**	**	77%	76%	77%	76%	**	76%	**	**	**	78%
MONTHLY	346	346	346	**	**	346	302	216	219	**	316	**	**	**	209
	94%	94%	94%	**	**	94%	94%	95%	96%	**	94%	**	**	**	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1222	541	665	211	379	319	152	161	405	350	194	270	755	175	150	142
Effective Weighted Sample	973	435	526	166	308	256	128	133	337	276	157	203	702	161	140	136
Total	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
At least daily	368	170	194	66	146	84	50	21	128	89	65	85	295	37	24	13
	32%	33%	31%	35% e	41% de	33% e	26%	14%	33%	26%	34%	39% b	32%	31%	39%	32%
At least weekly	570	243	321	86	159	123	122	81	194	183	96	95	470	57	29	14
	50%	48%	52%	46%	45%	48%	62% abc	55%	50%	54%	50%	43%	51% d	48%	47%	36%
At least monthly	152	68	80	25	33	42	15	37	53	56	16	27	116	20	7	9
	13%	13%	13%	13%	9%	16%	8%	25% bd	14%	16%	8%	12%	13%	17%	11%	22% a
Less often	47	27	20	10	13	9	7	8	11	13	13	10	39	3	1	3
	4%	5%	3%	5%	4%	4%	4%	5%	3%	4%	7%	4%	4%	3%	2%	8%
Don t know/ can t remember	5	1	4	2	2	-	*	-	-	2	*	2	4	1	-	*
	*%	*%	1%	1%	1%	-%	*%	-%	-%	1%	*%	1%	*%	*%	-%	1%
SUMMARY																
DAILY	368	170	194	66	146	84	50	21	128	89	65	85	295	37	24	13
	32%	33%	31%	35% e	41% de	33% e	26%	14%	33%	26%	34%	39% b	32%	31%	39%	32%
WEEKLY	938	413	516	152	305	207	172	102	322	272	162	180	765	93	53	27
	82%	81%	83%	80%	86% e	80%	88% e	70%	83%	79%	84%	82%	83% d	80%	86% d	69%
MONTHLY	1090	481	596	178	338	249	187	139	376	328	178	207	881	113	60	36
	95%	95%	96%	94%	96%	96%	96%	95%	97%	96%	93%	95%	95%	97%	98%	91%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1222	1078	144	619	578	569	624	233	312	232	569	882	313
Effective Weighted Sample	973	864	112	486	465	447	501	186	243	181	447	713	244
Total	1142	1029	113	567	550	521	592	208	276	215	521	867	254
At least daily	368	335	33	231	131	212	147	111	119	63	212	274	87
	32%	33%	29%	41% b	24%	41% b	25%	53% cd	43% c	29%	41% c	32%	34%
At least weekly	570	517	53	259	299	239	318	80	125	114	239	446	115
	50%	50%	47%	46%	54% a	46%	54%	38%	45%	53% a	46%	51%	45%
At least monthly	152	130	22	55	93	52	97	12	26	28	52	108	41
	13%	13%	19%	10%	17% a	10%	16% a	6%	9%	13%	10%	12%	16%
Less often	47	42	5	19	26	15	29	5	6	8	15	35	11
	4%	4%	5%	3%	5%	3%	5%	3%	2%	4%	3%	4%	4%
Don t know/ can t remember	5	5	-	2	1	2	1	-	-	2	2	4	1
	*%	*%	-%	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%
SUMMARY													
DAILY	368	335	33	231	131	212	147	111	119	63	212	274	87
	32%	33%	29%	41% b	24%	41% b	25%	53% cd	43% c	29%	41% c	32%	34%
WEEKLY	938	852	86	491	430	452	465	191	244	177	452	720	202
	82%	83%	76%	87% b	78%	87% b	79%	91%	88%	82%	87%	83%	80%
MONTHLY	1090	982	108	546	523	503	562	203	270	205	503	828	243
	95%	95%	95%	96%	95%	97%	95%	97%	98%	95%	97%	96%	96%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1222	1222	1222	-	-	1222	963	657	695	228	1038	184	211	302	709
Effective Weighted Sample	973	973	973	-	-	973	780	534	567	187	838	135	161	240	574
Total	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
At least daily	368	368	368	**	**	368	285	224	224	76	305	63	57	94	216
	32%	32%	32%	**	**	32%	31%	34%	33%	34%	31%	43% ae	33%	33%	32%
At least weekly	570	570	570	**	**	570	471	331	346	108	505	65	78	127	366
	50%	50%	50%	**	**	50%	51%	51%	51%	48%	51%	44%	45%	45%	53%
At least monthly	152	152	152	**	**	152	128	74	83	31	137	15	25	44	83
	13%	13%	13%	**	**	13%	14%	11%	12%	14%	14%	10%	14%	16%	12%
Less often	47	47	47	**	**	47	39	17	26	8	42	5	11	16	20
	4%	4%	4%	**	**	4%	4%	3%	4%	3%	4%	3%	7%	6%	3%
Don t know/ can t remember	5	5	5	**	**	5	5	3	3	2	5	-	1	2	2
	*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	-%	*%	1%	*%
SUMMARY															
DAILY	368	368	368	**	**	368	285	224	224	76	305	63	57	94	216
	32%	32%	32%	**	**	32%	31%	34%	33%	34%	31%	43% ae	33%	33%	32%
WEEKLY	938	938	938	**	**	938	756	555	571	184	810	128	135	221	582
	82%	82%	82%	**	**	82%	81%	86%	84%	82%	81%	87%	79%	78%	85%
MONTHLY	1090	1090	1090	**	**	1090	884	629	654	215	947	143	160	265	665
	95%	95%	95%	**	**	95%	95%	97%	96%	96%	95%	97%	93%	93%	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	194	144	38	116	92	45	50	179	81	43	38	240	36	38	27
Effective Weighted Sample	282	159	120	31	98	77	39	44	153	67	34	30	222	33	34	26
Total	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
At least daily	75	43	30	**	36	**	**	**	58	**	**	**	64	**	**	**
	22%	22%	20%	**	30%	**	**	**	31%	**	**	**	21%	**	**	**
At least weekly	192	113	80	**	66	**	**	**	94	**	**	**	164	**	**	**
	55%	57%	53%	**	55%	**	**	**	51%	**	**	**	55%	**	**	**
At least monthly	63	32	30	**	12	**	**	**	24	**	**	**	56	**	**	**
	18%	16%	20%	**	10%	**	**	**	13%	**	**	**	19%	**	**	**
Less often	16	8	7	**	5	**	**	**	8	**	**	**	13	**	**	**
	5%	4%	5%	**	5%	**	**	**	4%	**	**	**	4%	**	**	**
Don t know/ can t remember	2	1	2	**	-	**	**	**	1	**	**	**	1	**	**	**
	1%	*%	1%	**	-%	**	**	**	*%	**	**	**	*%	**	**	**
SUMMARY																
DAILY	75	43	30	**	36	**	**	**	58	**	**	**	64	**	**	**
	22%	22%	20%	**	30%	**	**	**	31%	**	**	**	21%	**	**	**
WEEKLY	268	156	110	**	102	**	**	**	152	**	**	**	228	**	**	**
	77%	80%	74%	**	86%	**	**	**	82%	**	**	**	76%	**	**	**
MONTHLY	330	188	140	**	114	**	**	**	176	**	**	**	284	**	**	**
	95%	96%	94%	**	95%	**	**	**	95%	**	**	**	95%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	341	307	34	186	151	170	166	72	100	68	170	276	62
Effective Weighted Sample	282	255	27	154	125	141	137	58	83	57	141	229	52
Total	349	319	29	190	153	174	168	70	96	71	174	292	54
At least daily	75	71	**	62	11	60	13	**	40	**	60	66	**
	22%	22%	**	33%	7%	35%	8%	**	41%	**	35%	23%	**
				b		b							
At least weekly	192	180	**	99	91	90	99	**	43	**	90	167	**
	55%	56%	**	52%	59%	52%	59%	**	45%	**	52%	57%	**
At least monthly	63	52	**	25	37	21	40	**	12	**	21	46	**
	18%	16%	**	13%	24%	12%	24%	**	12%	**	12%	16%	**
Less often	16	14	**	4	12	3	13	**	1	**	3	10	**
	5%	5%	**	2%	8%	2%	8%	**	1%	**	2%	4%	**
Don t know/ can t remember	2	2	**	-	2	-	2	**	-	**	-	2	**
	1%	1%	**	-%	2%	-%	1%	**	-%	**	-%	1%	**
SUMMARY													
DAILY	75	71	**	62	11	60	13	**	40	**	60	66	**
	22%	22%	**	33%	7%	35%	8%	**	41%	**	35%	23%	**
				b		b							
WEEKLY	268	251	**	161	102	150	112	**	83	**	150	233	**
	77%	79%	**	85%	67%	86%	67%	**	86%	**	86%	80%	**
				b		b							
MONTHLY	330	303	**	186	139	171	152	**	94	**	171	279	**
	95%	95%	**	98%	91%	98%	91%	**	99%	**	98%	96%	**
				b		b							

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	341	341	341	-	-	341	309	254	258	104	324	17	36	74	231
Effective Weighted Sample	282	282	282	-	-	282	257	212	214	86	269	13	29	59	194
Total	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
At least daily	75	75	75	**	**	75	72	69	68	32	74	**	**	**	63
	22%	22%	22%	**	**	22%	23%	27%	25%	30%	22%	**	**	**	25%
At least weekly	192	192	192	**	**	192	178	146	148	61	183	**	**	**	135
	55%	55%	55%	**	**	55%	55%	56%	55%	56%	55%	**	**	**	55%
At least monthly	63	63	63	**	**	63	56	35	43	11	61	**	**	**	41
	18%	18%	18%	**	**	18%	18%	14%	16%	10%	18%	**	**	**	17%
Less often	16	16	16	**	**	16	12	9	7	4	15	**	**	**	8
	5%	5%	5%	**	**	5%	4%	4%	3%	4%	4%	**	**	**	3%
Don t know/ can t remember	2	2	2	**	**	2	2	2	2	1	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	-%
SUMMARY															
DAILY	75	75	75	**	**	75	72	69	68	32	74	**	**	**	63
	22%	22%	22%	**	**	22%	23%	27%	25%	30%	22%	**	**	**	25%
WEEKLY	268	268	268	**	**	268	250	215	216	93	256	**	**	**	197
	77%	77%	77%	**	**	77%	78%	82%	81%	86%	77%	**	**	**	80%
MONTHLY	330	330	330	**	**	330	306	250	259	104	317	**	**	**	238
	95%	95%	95%	**	**	95%	95%	96%	96%	96%	95%	**	**	**	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	83	49	34	6	39	20	8	10	52	12	7	12	60	10	9	4
Effective Weighted Sample	70	41	29	6	34	16	7	8	44	11	6	9	56	9	9	4
Total	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	83	76	7	59	23	55	27	31	33	21	55	66	15
Effective Weighted Sample	70	64	6	50	19	46	23	26	28	17	46	56	12
Total	85	79	5	60	24	55	29	31	34	20	55	69	15
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	83	83	83	-	-	83	79	73	74	45	80	3	4	16	63
Effective Weighted Sample	70	70	70	-	-	70	67	62	63	36	68	2	3	15	52
Total	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	91	28	62	17	29	23	12	10	31	23	18	19	66	12	6	7
Effective Weighted Sample	77	23	54	15	25	20	11	8	26	21	16	16	62	11	6	6
Total	97	27	69	18	31	22	16	9	31	31	20	15	84	8	3	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	91	83	8	52	36	47	40	16	31	22	47	74	15
Effective Weighted Sample	77	72	7	44	31	39	35	13	26	18	39	63	13
Total	97	92	5	56	38	51	42	15	33	26	51	80	15
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	91	91	91	-	-	91	80	54	60	26	84	7	10	25	56
Effective Weighted Sample	77	77	77	-	-	77	68	46	51	22	72	6	8	22	47
Total	97	97	97	-	-	97	85	55	64	26	90	7	11	28	58
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1286	683	585	251	345	280	146	264	395	359	224	306	839	152	132	163
Effective Weighted Sample	1023	544	464	198	286	222	118	216	321	283	179	240	776	142	127	156
Total	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
At least daily	762	429	325	160	217	146	113	125	225	223	126	189	645	55	31	31
	62%	66% b	57%	69% e	66% e	61%	59%	52%	59%	62%	58%	69%	62%	55%	61%	68%
At least weekly	358	169	187	49	94	69	54	92	120	100	63	73	298	36	15	10
	29%	26%	33%	21%	29%	29%	28%	38% a	32%	28%	29%	27%	29%	36% d	29%	21%
At least monthly	80	41	36	18	9	16	20	17	27	26	22	5	68	7	2	3
	6%	6%	6%	8%	3%	7%	10% b	7%	7% d	7% d	10% d	2%	7%	7%	4%	6%
Less often	31	13	18	4	7	8	4	8	8	10	6	6	24	2	2	2
	2%	2%	3%	1%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	5%	4%
Don t know/ can t remember	5	3	1	3	2	-	-	-	1	2	-	2	4	-	*	*
	*%	*%	*%	1%	1%	-%	-%	-%	*%	1%	-%	1%	*%	-%	1%	1%
SUMMARY																
DAILY	762	429	325	160	217	146	113	125	225	223	126	189	645	55	31	31
	62%	66% b	57%	69% e	66% e	61%	59%	52%	59%	62%	58%	69%	62%	55%	61%	68%
WEEKLY	1121	598	512	209	312	216	167	217	345	323	189	262	942	91	46	41
	91%	91%	90%	89%	95%	90%	88%	90%	90%	90%	87%	95% c	91%	91%	90%	89%
MONTHLY	1201	638	548	227	321	232	187	234	372	349	211	267	1010	98	49	44
	97%	98%	97%	97%	97%	97%	98%	97%	98%	97%	97%	97%	97%	98%	95%	96%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1286	1128	158	518	741	454	800	207	242	173	454	849	413
Effective Weighted Sample	1023	908	119	404	595	355	641	165	186	132	355	672	334
Total	1236	1119	117	490	715	431	770	190	213	168	431	839	376
At least daily	762	693	70	311	432	270	470	121	133	106	270	494	251
	62%	62%	60%	64%	60%	63%	61%	64%	63%	63%	63%	59%	67%
At least weekly	358	325	34	136	215	127	224	55	64	47	127	263	94
	29%	29%	29%	28%	30%	29%	29%	29%	30%	28%	29%	31%	25%
At least monthly	80	72	8	30	47	24	54	10	12	12	24	62	19
	6%	6%	7%	6%	7%	5%	7%	5%	6%	7%	5%	7%	5%
Less often	31	25	5	12	18	10	20	4	5	4	10	19	9
	2%	2%	5%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Don t know/ can t remember	5	5	-	*	3	-	3	-	-	-	-	1	4
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	*%	1%
SUMMARY													
DAILY	762	693	70	311	432	270	470	121	133	106	270	494	251
	62%	62%	60%	64%	60%	63%	61%	64%	63%	63%	63%	59%	67%
WEEKLY	1121	1017	103	447	648	397	694	176	197	152	397	757	345
	91%	91%	88%	91%	91%	92%	90%	93%	92%	91%	92%	90%	92%
MONTHLY	1201	1089	112	477	695	421	747	186	209	164	421	818	364
	97%	97%	95%	97%	97%	98%	97%	98%	98%	98%	98%	98%	97%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 50

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1286	1204	1103	183	82	1286	955	667	725	232	1051	235	245	354	687
Effective Weighted Sample	1023	952	869	156	74	1023	765	540	585	186	845	178	186	291	548
Total	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
At least daily	762 62%	687 61%	637 62%	125 61%	** **	762 62%	546 59%	383 59%	432 60%	116 53%	615 60%	147 69% d	155 73% c	236 64%	371 57%
At least weekly	358 29%	335 30%	298 29%	60 29%	** **	358 29%	290 31%	217 33% f	225 31%	87 40% f	311 30%	48 22%	36 17%	86 23%	237 36% ab
At least monthly	80 6%	77 7%	69 7%	11 5%	** **	80 6%	64 7%	41 6%	46 6%	11 5%	71 7%	9 4%	14 6%	31 8%	36 5%
Less often	31 2%	27 2%	23 2%	8 4%	** **	31 2%	22 2%	10 2%	12 2%	2 1%	23 2%	8 4%	7 3%	15 4% c	9 1%
Don t know/ can t remember	5 *%	5 *%	3 *%	2 1%	** **	5 *%	4 *%	2 *%	4 *%	1 1%	4 *%	1 1%	1 *%	3 1%	1 *%
SUMMARY															
DAILY	762 62%	687 61%	637 62%	125 61%	** **	762 62%	546 59%	383 59%	432 60%	116 53%	615 60%	147 69% d	155 73% c	236 64%	371 57%
WEEKLY	1121 91%	1021 90%	935 91%	185 90%	** **	1121 91%	836 90%	600 92%	657 92%	202 93%	926 91%	195 91%	191 90%	322 87%	608 93% b
MONTHLY	1201 97%	1098 97%	1004 98%	197 95%	** **	1201 97%	899 97%	640 98%	703 98%	214 98%	997 97%	204 96%	205 96%	352 95%	644 98% b

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	380	190	185	41	112	89	39	99	137	107	59	76	249	53	41	37
Effective Weighted Sample	310	150	155	32	93	71	34	85	115	87	46	62	232	48	38	35
Total	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
At least daily	96	58	36	**	45	**	**	**	49	21	**	**	83	**	**	**
	26%	32%	20%	**	41%	**	**	**	35%	19%	**	**	27%	**	**	**
At least weekly	162	71	91	**	43	**	**	**	56	56	**	**	130	**	**	**
	44%	39%	50%	**	40%	**	**	**	41%	51%	**	**	43%	**	**	**
At least monthly	75	34	39	**	13	**	**	**	24	23	**	**	63	**	**	**
	20%	19%	21%	**	12%	**	**	**	18%	21%	**	**	21%	**	**	**
Less often	32	16	15	**	7	**	**	**	8	8	**	**	25	**	**	**
	9%	9%	8%	**	7%	**	**	**	6%	8%	**	**	8%	**	**	**
Don t know/ can t remember	1	1	-	**	1	**	**	**	-	1	**	**	1	**	**	**
	*%	1%	-%	**	1%	**	**	**	-%	1%	**	**	*%	**	**	**
SUMMARY																
DAILY	96	58	36	**	45	**	**	**	49	21	**	**	83	**	**	**
	26%	32%	20%	**	41%	**	**	**	35%	19%	**	**	27%	**	**	**
WEEKLY	258	129	127	**	88	**	**	**	105	77	**	**	212	**	**	**
	71%	72%	70%	**	81%	**	**	**	76%	70%	**	**	70%	**	**	**
MONTHLY	333	162	166	**	101	**	**	**	129	100	**	**	276	**	**	**
	91%	90%	92%	**	92%	**	**	**	94%	92%	**	**	91%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	380	331	49	173	200	161	212	65	89	75	161	269	105
Effective Weighted Sample	310	270	41	138	166	129	175	55	71	58	129	216	90
Total	365	324	41	160	198	152	207	59	82	71	152	264	96
At least daily	96	91	**	58	35	56	38	**	**	**	56	80	12
	26%	28%	**	36%	18%	37%	18%	**	**	**	37%	30%	13%
				b		b						b	
At least weekly	162	138	**	66	93	63	97	**	**	**	63	113	49
	44%	43%	**	41%	47%	41%	47%	**	**	**	41%	43%	51%
At least monthly	75	67	**	30	44	28	46	**	**	**	28	50	24
	20%	21%	**	19%	22%	18%	22%	**	**	**	18%	19%	25%
Less often	32	26	**	6	24	5	25	**	**	**	5	20	12
	9%	8%	**	4%	12%	3%	12%	**	**	**	3%	8%	12%
					a		a						
Don t know/ can t remember	1	1	**	-	1	-	1	**	**	**	-	1	-
	*%	*%	**	-%	1%	-%	1%	**	**	**	-%	*%	-%
SUMMARY													
DAILY	96	91	**	58	35	56	38	**	**	**	56	80	12
	26%	28%	**	36%	18%	37%	18%	**	**	**	37%	30%	13%
				b		b						b	
WEEKLY	258	230	**	124	129	119	135	**	**	**	119	193	61
	71%	71%	**	78%	65%	78%	65%	**	**	**	78%	73%	63%
MONTHLY	333	297	**	155	173	147	181	**	**	**	147	243	85
	91%	92%	**	96%	87%	97%	88%	**	**	**	97%	92%	88%
				b		b							

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	380	380	380	-	-	380	322	224	246	101	341	39	68	77	235
Effective Weighted Sample	310	310	310	-	-	310	267	185	204	86	281	29	55	63	193
Total	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
At least daily	96	96	96	**	**	96	85	77	78	36	88	**	**	**	74
	26%	26%	26%	**	**	26%	27%	35%	31%	36%	26%	**	**	**	31%
At least weekly	162	162	162	**	**	162	139	87	101	47	147	**	**	**	108
	44%	44%	44%	**	**	44%	44%	40%	41%	47%	44%	**	**	**	46%
At least monthly	75	75	75	**	**	75	66	36	53	15	70	**	**	**	37
	20%	20%	20%	**	**	20%	21%	17%	21%	15%	21%	**	**	**	16%
Less often	32	32	32	**	**	32	28	16	16	2	30	**	**	**	16
	9%	9%	9%	**	**	9%	9%	7%	7%	2%	9%	**	**	**	7%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	1	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	1%	*%	1%	*%	**	**	**	-%
SUMMARY															
DAILY	96	96	96	**	**	96	85	77	78	36	88	**	**	**	74
	26%	26%	26%	**	**	26%	27%	35%	31%	36%	26%	**	**	**	31%
WEEKLY	258	258	258	**	**	258	224	164	179	83	235	**	**	**	182
	71%	71%	71%	**	**	71%	70%	75%	72%	82%	70%	**	**	**	78%
MONTHLY	333	333	333	**	**	333	291	201	232	98	305	**	**	**	219
	91%	91%	91%	**	**	91%	91%	92%	93%	97%	91%	**	**	**	93%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Netflix	2311	1068	1221	341	572	495	416	488	723	757	399	428	1939	191	114	68
	53%	51%	55%	75% de	78% cde	70% de	57% e	28%	65% bcd	57% d	52% d	38%	53%	52%	56%	56%
BBC iPlayer	1511	711	786	145	292	257	277	541	467	498	256	290	1255	143	79	35
	35%	34%	36%	32%	40% e	36%	38% e	32%	42% cd	38% d	33% d	26%	34%	39% d	39% d	29%
Amazon Prime Video	1380	705	669	167	337	282	251	344	478	429	245	227	1161	100	75	44
	32%	34%	30%	37% e	46% ade	40% e	35% e	20%	43% bcd	32% d	32% d	20%	32%	27%	37% b	36% b
YouTube channels	1121	598	512	209	312	216	167	217	345	323	189	262	942	91	46	41
	26%	29% b	23%	46% cde	42% cde	31% de	23% e	13%	31% bcd	24%	24%	23%	26%	25%	23%	34% abc
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	972	447	515	74	178	170	190	359	286	313	167	205	846	44	55	27
	22%	21%	23%	16%	24% a	24% a	26% a	21%	26% d	24% d	22%	18%	23% b	12%	27% b	22% b
Disney+	938	413	516	152	305	207	172	102	322	272	162	180	765	93	53	27
	22%	20%	23%	33% de	41% cde	29% e	24% e	6%	29% bcd	21%	21%	16%	21%	26%	26%	22%
Channel 4/ Channel 4+ streaming (was All4/ All4+)	673	324	341	62	160	122	122	207	247	195	95	134	580	45	33	16
	16%	16%	15%	14%	22% ae	17% e	17% e	12%	22% bcd	15%	12%	12%	16%	12%	16%	13%
Sky On Demand or Sky Go	465	272	191	36	126	94	93	116	192	134	82	58	385	46	21	13
	11%	13% b	9%	8%	17% ae	13% ae	13% e	7%	17% bcd	10% d	11% d	5%	11%	13%	10%	11%
My5 (was Demand 5)	389	172	212	19	72	67	68	162	127	114	62	86	329	25	24	11
	9%	8%	10%	4%	10% a	10% a	9% a	9% a	11% d	9%	8%	8%	9%	7%	12% b	9%
Discovery+	291	166	124	19	96	70	45	62	150	55	45	41	253	24	7	6
	7%	8% b	6%	4%	13% ade	10% ae	6%	4%	13% bcd	4%	6%	4%	7% c	7%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NOW	282	133	143	21	88	51	61	61	109	68	46	59	237	27	12	6
	6%	6%	6%	5%	12%	7%	8%	4%	10%	5%	6%	5%	7%	7%	6%	5%
					ace	e	e		bcd							
Apple TV+	268	156	110	17	102	66	49	33	152	67	27	21	228	22	13	4
	6%	7%	5%	4%	14%	9%	7%	2%	14%	5%	4%	2%	6%	6%	7%	3%
		b			ade	ae	e		bcd	d						
Paramount+	258	129	127	15	88	52	42	61	105	77	36	40	212	28	13	5
	6%	6%	6%	3%	12%	7%	6%	4%	9%	6%	5%	4%	6%	8%	6%	4%
					acde	ae			bcd							
BBC TV programmes and content on YouTube	245	134	110	29	67	52	43	54	107	61	25	51	211	16	10	8
	6%	6%	5%	6%	9%	7%	6%	3%	10%	5%	3%	5%	6%	5%	5%	6%
				e	e	e	e		bcd							
Virgin TV On Demand or Virgin Media Anywhere	193	111	81	16	58	51	24	44	102	45	19	27	163	21	5	4
	4%	5%	4%	3%	8%	7%	3%	3%	9%	3%	3%	2%	4%	6%	3%	3%
					ade	de			bcd							
UKTV Play	177	100	77	5	52	31	34	55	71	40	26	39	159	10	6	3
	4%	5%	3%	1%	7%	4%	5%	3%	6%	3%	3%	4%	4%	3%	3%	3%
					ae	a	a		bcd							
STV Player/ STV Player VIP (Scotland)	157	80	76	8	46	33	40	30	61	49	27	20	76	76	2	3
	4%	4%	3%	2%	6%	5%	5%	2%	5%	4%	3%	2%	2%	21%	1%	2%
					ae	e	ae		d					acd		
Hayu	76	18	57	14	24	16	14	8	27	27	11	11	67	5	1	2
	2%	1%	3%	3%	3%	2%	2%	*%	2%	2%	1%	1%	2%	1%	1%	2%
			a	e	e	e	e									
BritBox	58	35	23	6	32	13	4	3	41	8	3	7	49	6	2	1
	1%	2%	1%	1%	4%	2%	1%	*%	4%	1%	*%	1%	1%	2%	1%	1%
				e	acde	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
S4C Clic (Welsh language)	52	31	20	5	24	14	3	7	36	5	5	6	38	6	8	1
	1%	1%	1%	1%	3%	2%	*%	*%	3%	*%	1%	1%	1%	2%	4%	*%
					de	e			bcd						ad	
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	2.5	2.4	2.5	3.7	3.0	2.7	1.6	3.4	2.4	2.3	1.7	2.5	2.5	2.6	2.3
				e	acde	ae	e		bcd	d	d					
Standard deviation	2.54	2.64	2.46	2.01	3.03	2.66	2.55	2.04	3.10	2.29	2.17	2.14	2.55	2.63	2.57	2.15

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Netflix	2311	2062	249	936	1332	855	1409	325	434	385	855	1718	553
	53%	55% b	44%	74% b	44%	76% b	45%	77%	76%	73%	76%	67% b	33%
BBC iPlayer	1511	1307	204	466	1019	435	1050	165	212	206	435	1011	473
	35%	35%	36%	37%	34%	38% b	34%	39%	37%	39%	38%	40% b	28%
Amazon Prime Video	1380	1209	170	529	828	490	866	196	249	219	490	1030	323
	32%	32%	30%	42% b	28%	43% b	28%	47%	44%	42%	43%	40% b	19%
YouTube channels	1121	1017	103	447	648	397	694	176	197	152	397	757	345
	26%	27% b	18%	36% b	22%	35% b	22%	42% c	34%	29%	35%	30% b	20%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	972	835	137	324	635	308	650	103	154	161	308	653	295
	22%	22%	24%	26% b	21%	27% b	21%	24%	27%	31%	27%	26% b	18%
Disney+	938	852	86	491	430	452	465	191	244	177	452	720	202
	22%	23% b	15%	39% b	14%	40% b	15%	45% c	43% c	34%	40%	28% b	12%
Channel 4/ Channel 4+ streaming (was All4/ All4+)	673	611	62	253	409	237	423	93	112	106	237	466	187
	16%	16% b	11%	20% b	14%	21% b	14%	22%	20%	20%	21%	18% b	11%
Sky On Demand or Sky Go	465	413	52	217	244	204	255	77	104	102	204	363	98
	11%	11%	9%	17% b	8%	18% b	8%	18%	18%	19%	18%	14% b	6%
My5 (was Demand 5)	389	334	55	115	266	112	270	43	53	54	112	243	135
	9%	9%	10%	9%	9%	10%	9%	10%	9%	10%	10%	9%	8%
Discovery+	291	262	29	162	124	154	131	55	97	68	154	232	55
	7%	7%	5%	13% b	4%	14% b	4%	13%	17%	13%	14%	9% b	3%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NOW	282	242	40	119	158	111	166	53	65	45	111	216	59
	6%	6%	7%	9% b	5%	10% b	5%	13%	11%	9%	10%	8% b	4%
Apple TV+	268	251	16	161	102	150	112	62	83	64	150	233	31
	6%	7% b	3%	13% b	3%	13% b	4%	15%	14%	12%	13%	9% b	2%
Paramount+	258	230	28	124	129	119	135	44	69	55	119	193	61
	6%	6%	5%	10% b	4%	11% b	4%	10%	12%	10%	11%	8% b	4%
BBC TV programmes and content on YouTube	245	224	21	120	123	110	133	47	53	53	110	175	66
	6%	6%	4%	10% b	4%	10% b	4%	11%	9%	10%	10%	7% b	4%
Virgin TV On Demand or Virgin Media Anywhere	193	189	4	99	90	90	99	38	48	40	90	160	31
	4%	5% b	1%	8% b	3%	8% b	3%	9%	8%	8%	8%	6% b	2%
UKTV Play	177	160	17	75	99	73	101	30	44	36	73	130	43
	4%	4%	3%	6% b	3%	6% b	3%	7%	8%	7%	6%	5% b	3%
STV Player/ STV Player VIP (Scotland)	157	143	14	66	89	64	91	31	30	31	64	125	31
	4%	4%	2%	5% b	3%	6% b	3%	7%	5%	6%	6%	5% b	2%
Hayu	76	71	4	48	28	43	32	14	28	20	43	64	11
	2%	2%	1%	4% b	1%	4% b	1%	3%	5%	4%	4%	3% b	1%
BritBox	58	55	3	49	10	45	13	23	28	17	45	49	8
	1%	1%	1%	4% b	*%	4% b	*%	6%	5%	3%	4%	2% b	*%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
S4C Clic (Welsh language)	52	51	2	35	16	31	20	16	18	10	31	45	7
	1%	1%	*%	3%	1%	3%	1%	4%	3%	2%	3%	2%	*%
				b		b						b	
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	2.5	2.1	3.5	2.0	3.6	2.1	3.8	3.7	3.5	3.6	3.1	1.6
		b		b		b						b	
Standard deviation	2.54	2.59	2.19	3.02	2.19	3.00	2.23	3.12	3.19	3.11	3.00	2.70	1.99

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Netflix	2311	2311	2311	-	-	2311	1894	1264	1377	406	2038	273	327	589	1396
	53%	66%	76%	-%	-%	53%	54%	56%	64%	70%	54%	50%	51%	55%	53%
		cde	acde			cd			abef	abef					
BBC iPlayer	1511	1511	1275	237	-	1511	1511	929	1022	386	1511	-	95	258	1158
	35%	43%	42%	18%	-%	35%	43%	41%	47%	66%	40%	-%	15%	24%	44%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
Amazon Prime Video	1380	1380	1380	-	-	1380	1116	779	867	292	1214	166	214	330	836
	32%	40%	45%	-%	-%	32%	32%	35%	40%	50%	32%	30%	33%	31%	32%
		cde	acde			cd			abef	abcef					
YouTube channels	1121	1021	935	185	99	1121	836	600	657	202	926	195	191	322	608
	26%	29%	31%	14%	12%	26%	24%	27%	30%	35%	24%	36%	30%	30%	23%
		cde	cde			cd			ae	abe		abe	c	c	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	972	972	839	133	-	972	883	578	612	231	916	56	109	190	673
	22%	28%	28%	10%	-%	22%	25%	26%	28%	40%	24%	10%	17%	18%	26%
		cde	cde	d		cd	f	f	ef	abcef	f				ab
Disney+	938	938	938	-	-	938	756	555	571	184	810	128	135	221	582
	22%	27%	31%	-%	-%	22%	21%	25%	26%	32%	21%	23%	21%	21%	22%
		cde	acde			cd		ae	ae	abef					
Channel 4/ Channel 4+ streaming (was All4/ All4+)	673	673	606	68	-	673	617	438	464	195	642	31	77	112	484
	16%	19%	20%	5%	-%	16%	18%	19%	21%	34%	17%	6%	12%	10%	18%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
Sky On Demand or Sky Go	465	465	430	35	-	465	416	293	323	122	436	30	48	95	322
	11%	13%	14%	3%	-%	11%	12%	13%	15%	21%	11%	5%	7%	9%	12%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
My5 (was Demand 5)	389	389	345	44	-	389	361	243	252	108	368	21	54	63	271
	9%	11%	11%	3%	-%	9%	10%	11%	12%	19%	10%	4%	8%	6%	10%
		cde	cde	d		cd	f	f	f	abcef	f				b
Discovery+	291	291	291	-	-	291	266	200	215	77	276	15	22	44	225
	7%	8%	10%	-%	-%	7%	8%	9%	10%	13%	7%	3%	3%	4%	9%
		cd	cde			cd	f	f	aef	abef	f				ab

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NOW	282	282	282	-	-	282	244	176	173	71	254	28	48	62	172
	6%	8%	9%	-%	-%	6%	7%	8%	8%	12%	7%	5%	7%	6%	7%
		cd	cde			cd				abcef					
Apple TV+	268	268	268	-	-	268	250	215	216	93	256	11	25	46	197
	6%	8%	9%	-%	-%	6%	7%	10%	10%	16%	7%	2%	4%	4%	8%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Paramount+	258	258	258	-	-	258	224	164	179	83	235	23	32	44	182
	6%	7%	8%	-%	-%	6%	6%	7%	8%	14%	6%	4%	5%	4%	7%
		cd	cde			cd			ef	abcef					b
BBC TV programmes and content on YouTube	245	245	231	14	-	245	245	188	205	91	245	-	13	43	190
	6%	7%	8%	1%	-%	6%	7%	8%	9%	16%	6%	-%	2%	4%	7%
		cd	cde	d		cd	f	f	aef	abcef	f				ab
Virgin TV On Demand or Virgin Media Anywhere	193	193	177	16	-	193	182	143	140	71	188	5	14	34	145
	4%	6%	6%	1%	-%	4%	5%	6%	6%	12%	5%	1%	2%	3%	6%
		cd	cd	d		cd	f	f	f	abcef	f				ab
UKTV Play	177	177	159	18	-	177	168	132	135	69	173	5	18	28	131
	4%	5%	5%	1%	-%	4%	5%	6%	6%	12%	5%	1%	3%	3%	5%
		cd	cd	d		cd	f	f	f	abcef	f				b
STV Player/ STV Player VIP (Scotland)	157	157	147	10	-	157	151	92	108	55	151	5	14	28	114
	4%	4%	5%	1%	-%	4%	4%	4%	5%	9%	4%	1%	2%	3%	4%
		cd	cd			cd	f	f	f	abcef	f				
Hayu	76	76	76	-	-	76	65	38	47	19	69	6	8	20	48
	2%	2%	2%	-%	-%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%
		cd	cd			cd									
BritBox	58	58	58	-	-	58	56	51	52	31	57	1	3	13	43
	1%	2%	2%	-%	-%	1%	2%	2%	2%	5%	2%	*%	*%	1%	2%
		cd	cd			cd		f	f	abcef					

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
S4C Clic (Welsh language)	52	52	52	1	-	52	52	52	49	26	52	-	3	9	40
	1%	2%	2%	*%	-%	1%	1%	2%	2%	4%	1%	-%	*%	1%	2%
		cd	cd			cd	f	f	f	aef					
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	3.1	3.3	.4	-	2.5	2.7	2.9	3.2	4.5	2.6	1.5	2.0	2.1	2.8
		ce	ace			c	f	aef	abef	abcef	f				ab
Standard deviation	2.54	2.49	2.52	.92	-	2.54	2.68	2.88	2.82	3.48	2.63	1.46	1.90	2.11	2.79

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio 2	790	413	370	59	131	111	119	370	280	252	120	138	672	62	41	15
	18%	20%	17%	13%	18%	16%	16%	22%	25%	19%	16%	12%	18%	17%	20%	13%
								ac	bcd	d			d		d	
BBC Radio 1	788	384	393	114	254	186	105	130	287	210	162	129	665	63	34	26
	18%	18%	18%	25%	34%	26%	15%	8%	26%	16%	21%	12%	18%	17%	17%	22%
				de	acde	de	e		bd	d	d					
BBC Radio 4	573	315	251	26	81	75	94	298	230	176	66	99	515	31	19	9
	13%	15%	11%	6%	11%	11%	13%	17%	21%	13%	9%	9%	14%	9%	9%	7%
		b			a	a	a	abc	bcd	cd			bcd			
BBC Radio 5 live	343	257	82	14	71	69	48	141	139	94	42	67	281	35	18	9
	8%	12%	4%	3%	10%	10%	7%	8%	12%	7%	5%	6%	8%	10%	9%	7%
		b			a	a		a	bcd							
BBC radio for your region (ENGLAND)	211	112	96	13	44	28	21	106	85	46	38	42	211	1	-	-
	5%	5%	4%	3%	6%	4%	3%	6%	8%	3%	5%	4%	6%	*%	-%	-%
								d	bd				bcd			
BBC Radio 5 sports extra	206	154	51	13	63	46	27	58	94	38	32	43	172	24	6	5
	5%	7%	2%	3%	8%	7%	4%	3%	8%	3%	4%	4%	5%	7%	3%	4%
		b			ade	e			bcd							
BBC Radio 3	203	118	82	14	73	40	15	62	101	45	24	33	176	19	6	3
	5%	6%	4%	3%	10%	6%	2%	4%	9%	3%	3%	3%	5%	5%	3%	2%
		b			acde	d			bcd							
BBC 6 Music	202	111	86	28	52	53	38	31	91	63	27	21	175	18	7	3
	5%	5%	4%	6%	7%	8%	5%	2%	8%	5%	3%	2%	5%	5%	3%	3%
				e	e	e	e		bcd	d						
BBC World Service	169	105	60	13	55	42	23	36	92	31	23	23	149	12	4	4
	4%	5%	3%	3%	8%	6%	3%	2%	8%	2%	3%	2%	4%	3%	2%	3%
		b			ade	e			bcd							
BBC Radio 1Xtra	146	78	66	16	65	36	23	6	63	34	22	26	130	8	6	2
	3%	4%	3%	3%	9%	5%	3%	*%	6%	3%	3%	2%	4%	2%	3%	2%
				e	acde	e	e		bcd							

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 54

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Asian Network	127	70	55	19	45	34	13	17	37	38	17	34	117	7	2	*
	3%	3%	2%	4% e	6% de	5% de	2%	1%	3%	3%	2%	3%	3% d	2%	1%	*%
BBC Radio 4 Extra	125	76	49	11	48	23	10	33	66	21	16	20	107	9	6	3
	3%	4%	2%	3%	6% acde	3%	1%	2%	6% bcd	2%	2%	2%	3%	3%	3%	3%
BBC Radio Scotland (SCOTLAND)	60	46	13	4	9	8	14	25	21	18	12	9	-	60	-	-
	1%	2% b	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	-%	16% acd	-%	-%
BBC Radio Ulster (NORTHERN IRELAND)	37	19	17	1	2	5	4	25	11	7	9	10	-	-	-	37
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	30% abc
BBC Radio Wales (WALES)	27	13	14	1	3	3	4	15	9	6	7	6	-	-	27	-
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	-%	-%	13% abd	-%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8	3	6	-	1	1	2	4	3	1	3	2	-	-	8	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	4% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	2	3	-	1	1	*	3	2	1	1	*	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio nan G idheal (SCOTLAND)	5	3	2	1	1	-	2	1	-	3	1	-	-	5	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	-%	1% a	-%	-%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 54

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any other BBC radio station	65	26	38	2	3	6	6	47	5	19	15	25	61	1	2	1
	1%	1%	2%	*%	*%	1%	1%	3%	*%	1%	2%	2%	2%	*%	1%	1%
								abc			a	a				
None of these	2092	908	1167	243	303	324	405	818	395	648	378	662	1733	198	104	57
	48%	44%	53%	53%	41%	46%	56%	48%	35%	49%	49%	59%	48%	54%	51%	47%
			a	b			bce	b		a	a	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio 2	790	668	122	255	528	236	547	84	113	113	236	493	285
	18%	18%	22%	20%	18%	21%	18%	20%	20%	21%	21%	19%	17%
BBC Radio 1	788	680	108	364	411	337	437	153	170	133	337	607	173
	18%	18%	19%	29% b	14%	30% b	14%	36% c	30%	25%	30%	24% b	10%
BBC Radio 4	573	495	79	156	414	140	429	50	66	67	140	318	244
	13%	13%	14%	12%	14%	12%	14%	12%	12%	13%	12%	12%	15%
BBC Radio 5 live	343	304	39	110	227	101	237	41	50	43	101	242	97
	8%	8%	7%	9%	8%	9%	8%	10%	9%	8%	9%	9% b	6%
BBC radio for your region (ENGLAND)	211	178	33	75	135	68	142	30	31	30	68	120	87
	5%	5%	6%	6%	5%	6%	5%	7%	5%	6%	6%	5%	5%
BBC Radio 5 sports extra	206	182	25	100	106	90	115	39	40	44	90	153	54
	5%	5%	4%	8% b	4%	8% b	4%	9%	7%	8%	8%	6% b	3%
BBC Radio 3	203	190	13	94	106	83	115	44	35	33	83	139	64
	5%	5% b	2%	7% b	4%	7% b	4%	11%	6%	6%	7%	5%	4%
BBC 6 Music	202	188	14	102	98	92	108	38	49	40	92	173	26
	5%	5%	3%	8% b	3%	8% b	3%	9%	9%	8%	8%	7% b	2%
BBC World Service	169	154	15	94	74	88	81	39	48	39	88	137	30
	4%	4%	3%	7% b	2%	8% b	3%	9%	8%	7%	8%	5% b	2%
BBC Radio 1Xtra	146	138	8	87	58	80	63	38	44	32	80	123	23
	3%	4% b	1%	7% b	2%	7% b	2%	9%	8%	6%	7%	5% b	1%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Asian Network	127	124	3	84	40	73	51	39	38	31	73	97	28
	3%	3% b	1%	7% b	1%	6% b	2%	9%	7%	6%	6%	4% b	2%
BBC Radio 4 Extra	125	110	15	71	52	65	58	35	38	21	65	95	30
	3%	3%	3%	6% b	2%	6% b	2%	8%	7%	4%	6%	4% b	2%
BBC Radio Scotland (SCOTLAND)	60	55	4	15	44	14	45	6	7	7	14	45	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
BBC Radio Ulster (NORTHERN IRELAND)	37	23	14	8	29	7	29	3	3	3	7	20	16
	1%	1%	2% a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
BBC Radio Wales (WALES)	27	24	3	6	21	5	22	1	1	3	5	15	11
	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8	6	2	4	5	3	5	1	1	3	3	4	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
BBC Radio Foyle (NORTHERN IRELAND)	5	2	3	1	4	1	4	*	1	1	1	4	1
	*%	*%	1% a	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	-	2	3	1	4	-	1	-	1	5	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
Any other BBC radio station	65	48	17	14	51	13	52	4	5	6	13	21	42
	1%	1%	3% a	1%	2%	1%	2%	1%	1%	1%	1%	1%	3% a

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
None of these	2092	1833	259	508	1531	443	1594	156	227	211	443	1127	904
	48%	49%	46%	40%	51% a	39%	51% a	37%	40%	40%	39%	44%	54% a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 54

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio 2	790	677	590	200	113	790	744	790	522	237	790	-	50	156	584
	18%	19%	19%	15%	13%	18%	21%	35%	24%	41%	21%	-%	8%	14%	22%
		cd	cd			d	f	acef	ef	acef	f			a	ab
BBC Radio 1	788	749	705	83	40	788	736	788	566	220	788	-	50	151	588
	18%	21%	23%	6%	5%	18%	21%	35%	26%	38%	21%	-%	8%	14%	22%
		cde	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 4	573	439	371	202	134	573	533	573	417	193	573	-	20	82	471
	13%	13%	12%	16%	16%	13%	15%	26%	19%	33%	15%	-%	3%	8%	18%
				b			f	acef	aef	abcef	f			a	ab
BBC Radio 5 live	343	311	272	72	32	343	330	343	282	135	343	-	15	49	279
	8%	9%	9%	5%	4%	8%	9%	15%	13%	23%	9%	-%	2%	5%	11%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC radio for your region (ENGLAND)	211	172	143	68	40	211	205	211	146	76	211	-	16	29	166
	5%	5%	5%	5%	5%	5%	6%	9%	7%	13%	6%	-%	2%	3%	6%
							f	acef	f	acef	f				ab
BBC Radio 5 sports extra	206	194	183	23	13	206	202	206	183	91	206	-	9	29	169
	5%	6%	6%	2%	1%	5%	6%	9%	8%	16%	5%	-%	1%	3%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 3	203	183	165	39	21	203	187	203	166	78	203	-	13	38	153
	5%	5%	5%	3%	2%	5%	5%	9%	8%	13%	5%	-%	2%	3%	6%
		cd	cd			d	f	aef	aef	abcef	f				ab
BBC 6 Music	202	200	190	12	3	202	190	202	188	115	202	-	5	48	149
	5%	6%	6%	1%	*%	5%	5%	9%	9%	20%	5%	-%	1%	5%	6%
		cd	cde			cd	f	aef	aef	abcef	f			a	a
BBC World Service	169	155	145	24	14	169	161	169	150	79	169	-	2	27	139
	4%	4%	5%	2%	2%	4%	5%	8%	7%	14%	4%	-%	*%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
BBC Radio 1Xtra	146	146	142	4	-	146	135	146	119	63	146	-	12	28	106
	3%	4%	5%	*%	-%	3%	4%	6%	5%	11%	4%	-%	2%	3%	4%
		cd	cde			cd	f	aef	aef	abcef	f				

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Asian Network	127	105	100	27	22	127	115	127	105	30	127	-	3	35	89
	3%	3%	3%	2%	3%	3%	3%	6%	5%	5%	3%	-%	*%	3%	3%
							f	aef	af	f	f			a	a
BBC Radio 4 Extra	125	120	107	19	6	125	120	125	114	68	125	-	8	16	102
	3%	3%	4%	1%	1%	3%	3%	6%	5%	12%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio Scotland (SCOTLAND)	60	51	41	18	9	60	57	60	42	26	60	-	3	12	45
	1%	1%	1%	1%	1%	1%	2%	3%	2%	5%	2%	-%	*%	1%	2%
							f	ef	f	acef	f				
BBC Radio Ulster (NORTHERN IRELAND)	37	27	23	13	9	37	33	37	22	9	37	-	4	4	29
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%	1%	*%	1%
								f		f					
BBC Radio Wales (WALES)	27	23	20	7	4	27	26	27	17	8	27	-	1	4	22
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%
										f					
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8	7	5	3	2	8	8	8	5	3	8	-	-	1	7
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
BBC Radio Foyle (NORTHERN IRELAND)	5	5	4	1	*	5	5	5	4	3	5	-	-	1	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	-%	*%	-%	*%
Any other BBC radio station	65	44	30	34	20	65	57	65	33	11	65	-	9	9	47
	1%	1%	1%	3%	2%	1%	2%	3%	2%	2%	2%	-%	1%	1%	2%
				ab	b		f	acef	f	f	f				

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 54

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
None of these	2092	1592	1372	720	500	2092	1458	-	666	54	1546	546	492	637	963
	48%	46%	45%	55%	59%	48%	41%	-%	31%	9%	41%	100%	76%	59%	37%
				abe	abe		bcd		bd	b	bcd	abcde	bc	c	

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any Heart radio station	664	241	414	72	145	148	127	172	183	216	133	129	572	44	36	11
	15%	12%	19% a	16% e	20% e	21% e	18% e	10%	16% d	16% d	17% d	12%	16% d	12%	18% d	9%
Classic FM	593	283	303	57	130	103	82	222	248	157	66	120	526	38	20	9
	14%	14%	14%	12%	18% de	15%	11%	13%	22% bcd	12%	9%	11%	14% cd	10%	10%	8%
Any Capital radio station	517	227	285	100	138	122	94	62	148	158	104	105	438	51	21	7
	12%	11%	13%	22% de	19% e	17% e	13% e	4%	13% d	12%	13%	9%	12% d	14% d	10%	6%
talkSPORT or talkSPORT2	503	398	102	29	147	107	73	147	205	125	98	73	428	40	19	16
	12%	19% b	5%	6%	20% ade	15% ae	10%	9%	18% bcd	9%	13% d	7%	12%	11%	9%	13%
Any Smooth Radio station	447	190	254	25	87	70	84	180	133	125	80	109	380	45	17	5
	10%	9%	11%	5%	12% a	10%	12% a	11% a	12%	9%	10%	10%	10% d	12% d	8%	4%
Greatest Hits Radio	353	160	187	33	64	58	52	146	109	110	63	71	316	20	12	5
	8%	8%	8%	7%	9%	8%	7%	9%	10% d	8%	8%	6%	9% d	6%	6%	4%
Any Kiss radio station	296	111	180	61	103	74	40	18	105	84	53	55	252	24	13	6
	7%	5%	8% a	13% de	14% de	10% de	6% e	1%	9% d	6%	7%	5%	7%	7%	7%	5%
Any Absolute Radio station	282	142	134	17	64	74	62	65	110	68	57	47	240	24	8	10
	6%	7%	6%	4%	9% ae	10% ae	9% ae	4%	10% bd	5%	7% d	4%	7%	7%	4%	8% c
talkRADIO	211	133	73	20	72	45	38	35	102	27	50	31	182	17	8	4
	5%	6% b	3%	4% e	10% ade	6% e	5% e	2%	9% bd	2%	6% bd	3%	5%	5%	4%	3%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any Magic radio station	190	72	114	13	42	45	32	57	59	45	43	42	159	16	10	6
	4%	3%	5%	3%	6%	6% e	4%	3%	5%	3%	6%	4%	4%	4%	5%	5%
Virgin Radio	186	96	85	14	62	49	32	28	115	27	21	22	157	19	7	4
	4%	5%	4%	3%	8% ae	7% e	4% e	2%	10% bcd	2%	3%	2%	4%	5%	3%	3%
Hits Radio	180	80	96	22	54	40	36	28	73	36	39	32	154	16	7	3
	4%	4%	4%	5% e	7% e	6% e	5% e	2%	7% bd	3%	5%	3%	4%	4%	3%	3%
Any LBC radio station	155	77	77	7	30	32	27	60	58	50	23	24	132	14	7	2
	4%	4%	3%	1%	4%	5% a	4%	3%	5% d	4%	3%	2%	4%	4%	3%	2%
GB News Radio	123	74	47	11	48	25	16	23	62	21	19	20	102	12	7	3
	3%	4%	2%	2%	7% ade	4% e	2%	1%	6% bcd	2%	2%	2%	3%	3%	3%	2%
Times Radio	95	61	32	9	38	23	12	12	60	17	8	10	78	12	2	3
	2%	3% b	1%	2%	5% de	3% e	2%	1%	5% bcd	1%	1%	1%	2%	3%	1%	2%
Any other radio station that includes ads (type in)	169	86	83	14	12	24	28	91	34	47	37	51	113	24	9	22
	4%	4%	4%	3%	2%	3%	4%	5% b	3%	4%	5%	5%	3%	7% a	5%	18% abc
Any community radio station which serves a specific small local area or a specific group of people	78	35	43	8	10	10	15	36	19	25	10	24	63	7	3	6
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	5% a

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
None	1844	883	943	196	252	258	274	864	374	572	301	591	1516	167	104	57
	43%	42%	43%	43%	34%	37%	38%	50%	33%	43%	39%	53%	42%	46%	51%	47%
				b				bcd		a		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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Any Heart radio station	664	572	91	249	403	230	422	76	126	106	230	474	175
	15%	15%	16%	20% b	13%	20% b	14%	18%	22%	20%	20%	19% b	10%
Classic FM	593	516	77	231	354	209	376	90	108	86	209	400	185
	14%	14%	14%	18% b	12%	19% b	12%	21%	19%	16%	19%	16% b	11%
Any Capital radio station	517	485	31	246	259	228	277	90	127	107	228	388	121
	12%	13% b	6%	20% b	9%	20% b	9%	21%	22%	20%	20%	15% b	7%
talkSPORT or talkSPORT2	503	461	42	210	287	200	296	75	101	94	200	397	102
	12%	12% b	7%	17% b	10%	18% b	9%	18%	18%	18%	18%	15% b	6%
Any Smooth Radio station	447	401	46	139	305	129	316	45	64	58	129	312	126
	10%	11%	8%	11%	10%	11%	10%	11%	11%	11%	11%	12% b	8%
Greatest Hits Radio	353	304	49	118	229	108	236	39	58	55	108	233	114
	8%	8%	9%	9%	8%	10%	8%	9%	10%	11%	10%	9%	7%
Any Kiss radio station	296	279	16	165	127	149	141	73	90	57	149	234	60
	7%	7% b	3%	13% b	4%	13% b	5%	17%	16%	11%	13%	9% b	4%
Any Absolute Radio station	282	252	29	111	167	105	174	38	49	53	105	213	66
	6%	7%	5%	9% b	6%	9% b	6%	9%	9%	10%	9%	8% b	4%
talkRADIO	211	187	24	105	105	95	114	49	45	32	95	171	34
	5%	5%	4%	8% b	4%	8% b	4%	12% c	8%	6%	8%	7% b	2%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Any Magic radio station	190	171	19	80	106	77	108	28	44	30	77	138	48
	4%	5%	3%	6% b	4%	7% b	3%	7%	8%	6%	7%	5% b	3%
Virgin Radio	186	167	19	100	85	93	92	46	55	32	93	156	28
	4%	4%	3%	8% b	3%	8% b	3%	11%	10%	6%	8%	6% b	2%
Hits Radio	180	168	12	96	80	89	87	42	52	43	89	137	39
	4%	4%	2%	8% b	3%	8% b	3%	10%	9%	8%	8%	5% b	2%
Any LBC radio station	155	142	13	54	100	49	104	23	30	16	49	109	45
	4%	4%	2%	4%	3%	4%	3%	5%	5%	3%	4%	4%	3%
GB News Radio	123	115	8	76	46	68	54	29	29	29	68	100	21
	3%	3%	1%	6% b	2%	6% b	2%	7%	5%	5%	6%	4% b	1%
Times Radio	95	93	2	64	31	60	35	29	41	26	60	84	8
	2%	2% b	*%	5% b	1%	5% b	1%	7%	7%	5%	5%	3% b	*%
Any other radio station that includes ads (type in)	169	141	28	37	128	35	131	12	17	19	35	88	75
	4%	4%	5%	3%	4%	3%	4%	3%	3%	4%	3%	3%	4%
Any community radio station which serves a specific small local area or a specific group of people	78	73	6	21	56	19	58	8	7	9	19	40	37
	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
None	1844	1588	256	392	1411	334	1466	132	159	152	334	885	906
	43%	42%	45%	31%	47% a	30%	47% a	32%	28%	29%	30%	35%	54% a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 55

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Any Heart radio station	664	621	571	92	42	664	589	404	414	142	616	48	67	154	443
	15%	18%	19%	7%	5%	15%	17%	18%	19%	24%	16%	9%	10%	14%	17%
		cde	cde			cd	f	f	f	abcef	f				a
Classic FM	593	526	481	113	68	593	549	499	444	162	577	16	40	116	438
	14%	15%	16%	9%	8%	14%	16%	22%	21%	28%	15%	3%	6%	11%	17%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
Any Capital radio station	517	484	458	59	33	517	440	358	355	112	476	41	44	145	327
	12%	14%	15%	5%	4%	12%	12%	16%	16%	19%	13%	7%	7%	14%	12%
		cd	cde			cd	f	aef	aef	aef	f			a	a
talkSPORT or talkSPORT2	503	479	441	62	24	503	463	427	391	164	483	19	55	81	367
	12%	14%	15%	5%	3%	12%	13%	19%	18%	28%	13%	4%	9%	8%	14%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Any Smooth Radio station	447	403	360	87	44	447	400	279	273	104	422	25	45	98	304
	10%	12%	12%	7%	5%	10%	11%	12%	13%	18%	11%	5%	7%	9%	12%
		cd	cd			cd	f	f	f	abcef	f				a
Greatest Hits Radio	353	327	295	58	26	353	324	245	234	116	335	18	52	64	237
	8%	9%	10%	4%	3%	8%	9%	11%	11%	20%	9%	3%	8%	6%	9%
		cd	cd			cd	f	f	f	abcef	f				b
Any Kiss radio station	296	293	281	15	3	296	257	217	207	71	279	17	38	74	184
	7%	8%	9%	1%	*%	7%	7%	10%	10%	12%	7%	3%	6%	7%	7%
		cd	cde			cd	f	aef	aef	aef	f				
Any Absolute Radio station	282	269	244	38	12	282	256	196	212	74	263	18	40	46	197
	6%	8%	8%	3%	1%	6%	7%	9%	10%	13%	7%	3%	6%	4%	8%
		cd	cd			cd	f	f	aef	abef	f				b
talkRADIO	211	208	195	15	3	211	196	178	164	80	201	10	35	36	139
	5%	6%	6%	1%	*%	5%	6%	8%	8%	14%	5%	2%	5%	3%	5%
		cd	cde			cd	f	aef	aef	abcef	f				

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Any Magic radio station	190	181	167	23	10	190	173	134	128	46	178	12	18	32	140
	4%	5%	5%	2%	1%	4%	5%	6%	6%	8%	5%	2%	3%	3%	5%
		cd	cd			cd		f	f	aef					b
Virgin Radio	186	182	174	12	4	186	175	156	152	73	181	5	17	24	145
	4%	5%	6%	1%	*%	4%	5%	7%	7%	13%	5%	1%	3%	2%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
Hits Radio	180	174	169	11	6	180	167	138	132	47	174	6	14	41	125
	4%	5%	6%	1%	1%	4%	5%	6%	6%	8%	5%	1%	2%	4%	5%
		cd	cd			cd	f	f	f	aef	f				a
Any LBC radio station	155	142	132	24	13	155	147	122	131	57	153	2	8	34	114
	4%	4%	4%	2%	2%	4%	4%	5%	6%	10%	4%	*%	1%	3%	4%
		cd	cd			cd	f	f	aef	abcef	f				a
GB News Radio	123	123	116	7	-	123	110	109	105	58	115	8	14	17	92
	3%	4%	4%	1%	-%	3%	3%	5%	5%	10%	3%	1%	2%	2%	4%
		cd	cd			cd		aef	aef	abcef					b
Times Radio	95	95	91	4	-	95	95	91	92	57	95	-	3	15	77
	2%	3%	3%	*%	-%	2%	3%	4%	4%	10%	3%	-%	*%	1%	3%
		cd	cd			cd	f	ef	aef	abcef	f				a
Any other radio station that includes ads (type in)	169	135	108	61	34	169	123	69	73	18	140	29	47	39	82
	4%	4%	4%	5%	4%	4%	3%	3%	3%	3%	4%	5%	7%	4%	3%
													bc		
Any community radio station which serves a specific small local area or a specific group of people	78	67	55	24	11	78	68	41	51	19	69	10	18	15	46
	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 55

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
None	1844	1252	1039	805	592	1844	1361	632	612	142	1486	358	337	515	993
	43%	36%	34%	62% abe	69% abce	43% ab	39% bcd	28%	28%	24%	39% bcd	66% abcde	52% c	48% c	38%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 56

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio 2	790	413	370	59	131	111	119	370	280	252	120	138	672	62	41	15
	18%	20%	17%	13%	18%	16%	16%	22% ac	25% bcd	19% d	16%	12%	18% d	17%	20% d	13%
BBC Radio 1	788	384	393	114	254	186	105	130	287	210	162	129	665	63	34	26
	18%	18%	18%	25% de	34% acde	26% de	15% e	8%	26% bd	16% d	21% d	12%	18%	17%	17%	22%
Any Heart radio station	664	241	414	72	145	148	127	172	183	216	133	129	572	44	36	11
	15%	12%	19% a	16% e	20% e	21% e	18% e	10%	16% d	16% d	17% d	12%	16% d	12%	18% d	9%
Classic FM	593	283	303	57	130	103	82	222	248	157	66	120	526	38	20	9
	14%	14%	14%	12%	18% de	15%	11%	13%	22% bcd	12%	9%	11%	14% cd	10%	10%	8%
BBC Radio 4	573	315	251	26	81	75	94	298	230	176	66	99	515	31	19	9
	13%	15% b	11%	6%	11% a	11% a	13% a	17% abc	21% bcd	13% cd	9%	9%	14% bcd	9%	9%	7%
Any Capital radio station	517	227	285	100	138	122	94	62	148	158	104	105	438	51	21	7
	12%	11%	13%	22% de	19% e	17% e	13% e	4%	13% d	12%	13%	9%	12% d	14% d	10%	6%
talkSPORT or talkSPORT2	503	398	102	29	147	107	73	147	205	125	98	73	428	40	19	16
	12%	19% b	5%	6%	20% ade	15% ae	10%	9%	18% bcd	9%	13% d	7%	12%	11%	9%	13%
Any Smooth Radio station	447	190	254	25	87	70	84	180	133	125	80	109	380	45	17	5
	10%	9%	11%	5%	12% a	10%	12% a	11% a	12%	9%	10%	10%	10% d	12% d	8%	4%
Greatest Hits Radio	353	160	187	33	64	58	52	146	109	110	63	71	316	20	12	5
	8%	8%	8%	7%	9%	8%	7%	9%	10% d	8%	8%	6%	9% d	6%	6%	4%
BBC Radio 5 live	343	257	82	14	71	69	48	141	139	94	42	67	281	35	18	9
	8%	12% b	4%	3%	10% a	10% a	7%	8% a	12% bcd	7%	5%	6%	8%	10%	9%	7%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any Kiss radio station	296	111	180	61	103	74	40	18	105	84	53	55	252	24	13	6
	7%	5%	8% a	13% de	14% de	10% de	6% e	1%	9% d	6%	7%	5%	7%	7%	7%	5%
Any Absolute Radio station	282	142	134	17	64	74	62	65	110	68	57	47	240	24	8	10
	6%	7%	6%	4%	9% ae	10% ae	9% ae	4%	10% bd	5%	7% d	4%	7%	7%	4%	8% c
BBC radio for your region (ENGLAND)	211	112	96	13	44	28	21	106	85	46	38	42	211	1	-	-
	5%	5%	4%	3%	6%	4%	3%	6% d	8% bd	3%	5%	4%	6% bcd	*%	-%	-%
talkRADIO	211	133	73	20	72	45	38	35	102	27	50	31	182	17	8	4
	5%	6% b	3%	4% e	10% ade	6% e	5% e	2%	9% bd	2%	6% bd	3%	5%	5%	4%	3%
BBC Radio 5 sports extra	206	154	51	13	63	46	27	58	94	38	32	43	172	24	6	5
	5%	7% b	2%	3%	8% ade	7% e	4%	3%	8% bcd	3%	4%	4%	5%	7%	3%	4%
BBC Radio 3	203	118	82	14	73	40	15	62	101	45	24	33	176	19	6	3
	5%	6% b	4%	3%	10% acde	6% d	2%	4%	9% bcd	3%	3%	3%	5%	5%	3%	2%
BBC 6 Music	202	111	86	28	52	53	38	31	91	63	27	21	175	18	7	3
	5%	5%	4%	6% e	7% e	8% e	5% e	2%	8% bcd	5% d	3%	2%	5%	5%	3%	3%
Any Magic radio station	190	72	114	13	42	45	32	57	59	45	43	42	159	16	10	6
	4%	3%	5%	3%	6%	6% e	4%	3%	5%	3%	6%	4%	4%	4%	5%	5%
Virgin Radio	186	96	85	14	62	49	32	28	115	27	21	22	157	19	7	4
	4%	5%	4%	3%	8% ae	7% e	4% e	2%	10% bcd	2%	3%	2%	4%	5%	3%	3%
Hits Radio	180	80	96	22	54	40	36	28	73	36	39	32	154	16	7	3
	4%	4%	4%	5% e	7% e	6% e	5% e	2%	7% bd	3%	5%	3%	4%	4%	3%	3%

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 56

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC World Service	169	105	60	13	55	42	23	36	92	31	23	23	149	12	4	4
	4%	5%	3%	3%	8%	6%	3%	2%	8%	2%	3%	2%	4%	3%	2%	3%
		b			ade	e			bcd							
Any LBC radio station	155	77	77	7	30	32	27	60	58	50	23	24	132	14	7	2
	4%	4%	3%	1%	4%	5%	4%	3%	5%	4%	3%	2%	4%	4%	3%	2%
						a			d							
BBC Radio 1Xtra	146	78	66	16	65	36	23	6	63	34	22	26	130	8	6	2
	3%	4%	3%	3%	9%	5%	3%	*%	6%	3%	3%	2%	4%	2%	3%	2%
				e	acde	e	e		bcd							
BBC Asian Network	127	70	55	19	45	34	13	17	37	38	17	34	117	7	2	*
	3%	3%	2%	4%	6%	5%	2%	1%	3%	3%	2%	3%	3%	2%	1%	*%
				e	de	de							d			
BBC Radio 4 Extra	125	76	49	11	48	23	10	33	66	21	16	20	107	9	6	3
	3%	4%	2%	3%	6%	3%	1%	2%	6%	2%	2%	2%	3%	3%	3%	3%
					acde				bcd							
GB News Radio	123	74	47	11	48	25	16	23	62	21	19	20	102	12	7	3
	3%	4%	2%	2%	7%	4%	2%	1%	6%	2%	2%	2%	3%	3%	3%	2%
					ade	e			bcd							
Times Radio	95	61	32	9	38	23	12	12	60	17	8	10	78	12	2	3
	2%	3%	1%	2%	5%	3%	2%	1%	5%	1%	1%	1%	2%	3%	1%	2%
		b			de	e			bcd							
Any other BBC radio station	65	26	38	2	3	6	6	47	5	19	15	25	61	1	2	1
	1%	1%	2%	*%	*%	1%	1%	3%	*%	1%	2%	2%	2%	*%	1%	1%
								abc			a	a				
BBC Radio Scotland (SCOTLAND)	60	46	13	4	9	8	14	25	21	18	12	9	-	60	-	-
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	-%	16%	-%	-%
		b												acd		
BBC Radio Ulster (NORTHERN IRELAND)	37	19	17	1	2	5	4	25	11	7	9	10	-	-	-	37
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	30%
																abc

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

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

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio Wales (WALES)	27	13	14	1	3	3	4	15	9	6	7	6	-	-	27	-
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	-%	-%	13% abd	-%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8	3	6	-	1	1	2	4	3	1	3	2	-	-	8	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	4% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	2	3	-	1	1	*	3	2	1	1	*	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio nan G idheal (SCOTLAND)	5	3	2	1	1	-	2	1	-	3	1	-	-	5	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	-%	1% a	-%	-%
Any other radio station that includes ads	169	86	83	14	12	24	28	91	34	47	37	51	113	24	9	22
	4%	4%	4%	3%	2%	3%	4%	5% b	3%	4%	5%	5%	3%	7% a	5%	18% abc
Any community radio station which serves a specific small local area or a specific group of people	78	35	43	8	10	10	15	36	19	25	10	24	63	7	3	6
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	5% a
ANY BBC RADIO	2246	1176	1046	213	435	383	319	896	722	674	395	454	1915	166	100	64
	52%	56% b	47%	47%	59% ade	54% d	44%	52% d	65% bcd	51% d	51% d	41%	52% b	46%	49%	53%
ANY BBC LOCAL RADIO	340	193	145	19	59	44	44	175	127	78	68	68	211	61	31	38
	8%	9% b	7%	4%	8%	6%	6%	10% acd	11% bd	6%	9%	6%	6%	17% a	15% a	31% abc

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

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

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

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
ANY COMMERCIAL RADIO	2459	1185	1253	255	483	445	445	831	740	738	466	511	2105	194	98	62
	57%	57%	57%	56%	65%	63%	61%	48%	66%	56%	60%	46%	58%	53%	48%	51%
				e	ae	e	e		bd	d	d		c			
None	1212	551	646	163	193	193	197	466	216	356	205	428	997	119	65	31
	28%	26%	29%	36%	26%	27%	27%	27%	19%	27%	27%	38%	27%	33%	32%	25%
				bcde						a	a	abc				
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of radio stations in the past 3 months (out of 36)	2.0	2.2	1.9	1.8	3.0	2.5	1.9	1.6	3.0	1.8	1.9	1.4	2.1	2.0	1.9	1.8
		b		e	acde	ade	e		bcd	d	d					
Standard deviation	2.74	2.90	2.53	2.64	3.76	3.26	2.65	1.71	3.52	2.40	2.19	2.26	2.66	3.45	2.79	2.37

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio 2	790	668	122	255	528	236	547	84	113	113	236	493	285
	18%	18%	22%	20%	18%	21%	18%	20%	20%	21%	21%	19%	17%
BBC Radio 1	788	680	108	364	411	337	437	153	170	133	337	607	173
	18%	18%	19%	29% b	14%	30% b	14%	36% c	30%	25%	30%	24% b	10%
Any Heart radio station	664	572	91	249	403	230	422	76	126	106	230	474	175
	15%	15%	16%	20% b	13%	20% b	14%	18%	22%	20%	20%	19% b	10%
Classic FM	593	516	77	231	354	209	376	90	108	86	209	400	185
	14%	14%	14%	18% b	12%	19% b	12%	21%	19%	16%	19%	16% b	11%
BBC Radio 4	573	495	79	156	414	140	429	50	66	67	140	318	244
	13%	13%	14%	12%	14%	12%	14%	12%	12%	13%	12%	12%	15%
Any Capital radio station	517	485	31	246	259	228	277	90	127	107	228	388	121
	12%	13% b	6%	20% b	9%	20% b	9%	21%	22%	20%	20%	15% b	7%
talkSPORT or talkSPORT2	503	461	42	210	287	200	296	75	101	94	200	397	102
	12%	12% b	7%	17% b	10%	18% b	9%	18%	18%	18%	18%	15% b	6%
Any Smooth Radio station	447	401	46	139	305	129	316	45	64	58	129	312	126
	10%	11%	8%	11%	10%	11%	10%	11%	11%	11%	11%	12% b	8%
Greatest Hits Radio	353	304	49	118	229	108	236	39	58	55	108	233	114
	8%	8%	9%	9%	8%	10%	8%	9%	10%	11%	10%	9%	7%
BBC Radio 5 live	343	304	39	110	227	101	237	41	50	43	101	242	97
	8%	8%	7%	9%	8%	9%	8%	10%	9%	8%	9%	9% b	6%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Any Kiss radio station	296	279	16	165	127	149	141	73	90	57	149	234	60
	7%	7% b	3%	13% b	4%	13% b	5%	17%	16%	11%	13%	9% b	4%
Any Absolute Radio station	282	252	29	111	167	105	174	38	49	53	105	213	66
	6%	7%	5%	9% b	6%	9% b	6%	9%	9%	10%	9%	8% b	4%
BBC radio for your region (ENGLAND)	211	178	33	75	135	68	142	30	31	30	68	120	87
	5%	5%	6%	6%	5%	6%	5%	7%	5%	6%	6%	5%	5%
talkRADIO	211	187	24	105	105	95	114	49	45	32	95	171	34
	5%	5%	4%	8% b	4%	8% b	4%	12% c	8%	6%	8%	7% b	2%
BBC Radio 5 sports extra	206	182	25	100	106	90	115	39	40	44	90	153	54
	5%	5%	4%	8% b	4%	8% b	4%	9%	7%	8%	8%	6% b	3%
BBC Radio 3	203	190	13	94	106	83	115	44	35	33	83	139	64
	5%	5% b	2%	7% b	4%	7% b	4%	11%	6%	6%	7%	5%	4%
BBC 6 Music	202	188	14	102	98	92	108	38	49	40	92	173	26
	5%	5%	3%	8% b	3%	8% b	3%	9%	9%	8%	8%	7% b	2%
Any Magic radio station	190	171	19	80	106	77	108	28	44	30	77	138	48
	4%	5%	3%	6% b	4%	7% b	3%	7%	8%	6%	7%	5% b	3%
Virgin Radio	186	167	19	100	85	93	92	46	55	32	93	156	28
	4%	4%	3%	8% b	3%	8% b	3%	11%	10%	6%	8%	6% b	2%
Hits Radio	180	168	12	96	80	89	87	42	52	43	89	137	39
	4%	4%	2%	8% b	3%	8% b	3%	10%	9%	8%	8%	5% b	2%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC World Service	169	154	15	94	74	88	81	39	48	39	88	137	30
	4%	4%	3%	7% b	2%	8% b	3%	9%	8%	7%	8%	5% b	2%
Any LBC radio station	155	142	13	54	100	49	104	23	30	16	49	109	45
	4%	4%	2%	4%	3%	4%	3%	5%	5%	3%	4%	4%	3%
BBC Radio 1Xtra	146	138	8	87	58	80	63	38	44	32	80	123	23
	3%	4% b	1%	7% b	2%	7% b	2%	9%	8%	6%	7%	5% b	1%
BBC Asian Network	127	124	3	84	40	73	51	39	38	31	73	97	28
	3%	3% b	1%	7% b	1%	6% b	2%	9%	7%	6%	6%	4% b	2%
BBC Radio 4 Extra	125	110	15	71	52	65	58	35	38	21	65	95	30
	3%	3%	3%	6% b	2%	6% b	2%	8%	7%	4%	6%	4% b	2%
GB News Radio	123	115	8	76	46	68	54	29	29	29	68	100	21
	3%	3%	1%	6% b	2%	6% b	2%	7%	5%	5%	6%	4% b	1%
Times Radio	95	93	2	64	31	60	35	29	41	26	60	84	8
	2%	2% b	*%	5% b	1%	5% b	1%	7%	7%	5%	5%	3% b	*%
Any other BBC radio station	65	48	17	14	51	13	52	4	5	6	13	21	42
	1%	1%	3% a	1%	2%	1%	2%	1%	1%	1%	1%	1%	3% a
BBC Radio Scotland (SCOTLAND)	60	55	4	15	44	14	45	6	7	7	14	45	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
BBC Radio Ulster (NORTHERN IRELAND)	37	23	14	8	29	7	29	3	3	3	7	20	16
	1%	1%	2% a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio Wales (WALES)	27	24	3	6	21	5	22	1	1	3	5	15	11
	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8	6	2	4	5	3	5	1	1	3	3	4	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
BBC Radio Foyle (NORTHERN IRELAND)	5	2	3	1	4	1	4	*	1	1	1	4	1
	*%	*%	1% a	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	-	2	3	1	4	-	1	-	1	5	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
Any other radio station that includes ads	169	141	28	37	128	35	131	12	17	19	35	88	75
	4%	4%	5%	3%	4%	3%	4%	3%	3%	4%	3%	3%	4%
Any community radio station which serves a specific small local area or a specific group of people	78	73	6	21	56	19	58	8	7	9	19	40	37
	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
ANY BBC RADIO	2246	1937	309	749	1469	689	1526	264	345	314	689	1433	779
	52%	51%	54%	60% b	49%	61% b	49%	63%	60%	60%	61%	56% b	46%
ANY BBC LOCAL RADIO	340	283	57	105	233	95	243	40	44	44	95	201	131
	8%	8%	10%	8%	8%	8%	8%	10%	8%	8%	8%	8%	8%
ANY COMMERCIAL RADIO	2459	2150	309	858	1563	790	1626	285	411	370	790	1661	758
	57%	57%	54%	68% b	52%	70% b	52%	68%	72%	70%	70%	65% b	45%

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

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

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

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
None	1212	1074	137	268	908	223	951	91	107	95	223	598	577
	28%	29%	24%	21%	30% a	20%	30% a	22%	19%	18%	20%	23%	34% a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of radio stations in the past 3 months (out of 36)	2.0	2.1 b	1.8	2.9 b	1.7	3.0 b	1.7	3.4	3.1	2.8	3.0	2.5 b	1.4
Standard deviation	2.74	2.82	2.05	3.64	2.18	3.60	2.28	3.97	3.73	3.40	3.60	3.13	1.87

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

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio 2	790	677	590	200	113	790	744	790	522	237	790	-	50	156	584
	18%	19%	19%	15%	13%	18%	21%	35%	24%	41%	21%	-%	8%	14%	22%
		cd	cd			d	f	acef	ef	acef	f			a	ab
BBC Radio 1	788	749	705	83	40	788	736	788	566	220	788	-	50	151	588
	18%	21%	23%	6%	5%	18%	21%	35%	26%	38%	21%	-%	8%	14%	22%
		cde	cde			cd	f	acef	aef	acef	f			a	ab
Any Heart radio station	664	621	571	92	42	664	589	404	414	142	616	48	67	154	443
	15%	18%	19%	7%	5%	15%	17%	18%	19%	24%	16%	9%	10%	14%	17%
		cde	cde			cd	f	f	f	abcef	f				a
Classic FM	593	526	481	113	68	593	549	499	444	162	577	16	40	116	438
	14%	15%	16%	9%	8%	14%	16%	22%	21%	28%	15%	3%	6%	11%	17%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
BBC Radio 4	573	439	371	202	134	573	533	573	417	193	573	-	20	82	471
	13%	13%	12%	16%	16%	13%	15%	26%	19%	33%	15%	-%	3%	8%	18%
				b			f	acef	aef	abcef	f			a	ab
Any Capital radio station	517	484	458	59	33	517	440	358	355	112	476	41	44	145	327
	12%	14%	15%	5%	4%	12%	12%	16%	16%	19%	13%	7%	7%	14%	12%
		cd	cde			cd	f	aef	aef	aef	f			a	a
talkSPORT or talkSPORT2	503	479	441	62	24	503	463	427	391	164	483	19	55	81	367
	12%	14%	15%	5%	3%	12%	13%	19%	18%	28%	13%	4%	9%	8%	14%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Any Smooth Radio station	447	403	360	87	44	447	400	279	273	104	422	25	45	98	304
	10%	12%	12%	7%	5%	10%	11%	12%	13%	18%	11%	5%	7%	9%	12%
		cd	cd			cd	f	f	f	abcef	f				a
Greatest Hits Radio	353	327	295	58	26	353	324	245	234	116	335	18	52	64	237
	8%	9%	10%	4%	3%	8%	9%	11%	11%	20%	9%	3%	8%	6%	9%
		cd	cd			cd	f	f	f	abcef	f				b
BBC Radio 5 live	343	311	272	72	32	343	330	343	282	135	343	-	15	49	279
	8%	9%	9%	5%	4%	8%	9%	15%	13%	23%	9%	-%	2%	5%	11%
		cd	cd			cd	f	aef	aef	abcef	f				ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 56

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Any Kiss radio station	296	293	281	15	3	296	257	217	207	71	279	17	38	74	184
	7%	8%	9%	1%	*%	7%	7%	10%	10%	12%	7%	3%	6%	7%	7%
		cd	cde			cd	f	aef	aef	aef	f				
Any Absolute Radio station	282	269	244	38	12	282	256	196	212	74	263	18	40	46	197
	6%	8%	8%	3%	1%	6%	7%	9%	10%	13%	7%	3%	6%	4%	8%
		cd	cd			cd	f	f	aef	abef	f				b
BBC radio for your region (ENGLAND)	211	172	143	68	40	211	205	211	146	76	211	-	16	29	166
	5%	5%	5%	5%	5%	5%	6%	9%	7%	13%	6%	-%	2%	3%	6%
							f	acef	f	acef	f				ab
talkRADIO	211	208	195	15	3	211	196	178	164	80	201	10	35	36	139
	5%	6%	6%	1%	*%	5%	6%	8%	8%	14%	5%	2%	5%	3%	5%
		cd	cde			cd	f	aef	aef	abcef	f				
BBC Radio 5 sports extra	206	194	183	23	13	206	202	206	183	91	206	-	9	29	169
	5%	6%	6%	2%	1%	5%	6%	9%	8%	16%	5%	-%	1%	3%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 3	203	183	165	39	21	203	187	203	166	78	203	-	13	38	153
	5%	5%	5%	3%	2%	5%	5%	9%	8%	13%	5%	-%	2%	3%	6%
		cd	cd			d	f	aef	aef	abcef	f				ab
BBC 6 Music	202	200	190	12	3	202	190	202	188	115	202	-	5	48	149
	5%	6%	6%	1%	*%	5%	5%	9%	9%	20%	5%	-%	1%	5%	6%
		cd	cde			cd	f	aef	aef	abcef	f			a	a
Any Magic radio station	190	181	167	23	10	190	173	134	128	46	178	12	18	32	140
	4%	5%	5%	2%	1%	4%	5%	6%	6%	8%	5%	2%	3%	3%	5%
		cd	cd			cd		f	f	aef					b
Virgin Radio	186	182	174	12	4	186	175	156	152	73	181	5	17	24	145
	4%	5%	6%	1%	*%	4%	5%	7%	7%	13%	5%	1%	3%	2%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
Hits Radio	180	174	169	11	6	180	167	138	132	47	174	6	14	41	125
	4%	5%	6%	1%	1%	4%	5%	6%	6%	8%	5%	1%	2%	4%	5%
		cd	cd			cd	f	f	f	aef	f				a

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 56

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC World Service	169	155	145	24	14	169	161	169	150	79	169	-	2	27	139
	4%	4%	5%	2%	2%	4%	5%	8%	7%	14%	4%	-%	*%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
Any LBC radio station	155	142	132	24	13	155	147	122	131	57	153	2	8	34	114
	4%	4%	4%	2%	2%	4%	4%	5%	6%	10%	4%	*%	1%	3%	4%
		cd	cd			cd	f	f	aef	abcef	f				a
BBC Radio 1Xtra	146	146	142	4	-	146	135	146	119	63	146	-	12	28	106
	3%	4%	5%	*%	-%	3%	4%	6%	5%	11%	4%	-%	2%	3%	4%
		cd	cde			cd	f	aef	aef	abcef	f				
BBC Asian Network	127	105	100	27	22	127	115	127	105	30	127	-	3	35	89
	3%	3%	3%	2%	3%	3%	3%	6%	5%	5%	3%	-%	*%	3%	3%
							f	aef	af	f	f			a	a
BBC Radio 4 Extra	125	120	107	19	6	125	120	125	114	68	125	-	8	16	102
	3%	3%	4%	1%	1%	3%	3%	6%	5%	12%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
GB News Radio	123	123	116	7	-	123	110	109	105	58	115	8	14	17	92
	3%	4%	4%	1%	-%	3%	3%	5%	5%	10%	3%	1%	2%	2%	4%
		cd	cd			cd		aef	aef	abcef					b
Times Radio	95	95	91	4	-	95	95	91	92	57	95	-	3	15	77
	2%	3%	3%	*%	-%	2%	3%	4%	4%	10%	3%	-%	*%	1%	3%
		cd	cd			cd	f	ef	aef	abcef	f				a
Any other BBC radio station	65	44	30	34	20	65	57	65	33	11	65	-	9	9	47
	1%	1%	1%	3%	2%	1%	2%	3%	2%	2%	2%	-%	1%	1%	2%
				ab	b		f	acef	f	f	f				
BBC Radio Scotland (SCOTLAND)	60	51	41	18	9	60	57	60	42	26	60	-	3	12	45
	1%	1%	1%	1%	1%	1%	2%	3%	2%	5%	2%	-%	*%	1%	2%
							f	ef	f	acef	f				
BBC Radio Ulster (NORTHERN IRELAND)	37	27	23	13	9	37	33	37	22	9	37	-	4	4	29
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%	1%	*%	1%
								f		f					

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

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio Wales (WALES)	27 1%	23 1%	20 1%	7 *%	4 *%	27 1%	26 1%	27 1%	17 1%	8 1% f	27 1%	- -%	1 *%	4 *%	22 1%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	8 *%	7 *%	5 *%	3 *%	2 *%	8 *%	8 *%	8 *%	5 *%	3 1%	8 *%	- -%	- -%	1 *%	7 *%
BBC Radio Foyle (NORTHERN IRELAND)	5 *%	5 *%	4 *%	1 *%	* *%	5 *%	5 *%	5 *%	4 *%	3 1%	5 *%	- -%	- -%	1 *%	4 *%
BBC Radio nan G idheal (SCOTLAND)	5 *%	5 *%	5 *%	- -%	- -%	5 *%	5 *%	5 *%	4 *%	4 1%	5 *%	- -%	1 *%	- -%	4 *%
Any other radio station that includes ads	169 4%	135 4%	108 4%	61 5%	34 4%	169 4%	123 3%	69 3%	73 3%	18 3%	140 4%	29 5%	47 7% bc	39 4%	82 3%
Any community radio station which serves a specific small local area or a specific group of people	78 2%	67 2%	55 2%	24 2%	11 1%	78 2%	68 2%	41 2%	51 2%	19 3%	69 2%	10 2%	18 3%	15 1%	46 2%
ANY BBC RADIO	2246 52%	1894 54% cd	1663 55% cd	583 45%	352 41%	2246 52% cd	2067 59% f	2246 100% acdef	1498 69% aef	528 91% acef	2246 59% f	- -%	151 24%	439 41% a	1655 63% ab
ANY BBC LOCAL RADIO	340 8%	277 8%	232 8%	109 8%	63 7%	340 8%	327 9% f	340 15% acef	229 11% f	121 21% abcef	340 9% f	- -%	24 4%	51 5%	265 10% ab
ANY COMMERCIAL RADIO	2459 57%	2210 63% cde	1977 65% cde	482 37% d	249 29%	2459 57% cd	2137 61% f	1600 71% aef	1535 71% aef	434 75% aef	2278 60% f	181 33%	298 46%	552 51%	1609 61% ab

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 56

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

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

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
None	1212	845	726	486	367	1212	807	-	331	29	854	358	282	400	529
	28%	24%	24%	37%	43%	28%	23%	-%	15%	5%	23%	66%	44%	37%	20%
				abe	abe	ab	bcd		bd	b	bcd	abcde	c	c	
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of radio stations in the past 3 months (out of 36)	2.0	2.3	2.4	1.1	.9	2.0	2.3	3.4	3.0	4.8	2.3	.5	1.1	1.6	2.5
		cde	cde	d		cd	f	acef	aef	abcef	f			a	ab
Standard deviation	2.74	2.93	3.03	1.51	1.14	2.74	2.91	3.13	3.35	4.66	2.84	.82	1.56	2.17	3.07

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	806	396	398	119	252	209	90	136	293	202	171	140	544	90	81	91
Effective Weighted Sample	655	322	322	96	210	169	71	114	242	161	141	113	503	84	76	87
Total	788	384	393	114	254	186	105	130	287	210	162	129	665	63	34	26
At least daily	337	176	160	40	98	92	**	56	132	84	66	55	286	**	**	**
	43%	46%	41%	36%	39%	50%	**	43%	46%	40%	41%	43%	43%	**	**	**
At least weekly	337	163	170	52	113	68	**	56	117	95	70	54	291	**	**	**
	43%	42%	43%	46%	44%	37%	**	43%	41%	45%	44%	42%	44%	**	**	**
At least monthly	78	34	41	11	32	19	**	10	27	18	19	14	63	**	**	**
	10%	9%	10%	10%	13%	10%	**	8%	9%	9%	12%	11%	9%	**	**	**
Less often	34	11	20	10	9	5	**	8	10	13	5	5	23	**	**	**
	4%	3%	5%	9%	4%	3%	**	6%	4%	6%	3%	4%	3%	**	**	**
Don t know/ can t remember	3	*	2	*	1	1	**	-	1	-	1	*	2	**	**	**
	*%	*%	1%	*%	*%	1%	**	-%	*%	-%	1%	*%	*%	**	**	**
SUMMARY																
DAILY	337	176	160	40	98	92	**	56	132	84	66	55	286	**	**	**
	43%	46%	41%	36%	39%	50%	**	43%	46%	40%	41%	43%	43%	**	**	**
WEEKLY	673	339	330	92	211	161	**	112	249	179	136	109	577	**	**	**
	85%	88%	84%	81%	83%	86%	**	86%	87%	85%	84%	85%	87%	**	**	**
MONTHLY	752	373	370	103	243	180	**	122	276	197	155	123	640	**	**	**
	95%	97%	94%	91%	96%	97%	**	94%	96%	94%	96%	96%	96%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	806	677	129	372	423	345	449	149	186	141	345	608	188
Effective Weighted Sample	655	555	102	301	344	278	365	124	149	110	278	493	154
Total	788	680	108	364	411	337	437	153	170	133	337	607	173
At least daily	337	303	34	172	159	163	168	78	78	70	163	269	63
	43%	45%	31%	47%	39%	49%	38%	51%	46%	52%	49%	44%	37%
At least weekly	337	281	56	145	190	133	203	58	64	50	133	257	77
	43%	41%	52%	40%	46%	39%	46%	38%	37%	38%	39%	42%	44%
At least monthly	78	69	10	32	43	30	45	14	20	8	30	62	15
	10%	10%	9%	9%	10%	9%	10%	9%	12%	6%	9%	10%	9%
Less often	34	27	7	14	18	9	22	4	7	4	9	18	16
	4%	4%	7%	4%	4%	3%	5%	2%	4%	3%	3%	3%	9% a
Don t know/ can t remember	3	1	1	1	*	1	*	-	1	-	1	1	1
	*%	*%	1%	*%	*%	*%	*%	-%	1%	-%	*%	*%	1%
SUMMARY													
DAILY	337	303	34	172	159	163	168	78	78	70	163	269	63
	43%	45%	31%	47%	39%	49%	38%	51%	46%	52%	49%	44%	37%
WEEKLY	673	584	89	317	349	296	371	136	141	120	296	526	141
	85%	86%	83%	87%	85%	88%	85%	89%	83%	90%	88%	87%	81%
MONTHLY	752	652	99	349	392	326	415	149	161	128	326	588	156
	95%	96%	92%	96%	95%	97%	95%	98%	95%	97%	97%	97% b	90%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	806	775	729	77	31	806	746	806	585	237	806	-	57	143	606
Effective Weighted Sample	655	628	591	65	28	655	609	655	476	190	655	-	45	119	491
Total	788	749	705	83	40	788	736	788	566	220	788	-	50	151	588
At least daily	337	320	301	**	**	337	316	337	255	122	337	**	**	53	267
	43%	43%	43%	**	**	43%	43%	43%	45%	55% abe	43%	**	**	35%	45%
At least weekly	337	314	295	**	**	337	313	337	234	73	337	**	**	66	253
	43%	42%	42%	**	**	43%	43%	43%	41%	33%	43%	**	**	44%	43%
At least monthly	78	78	75	**	**	78	76	78	57	20	78	**	**	23	47
	10%	10%	11%	**	**	10%	10%	10%	10%	9%	10%	**	**	15%	8%
Less often	34	33	32	**	**	34	28	34	17	5	34	**	**	8	19
	4%	4%	5%	**	**	4%	4%	4%	3%	2%	4%	**	**	5%	3%
Don t know/ can t remember	3	3	2	**	**	3	3	3	2	-	3	**	**	1	2
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	*%
SUMMARY															
DAILY	337	320	301	**	**	337	316	337	255	122	337	**	**	53	267
	43%	43%	43%	**	**	43%	43%	43%	45%	55% abe	43%	**	**	35%	45%
WEEKLY	673	634	596	**	**	673	629	673	488	195	673	**	**	119	520
	85%	85%	85%	**	**	85%	86%	85%	86%	89%	85%	**	**	79%	88% b
MONTHLY	752	713	671	**	**	752	706	752	546	215	752	**	**	142	567
	95%	95%	95%	**	**	95%	96%	95%	97%	98%	95%	**	**	94%	96%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	777	415	356	54	132	120	92	379	289	227	121	140	537	90	96	54
Effective Weighted Sample	644	345	294	46	110	99	77	319	234	188	105	119	501	85	92	52
Total	790	413	370	59	131	111	119	370	280	252	120	138	672	62	41	15
At least daily	352	184	167	**	51	40	**	186	120	104	52	75	297	**	**	**
	45%	45%	45%	**	39%	36%	**	50%	43%	41%	43%	54%	44%	**	**	**
At least weekly	333	177	154	**	53	51	**	152	118	117	48	51	285	**	**	**
	42%	43%	42%	**	41%	46%	**	41%	42%	46%	40%	37%	42%	**	**	**
At least monthly	73	35	36	**	21	18	**	17	32	20	15	6	61	**	**	**
	9%	9%	10%	**	16%	16%	**	5%	11%	8%	13%	4%	9%	**	**	**
					e	e										
Less often	27	11	13	**	4	2	**	12	9	10	3	5	23	**	**	**
	3%	3%	3%	**	3%	2%	**	3%	3%	4%	3%	4%	3%	**	**	**
Don t know/ can t remember	5	5	-	**	1	-	**	2	-	1	2	1	5	**	**	**
	1%	1%	-%	**	1%	-%	**	1%	-%	1%	2%	1%	1%	**	**	**
SUMMARY																
DAILY	352	184	167	**	51	40	**	186	120	104	52	75	297	**	**	**
	45%	45%	45%	**	39%	36%	**	50%	43%	41%	43%	54%	44%	**	**	**
WEEKLY	685	361	321	**	104	91	**	338	238	221	100	126	583	**	**	**
	87%	87%	87%	**	79%	82%	**	91%	85%	88%	83%	91%	87%	**	**	**
								bc								
MONTHLY	758	396	357	**	125	109	**	355	270	241	115	132	644	**	**	**
	96%	96%	97%	**	96%	98%	**	96%	97%	96%	96%	95%	96%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	777	633	144	243	529	226	545	86	116	103	226	473	290
Effective Weighted Sample	644	530	118	202	437	188	451	73	95	85	188	389	245
Total	790	668	122	255	528	236	547	84	113	113	236	493	285
At least daily	352	292	60	100	250	94	256	**	48	46	94	225	122
	45%	44%	49%	39%	47%	40%	47%	**	42%	41%	40%	46%	43%
At least weekly	333	280	53	110	220	104	226	**	47	47	104	196	132
	42%	42%	43%	43%	42%	44%	41%	**	42%	42%	44%	40%	46%
At least monthly	73	68	5	35	37	31	40	**	15	14	31	57	15
	9%	10%	4%	14%	7%	13%	7%	**	13%	13%	13%	12%	5%
				b								b	
Less often	27	24	3	9	18	6	21	**	3	4	6	11	15
	3%	4%	2%	3%	3%	3%	4%	**	2%	4%	3%	2%	5%
Don t know/ can t remember	5	4	1	1	3	1	3	**	-	1	1	4	1
	1%	1%	1%	*%	1%	*%	1%	**	-%	1%	*%	1%	*%
SUMMARY													
DAILY	352	292	60	100	250	94	256	**	48	46	94	225	122
	45%	44%	49%	39%	47%	40%	47%	**	42%	41%	40%	46%	43%
WEEKLY	685	572	112	211	470	198	482	**	95	93	198	421	254
	87%	86%	92%	82%	89%	84%	88%	**	84%	82%	84%	85%	89%
MONTHLY	758	640	118	245	507	229	523	**	111	107	229	478	269
	96%	96%	96%	96%	96%	97%	96%	**	98%	95%	97%	97%	94%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	777	677	587	190	100	777	734	777	521	248	777	-	57	139	581
Effective Weighted Sample	644	559	483	161	86	644	607	644	426	202	644	-	46	121	478
Total	790	677	590	200	113	790	744	790	522	237	790	-	50	156	584
At least daily	352	285	244	108	67	352	330	352	209	127	352	**	**	63	272
	45%	42%	41%	54% ab	60% abe	45%	44%	45%	40%	54% c	45%	**	**	41%	47%
At least weekly	333	293	260	73	40	333	316	333	239	80	333	**	**	67	245
	42%	43%	44%	36%	36%	42%	42%	42%	46% d	34%	42%	**	**	43%	42%
At least monthly	73	68	59	14	5	73	70	73	52	22	73	**	**	15	52
	9%	10%	10%	7%	4%	9%	9%	9%	10%	9%	9%	**	**	10%	9%
Less often	27	26	21	6	1	27	26	27	20	7	27	**	**	8	14
	3%	4%	4%	3%	1%	3%	3%	3%	4%	3%	3%	**	**	5%	2%
Don t know/ can t remember	5	5	5	-	-	5	3	5	1	-	5	**	**	2	1
	1%	1%	1%	-%	-%	1%	*%	1%	*%	-%	1%	**	**	1%	*%
SUMMARY															
DAILY	352	285	244	108	67	352	330	352	209	127	352	**	**	63	272
	45%	42%	41%	54% ab	60% abe	45%	44%	45%	40%	54% c	45%	**	**	41%	47%
WEEKLY	685	578	504	181	107	685	646	685	448	207	685	**	**	131	517
	87%	85%	86%	90%	95%	87%	87%	87%	86%	88%	87%	**	**	84%	88%
MONTHLY	758	646	563	194	112	758	716	758	500	229	758	**	**	146	568
	96%	95%	96%	97%	99%	96%	96%	96%	96%	97%	96%	**	**	94%	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	190	115	72	14	64	39	13	60	99	36	23	32	139	27	14	10
Effective Weighted Sample	164	99	62	11	56	34	11	53	84	33	19	28	131	25	13	10
Total	203	118	82	14	73	40	15	62	101	45	24	33	176	19	6	3
At least daily	66	37	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	32%	31%	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
At least weekly	102	67	**	**	**	**	**	**	**	**	**	**	90	**	**	**
	50%	57%	**	**	**	**	**	**	**	**	**	**	51%	**	**	**
At least monthly	26	12	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	13%	10%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
Less often	8	1	**	**	**	**	**	**	**	**	**	**	8	**	**	**
	4%	1%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	66	37	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	32%	31%	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
WEEKLY	168	104	**	**	**	**	**	**	**	**	**	**	145	**	**	**
	82%	88%	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
MONTHLY	194	116	**	**	**	**	**	**	**	**	**	**	167	**	**	**
	95%	98%	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	190	174	16	84	104	76	111	40	33	31	76	125	64
Effective Weighted Sample	164	151	13	72	90	65	96	35	28	27	65	108	56
Total	203	190	13	94	106	83	115	44	35	33	83	139	64
At least daily	66	64	**	**	31	**	34	**	**	**	**	51	**
	32%	34%	**	**	30%	**	30%	**	**	**	**	37%	**
At least weekly	102	98	**	**	50	**	53	**	**	**	**	70	**
	50%	51%	**	**	47%	**	46%	**	**	**	**	50%	**
At least monthly	26	20	**	**	20	**	21	**	**	**	**	15	**
	13%	11%	**	**	19%	**	19%	**	**	**	**	11%	**
Less often	8	8	**	**	4	**	5	**	**	**	**	2	**
	4%	4%	**	**	4%	**	4%	**	**	**	**	2%	**
Don t know/ can t remember	1	*	**	**	1	**	1	**	**	**	**	-	**
	1%	*%	**	**	1%	**	1%	**	**	**	**	-%	**
SUMMARY													
DAILY	66	64	**	**	31	**	34	**	**	**	**	51	**
	32%	34%	**	**	30%	**	30%	**	**	**	**	37%	**
WEEKLY	168	161	**	**	81	**	87	**	**	**	**	122	**
	82%	85%	**	**	77%	**	76%	**	**	**	**	88%	**
MONTHLY	194	182	**	**	101	**	108	**	**	**	**	137	**
	95%	96%	**	**	95%	**	94%	**	**	**	**	98%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	190	173	156	34	17	190	176	190	154	78	190	-	12	35	143
Effective Weighted Sample	164	148	133	31	16	164	150	164	132	65	164	-	11	31	122
Total	203	183	165	39	21	203	187	203	166	78	203	-	13	38	153
At least daily	66	58	54	**	**	66	62	66	54	**	66	**	**	**	50
	32%	32%	33%	**	**	32%	33%	32%	33%	**	32%	**	**	**	32%
At least weekly	102	92	82	**	**	102	96	102	83	**	102	**	**	**	76
	50%	50%	50%	**	**	50%	51%	50%	50%	**	50%	**	**	**	50%
At least monthly	26	24	24	**	**	26	24	26	21	**	26	**	**	**	21
	13%	13%	14%	**	**	13%	13%	13%	13%	**	13%	**	**	**	14%
Less often	8	8	5	**	**	8	6	8	7	**	8	**	**	**	6
	4%	4%	3%	**	**	4%	3%	4%	4%	**	4%	**	**	**	4%
Don t know/ can t remember	1	1	1	**	**	1	-	1	1	**	1	**	**	**	-
	1%	1%	1%	**	**	1%	-%	1%	1%	**	1%	**	**	**	-%
SUMMARY															
DAILY	66	58	54	**	**	66	62	66	54	**	66	**	**	**	50
	32%	32%	33%	**	**	32%	33%	32%	33%	**	32%	**	**	**	32%
WEEKLY	168	149	135	**	**	168	158	168	137	**	168	**	**	**	126
	82%	82%	82%	**	**	82%	84%	82%	83%	**	82%	**	**	**	82%
MONTHLY	194	173	159	**	**	194	182	194	158	**	194	**	**	**	147
	95%	95%	96%	**	**	95%	97%	95%	95%	**	95%	**	**	**	96%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	515	299	210	24	72	77	63	279	232	135	63	84	394	46	45	30
Effective Weighted Sample	436	251	180	20	62	66	54	242	188	119	54	76	368	43	42	29
Total	573	315	251	26	81	75	94	298	230	176	66	99	515	31	19	9
At least daily	341	192	146	**	**	**	**	201	131	107	**	**	311	**	**	**
	59%	61%	58%	**	**	**	**	67%	57%	61%	**	**	60%	**	**	**
At least weekly	170	95	73	**	**	**	**	74	73	53	**	**	153	**	**	**
	30%	30%	29%	**	**	**	**	25%	32%	30%	**	**	30%	**	**	**
At least monthly	52	22	26	**	**	**	**	19	21	13	**	**	42	**	**	**
	9%	7%	10%	**	**	**	**	6%	9%	8%	**	**	8%	**	**	**
Less often	11	5	6	**	**	**	**	3	5	2	**	**	9	**	**	**
	2%	2%	2%	**	**	**	**	1%	2%	1%	**	**	2%	**	**	**
Don t know/ can t remember	1	1	-	**	**	**	**	-	-	1	**	**	-	**	**	**
	*%	*%	-%	**	**	**	**	-%	-%	*%	**	**	-%	**	**	**
SUMMARY																
DAILY	341	192	146	**	**	**	**	201	131	107	**	**	311	**	**	**
	59%	61%	58%	**	**	**	**	67%	57%	61%	**	**	60%	**	**	**
WEEKLY	510	288	219	**	**	**	**	275	204	160	**	**	463	**	**	**
	89%	91%	87%	**	**	**	**	92%	89%	91%	**	**	90%	**	**	**
MONTHLY	562	310	246	**	**	**	**	294	225	174	**	**	506	**	**	**
	98%	98%	98%	**	**	**	**	99%	98%	99%	**	**	98%	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 61

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	515	429	86	139	373	127	384	48	66	61	127	280	223
Effective Weighted Sample	436	366	72	115	318	104	329	40	53	48	104	233	194
Total	573	495	79	156	414	140	429	50	66	67	140	318	244
At least daily	341	288	**	82	257	79	260	**	**	**	79	176	160
	59%	58%	**	53%	62%	57%	61%	**	**	**	57%	55%	65%
At least weekly	170	153	**	56	114	49	120	**	**	**	49	108	58
	30%	31%	**	36%	27%	35%	28%	**	**	**	35%	34%	24%
At least monthly	52	45	**	15	35	10	40	**	**	**	10	27	24
	9%	9%	**	10%	8%	7%	9%	**	**	**	7%	8%	10%
Less often	11	7	**	2	8	1	8	**	**	**	1	8	3
	2%	2%	**	2%	2%	1%	2%	**	**	**	1%	2%	1%
Don t know/ can t remember	1	1	**	-	1	-	1	**	**	**	-	1	-
	*%	*%	**	-%	*%	-%	*%	**	**	**	-%	*%	-%
SUMMARY													
DAILY	341	288	**	82	257	79	260	**	**	**	79	176	160
	59%	58%	**	53%	62%	57%	61%	**	**	**	57%	55%	65%
WEEKLY	510	441	**	138	370	128	380	**	**	**	128	283	217
	89%	89%	**	89%	89%	92%	89%	**	**	**	92%	89%	89%
MONTHLY	562	487	**	154	405	139	420	**	**	**	139	310	242
	98%	98%	**	98%	98%	99%	98%	**	**	**	99%	97%	99%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	515	408	342	173	107	515	479	515	380	196	515	-	21	77	417
Effective Weighted Sample	436	337	281	154	99	436	404	436	314	160	436	-	18	65	353
Total	573	439	371	202	134	573	533	573	417	193	573	-	20	82	471
At least daily	341	238	189	151	102	341	318	341	229	94	341	**	**	**	282
	59%	54%	51%	75%	76%	59%	60%	59%	55%	49%	59%	**	**	**	60%
				abe	abe										
At least weekly	170	146	136	33	23	170	163	170	136	73	170	**	**	**	144
	30%	33%	37%	16%	17%	30%	31%	30%	33%	38%	30%	**	**	**	31%
		cd	cd			c									
At least monthly	52	44	37	14	7	52	43	52	45	21	52	**	**	**	36
	9%	10%	10%	7%	6%	9%	8%	9%	11%	11%	9%	**	**	**	8%
Less often	11	9	8	3	1	11	9	11	8	4	11	**	**	**	10
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	**	**	**	2%
Don t know/ can t remember	1	1	1	-	-	1	-	1	-	-	1	**	**	**	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**	**	-%
SUMMARY															
DAILY	341	238	189	151	102	341	318	341	229	94	341	**	**	**	282
	59%	54%	51%	75%	76%	59%	60%	59%	55%	49%	59%	**	**	**	60%
				abe	abe										
WEEKLY	510	385	326	185	126	510	481	510	364	168	510	**	**	**	425
	89%	88%	88%	91%	93%	89%	90%	89%	87%	87%	89%	**	**	**	90%
MONTHLY	562	429	363	199	133	562	524	562	409	189	562	**	**	**	461
	98%	98%	98%	99%	99%	98%	98%	98%	98%	98%	98%	**	**	**	98%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	352	269	80	17	67	72	40	156	153	84	49	66	232	49	44	27
Effective Weighted Sample	291	225	64	15	57	62	33	128	123	71	42	57	216	45	43	26
Total	343	257	82	14	71	69	48	141	139	94	42	67	281	35	18	9
At least daily	123	81	**	**	**	**	**	52	50	**	**	**	96	**	**	**
	36%	32%	**	**	**	**	**	37%	36%	**	**	**	34%	**	**	**
At least weekly	177	145	**	**	**	**	**	72	70	**	**	**	150	**	**	**
	52%	56%	**	**	**	**	**	51%	50%	**	**	**	53%	**	**	**
At least monthly	31	20	**	**	**	**	**	12	16	**	**	**	27	**	**	**
	9%	8%	**	**	**	**	**	9%	12%	**	**	**	10%	**	**	**
Less often	12	10	**	**	**	**	**	4	3	**	**	**	8	**	**	**
	3%	4%	**	**	**	**	**	3%	2%	**	**	**	3%	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	-	-	**	**	**	-	**	**	**
	*%	*%	**	**	**	**	**	-%	-%	**	**	**	-%	**	**	**
SUMMARY																
DAILY	123	81	**	**	**	**	**	52	50	**	**	**	96	**	**	**
	36%	32%	**	**	**	**	**	37%	36%	**	**	**	34%	**	**	**
WEEKLY	300	226	**	**	**	**	**	125	120	**	**	**	246	**	**	**
	87%	88%	**	**	**	**	**	89%	86%	**	**	**	87%	**	**	**
MONTHLY	331	246	**	**	**	**	**	137	136	**	**	**	273	**	**	**
	96%	96%	**	**	**	**	**	97%	98%	**	**	**	97%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted row	352	290	62	108	240	99	249	45	48	41	99	240	106
Effective Weighted Sample	291	247	49	92	196	84	204	37	40	36	84	200	87
Total	343	304	39	110	227	101	237	41	50	43	101	242	97
At least daily	123	103	**	41	80	**	87	**	**	**	**	83	39
	36%	34%	**	37%	35%	**	37%	**	**	**	**	34%	40%
At least weekly	177	163	**	62	113	**	115	**	**	**	**	130	45
	52%	54%	**	56%	50%	**	49%	**	**	**	**	54%	47%
At least monthly	31	27	**	8	22	**	22	**	**	**	**	20	9
	9%	9%	**	7%	10%	**	9%	**	**	**	**	8%	10%
Less often	12	11	**	1	11	**	11	**	**	**	**	8	3
	3%	4%	**	1%	5%	**	5%	**	**	**	**	3%	3%
Don t know/ can t remember	1	1	**	-	1	**	1	**	**	**	**	1	-
	*%	*%	**	-%	*%	**	*%	**	**	**	**	*%	-%
SUMMARY													
DAILY	123	103	**	41	80	**	87	**	**	**	**	83	39
	36%	34%	**	37%	35%	**	37%	**	**	**	**	34%	40%
WEEKLY	300	266	**	102	193	**	202	**	**	**	**	213	84
	87%	87%	**	93%	85%	**	86%	**	**	**	**	88%	87%
MONTHLY	331	292	**	110	215	**	225	**	**	**	**	233	93
	96%	96%	**	99%	95%	**	95%	**	**	**	**	96%	97%

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	352	323	275	77	29	352	336	352	289	150	352	-	22	52	278
Effective Weighted Sample	291	266	228	63	25	291	278	291	240	123	291	-	18	43	232
Total	343	311	272	72	32	343	330	343	282	135	343	-	15	49	279
At least daily	123	110	89	**	**	123	122	123	103	67	123	**	**	**	110
	36%	35%	33%	**	**	36%	37%	36%	37%	50% be	36%	**	**	**	39%
At least weekly	177	161	148	**	**	177	167	177	148	55	177	**	**	**	142
	52%	52%	54%	**	**	52%	51%	52%	53%	40%	52%	**	**	**	51%
At least monthly	31	29	28	**	**	31	30	31	22	11	31	**	**	**	22
	9%	9%	10%	**	**	9%	9%	9%	8%	8%	9%	**	**	**	8%
Less often	12	11	6	**	**	12	10	12	8	2	12	**	**	**	5
	3%	4%	2%	**	**	3%	3%	3%	3%	2%	3%	**	**	**	2%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	-	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	**	-%
SUMMARY															
DAILY	123	110	89	**	**	123	122	123	103	67	123	**	**	**	110
	36%	35%	33%	**	**	36%	37%	36%	37%	50% be	36%	**	**	**	39%
WEEKLY	300	271	237	**	**	300	289	300	251	122	300	**	**	**	252
	87%	87%	87%	**	**	87%	88%	87%	89%	90%	87%	**	**	**	90%
MONTHLY	331	300	265	**	**	331	319	331	273	133	331	**	**	**	274
	96%	96%	97%	**	**	96%	97%	96%	97%	98%	96%	**	**	**	98%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	186	106	75	24	51	55	26	30	84	55	25	22	133	24	17	12
Effective Weighted Sample	154	88	62	20	43	46	23	26	72	44	21	18	123	22	16	12
Total	202	111	86	28	52	53	38	31	91	63	27	21	175	18	7	3
At least daily	84	52	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	41%	47%	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
At least weekly	90	46	**	**	**	**	**	**	**	**	**	**	80	**	**	**
	45%	41%	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
At least monthly	21	10	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	10%	9%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
Less often	6	2	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	2%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	*%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	84	52	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	41%	47%	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
WEEKLY	174	98	**	**	**	**	**	**	**	**	**	**	151	**	**	**
	86%	88%	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
MONTHLY	195	108	**	**	**	**	**	**	**	**	**	**	169	**	**	**
	96%	97%	**	**	**	**	**	**	**	**	**	**	97%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	186	171	15	94	90	87	97	42	50	35	87	156	28
Effective Weighted Sample	154	141	13	77	75	71	81	34	40	29	71	129	24
Total	202	188	14	102	98	92	108	38	49	40	92	173	26
At least daily	84	77	**	**	**	**	**	**	**	**	**	75	**
	41%	41%	**	**	**	**	**	**	**	**	**	43%	**
At least weekly	90	85	**	**	**	**	**	**	**	**	**	78	**
	45%	45%	**	**	**	**	**	**	**	**	**	45%	**
At least monthly	21	20	**	**	**	**	**	**	**	**	**	16	**
	10%	10%	**	**	**	**	**	**	**	**	**	9%	**
Less often	6	6	**	**	**	**	**	**	**	**	**	4	**
	3%	3%	**	**	**	**	**	**	**	**	**	2%	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	1	**
	*%	1%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	84	77	**	**	**	**	**	**	**	**	**	75	**
	41%	41%	**	**	**	**	**	**	**	**	**	43%	**
WEEKLY	174	162	**	**	**	**	**	**	**	**	**	153	**
	86%	86%	**	**	**	**	**	**	**	**	**	88%	**
MONTHLY	195	182	**	**	**	**	**	**	**	**	**	169	**
	96%	97%	**	**	**	**	**	**	**	**	**	97%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	186	184	174	12	2	186	176	186	171	106	186	-	7	41	138
Effective Weighted Sample	154	152	144	10	2	154	145	154	142	90	154	-	5	36	114
Total	202	200	190	12	3	202	190	202	188	115	202	-	5	48	149
At least daily	84	83	78	**	**	84	82	84	78	56	84	**	**	**	69
	41%	42%	41%	**	**	41%	43%	41%	42%	49%	41%	**	**	**	46%
At least weekly	90	88	86	**	**	90	82	90	85	50	90	**	**	**	65
	45%	44%	45%	**	**	45%	43%	45%	45%	44%	45%	**	**	**	43%
At least monthly	21	21	19	**	**	21	21	21	19	6	21	**	**	**	11
	10%	11%	10%	**	**	10%	11%	10%	10%	5%	10%	**	**	**	8%
Less often	6	6	6	**	**	6	4	6	4	1	6	**	**	**	3
	3%	3%	3%	**	**	3%	2%	3%	2%	1%	3%	**	**	**	2%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	1	1	**	**	**	1
	*%	*%	1%	**	**	*%	1%	*%	1%	1%	*%	**	**	**	1%
SUMMARY															
DAILY	84	83	78	**	**	84	82	84	78	56	84	**	**	**	69
	41%	42%	41%	**	**	41%	43%	41%	42%	49%	41%	**	**	**	46%
WEEKLY	174	171	164	**	**	174	164	174	163	106	174	**	**	**	133
	86%	86%	86%	**	**	86%	86%	86%	87%	93%	86%	**	**	**	90%
MONTHLY	195	192	183	**	**	195	185	195	182	113	195	**	**	**	145
	96%	96%	96%	**	**	96%	97%	96%	97%	98%	96%	**	**	**	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	102	60	40	13	36	34	8	11	34	25	15	28	85	9	6	2
Effective Weighted Sample	90	51	37	12	32	30	7	11	29	24	13	24	80	8	6	2
Total	127	70	55	19	45	34	13	17	37	38	17	34	117	7	2	*
At least daily	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	113	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	123	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	102	100	2	70	30	62	38	34	31	26	62	79	22
Effective Weighted Sample	90	88	2	61	27	53	35	29	27	22	53	69	20
Total	127	124	3	84	40	73	51	39	38	31	73	97	28
At least daily	40	38	**	**	**	**	**	**	**	**	**	**	**
	31%	31%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	73	72	**	**	**	**	**	**	**	**	**	**	**
	58%	58%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	10	10	**	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**	**	**
Less often	2	2	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	2	2	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	40	38	**	**	**	**	**	**	**	**	**	**	**
	31%	31%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	113	110	**	**	**	**	**	**	**	**	**	**	**
	89%	89%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	123	120	**	**	**	**	**	**	**	**	**	**	**
	97%	97%	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	~d	e	~f	~a	~b	~c
Unweighted row	102	88	85	17	14	102	93	102	84	30	102	-	2	26	74
Effective Weighted Sample	90	77	74	16	13	90	81	90	74	25	90	-	2	24	64
Total	127	105	100	27	22	127	115	127	105	30	127	-	3	35	89
At least daily	40	**	**	**	**	40	**	40	**	**	40	**	**	**	**
	31%	**	**	**	**	31%	**	31%	**	**	31%	**	**	**	**
At least weekly	73	**	**	**	**	73	**	73	**	**	73	**	**	**	**
	58%	**	**	**	**	58%	**	58%	**	**	58%	**	**	**	**
At least monthly	10	**	**	**	**	10	**	10	**	**	10	**	**	**	**
	8%	**	**	**	**	8%	**	8%	**	**	8%	**	**	**	**
Less often	2	**	**	**	**	2	**	2	**	**	2	**	**	**	**
	2%	**	**	**	**	2%	**	2%	**	**	2%	**	**	**	**
Don t know/ can t remember	2	**	**	**	**	2	**	2	**	**	2	**	**	**	**
	1%	**	**	**	**	1%	**	1%	**	**	1%	**	**	**	**
SUMMARY															
DAILY	40	**	**	**	**	40	**	40	**	**	40	**	**	**	**
	31%	**	**	**	**	31%	**	31%	**	**	31%	**	**	**	**
WEEKLY	113	**	**	**	**	113	**	113	**	**	113	**	**	**	**
	89%	**	**	**	**	89%	**	89%	**	**	89%	**	**	**	**
MONTHLY	123	**	**	**	**	123	**	123	**	**	123	**	**	**	**
	97%	**	**	**	**	97%	**	97%	**	**	97%	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	138	77	59	18	62	36	14	8	61	30	21	25	104	11	15	8
Effective Weighted Sample	116	64	50	15	53	31	13	7	51	25	18	21	97	10	14	8
Total	146	78	66	16	65	36	23	6	63	34	22	26	130	8	6	2
At least daily	51	**	**	**	**	**	**	**	**	**	**	**	42	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
At least weekly	69	**	**	**	**	**	**	**	**	**	**	**	67	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	51%	**	**	**
At least monthly	18	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
Less often	8	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don t know/ can t remember	*	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
SUMMARY																
DAILY	51	**	**	**	**	**	**	**	**	**	**	**	42	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
WEEKLY	120	**	**	**	**	**	**	**	**	**	**	**	108	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
MONTHLY	138	**	**	**	**	**	**	**	**	**	**	**	123	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	138	131	7	86	51	80	56	39	45	32	80	114	23
Effective Weighted Sample	116	109	7	72	43	66	48	32	37	26	66	96	20
Total	146	138	8	87	58	80	63	38	44	32	80	123	23
At least daily	51	49	**	**	**	**	**	**	**	**	**	45	**
	35%	35%	**	**	**	**	**	**	**	**	**	37%	**
At least weekly	69	65	**	**	**	**	**	**	**	**	**	55	**
	48%	47%	**	**	**	**	**	**	**	**	**	45%	**
At least monthly	18	18	**	**	**	**	**	**	**	**	**	16	**
	12%	13%	**	**	**	**	**	**	**	**	**	13%	**
Less often	8	6	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	5%	**
Don t know/ can t remember	*	*	**	**	**	**	**	**	**	**	**	-	**
	*%	*%	**	**	**	**	**	**	**	**	**	-%	**
SUMMARY													
DAILY	51	49	**	**	**	**	**	**	**	**	**	45	**
	35%	35%	**	**	**	**	**	**	**	**	**	37%	**
WEEKLY	120	114	**	**	**	**	**	**	**	**	**	100	**
	83%	82%	**	**	**	**	**	**	**	**	**	82%	**
MONTHLY	138	132	**	**	**	**	**	**	**	**	**	116	**
	95%	95%	**	**	**	**	**	**	**	**	**	95%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	138	138	134	4	-	138	129	138	111	56	138	-	11	27	100
Effective Weighted Sample	116	116	113	3	-	116	108	116	94	48	116	-	9	23	84
Total	146	146	142	4	-	146	135	146	119	63	146	-	12	28	106
At least daily	51	51	51	**	**	51	50	51	44	**	51	**	**	**	41
	35%	35%	36%	**	**	35%	37%	35%	37%	**	35%	**	**	**	38%
At least weekly	69	69	66	**	**	69	63	69	59	**	69	**	**	**	52
	48%	48%	46%	**	**	48%	47%	48%	50%	**	48%	**	**	**	49%
At least monthly	18	18	18	**	**	18	17	18	12	**	18	**	**	**	9
	12%	12%	12%	**	**	12%	13%	12%	10%	**	12%	**	**	**	9%
Less often	8	8	8	**	**	8	5	8	3	**	8	**	**	**	3
	5%	5%	5%	**	**	5%	4%	5%	3%	**	5%	**	**	**	3%
Don t know/ can t remember	*	*	-	**	**	*	*	*	-	**	*	**	**	**	*
	*%	*%	-%	**	**	*%	*%	*%	-%	**	*%	**	**	**	*%
SUMMARY															
DAILY	51	51	51	**	**	51	50	51	44	**	51	**	**	**	41
	35%	35%	36%	**	**	35%	37%	35%	37%	**	35%	**	**	**	38%
WEEKLY	120	120	117	**	**	120	113	120	103	**	120	**	**	**	92
	83%	83%	82%	**	**	83%	83%	83%	87%	**	83%	**	**	**	87%
MONTHLY	138	138	134	**	**	138	130	138	115	**	138	**	**	**	102
	95%	95%	95%	**	**	95%	96%	95%	97%	**	95%	**	**	**	96%

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

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

A9l. How often in the past 3 months have you listened to BBC Radio 4 Extra?
Base: Those who have personally listened to BBC Radio 4 Extra in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	125	76	48	11	42	24	9	39	64	20	18	22	88	13	14	10
Effective Weighted Sample	106	64	40	9	37	20	8	32	54	17	15	19	83	12	12	10
Total	125	76	49	11	48	23	10	33	66	21	16	20	107	9	6	3
At least daily	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	108	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	120	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

A9l. How often in the past 3 months have you listened to BBC Radio 4 Extra?
Base: Those who have personally listened to BBC Radio 4 Extra in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	125	102	23	66	57	61	62	36	35	19	61	89	36
Effective Weighted Sample	106	89	19	57	47	52	52	30	31	17	52	77	29
Total	125	110	15	71	52	65	58	35	38	21	65	95	30
At least daily	52	46	**	**	**	**	**	**	**	**	**	**	**
	42%	42%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	55	48	**	**	**	**	**	**	**	**	**	**	**
	44%	44%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	13	12	**	**	**	**	**	**	**	**	**	**	**
	10%	11%	**	**	**	**	**	**	**	**	**	**	**
Less often	5	4	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	52	46	**	**	**	**	**	**	**	**	**	**	**
	42%	42%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	108	94	**	**	**	**	**	**	**	**	**	**	**
	86%	85%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	120	106	**	**	**	**	**	**	**	**	**	**	**
	96%	96%	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	125	120	107	18	5	125	121	125	113	68	125	-	7	18	100
Effective Weighted Sample	106	101	89	16	5	106	102	106	95	57	106	-	7	14	85
Total	125	120	107	19	6	125	120	125	114	68	125	-	8	16	102
At least daily	52	48	40	**	**	52	49	52	47	**	52	**	**	**	44
	42%	40%	38%	**	**	42%	41%	42%	41%	**	42%	**	**	**	44%
At least weekly	55	54	49	**	**	55	53	55	52	**	55	**	**	**	47
	44%	45%	46%	**	**	44%	44%	44%	45%	**	44%	**	**	**	46%
At least monthly	13	13	13	**	**	13	13	13	11	**	13	**	**	**	6
	10%	11%	12%	**	**	10%	11%	10%	10%	**	10%	**	**	**	6%
Less often	5	5	5	**	**	5	5	5	4	**	5	**	**	**	5
	4%	4%	5%	**	**	4%	4%	4%	4%	**	4%	**	**	**	4%
SUMMARY															
DAILY	52	48	40	**	**	52	49	52	47	**	52	**	**	**	44
	42%	40%	38%	**	**	42%	41%	42%	41%	**	42%	**	**	**	44%
WEEKLY	108	102	89	**	**	108	102	108	98	**	108	**	**	**	91
	86%	85%	83%	**	**	86%	85%	86%	86%	**	86%	**	**	**	90%
MONTHLY	120	115	102	**	**	120	115	120	110	**	120	**	**	**	97
	96%	96%	95%	**	**	96%	96%	96%	96%	**	96%	**	**	**	96%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	156	48	14	55	52	21	64	94	33	34	45	143	32	15	16
Effective Weighted Sample	174	131	41	13	47	43	19	54	77	29	31	39	133	29	14	15
Total	206	154	51	13	63	46	27	58	94	38	32	43	172	24	6	5
At least daily	52	38	**	**	**	**	**	**	**	**	**	**	45	**	**	**
	25%	25%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
At least weekly	118	88	**	**	**	**	**	**	**	**	**	**	96	**	**	**
	57%	57%	**	**	**	**	**	**	**	**	**	**	56%	**	**	**
At least monthly	27	21	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	13%	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
Less often	10	6	**	**	**	**	**	**	**	**	**	**	8	**	**	**
	5%	4%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
SUMMARY																
DAILY	52	38	**	**	**	**	**	**	**	**	**	**	45	**	**	**
	25%	25%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
WEEKLY	170	126	**	**	**	**	**	**	**	**	**	**	142	**	**	**
	82%	82%	**	**	**	**	**	**	**	**	**	**	82%	**	**	**
MONTHLY	197	147	**	**	**	**	**	**	**	**	**	**	164	**	**	**
	95%	96%	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	206	176	30	99	106	91	114	42	44	44	91	150	56
Effective Weighted Sample	174	149	26	82	91	75	98	33	35	36	75	126	47
Total	206	182	25	100	106	90	115	39	40	44	90	153	54
At least daily	52	50	**	**	19	**	20	**	**	**	**	42	**
	25%	28%	**	**	18%	**	18%	**	**	**	**	28%	**
At least weekly	118	99	**	**	64	**	67	**	**	**	**	85	**
	57%	55%	**	**	60%	**	58%	**	**	**	**	55%	**
At least monthly	27	23	**	**	15	**	21	**	**	**	**	19	**
	13%	13%	**	**	14%	**	18%	**	**	**	**	12%	**
Less often	10	9	**	**	8	**	8	**	**	**	**	7	**
	5%	5%	**	**	7%	**	7%	**	**	**	**	5%	**
SUMMARY													
DAILY	52	50	**	**	19	**	20	**	**	**	**	42	**
	25%	28%	**	**	18%	**	18%	**	**	**	**	28%	**
WEEKLY	170	149	**	**	83	**	87	**	**	**	**	127	**
	82%	82%	**	**	78%	**	75%	**	**	**	**	83%	**
MONTHLY	197	172	**	**	98	**	107	**	**	**	**	145	**
	95%	95%	**	**	93%	**	93%	**	**	**	**	95%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	206	193	181	25	13	206	201	206	183	88	206	-	10	32	164
Effective Weighted Sample	174	162	152	22	12	174	169	174	153	75	174	-	8	26	139
Total	206	194	183	23	13	206	202	206	183	91	206	-	9	29	169
At least daily	52	50	47	**	**	52	52	52	50	**	52	**	**	**	46
	25%	26%	26%	**	**	25%	26%	25%	27%	**	25%	**	**	**	27%
At least weekly	118	108	102	**	**	118	116	118	103	**	118	**	**	**	100
	57%	56%	56%	**	**	57%	57%	57%	56%	**	57%	**	**	**	59%
At least monthly	27	27	26	**	**	27	26	27	21	**	27	**	**	**	17
	13%	14%	14%	**	**	13%	13%	13%	12%	**	13%	**	**	**	10%
Less often	10	9	8	**	**	10	8	10	9	**	10	**	**	**	6
	5%	5%	5%	**	**	5%	4%	5%	5%	**	5%	**	**	**	3%
SUMMARY															
DAILY	52	50	47	**	**	52	52	52	50	**	52	**	**	**	46
	25%	26%	26%	**	**	25%	26%	25%	27%	**	25%	**	**	**	27%
WEEKLY	170	158	149	**	**	170	168	170	153	**	170	**	**	**	146
	82%	81%	82%	**	**	82%	83%	82%	83%	**	82%	**	**	**	87%
MONTHLY	197	185	175	**	**	197	194	197	174	**	197	**	**	**	163
	95%	95%	95%	**	**	95%	96%	95%	95%	**	95%	**	**	**	97%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	154	94	57	10	52	39	15	38	87	25	21	21	116	15	11	12
Effective Weighted Sample	130	79	49	9	43	35	14	31	73	21	19	18	108	14	11	12
Total	169	105	60	13	55	42	23	36	92	31	23	23	149	12	4	4
At least daily	67	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
At least weekly	74	**	**	**	**	**	**	**	**	**	**	**	72	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	49%	**	**	**
At least monthly	19	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
Less often	9	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
SUMMARY																
DAILY	67	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
WEEKLY	141	**	**	**	**	**	**	**	**	**	**	**	125	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	84%	**	**	**
MONTHLY	160	**	**	**	**	**	**	**	**	**	**	**	141	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	154	137	17	85	69	80	74	37	46	33	80	121	30
Effective Weighted Sample	130	117	13	73	58	69	62	32	38	29	69	103	25
Total	169	154	15	94	74	88	81	39	48	39	88	137	30
At least daily	67	62	**	**	**	**	**	**	**	**	**	56	**
	39%	40%	**	**	**	**	**	**	**	**	**	41%	**
At least weekly	74	68	**	**	**	**	**	**	**	**	**	60	**
	44%	44%	**	**	**	**	**	**	**	**	**	44%	**
At least monthly	19	16	**	**	**	**	**	**	**	**	**	14	**
	11%	10%	**	**	**	**	**	**	**	**	**	10%	**
Less often	9	8	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	5%	**
SUMMARY													
DAILY	67	62	**	**	**	**	**	**	**	**	**	56	**
	39%	40%	**	**	**	**	**	**	**	**	**	41%	**
WEEKLY	141	130	**	**	**	**	**	**	**	**	**	117	**
	83%	84%	**	**	**	**	**	**	**	**	**	85%	**
MONTHLY	160	146	**	**	**	**	**	**	**	**	**	131	**
	95%	95%	**	**	**	**	**	**	**	**	**	95%	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	154	144	136	18	10	154	149	154	138	79	154	-	2	25	127
Effective Weighted Sample	130	121	114	17	9	130	126	130	117	66	130	-	2	21	107
Total	169	155	145	24	14	169	161	169	150	79	169	-	2	27	139
At least daily	67	63	58	**	**	67	64	67	61	**	67	**	**	**	58
	39%	41%	40%	**	**	39%	40%	39%	41%	**	39%	**	**	**	41%
At least weekly	74	67	64	**	**	74	73	74	66	**	74	**	**	**	59
	44%	43%	44%	**	**	44%	45%	44%	44%	**	44%	**	**	**	43%
At least monthly	19	17	17	**	**	19	18	19	16	**	19	**	**	**	14
	11%	11%	12%	**	**	11%	11%	11%	11%	**	11%	**	**	**	10%
Less often	9	7	6	**	**	9	7	9	6	**	9	**	**	**	8
	5%	5%	4%	**	**	5%	4%	5%	4%	**	5%	**	**	**	6%
SUMMARY															
DAILY	67	63	58	**	**	67	64	67	61	**	67	**	**	**	58
	39%	41%	40%	**	**	39%	40%	39%	41%	**	39%	**	**	**	41%
WEEKLY	141	130	122	**	**	141	136	141	128	**	141	**	**	**	117
	83%	84%	84%	**	**	83%	85%	83%	85%	**	83%	**	**	**	84%
MONTHLY	160	148	139	**	**	160	154	160	143	**	160	**	**	**	131
	95%	95%	96%	**	**	95%	96%	95%	96%	**	95%	**	**	**	94%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	177	97	77	10	37	26	13	91	74	32	33	38	176	1	-	-
Effective Weighted Sample	164	90	71	9	34	25	13	85	68	31	31	36	163	1	-	-
Total	211	112	96	13	44	28	21	106	85	46	38	42	211	1	-	-
At least daily	90	**	**	**	**	**	**	**	**	**	**	**	90	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
At least weekly	93	**	**	**	**	**	**	**	**	**	**	**	93	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	44%	**	**	**
At least monthly	21	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
Less often	6	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
SUMMARY																
DAILY	90	**	**	**	**	**	**	**	**	**	**	**	90	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
WEEKLY	184	**	**	**	**	**	**	**	**	**	**	**	183	**	**	**
	87%	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
MONTHLY	205	**	**	**	**	**	**	**	**	**	**	**	204	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	97%	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	~a	~b
Unweighted row	177	143	34	63	113	58	118	25	29	24	58	98	74
Effective Weighted Sample	164	134	31	58	105	53	110	23	27	23	53	90	69
Total	211	178	33	75	135	68	142	30	31	30	68	120	87
At least daily	90	78	**	**	61	**	64	**	**	**	**	**	**
	43%	44%	**	**	45%	**	45%	**	**	**	**	**	**
At least weekly	93	77	**	**	55	**	59	**	**	**	**	**	**
	44%	43%	**	**	41%	**	41%	**	**	**	**	**	**
At least monthly	21	18	**	**	17	**	17	**	**	**	**	**	**
	10%	10%	**	**	12%	**	12%	**	**	**	**	**	**
Less often	6	5	**	**	2	**	2	**	**	**	**	**	**
	3%	3%	**	**	2%	**	2%	**	**	**	**	**	**
SUMMARY													
DAILY	90	78	**	**	61	**	64	**	**	**	**	**	**
	43%	44%	**	**	45%	**	45%	**	**	**	**	**	**
WEEKLY	184	155	**	**	116	**	123	**	**	**	**	**	**
	87%	87%	**	**	86%	**	87%	**	**	**	**	**	**
MONTHLY	205	173	**	**	133	**	140	**	**	**	**	**	**
	97%	97%	**	**	98%	**	98%	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	177	146	121	56	31	177	172	177	125	67	177	-	14	27	136
Effective Weighted Sample	164	135	112	52	29	164	159	164	116	62	164	-	13	25	126
Total	211	172	143	68	40	211	205	211	146	76	211	-	16	29	166
At least daily	90	66	52	**	**	90	90	90	55	**	90	**	**	**	70
	43%	38%	36%	**	**	43%	44%	43%	38%	**	43%	**	**	**	42%
At least weekly	93	81	70	**	**	93	89	93	70	**	93	**	**	**	77
	44%	47%	49%	**	**	44%	43%	44%	48%	**	44%	**	**	**	46%
At least monthly	21	21	18	**	**	21	20	21	17	**	21	**	**	**	17
	10%	12%	12%	**	**	10%	10%	10%	11%	**	10%	**	**	**	10%
Less often	6	4	4	**	**	6	6	6	3	**	6	**	**	**	2
	3%	2%	3%	**	**	3%	3%	3%	2%	**	3%	**	**	**	1%
SUMMARY															
DAILY	90	66	52	**	**	90	90	90	55	**	90	**	**	**	70
	43%	38%	36%	**	**	43%	44%	43%	38%	**	43%	**	**	**	42%
WEEKLY	184	146	122	**	**	184	179	184	126	**	184	**	**	**	147
	87%	85%	85%	**	**	87%	87%	87%	86%	**	87%	**	**	**	88%
MONTHLY	205	168	139	**	**	205	199	205	142	**	205	**	**	**	164
	97%	98%	97%	**	**	97%	97%	97%	98%	**	97%	**	**	**	99%

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	82	63	19	6	12	13	14	37	31	22	18	11	-	82	-	-
Effective Weighted Sample	76	58	18	6	12	12	13	35	30	20	17	10	-	76	-	-
Total	60	46	13	4	9	8	14	25	21	18	12	9	-	60	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	82	75	7	21	60	20	61	9	11	10	20	61	19
Effective Weighted Sample	76	69	7	19	56	18	57	9	11	9	18	56	18
Total	60	55	4	15	44	14	45	6	7	7	14	45	13
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 70

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	82	71	58	24	11	82	78	82	58	35	82	-	4	15	63
Effective Weighted Sample	76	65	53	23	11	76	72	76	54	32	76	-	4	14	58
Total	60	51	41	18	9	60	57	60	42	26	60	-	3	12	45
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	5	3	2	1	1	-	2	1	-	3	2	-	-	5	-	-
Effective Weighted Sample	5	3	2	1	1	-	2	1	-	3	2	-	-	5	-	-
Total	5	3	2	1	1	-	2	1	-	3	1	-	-	5	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	5	5	-	2	3	1	4	-	1	-	1	5	-
Effective Weighted Sample	5	5	-	2	3	1	4	-	1	-	1	5	-
Total	5	5	-	2	3	1	4	-	1	-	1	5	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 71

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
Effective Weighted Sample	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
Total	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	63	32	31	3	7	9	7	37	23	14	13	13	-	-	63	-
Effective Weighted Sample	59	31	28	3	7	9	7	36	22	14	12	13	-	-	59	-
Total	27	13	14	1	3	3	4	15	9	6	7	6	-	-	27	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	63	55	8	14	49	11	52	4	4	7	11	33	27
Effective Weighted Sample	59	51	8	12	47	9	50	4	4	6	9	30	26
Total	27	24	3	6	21	5	22	1	1	3	5	15	11
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 72

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	63	55	48	15	8	63	61	63	39	19	63	-	2	10	51
Effective Weighted Sample	59	51	44	15	8	59	57	59	36	17	59	-	2	10	47
Total	27	23	20	7	4	27	26	27	17	8	27	-	1	4	22
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	19	7	12	-	3	2	3	11	8	2	5	4	-	-	19	-
Effective Weighted Sample	17	7	11	-	3	2	3	11	8	2	5	4	-	-	17	-
Total	8	3	6	-	1	1	2	4	3	1	3	2	-	-	8	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	19	14	5	7	12	6	13	3	3	5	6	7	11
Effective Weighted Sample	17	12	5	6	12	5	13	3	3	4	5	6	11
Total	8	6	2	4	5	3	5	1	1	3	3	4	4
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	19	15	11	8	4	19	17	19	12	7	19	-	-	2	17
Effective Weighted Sample	17	13	9	8	4	17	15	17	10	6	17	-	-	2	15
Total	8	7	5	3	2	8	8	8	5	3	8	-	-	1	7
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	d
Unweighted row	125	68	57	2	8	17	12	86	38	22	25	40	-	-	-	125
Effective Weighted Sample	119	65	54	2	8	16	12	83	37	21	25	39	-	-	-	119
Total	37	19	17	1	2	5	4	25	11	7	9	10	-	-	-	37
At least daily	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62%
At least weekly	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23%
At least monthly	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12%
Less often	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%
SUMMARY																
DAILY	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62%
WEEKLY	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	85%
MONTHLY	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35
	97%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	97%

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

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

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	b	~a	~b	~c	~d	~a	~b
Unweighted row	125	84	41	27	98	25	100	10	13	10	25	67	57
Effective Weighted Sample	119	81	40	26	93	24	95	10	13	10	24	64	55
Total	37	23	14	8	29	7	29	3	3	3	7	20	16
At least daily	23	**	**	**	**	**	21	**	**	**	**	**	**
	62%	**	**	**	**	**	72%	**	**	**	**	**	**
At least weekly	8	**	**	**	**	**	6	**	**	**	**	**	**
	23%	**	**	**	**	**	19%	**	**	**	**	**	**
At least monthly	4	**	**	**	**	**	2	**	**	**	**	**	**
	12%	**	**	**	**	**	7%	**	**	**	**	**	**
Less often	1	**	**	**	**	**	*	**	**	**	**	**	**
	3%	**	**	**	**	**	2%	**	**	**	**	**	**
SUMMARY													
DAILY	23	**	**	**	**	**	21	**	**	**	**	**	**
	62%	**	**	**	**	**	72%	**	**	**	**	**	**
WEEKLY	31	**	**	**	**	**	27	**	**	**	**	**	**
	85%	**	**	**	**	**	91%	**	**	**	**	**	**
MONTHLY	35	**	**	**	**	**	29	**	**	**	**	**	**
	97%	**	**	**	**	**	98%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 74

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?
Base: Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	e	a	b	~c	~d	e	~f	~a	~b	~c
Unweighted row	125	94	81	44	31	125	115	125	73	29	125	-	13	14	98
Effective Weighted Sample	119	89	77	43	30	119	110	119	69	28	119	-	13	13	93
Total	37	27	23	13	9	37	33	37	22	9	37	-	4	4	29
At least daily	23	**	**	**	**	23	21	23	**	**	23	**	**	**	**
	62%	**	**	**	**	62%	62%	62%	**	**	62%	**	**	**	**
At least weekly	8	**	**	**	**	8	7	8	**	**	8	**	**	**	**
	23%	**	**	**	**	23%	22%	23%	**	**	23%	**	**	**	**
At least monthly	4	**	**	**	**	4	4	4	**	**	4	**	**	**	**
	12%	**	**	**	**	12%	13%	12%	**	**	12%	**	**	**	**
Less often	1	**	**	**	**	1	1	1	**	**	1	**	**	**	**
	3%	**	**	**	**	3%	3%	3%	**	**	3%	**	**	**	**
SUMMARY															
DAILY	23	**	**	**	**	23	21	23	**	**	23	**	**	**	**
	62%	**	**	**	**	62%	62%	62%	**	**	62%	**	**	**	**
WEEKLY	31	**	**	**	**	31	28	31	**	**	31	**	**	**	**
	85%	**	**	**	**	85%	85%	85%	**	**	85%	**	**	**	**
MONTHLY	35	**	**	**	**	35	33	35	**	**	35	**	**	**	**
	97%	**	**	**	**	97%	97%	97%	**	**	97%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?
Base: Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	16	8	8	-	3	3	1	9	7	4	3	2	-	-	-	16
Effective Weighted Sample	15	8	8	-	3	3	1	9	7	4	3	2	-	-	-	15
Total	5	2	3	-	1	1	*	3	2	1	1	*	-	-	-	5
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?
Base: Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	16	8	8	5	11	5	11	2	2	3	5	12	4
Effective Weighted Sample	15	8	8	5	11	5	11	2	2	3	5	11	4
Total	5	2	3	1	4	1	4	*	1	1	1	4	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?
Base: Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	16	15	14	2	1	16	15	16	11	9	16	-	-	2	14
Effective Weighted Sample	15	14	13	2	1	15	14	15	11	9	15	-	-	2	13
Total	5	5	4	1	*	5	5	5	4	3	5	-	-	1	4
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?
Base: Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	b	c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted row	511	411	98	30	140	124	58	159	210	115	108	77	353	59	46	53
Effective Weighted Sample	418	337	80	25	120	101	46	132	170	94	90	65	325	56	42	51
Total	503	398	102	29	147	107	73	147	205	125	98	73	428	40	19	16
At least daily	214	174	**	**	71	54	**	46	95	52	38	**	182	**	**	**
	43%	44%	**	**	48% e	51% e	**	32%	46%	41%	39%	**	42%	**	**	**
At least weekly	226	182	**	**	54	45	**	73	86	59	46	**	191	**	**	**
	45%	46%	**	**	37%	42%	**	50%	42%	47%	47%	**	45%	**	**	**
At least monthly	40	31	**	**	12	5	**	18	17	9	9	**	34	**	**	**
	8%	8%	**	**	8%	5%	**	12%	8%	7%	9%	**	8%	**	**	**
Less often	21	12	**	**	9	3	**	7	6	6	4	**	19	**	**	**
	4%	3%	**	**	6%	3%	**	5%	3%	5%	4%	**	4%	**	**	**
Don t know/ can t remember	3	-	**	**	1	-	**	2	2	-	1	**	3	**	**	**
	1%	-%	**	**	1%	-%	**	1%	1%	-%	1%	**	1%	**	**	**
SUMMARY																
DAILY	214	174	**	**	71	54	**	46	95	52	38	**	182	**	**	**
	43%	44%	**	**	48% e	51% e	**	32%	46%	41%	39%	**	42%	**	**	**
WEEKLY	440	356	**	**	125	99	**	120	181	111	84	**	373	**	**	**
	87%	89%	**	**	85%	93%	**	82%	88%	88%	86%	**	87%	**	**	**
MONTHLY	479	386	**	**	137	104	**	138	197	120	93	**	407	**	**	**
	95%	97%	**	**	93%	97%	**	94%	96%	95%	95%	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?
Base: Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	511	447	64	215	291	206	300	78	113	95	206	402	105
Effective Weighted Sample	418	373	50	174	240	167	247	64	91	77	167	325	90
Total	503	461	42	210	287	200	296	75	101	94	200	397	102
At least daily	214	199	**	108	103	103	108	**	56	**	103	183	27
	43%	43%	**	51% b	36%	52% b	36%	**	56%	**	52%	46% b	26%
At least weekly	226	206	**	82	143	79	146	**	38	**	79	171	55
	45%	45%	**	39%	50%	39%	49%	**	38%	**	39%	43%	54%
At least monthly	40	34	**	15	22	15	22	**	6	**	15	26	13
	8%	7%	**	7%	8%	8%	8%	**	6%	**	8%	7%	13%
Less often	21	21	**	4	17	2	19	**	-	**	2	14	7
	4%	5%	**	2%	6%	1%	6% a	**	-%	**	1%	4%	7%
Don t know/ can t remember	3	1	**	1	2	1	2	**	1	**	1	3	-
	1%	*%	**	*%	1%	*%	1%	**	1%	**	*%	1%	-%
SUMMARY													
DAILY	214	199	**	108	103	103	108	**	56	**	103	183	27
	43%	43%	**	51% b	36%	52% b	36%	**	56%	**	52%	46% b	26%
WEEKLY	440	406	**	190	245	182	253	**	94	**	182	354	82
	87%	88%	**	91%	86%	91%	85%	**	93%	**	91%	89%	80%
MONTHLY	479	439	**	205	268	198	275	**	100	**	198	380	95
	95%	95%	**	98%	93%	99% b	93%	**	99%	**	99%	96%	93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?
Base: Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	511	488	449	62	23	511	471	440	399	173	495	16	53	81	377
Effective Weighted Sample	418	399	367	51	19	418	387	362	329	140	406	13	42	66	311
Total	503	479	441	62	24	503	463	427	391	164	483	19	55	81	367
At least daily	214	205	193	**	**	214	197	182	170	75	203	**	**	**	164
	43%	43%	44%	**	**	43%	43%	43%	43%	46%	42%	**	**	**	45%
At least weekly	226	211	193	**	**	226	206	191	174	63	217	**	**	**	162
	45%	44%	44%	**	**	45%	45%	45%	44%	38%	45%	**	**	**	44%
At least monthly	40	39	35	**	**	40	37	35	28	16	39	**	**	**	28
	8%	8%	8%	**	**	8%	8%	8%	7%	9%	8%	**	**	**	8%
Less often	21	21	18	**	**	21	20	17	17	11	21	**	**	**	13
	4%	4%	4%	**	**	4%	4%	4%	4%	6%	4%	**	**	**	3%
Don t know/ can t remember	3	3	3	**	**	3	3	1	3	-	3	**	**	**	-
	1%	1%	1%	**	**	1%	1%	*%	1%	-%	1%	**	**	**	-%
SUMMARY															
DAILY	214	205	193	**	**	214	197	182	170	75	203	**	**	**	164
	43%	43%	44%	**	**	43%	43%	43%	43%	46%	42%	**	**	**	45%
WEEKLY	440	416	386	**	**	440	403	373	344	138	421	**	**	**	327
	87%	87%	87%	**	**	87%	87%	87%	88%	84%	87%	**	**	**	89%
MONTHLY	479	455	421	**	**	479	440	408	372	154	460	**	**	**	355
	95%	95%	95%	**	**	95%	95%	96%	95%	94%	95%	**	**	**	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?
Base: Those who have personally listened to talkRADIO in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	204	135	64	18	65	51	27	43	101	27	43	33	147	24	21	12
Effective Weighted Sample	171	111	56	16	57	43	24	35	85	23	37	26	137	22	21	11
Total	211	133	73	20	72	45	38	35	102	27	50	31	182	17	8	4
At least daily	75	43	**	**	**	**	**	**	30	**	**	**	64	**	**	**
	36%	32%	**	**	**	**	**	**	30%	**	**	**	35%	**	**	**
At least weekly	105	70	**	**	**	**	**	**	57	**	**	**	93	**	**	**
	50%	53%	**	**	**	**	**	**	56%	**	**	**	51%	**	**	**
At least monthly	24	16	**	**	**	**	**	**	12	**	**	**	19	**	**	**
	11%	12%	**	**	**	**	**	**	12%	**	**	**	10%	**	**	**
Less often	6	3	**	**	**	**	**	**	3	**	**	**	5	**	**	**
	3%	3%	**	**	**	**	**	**	3%	**	**	**	3%	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	-%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	75	43	**	**	**	**	**	**	30	**	**	**	64	**	**	**
	36%	32%	**	**	**	**	**	**	30%	**	**	**	35%	**	**	**
WEEKLY	180	113	**	**	**	**	**	**	88	**	**	**	158	**	**	**
	85%	85%	**	**	**	**	**	**	86%	**	**	**	86%	**	**	**
MONTHLY	204	129	**	**	**	**	**	**	100	**	**	**	177	**	**	**
	97%	97%	**	**	**	**	**	**	97%	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?
Base: Those who have personally listened to talkRADIO in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	204	179	25	101	102	92	110	49	46	32	92	163	36
Effective Weighted Sample	171	151	20	85	85	77	92	41	38	26	77	137	31
Total	211	187	24	105	105	95	114	49	45	32	95	171	34
At least daily	75	63	**	34	40	**	42	**	**	**	**	63	**
	36%	34%	**	33%	38%	**	37%	**	**	**	**	37%	**
At least weekly	105	94	**	55	49	**	52	**	**	**	**	86	**
	50%	50%	**	53%	47%	**	46%	**	**	**	**	51%	**
At least monthly	24	23	**	12	12	**	13	**	**	**	**	18	**
	11%	12%	**	11%	11%	**	12%	**	**	**	**	10%	**
Less often	6	6	**	3	3	**	5	**	**	**	**	4	**
	3%	3%	**	3%	3%	**	4%	**	**	**	**	3%	**
Don t know/ can t remember	1	1	**	-	1	**	1	**	**	**	**	-	**
	1%	1%	**	-%	1%	**	1%	**	**	**	**	-%	**
SUMMARY													
DAILY	75	63	**	34	40	**	42	**	**	**	**	63	**
	36%	34%	**	33%	38%	**	37%	**	**	**	**	37%	**
WEEKLY	180	158	**	89	90	**	95	**	**	**	**	149	**
	85%	84%	**	85%	85%	**	83%	**	**	**	**	87%	**
MONTHLY	204	180	**	101	101	**	108	**	**	**	**	167	**
	97%	96%	**	97%	96%	**	95%	**	**	**	**	97%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?
Base: Those who have personally listened to talkRADIO in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	204	202	186	18	2	204	192	179	161	83	198	6	31	34	139
Effective Weighted Sample	171	169	158	13	2	171	161	150	136	69	166	6	26	29	116
Total	211	208	195	15	3	211	196	178	164	80	201	10	35	36	139
At least daily	75	75	75	**	**	75	66	55	54	**	67	**	**	**	47
	36%	36%	38%	**	**	36%	34%	31%	33%	**	33%	**	**	**	34%
At least weekly	105	101	93	**	**	105	103	96	86	**	103	**	**	**	74
	50%	49%	48%	**	**	50%	53%	54%	53%	**	51%	**	**	**	53%
At least monthly	24	24	20	**	**	24	21	20	19	**	24	**	**	**	15
	11%	11%	10%	**	**	11%	11%	11%	11%	**	12%	**	**	**	10%
Less often	6	6	6	**	**	6	5	6	4	**	6	**	**	**	4
	3%	3%	3%	**	**	3%	2%	3%	2%	**	3%	**	**	**	3%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
SUMMARY															
DAILY	75	75	75	**	**	75	66	55	54	**	67	**	**	**	47
	36%	36%	38%	**	**	36%	34%	31%	33%	**	33%	**	**	**	34%
WEEKLY	180	177	168	**	**	180	169	151	140	**	170	**	**	**	121
	85%	85%	86%	**	**	85%	86%	85%	86%	**	85%	**	**	**	87%
MONTHLY	204	201	188	**	**	204	190	172	159	**	194	**	**	**	135
	97%	97%	96%	**	**	97%	97%	96%	97%	**	96%	**	**	**	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?
Base: Those who have personally listened to Classic FM in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	547	270	270	57	124	100	54	212	243	126	68	109	414	53	49	31
Effective Weighted Sample	462	225	231	46	107	87	48	180	210	106	56	94	384	49	47	29
Total	593	283	303	57	130	103	82	222	248	157	66	120	526	38	20	9
At least daily	201	94	105	**	42	37	**	87	85	47	**	45	177	**	**	**
	34%	33%	35%	**	33%	36%	**	39%	34%	30%	**	38%	34%	**	**	**
At least weekly	299	156	143	**	67	47	**	108	129	85	**	55	267	**	**	**
	50%	55%	47%	**	51%	46%	**	49%	52%	54%	**	46%	51%	**	**	**
At least monthly	59	21	33	**	13	11	**	16	28	12	**	11	53	**	**	**
	10%	8%	11%	**	10%	10%	**	7%	11%	8%	**	9%	10%	**	**	**
Less often	33	11	20	**	7	8	**	11	5	13	**	9	28	**	**	**
	6%	4%	7%	**	5%	8%	**	5%	2%	8%	**	8%	5%	**	**	**
Don t know/ can t remember	2	1	1	**	1	-	**	-	2	-	**	-	2	**	**	**
	*%	*%	*%	**	1%	-%	**	-%	1%	-%	**	-%	*%	**	**	**
SUMMARY																
DAILY	201	94	105	**	42	37	**	87	85	47	**	45	177	**	**	**
	34%	33%	35%	**	33%	36%	**	39%	34%	30%	**	38%	34%	**	**	**
WEEKLY	500	250	249	**	109	84	**	194	213	132	**	100	444	**	**	**
	84%	88%	82%	**	84%	82%	**	88%	86%	84%	**	83%	84%	**	**	**
MONTHLY	559	271	282	**	122	95	**	211	241	145	**	111	497	**	**	**
	94%	96%	93%	**	94%	92%	**	95%	97%	92%	**	92%	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?
Base: Those who have personally listened to Classic FM in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	547	467	80	212	330	193	349	89	103	79	193	359	180
Effective Weighted Sample	462	395	69	181	277	165	293	76	89	66	165	303	153
Total	593	516	77	231	354	209	376	90	108	86	209	400	185
At least daily	201	182	**	70	128	64	134	**	39	**	64	131	65
	34%	35%	**	30%	36%	30%	36%	**	36%	**	30%	33%	35%
At least weekly	299	254	**	129	166	118	177	**	55	**	118	211	86
	50%	49%	**	56%	47%	56%	47%	**	51%	**	56%	53%	47%
At least monthly	59	49	**	19	38	16	41	**	9	**	16	35	23
	10%	10%	**	8%	11%	8%	11%	**	8%	**	8%	9%	12%
Less often	33	30	**	12	20	10	22	**	5	**	10	21	12
	6%	6%	**	5%	6%	5%	6%	**	5%	**	5%	5%	6%
Don t know/ can t remember	2	1	**	1	1	1	1	**	-	**	1	2	-
	*%	*%	**	*%	*%	*%	*%	**	-%	**	*%	*%	-%
SUMMARY													
DAILY	201	182	**	70	128	64	134	**	39	**	64	131	65
	34%	35%	**	30%	36%	30%	36%	**	36%	**	30%	33%	35%
WEEKLY	500	436	**	199	294	182	311	**	94	**	182	342	151
	84%	84%	**	86%	83%	87%	83%	**	87%	**	87%	86%	82%
MONTHLY	559	485	**	218	333	198	352	**	103	**	198	377	173
	94%	94%	**	94%	94%	95%	94%	**	95%	**	95%	94%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?
Base: Those who have personally listened to Classic FM in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	547	495	451	96	52	547	509	459	413	156	533	14	42	107	398
Effective Weighted Sample	462	415	379	84	48	462	430	390	347	132	451	12	34	92	337
Total	593	526	481	113	68	593	549	499	444	162	577	16	40	116	438
At least daily	201	167	148	**	**	201	187	163	142	59	192	**	**	38	149
	34%	32%	31%	**	**	34%	34%	33%	32%	36%	33%	**	**	33%	34%
At least weekly	299	269	251	**	**	299	278	255	229	76	291	**	**	51	232
	50%	51%	52%	**	**	50%	51%	51%	52%	47%	50%	**	**	44%	53%
At least monthly	59	56	49	**	**	59	56	51	44	14	59	**	**	19	32
	10%	11%	10%	**	**	10%	10%	10%	10%	9%	10%	**	**	16% c	7%
Less often	33	31	31	**	**	33	27	28	29	12	33	**	**	9	22
	6%	6%	6%	**	**	6%	5%	6%	6%	8%	6%	**	**	7%	5%
Don t know/ can t remember	2	2	2	**	**	2	2	2	1	1	2	**	**	-	2
	*%	*%	*%	**	**	*%	*%	*%	*%	*%	*%	**	**	-%	*%
SUMMARY															
DAILY	201	167	148	**	**	201	187	163	142	59	192	**	**	38	149
	34%	32%	31%	**	**	34%	34%	33%	32%	36%	33%	**	**	33%	34%
WEEKLY	500	436	399	**	**	500	465	418	371	135	484	**	**	88	382
	84%	83%	83%	**	**	84%	85%	84%	84%	83%	84%	**	**	76%	87%
MONTHLY	559	493	448	**	**	559	521	469	414	149	542	**	**	107	414
	94%	94%	93%	**	**	94%	95%	94%	93%	92%	94%	**	**	93%	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?
Base: Those who have personally listened to Any Absolute Radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	280	143	131	17	62	78	51	72	111	61	59	49	193	34	20	33
Effective Weighted Sample	229	119	105	15	51	66	40	61	92	49	49	40	179	31	19	32
Total	282	142	134	17	64	74	62	65	110	68	57	47	240	24	8	10
At least daily	107	55	51	**	**	**	**	**	43	**	**	**	92	**	**	**
	38%	39%	38%	**	**	**	**	**	39%	**	**	**	38%	**	**	**
At least weekly	134	73	58	**	**	**	**	**	50	**	**	**	116	**	**	**
	48%	51%	43%	**	**	**	**	**	46%	**	**	**	48%	**	**	**
At least monthly	33	11	21	**	**	**	**	**	13	**	**	**	26	**	**	**
	12%	8%	16%	**	**	**	**	**	12%	**	**	**	11%	**	**	**
Less often	8	3	4	**	**	**	**	**	4	**	**	**	7	**	**	**
	3%	2%	3%	**	**	**	**	**	4%	**	**	**	3%	**	**	**
SUMMARY																
DAILY	107	55	51	**	**	**	**	**	43	**	**	**	92	**	**	**
	38%	39%	38%	**	**	**	**	**	39%	**	**	**	38%	**	**	**
WEEKLY	241	128	109	**	**	**	**	**	93	**	**	**	208	**	**	**
	86%	90%	81%	**	**	**	**	**	85%	**	**	**	87%	**	**	**
MONTHLY	274	139	130	**	**	**	**	**	106	**	**	**	233	**	**	**
	97%	98%	97%	**	**	**	**	**	96%	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?
Base: Those who have personally listened to Any Absolute Radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	280	247	33	115	162	109	168	41	52	58	109	207	70
Effective Weighted Sample	229	203	27	94	133	88	138	34	42	45	88	171	55
Total	282	252	29	111	167	105	174	38	49	53	105	213	66
At least daily	107	96	**	47	58	43	62	**	**	**	43	81	**
	38%	38%	**	42%	34%	41%	36%	**	**	**	41%	38%	**
At least weekly	134	120	**	48	85	48	85	**	**	**	48	103	**
	48%	47%	**	43%	51%	46%	49%	**	**	**	46%	48%	**
At least monthly	33	29	**	13	20	10	22	**	**	**	10	22	**
	12%	11%	**	12%	12%	10%	13%	**	**	**	10%	10%	**
Less often	8	8	**	3	5	3	5	**	**	**	3	6	**
	3%	3%	**	3%	3%	3%	3%	**	**	**	3%	3%	**
SUMMARY													
DAILY	107	96	**	47	58	43	62	**	**	**	43	81	**
	38%	38%	**	42%	34%	41%	36%	**	**	**	41%	38%	**
WEEKLY	241	216	**	95	143	91	147	**	**	**	91	184	**
	86%	86%	**	85%	85%	87%	85%	**	**	**	87%	87%	**
MONTHLY	274	245	**	108	162	101	169	**	**	**	101	207	**
	97%	97%	**	97%	97%	97%	97%	**	**	**	97%	97%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?
Base: Those who have personally listened to Any Absolute Radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	280	269	248	32	11	280	255	195	210	77	263	17	42	44	194
Effective Weighted Sample	229	219	201	28	10	229	209	162	171	64	216	13	35	35	159
Total	282	269	244	38	12	282	256	196	212	74	263	18	40	46	197
At least daily	107	100	86	**	**	107	95	64	75	**	96	**	**	**	74
	38%	37%	35%	**	**	38%	37%	33%	35%	**	36%	**	**	**	38%
At least weekly	134	132	122	**	**	134	125	102	108	**	129	**	**	**	99
	48%	49%	50%	**	**	48%	49%	52%	51%	**	49%	**	**	**	50%
At least monthly	33	30	28	**	**	33	30	22	23	**	31	**	**	**	18
	12%	11%	12%	**	**	12%	12%	11%	11%	**	12%	**	**	**	9%
Less often	8	8	8	**	**	8	6	7	6	**	7	**	**	**	5
	3%	3%	3%	**	**	3%	2%	4%	3%	**	3%	**	**	**	2%
SUMMARY															
DAILY	107	100	86	**	**	107	95	64	75	**	96	**	**	**	74
	38%	37%	35%	**	**	38%	37%	33%	35%	**	36%	**	**	**	38%
WEEKLY	241	232	208	**	**	241	220	166	183	**	225	**	**	**	173
	86%	86%	85%	**	**	86%	86%	85%	86%	**	85%	**	**	**	88%
MONTHLY	274	261	236	**	**	274	250	189	206	**	256	**	**	**	192
	97%	97%	97%	**	**	97%	98%	96%	97%	**	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?
Base: Those who have personally listened to Any Capital radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted row	490	216	267	95	137	130	66	62	149	137	102	100	344	70	51	25
Effective Weighted Sample	409	184	220	79	115	110	58	54	124	114	87	85	319	65	48	24
Total	517	227	285	100	138	122	94	62	148	158	104	105	438	51	21	7
At least daily	212	108	104	**	52	50	**	**	59	65	50	38	186	**	**	**
	41%	48%	36%	**	38%	41%	**	**	40%	41%	48%	37%	42%	**	**	**
At least weekly	230	99	129	**	56	56	**	**	64	70	44	52	191	**	**	**
	44%	44%	45%	**	41%	46%	**	**	43%	44%	42%	49%	44%	**	**	**
At least monthly	56	17	38	**	22	12	**	**	21	19	7	8	44	**	**	**
	11%	8%	13%	**	16%	10%	**	**	14%	12%	7%	7%	10%	**	**	**
Less often	17	3	12	**	5	4	**	**	3	4	3	7	14	**	**	**
	3%	1%	4%	**	4%	3%	**	**	2%	3%	3%	7%	3%	**	**	**
Don t know/ can t remember	3	-	3	**	3	-	**	**	1	-	1	-	3	**	**	**
	*%	-%	1%	**	2%	-%	**	**	1%	-%	1%	-%	1%	**	**	**
SUMMARY																
DAILY	212	108	104	**	52	50	**	**	59	65	50	38	186	**	**	**
	41%	48%	36%	**	38%	41%	**	**	40%	41%	48%	37%	42%	**	**	**
WEEKLY	442	207	233	**	109	106	**	**	123	135	93	90	377	**	**	**
	86%	91% b	82%	**	79%	87%	**	**	84%	86%	89%	86%	86%	**	**	**
MONTHLY	497	224	270	**	130	118	**	**	144	153	100	98	421	**	**	**
	96%	99%	95%	**	95%	97%	**	**	97%	97%	96%	93%	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?
Base: Those who have personally listened to Any Capital radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	490	450	40	239	243	221	260	93	121	100	221	364	119
Effective Weighted Sample	409	378	33	196	207	181	222	74	101	81	181	302	102
Total	517	485	31	246	259	228	277	90	127	107	228	388	121
At least daily	212	200	**	106	100	96	110	**	53	51	96	173	35
	41%	41%	**	43%	38%	42%	40%	**	42%	48%	42%	45% b	29%
At least weekly	230	212	**	113	113	108	119	**	63	49	108	167	59
	44%	44%	**	46%	44%	47%	43%	**	49%	46%	47%	43%	49%
At least monthly	56	54	**	19	35	18	36	**	6	5	18	36	18
	11%	11%	**	8%	14%	8%	13%	**	5%	5%	8%	9%	15%
Less often	17	16	**	7	10	6	11	**	4	2	6	8	9
	3%	3%	**	3%	4%	2%	4%	**	3%	1%	2%	2%	7%
Don t know/ can t remember	3	3	**	1	1	1	1	**	1	-	1	3	-
	*%	1%	**	*%	1%	1%	*%	**	1%	-%	1%	1%	-%
SUMMARY													
DAILY	212	200	**	106	100	96	110	**	53	51	96	173	35
	41%	41%	**	43%	38%	42%	40%	**	42%	48%	42%	45% b	29%
WEEKLY	442	412	**	219	213	204	228	**	116	100	204	341	94
	86%	85%	**	89%	82%	89%	82%	**	91%	93%	89%	88%	78%
MONTHLY	497	467	**	238	248	222	265	**	122	105	222	377	112
	96%	96%	**	97%	96%	97%	96%	**	96%	99%	97%	97%	93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?
Base: Those who have personally listened to Any Capital radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	490	465	438	52	25	490	418	338	334	110	449	41	49	128	313
Effective Weighted Sample	409	387	365	45	23	409	348	279	277	89	375	35	41	112	258
Total	517	484	458	59	33	517	440	358	355	112	476	41	44	145	327
At least daily	212	197	187	**	**	212	171	139	144	37	190	**	**	62	135
	41%	41%	41%	**	**	41%	39%	39%	41%	33%	40%	**	**	43%	41%
At least weekly	230	215	206	**	**	230	201	164	160	54	213	**	**	61	144
	44%	44%	45%	**	**	44%	46%	46%	45%	49%	45%	**	**	42%	44%
At least monthly	56	54	49	**	**	56	50	39	40	15	53	**	**	15	37
	11%	11%	11%	**	**	11%	11%	11%	11%	14%	11%	**	**	10%	11%
Less often	17	15	13	**	**	17	15	14	10	4	17	**	**	5	11
	3%	3%	3%	**	**	3%	3%	4%	3%	3%	3%	**	**	4%	3%
Don t know/ can t remember	3	3	3	**	**	3	3	3	1	1	3	**	**	3	-
	*%	1%	1%	**	**	*%	1%	1%	*%	1%	1%	**	**	2%	-%
SUMMARY															
DAILY	212	197	187	**	**	212	171	139	144	37	190	**	**	62	135
	41%	41%	41%	**	**	41%	39%	39%	41%	33%	40%	**	**	43%	41%
WEEKLY	442	412	393	**	**	442	372	303	304	91	403	**	**	123	279
	86%	85%	86%	**	**	86%	85%	84%	86%	82%	85%	**	**	85%	85%
MONTHLY	497	466	442	**	**	497	422	342	344	107	457	**	**	138	316
	96%	96%	96%	**	**	96%	96%	95%	97%	96%	96%	**	**	95%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?
Base: Those who have personally listened to Any Heart radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	643	243	391	70	135	164	94	180	183	195	129	135	457	59	88	39
Effective Weighted Sample	535	201	328	59	118	133	83	150	154	163	109	110	426	55	83	37
Total	664	241	414	72	145	148	127	172	183	216	133	129	572	44	36	11
At least daily	273	101	172	**	50	56	**	66	73	87	58	56	238	**	**	**
	41%	42%	42%	**	35%	38%	**	38%	40%	40%	43%	43%	42%	**	**	**
At least weekly	301	113	183	**	67	69	**	84	87	101	62	50	260	**	**	**
	45%	47%	44%	**	47%	47%	**	49%	47%	47%	47%	39%	45%	**	**	**
At least monthly	66	15	49	**	16	17	**	18	17	23	10	16	53	**	**	**
	10%	6%	12%	**	11%	12%	**	11%	9%	11%	8%	12%	9%	**	**	**
Less often	20	12	7	**	10	3	**	4	7	6	2	5	18	**	**	**
	3%	5%	2%	**	7%	2%	**	2%	4%	3%	2%	4%	3%	**	**	**
Don t know/ can t remember	3	-	3	**	1	2	**	-	-	-	1	2	3	**	**	**
	*%	-%	1%	**	1%	1%	**	-%	-%	-%	1%	1%	*%	**	**	**
SUMMARY																
DAILY	273	101	172	**	50	56	**	66	73	87	58	56	238	**	**	**
	41%	42%	42%	**	35%	38%	**	38%	40%	40%	43%	43%	42%	**	**	**
WEEKLY	574	214	355	**	118	126	**	150	159	187	120	106	498	**	**	**
	87%	89%	86%	**	81%	85%	**	87%	87%	87%	90%	82%	87%	**	**	**
MONTHLY	640	229	404	**	134	143	**	168	176	211	130	122	551	**	**	**
	97%	95%	98%	**	92%	97%	**	98%	96%	97%	97%	94%	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?
Base: Those who have personally listened to Any Heart radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	643	539	104	239	396	220	414	82	121	98	220	444	184
Effective Weighted Sample	535	453	83	198	330	183	345	70	101	79	183	370	155
Total	664	572	91	249	403	230	422	76	126	106	230	474	175
At least daily	273	240	33	108	159	105	162	**	56	**	105	199	65
	41%	42%	37%	43%	39%	46%	38%	**	44%	**	46%	42%	37%
At least weekly	301	254	47	109	187	97	200	**	50	**	97	220	77
	45%	44%	51%	44%	46%	42%	47%	**	40%	**	42%	46%	44%
At least monthly	66	57	9	25	41	24	42	**	16	**	24	38	27
	10%	10%	10%	10%	10%	10%	10%	**	13%	**	10%	8%	15%
Less often	20	18	2	4	16	1	19	**	1	**	1	14	7
	3%	3%	2%	2%	4%	1%	5%	**	1%	**	1%	3%	4%
Don t know/ can t remember	3	3	-	3	-	3	-	**	3	**	3	3	-
	*%	*%	-%	1%	-%	1%	-%	**	2%	**	1%	1%	-%
SUMMARY													
DAILY	273	240	33	108	159	105	162	**	56	**	105	199	65
	41%	42%	37%	43%	39%	46%	38%	**	44%	**	46%	42%	37%
WEEKLY	574	494	80	217	346	202	362	**	106	**	202	419	142
	87%	86%	88%	87%	86%	88%	86%	**	84%	**	88%	89%	81%
MONTHLY	640	552	89	242	387	226	403	**	122	**	226	457	169
	97%	96%	98%	97%	96%	98%	95%	**	97%	**	98%	96%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?
Base: Those who have personally listened to Any Heart radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	643	608	560	83	35	643	567	393	408	140	594	49	71	144	428
Effective Weighted Sample	535	505	465	71	31	535	476	329	339	115	497	38	55	122	358
Total	664	621	571	92	42	664	589	404	414	142	616	48	67	154	443
At least daily	273	249	228	**	**	273	234	140	156	58	245	**	**	57	178
	41%	40%	40%	**	**	41%	40%	35%	38%	41%	40%	**	**	37%	40%
At least weekly	301	285	260	**	**	301	272	206	190	66	286	**	**	71	208
	45%	46%	46%	**	**	45%	46%	51%	46%	46%	47%	**	**	46%	47%
At least monthly	66	65	61	**	**	66	60	41	47	14	62	**	**	15	45
	10%	10%	11%	**	**	10%	10%	10%	11%	10%	10%	**	**	10%	10%
Less often	20	18	18	**	**	20	20	16	18	4	20	**	**	8	12
	3%	3%	3%	**	**	3%	3%	4%	4%	3%	3%	**	**	5%	3%
Don t know/ can t remember	3	3	3	**	**	3	3	1	3	-	3	**	**	3	-
	*%	*%	*%	**	**	*%	*%	*%	1%	-%	*%	**	**	2%	-%
SUMMARY															
DAILY	273	249	228	**	**	273	234	140	156	58	245	**	**	57	178
	41%	40%	40%	**	**	41%	40%	35%	38%	41%	40%	**	**	37%	40%
WEEKLY	574	535	489	**	**	574	506	346	345	124	531	**	**	128	386
	87%	86%	86%	**	**	87%	86%	86%	84%	87%	86%	**	**	83%	87%
MONTHLY	640	600	550	**	**	640	566	387	392	138	593	**	**	144	431
	97%	97%	96%	**	**	97%	96%	96%	95%	97%	96%	**	**	93%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?
Base: Those who have personally listened to Any Smooth radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	428	186	239	25	85	79	62	177	133	110	78	107	310	60	40	18
Effective Weighted Sample	366	159	204	22	72	66	55	156	112	96	68	90	288	57	37	17
Total	447	190	254	25	87	70	84	180	133	125	80	109	380	45	17	5
At least daily	185	84	100	**	**	**	**	81	52	51	**	47	160	**	**	**
	41%	44%	39%	**	**	**	**	45%	39%	41%	**	43%	42%	**	**	**
At least weekly	198	83	113	**	**	**	**	77	63	57	**	43	170	**	**	**
	44%	44%	44%	**	**	**	**	43%	48%	46%	**	40%	45%	**	**	**
At least monthly	48	15	33	**	**	**	**	14	11	11	**	15	37	**	**	**
	11%	8%	13%	**	**	**	**	8%	8%	9%	**	14%	10%	**	**	**
Less often	15	7	8	**	**	**	**	9	6	6	**	4	12	**	**	**
	3%	4%	3%	**	**	**	**	5%	4%	5%	**	3%	3%	**	**	**
Don t know/ can t remember	1	1	-	**	**	**	**	-	1	-	**	-	1	**	**	**
	*%	*%	-%	**	**	**	**	-%	1%	-%	**	-%	*%	**	**	**
SUMMARY																
DAILY	185	84	100	**	**	**	**	81	52	51	**	47	160	**	**	**
	41%	44%	39%	**	**	**	**	45%	39%	41%	**	43%	42%	**	**	**
WEEKLY	383	168	212	**	**	**	**	157	116	109	**	90	330	**	**	**
	86%	88%	84%	**	**	**	**	87%	87%	87%	**	83%	87%	**	**	**
MONTHLY	431	182	245	**	**	**	**	172	126	119	**	105	367	**	**	**
	96%	96%	97%	**	**	**	**	95%	95%	95%	**	97%	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?
Base: Those who have personally listened to Any Smooth radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	428	370	58	133	294	124	303	45	61	59	124	294	125
Effective Weighted Sample	366	319	50	112	254	104	262	39	52	46	104	249	109
Total	447	401	46	139	305	129	316	45	64	58	129	312	126
At least daily	185	168	**	55	128	50	133	**	**	**	50	125	56
	41%	42%	**	39%	42%	39%	42%	**	**	**	39%	40%	44%
At least weekly	198	177	**	63	135	60	138	**	**	**	60	140	57
	44%	44%	**	45%	44%	46%	44%	**	**	**	46%	45%	45%
At least monthly	48	41	**	18	29	15	32	**	**	**	15	35	10
	11%	10%	**	13%	10%	12%	10%	**	**	**	12%	11%	8%
Less often	15	14	**	4	11	4	11	**	**	**	4	11	4
	3%	4%	**	3%	4%	3%	4%	**	**	**	3%	4%	3%
Don t know/ can t remember	1	1	**	-	1	-	1	**	**	**	-	1	-
	*%	*%	**	-%	*%	-%	*%	**	**	**	-%	*%	-%
SUMMARY													
DAILY	185	168	**	55	128	50	133	**	**	**	50	125	56
	41%	42%	**	39%	42%	39%	42%	**	**	**	39%	40%	44%
WEEKLY	383	345	**	117	264	110	271	**	**	**	110	264	113
	86%	86%	**	84%	86%	85%	86%	**	**	**	85%	85%	89%
MONTHLY	431	386	**	136	293	125	304	**	**	**	125	300	123
	96%	96%	**	97%	96%	97%	96%	**	**	**	97%	96%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 82

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?
Base: Those who have personally listened to Any Smooth radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	428	390	349	79	38	428	384	270	262	99	402	26	48	90	290
Effective Weighted Sample	366	332	295	70	34	366	331	228	222	84	345	21	39	78	249
Total	447	403	360	87	44	447	400	279	273	104	422	25	45	98	304
At least daily	185	157	140	**	**	185	166	99	98	**	176	**	**	**	127
	41%	39%	39%	**	**	41%	42%	35%	36%	**	42%	**	**	**	42%
At least weekly	198	185	164	**	**	198	179	140	133	**	185	**	**	**	140
	44%	46%	46%	**	**	44%	45%	50%	49%	**	44%	**	**	**	46%
At least monthly	48	47	42	**	**	48	41	29	32	**	47	**	**	**	26
	11%	12%	12%	**	**	11%	10%	10%	12%	**	11%	**	**	**	9%
Less often	15	13	13	**	**	15	14	10	9	**	14	**	**	**	10
	3%	3%	4%	**	**	3%	3%	4%	3%	**	3%	**	**	**	3%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
SUMMARY															
DAILY	185	157	140	**	**	185	166	99	98	**	176	**	**	**	127
	41%	39%	39%	**	**	41%	42%	35%	36%	**	42%	**	**	**	42%
WEEKLY	383	342	304	**	**	383	345	239	231	**	361	**	**	**	266
	86%	85%	85%	**	**	86%	86%	86%	85%	**	86%	**	**	**	88%
MONTHLY	431	389	346	**	**	431	386	268	263	**	408	**	**	**	293
	96%	97%	96%	**	**	96%	96%	96%	96%	**	97%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?
Base: Those who have personally listened to Any Kiss radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	287	113	170	57	102	83	28	17	101	73	56	57	200	33	31	23
Effective Weighted Sample	237	91	141	48	87	66	25	14	83	60	48	47	185	30	28	22
Total	296	111	180	61	103	74	40	18	105	84	53	55	252	24	13	6
At least daily	116	47	68	**	42	**	**	**	40	**	**	**	98	**	**	**
	39%	43%	38%	**	40%	**	**	**	38%	**	**	**	39%	**	**	**
At least weekly	128	50	75	**	40	**	**	**	48	**	**	**	110	**	**	**
	43%	45%	42%	**	39%	**	**	**	46%	**	**	**	44%	**	**	**
At least monthly	33	8	24	**	16	**	**	**	12	**	**	**	28	**	**	**
	11%	7%	13%	**	16%	**	**	**	11%	**	**	**	11%	**	**	**
Less often	17	6	11	**	4	**	**	**	4	**	**	**	15	**	**	**
	6%	5%	6%	**	4%	**	**	**	4%	**	**	**	6%	**	**	**
Don t know/ can t remember	3	1	3	**	1	**	**	**	1	**	**	**	2	**	**	**
	1%	*%	2%	**	1%	**	**	**	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	116	47	68	**	42	**	**	**	40	**	**	**	98	**	**	**
	39%	43%	38%	**	40%	**	**	**	38%	**	**	**	39%	**	**	**
WEEKLY	243	97	143	**	81	**	**	**	87	**	**	**	208	**	**	**
	82%	87%	79%	**	79%	**	**	**	84%	**	**	**	83%	**	**	**
MONTHLY	276	105	167	**	97	**	**	**	99	**	**	**	236	**	**	**
	93%	94%	92%	**	95%	**	**	**	95%	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?
Base: Those who have personally listened to Any Kiss radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	287	265	22	165	118	149	133	78	88	58	149	229	57
Effective Weighted Sample	237	220	18	134	99	121	111	62	73	46	121	185	51
Total	296	279	16	165	127	149	141	73	90	57	149	234	60
At least daily	116	109	**	67	46	66	47	**	**	**	66	88	**
	39%	39%	**	41%	36%	44%	33%	**	**	**	44%	38%	**
At least weekly	128	120	**	72	55	60	65	**	**	**	60	111	**
	43%	43%	**	44%	43%	40%	46%	**	**	**	40%	47%	**
At least monthly	33	31	**	16	15	14	17	**	**	**	14	26	**
	11%	11%	**	10%	12%	10%	12%	**	**	**	10%	11%	**
Less often	17	16	**	8	9	8	9	**	**	**	8	9	**
	6%	6%	**	5%	7%	5%	6%	**	**	**	5%	4%	**
Don t know/ can t remember	3	3	**	1	2	*	3	**	**	**	*	1	**
	1%	1%	**	1%	2%	*%	2%	**	**	**	*%	*%	**
SUMMARY													
DAILY	116	109	**	67	46	66	47	**	**	**	66	88	**
	39%	39%	**	41%	36%	44%	33%	**	**	**	44%	38%	**
WEEKLY	243	229	**	140	101	126	113	**	**	**	126	199	**
	82%	82%	**	85%	79%	85%	80%	**	**	**	85%	85%	**
MONTHLY	276	260	**	155	116	141	129	**	**	**	141	224	**
	93%	93%	**	94%	92%	94%	92%	**	**	**	94%	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 83

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?
Base: Those who have personally listened to Any Kiss radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	287	285	275	12	2	287	251	210	198	69	271	16	38	69	180
Effective Weighted Sample	237	235	226	11	2	237	207	177	164	57	224	13	29	58	150
Total	296	293	281	15	3	296	257	217	207	71	279	17	38	74	184
At least daily	116	116	110	**	**	116	98	83	79	**	108	**	**	**	64
	39%	39%	39%	**	**	39%	38%	38%	38%	**	39%	**	**	**	35%
At least weekly	128	125	121	**	**	128	113	91	88	**	121	**	**	**	87
	43%	43%	43%	**	**	43%	44%	42%	42%	**	43%	**	**	**	47%
At least monthly	33	33	33	**	**	33	31	26	26	**	32	**	**	**	22
	11%	11%	12%	**	**	11%	12%	12%	13%	**	12%	**	**	**	12%
Less often	17	17	17	**	**	17	12	13	12	**	15	**	**	**	9
	6%	6%	6%	**	**	6%	5%	6%	6%	**	5%	**	**	**	5%
Don t know/ can t remember	3	3	2	**	**	3	3	3	3	**	3	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	116	116	110	**	**	116	98	83	79	**	108	**	**	**	64
	39%	39%	39%	**	**	39%	38%	38%	38%	**	39%	**	**	**	35%
WEEKLY	243	241	230	**	**	243	211	174	167	**	228	**	**	**	151
	82%	82%	82%	**	**	82%	82%	80%	80%	**	82%	**	**	**	82%
MONTHLY	276	273	263	**	**	276	242	201	193	**	261	**	**	**	173
	93%	93%	93%	**	**	93%	94%	93%	93%	**	93%	**	**	**	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?
Base: Those who have personally listened to Any Magic radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	186	73	110	14	41	48	27	56	57	45	41	43	125	22	21	18
Effective Weighted Sample	153	58	92	12	34	40	21	47	48	36	35	35	116	20	19	17
Total	190	72	114	13	42	45	32	57	59	45	43	42	159	16	10	6
At least daily	61	**	33	**	**	**	**	**	**	**	**	**	50	**	**	**
	32%	**	29%	**	**	**	**	**	**	**	**	**	32%	**	**	**
At least weekly	91	**	50	**	**	**	**	**	**	**	**	**	78	**	**	**
	48%	**	44%	**	**	**	**	**	**	**	**	**	49%	**	**	**
At least monthly	30	**	27	**	**	**	**	**	**	**	**	**	25	**	**	**
	16%	**	24%	**	**	**	**	**	**	**	**	**	16%	**	**	**
Less often	5	**	1	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	**	1%	**	**	**	**	**	**	**	**	**	2%	**	**	**
Don t know/ can t remember	3	**	3	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	2%	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	61	**	33	**	**	**	**	**	**	**	**	**	50	**	**	**
	32%	**	29%	**	**	**	**	**	**	**	**	**	32%	**	**	**
WEEKLY	152	**	83	**	**	**	**	**	**	**	**	**	128	**	**	**
	80%	**	73%	**	**	**	**	**	**	**	**	**	81%	**	**	**
MONTHLY	183	**	110	**	**	**	**	**	**	**	**	**	153	**	**	**
	96%	**	96%	**	**	**	**	**	**	**	**	**	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?
Base: Those who have personally listened to Any Magic radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	186	162	24	79	105	77	107	31	42	34	77	136	46
Effective Weighted Sample	153	135	19	66	86	64	88	26	35	27	64	109	41
Total	190	171	19	80	106	77	108	28	44	30	77	138	48
At least daily	61	56	**	**	33	**	33	**	**	**	**	47	**
	32%	33%	**	**	31%	**	30%	**	**	**	**	34%	**
At least weekly	91	81	**	**	49	**	51	**	**	**	**	65	**
	48%	47%	**	**	46%	**	47%	**	**	**	**	47%	**
At least monthly	30	27	**	**	21	**	21	**	**	**	**	20	**
	16%	16%	**	**	20%	**	19%	**	**	**	**	14%	**
Less often	5	5	**	**	3	**	3	**	**	**	**	4	**
	2%	3%	**	**	3%	**	3%	**	**	**	**	3%	**
Don t know/ can t remember	3	3	**	**	-	**	-	**	**	**	**	3	**
	1%	2%	**	**	-%	**	-%	**	**	**	**	2%	**
SUMMARY													
DAILY	61	56	**	**	33	**	33	**	**	**	**	47	**
	32%	33%	**	**	31%	**	30%	**	**	**	**	34%	**
WEEKLY	152	137	**	**	82	**	84	**	**	**	**	113	**
	80%	80%	**	**	77%	**	78%	**	**	**	**	81%	**
MONTHLY	183	164	**	**	103	**	105	**	**	**	**	132	**
	96%	96%	**	**	97%	**	97%	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?
Base: Those who have personally listened to Any Magic radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	186	179	167	19	7	186	169	132	126	48	174	12	19	32	135
Effective Weighted Sample	153	147	136	17	6	153	139	109	103	39	143	10	15	27	111
Total	190	181	167	23	10	190	173	134	128	46	178	12	18	32	140
At least daily	61	56	52	**	**	61	53	48	42	**	54	**	**	**	46
	32%	31%	31%	**	**	32%	30%	36%	33%	**	30%	**	**	**	33%
At least weekly	91	86	79	**	**	91	86	60	60	**	87	**	**	**	68
	48%	48%	47%	**	**	48%	50%	45%	47%	**	49%	**	**	**	49%
At least monthly	30	30	29	**	**	30	28	21	21	**	30	**	**	**	23
	16%	17%	17%	**	**	16%	16%	16%	17%	**	17%	**	**	**	17%
Less often	5	5	5	**	**	5	3	5	3	**	5	**	**	**	1
	2%	3%	3%	**	**	2%	2%	4%	3%	**	3%	**	**	**	1%
Don t know/ can t remember	3	3	3	**	**	3	3	-	2	**	3	**	**	**	1
	1%	1%	2%	**	**	1%	1%	-%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	61	56	52	**	**	61	53	48	42	**	54	**	**	**	46
	32%	31%	31%	**	**	32%	30%	36%	33%	**	30%	**	**	**	33%
WEEKLY	152	143	131	**	**	152	138	108	102	**	141	**	**	**	114
	80%	79%	79%	**	**	80%	80%	81%	79%	**	79%	**	**	**	82%
MONTHLY	183	173	160	**	**	183	167	129	123	**	170	**	**	**	137
	96%	96%	96%	**	**	96%	97%	96%	96%	**	96%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?
Base: Those who have personally listened to Virgin Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	183	102	77	14	64	52	23	30	114	25	21	23	127	25	18	13
Effective Weighted Sample	152	85	65	11	55	44	21	25	94	20	18	21	118	23	18	13
Total	186	96	85	14	62	49	32	28	115	27	21	22	157	19	7	4
At least daily	71	41	**	**	**	**	**	**	43	**	**	**	59	**	**	**
	38%	42%	**	**	**	**	**	**	38%	**	**	**	38%	**	**	**
At least weekly	90	39	**	**	**	**	**	**	52	**	**	**	77	**	**	**
	48%	40%	**	**	**	**	**	**	45%	**	**	**	49%	**	**	**
At least monthly	15	9	**	**	**	**	**	**	12	**	**	**	11	**	**	**
	8%	9%	**	**	**	**	**	**	10%	**	**	**	7%	**	**	**
Less often	4	2	**	**	**	**	**	**	4	**	**	**	4	**	**	**
	2%	3%	**	**	**	**	**	**	4%	**	**	**	3%	**	**	**
Don t know/ can t remember	6	6	**	**	**	**	**	**	3	**	**	**	6	**	**	**
	3%	6%	**	**	**	**	**	**	3%	**	**	**	4%	**	**	**
SUMMARY																
DAILY	71	41	**	**	**	**	**	**	43	**	**	**	59	**	**	**
	38%	42%	**	**	**	**	**	**	38%	**	**	**	38%	**	**	**
WEEKLY	161	79	**	**	**	**	**	**	95	**	**	**	136	**	**	**
	87%	83%	**	**	**	**	**	**	83%	**	**	**	87%	**	**	**
MONTHLY	176	88	**	**	**	**	**	**	107	**	**	**	147	**	**	**
	95%	92%	**	**	**	**	**	**	93%	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?
Base: Those who have personally listened to Virgin Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	183	162	21	101	81	95	87	49	59	33	95	155	27
Effective Weighted Sample	152	136	17	85	66	80	72	41	49	27	80	128	24
Total	186	167	19	100	85	93	92	46	55	32	93	156	28
At least daily	71	71	**	45	**	**	**	**	**	**	**	62	**
	38%	43%	**	45%	**	**	**	**	**	**	**	40%	**
At least weekly	90	73	**	40	**	**	**	**	**	**	**	72	**
	48%	44%	**	40%	**	**	**	**	**	**	**	46%	**
At least monthly	15	13	**	11	**	**	**	**	**	**	**	13	**
	8%	8%	**	11%	**	**	**	**	**	**	**	9%	**
Less often	4	4	**	2	**	**	**	**	**	**	**	4	**
	2%	2%	**	2%	**	**	**	**	**	**	**	3%	**
Don t know/ can t remember	6	6	**	2	**	**	**	**	**	**	**	5	**
	3%	3%	**	2%	**	**	**	**	**	**	**	3%	**
SUMMARY													
DAILY	71	71	**	45	**	**	**	**	**	**	**	62	**
	38%	43%	**	45%	**	**	**	**	**	**	**	40%	**
WEEKLY	161	144	**	85	**	**	**	**	**	**	**	134	**
	87%	86%	**	85%	**	**	**	**	**	**	**	86%	**
MONTHLY	176	157	**	96	**	**	**	**	**	**	**	147	**
	95%	94%	**	96%	**	**	**	**	**	**	**	94%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?
Base: Those who have personally listened to Virgin Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	183	179	172	11	4	183	173	158	154	73	179	4	16	25	142
Effective Weighted Sample	152	150	143	9	3	152	144	130	128	63	149	3	14	20	119
Total	186	182	174	12	4	186	175	156	152	73	181	5	17	24	145
At least daily	71	71	68	**	**	71	69	67	65	**	69	**	**	**	60
	38%	39%	39%	**	**	38%	40%	43%	43%	**	38%	**	**	**	42%
At least weekly	90	88	83	**	**	90	82	69	67	**	88	**	**	**	64
	48%	48%	48%	**	**	48%	47%	44%	44%	**	49%	**	**	**	44%
At least monthly	15	15	14	**	**	15	15	15	14	**	15	**	**	**	13
	8%	8%	8%	**	**	8%	9%	10%	9%	**	8%	**	**	**	9%
Less often	4	2	2	**	**	4	2	2	2	**	2	**	**	**	2
	2%	1%	1%	**	**	2%	1%	2%	2%	**	1%	**	**	**	2%
Don t know/ can t remember	6	6	6	**	**	6	6	3	3	**	6	**	**	**	5
	3%	3%	3%	**	**	3%	3%	2%	2%	**	3%	**	**	**	3%
SUMMARY															
DAILY	71	71	68	**	**	71	69	67	65	**	69	**	**	**	60
	38%	39%	39%	**	**	38%	40%	43%	43%	**	38%	**	**	**	42%
WEEKLY	161	159	151	**	**	161	152	135	132	**	157	**	**	**	125
	87%	87%	87%	**	**	87%	87%	87%	87%	**	87%	**	**	**	86%
MONTHLY	176	174	166	**	**	176	167	150	146	**	172	**	**	**	138
	95%	96%	95%	**	**	95%	95%	96%	96%	**	95%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?
Base: Those who have personally listened to Any LBC radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	145	79	65	8	28	33	18	58	61	41	23	20	101	20	18	6
Effective Weighted Sample	121	64	57	6	23	28	17	49	49	35	20	18	95	18	18	6
Total	155	77	77	7	30	32	27	60	58	50	23	24	132	14	7	2
At least daily	65	**	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
At least weekly	71	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	47%	**	**	**
At least monthly	16	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
Less often	1	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
Don t know/ can t remember	3	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	65	**	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
WEEKLY	136	**	**	**	**	**	**	**	**	**	**	**	116	**	**	**
	87%	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
MONTHLY	151	**	**	**	**	**	**	**	**	**	**	**	130	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	99%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?
Base: Those who have personally listened to Any LBC radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	145	131	14	49	95	44	99	22	28	15	44	100	42
Effective Weighted Sample	121	111	11	41	79	37	83	18	24	12	37	83	36
Total	155	142	13	54	100	49	104	23	30	16	49	109	45
At least daily	65	62	**	**	**	**	**	**	**	**	**	43	**
	42%	43%	**	**	**	**	**	**	**	**	**	40%	**
At least weekly	71	62	**	**	**	**	**	**	**	**	**	50	**
	46%	44%	**	**	**	**	**	**	**	**	**	46%	**
At least monthly	16	14	**	**	**	**	**	**	**	**	**	12	**
	10%	10%	**	**	**	**	**	**	**	**	**	11%	**
Less often	1	1	**	**	**	**	**	**	**	**	**	1	**
	1%	1%	**	**	**	**	**	**	**	**	**	1%	**
Don t know/ can t remember	3	3	**	**	**	**	**	**	**	**	**	3	**
	2%	2%	**	**	**	**	**	**	**	**	**	2%	**
SUMMARY													
DAILY	65	62	**	**	**	**	**	**	**	**	**	43	**
	42%	43%	**	**	**	**	**	**	**	**	**	40%	**
WEEKLY	136	124	**	**	**	**	**	**	**	**	**	93	**
	87%	87%	**	**	**	**	**	**	**	**	**	86%	**
MONTHLY	151	138	**	**	**	**	**	**	**	**	**	105	**
	97%	97%	**	**	**	**	**	**	**	**	**	97%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?
Base: Those who have personally listened to Any LBC radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	145	134	124	21	11	145	136	118	122	61	142	3	13	27	105
Effective Weighted Sample	121	112	104	17	9	121	114	98	102	49	119	3	10	24	89
Total	155	142	132	24	13	155	147	122	131	57	153	2	8	34	114
At least daily	65	60	57	**	**	65	60	46	52	**	63	**	**	**	48
	42%	43%	43%	**	**	42%	41%	38%	40%	**	41%	**	**	**	42%
At least weekly	71	62	55	**	**	71	67	61	62	**	71	**	**	**	55
	46%	44%	42%	**	**	46%	46%	50%	47%	**	46%	**	**	**	48%
At least monthly	16	16	16	**	**	16	15	14	14	**	15	**	**	**	9
	10%	11%	12%	**	**	10%	10%	11%	11%	**	10%	**	**	**	8%
Less often	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
Don t know/ can t remember	3	3	3	**	**	3	3	-	2	**	3	**	**	**	1
	2%	2%	2%	**	**	2%	2%	-%	1%	**	2%	**	**	**	1%
SUMMARY															
DAILY	65	60	57	**	**	65	60	46	52	**	63	**	**	**	48
	42%	43%	43%	**	**	42%	41%	38%	40%	**	41%	**	**	**	42%
WEEKLY	136	122	112	**	**	136	128	107	114	**	134	**	**	**	102
	87%	86%	85%	**	**	87%	87%	88%	87%	**	87%	**	**	**	90%
MONTHLY	151	138	128	**	**	151	143	121	128	**	149	**	**	**	112
	97%	97%	97%	**	**	97%	97%	99%	98%	**	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?
Base: Those who have personally listened to Times Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	94	60	33	9	37	23	11	14	59	16	8	11	64	15	6	9
Effective Weighted Sample	78	49	28	8	30	21	9	12	50	12	7	9	59	14	6	9
Total	95	61	32	9	38	23	12	12	60	17	8	10	78	12	2	3
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?
Base: Those who have personally listened to Times Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	94	92	2	59	35	56	38	28	39	25	56	80	11
Effective Weighted Sample	78	77	2	50	29	47	31	24	34	21	47	67	9
Total	95	93	2	64	31	60	35	29	41	26	60	84	8
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?
Base: Those who have personally listened to Times Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	94	94	90	4	-	94	93	90	91	56	94	-	3	13	78
Effective Weighted Sample	78	78	75	3	-	78	78	75	75	46	78	-	3	11	64
Total	95	95	91	4	-	95	95	91	92	57	95	-	3	15	77
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?
Base: Those who have personally listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	122	73	47	12	47	25	14	24	57	23	19	22	81	16	15	10
Effective Weighted Sample	101	60	39	9	40	21	11	20	50	18	15	17	76	15	13	10
Total	123	74	47	11	48	25	16	23	62	21	19	20	102	12	7	3
At least daily	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?
Base: Those who have personally listened to GB News Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	122	111	11	74	47	66	55	28	31	27	66	97	24
Effective Weighted Sample	101	93	9	63	37	56	44	24	25	23	56	81	20
Total	123	115	8	76	46	68	54	29	29	29	68	100	21
At least daily	58	56	**	**	**	**	**	**	**	**	**	**	**
	47%	48%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	45	42	**	**	**	**	**	**	**	**	**	**	**
	37%	36%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	16	14	**	**	**	**	**	**	**	**	**	**	**
	13%	12%	**	**	**	**	**	**	**	**	**	**	**
Less often	4	4	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	58	56	**	**	**	**	**	**	**	**	**	**	**
	47%	48%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	103	98	**	**	**	**	**	**	**	**	**	**	**
	84%	85%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	119	111	**	**	**	**	**	**	**	**	**	**	**
	97%	97%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?
Base: Those who have personally listened to GB News Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	122	122	114	8	-	122	113	110	108	59	117	5	10	18	94
Effective Weighted Sample	101	101	95	6	-	101	94	92	89	50	97	5	9	15	78
Total	123	123	116	7	-	123	110	109	105	58	115	8	14	17	92
At least daily	58	58	54	**	**	58	52	48	46	**	53	**	**	**	**
	47%	47%	47%	**	**	47%	47%	44%	44%	**	46%	**	**	**	**
At least weekly	45	45	43	**	**	45	43	44	43	**	44	**	**	**	**
	37%	37%	37%	**	**	37%	39%	40%	41%	**	38%	**	**	**	**
At least monthly	16	16	14	**	**	16	11	15	13	**	15	**	**	**	**
	13%	13%	12%	**	**	13%	10%	13%	13%	**	13%	**	**	**	**
Less often	4	4	4	**	**	4	4	3	3	**	4	**	**	**	**
	3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	**
SUMMARY															
DAILY	58	58	54	**	**	58	52	48	46	**	53	**	**	**	**
	47%	47%	47%	**	**	47%	47%	44%	44%	**	46%	**	**	**	**
WEEKLY	103	103	98	**	**	103	95	92	89	**	97	**	**	**	**
	84%	84%	84%	**	**	84%	86%	84%	85%	**	84%	**	**	**	**
MONTHLY	119	119	112	**	**	119	106	106	102	**	111	**	**	**	**
	97%	97%	97%	**	**	97%	97%	97%	97%	**	97%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AF. How often in the past 3 months have you listened to Greatest Hits Radio?
Base: Those who have personally listened to Greatest Hits Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	330	158	166	34	60	59	39	138	110	97	59	64	258	28	28	16
Effective Weighted Sample	287	137	145	29	52	52	35	121	94	84	52	58	242	26	26	15
Total	353	160	187	33	64	58	52	146	109	110	63	71	316	20	12	5
At least daily	157	64	90	**	**	**	**	75	37	**	**	**	142	**	**	**
	44%	40%	48%	**	**	**	**	51%	34%	**	**	**	45%	**	**	**
At least weekly	135	69	63	**	**	**	**	56	51	**	**	**	122	**	**	**
	38%	43%	34%	**	**	**	**	38%	47%	**	**	**	39%	**	**	**
At least monthly	48	20	28	**	**	**	**	14	17	**	**	**	41	**	**	**
	14%	12%	15%	**	**	**	**	10%	15%	**	**	**	13%	**	**	**
Less often	11	4	6	**	**	**	**	1	5	**	**	**	9	**	**	**
	3%	3%	3%	**	**	**	**	1%	4%	**	**	**	3%	**	**	**
Don t know/ can t remember	2	2	-	**	**	**	**	-	-	**	**	**	2	**	**	**
	1%	1%	-%	**	**	**	**	-%	-%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	157	64	90	**	**	**	**	75	37	**	**	**	142	**	**	**
	44%	40%	48%	**	**	**	**	51%	34%	**	**	**	45%	**	**	**
WEEKLY	292	134	153	**	**	**	**	131	88	**	**	**	264	**	**	**
	83%	83%	82%	**	**	**	**	90%	80%	**	**	**	84%	**	**	**
MONTHLY	340	154	181	**	**	**	**	145	105	**	**	**	304	**	**	**
	96%	96%	97%	**	**	**	**	99%	96%	**	**	**	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AF. How often in the past 3 months have you listened to Greatest Hits Radio?
Base: Those who have personally listened to Greatest Hits 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 row	330	277	53	112	211	103	217	42	56	52	103	211	113
Effective Weighted Sample	287	242	46	97	184	89	189	35	48	44	89	183	99
Total	353	304	49	118	229	108	236	39	58	55	108	233	114
At least daily	157	137	**	49	106	45	110	**	**	**	45	101	53
	44%	45%	**	41%	46%	41%	46%	**	**	**	41%	43%	47%
At least weekly	135	113	**	49	85	44	89	**	**	**	44	90	43
	38%	37%	**	41%	37%	41%	38%	**	**	**	41%	39%	38%
At least monthly	48	45	**	16	29	16	29	**	**	**	16	33	14
	14%	15%	**	14%	13%	15%	12%	**	**	**	15%	14%	12%
Less often	11	8	**	4	7	3	7	**	**	**	3	7	4
	3%	3%	**	4%	3%	3%	3%	**	**	**	3%	3%	4%
Don t know/ can t remember	2	2	**	-	1	-	1	**	**	**	-	2	-
	1%	1%	**	-%	*%	-%	*%	**	**	**	-%	1%	-%
SUMMARY													
DAILY	157	137	**	49	106	45	110	**	**	**	45	101	53
	44%	45%	**	41%	46%	41%	46%	**	**	**	41%	43%	47%
WEEKLY	292	249	**	97	191	88	199	**	**	**	88	191	96
	83%	82%	**	83%	84%	82%	84%	**	**	**	82%	82%	84%
MONTHLY	340	294	**	114	220	105	228	**	**	**	105	224	110
	96%	97%	**	96%	96%	97%	97%	**	**	**	97%	96%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AF. How often in the past 3 months have you listened to Greatest Hits Radio?
Base: Those who have personally listened to Greatest Hits Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	330	307	279	51	23	330	303	231	225	110	312	18	51	57	222
Effective Weighted Sample	287	267	240	47	20	287	263	201	193	96	271	16	45	48	194
Total	353	327	295	58	26	353	324	245	234	116	335	18	52	64	237
At least daily	157	137	125	**	**	157	139	91	86	40	144	**	**	**	98
	44%	42%	43%	**	**	44%	43%	37%	37%	35%	43%	**	**	**	41%
At least weekly	135	128	112	**	**	135	128	105	99	53	131	**	**	**	96
	38%	39%	38%	**	**	38%	39%	43%	42%	45%	39%	**	**	**	40%
At least monthly	48	48	44	**	**	48	45	41	38	16	47	**	**	**	35
	14%	15%	15%	**	**	14%	14%	17%	16%	14%	14%	**	**	**	15%
Less often	11	11	11	**	**	11	10	8	10	6	10	**	**	**	9
	3%	3%	4%	**	**	3%	3%	3%	4%	5%	3%	**	**	**	4%
Don t know/ can t remember	2	2	2	**	**	2	2	1	1	1	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	*%	*%	1%	1%	**	**	**	-%
SUMMARY															
DAILY	157	137	125	**	**	157	139	91	86	40	144	**	**	**	98
	44%	42%	43%	**	**	44%	43%	37%	37%	35%	43%	**	**	**	41%
WEEKLY	292	266	238	**	**	292	267	196	185	93	276	**	**	**	194
	83%	81%	81%	**	**	83%	82%	80%	79%	80%	82%	**	**	**	82%
MONTHLY	340	313	281	**	**	340	312	236	222	109	322	**	**	**	229
	96%	96%	95%	**	**	96%	96%	96%	95%	94%	96%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AG. How often in the past 3 months have you listened to Hits Radio?
Base: Those who have personally listened to Hits Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	179	76	99	21	57	46	25	30	75	34	37	33	131	21	15	12
Effective Weighted Sample	150	66	81	19	49	38	22	27	60	29	33	27	119	20	13	11
Total	180	80	96	22	54	40	36	28	73	36	39	32	154	16	7	3
At least daily	65	**	**	**	**	**	**	**	**	**	**	**	58	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	38%	**	**	**
At least weekly	74	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
At least monthly	28	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
Less often	9	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don t know/ can t remember	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
SUMMARY																
DAILY	65	**	**	**	**	**	**	**	**	**	**	**	58	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	38%	**	**	**
WEEKLY	139	**	**	**	**	**	**	**	**	**	**	**	120	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
MONTHLY	167	**	**	**	**	**	**	**	**	**	**	**	143	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	93%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AG. How often in the past 3 months have you listened to Hits Radio?
Base: Those who have personally listened to Hits 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 row	179	164	15	98	78	92	84	47	54	43	92	132	43
Effective Weighted Sample	150	139	12	82	65	77	70	40	45	36	77	109	38
Total	180	168	12	96	80	89	87	42	52	43	89	137	39
At least daily	65	61	**	**	**	**	**	**	**	**	**	52	**
	36%	36%	**	**	**	**	**	**	**	**	**	38%	**
At least weekly	74	68	**	**	**	**	**	**	**	**	**	59	**
	41%	41%	**	**	**	**	**	**	**	**	**	43%	**
At least monthly	28	28	**	**	**	**	**	**	**	**	**	20	**
	16%	16%	**	**	**	**	**	**	**	**	**	15%	**
Less often	9	7	**	**	**	**	**	**	**	**	**	4	**
	5%	4%	**	**	**	**	**	**	**	**	**	3%	**
Don t know/ can t remember	4	4	**	**	**	**	**	**	**	**	**	1	**
	2%	2%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	65	61	**	**	**	**	**	**	**	**	**	52	**
	36%	36%	**	**	**	**	**	**	**	**	**	38%	**
WEEKLY	139	129	**	**	**	**	**	**	**	**	**	111	**
	77%	77%	**	**	**	**	**	**	**	**	**	81%	**
MONTHLY	167	157	**	**	**	**	**	**	**	**	**	131	**
	93%	94%	**	**	**	**	**	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 90

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AG. How often in the past 3 months have you listened to Hits Radio?
Base: Those who have personally listened to Hits Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	179	174	168	11	5	179	165	139	133	48	173	6	15	38	126
Effective Weighted Sample	150	145	140	10	5	150	138	115	110	40	145	5	13	34	103
Total	180	174	169	11	6	180	167	138	132	47	174	6	14	41	125
At least daily	65	64	62	**	**	65	63	48	50	**	65	**	**	**	48
	36%	37%	37%	**	**	36%	38%	35%	38%	**	37%	**	**	**	39%
At least weekly	74	70	68	**	**	74	64	60	52	**	69	**	**	**	52
	41%	40%	40%	**	**	41%	39%	44%	40%	**	40%	**	**	**	42%
At least monthly	28	28	27	**	**	28	27	20	21	**	27	**	**	**	18
	16%	16%	16%	**	**	16%	16%	15%	16%	**	16%	**	**	**	14%
Less often	9	9	9	**	**	9	9	6	7	**	9	**	**	**	5
	5%	5%	5%	**	**	5%	5%	5%	5%	**	5%	**	**	**	4%
Don t know/ can t remember	4	3	3	**	**	4	4	3	2	**	4	**	**	**	2
	2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	**	1%
SUMMARY															
DAILY	65	64	62	**	**	65	63	48	50	**	65	**	**	**	48
	36%	37%	37%	**	**	36%	38%	35%	38%	**	37%	**	**	**	39%
WEEKLY	139	134	130	**	**	139	127	109	102	**	134	**	**	**	101
	77%	77%	77%	**	**	77%	76%	79%	77%	**	77%	**	**	**	81%
MONTHLY	167	162	157	**	**	167	154	129	123	**	161	**	**	**	118
	93%	93%	93%	**	**	93%	92%	93%	94%	**	93%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio 2	685	361	321	43	104	91	109	338	238	221	100	126	583	56	34	13
	16%	17%	15%	9%	14%	13%	15%	20% abc	21% bcd	17% d	13%	11%	16% d	15%	16% d	10%
BBC Radio 1	673	339	330	92	211	161	97	112	249	179	136	109	577	45	31	21
	16%	16%	15%	20% de	29% ade	23% de	13% e	7%	22% bd	14%	18% d	10%	16%	12%	15%	17%
Any Heart radio station	574	214	355	64	118	126	118	150	159	187	120	106	498	34	32	10
	13%	10%	16% a	14% e	16% e	18% e	16% e	9%	14% d	14% d	15% d	9%	14% bd	9%	16% bd	8%
BBC Radio 4	510	288	219	16	70	63	86	275	204	160	54	92	463	24	17	7
	12%	14% b	10%	3%	10% a	9% a	12% a	16% abc	18% bcd	12% cd	7%	8%	13% bcd	6%	8%	6%
Classic FM	500	250	249	40	109	84	72	194	213	132	54	100	444	32	17	6
	12%	12%	11%	9%	15% a	12%	10%	11%	19% bcd	10%	7%	9%	12% d	9%	9%	5%
Any Capital radio station	442	207	233	85	109	106	89	54	123	135	93	90	377	40	20	5
	10%	10%	11%	19% e	15% e	15% e	12% e	3%	11%	10%	12% d	8%	10% d	11% d	10% d	5%
talkSPORT or talkSPORT2	440	356	82	27	125	99	69	120	181	111	84	63	373	37	17	13
	10%	17% b	4%	6%	17% ade	14% ae	10%	7%	16% bcd	8%	11% d	6%	10%	10%	8%	11%
Any Smooth radio station	383	168	212	19	70	59	79	157	116	109	69	90	330	38	11	4
	9%	8%	10%	4%	9% a	8% a	11% a	9% a	10%	8%	9%	8%	9% d	10% cd	5%	3%
BBC Radio 5 live	300	226	70	11	59	60	45	125	120	86	34	60	246	32	15	7
	7%	11% b	3%	2%	8% a	9% a	6% a	7% a	11% bcd	6%	4%	5%	7%	9%	7%	6%
Greatest Hits Radio	292	134	153	26	46	47	42	131	88	91	53	61	264	17	7	4
	7%	6%	7%	6%	6%	7%	6%	8%	8%	7%	7%	5%	7% cd	5%	4%	4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Any Kiss radio station	243	97	143	47	81	64	36	15	87	69	43	43	208	19	11	5
	6%	5%	6%	10% de	11% de	9% e	5% e	1%	8% d	5%	6%	4%	6%	5%	6%	4%
Any Absolute Radio station	241	128	109	15	49	61	57	58	93	57	52	39	208	19	5	8
	6%	6%	5%	3%	7% e	9% ae	8% ae	3%	8% bd	4%	7% d	4%	6% c	5%	3%	7% c
BBC radio for your region (ENGLAND)	184	100	82	9	37	24	18	96	75	39	30	40	183	1	-	-
	4%	5%	4%	2%	5%	3%	2%	6% ad	7% bd	3%	4%	4%	5% bcd	*%	-%	-%
talkRADIO	180	113	65	14	64	39	34	29	88	23	45	25	158	14	6	2
	4%	5% b	3%	3%	9% ae	5% e	5% e	2%	8% bd	2%	6% bd	2%	4%	4%	3%	2%
BBC 6 Music	174	98	74	21	49	42	36	26	83	57	21	14	151	16	5	2
	4%	5%	3%	5% e	7% e	6% e	5% e	2%	7% bcd	4% d	3%	1%	4%	4%	2%	2%
BBC Radio 5 sports extra	170	126	42	10	53	39	24	45	82	25	27	35	142	21	5	3
	4%	6% b	2%	2%	7% ade	5% e	3%	3%	7% bcd	2%	4%	3%	4%	6% c	2%	2%
BBC Radio 3	168	104	62	11	64	31	12	49	91	31	19	27	145	17	5	1
	4%	5% b	3%	2%	9% acde	4% d	2%	3%	8% bcd	2%	2%	2%	4% d	5% d	2%	1%
Virgin Radio	161	79	77	10	47	46	32	26	95	26	19	21	136	17	5	3
	4%	4%	3%	2%	6% ae	7% ae	4% e	2%	9% bcd	2%	2%	2%	4%	5%	3%	2%
Any Magic radio station	152	66	83	11	34	34	26	48	45	36	38	33	128	11	8	5
	4%	3%	4%	2%	5%	5%	4%	3%	4%	3%	5%	3%	4%	3%	4%	4%
BBC World Service	141	95	45	8	50	33	19	30	79	27	16	18	125	10	3	3
	3%	5% b	2%	2%	7% ade	5% e	3%	2%	7% bcd	2%	2%	2%	3%	3%	2%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Hits Radio	139	66	70	14	40	32	30	23	63	22	29	25	120	11	5	2
	3%	3%	3%	3%	5% e	5% e	4% e	1%	6% bd	2%	4% b	2%	3%	3%	2%	2%
Any LBC radio station	136	67	67	5	22	28	25	56	52	44	19	21	116	12	7	1
	3%	3%	3%	1%	3%	4% a	3%	3%	5% d	3%	2%	2%	3% d	3% d	3%	1%
BBC Radio 1Xtra	120	63	56	13	52	32	18	5	55	25	18	21	108	7	4	1
	3%	3%	3%	3% e	7% ade	5% e	3% e	*%	5% bcd	2%	2%	2%	3% d	2%	2%	1%
BBC Asian Network	113	63	48	15	37	32	13	17	33	33	17	30	105	6	2	*
	3%	3%	2%	3% e	5% de	5% e	2%	1%	3%	3%	2%	3%	3% d	2%	1%	*%
BBC Radio 4 Extra	108	65	41	8	40	21	9	31	58	20	11	16	92	9	5	2
	2%	3%	2%	2%	5% ade	3%	1%	2%	5% bcd	2%	1%	1%	3%	2%	2%	2%
GB News Radio	103	62	39	5	42	21	14	20	59	15	14	15	87	11	4	2
	2%	3%	2%	1%	6% ade	3% e	2%	1%	5% bcd	1%	2%	1%	2%	3%	2%	1%
Times Radio	76	48	27	8	30	19	11	8	53	13	3	7	61	11	2	2
	2%	2%	1%	2% e	4% e	3% e	1%	*%	5% bcd	1%	*%	1%	2%	3%	1%	1%
BBC Radio Scotland (SCOTLAND)	53	44	9	1	6	7	13	25	17	17	12	7	-	53	-	-
	1%	2% b	*%	*%	1%	1%	2%	1%	1%	1%	2%	1%	-%	14% acd	-%	-%
BBC Radio Ulster (NORTHERN IRELAND)	31	17	14	1	1	3	4	23	9	6	7	9	-	-	-	31
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	-%	-%	-%	26% abc
BBC Radio Wales (WALES)	24	11	12	*	2	3	3	15	9	4	5	5	-	-	24	-
	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	-%	-%	12% abd	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	7	3	4	-	1	*	2	4	2	-	3	2	-	-	7	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	3% abd	-%
BBC Radio nan G idheal (SCOTLAND)	5	3	2	1	1	-	2	1	-	3	1	-	-	5	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	-%	1% a	-%	-%
BBC Radio Foyle (NORTHERN IRELAND)	3	2	1	-	*	*	*	1	1	1	-	*	-	-	-	3
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	2% abc
ANY BBC RADIO	1992	1068	908	172	377	334	296	813	651	599	342	398	1703	145	88	56
	46%	51% b	41%	38%	51% ad	47% a	41%	47% a	58% bcd	45% d	44% d	36%	47% b	40%	43%	46%
ANY COMMERCIAL RADIO	2122	1046	1060	206	416	389	405	707	642	646	404	427	1853	151	82	36
	49%	50%	48%	45%	56% ae	55% ae	56% ae	41%	57% bd	49% d	52% d	38%	51% bcd	42% d	40% d	30%
ANY BBC LOCAL RADIO	296	173	121	12	48	37	38	161	111	67	56	63	183	55	27	31
	7%	8% b	5%	3%	6% a	5%	5%	9% acd	10% bd	5%	7%	6%	5%	15% a	13% a	26% abc
None	1522	675	827	210	253	247	230	582	293	448	260	514	1234	156	80	52
	35%	32%	37% a	46% bcde	34%	35%	32%	34%	26%	34% a	34% a	46% abc	34%	43% a	39%	43% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio 2	685	572	112	211	470	198	482	70	95	93	198	421	254
	16%	15%	20% a	17%	16%	17%	15%	17%	17%	18%	17%	16%	15%
BBC Radio 1	673	584	89	317	349	296	371	136	141	120	296	526	141
	16%	15%	16%	25% b	12%	26% b	12%	32% c	25%	23%	26%	21% b	8%
Any Heart radio station	574	494	80	217	346	202	362	66	106	92	202	419	142
	13%	13%	14%	17% b	12%	18% b	12%	16%	18%	18%	18%	16% b	8%
BBC Radio 4	510	441	69	138	370	128	380	46	63	60	128	283	217
	12%	12%	12%	11%	12%	11%	12%	11%	11%	12%	11%	11%	13%
Classic FM	500	436	64	199	294	182	311	80	94	74	182	342	151
	12%	12%	11%	16% b	10%	16% b	10%	19%	16%	14%	16%	13% b	9%
Any Capital radio station	442	412	29	219	213	204	228	76	116	100	204	341	94
	10%	11% b	5%	17% b	7%	18% b	7%	18%	20%	19%	18%	13% b	6%
talkSPORT or talkSPORT2	440	406	34	190	245	182	253	64	94	85	182	354	82
	10%	11% b	6%	15% b	8%	16% b	8%	15%	16%	16%	16%	14% b	5%
Any Smooth radio station	383	345	38	117	264	110	271	36	52	53	110	264	113
	9%	9%	7%	9%	9%	10%	9%	9%	9%	10%	10%	10% b	7%
BBC Radio 5 live	300	266	34	102	193	93	202	36	46	43	93	213	84
	7%	7%	6%	8%	6%	8%	6%	9%	8%	8%	8%	8% b	5%
Greatest Hits Radio	292	249	43	97	191	88	199	32	45	43	88	191	96
	7%	7%	8%	8%	6%	8%	6%	8%	8%	8%	8%	7%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Any Kiss radio station	243	229	14	140	101	126	113	61	77	48	126	199	43
	6%	6% b	3%	11% b	3%	11% b	4%	15%	13%	9%	11%	8% b	3%
Any Absolute Radio station	241	216	25	95	143	91	147	33	40	46	91	184	54
	6%	6%	4%	8% b	5%	8% b	5%	8%	7%	9%	8%	7% b	3%
BBC radio for your region (ENGLAND)	184	155	28	67	116	61	123	27	28	26	61	102	76
	4%	4%	5%	5%	4%	5%	4%	6%	5%	5%	5%	4%	5%
talkRADIO	180	158	22	89	90	84	95	41	44	28	84	149	27
	4%	4%	4%	7% b	3%	7% b	3%	10%	8%	5%	7%	6% b	2%
BBC 6 Music	174	162	12	85	87	79	92	29	42	36	79	153	18
	4%	4%	2%	7% b	3%	7% b	3%	7%	7%	7%	7%	6% b	1%
BBC Radio 5 sports extra	170	149	21	87	83	83	87	35	39	41	83	127	43
	4%	4%	4%	7% b	3%	7% b	3%	8%	7%	8%	7%	5% b	3%
BBC Radio 3	168	161	6	83	81	75	87	40	31	33	75	122	46
	4%	4% b	1%	7% b	3%	7% b	3%	10%	5%	6%	7%	5% b	3%
Virgin Radio	161	144	17	85	75	81	79	36	49	30	81	134	26
	4%	4%	3%	7% b	3%	7% b	3%	9%	9%	6%	7%	5% b	2%
Any Magic radio station	152	137	15	66	82	64	84	24	37	25	64	113	37
	4%	4%	3%	5% b	3%	6% b	3%	6%	6%	5%	6%	4% b	2%
BBC World Service	141	130	11	88	53	82	59	36	43	37	82	117	22
	3%	3%	2%	7% b	2%	7% b	2%	8%	8%	7%	7%	5% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Hits Radio	139	129	10	77	60	73	64	33	44	36	73	111	25
	3%	3%	2%	6% b	2%	6% b	2%	8%	8%	7%	6%	4% b	1%
Any LBC radio station	136	124	11	47	88	42	92	19	25	14	42	93	40
	3%	3%	2%	4%	3%	4%	3%	4%	4%	3%	4%	4%	2%
BBC Radio 1Xtra	120	114	6	77	42	74	45	35	41	29	74	100	20
	3%	3%	1%	6% b	1%	7% b	1%	8%	7%	6%	7%	4% b	1%
BBC Asian Network	113	110	3	74	39	67	46	34	38	29	67	86	27
	3%	3% b	1%	6% b	1%	6% b	1%	8%	7%	6%	6%	3% b	2%
BBC Radio 4 Extra	108	94	13	62	44	57	49	31	33	17	57	84	24
	2%	3%	2%	5% b	1%	5% b	2%	7%	6%	3%	5%	3% b	1%
GB News Radio	103	98	5	68	34	62	40	26	28	27	62	85	16
	2%	3%	1%	5% b	1%	5% b	1%	6%	5%	5%	5%	3% b	1%
Times Radio	76	75	1	53	23	51	25	26	32	23	51	70	5
	2%	2% b	*%	4% b	1%	5% b	1%	6%	6%	4%	5%	3% b	*%
BBC Radio Scotland (SCOTLAND)	53	48	4	10	41	10	41	5	6	5	10	39	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
BBC Radio Ulster (NORTHERN IRELAND)	31	20	11	5	26	4	27	1	2	2	4	16	14
	1%	1%	2% a	*%	1%	*%	1%	*%	*%	*%	*%	1%	1%
BBC Radio Wales (WALES)	24	21	3	5	18	4	19	1	1	3	4	12	10
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	7 *%	6 *%	1 *%	3 *%	4 *%	3 *%	5 *%	1 *%	1 *%	2 *%	3 *%	3 *%	4 *%
BBC Radio nan G idheal (SCOTLAND)	5 *%	5 *%	- -%	2 *%	3 *%	1 *%	4 *%	- -%	1 *%	- -%	1 *%	5 *%	- -%
BBC Radio Foyle (NORTHERN IRELAND)	3 *%	1 *%	2 *%	1 *%	2 *%	1 *%	2 *%	* *%	* *%	1 *%	1 *%	3 *%	- -%
ANY BBC RADIO	1992 46%	1721 46%	272 48%	670 53% b	1303 43%	622 55% b	1348 43%	240 57%	310 54%	287 55%	622 55%	1272 50% b	691 41%
ANY COMMERCIAL RADIO	2122 49%	1861 49%	261 46%	768 61% b	1326 44%	712 63% b	1379 44%	247 59%	367 64%	342 65%	712 63%	1464 57% b	622 37%
ANY BBC LOCAL RADIO	296 7%	248 7%	48 8%	91 7%	205 7%	81 7%	215 7%	35 8%	38 7%	36 7%	81 7%	172 7%	116 7%
None	1522 35%	1340 36%	182 32%	346 28%	1129 38% a	289 26%	1182 38% a	122 29%	146 26%	120 23%	289 26%	772 30%	708 42% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio 2	685	578	504	181	107	685	646	685	448	207	685	-	38	131	517
	16%	17%	17%	14%	13%	16%	18%	30%	21%	36%	18%	-%	6%	12%	20%
							f	acef	f	acef	f			a	ab
BBC Radio 1	673	634	596	78	39	673	629	673	488	195	673	-	34	119	520
	16%	18%	20%	6%	5%	16%	18%	30%	23%	34%	18%	-%	5%	11%	20%
		cde	cde			cd	f	acef	aef	acef	f			a	ab
Any Heart radio station	574	535	489	85	39	574	506	346	345	124	531	43	60	128	386
	13%	15%	16%	7%	5%	13%	14%	15%	16%	21%	14%	8%	9%	12%	15%
		cd	cde			cd	f	f	f	abcef	f				a
BBC Radio 4	510	385	326	185	126	510	481	510	364	168	510	-	18	68	425
	12%	11%	11%	14%	15%	12%	14%	23%	17%	29%	13%	-%	3%	6%	16%
				ab	ab		f	acef	aef	abcef	f			a	ab
Classic FM	500	436	399	101	64	500	465	418	371	135	484	16	30	88	382
	12%	13%	13%	8%	7%	12%	13%	19%	17%	23%	13%	3%	5%	8%	15%
		cd	cd			cd	f	aef	aef	acef	f			a	ab
Any Capital radio station	442	412	393	49	30	442	372	303	304	91	403	38	40	123	279
	10%	12%	13%	4%	4%	10%	11%	13%	14%	16%	11%	7%	6%	11%	11%
		cd	cde			cd		aef	aef	aef				a	a
talkSPORT or talkSPORT2	440	416	386	54	24	440	403	373	344	138	421	19	48	65	327
	10%	12%	13%	4%	3%	10%	11%	17%	16%	24%	11%	3%	7%	6%	12%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Any Smooth radio station	383	342	304	79	41	383	345	239	231	94	361	22	40	77	266
	9%	10%	10%	6%	5%	9%	10%	11%	11%	16%	10%	4%	6%	7%	10%
		cd	cd			cd	f	f	f	abcef	f				ab
BBC Radio 5 live	300	271	237	63	29	300	289	300	251	122	300	-	10	38	252
	7%	8%	8%	5%	3%	7%	8%	13%	12%	21%	8%	-%	2%	4%	10%
		cd	cd			d	f	aef	aef	abcef	f				ab
Greatest Hits Radio	292	266	238	54	26	292	267	196	185	93	276	16	46	53	194
	7%	8%	8%	4%	3%	7%	8%	9%	9%	16%	7%	3%	7%	5%	7%
		cd	cd			cd	f	f	f	abcef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Any Kiss radio station	243	241	230	13	3	243	211	174	167	58	228	15	33	60	151
	6%	7%	8%	1%	*%	6%	6%	8%	8%	10%	6%	3%	5%	6%	6%
		cd	cde			cd	f	f	f	aef	f				
Any Absolute Radio station	241	232	208	33	9	241	220	166	183	65	225	16	32	36	173
	6%	7%	7%	3%	1%	6%	6%	7%	8%	11%	6%	3%	5%	3%	7%
		cd	cd			cd	f	f	aef	abef	f				b
BBC radio for your region (ENGLAND)	184	146	122	62	37	184	179	184	126	65	184	-	12	24	147
	4%	4%	4%	5%	4%	4%	5%	8%	6%	11%	5%	-%	2%	2%	6%
							f	acef	f	acef	f				ab
talkRADIO	180	177	168	12	3	180	169	151	140	70	170	10	33	26	121
	4%	5%	6%	1%	*%	4%	5%	7%	6%	12%	4%	2%	5%	2%	5%
		cd	cd			cd	f	aef	ef	abcef	f		b		b
BBC 6 Music	174	171	164	11	3	174	164	174	163	106	174	-	3	38	133
	4%	5%	5%	1%	*%	4%	5%	8%	8%	18%	5%	-%	*%	4%	5%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
BBC Radio 5 sports extra	170	158	149	20	12	170	168	170	153	76	170	-	5	19	146
	4%	5%	5%	2%	1%	4%	5%	8%	7%	13%	4%	-%	1%	2%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 3	168	149	135	32	18	168	158	168	137	67	168	-	11	31	126
	4%	4%	4%	2%	2%	4%	4%	7%	6%	11%	4%	-%	2%	3%	5%
		c	cd				f	aef	aef	abcef	f				a
Virgin Radio	161	159	151	10	2	161	152	135	132	67	157	4	17	19	125
	4%	5%	5%	1%	*%	4%	4%	6%	6%	11%	4%	1%	3%	2%	5%
		cd	cd			cd	f	aef	aef	abcef	f				b
Any Magic radio station	152	143	131	21	10	152	138	108	102	36	141	12	15	23	114
	4%	4%	4%	2%	1%	4%	4%	5%	5%	6%	4%	2%	2%	2%	4%
		cd	cd			cd				ef					b
BBC World Service	141	130	122	19	11	141	136	141	128	68	141	-	2	21	117
	3%	4%	4%	1%	1%	3%	4%	6%	6%	12%	4%	-%	*%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Hits Radio	139	134	130	9	4	139	127	109	102	41	134	5	9	29	101
	3%	4%	4%	1%	1%	3%	4%	5%	5%	7%	4%	1%	1%	3%	4%
		cd	cd			cd	f	f	f	aef	f				a
Any LBC radio station	136	122	112	24	13	136	128	107	114	48	134	2	7	27	102
	3%	4%	4%	2%	2%	3%	4%	5%	5%	8%	4%	*%	1%	2%	4%
		c	cd				f	f	aef	abef	f				a
BBC Radio 1Xtra	120	120	117	4	-	120	113	120	103	54	120	-	8	20	92
	3%	3%	4%	*%	-%	3%	3%	5%	5%	9%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				a
BBC Asian Network	113	91	86	27	22	113	105	113	93	29	113	-	3	28	82
	3%	3%	3%	2%	3%	3%	3%	5%	4%	5%	3%	-%	*%	3%	3%
							f	aef	f	f	f			a	a
BBC Radio 4 Extra	108	102	89	19	6	108	102	108	98	64	108	-	4	12	91
	2%	3%	3%	1%	1%	2%	3%	5%	5%	11%	3%	-%	1%	1%	3%
		d	d			d	f	aef	aef	abcef	f				ab
GB News Radio	103	103	98	6	-	103	95	92	89	52	97	6	10	16	78
	2%	3%	3%	*%	-%	2%	3%	4%	4%	9%	3%	1%	1%	1%	3%
		cd	cd			cd		aef	aef	abcef					
Times Radio	76	76	75	1	-	76	76	74	76	48	76	-	2	7	67
	2%	2%	2%	*%	-%	2%	2%	3%	4%	8%	2%	-%	*%	1%	3%
		cd	cd			cd	f	ef	aef	abcef	f				ab
BBC Radio Scotland (SCOTLAND)	53	44	34	18	9	53	51	53	36	25	53	-	3	12	38
	1%	1%	1%	1%	1%	1%	1%	2%	2%	4%	1%	-%	*%	1%	1%
							f	f	f	acef					
BBC Radio Ulster (NORTHERN IRELAND)	31	22	18	13	9	31	28	31	18	7	31	-	3	3	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%
BBC Radio Wales (WALES)	24	20	17	7	4	24	23	24	14	7	24	-	1	3	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AG. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	7	6	5	3	1	7	6	7	5	3	7	-	-	1	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	-%	*%	-%	*%
BBC Radio Foyle (NORTHERN IRELAND)	3	3	2	*	-	3	3	3	2	2	3	-	-	*	2
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
ANY BBC RADIO	1992	1666	1462	531	326	1992	1851	1992	1345	490	1992	-	118	370	1504
	46%	48%	48%	41%	38%	46%	53%	89%	62%	84%	53%	-%	18%	34%	57%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
ANY COMMERCIAL RADIO	2122	1915	1716	407	207	2122	1870	1406	1353	393	1972	150	242	450	1430
	49%	55%	57%	31%	24%	49%	53%	63%	63%	67%	52%	27%	38%	42%	55%
		cde	cde	d		cd	f	aef	aef	aef	f				ab
ANY BBC LOCAL RADIO	296	236	194	102	60	296	285	296	196	105	296	-	20	43	233
	7%	7%	6%	8%	7%	7%	8%	13%	9%	18%	8%	-%	3%	4%	9%
							f	acef	f	abcef	f				ab
None	1522	1099	945	577	423	1522	1037	146	485	52	1126	396	345	492	685
	35%	32%	31%	44%	50%	35%	29%	7%	22%	9%	30%	73%	54%	46%	26%
				abe	abe	ab	bcd		bd		bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC News site/ app	1404	778	616	120	281	283	286	435	561	444	192	206	1196	106	62	40
	32%	37%	28%	26%	38%	40%	39%	25%	50%	34%	25%	18%	33%	29%	30%	33%
		b			ae	ae	ae		bcd	cd	d					
BBC Weather site/ app	1045	494	544	103	171	202	210	360	374	362	163	143	906	67	45	27
	24%	24%	25%	23%	23%	29%	29%	21%	34%	27%	21%	13%	25%	18%	22%	23%
						e	e		bcd	cd	d		b			
BBC Sport site/ app	670	495	172	56	162	129	114	209	290	181	90	107	561	54	33	23
	15%	24%	8%	12%	22%	18%	16%	12%	26%	14%	12%	10%	15%	15%	16%	19%
		b			ade	e			bcd	d						
BBC Homepage site (www.bbc.co.uk)	333	194	135	28	73	78	54	100	152	96	38	47	282	26	14	11
	8%	9%	6%	6%	10%	11%	7%	6%	14%	7%	5%	4%	8%	7%	7%	9%
		b			e	ae			bcd	d						
BBC Bitesize site/ app	190	84	102	46	66	38	24	15	88	57	27	18	161	16	7	6
	4%	4%	5%	10%	9%	5%	3%	1%	8%	4%	4%	2%	4%	4%	4%	5%
				cde	de	e	e		bcd	d						
BBC Newsround site	166	76	85	14	59	54	21	18	80	45	26	13	142	15	6	4
	4%	4%	4%	3%	8%	8%	3%	1%	7%	3%	3%	1%	4%	4%	3%	3%
				e	ade	ade	e		bcd	d	d					
A BBC CBeebies site/ app	150	75	75	22	64	39	11	14	68	37	24	21	132	11	4	3
	3%	4%	3%	5%	9%	6%	1%	1%	6%	3%	3%	2%	4%	3%	2%	3%
				de	de	de			bcd							
Any other BBC site or app	29	15	14	6	5	6	2	9	12	7	3	7	26	1	1	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	*%	1%
None of these	2172	933	1216	214	297	267	324	1070	341	622	435	767	1784	212	114	62
	50%	45%	55%	47%	40%	38%	45%	62%	31%	47%	56%	69%	49%	58%	56%	51%
			a	c				abcd		a	ab	abc		a	a	
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	1.1 b	.8	.9 e	1.2 ade	1.2 ade	1.0 e	.7	1.5 bcd	.9 cd	.7 d	.5	.9	.8	.8	.9
Standard deviation	1.16	1.22	1.10	1.07	1.30	1.24	1.16	1.03	1.34	1.12	1.01	.89	1.15	1.24	1.20	1.24

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC News site/ app	1404	1237	167	499	891	471	918	160	257	230	471	1034	357
	32%	33%	29%	40% b	30%	42% b	29%	38%	45%	44%	42%	40% b	21%
BBC Weather site/ app	1045	921	124	353	683	324	710	108	164	174	324	717	309
	24%	24%	22%	28% b	23%	29% b	23%	26%	29%	33%	29%	28% b	18%
BBC Sport site/ app	670	595	75	248	411	229	430	91	119	93	229	486	178
	15%	16%	13%	20% b	14%	20% b	14%	22%	21%	18%	20%	19% b	11%
BBC Homepage site (www.bbc.co.uk)	333	294	40	108	205	98	215	31	56	50	98	244	86
	8%	8%	7%	9%	7%	9%	7%	7%	10%	9%	9%	10% b	5%
BBC Bitesize site/ app	190	178	13	123	64	104	83	53	48	42	104	159	31
	4%	5% b	2%	10% b	2%	9% b	3%	12%	8%	8%	9%	6% b	2%
BBC Newsround site	166	157	9	111	54	100	63	45	52	44	100	143	22
	4%	4% b	2%	9% b	2%	9% b	2%	11%	9%	8%	9%	6% b	1%
A BBC CBeebies site/ app	150	139	11	114	33	105	42	61	51	40	105	122	28
	3%	4%	2%	9% b	1%	9% b	1%	15% cd	9%	8%	9%	5% b	2%
Any other BBC site or app	29	23	6	13	14	10	17	5	4	4	10	16	13
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	2172	1857	315	467	1660	408	1716	152	205	181	408	1014	1087
	50%	49%	55% a	37%	55% a	36%	55% a	36%	36%	34%	36%	40%	65% a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	.9 b	.8	1.2 b	.8	1.3 b	.8	1.3	1.3	1.3	1.3	1.1 b	.6
Standard deviation	1.16	1.17	1.10	1.31	1.07	1.30	1.09	1.35	1.32	1.29	1.30	1.23	.98

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 92

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC News site/ app	1404	1315	1163	240	89	1404	1324	1022	1404	371	1404	-	75	259	1070
	32%	38%	38%	18%	10%	32%	38%	46%	65%	64%	37%	-%	12%	24%	41%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	1045	960	838	207	85	1045	971	735	1045	262	1045	-	52	224	770
	24%	28%	28%	16%	10%	24%	28%	33%	48%	45%	28%	-%	8%	21%	29%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	670	649	562	108	21	670	641	506	670	217	670	-	41	115	514
	15%	19%	19%	8%	2%	15%	18%	23%	31%	37%	18%	-%	6%	11%	20%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
BBC Homepage site (www.bbc.co.uk)	333	321	280	54	13	333	319	228	333	131	333	-	12	51	270
	8%	9%	9%	4%	2%	8%	9%	10%	15%	23%	9%	-%	2%	5%	10%
		cd	cd	d		cd	f	f	abef	abcef	f			a	ab
BBC Bitesize site/ app	190	190	183	7	-	190	183	165	190	70	190	-	9	49	133
	4%	5%	6%	1%	-%	4%	5%	7%	9%	12%	5%	-%	1%	5%	5%
		cd	cde			cd	f	aef	aef	abef	f			a	a
BBC Newsround site	166	165	157	9	1	166	162	149	166	81	166	-	8	26	131
	4%	5%	5%	1%	*%	4%	5%	7%	8%	14%	4%	-%	1%	2%	5%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A BBC CBeebies site/ app	150	147	144	6	3	150	143	128	150	65	150	-	8	45	97
	3%	4%	5%	*%	*%	3%	4%	6%	7%	11%	4%	-%	1%	4%	4%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
Any other BBC site or app	29	28	24	6	1	29	26	19	29	11	29	-	-	9	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	2%	1%	-%	-%	1%	1%
										f					
None of these	2172	1467	1242	931	705	2172	1519	748	-	71	1628	545	508	601	1063
	50%	42%	41%	71%	83%	50%	43%	33%	-%	12%	43%	100%	79%	56%	41%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	1.1 cde	1.1 cde	.5 d	.3	.9 cd	1.1	1.3 ae	1.8 abe	2.1 abce	1.1	-	.3	.7 a	1.1 ab
Standard deviation	1.16	1.21	1.21	.91	.62	1.16	1.21	1.27	1.01	1.43	1.19	-	.71	.99	1.25

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?
Base: Those who have personally used the BBC News site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1390	776	604	113	276	312	219	470	570	405	198	217	947	158	149	136
Effective Weighted Sample	1126	638	480	93	233	259	178	385	465	327	165	174	876	147	141	130
Total	1404	778	616	120	281	283	286	435	561	444	192	206	1196	106	62	40
At least daily	741	441	295	49	131	138	163	259	304	239	94	103	626	54	41	20
	53%	57% b	48%	41%	47%	49%	57%	60% abc	54%	54%	49%	50%	52%	51%	67% abd	50%
At least weekly	544	293	247	54	123	122	105	141	211	169	77	87	482	32	14	16
	39%	38%	40%	45%	44% e	43% e	37%	32%	38%	38%	40%	42%	40% c	30%	23%	40% c
At least monthly	93	35	57	14	19	21	14	25	35	30	16	12	67	18	5	3
	7%	4%	9% a	12%	7%	8%	5%	6%	6%	7%	8%	6%	6%	17% a	9%	8%
Less often	21	6	15	3	7	2	3	7	11	5	3	3	17	3	1	1
	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%
Don t know/ can t remember	4	2	2	-	1	-	-	3	-	1	2	1	4	-	-	-
	*%	*%	*%	-%	*%	-%	-%	1%	-%	*%	1%	1%	*%	-%	-%	-%
SUMMARY																
DAILY	741	441	295	49	131	138	163	259	304	239	94	103	626	54	41	20
	53%	57% b	48%	41%	47%	49%	57%	60% abc	54%	54%	49%	50%	52%	51%	67% abd	50%
WEEKLY	1284	734	542	103	254	259	268	400	515	408	171	190	1107	86	55	36
	92%	94% b	88%	86%	90%	92%	94%	92%	92%	92%	89%	92%	93% b	81%	90%	90%
MONTHLY	1378	769	599	117	273	280	283	425	550	438	187	202	1175	103	61	39
	98%	99%	97%	98%	97%	99%	99%	98%	98%	99%	97%	98%	98%	98%	98%	98%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?
Base: Those who have personally used the BBC News site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1390	1182	208	469	911	439	939	160	252	199	439	986	387
Effective Weighted Sample	1126	969	163	384	734	361	756	135	206	164	361	801	316
Total	1404	1237	167	499	891	471	918	160	257	230	471	1034	357
At least daily	741	644	97	248	483	244	487	77	126	122	244	534	199
	53%	52%	58%	50%	54%	52%	53%	48%	49%	53%	52%	52%	56%
At least weekly	544	489	55	221	319	202	338	71	117	96	202	417	123
	39%	40%	33%	44% b	36%	43%	37%	44%	46%	42%	43%	40%	34%
At least monthly	93	83	10	28	65	24	69	12	13	10	24	68	25
	7%	7%	6%	6%	7%	5%	8%	8%	5%	5%	5%	7%	7%
Less often	21	17	4	1	19	1	19	-	1	1	1	13	8
	2%	1%	3%	*%	2%	*%	2%	-%	*%	*%	*%	1%	2%
Don t know/ can t remember	4	4	-	-	4	-	4	-	-	-	-	2	2
	*%	*%	-%	-%	1%	-%	*%	-%	-%	-%	-%	*%	1%
SUMMARY													
DAILY	741	644	97	248	483	244	487	77	126	122	244	534	199
	53%	52%	58%	50%	54%	52%	53%	48%	49%	53%	52%	52%	56%
WEEKLY	1284	1132	152	470	802	446	825	148	243	219	446	951	322
	92%	92%	91%	94%	90%	95% b	90%	92%	95%	95%	95%	92%	90%
MONTHLY	1378	1215	162	498	867	469	894	160	256	229	469	1018	346
	98%	98%	97%	100% b	97%	100% b	97%	100%	100%	100%	100%	99%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?
Base: Those who have personally used the BBC News site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	1390	1315	1161	229	75	1390	1312	994	1390	391	1390	-	85	254	1051
Effective Weighted Sample	1126	1064	938	188	63	1126	1062	811	1126	313	1126	-	67	211	849
Total	1404	1315	1163	240	89	1404	1324	1022	1404	371	1404	-	75	259	1070
At least daily	741	699	603	138	**	741	701	554	741	219	741	**	**	124	582
	53%	53%	52%	57%	**	53%	53%	54%	53%	59%	53%	**	**	48%	54%
At least weekly	544	503	457	87	**	544	515	402	544	135	544	**	**	107	413
	39%	38%	39%	36%	**	39%	39%	39%	39%	36%	39%	**	**	41%	39%
At least monthly	93	87	80	13	**	93	88	53	93	14	93	**	**	19	61
	7%	7%	7%	5%	**	7%	7%	5%	7%	4%	7%	**	**	7%	6%
Less often	21	21	20	1	**	21	17	11	21	2	21	**	**	9	11
	2%	2%	2%	1%	**	2%	1%	1%	2%	*%	2%	**	**	3%	1%
Don t know/ can t remember	4	4	3	1	**	4	3	2	4	1	4	**	**	1	3
	*%	*%	*%	*%	**	*%	*%	*%	*%	*%	*%	**	**	1%	*%
SUMMARY															
DAILY	741	699	603	138	**	741	701	554	741	219	741	**	**	124	582
	53%	53%	52%	57%	**	53%	53%	54%	53%	59%	53%	**	**	48%	54%
WEEKLY	1284	1202	1060	224	**	1284	1216	956	1284	354	1284	**	**	231	995
	92%	91%	91%	93%	**	92%	92%	94%	92%	95%	92%	**	**	89%	93%
MONTHLY	1378	1289	1140	238	**	1378	1304	1009	1378	368	1378	**	**	249	1055
	98%	98%	98%	99%	**	98%	98%	99%	98%	99%	98%	**	**	96%	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?
Base: Those who have personally used the BBC Sport site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	699	531	165	62	159	150	95	233	307	179	100	112	463	79	80	77
Effective Weighted Sample	566	426	138	50	133	120	77	193	248	142	85	92	430	73	75	74
Total	670	495	172	56	162	129	114	209	290	181	90	107	561	54	33	23
At least daily	333	265	68	**	79	57	**	112	145	92	43	54	276	**	**	**
	50%	53% b	39%	**	49%	44%	**	54%	50%	51%	48%	50%	49%	**	**	**
At least weekly	282	204	77	**	73	54	**	85	120	78	39	45	239	**	**	**
	42%	41%	45%	**	45%	42%	**	41%	41%	43%	43%	42%	43%	**	**	**
At least monthly	44	19	24	**	10	13	**	10	24	9	6	4	37	**	**	**
	7%	4%	14% a	**	6%	10%	**	5%	8%	5%	7%	4%	7%	**	**	**
Less often	10	6	3	**	-	4	**	2	2	2	3	4	9	**	**	**
	1%	1%	2%	**	-%	3%	**	1%	1%	1%	3%	4%	2%	**	**	**
Don t know/ can t remember	*	*	-	**	-	-	**	-	*	-	-	-	-	**	**	**
	*%	*%	-%	**	-%	-%	**	-%	*%	-%	-%	-%	-%	**	**	**
SUMMARY																
DAILY	333	265	68	**	79	57	**	112	145	92	43	54	276	**	**	**
	50%	53% b	39%	**	49%	44%	**	54%	50%	51%	48%	50%	49%	**	**	**
WEEKLY	615	469	145	**	152	111	**	197	265	170	81	99	514	**	**	**
	92%	95% b	84%	**	94%	86%	**	94%	91%	94%	90%	92%	92%	**	**	**
MONTHLY	660	488	169	**	162	125	**	207	288	179	87	103	551	**	**	**
	98%	99%	98%	**	100%	97%	**	99%	99%	99%	97%	96%	98%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?
Base: Those who have personally used the BBC Sport site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	699	603	96	257	434	239	452	99	129	97	239	491	202
Effective Weighted Sample	566	493	75	204	355	190	369	80	102	76	190	398	164
Total	670	595	75	248	411	229	430	91	119	93	229	486	178
At least daily	333	297	**	115	211	110	216	**	57	**	110	241	90
	50%	50%	**	47%	51%	48%	50%	**	48%	**	48%	49%	50%
At least weekly	282	252	**	110	169	100	179	**	54	**	100	206	73
	42%	42%	**	44%	41%	44%	42%	**	45%	**	44%	42%	41%
At least monthly	44	39	**	21	22	16	27	**	7	**	16	33	12
	7%	7%	**	8%	5%	7%	6%	**	6%	**	7%	7%	7%
Less often	10	7	**	2	8	2	8	**	1	**	2	6	4
	1%	1%	**	1%	2%	1%	2%	**	1%	**	1%	1%	2%
Don t know/ can t remember	*	*	**	-	*	-	*	**	-	**	-	*	-
	*%	*%	**	-%	*%	-%	*%	**	-%	**	-%	*%	-%
SUMMARY													
DAILY	333	297	**	115	211	110	216	**	57	**	110	241	90
	50%	50%	**	47%	51%	48%	50%	**	48%	**	48%	49%	50%
WEEKLY	615	549	**	225	381	211	395	**	111	**	211	447	163
	92%	92%	**	91%	93%	92%	92%	**	93%	**	92%	92%	91%
MONTHLY	660	588	**	246	403	227	422	**	118	**	227	480	175
	98%	99%	**	99%	98%	99%	98%	**	99%	**	99%	99%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?
Base: Those who have personally used the BBC Sport site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	699	675	591	108	24	699	666	537	699	233	699	-	44	124	531
Effective Weighted Sample	566	547	474	91	19	566	541	435	566	189	566	-	35	98	433
Total	670	649	562	108	21	670	641	506	670	217	670	-	41	115	514
At least daily	333	321	271	62	**	333	321	257	333	117	333	**	**	55	258
	50%	49%	48%	58%	**	50%	50%	51%	50%	54%	50%	**	**	48%	50%
At least weekly	282	277	246	36	**	282	272	211	282	85	282	**	**	47	223
	42%	43%	44%	34%	**	42%	42%	42%	42%	39%	42%	**	**	41%	43%
At least monthly	44	43	37	7	**	44	42	32	44	14	44	**	**	9	28
	7%	7%	7%	6%	**	7%	7%	6%	7%	6%	7%	**	**	8%	6%
Less often	10	8	7	2	**	10	7	6	10	1	10	**	**	4	4
	1%	1%	1%	2%	**	1%	1%	1%	1%	*%	1%	**	**	3%	1%
Don t know/ can t remember	*	*	*	-	**	*	*	*	*	-	*	**	**	-	-
	*%	*%	*%	-%	**	*%	*%	*%	*%	-%	*%	**	**	-%	-%
SUMMARY															
DAILY	333	321	271	62	**	333	321	257	333	117	333	**	**	55	258
	50%	49%	48%	58%	**	50%	50%	51%	50%	54%	50%	**	**	48%	50%
WEEKLY	615	598	517	98	**	615	592	467	615	203	615	**	**	102	482
	92%	92%	92%	91%	**	92%	92%	92%	92%	93%	92%	**	**	89%	94%
MONTHLY	660	641	554	105	**	660	634	500	660	216	660	**	**	112	510
	98%	99%	99%	98%	**	98%	99%	99%	98%	100%	98%	**	**	97%	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?
Base: Those who have personally used the BBC Bitesize site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	185	81	100	46	61	39	21	18	94	47	26	18	125	22	19	19
Effective Weighted Sample	152	67	81	38	51	33	16	13	75	41	21	14	117	21	18	18
Total	190	84	102	46	66	38	24	15	88	57	27	18	161	16	7	6
At least daily	50	**	26	**	**	**	**	**	**	**	**	**	40	**	**	**
	26%	**	26%	**	**	**	**	**	**	**	**	**	25%	**	**	**
At least weekly	89	**	42	**	**	**	**	**	**	**	**	**	79	**	**	**
	47%	**	42%	**	**	**	**	**	**	**	**	**	49%	**	**	**
At least monthly	41	**	26	**	**	**	**	**	**	**	**	**	35	**	**	**
	21%	**	26%	**	**	**	**	**	**	**	**	**	22%	**	**	**
Less often	10	**	7	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	7%	**	**	**	**	**	**	**	**	**	4%	**	**	**
SUMMARY																
DAILY	50	**	26	**	**	**	**	**	**	**	**	**	40	**	**	**
	26%	**	26%	**	**	**	**	**	**	**	**	**	25%	**	**	**
WEEKLY	139	**	68	**	**	**	**	**	**	**	**	**	119	**	**	**
	73%	**	67%	**	**	**	**	**	**	**	**	**	74%	**	**	**
MONTHLY	180	**	95	**	**	**	**	**	**	**	**	**	154	**	**	**
	95%	**	93%	**	**	**	**	**	**	**	**	**	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?
Base: Those who have personally used the BBC Bitesize site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	185	170	15	117	66	99	84	52	50	38	99	147	37
Effective Weighted Sample	152	140	11	99	51	83	66	44	42	32	83	123	28
Total	190	178	13	123	64	104	83	53	48	42	104	159	31
At least daily	50	46	**	37	**	**	**	**	**	**	**	43	**
	26%	26%	**	30%	**	**	**	**	**	**	**	27%	**
At least weekly	89	83	**	60	**	**	**	**	**	**	**	79	**
	47%	47%	**	49%	**	**	**	**	**	**	**	50%	**
At least monthly	41	39	**	21	**	**	**	**	**	**	**	29	**
	21%	22%	**	17%	**	**	**	**	**	**	**	18%	**
Less often	10	9	**	5	**	**	**	**	**	**	**	7	**
	5%	5%	**	4%	**	**	**	**	**	**	**	4%	**
SUMMARY													
DAILY	50	46	**	37	**	**	**	**	**	**	**	43	**
	26%	26%	**	30%	**	**	**	**	**	**	**	27%	**
WEEKLY	139	130	**	97	**	**	**	**	**	**	**	122	**
	73%	73%	**	79%	**	**	**	**	**	**	**	77%	**
MONTHLY	180	169	**	118	**	**	**	**	**	**	**	152	**
	95%	95%	**	96%	**	**	**	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?
Base: Those who have personally used the BBC Bitesize site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	185	185	176	9	-	185	177	160	185	71	185	-	10	44	131
Effective Weighted Sample	152	152	146	6	-	152	145	133	152	58	152	-	8	36	108
Total	190	190	183	7	-	190	183	165	190	70	190	-	9	49	133
At least daily	50	50	45	**	**	50	50	46	50	**	50	**	**	**	38
	26%	26%	25%	**	**	26%	28%	28%	26%	**	26%	**	**	**	29%
At least weekly	89	89	87	**	**	89	86	80	89	**	89	**	**	**	68
	47%	47%	47%	**	**	47%	47%	49%	47%	**	47%	**	**	**	51%
At least monthly	41	41	40	**	**	41	36	32	41	**	41	**	**	**	23
	21%	21%	22%	**	**	21%	20%	19%	21%	**	21%	**	**	**	17%
Less often	10	10	10	**	**	10	10	7	10	**	10	**	**	**	4
	5%	5%	6%	**	**	5%	6%	4%	5%	**	5%	**	**	**	3%
SUMMARY															
DAILY	50	50	45	**	**	50	50	46	50	**	50	**	**	**	38
	26%	26%	25%	**	**	26%	28%	28%	26%	**	26%	**	**	**	29%
WEEKLY	139	139	132	**	**	139	136	126	139	**	139	**	**	**	105
	73%	73%	72%	**	**	73%	74%	76%	73%	**	73%	**	**	**	80%
MONTHLY	180	180	173	**	**	180	172	158	180	**	180	**	**	**	128
	95%	95%	94%	**	**	95%	94%	96%	95%	**	95%	**	**	**	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?
Base: Those who have personally used the BBC Weather site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	c	~d
Unweighted row	1015	490	518	97	169	220	152	377	382	309	167	155	715	96	112	92
Effective Weighted Sample	827	402	420	80	143	182	127	313	311	256	141	124	660	89	107	88
Total	1045	494	544	103	171	202	210	360	374	362	163	143	906	67	45	27
At least daily	604	288	313	**	116	109	127	209	232	210	86	75	524	**	26	**
	58%	58%	57%	**	68%	54%	61%	58%	62%	58%	53%	53%	58%	**	57%	**
At least weekly	354	175	176	**	39	77	65	128	117	121	60	53	303	**	16	**
	34%	36%	32%	**	23%	38%	31%	36%	31%	33%	37%	37%	34%	**	36%	**
						b		b								
At least monthly	69	26	42	**	12	12	14	16	20	24	14	11	62	**	3	**
	7%	5%	8%	**	7%	6%	7%	4%	5%	7%	8%	8%	7%	**	6%	**
Less often	12	5	7	**	3	2	2	5	3	4	3	2	10	**	*	**
	1%	1%	1%	**	2%	1%	1%	1%	1%	1%	2%	2%	1%	**	1%	**
Don t know/ can t remember	6	-	6	**	1	2	2	2	1	3	-	2	6	**	-	**
	1%	-%	1%	**	1%	1%	1%	*%	*%	1%	-%	1%	1%	**	-%	**
SUMMARY																
DAILY	604	288	313	**	116	109	127	209	232	210	86	75	524	**	26	**
	58%	58%	57%	**	68%	54%	61%	58%	62%	58%	53%	53%	58%	**	57%	**
WEEKLY	958	463	489	**	155	186	192	337	349	331	146	128	828	**	42	**
	92%	94%	90%	**	91%	92%	91%	94%	93%	91%	90%	90%	91%	**	93%	**
MONTHLY	1027	490	531	**	168	198	206	353	370	355	160	139	889	**	45	**
	98%	99%	97%	**	98%	98%	98%	98%	99%	98%	98%	97%	98%	**	99%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?
Base: Those who have personally used the BBC Weather site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1015	864	151	329	678	304	702	110	157	158	304	673	320
Effective Weighted Sample	827	711	121	269	552	248	572	90	129	128	248	548	263
Total	1045	921	124	353	683	324	710	108	164	174	324	717	309
At least daily	604	517	86	204	393	191	404	65	98	100	191	422	171
	58%	56%	70% a	58%	58%	59%	57%	60%	60%	57%	59%	59%	56%
At least weekly	354	323	31	116	236	106	246	29	57	61	106	233	113
	34%	35%	25%	33%	35%	33%	35%	27%	35%	35%	33%	33%	37%
At least monthly	69	63	6	29	39	25	43	14	7	12	25	52	17
	7%	7%	5%	8%	6%	8%	6%	13%	4%	7%	8%	7%	5%
Less often	12	12	*	2	10	1	12	-	*	1	1	6	6
	1%	1%	*%	1%	1%	*%	2%	-%	*%	*%	*%	1%	2%
Don t know/ can t remember	6	6	-	2	5	2	5	-	2	-	2	3	2
	1%	1%	-%	1%	1%	1%	1%	-%	1%	-%	1%	*%	1%
SUMMARY													
DAILY	604	517	86	204	393	191	404	65	98	100	191	422	171
	58%	56%	70% a	58%	58%	59%	57%	60%	60%	57%	59%	59%	56%
WEEKLY	958	840	118	320	629	297	651	94	155	161	297	655	285
	92%	91%	95%	91%	92%	92%	92%	87%	95%	93%	92%	91%	92%
MONTHLY	1027	903	124	349	668	322	694	108	161	173	322	707	301
	98%	98%	100%	99%	98%	99%	98%	100%	99%	100%	99%	99%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?
Base: Those who have personally used the BBC Weather site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	1015	947	824	191	68	1015	948	714	1015	280	1015	-	54	213	748
Effective Weighted Sample	827	772	670	157	57	827	769	579	827	221	827	-	44	177	607
Total	1045	960	838	207	85	1045	971	735	1045	262	1045	-	52	224	770
At least daily	604	557	480	123	**	604	563	442	604	147	604	**	**	103	471
	58%	58%	57%	60%	**	58%	58%	60%	58%	56%	58%	**	**	46%	61% b
At least weekly	354	320	283	71	**	354	330	237	354	101	354	**	**	84	252
	34%	33%	34%	34%	**	34%	34%	32%	34%	38%	34%	**	**	38%	33%
At least monthly	69	68	60	9	**	69	60	45	69	10	69	**	**	27	38
	7%	7%	7%	4%	**	7%	6%	6%	7%	4%	7%	**	**	12% c	5%
Less often	12	9	9	4	**	12	11	7	12	3	12	**	**	5	5
	1%	1%	1%	2%	**	1%	1%	1%	1%	1%	1%	**	**	2%	1%
Don t know/ can t remember	6	6	6	-	**	6	6	3	6	1	6	**	**	4	3
	1%	1%	1%	-%	**	1%	1%	*%	1%	*%	1%	**	**	2%	*%
SUMMARY															
DAILY	604	557	480	123	**	604	563	442	604	147	604	**	**	103	471
	58%	58%	57%	60%	**	58%	58%	60%	58%	56%	58%	**	**	46%	61% b
WEEKLY	958	877	764	194	**	958	893	679	958	248	958	**	**	188	723
	92%	91%	91%	94%	**	92%	92%	92%	92%	95%	92%	**	**	84%	94% b
MONTHLY	1027	945	823	203	**	1027	953	724	1027	259	1027	**	**	215	761
	98%	98%	98%	98%	**	98%	98%	99%	98%	98%	98%	**	**	96%	99% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?
Base: Those who have personally used a BBC CBeebies site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	149	77	71	19	61	46	8	15	69	33	21	26	111	14	11	13
Effective Weighted Sample	125	65	60	17	52	37	7	13	59	28	19	20	103	13	11	13
Total	150	75	75	22	64	39	11	14	68	37	24	21	132	11	4	3
At least daily	55	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
At least weekly	59	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	40%	**	**	**
At least monthly	26	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
Less often	11	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
SUMMARY																
DAILY	55	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
WEEKLY	114	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	75%	**	**	**
MONTHLY	139	**	**	**	**	**	**	**	**	**	**	**	122	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?
Base: Those who have personally used a BBC CBeebies site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted row	149	137	12	115	31	108	38	67	59	39	108	119	30
Effective Weighted Sample	125	114	11	95	27	89	33	54	48	32	89	99	27
Total	150	139	11	114	33	105	42	61	51	40	105	122	28
At least daily	55	54	**	46	**	46	**	**	**	**	46	48	**
	37%	39%	**	41%	**	44%	**	**	**	**	44%	39%	**
At least weekly	59	53	**	46	**	41	**	**	**	**	41	47	**
	39%	38%	**	41%	**	39%	**	**	**	**	39%	38%	**
At least monthly	26	22	**	15	**	13	**	**	**	**	13	22	**
	17%	16%	**	13%	**	12%	**	**	**	**	12%	18%	**
Less often	11	10	**	7	**	5	**	**	**	**	5	6	**
	7%	8%	**	6%	**	5%	**	**	**	**	5%	5%	**
SUMMARY													
DAILY	55	54	**	46	**	46	**	**	**	**	46	48	**
	37%	39%	**	41%	**	44%	**	**	**	**	44%	39%	**
WEEKLY	114	106	**	92	**	87	**	**	**	**	87	94	**
	76%	77%	**	81%	**	83%	**	**	**	**	83%	77%	**
MONTHLY	139	129	**	107	**	100	**	**	**	**	100	116	**
	93%	92%	**	94%	**	95%	**	**	**	**	95%	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?
Base: Those who have personally used a BBC CBeebies site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	149	145	141	8	4	149	143	128	149	66	149	-	7	40	102
Effective Weighted Sample	125	122	119	6	3	125	120	108	125	57	125	-	7	33	86
Total	150	147	144	6	3	150	143	128	150	65	150	-	8	45	97
At least daily	55	54	54	**	**	55	55	51	55	**	55	**	**	**	43
	37%	37%	37%	**	**	37%	39%	40%	37%	**	37%	**	**	**	45%
At least weekly	59	57	55	**	**	59	57	47	59	**	59	**	**	**	37
	39%	39%	38%	**	**	39%	40%	36%	39%	**	39%	**	**	**	38%
At least monthly	26	25	24	**	**	26	23	21	26	**	26	**	**	**	13
	17%	17%	17%	**	**	17%	16%	16%	17%	**	17%	**	**	**	13%
Less often	11	11	11	**	**	11	8	9	11	**	11	**	**	**	4
	7%	7%	8%	**	**	7%	5%	7%	7%	**	7%	**	**	**	4%
SUMMARY															
DAILY	55	54	54	**	**	55	55	51	55	**	55	**	**	**	43
	37%	37%	37%	**	**	37%	39%	40%	37%	**	37%	**	**	**	45%
WEEKLY	114	111	109	**	**	114	112	98	114	**	114	**	**	**	81
	76%	75%	76%	**	**	76%	79%	76%	76%	**	76%	**	**	**	83%
MONTHLY	139	136	133	**	**	139	135	119	139	**	139	**	**	**	93
	93%	93%	92%	**	**	93%	95%	93%	93%	**	93%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?
Base: Those who have personally used the BBC Newsround site in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	156	75	76	13	56	52	16	19	79	38	25	13	110	19	13	14
Effective Weighted Sample	130	62	64	11	46	45	13	16	65	33	21	11	102	18	12	13
Total	166	76	85	14	59	54	21	18	80	45	26	13	142	15	6	4
At least daily	50	**	**	**	**	**	**	**	**	**	**	**	39	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	**
At least weekly	75	**	**	**	**	**	**	**	**	**	**	**	68	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
At least monthly	27	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
Less often	13	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
Don t know/ can t remember	*	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
SUMMARY																
DAILY	50	**	**	**	**	**	**	**	**	**	**	**	39	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	**
WEEKLY	126	**	**	**	**	**	**	**	**	**	**	**	107	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
MONTHLY	153	**	**	**	**	**	**	**	**	**	**	**	131	**	**	**
	92%	**	**	**	**	**	**	**	**	**	**	**	93%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?
Base: Those who have personally used the BBC Newsround site in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	156	146	10	102	53	93	61	42	49	43	93	132	23
Effective Weighted Sample	130	122	8	87	42	79	49	36	43	35	79	111	19
Total	166	157	9	111	54	100	63	45	52	44	100	143	22
At least daily	50	50	**	24	**	**	**	**	**	**	**	48	**
	30%	32%	**	21%	**	**	**	**	**	**	**	33%	**
At least weekly	75	69	**	58	**	**	**	**	**	**	**	64	**
	45%	44%	**	52%	**	**	**	**	**	**	**	45%	**
At least monthly	27	25	**	23	**	**	**	**	**	**	**	23	**
	16%	16%	**	20%	**	**	**	**	**	**	**	16%	**
Less often	13	13	**	6	**	**	**	**	**	**	**	8	**
	8%	8%	**	6%	**	**	**	**	**	**	**	5%	**
Don t know/ can t remember	*	*	**	-	**	**	**	**	**	**	**	*	**
	*%	*%	**	-%	**	**	**	**	**	**	**	*%	**
SUMMARY													
DAILY	50	50	**	24	**	**	**	**	**	**	**	48	**
	30%	32%	**	21%	**	**	**	**	**	**	**	33%	**
WEEKLY	126	119	**	82	**	**	**	**	**	**	**	112	**
	76%	76%	**	74%	**	**	**	**	**	**	**	78%	**
MONTHLY	153	144	**	104	**	**	**	**	**	**	**	135	**
	92%	92%	**	94%	**	**	**	**	**	**	**	94%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?
Base: Those who have personally used the BBC Newsround site in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	156	155	147	9	1	156	153	144	156	79	156	-	6	24	126
Effective Weighted Sample	130	129	123	7	1	130	127	119	130	64	130	-	6	21	104
Total	166	165	157	9	1	166	162	149	166	81	166	-	8	26	131
At least daily	50	49	47	**	**	50	48	48	50	**	50	**	**	**	43
	30%	30%	30%	**	**	30%	30%	32%	30%	**	30%	**	**	**	33%
At least weekly	75	75	71	**	**	75	75	67	75	**	75	**	**	**	60
	45%	46%	45%	**	**	45%	46%	45%	45%	**	45%	**	**	**	46%
At least monthly	27	27	27	**	**	27	27	26	27	**	27	**	**	**	18
	16%	16%	17%	**	**	16%	17%	17%	16%	**	16%	**	**	**	14%
Less often	13	13	11	**	**	13	11	8	13	**	13	**	**	**	10
	8%	8%	7%	**	**	8%	7%	5%	8%	**	8%	**	**	**	7%
Don t know/ can t remember	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
SUMMARY															
DAILY	50	49	47	**	**	50	48	48	50	**	50	**	**	**	43
	30%	30%	30%	**	**	30%	30%	32%	30%	**	30%	**	**	**	33%
WEEKLY	126	124	118	**	**	126	124	115	126	**	126	**	**	**	103
	76%	76%	75%	**	**	76%	76%	77%	76%	**	76%	**	**	**	79%
MONTHLY	153	152	145	**	**	153	151	141	153	**	153	**	**	**	121
	92%	92%	92%	**	**	92%	93%	94%	92%	**	92%	**	**	**	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?
Base: Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	339	195	140	28	67	85	43	116	165	86	38	50	230	37	34	38
Effective Weighted Sample	278	161	114	23	59	71	36	93	134	72	33	41	215	34	32	37
Total	333	194	135	28	73	78	54	100	152	96	38	47	282	26	14	11
At least daily	129	87	38	**	**	**	**	45	64	**	**	**	100	**	**	**
	39%	45% b	28%	**	**	**	**	45%	42%	**	**	**	36%	**	**	**
At least weekly	150	77	73	**	**	**	**	39	68	**	**	**	135	**	**	**
	45%	40%	54%	**	**	**	**	40%	45%	**	**	**	48%	**	**	**
At least monthly	37	23	15	**	**	**	**	11	12	**	**	**	33	**	**	**
	11%	12%	11%	**	**	**	**	11%	8%	**	**	**	12%	**	**	**
Less often	16	7	8	**	**	**	**	4	8	**	**	**	12	**	**	**
	5%	4%	6%	**	**	**	**	4%	5%	**	**	**	4%	**	**	**
Don t know/ can t remember	2	1	1	**	**	**	**	-	-	**	**	**	1	**	**	**
	*%	*%	1%	**	**	**	**	-%	-%	**	**	**	*%	**	**	**
SUMMARY																
DAILY	129	87	38	**	**	**	**	45	64	**	**	**	100	**	**	**
	39%	45% b	28%	**	**	**	**	45%	42%	**	**	**	36%	**	**	**
WEEKLY	279	164	111	**	**	**	**	85	133	**	**	**	236	**	**	**
	84%	84%	82%	**	**	**	**	85%	87%	**	**	**	84%	**	**	**
MONTHLY	316	187	126	**	**	**	**	96	144	**	**	**	269	**	**	**
	95%	96%	93%	**	**	**	**	96%	95%	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?
Base: Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	339	293	46	108	216	100	224	33	58	51	100	235	100
Effective Weighted Sample	278	241	37	92	173	84	180	27	48	42	84	195	82
Total	333	294	40	108	205	98	215	31	56	50	98	244	86
At least daily	129	112	**	37	86	35	89	**	**	**	35	89	38
	39%	38%	**	34%	42%	36%	41%	**	**	**	36%	37%	44%
At least weekly	150	135	**	57	79	49	87	**	**	**	49	120	29
	45%	46%	**	53%	39%	50%	41%	**	**	**	50%	49%	34%
At least monthly	37	33	**	12	26	12	26	**	**	**	12	26	11
	11%	11%	**	11%	12%	12%	12%	**	**	**	12%	10%	12%
Less often	16	12	**	2	12	2	12	**	**	**	2	8	7
	5%	4%	**	2%	6%	2%	6%	**	**	**	2%	3%	9%
Don t know/ can t remember	2	2	**	-	2	-	2	**	**	**	-	1	1
	*%	1%	**	-%	1%	-%	1%	**	**	**	-%	*%	1%
SUMMARY													
DAILY	129	112	**	37	86	35	89	**	**	**	35	89	38
	39%	38%	**	34%	42%	36%	41%	**	**	**	36%	37%	44%
WEEKLY	279	247	**	95	166	84	176	**	**	**	84	210	67
	84%	84%	**	87%	81%	86%	82%	**	**	**	86%	86%	78%
MONTHLY	316	280	**	106	191	96	202	**	**	**	96	235	77
	95%	95%	**	98%	93%	98%	94%	**	**	**	98%	96%	90%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?
Base: Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	339	329	282	57	10	339	326	245	339	139	339	-	17	48	274
Effective Weighted Sample	278	270	232	46	9	278	268	198	278	112	278	-	12	40	226
Total	333	321	280	54	13	333	319	228	333	131	333	-	12	51	270
At least daily	129	126	110	**	**	129	125	97	129	60	129	**	**	**	106
	39%	39%	39%	**	**	39%	39%	43%	39%	46%	39%	**	**	**	39%
At least weekly	150	144	128	**	**	150	143	91	150	54	150	**	**	**	128
	45%	45%	46%	**	**	45%	45%	40%	45%	41%	45%	**	**	**	47%
At least monthly	37	33	29	**	**	37	33	29	37	12	37	**	**	**	27
	11%	10%	10%	**	**	11%	10%	13%	11%	9%	11%	**	**	**	10%
Less often	16	16	12	**	**	16	16	11	16	5	16	**	**	**	9
	5%	5%	4%	**	**	5%	5%	5%	5%	4%	5%	**	**	**	3%
Don t know/ can t remember	2	2	1	**	**	2	2	1	2	-	2	**	**	**	1
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	**	*%
SUMMARY															
DAILY	129	126	110	**	**	129	125	97	129	60	129	**	**	**	106
	39%	39%	39%	**	**	39%	39%	43%	39%	46%	39%	**	**	**	39%
WEEKLY	279	270	238	**	**	279	269	188	279	114	279	**	**	**	234
	84%	84%	85%	**	**	84%	84%	82%	84%	87%	84%	**	**	**	86%
MONTHLY	316	303	267	**	**	316	302	217	316	126	316	**	**	**	261
	95%	95%	95%	**	**	95%	95%	95%	95%	96%	95%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC News site/ app	1284	734	542	103	254	259	268	400	515	408	171	190	1107	86	55	36
	30%	35%	24%	23%	34%	37%	37%	23%	46%	31%	22%	17%	30%	24%	27%	30%
		b			ae	ae	ae		bcd	cd	d		b			
BBC Weather site/ app	958	463	489	88	155	186	192	337	349	331	146	128	828	64	42	24
	22%	22%	22%	19%	21%	26%	26%	20%	31%	25%	19%	11%	23%	18%	21%	20%
						e	e		bcd	cd	d					
BBC Sport site/ app	615	469	145	47	152	111	108	197	265	170	81	99	514	50	31	20
	14%	22%	7%	10%	21%	16%	15%	11%	24%	13%	11%	9%	14%	14%	15%	17%
		b			ae	e			bcd	d						
BBC Homepage site (www.bbc.co.uk)	279	164	111	21	62	63	48	85	133	82	29	35	236	23	11	8
	6%	8%	5%	5%	8%	9%	7%	5%	12%	6%	4%	3%	6%	6%	6%	7%
		b			e	ae			bcd	d						
BBC Bitesize site/ app	139	68	68	26	52	30	20	10	66	44	18	12	119	12	4	4
	3%	3%	3%	6%	7%	4%	3%	1%	6%	3%	2%	1%	3%	3%	2%	3%
				e	de	e	e		bcd	d						
BBC Newsround site	126	63	61	13	44	36	16	17	64	32	20	10	107	12	5	2
	3%	3%	3%	3%	6%	5%	2%	1%	6%	2%	3%	1%	3%	3%	2%	2%
				e	de	e			bcd	d	d					
A BBC CBeebies site/ app	114	60	53	14	52	34	7	7	57	28	13	16	100	10	2	2
	3%	3%	2%	3%	7%	5%	1%	*%	5%	2%	2%	1%	3%	3%	1%	2%
				e	ade	de			bcd							
None of these	2390	1013	1350	252	345	318	356	1119	400	693	479	812	1960	234	124	72
	55%	49%	61%	55%	47%	45%	49%	65%	36%	52%	62%	73%	54%	64%	61%	59%
			a	bc				abcd		a	ab	abc		a	a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC News site/ app	1284	1132	152	470	802	446	825	148	243	219	446	951	322
	30%	30%	27%	37% b	27%	39% b	26%	35%	42%	42%	39%	37% b	19%
BBC Weather site/ app	958	840	118	320	629	297	651	94	155	161	297	655	285
	22%	22%	21%	25% b	21%	26% b	21%	22%	27%	31%	26%	26% b	17%
BBC Sport site/ app	615	549	66	225	381	211	395	84	111	85	211	447	163
	14%	15%	12%	18% b	13%	19% b	13%	20%	19%	16%	19%	17% b	10%
BBC Homepage site (www.bbc.co.uk)	279	247	32	95	166	84	176	28	46	42	84	210	67
	6%	7%	6%	8%	6%	7%	6%	7%	8%	8%	7%	8% b	4%
BBC Bitesize site/ app	139	130	10	97	39	89	47	44	40	38	89	122	17
	3%	3%	2%	8% b	1%	8% b	1%	11%	7%	7%	8%	5% b	1%
BBC Newsround site	126	119	7	82	43	75	48	34	37	32	75	112	13
	3%	3% b	1%	7% b	1%	7% b	2%	8%	6%	6%	7%	4% b	1%
A BBC CBeebies site/ app	114	106	7	92	20	87	26	50	45	33	87	94	20
	3%	3%	1%	7% b	1%	8% b	1%	12% c	8%	6%	8%	4% b	1%
None of these	2390	2050	340	541	1803	465	1875	178	231	207	465	1158	1159
	55%	54%	60%	43%	60% a	41%	60% a	42%	40%	39%	41%	45%	69% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC News site/ app	1284	1202	1060	224	82	1284	1216	956	1284	354	1284	-	59	231	995
	30%	34%	35%	17%	10%	30%	34%	43%	59%	61%	34%	-%	9%	21%	38%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	958	877	764	194	81	958	893	679	958	248	958	-	47	188	723
	22%	25%	25%	15%	9%	22%	25%	30%	44%	43%	25%	-%	7%	17%	28%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	615	598	517	98	18	615	592	467	615	203	615	-	31	102	482
	14%	17%	17%	8%	2%	14%	17%	21%	28%	35%	16%	-%	5%	10%	18%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
BBC Homepage site (www.bbc.co.uk)	279	270	238	41	9	279	269	188	279	114	279	-	5	40	234
	6%	8%	8%	3%	1%	6%	8%	8%	13%	20%	7%	-%	1%	4%	9%
		cd	cd	d		cd	f	f	abef	abcef	f			a	ab
BBC Bitesize site/ app	139	139	132	7	-	139	136	126	139	59	139	-	3	31	105
	3%	4%	4%	1%	-%	3%	4%	6%	6%	10%	4%	-%	*%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
BBC Newsround site	126	124	118	8	1	126	124	115	126	64	126	-	5	17	103
	3%	4%	4%	1%	*%	3%	4%	5%	6%	11%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A BBC CBeebies site/ app	114	111	109	5	3	114	112	98	114	52	114	-	3	30	81
	3%	3%	4%	*%	*%	3%	3%	4%	5%	9%	3%	-%	1%	3%	3%
		cd	cd			cd	f	f	aef	abcef	f			a	a
None of these	2390	1669	1427	963	721	2390	1702	879	216	97	1844	546	537	675	1179
	55%	48%	47%	74%	85%	55%	48%	39%	10%	17%	49%	100%	83%	63%	45%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Spotify	1222	627	582	244	359	251	189	179	428	376	197	220	996	118	68	40
	28%	30%	26%	54% cde	49% cde	35% de	26% e	10%	38% bcd	28% d	25% d	20%	27%	33%	33% a	33%
YouTube Music	870	435	425	138	257	181	132	161	272	228	159	210	757	61	34	18
	20%	21%	19%	30% de	35% cde	26% de	18% e	9%	24% bd	17%	21%	19%	21% d	17%	17%	15%
Amazon Music	606	271	330	51	153	136	121	146	232	174	105	95	512	50	27	17
	14%	13%	15%	11%	21% ae	19% ae	17% e	8%	21% bcd	13% d	14% d	9%	14%	14%	13%	14%
BBC Sounds	582	322	253	55	122	109	95	200	235	185	82	79	488	47	28	19
	13%	15% b	11%	12%	17% e	15%	13%	12%	21% bcd	14% d	11%	7%	13%	13%	14%	16%
Apple Music or Apple Podcasts	448	223	222	88	158	98	51	53	185	131	70	62	379	46	17	7
	10%	11%	10%	19% de	21% cde	14% de	7% e	3%	17% bcd	10% d	9% d	6%	10% d	13% d	8%	6%
Google Play Music or Google Podcasts	209	99	104	25	68	59	25	31	88	42	41	38	188	11	7	3
	5%	5%	5%	5% e	9% de	8% de	3%	2%	8% bd	3%	5%	3%	5%	3%	3%	3%
SoundCloud	187	108	78	41	57	44	20	25	87	33	21	46	154	21	7	5
	4%	5%	4%	9% de	8% de	6% de	3%	1%	8% bcd	2%	3%	4%	4%	6%	4%	4%
GlobalPlayer	164	84	78	9	48	39	34	34	69	40	37	17	144	11	6	3
	4%	4%	4%	2%	7% ae	6% ae	5% e	2%	6% bd	3%	5% d	1%	4%	3%	3%	2%
Audible	134	68	65	10	46	30	25	22	65	33	15	21	115	9	7	3
	3%	3%	3%	2%	6% ae	4% e	3% e	1%	6% bcd	2%	2%	2%	3%	3%	3%	2%
RadioPlayer	127	68	57	17	51	27	19	13	63	27	26	10	107	14	5	2
	3%	3%	3%	4% e	7% de	4% e	3% e	1%	6% bd	2%	3% d	1%	3%	4%	2%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Deezer	119	72	45	12	47	35	12	13	56	19	21	20	99	12	4	3
	3%	3%	2%	3%	6%	5%	2%	1%	5%	1%	3%	2%	3%	3%	2%	3%
		b		e	ade	de			bd							
TuneIn	69	40	25	9	19	18	12	11	24	17	20	9	59	8	1	2
	2%	2%	1%	2%	3%	3%	2%	1%	2%	1%	3%	1%	2%	2%	1%	1%
				e	e	e					d					
Rayo	48	23	25	2	15	12	13	5	18	20	6	4	38	8	1	1
	1%	1%	1%	*%	2%	2%	2%	*%	2%	1%	1%	*%	1%	2%	1%	1%
					e	e	e		d	d						
Planetradio.co.uk	32	19	13	3	10	9	7	4	13	7	8	4	24	6	1	1
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	2%	1%	1%
					e	e										
Any other audio streaming service	25	10	14	4	5	2	4	10	5	9	2	9	19	1	3	2
	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	2%	1%
None of these	1900	886	999	81	140	228	304	1148	363	563	342	626	1606	157	84	52
	44%	43%	45%	18%	19%	32%	42%	67%	33%	43%	44%	56%	44%	43%	41%	43%
						ab	abc	abcd		a	a	abc				
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of audio streaming services in the past 3 months (out of 15)	1.1	1.2	1.0	1.6	1.9	1.5	1.0	.5	1.6	1.0	1.0	.8	1.1	1.2	1.1	1.0
		b		de	acde	de	e		bcd	d	d					
Standard deviation	1.52	1.59	1.45	1.45	1.89	1.76	1.42	.95	1.94	1.31	1.35	1.21	1.50	1.77	1.43	1.29

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Spotify	1222	1111	111	502	703	452	753	194	229	186	452	912	292
	28%	29% b	20%	40% b	23%	40% b	24%	46% c	40%	35%	40%	36% b	17%
YouTube Music	870	798	72	379	474	345	505	137	172	150	345	616	238
	20%	21% b	13%	30% b	16%	30% b	16%	33%	30%	29%	30%	24% b	14%
Amazon Music	606	523	83	267	331	252	344	90	143	112	252	471	126
	14%	14%	15%	21% b	11%	22% b	11%	21%	25%	21%	22%	18% b	7%
BBC Sounds	582	511	71	210	362	200	371	77	103	94	200	418	156
	13%	14%	13%	17% b	12%	18% b	12%	18%	18%	18%	18%	16% b	9%
Apple Music or Apple Podcasts	448	412	37	221	216	192	244	85	104	67	192	367	75
	10%	11% b	6%	18% b	7%	17% b	8%	20% c	18%	13%	17%	14% b	4%
Google Play Music or Google Podcasts	209	196	12	122	87	113	95	53	43	52	113	174	32
	5%	5% b	2%	10% b	3%	10% b	3%	13%	8%	10%	10%	7% b	2%
SoundCloud	187	176	11	100	84	84	100	39	46	35	84	148	39
	4%	5% b	2%	8% b	3%	7% b	3%	9%	8%	7%	7%	6% b	2%
GlobalPlayer	164	153	11	74	87	70	91	35	41	27	70	133	27
	4%	4%	2%	6% b	3%	6% b	3%	8%	7%	5%	6%	5% b	2%
Audible	134	121	13	68	63	65	65	24	37	30	65	109	22
	3%	3%	2%	5% b	2%	6% b	2%	6%	6%	6%	6%	4% b	1%
RadioPlayer	127	118	9	69	53	64	58	30	34	21	64	110	13
	3%	3%	2%	6% b	2%	6% b	2%	7%	6%	4%	6%	4% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Deezer	119	113	6	72	45	68	48	32	41	29	68	101	17
	3%	3%	1%	6%	1%	6%	2%	8%	7%	5%	6%	4%	1%
		b		b		b						b	
TuneIn	69	64	5	34	34	32	36	18	13	16	32	56	13
	2%	2%	1%	3%	1%	3%	1%	4%	2%	3%	3%	2%	1%
				b		b						b	
Rayo	48	44	4	24	23	22	25	10	14	8	22	41	5
	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	*%
				b		b						b	
Planetradio.co.uk	32	29	3	19	12	16	15	4	10	12	16	29	3
	1%	1%	1%	1%	*%	1%	*%	1%	2%	2%	1%	1%	*%
				b		b						b	
Any other audio streaming service	25	23	2	8	17	5	20	2	1	2	5	13	12
	1%	1%	*%	1%	1%	*%	1%	1%	*%	*%	*%	*%	1%
None of these	1900	1602	299	335	1527	300	1560	94	159	161	300	808	1035
	44%	42%	53%	27%	51%	27%	50%	22%	28%	31%	27%	32%	61%
			a		a		a			a			a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of audio streaming services in the past 3 months (out of 15)	1.1	1.2	.8	1.7	.9	1.7	.9	2.0	1.8	1.6	1.7	1.4	.6
		b		b		b		c				b	
Standard deviation	1.52	1.56	1.14	1.95	1.22	1.96	1.26	2.07	2.05	1.95	1.96	1.70	1.04

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Spotify	1222	1195	1128	94	27	1222	990	755	800	257	1070	153	163	287	772
	28%	34%	37%	7%	3%	28%	28%	34%	37%	44%	28%	28%	25%	27%	29%
		cde	cde	d		cd		ae	aef	abcef					
YouTube Music	870	811	758	112	59	870	691	524	534	162	749	121	133	233	504
	20%	23%	25%	9%	7%	20%	20%	23%	25%	28%	20%	22%	21%	22%	19%
		cde	cde			cd		ae	ae	ae					
Amazon Music	606	600	591	16	6	606	522	391	407	162	550	56	83	115	408
	14%	17%	19%	1%	1%	14%	15%	17%	19%	28%	15%	10%	13%	11%	16%
		cde	cde			cd	f	ef	aef	abcef					b
BBC Sounds	582	569	527	55	13	582	557	528	511	582	582	-	22	97	463
	13%	16%	17%	4%	2%	13%	16%	24%	24%	100%	15%	-%	3%	9%	18%
		cde	cde	d		cd	f	aef	aef	abcef	f			a	ab
Apple Music or Apple Podcasts	448	446	436	12	2	448	386	305	318	106	405	44	52	104	292
	10%	13%	14%	1%	*%	10%	11%	14%	15%	18%	11%	8%	8%	10%	11%
		cde	cde			cd		aef	aef	aef					
Google Play Music or Google Podcasts	209	204	192	17	5	209	184	154	163	67	187	22	22	60	127
	5%	6%	6%	1%	1%	5%	5%	7%	8%	12%	5%	4%	3%	6%	5%
		cd	cd			cd		e	aef	abcef					
SoundCloud	187	179	172	15	8	187	162	147	156	72	175	13	20	40	127
	4%	5%	6%	1%	1%	4%	5%	7%	7%	12%	5%	2%	3%	4%	5%
		cd	cd			cd		aef	aef	abcef					
GlobalPlayer	164	161	156	7	2	164	142	126	140	72	157	6	15	40	109
	4%	5%	5%	1%	*%	4%	4%	6%	6%	12%	4%	1%	2%	4%	4%
		cd	cde			cd	f	f	aef	abcef	f				
Audible	134	129	129	5	5	134	122	113	118	70	127	7	7	34	93
	3%	4%	4%	*%	1%	3%	3%	5%	5%	12%	3%	1%	1%	3%	4%
		cd	cd			cd		aef	aef	abcef					a
RadioPlayer	127	127	121	6	-	127	121	115	116	61	124	3	7	20	100
	3%	4%	4%	*%	-%	3%	3%	5%	5%	11%	3%	1%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Deezer	119	115	110	9	3	119	99	94	101	45	108	11	14	25	80
	3%	3% cd	4% cd	1%	*%	3% cd	3%	4%	5% aef	8% abcef	3%	2%	2%	2%	3%
TuneIn	69	69	64	6	-	69	60	57	60	24	66	4	8	24	37
	2%	2% cd	2% cd	*%	-%	2% cd	2%	3%	3% f	4% aef	2%	1%	1%	2%	1%
Rayo	48	45	42	6	3	48	47	33	38	21	47	1	5	10	32
	1%	1%	1%	*%	*%	1%	1%	1%	2% f	4% abef	1%	*%	1%	1%	1%
Planetradio.co.uk	32	32	31	1	-	32	28	27	24	17	30	2	3	9	20
	1%	1% c	1% c	*%	-%	1%	1%	1%	1%	3% abcef	1%	*%	*%	1%	1%
Any other audio streaming service	25	21	16	8	4	25	21	18	17	3	22	3	3	4	18
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%
None of these	1900	1164	870	1030	737	1900	1547	798	628	-	1642	259	292	471	1137
	44%	33% b	29%	79% abe	86% abce	44% ab	44% bcd	36% cd	29% d	-%	43% bcd	47% bcd	45%	44%	43%
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of audio streaming services in the past 3 months (out of 15)	1.1	1.3 cde	1.5 acde	.3 d	.2	1.1 cd	1.2 f	1.5 aef	1.6 aef	3.0 abcef	1.2 f	.8	.9	1.0 a	1.2 ab
Standard deviation	1.52	1.60	1.64	.68	.47	1.52	1.61	1.83	1.82	2.27	1.58	.97	1.05	1.30	1.68

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base: Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	597	338	252	48	122	119	77	231	253	168	91	84	398	70	67	62
Effective Weighted Sample	485	278	201	42	103	98	62	188	204	138	74	70	369	65	62	60
Total	582	322	253	55	122	109	95	200	235	185	82	79	488	47	28	19
At least daily	177	93	82	**	48	32	**	52	81	51	**	**	141	**	**	**
	30%	29%	33%	**	39%	29%	**	26%	34%	27%	**	**	29%	**	**	**
At least weekly	289	164	120	**	60	55	**	98	110	96	**	**	252	**	**	**
	50%	51%	47%	**	49%	51%	**	49%	47%	52%	**	**	52%	**	**	**
At least monthly	86	51	34	**	11	13	**	37	33	27	**	**	70	**	**	**
	15%	16%	13%	**	9%	12%	**	19%	14%	14%	**	**	14%	**	**	**
Less often	27	13	14	**	4	8	**	11	11	10	**	**	22	**	**	**
	5%	4%	6%	**	3%	7%	**	5%	5%	5%	**	**	4%	**	**	**
Don t know/ can t remember	4	1	3	**	-	2	**	2	-	2	**	**	4	**	**	**
	1%	*%	1%	**	-%	1%	**	1%	-%	1%	**	**	1%	**	**	**
SUMMARY																
DAILY	177	93	82	**	48	32	**	52	81	51	**	**	141	**	**	**
	30%	29%	33%	**	39%	29%	**	26%	34%	27%	**	**	29%	**	**	**
WEEKLY	466	257	203	**	108	87	**	150	191	146	**	**	392	**	**	**
	80%	80%	80%	**	88% e	80%	**	75%	81%	79%	**	**	80%	**	**	**
MONTHLY	551	308	236	**	119	100	**	187	223	173	**	**	462	**	**	**
	95%	96%	93%	**	97%	91%	**	94%	95%	94%	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base: Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	597	505	92	202	387	193	395	74	106	91	193	413	173
Effective Weighted Sample	485	414	74	168	310	159	318	62	87	76	159	336	142
Total	582	511	71	210	362	200	371	77	103	94	200	418	156
At least daily	177	154	**	81	95	79	97	**	43	**	79	137	38
	30%	30%	**	39%	26%	39%	26%	**	42%	**	39%	33%	24%
				b		b							
At least weekly	289	257	**	99	184	96	188	**	52	**	96	211	75
	50%	50%	**	47%	51%	48%	51%	**	51%	**	48%	50%	48%
At least monthly	86	75	**	23	61	20	63	**	5	**	20	53	29
	15%	15%	**	11%	17%	10%	17%	**	4%	**	10%	13%	19%
Less often	27	20	**	7	19	6	19	**	3	**	6	14	13
	5%	4%	**	3%	5%	3%	5%	**	3%	**	3%	3%	8%
Don t know/ can t remember	4	4	**	-	4	-	4	**	-	**	-	3	1
	1%	1%	**	-%	1%	-%	1%	**	-%	**	-%	1%	1%
SUMMARY													
DAILY	177	154	**	81	95	79	97	**	43	**	79	137	38
	30%	30%	**	39%	26%	39%	26%	**	42%	**	39%	33%	24%
				b		b							
WEEKLY	466	412	**	181	279	175	285	**	95	**	175	348	113
	80%	81%	**	86%	77%	87%	77%	**	93%	**	87%	83%	72%
						b						b	
MONTHLY	551	487	**	203	339	195	348	**	100	**	195	401	142
	95%	95%	**	97%	94%	97%	94%	**	97%	**	97%	96%	91%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 104

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base: Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	597	584	531	66	13	597	577	547	523	597	597	-	25	94	478
Effective Weighted Sample	485	473	432	54	12	485	466	444	424	485	485	-	21	80	385
Total	582	569	527	55	13	582	557	528	511	582	582	-	22	97	463
At least daily	177	167	155	**	**	177	169	165	160	177	177	**	**	**	146
	30%	29%	29%	**	**	30%	30%	31%	31%	30%	30%	**	**	**	32%
At least weekly	289	289	273	**	**	289	279	265	250	289	289	**	**	**	229
	50%	51%	52%	**	**	50%	50%	50%	49%	50%	50%	**	**	**	50%
At least monthly	86	84	73	**	**	86	84	76	77	86	86	**	**	**	65
	15%	15%	14%	**	**	15%	15%	14%	15%	15%	15%	**	**	**	14%
Less often	27	25	24	**	**	27	22	19	20	27	27	**	**	**	20
	5%	4%	4%	**	**	5%	4%	4%	4%	5%	5%	**	**	**	4%
Don t know/ can t remember	4	4	4	**	**	4	2	4	3	4	4	**	**	**	3
	1%	1%	1%	**	**	1%	*%	1%	1%	1%	1%	**	**	**	1%
SUMMARY															
DAILY	177	167	155	**	**	177	169	165	160	177	177	**	**	**	146
	30%	29%	29%	**	**	30%	30%	31%	31%	30%	30%	**	**	**	32%
WEEKLY	466	456	428	**	**	466	448	429	411	466	466	**	**	**	376
	80%	80%	81%	**	**	80%	81%	81%	80%	80%	80%	**	**	**	81%
MONTHLY	551	540	500	**	**	551	533	505	488	551	551	**	**	**	441
	95%	95%	95%	**	**	95%	96%	96%	96%	95%	95%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base: Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	446	221	219	85	158	113	37	53	189	112	72	72	313	66	42	25
Effective Weighted Sample	376	185	187	72	134	94	32	48	160	98	60	59	292	62	41	24
Total	448	223	222	88	158	98	51	53	185	131	70	62	379	46	17	7
At least daily	218	119	98	**	83	52	**	**	94	70	**	**	186	**	**	**
	49%	53%	44%	**	52%	53%	**	**	51%	53%	**	**	49%	**	**	**
At least weekly	179	82	94	**	64	36	**	**	72	49	**	**	148	**	**	**
	40%	37%	42%	**	40%	37%	**	**	39%	37%	**	**	39%	**	**	**
At least monthly	42	18	24	**	8	8	**	**	13	11	**	**	38	**	**	**
	9%	8%	11%	**	5%	8%	**	**	7%	8%	**	**	10%	**	**	**
Less often	9	3	6	**	4	2	**	**	5	2	**	**	7	**	**	**
	2%	2%	3%	**	3%	2%	**	**	3%	1%	**	**	2%	**	**	**
SUMMARY																
DAILY	218	119	98	**	83	52	**	**	94	70	**	**	186	**	**	**
	49%	53%	44%	**	52%	53%	**	**	51%	53%	**	**	49%	**	**	**
WEEKLY	397	201	192	**	146	88	**	**	166	118	**	**	334	**	**	**
	88%	90%	87%	**	93%	90%	**	**	90%	91%	**	**	88%	**	**	**
MONTHLY	439	219	216	**	154	96	**	**	179	129	**	**	372	**	**	**
	98%	98%	97%	**	97%	98%	**	**	97%	99%	**	**	98%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base: Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	446	408	38	230	206	200	235	90	111	72	200	357	81
Effective Weighted Sample	376	343	33	188	179	163	203	73	91	59	163	300	70
Total	448	412	37	221	216	192	244	85	104	67	192	367	75
At least daily	218	200	**	115	99	98	115	**	59	**	98	185	**
	49%	49%	**	52%	46%	51%	47%	**	57%	**	51%	50%	**
At least weekly	179	163	**	88	86	80	94	**	41	**	80	143	**
	40%	40%	**	40%	40%	42%	38%	**	39%	**	42%	39%	**
At least monthly	42	39	**	14	27	10	31	**	2	**	10	34	**
	9%	10%	**	6%	12%	5%	13%	**	2%	**	5%	9%	**
Less often	9	9	**	4	4	4	4	**	2	**	4	5	**
	2%	2%	**	2%	2%	2%	2%	**	2%	**	2%	1%	**
SUMMARY													
DAILY	218	200	**	115	99	98	115	**	59	**	98	185	**
	49%	49%	**	52%	46%	51%	47%	**	57%	**	51%	50%	**
WEEKLY	397	363	**	203	185	178	209	**	100	**	178	328	**
	88%	88%	**	92%	86%	93%	86%	**	96%	**	93%	89%	**
MONTHLY	439	402	**	217	212	188	240	**	102	**	188	362	**
	98%	98%	**	98%	98%	98%	98%	**	98%	**	98%	99%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?
Base: Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	446	443	434	12	3	446	381	299	310	103	399	47	52	105	289
Effective Weighted Sample	376	373	366	10	2	376	321	252	262	87	337	39	41	92	243
Total	448	446	436	12	2	448	386	305	318	106	405	44	52	104	292
At least daily	218	217	214	**	**	218	180	141	149	50	190	**	**	51	145
	49%	49%	49%	**	**	49%	46%	46%	47%	48%	47%	**	**	49%	50%
At least weekly	179	178	172	**	**	179	157	127	131	44	165	**	**	36	122
	40%	40%	40%	**	**	40%	41%	42%	41%	42%	41%	**	**	35%	42%
At least monthly	42	42	42	**	**	42	41	31	31	8	41	**	**	12	20
	9%	9%	10%	**	**	9%	10%	10%	10%	8%	10%	**	**	12%	7%
Less often	9	9	7	**	**	9	9	7	7	3	9	**	**	5	5
	2%	2%	2%	**	**	2%	2%	2%	2%	3%	2%	**	**	5%	2%
SUMMARY															
DAILY	218	217	214	**	**	218	180	141	149	50	190	**	**	51	145
	49%	49%	49%	**	**	49%	46%	46%	47%	48%	47%	**	**	49%	50%
WEEKLY	397	395	387	**	**	397	336	268	281	95	354	**	**	87	267
	88%	89%	89%	**	**	88%	87%	88%	88%	89%	88%	**	**	84%	91%
MONTHLY	439	437	428	**	**	439	377	299	311	103	395	**	**	100	287
	98%	98%	98%	**	**	98%	98%	98%	98%	97%	98%	**	**	95%	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?
Base: Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	192	94	93	22	58	61	18	33	81	35	37	39	149	14	17	12
Effective Weighted Sample	162	77	81	19	50	52	16	28	68	31	32	32	139	13	16	12
Total	209	99	104	25	68	59	25	31	88	42	41	38	188	11	7	3
At least daily	70	**	**	**	**	**	**	**	**	**	**	**	59	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
At least weekly	100	**	**	**	**	**	**	**	**	**	**	**	92	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	49%	**	**	**
At least monthly	32	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
Less often	6	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Don t know/ can t remember	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	70	**	**	**	**	**	**	**	**	**	**	**	59	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
WEEKLY	170	**	**	**	**	**	**	**	**	**	**	**	151	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
MONTHLY	202	**	**	**	**	**	**	**	**	**	**	**	182	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base: Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted row	192	177	15	111	81	104	88	54	42	48	104	155	34
Effective Weighted Sample	162	152	11	94	69	88	75	44	35	40	88	132	28
Total	209	196	12	122	87	113	95	53	43	52	113	174	32
At least daily	70	66	**	44	**	40	**	**	**	**	40	61	**
	33%	34%	**	36%	**	35%	**	**	**	**	35%	35%	**
At least weekly	100	93	**	53	**	48	**	**	**	**	48	84	**
	48%	47%	**	43%	**	42%	**	**	**	**	42%	49%	**
At least monthly	32	32	**	20	**	20	**	**	**	**	20	23	**
	15%	16%	**	17%	**	18%	**	**	**	**	18%	13%	**
Less often	6	6	**	4	**	4	**	**	**	**	4	4	**
	3%	3%	**	3%	**	3%	**	**	**	**	3%	2%	**
Don t know/ can t remember	1	-	**	1	**	1	**	**	**	**	1	1	**
	1%	-%	**	1%	**	1%	**	**	**	**	1%	1%	**
SUMMARY													
DAILY	70	66	**	44	**	40	**	**	**	**	40	61	**
	33%	34%	**	36%	**	35%	**	**	**	**	35%	35%	**
WEEKLY	170	159	**	96	**	88	**	**	**	**	88	146	**
	81%	81%	**	79%	**	77%	**	**	**	**	77%	84%	**
MONTHLY	202	191	**	117	**	108	**	**	**	**	108	169	**
	97%	97%	**	96%	**	95%	**	**	**	**	95%	97%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base: Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	192	189	179	13	3	192	172	147	155	68	175	17	18	51	123
Effective Weighted Sample	162	160	151	12	3	162	145	124	130	59	148	15	16	43	104
Total	209	204	192	17	5	209	184	154	163	67	187	22	22	60	127
At least daily	70	70	63	**	**	70	59	51	55	**	59	**	**	**	46
	33%	34%	33%	**	**	33%	32%	33%	34%	**	32%	**	**	**	36%
At least weekly	100	99	95	**	**	100	89	74	78	**	92	**	**	**	66
	48%	48%	49%	**	**	48%	49%	48%	48%	**	49%	**	**	**	52%
At least monthly	32	29	28	**	**	32	29	22	24	**	29	**	**	**	10
	15%	14%	14%	**	**	15%	16%	14%	15%	**	15%	**	**	**	8%
Less often	6	6	6	**	**	6	6	6	5	**	6	**	**	**	3
	3%	3%	3%	**	**	3%	3%	4%	3%	**	3%	**	**	**	3%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	70	70	63	**	**	70	59	51	55	**	59	**	**	**	46
	33%	34%	33%	**	**	33%	32%	33%	34%	**	32%	**	**	**	36%
WEEKLY	170	168	158	**	**	170	148	125	132	**	151	**	**	**	112
	81%	83%	82%	**	**	81%	81%	81%	81%	**	81%	**	**	**	88%
MONTHLY	202	197	185	**	**	202	177	147	156	**	180	**	**	**	122
	97%	97%	96%	**	**	97%	96%	96%	96%	**	96%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?
Base: Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	153	81	70	7	46	38	23	39	66	33	36	17	115	14	16	8
Effective Weighted Sample	129	67	60	7	38	33	21	33	54	29	30	15	106	13	16	8
Total	164	84	78	9	48	39	34	34	69	40	37	17	144	11	6	3
At least daily	63	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
At least weekly	67	**	**	**	**	**	**	**	**	**	**	**	56	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
At least monthly	25	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
Less often	8	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don t know/ can t remember	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	63	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
WEEKLY	130	**	**	**	**	**	**	**	**	**	**	**	113	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
MONTHLY	155	**	**	**	**	**	**	**	**	**	**	**	136	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base: Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	153	140	13	69	82	66	85	33	38	26	66	119	30
Effective Weighted Sample	129	119	10	58	69	55	71	28	32	21	55	101	26
Total	164	153	11	74	87	70	91	35	41	27	70	133	27
At least daily	63	60	**	**	**	**	**	**	**	**	**	47	**
	39%	40%	**	**	**	**	**	**	**	**	**	36%	**
At least weekly	67	60	**	**	**	**	**	**	**	**	**	58	**
	41%	39%	**	**	**	**	**	**	**	**	**	44%	**
At least monthly	25	24	**	**	**	**	**	**	**	**	**	21	**
	15%	16%	**	**	**	**	**	**	**	**	**	16%	**
Less often	8	8	**	**	**	**	**	**	**	**	**	5	**
	5%	5%	**	**	**	**	**	**	**	**	**	4%	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	1	**
	1%	1%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	63	60	**	**	**	**	**	**	**	**	**	47	**
	39%	40%	**	**	**	**	**	**	**	**	**	36%	**
WEEKLY	130	120	**	**	**	**	**	**	**	**	**	106	**
	80%	79%	**	**	**	**	**	**	**	**	**	79%	**
MONTHLY	155	144	**	**	**	**	**	**	**	**	**	127	**
	95%	94%	**	**	**	**	**	**	**	**	**	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?
Base: Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	153	152	146	7	1	153	135	119	127	71	146	7	13	33	107
Effective Weighted Sample	129	128	123	5	1	129	113	100	107	59	123	6	11	29	89
Total	164	161	156	7	2	164	142	126	140	72	157	6	15	40	109
At least daily	63	61	59	**	**	63	57	45	52	**	62	**	**	**	40
	39%	38%	38%	**	**	39%	40%	35%	37%	**	39%	**	**	**	37%
At least weekly	67	67	65	**	**	67	59	54	60	**	62	**	**	**	49
	41%	42%	42%	**	**	41%	42%	43%	43%	**	40%	**	**	**	45%
At least monthly	25	25	23	**	**	25	20	21	21	**	25	**	**	**	15
	15%	15%	15%	**	**	15%	14%	17%	15%	**	16%	**	**	**	13%
Less often	8	8	8	**	**	8	4	6	6	**	8	**	**	**	4
	5%	5%	5%	**	**	5%	3%	4%	4%	**	5%	**	**	**	4%
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	63	61	59	**	**	63	57	45	52	**	62	**	**	**	40
	39%	38%	38%	**	**	39%	40%	35%	37%	**	39%	**	**	**	37%
WEEKLY	130	128	125	**	**	130	116	98	111	**	124	**	**	**	89
	80%	80%	80%	**	**	80%	82%	78%	80%	**	79%	**	**	**	82%
MONTHLY	155	153	148	**	**	155	136	120	133	**	149	**	**	**	104
	95%	95%	95%	**	**	95%	96%	95%	95%	**	95%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?
Base: Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	116	66	49	15	43	27	15	16	56	26	23	10	81	19	11	5
Effective Weighted Sample	98	55	43	13	37	24	13	14	48	21	20	8	75	18	11	5
Total	127	68	57	17	51	27	19	13	63	27	26	10	107	14	5	2
At least daily	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	122	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base: Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	116	104	12	66	47	60	52	29	33	20	60	100	13
Effective Weighted Sample	98	89	10	56	39	52	43	25	29	17	52	85	11
Total	127	118	9	69	53	64	58	30	34	21	64	110	13
At least daily	49	46	**	**	**	**	**	**	**	**	**	43	**
	39%	39%	**	**	**	**	**	**	**	**	**	39%	**
At least weekly	55	54	**	**	**	**	**	**	**	**	**	50	**
	44%	45%	**	**	**	**	**	**	**	**	**	46%	**
At least monthly	17	15	**	**	**	**	**	**	**	**	**	13	**
	14%	13%	**	**	**	**	**	**	**	**	**	11%	**
Less often	4	4	**	**	**	**	**	**	**	**	**	4	**
	4%	3%	**	**	**	**	**	**	**	**	**	4%	**
Don t know/ can t remember	*	-	**	**	**	**	**	**	**	**	**	-	**
	*%	-%	**	**	**	**	**	**	**	**	**	-%	**
SUMMARY													
DAILY	49	46	**	**	**	**	**	**	**	**	**	43	**
	39%	39%	**	**	**	**	**	**	**	**	**	39%	**
WEEKLY	105	99	**	**	**	**	**	**	**	**	**	94	**
	82%	84%	**	**	**	**	**	**	**	**	**	85%	**
MONTHLY	122	114	**	**	**	**	**	**	**	**	**	106	**
	96%	97%	**	**	**	**	**	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base: Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	116	116	109	7	-	116	110	106	103	58	113	3	7	19	90
Effective Weighted Sample	98	98	92	6	-	98	93	90	88	49	96	2	6	16	77
Total	127	127	121	6	-	127	121	115	116	61	124	3	7	20	100
At least daily	49	49	48	**	**	49	47	44	44	**	47	**	**	**	**
	39%	39%	40%	**	**	39%	39%	38%	38%	**	38%	**	**	**	**
At least weekly	55	55	53	**	**	55	52	50	53	**	55	**	**	**	**
	44%	44%	44%	**	**	44%	43%	43%	46%	**	44%	**	**	**	**
At least monthly	17	17	15	**	**	17	17	17	14	**	17	**	**	**	**
	14%	14%	12%	**	**	14%	14%	14%	12%	**	14%	**	**	**	**
Less often	4	4	4	**	**	4	4	4	4	**	4	**	**	**	**
	4%	4%	4%	**	**	4%	4%	4%	4%	**	4%	**	**	**	**
Don t know/ can t remember	*	*	*	**	**	*	-	-	-	**	-	**	**	**	**
	*%	*%	*%	**	**	*%	-%	-%	-%	**	-%	**	**	**	**
SUMMARY															
DAILY	49	49	48	**	**	49	47	44	44	**	47	**	**	**	**
	39%	39%	40%	**	**	39%	39%	38%	38%	**	38%	**	**	**	**
WEEKLY	105	105	101	**	**	105	100	94	97	**	102	**	**	**	**
	82%	82%	84%	**	**	82%	82%	82%	84%	**	82%	**	**	**	**
MONTHLY	122	122	116	**	**	122	116	111	111	**	120	**	**	**	**
	96%	96%	96%	**	**	96%	96%	96%	96%	**	96%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base: Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1305	673	618	269	378	305	155	198	462	373	217	251	818	182	170	135
Effective Weighted Sample	1046	539	496	218	316	240	124	164	375	296	175	203	761	170	159	129
Total	1222	627	582	244	359	251	189	179	428	376	197	220	996	118	68	40
At least daily	697	375	316	183	216	149	99	50	268	210	105	112	554	73	44	26
	57%	60%	54%	75% bcde	60% e	59% e	52% e	28%	63% d	56%	53%	51%	56%	62%	65%	65%
At least weekly	411	206	199	51	115	80	72	93	124	127	73	86	351	34	16	10
	34%	33%	34%	21%	32% a	32%	38% a	52% abc	29%	34%	37%	39%	35% c	29%	23%	24%
At least monthly	88	33	55	7	20	15	16	31	27	35	10	16	70	9	7	3
	7%	5%	9%	3%	6%	6%	9%	17% abc	6%	9%	5%	7%	7%	7%	11%	7%
Less often	25	12	13	2	8	8	2	6	8	3	8	6	20	2	1	2
	2%	2%	2%	1%	2%	3%	1%	3%	2%	1%	4%	3%	2%	2%	1%	4%
Don t know/ can t remember	1	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	1%	-%	*%	-%	-%	-%
SUMMARY																
DAILY	697	375	316	183	216	149	99	50	268	210	105	112	554	73	44	26
	57%	60%	54%	75% bcde	60% e	59% e	52% e	28%	63% d	56%	53%	51%	56%	62%	65%	65%
WEEKLY	1107	581	515	234	330	229	171	143	392	338	178	198	904	107	60	36
	91%	93%	88%	96% e	92% e	91% e	90%	80%	92%	90%	90%	90%	91%	91%	88%	89%
MONTHLY	1196	614	570	242	350	243	187	174	419	373	188	214	974	116	67	39
	98%	98%	98%	99%	98%	97%	99%	97%	98%	99% c	95%	97%	98%	98%	99%	96%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base: Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1305	1154	151	540	750	480	807	211	258	191	480	940	342
Effective Weighted Sample	1046	936	114	425	608	380	651	170	200	151	380	755	277
Total	1222	1111	111	502	703	452	753	194	229	186	452	912	292
At least daily	697	646	50	316	368	280	403	125	146	116	280	529	158
	57%	58%	46%	63% b	52%	62% b	54%	64%	64%	63%	62%	58%	54%
At least weekly	411	363	47	148	261	138	271	56	65	57	138	310	93
	34%	33%	43%	29%	37%	31%	36%	29%	28%	31%	31%	34%	32%
At least monthly	88	77	11	26	62	23	66	9	10	9	23	56	32
	7%	7%	10%	5%	9%	5%	9%	5%	4%	5%	5%	6%	11%
Less often	25	23	2	12	12	11	13	3	8	3	11	16	10
	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	3%
Don t know/ can t remember	1	1	-	-	-	-	-	-	-	-	-	1	-
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%
SUMMARY													
DAILY	697	646	50	316	368	280	403	125	146	116	280	529	158
	57%	58%	46%	63% b	52%	62% b	54%	64%	64%	63%	62%	58%	54%
WEEKLY	1107	1010	98	464	629	417	674	181	211	174	417	838	251
	91%	91%	88%	92%	89%	92%	90%	93%	92%	93%	92%	92% b	86%
MONTHLY	1196	1087	109	490	691	440	740	190	221	183	440	895	282
	98%	98%	98%	98%	98%	98%	98%	98%	96%	99%	98%	98%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base: Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1305	1280	1217	88	25	1305	1027	766	827	262	1120	185	197	307	801
Effective Weighted Sample	1046	1025	972	75	22	1046	835	625	673	214	907	141	147	252	648
Total	1222	1195	1128	94	27	1222	990	755	800	257	1070	153	163	287	772
At least daily	697	687	666	**	**	697	553	421	448	148	602	94	90	157	449
	57%	57%	59%	**	**	57%	56%	56%	56%	58%	56%	62%	55%	55%	58%
At least weekly	411	397	367	**	**	411	343	259	286	81	371	40	49	104	258
	34%	33%	33%	**	**	34%	35%	34%	36%	31%	35%	26%	30%	36%	33%
At least monthly	88	86	76	**	**	88	73	57	53	22	75	13	17	22	50
	7%	7%	7%	**	**	7%	7%	8%	7%	8%	7%	9%	10%	8%	6%
Less often	25	23	18	**	**	25	19	17	13	6	20	5	6	5	15
	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	3%	4%	2%	2%
Don t know/ can t remember	1	1	1	**	**	1	1	-	-	-	1	-	1	-	-
	*%	*%	*%	**	**	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%
SUMMARY															
DAILY	697	687	666	**	**	697	553	421	448	148	602	94	90	157	449
	57%	57%	59%	**	**	57%	56%	56%	56%	58%	56%	62%	55%	55%	58%
WEEKLY	1107	1084	1033	**	**	1107	897	681	734	229	973	134	139	261	707
	91%	91%	92%	**	**	91%	91%	90%	92%	89%	91%	88%	85%	91%	92%
MONTHLY	1196	1170	1109	**	**	1196	970	738	787	251	1048	148	156	282	757
	98%	98%	98%	**	**	98%	98%	98%	98%	98%	98%	97%	96%	98%	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base: Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	120	72	46	12	45	36	12	15	54	21	24	20	83	17	9	11
Effective Weighted Sample	102	61	39	11	38	32	10	11	48	18	19	16	78	16	8	10
Total	119	72	45	12	47	35	12	13	56	19	21	20	99	12	4	3
At least daily	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base: Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	120	108	12	72	46	67	51	34	37	29	67	99	20
Effective Weighted Sample	102	94	10	62	38	58	42	28	34	25	58	85	16
Total	119	113	6	72	45	68	48	32	41	29	68	101	17
At least daily	48	47	**	**	**	**	**	**	**	**	**	**	**
	40%	42%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	49	45	**	**	**	**	**	**	**	**	**	**	**
	41%	40%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	9	9	**	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**	**	**
Less often	11	11	**	**	**	**	**	**	**	**	**	**	**
	10%	9%	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	48	47	**	**	**	**	**	**	**	**	**	**	**
	40%	42%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	97	92	**	**	**	**	**	**	**	**	**	**	**
	82%	82%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	106	101	**	**	**	**	**	**	**	**	**	**	**
	89%	90%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base: Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	~a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted row	120	116	111	9	4	120	97	89	95	43	105	15	15	26	79
Effective Weighted Sample	102	99	95	7	3	102	84	78	83	38	91	11	12	21	68
Total	119	115	110	9	3	119	99	94	101	45	108	11	14	25	80
At least daily	48	48	46	**	**	48	**	**	**	**	46	**	**	**	**
	40%	41%	42%	**	**	40%	**	**	**	**	43%	**	**	**	**
At least weekly	49	49	48	**	**	49	**	**	**	**	46	**	**	**	**
	41%	42%	44%	**	**	41%	**	**	**	**	42%	**	**	**	**
At least monthly	9	9	8	**	**	9	**	**	**	**	8	**	**	**	**
	8%	8%	8%	**	**	8%	**	**	**	**	8%	**	**	**	**
Less often	11	9	6	**	**	11	**	**	**	**	7	**	**	**	**
	10%	8%	5%	**	**	10%	**	**	**	**	7%	**	**	**	**
Don t know/ can t remember	1	1	1	**	**	1	**	**	**	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	**	**	**	**	1%	**	**	**	**
SUMMARY															
DAILY	48	48	46	**	**	48	**	**	**	**	46	**	**	**	**
	40%	41%	42%	**	**	40%	**	**	**	**	43%	**	**	**	**
WEEKLY	97	96	94	**	**	97	**	**	**	**	92	**	**	**	**
	82%	83%	86%	**	**	82%	**	**	**	**	85%	**	**	**	**
MONTHLY	106	106	103	**	**	106	**	**	**	**	100	**	**	**	**
	89%	92%	94%	**	**	89%	**	**	**	**	92%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base: Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	612	279	328	49	149	151	94	169	243	163	101	105	412	75	65	60
Effective Weighted Sample	500	226	269	42	127	123	78	138	195	135	85	86	385	70	60	58
Total	606	271	330	51	153	136	121	146	232	174	105	95	512	50	27	17
At least daily	244	112	130	**	62	57	**	52	104	64	42	33	205	**	**	**
	40%	41%	39%	**	40%	42%	**	35%	45%	37%	40%	35%	40%	**	**	**
At least weekly	281	118	160	**	67	62	**	73	102	86	50	44	245	**	**	**
	46%	44%	48%	**	44%	46%	**	50%	44%	49%	48%	46%	48%	**	**	**
At least monthly	59	30	29	**	12	16	**	19	20	15	11	13	43	**	**	**
	10%	11%	9%	**	8%	12%	**	13%	9%	8%	10%	14%	8%	**	**	**
Less often	20	12	8	**	11	1	**	1	5	9	2	4	16	**	**	**
	3%	4%	3%	**	7% e	1%	**	1%	2%	5%	2%	4%	3%	**	**	**
Don t know/ can t remember	3	-	3	**	1	-	**	2	1	-	-	2	3	**	**	**
	*%	-%	1%	**	1%	-%	**	1%	1%	-%	-%	2%	1%	**	**	**
SUMMARY																
DAILY	244	112	130	**	62	57	**	52	104	64	42	33	205	**	**	**
	40%	41%	39%	**	40%	42%	**	35%	45%	37%	40%	35%	40%	**	**	**
WEEKLY	524	230	290	**	129	119	**	124	206	150	92	77	450	**	**	**
	87%	85%	88%	**	84%	87%	**	85%	89%	86%	88%	81%	88%	**	**	**
MONTHLY	583	259	319	**	141	135	**	143	226	165	103	90	493	**	**	**
	96%	96%	97%	**	92%	99% b	**	98%	97%	95%	98%	95%	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base: Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	612	517	95	268	338	255	350	94	147	114	255	452	148
Effective Weighted Sample	500	425	75	219	275	208	285	77	122	89	208	372	122
Total	606	523	83	267	331	252	344	90	143	112	252	471	126
At least daily	244	202	**	117	122	114	125	**	67	50	114	197	43
	40%	39%	**	44%	37%	45%	36%	**	47%	45%	45%	42%	34%
At least weekly	281	244	**	118	162	111	167	**	63	46	111	224	53
	46%	47%	**	44%	49%	44%	49%	**	44%	41%	44%	48%	42%
At least monthly	59	55	**	25	33	22	35	**	12	12	22	33	25
	10%	11%	**	9%	10%	9%	10%	**	8%	11%	9%	7%	20% a
Less often	20	19	**	7	12	5	13	**	1	3	5	15	4
	3%	4%	**	2%	4%	2%	4%	**	1%	3%	2%	3%	3%
Don t know/ can t remember	3	3	**	-	3	-	3	**	-	-	-	1	2
	*%	1%	**	-%	1%	-%	1%	**	-%	-%	-%	*%	1%
SUMMARY													
DAILY	244	202	**	117	122	114	125	**	67	50	114	197	43
	40%	39%	**	44%	37%	45%	36%	**	47%	45%	45%	42%	34%
WEEKLY	524	445	**	235	283	225	292	**	130	96	225	422	96
	87%	85%	**	88%	86%	89%	85%	**	91%	86%	89%	90% b	76%
MONTHLY	583	500	**	260	316	247	328	**	142	109	247	455	121
	96%	96%	**	98%	96%	98%	95%	**	99%	97%	98%	97%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base: Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	612	606	594	18	6	612	527	404	411	168	552	60	89	111	412
Effective Weighted Sample	500	495	486	14	5	500	431	329	336	137	453	47	71	91	338
Total	606	600	591	16	6	606	522	391	407	162	550	56	83	115	408
At least daily	244	243	239	**	**	244	213	167	165	73	222	**	**	42	171
	40%	41%	41%	**	**	40%	41%	43%	41%	45%	40%	**	**	36%	42%
At least weekly	281	276	272	**	**	281	241	175	184	66	253	**	**	47	195
	46%	46%	46%	**	**	46%	46%	45%	45%	41%	46%	**	**	41%	48%
At least monthly	59	59	58	**	**	59	50	37	40	17	55	**	**	16	33
	10%	10%	10%	**	**	10%	10%	9%	10%	10%	10%	**	**	14%	8%
Less often	20	20	20	**	**	20	15	10	14	5	17	**	**	9	6
	3%	3%	3%	**	**	3%	3%	3%	4%	3%	3%	**	**	8% c	1%
Don t know/ can t remember	3	3	1	**	**	3	3	3	3	1	3	**	**	-	3
	*%	*%	*%	**	**	*%	1%	1%	1%	1%	1%	**	**	-%	1%
SUMMARY															
DAILY	244	243	239	**	**	244	213	167	165	73	222	**	**	42	171
	40%	41%	41%	**	**	40%	41%	43%	41%	45%	40%	**	**	36%	42%
WEEKLY	524	519	511	**	**	524	454	341	349	139	475	**	**	89	366
	87%	86%	87%	**	**	87%	87%	87%	86%	86%	86%	**	**	78%	90% b
MONTHLY	583	578	569	**	**	583	504	378	389	156	530	**	**	105	399
	96%	96%	96%	**	**	96%	97%	97%	96%	96%	96%	**	**	92%	98% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?
Base: Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	65	39	23	8	18	17	10	12	25	14	17	9	46	11	3	5
Effective Weighted Sample	56	32	21	7	16	15	9	11	21	13	16	8	44	10	3	4
Total	69	40	25	9	19	18	12	11	24	17	20	9	59	8	1	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?
Base: Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	65	59	6	33	31	30	34	18	13	14	30	51	14
Effective Weighted Sample	56	52	5	28	28	25	30	14	11	12	25	44	13
Total	69	64	5	34	34	32	36	18	13	16	32	56	13
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?
Base: Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	65	65	59	6	-	65	56	54	56	24	61	4	7	21	37
Effective Weighted Sample	56	56	51	5	-	56	48	46	48	21	53	4	7	18	31
Total	69	69	64	6	-	69	60	57	60	24	66	4	8	24	37
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base: Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	133	70	61	12	46	31	19	25	65	28	15	25	95	12	16	10
Effective Weighted Sample	109	58	50	11	38	26	16	21	54	23	13	20	87	11	15	9
Total	134	68	65	10	46	30	25	22	65	33	15	21	115	9	7	3
At least daily	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	124	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base: Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	133	117	16	62	68	58	72	27	34	26	58	104	27
Effective Weighted Sample	109	97	13	51	56	48	59	21	27	22	48	85	23
Total	134	121	13	68	63	65	65	24	37	30	65	109	22
At least daily	50	48	**	**	**	**	**	**	**	**	**	43	**
	38%	39%	**	**	**	**	**	**	**	**	**	39%	**
At least weekly	45	38	**	**	**	**	**	**	**	**	**	38	**
	34%	31%	**	**	**	**	**	**	**	**	**	34%	**
At least monthly	28	26	**	**	**	**	**	**	**	**	**	22	**
	21%	21%	**	**	**	**	**	**	**	**	**	20%	**
Less often	9	9	**	**	**	**	**	**	**	**	**	5	**
	7%	7%	**	**	**	**	**	**	**	**	**	5%	**
Don t know/ can t remember	1	1	**	**	**	**	**	**	**	**	**	1	**
	1%	1%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	50	48	**	**	**	**	**	**	**	**	**	43	**
	38%	39%	**	**	**	**	**	**	**	**	**	39%	**
WEEKLY	96	85	**	**	**	**	**	**	**	**	**	80	**
	71%	70%	**	**	**	**	**	**	**	**	**	74%	**
MONTHLY	124	111	**	**	**	**	**	**	**	**	**	103	**
	92%	92%	**	**	**	**	**	**	**	**	**	94%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base: Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	133	127	127	6	6	133	120	111	114	67	125	8	9	33	91
Effective Weighted Sample	109	104	104	5	5	109	99	91	94	56	103	6	7	28	75
Total	134	129	129	5	5	134	122	113	118	70	127	7	7	34	93
At least daily	50	50	50	**	**	50	49	43	49	**	50	**	**	**	**
	38%	39%	39%	**	**	38%	40%	38%	42%	**	39%	**	**	**	**
At least weekly	45	43	43	**	**	45	39	40	38	**	42	**	**	**	**
	34%	34%	34%	**	**	34%	32%	35%	33%	**	33%	**	**	**	**
At least monthly	28	27	27	**	**	28	25	23	22	**	26	**	**	**	**
	21%	21%	21%	**	**	21%	21%	20%	19%	**	21%	**	**	**	**
Less often	9	8	8	**	**	9	8	6	7	**	8	**	**	**	**
	7%	6%	6%	**	**	7%	6%	5%	6%	**	6%	**	**	**	**
Don t know/ can t remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	**
SUMMARY															
DAILY	50	50	50	**	**	50	49	43	49	**	50	**	**	**	**
	38%	39%	39%	**	**	38%	40%	38%	42%	**	39%	**	**	**	**
WEEKLY	96	93	93	**	**	96	88	83	87	**	92	**	**	**	**
	71%	72%	72%	**	**	71%	72%	73%	74%	**	72%	**	**	**	**
MONTHLY	124	120	120	**	**	124	113	106	109	**	118	**	**	**	**
	92%	93%	93%	**	**	92%	93%	94%	93%	**	93%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?
Base: Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	848	427	410	136	250	198	99	165	276	203	152	217	610	90	82	66
Effective Weighted Sample	705	356	339	113	213	163	85	139	230	170	129	178	567	85	79	63
Total	870	435	425	138	257	181	132	161	272	228	159	210	757	61	34	18
At least daily	428	236	186	85	143	87	**	54	145	115	79	89	370	**	**	**
	49%	54% b	44%	61% e	56% e	48% e	**	33%	53%	50%	50%	42%	49%	**	**	**
At least weekly	340	158	179	39	87	78	**	77	101	83	63	93	300	**	**	**
	39%	36%	42%	28%	34%	43%	**	47% a	37%	36%	40%	44%	40%	**	**	**
At least monthly	71	28	42	14	14	9	**	20	16	19	16	20	61	**	**	**
	8%	7%	10%	10%	6%	5%	**	13%	6%	8%	10%	9%	8%	**	**	**
Less often	24	10	14	*	8	6	**	10	7	10	*	7	21	**	**	**
	3%	2%	3%	*%	3%	3%	**	6% a	2%	4%	*%	3%	3%	**	**	**
Don t know/ can t remember	7	3	4	*	5	-	**	1	3	1	1	2	5	**	**	**
	1%	1%	1%	*%	2%	-%	**	1%	1%	1%	1%	1%	1%	**	**	**
SUMMARY																
DAILY	428	236	186	85	143	87	**	54	145	115	79	89	370	**	**	**
	49%	54% b	44%	61% e	56% e	48% e	**	33%	53%	50%	50%	42%	49%	**	**	**
WEEKLY	768	393	365	124	230	166	**	130	246	198	142	182	670	**	**	**
	88%	90%	86%	90%	89%	91% e	**	81%	91%	87%	89%	86%	88%	**	**	**
MONTHLY	839	422	407	137	244	175	**	151	262	217	158	201	731	**	**	**
	96%	97%	96%	100%	95%	97%	**	93%	97%	95%	99%	96%	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?
Base: Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted row	848	758	90	376	459	341	491	141	182	149	341	587	245
Effective Weighted Sample	705	637	70	310	383	282	409	116	148	123	282	486	206
Total	870	798	72	379	474	345	505	137	172	150	345	616	238
At least daily	428	395	**	193	225	174	242	73	85	71	174	310	111
	49%	50%	**	51%	47%	51%	48%	54%	49%	47%	51%	50%	47%
At least weekly	340	308	**	150	185	140	194	51	72	66	140	241	92
	39%	39%	**	39%	39%	40%	38%	37%	42%	44%	40%	39%	39%
At least monthly	71	66	**	23	47	17	52	6	9	8	17	46	24
	8%	8%	**	6%	10%	5%	10%	4%	5%	5%	5%	8%	10%
Less often	24	22	**	10	15	10	15	4	5	5	10	15	8
	3%	3%	**	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%
Don t know/ can t remember	7	6	**	4	3	4	3	2	1	-	4	4	3
	1%	1%	**	1%	1%	1%	1%	2%	1%	-%	1%	1%	1%
SUMMARY													
DAILY	428	395	**	193	225	174	242	73	85	71	174	310	111
	49%	50%	**	51%	47%	51%	48%	54%	49%	47%	51%	50%	47%
WEEKLY	768	703	**	343	410	314	436	124	157	137	314	552	203
	88%	88%	**	90%	86%	91%	86%	91%	91%	91%	91%	90%	85%
MONTHLY	839	769	**	366	457	331	488	130	166	145	331	598	226
	96%	96%	**	96%	96%	96%	97%	95%	97%	97%	96%	97%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?
Base: Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	848	800	753	95	48	848	669	513	522	168	722	126	143	222	483
Effective Weighted Sample	705	664	625	81	41	705	558	427	432	140	603	102	112	188	405
Total	870	811	758	112	59	870	691	524	534	162	749	121	133	233	504
At least daily	428	400	382	**	**	428	339	264	277	91	371	57	66	106	256
	49%	49%	50%	**	**	49%	49%	50%	52%	57%	49%	47%	49%	46%	51%
At least weekly	340	315	294	**	**	340	266	200	197	54	288	52	47	97	196
	39%	39%	39%	**	**	39%	39%	38%	37%	33%	38%	43%	35%	42%	39%
At least monthly	71	66	58	**	**	71	60	42	45	12	64	7	16	17	38
	8%	8%	8%	**	**	8%	9%	8%	8%	7%	9%	6%	12%	7%	8%
Less often	24	24	20	**	**	24	19	15	12	4	20	5	5	9	10
	3%	3%	3%	**	**	3%	3%	3%	2%	3%	3%	4%	4%	4%	2%
Don t know/ can t remember	7	5	5	**	**	7	7	4	3	1	7	-	-	3	3
	1%	1%	1%	**	**	1%	1%	1%	*%	*%	1%	-%	-%	1%	1%
SUMMARY															
DAILY	428	400	382	**	**	428	339	264	277	91	371	57	66	106	256
	49%	49%	50%	**	**	49%	49%	50%	52%	57%	49%	47%	49%	46%	51%
WEEKLY	768	716	675	**	**	768	605	463	474	145	658	109	113	203	452
	88%	88%	89%	**	**	88%	88%	88%	89%	90%	88%	90%	85%	87%	90%
MONTHLY	839	782	733	**	**	839	665	505	520	157	722	116	128	221	490
	96%	96%	97%	**	**	96%	96%	96%	97%	97%	96%	96%	96%	95%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?
Base: Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	193	113	78	47	56	50	16	24	84	34	24	50	128	32	16	17
Effective Weighted Sample	160	92	66	37	48	41	14	21	71	29	19	41	119	29	15	16
Total	187	108	78	41	57	44	20	25	87	33	21	46	154	21	7	5
At least daily	65	33	**	**	**	**	**	**	**	**	**	**	51	**	**	**
	35%	31%	**	**	**	**	**	**	**	**	**	**	33%	**	**	**
At least weekly	81	49	**	**	**	**	**	**	**	**	**	**	69	**	**	**
	43%	46%	**	**	**	**	**	**	**	**	**	**	45%	**	**	**
At least monthly	28	17	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	15%	16%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
Less often	13	7	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
SUMMARY																
DAILY	65	33	**	**	**	**	**	**	**	**	**	**	51	**	**	**
	35%	31%	**	**	**	**	**	**	**	**	**	**	33%	**	**	**
WEEKLY	147	83	**	**	**	**	**	**	**	**	**	**	120	**	**	**
	78%	77%	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
MONTHLY	174	100	**	**	**	**	**	**	**	**	**	**	142	**	**	**
	93%	93%	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?
Base: Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	193	178	15	99	92	82	109	40	44	34	82	148	44
Effective Weighted Sample	160	149	12	82	77	69	89	33	38	29	69	124	36
Total	187	176	11	100	84	84	100	39	46	35	84	148	39
At least daily	65	61	**	**	**	**	37	**	**	**	**	54	**
	35%	35%	**	**	**	**	37%	**	**	**	**	36%	**
At least weekly	81	77	**	**	**	**	36	**	**	**	**	61	**
	43%	43%	**	**	**	**	36%	**	**	**	**	41%	**
At least monthly	28	26	**	**	**	**	19	**	**	**	**	20	**
	15%	15%	**	**	**	**	19%	**	**	**	**	14%	**
Less often	13	13	**	**	**	**	9	**	**	**	**	13	**
	7%	7%	**	**	**	**	8%	**	**	**	**	9%	**
SUMMARY													
DAILY	65	61	**	**	**	**	37	**	**	**	**	54	**
	35%	35%	**	**	**	**	37%	**	**	**	**	36%	**
WEEKLY	147	138	**	**	**	**	73	**	**	**	**	115	**
	78%	78%	**	**	**	**	73%	**	**	**	**	78%	**
MONTHLY	174	163	**	**	**	**	92	**	**	**	**	135	**
	93%	93%	**	**	**	**	92%	**	**	**	**	91%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?
Base: Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	193	186	178	15	7	193	167	148	156	72	178	15	21	44	128
Effective Weighted Sample	160	154	149	11	6	160	139	124	131	61	149	11	17	36	107
Total	187	179	172	15	8	187	162	147	156	72	175	13	20	40	127
At least daily	65	63	63	**	**	65	58	47	51	**	60	**	**	**	44
	35%	35%	37%	**	**	35%	36%	32%	33%	**	34%	**	**	**	35%
At least weekly	81	78	75	**	**	81	71	69	69	**	76	**	**	**	57
	43%	44%	44%	**	**	43%	43%	47%	44%	**	44%	**	**	**	45%
At least monthly	28	27	27	**	**	28	22	22	25	**	27	**	**	**	16
	15%	15%	16%	**	**	15%	14%	15%	16%	**	15%	**	**	**	12%
Less often	13	10	7	**	**	13	12	9	11	**	12	**	**	**	10
	7%	6%	4%	**	**	7%	7%	6%	7%	**	7%	**	**	**	8%
SUMMARY															
DAILY	65	63	63	**	**	65	58	47	51	**	60	**	**	**	44
	35%	35%	37%	**	**	35%	36%	32%	33%	**	34%	**	**	**	35%
WEEKLY	147	142	138	**	**	147	128	116	121	**	136	**	**	**	101
	78%	79%	80%	**	**	78%	79%	79%	77%	**	78%	**	**	**	79%
MONTHLY	174	169	165	**	**	174	150	138	145	**	163	**	**	**	117
	93%	94%	96%	**	**	93%	93%	94%	93%	**	93%	**	**	**	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13M. How often in the past 3 months have you listened to Rayo?
Base: Those who have personally listened to Rayo 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 row	45	23	22	2	14	13	11	5	18	16	6	5	30	9	4	2
Effective Weighted Sample	39	20	19	2	12	11	9	4	16	14	6	4	29	8	4	2
Total	48	23	25	2	15	12	13	5	18	20	6	4	38	8	1	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13M. How often in the past 3 months have you listened to Rayo?
Base: Those who have personally listened to Rayo in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	45	41	4	25	19	23	21	10	15	9	23	37	7
Effective Weighted Sample	39	36	4	21	17	19	19	9	12	8	19	33	6
Total	48	44	4	24	23	22	25	10	14	8	22	41	5
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13M. How often in the past 3 months have you listened to Rayo?
Base: Those who have personally listened to Rayo in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	45	42	40	5	3	45	44	30	33	20	44	1	5	9	31
Effective Weighted Sample	39	36	34	5	3	39	38	26	29	17	38	1	5	8	26
Total	48	45	42	6	3	48	47	33	38	21	47	1	5	10	32
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don t know/ can t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13N. How often in the past 3 months have you listened to Planetradio.co.uk?
Base: Those who have personally listened to Planetradio.co.uk 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 row	31	19	12	2	9	10	5	5	12	7	7	5	19	6	4	2
Effective Weighted Sample	26	16	11	2	8	9	5	4	10	6	6	4	18	6	4	2
Total	32	19	13	3	10	9	7	4	13	7	8	4	24	6	1	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13N. How often in the past 3 months have you listened to Planetradio.co.uk?
Base: Those who have personally listened to Planetradio.co.uk in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	31	28	3	18	12	16	14	6	11	11	16	28	3
Effective Weighted Sample	26	23	3	15	10	13	12	4	9	9	13	24	2
Total	32	29	3	19	12	16	15	4	10	12	16	29	3
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13N. How often in the past 3 months have you listened to Planetradio.co.uk?
Base: Those who have personally listened to Planetradio.co.uk in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	31	31	30	1	-	31	29	26	24	16	30	1	3	8	20
Effective Weighted Sample	26	26	25	1	-	26	25	23	20	14	25	1	2	7	17
Total	32	32	31	1	-	32	28	27	24	17	30	2	3	9	20
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Spotify	1107	581	515	234	330	229	171	143	392	338	178	198	904	107	60	36
	26%	28%	23%	51%	45%	32%	24%	8%	35%	26%	23%	18%	25%	29%	29%	29%
		b		cde	cde	de	e		bcd	d	d					
YouTube Music	768	393	365	124	230	166	119	130	246	198	142	182	670	55	28	15
	18%	19%	16%	27%	31%	23%	16%	8%	22%	15%	18%	16%	18%	15%	14%	13%
				de	cde	de	e		bd				d			
Amazon Music	524	230	290	41	129	119	112	124	206	150	92	77	450	40	22	13
	12%	11%	13%	9%	17%	17%	15%	7%	18%	11%	12%	7%	12%	11%	11%	11%
					ae	ae	ae		bcd	d	d					
BBC Sounds	466	257	203	42	108	87	79	150	191	146	67	61	392	40	20	13
	11%	12%	9%	9%	15%	12%	11%	9%	17%	11%	9%	5%	11%	11%	10%	11%
		b			e				bcd	d						
Apple Music or Apple Podcasts	397	201	192	75	146	88	43	43	166	118	62	50	334	41	15	7
	9%	10%	9%	17%	20%	12%	6%	3%	15%	9%	8%	4%	9%	11%	7%	5%
				de	cde	de	e		bcd	d	d			d		
Google Play Music or Google Podcasts	170	86	78	16	55	48	22	29	77	32	34	27	151	10	6	3
	4%	4%	4%	4%	7%	7%	3%	2%	7%	2%	4%	2%	4%	3%	3%	2%
					de	de			bd							
SoundCloud	147	83	63	34	43	34	16	19	67	25	17	37	120	18	6	3
	3%	4%	3%	7%	6%	5%	2%	1%	6%	2%	2%	3%	3%	5%	3%	3%
				de	de	e			bcd							
GlobalPlayer	130	69	61	3	38	33	29	28	53	36	25	15	113	10	6	2
	3%	3%	3%	1%	5%	5%	4%	2%	5%	3%	3%	1%	3%	3%	3%	1%
					ae	ae	ae		d		d					
RadioPlayer	105	56	47	12	45	19	19	10	57	20	19	9	92	8	3	1
	2%	3%	2%	3%	6%	3%	3%	1%	5%	2%	2%	1%	3%	2%	2%	1%
				e	cde	e	e		bcd		d					
Deezer	97	60	36	11	39	32	9	6	51	12	16	17	83	9	3	2
	2%	3%	2%	2%	5%	5%	1%	*%	5%	1%	2%	2%	2%	2%	1%	2%
				e	de	de			bcd							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Audible	96	48	47	7	30	23	21	15	50	25	9	12	80	8	5	2
	2%	2%	2%	1%	4% e	3% e	3% e	1%	4% bcd	2%	1%	1%	2%	2%	3%	2%
TuneIn	51	30	17	4	14	16	9	8	18	11	13	8	41	7	1	1
	1%	1%	1%	1%	2% e	2% e	1%	*%	2%	1%	2%	1%	1%	2%	1%	1%
Rayo	40	20	19	1	12	11	12	4	17	16	5	2	31	6	1	1
	1%	1%	1%	*%	2% e	2% e	2% e	*%	2% d	1% d	1%	*%	1%	2%	1%	1%
Planetradio.co.uk	23	13	9	2	5	6	7	3	11	3	6	3	17	4	1	1
	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	1%
None	2128	993	1117	100	178	265	339	1245	419	633	380	690	1791	177	100	60
	49%	48%	50%	22%	24%	38% ab	47% abc	73% abcd	38%	48% a	49% a	62% abc	49%	49%	49%	49%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Spotify	1107	1010	98	464	629	417	674	181	211	174	417	838	251
	26%	27% b	17%	37% b	21%	37% b	22%	43% c	37%	33%	37%	33% b	15%
YouTube Music	768	703	64	343	410	314	436	124	157	137	314	552	203
	18%	19% b	11%	27% b	14%	28% b	14%	30%	27%	26%	28%	22% b	12%
Amazon Music	524	445	79	235	283	225	292	80	130	96	225	422	96
	12%	12%	14%	19% b	9%	20% b	9%	19%	23%	18%	20%	16% b	6%
BBC Sounds	466	412	54	181	279	175	285	68	95	81	175	348	113
	11%	11%	9%	14% b	9%	15% b	9%	16%	17%	15%	15%	14% b	7%
Apple Music or Apple Podcasts	397	363	34	203	185	178	209	79	100	62	178	328	65
	9%	10% b	6%	16% b	6%	16% b	7%	19% c	17%	12%	16%	13% b	4%
Google Play Music or Google Podcasts	170	159	10	96	73	88	82	44	35	38	88	146	22
	4%	4% b	2%	8% b	2%	8% b	3%	10%	6%	7%	8%	6% b	1%
SoundCloud	147	138	9	83	62	72	73	30	39	30	72	115	31
	3%	4%	2%	7% b	2%	6% b	2%	7%	7%	6%	6%	4% b	2%
GlobalPlayer	130	120	10	56	73	55	75	23	35	20	55	106	23
	3%	3%	2%	4% b	2%	5% b	2%	6%	6%	4%	5%	4% b	1%
RadioPlayer	105	99	5	61	41	57	45	30	30	18	57	94	8
	2%	3%	1%	5% b	1%	5% b	1%	7%	5%	3%	5%	4% b	*%
Deezer	97	92	5	64	31	60	34	26	38	27	60	87	9
	2%	2%	1%	5% b	1%	5% b	1%	6%	7%	5%	5%	3% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Audible	96	85	10	54	40	53	42	18	31	27	53	80	14
	2%	2%	2%	4% b	1%	5% b	1%	4%	5%	5%	5%	3% b	1%
TuneIn	51	47	4	27	23	25	25	14	11	11	25	40	10
	1%	1%	1%	2% b	1%	2% b	1%	3%	2%	2%	2%	2%	1%
Rayo	40	36	4	21	18	20	19	10	13	8	20	34	4
	1%	1%	1%	2% b	1%	2% b	1%	2%	2%	1%	2%	1% b	*%
Planetradio.co.uk	23	19	3	13	8	13	8	3	7	10	13	20	3
	1%	1%	1%	1% b	*%	1% b	*%	1%	1%	2%	1%	1%	*%
None	2128	1808	320	400	1686	355	1728	119	183	187	355	943	1125
	49%	48%	56% a	32%	56% a	31%	55% a	28%	32%	36%	31%	37%	67% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Spotify	1107	1084	1033	74	23	1107	897	681	734	229	973	134	139	261	707
	26%	31%	34%	6%	3%	26%	25%	30%	34%	39%	26%	25%	22%	24%	27%
		cde	cde	d		cd		ae	aef	abef					
YouTube Music	768	716	675	92	52	768	605	463	474	145	658	109	113	203	452
	18%	21%	22%	7%	6%	18%	17%	21%	22%	25%	17%	20%	18%	19%	17%
		cde	cde			cd		ae	ae	ae					
Amazon Music	524	519	511	13	6	524	454	341	349	139	475	49	70	89	366
	12%	15%	17%	1%	1%	12%	13%	15%	16%	24%	13%	9%	11%	8%	14%
		cde	cde			cd		ef	aef	abcef					b
BBC Sounds	466	456	428	38	10	466	448	429	411	466	466	-	16	74	376
	11%	13%	14%	3%	1%	11%	13%	19%	19%	80%	12%	-%	3%	7%	14%
		cde	cde			cd	f	aef	aef	abcef	f			a	ab
Apple Music or Apple Podcasts	397	395	387	10	1	397	336	268	281	95	354	42	42	87	267
	9%	11%	13%	1%	*%	9%	10%	12%	13%	16%	9%	8%	7%	8%	10%
		cde	cde			cd		ae	aef	aef					a
Google Play Music or Google Podcasts	170	168	158	12	1	170	148	125	132	60	151	18	16	41	112
	4%	5%	5%	1%	*%	4%	4%	6%	6%	10%	4%	3%	3%	4%	4%
		cd	cd			cd			ae	abcef					
SoundCloud	147	142	138	8	5	147	128	116	121	54	136	10	17	28	101
	3%	4%	5%	1%	1%	3%	4%	5%	6%	9%	4%	2%	3%	3%	4%
		cd	cd			cd		ef	aef	abcef					
GlobalPlayer	130	128	125	6	2	130	116	98	111	63	124	6	14	28	89
	3%	4%	4%	*%	*%	3%	3%	4%	5%	11%	3%	1%	2%	3%	3%
		cd	cd			cd		f	aef	abcef					
RadioPlayer	105	105	101	4	-	105	100	94	97	50	102	2	4	12	89
	2%	3%	3%	*%	-%	2%	3%	4%	4%	9%	3%	*%	1%	1%	3%
		cd	cd			cd	f	ef	aef	abcef	f				ab
Deezer	97	96	94	2	1	97	86	83	87	42	92	5	8	16	72
	2%	3%	3%	*%	*%	2%	2%	4%	4%	7%	2%	1%	1%	2%	3%
		cd	cd			cd		ef	aef	abcef					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13N. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Audible	96	93	93	3	3	96	88	83	87	54	92	4	5	21	70
	2%	3%	3%	*%	*%	2%	2%	4%	4%	9%	2%	1%	1%	2%	3%
		cd	cd			cd		f	aef	abcef					a
TuneIn	51	51	46	5	-	51	44	43	43	16	48	3	7	13	31
	1%	1%	2%	*%	-%	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%
		cd	cd			d				aef					
Rayo	40	37	35	5	2	40	40	26	31	17	40	-	5	9	26
	1%	1%	1%	*%	*%	1%	1%	1%	1%	3%	1%	-%	1%	1%	1%
									f	abef					
Planetradio.co.uk	23	23	21	1	-	23	21	20	18	12	21	2	2	6	14
	1%	1%	1%	*%	-%	1%	1%	1%	1%	2%	1%	*%	*%	1%	1%
										ae					
None	2128	1369	1040	1087	758	2128	1736	938	762	59	1846	282	331	529	1268
	49%	39%	34%	83%	89%	49%	49%	42%	35%	10%	49%	52%	51%	49%	48%
		b		abe	abce	ab	bcd	cd	d		bcd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
TV/ IPLAYER	3525	1695	1805	312	571	554	586	1503	979	1075	613	855	2974	299	158	94
	81%	81%	82%	68%	77%	78%	81%	88%	88%	81%	79%	77%	82%	82%	78%	77%
					a	a	a	abcd	bcd							
RADIO	2246	1176	1046	213	435	383	319	896	722	674	395	454	1915	166	100	64
	52%	56%	47%	47%	59%	54%	44%	52%	65%	51%	51%	41%	52%	46%	49%	53%
		b			ade	d		d	bcd	d	d		b			
APPS/ SITES	2164	1150	997	240	440	440	401	643	776	699	337	350	1863	152	89	60
	50%	55%	45%	53%	60%	62%	55%	38%	69%	53%	44%	31%	51%	42%	44%	49%
		b		e	e	ae	e		bcd	cd	d		bc			
SOUNDS	582	322	253	55	122	109	95	200	235	185	82	79	488	47	28	19
	13%	15%	11%	12%	17%	15%	13%	12%	21%	14%	11%	7%	13%	13%	14%	16%
		b			e				bcd	d						
ANY	3792	1833	1928	362	622	614	621	1571	1036	1166	662	922	3208	313	169	102
	87%	88%	87%	80%	84%	87%	86%	92%	93%	88%	86%	83%	88%	86%	83%	84%
						a		abcd	bcd	d			c			
NONE	546	251	285	93	115	93	103	142	80	155	111	195	441	51	34	20
	13%	12%	13%	20%	16%	13%	14%	8%	7%	12%	14%	17%	12%	14%	17%	16%
				ce	e	e	e			a	a	ab			a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
TV/ IPLAYER	3525	3049	477	1015	2454	931	2533	330	471	446	931	2123	1336
	81%	81%	84%	81%	82%	82%	81%	78%	82%	85%	82%	83% b	79%
RADIO	2246	1937	309	749	1469	689	1526	264	345	314	689	1433	779
	52%	51%	54%	60% b	49%	61% b	49%	63%	60%	60%	61%	56% b	46%
APPS/ SITES	2164	1911	253	788	1340	723	1402	268	368	344	723	1544	596
	50%	51% b	45%	63% b	45%	64% b	45%	64%	64%	66%	64%	60% b	35%
SOUNDS	582	511	71	210	362	200	371	77	103	94	200	418	156
	13%	14%	13%	17% b	12%	18% b	12%	18%	18%	18%	18%	16% b	9%
ANY	3792	3282	509	1097	2632	1000	2724	364	508	471	1000	2278	1438
	87%	87%	90%	87%	88%	88%	87%	87%	89%	90%	88%	89% b	85%
NONE	546	488	59	160	368	131	395	56	64	55	131	281	246
	13%	13%	10%	13%	12%	12%	13%	13%	11%	10%	12%	11%	15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
TV/ IPLAYER	3525	2891	2479	1047	635	3525	3525	2067	2006	557	3525	-	291	778	2456
	81%	83%	82%	80%	74%	81%	100%	92%	93%	96%	93%	-%	45%	72%	94%
		d	d	d		d	bcdef	f	f	bf	f			a	ab
RADIO	2246	1894	1663	583	352	2246	2067	2246	1498	528	2246	-	151	439	1655
	52%	54%	55%	45%	41%	52%	59%	100%	69%	91%	59%	-%	24%	41%	63%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
APPS/ SITES	2164	2017	1792	372	147	2164	2006	1498	2164	511	2164	-	133	475	1556
	50%	58%	59%	29%	17%	50%	57%	67%	100%	88%	57%	-%	21%	44%	59%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	582	569	527	55	13	582	557	528	511	582	582	-	22	97	463
	13%	16%	17%	4%	2%	13%	16%	24%	24%	100%	15%	-%	3%	9%	18%
		cde	cde	d		cd	f	aef	aef	abcef	f			a	ab
ANY	3792	3101	2683	1109	691	3792	3525	2246	2164	582	3792	-	359	868	2564
	87%	89%	88%	85%	81%	87%	100%	100%	100%	100%	100%	-%	56%	81%	98%
		cd	cd			d	f	f	f	f	f			a	ab
NONE	546	385	352	194	161	546	-	-	-	-	-	546	284	208	54
	13%	11%	12%	15%	19%	13%	-%	-%	-%	-%	-%	100%	44%	19%	2%
				ab	abe							abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC One	2885	1408	1462	184	390	443	497	1372	811	883	496	694	2441	236	127	81
	67%	68%	66%	40%	53% a	63% ab	69% ab	80% abcd	73% bcd	67%	64%	62%	67%	65%	62%	67%
BBC Two	1671	883	779	85	213	214	250	909	532	491	251	394	1444	127	63	37
	39%	42% b	35%	19%	29% a	30% a	34% a	53% abcd	48% bcd	37%	33%	35%	40% cd	35%	31%	30%
BBC iPlayer	1511	711	786	145	292	257	277	541	467	498	256	290	1255	143	79	35
	35%	34%	36%	32%	40% e	36%	38% e	32%	42% cd	38% d	33% d	26%	34%	39% d	39% d	29%
BBC News site/ app	1284	734	542	103	254	259	268	400	515	408	171	190	1107	86	55	36
	30%	35% b	24%	23%	34% ae	37% ae	37% ae	23%	46% bcd	31% cd	22% d	17%	30% b	24%	27%	30%
BBC Weather site/ app	958	463	489	88	155	186	192	337	349	331	146	128	828	64	42	24
	22%	22%	22%	19%	21%	26% e	26% e	20%	31% bcd	25% cd	19% d	11%	23%	18%	21%	20%
BBC News channel	902	523	376	53	138	138	147	425	347	244	129	181	777	64	40	22
	21%	25% b	17%	12%	19% a	20% a	20% a	25% abc	31% bcd	18%	17%	16%	21%	18%	19%	18%
BBC Radio 2	685	361	321	43	104	91	109	338	238	221	100	126	583	56	34	13
	16%	17%	15%	9%	14%	13%	15%	20% abc	21% bcd	17% d	13%	11%	16% d	15%	16% d	10%
BBC Radio 1	673	339	330	92	211	161	97	112	249	179	136	109	577	45	31	21
	16%	16%	15%	20% de	29% ade	23% de	13% e	7%	22% bd	14%	18% d	10%	16%	12%	15%	17%
BBC Sport site/ app	615	469	145	47	152	111	108	197	265	170	81	99	514	50	31	20
	14%	22% b	7%	10%	21% ae	16% e	15%	11%	24% bcd	13% d	11%	9%	14%	14%	15%	17%
BBC Three	533	281	245	39	134	100	83	177	184	139	100	108	458	46	17	12
	12%	13%	11%	8%	18% ade	14% a	11%	10%	16% bd	11%	13%	10%	13% c	13%	8%	10%
BBC Four	514	278	230	28	93	66	78	248	194	162	68	90	437	42	24	11
	12%	13% b	10%	6%	13% a	9%	11%	15% ac	17% bcd	12% d	9%	8%	12%	12%	12%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio 4	510	288	219	16	70	63	86	275	204	160	54	92	463	24	17	7
	12%	14% b	10%	3%	10% a	9% a	12% a	16% abc	18% bcd	12% cd	7%	8%	13% bcd	6%	8%	6%
BBC Sounds	466	257	203	42	108	87	79	150	191	146	67	61	392	40	20	13
	11%	12% b	9%	9%	15% e	12%	11%	9%	17% bcd	11% d	9%	5%	11%	11%	10%	11%
BBC Radio 5 live	300	226	70	11	59	60	45	125	120	86	34	60	246	32	15	7
	7%	11% b	3%	2%	8% a	9% a	6% a	7% a	11% bcd	6%	4%	5%	7%	9%	7%	6%
BBC Homepage site (www.bbc.co.uk)	279	164	111	21	62	63	48	85	133	82	29	35	236	23	11	8
	6%	8% b	5%	5%	8% e	9% ae	7%	5%	12% bcd	6% d	4%	3%	6%	6%	6%	7%
BBC TV programmes and content on YouTube	245	134	110	29	67	52	43	54	107	61	25	51	211	16	10	8
	6%	6%	5%	6% e	9% e	7% e	6% e	3%	10% bcd	5%	3%	5%	6%	5%	5%	6%
CBeebies	185	72	110	19	80	53	15	18	71	46	28	41	156	14	7	7
	4%	3%	5%	4% e	11% ade	8% de	2%	1%	6% bd	3%	4%	4%	4%	4%	4%	6%
BBC radio for your region (ENGLAND)	184	100	82	9	37	24	18	96	75	39	30	40	183	1	-	-
	4%	5%	4%	2%	5%	3%	2%	6% ad	7% bd	3%	4%	4%	5% bcd	*%	-%	-%
BBC 6 Music	174	98	74	21	49	42	36	26	83	57	21	14	151	16	5	2
	4%	5%	3%	5% e	7% e	6% e	5% e	2%	7% bcd	4% d	3%	1%	4%	4%	2%	2%
BBC Radio 5 sports extra	170	126	42	10	53	39	24	45	82	25	27	35	142	21	5	3
	4%	6% b	2%	2%	7% ade	5% e	3%	3%	7% bcd	2%	4%	3%	4%	6% c	2%	2%
BBC Radio 3	168	104	62	11	64	31	12	49	91	31	19	27	145	17	5	1
	4%	5% b	3%	2%	9% acde	4% d	2%	3%	8% bcd	2%	2%	2%	4% d	5% d	2%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC World Service	141	95	45	8	50	33	19	30	79	27	16	18	125	10	3	3
	3%	5%	2%	2%	7%	5%	3%	2%	7%	2%	2%	2%	3%	3%	2%	2%
		b			ade	e			bcd							
BBC Bitesize site/ app	139	68	68	26	52	30	20	10	66	44	18	12	119	12	4	4
	3%	3%	3%	6%	7%	4%	3%	1%	6%	3%	2%	1%	3%	3%	2%	3%
				e	de	e	e		bcd	d						
BBC Parliament	137	93	43	11	36	23	20	46	64	24	28	20	112	14	9	3
	3%	4%	2%	3%	5%	3%	3%	3%	6%	2%	4%	2%	3%	4%	4%	2%
		b			e				bd							
BBC Scotland TV channel (on air between 7pm and midnight)	126	77	49	6	32	16	23	49	57	33	15	21	55	68	1	1
	3%	4%	2%	1%	4%	2%	3%	3%	5%	2%	2%	2%	2%	19%	1%	1%
		b							bcd					acd		
BBC Newsround site	126	63	61	13	44	36	16	17	64	32	20	10	107	12	5	2
	3%	3%	3%	3%	6%	5%	2%	1%	6%	2%	3%	1%	3%	3%	2%	2%
				e	de	e			bcd	d	d					
CBBC	124	54	67	12	51	34	15	11	48	37	17	21	104	12	3	5
	3%	3%	3%	3%	7%	5%	2%	1%	4%	3%	2%	2%	3%	3%	1%	4%
				e	ade	e	e		d							
BBC Radio 1Xtra	120	63	56	13	52	32	18	5	55	25	18	21	108	7	4	1
	3%	3%	3%	3%	7%	5%	3%	*%	5%	2%	2%	2%	3%	2%	2%	1%
				e	ade	e	e		bcd				d			
A BBC CBeebies site/ app	114	60	53	14	52	34	7	7	57	28	13	16	100	10	2	2
	3%	3%	2%	3%	7%	5%	1%	*%	5%	2%	2%	1%	3%	3%	1%	2%
				e	ade	de			bcd							
BBC Asian Network	113	63	48	15	37	32	13	17	33	33	17	30	105	6	2	*
	3%	3%	2%	3%	5%	5%	2%	1%	3%	3%	2%	3%	3%	2%	1%	*%
				e	de	e							d			
BBC Radio 4 Extra	108	65	41	8	40	21	9	31	58	20	11	16	92	9	5	2
	2%	3%	2%	2%	5%	3%	1%	2%	5%	2%	1%	1%	3%	2%	2%	2%
					ade				bcd							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC Radio Scotland (SCOTLAND)	53	44	9	1	6	7	13	25	17	17	12	7	-	53	-	-
	1%	2% b	*%	*%	1%	1%	2%	1%	1%	1%	2%	1%	-%	14% acd	-%	-%
BBC ALBA (Scottish Gaelic)	43	25	17	2	13	9	9	9	17	12	4	9	20	20	1	1
	1%	1%	1%	*%	2% e	1%	1%	1%	2%	1%	1%	1%	1%	6% acd	*%	1%
BBC Radio Ulster (NORTHERN IRELAND)	31	17	14	1	1	3	4	23	9	6	7	9	-	-	-	31
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	-%	-%	-%	26% abc
BBC Radio Wales (WALES)	24	11	12	*	2	3	3	15	9	4	5	5	-	-	24	-
	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	*%	-%	-%	12% abd	-%
BBC Radio Cymru (WALES)	7	3	4	-	1	*	2	4	2	-	3	2	-	-	7	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	3% abd	-%
BBC Radio nan G idheal (SCOTLAND)	5	3	2	1	1	-	2	1	-	3	1	-	-	5	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	-%	1% a	-%	-%
BBC Radio Foyle (NORTHERN IRELAND)	3	2	1	-	*	*	*	1	1	1	-	*	-	-	-	3
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	2% abc
SUMMARY																
ANY BBC	3620	1763	1833	319	584	586	597	1534	1000	1119	631	865	3068	298	159	96
	83%	85%	83%	70%	79% a	83% a	82% a	90% abcd	90% bcd	85% d	82%	77%	84% cd	82%	78%	79%
ANY BBC TV	3283	1593	1673	250	520	514	554	1445	924	1004	570	784	2776	276	144	87
	76%	76%	76%	55%	70% a	73% a	76% a	84% abcd	83% bcd	76% d	74%	70%	76%	76%	71%	71%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
ANY BBC RADIO	1992	1068	908	172	377	334	296	813	651	599	342	398	1703	145	88	56
	46%	51%	41%	38%	51%	47%	41%	47%	58%	45%	44%	36%	47%	40%	43%	46%
		b			ad	a		a	bcd	d	d		b			
ANY BBC WEBSITES/ APPS	1948	1071	863	204	392	389	368	594	717	629	294	305	1689	130	80	50
	45%	51%	39%	45%	53%	55%	51%	35%	64%	48%	38%	27%	46%	36%	39%	41%
		b		e	ae	ae	e		bcd	cd	d		bc			
NONE	718	321	381	136	153	121	128	179	116	202	142	252	581	66	45	26
	17%	15%	17%	30%	21%	17%	18%	10%	10%	15%	18%	23%	16%	18%	22%	21%
				bcde	e	e	e			a	a	ab			a	a
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of BBC services used in at least weekly in the last 3 months (out of 38)	3.8	4.2	3.3	2.7	4.4	4.0	3.7	3.7	5.3	3.6	3.2	2.8	3.8	3.8	3.5	3.5
		b			ade	ae	a	a	bcd	cd	d					
Standard deviation	3.60	3.87	3.25	3.24	4.71	4.02	3.59	2.81	4.42	3.32	2.85	2.90	3.50	4.37	3.79	3.62

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC One	2885	2474	412	762	2081	720	2121	241	363	369	720	1691	1137
	67%	66%	73% a	61%	69% a	64%	68%	57%	63%	70% a	64%	66%	68%
BBC Two	1671	1436	235	429	1217	397	1248	134	205	206	397	913	727
	39%	38%	41%	34%	41% a	35%	40% a	32%	36%	39%	35%	36%	43% a
BBC iPlayer	1511	1307	204	466	1019	435	1050	165	212	206	435	1011	473
	35%	35%	36%	37%	34%	38% b	34%	39%	37%	39%	38%	40% b	28%
BBC News site/ app	1284	1132	152	470	802	446	825	148	243	219	446	951	322
	30%	30%	27%	37% b	27%	39% b	26%	35%	42%	42%	39%	37% b	19%
BBC Weather site/ app	958	840	118	320	629	297	651	94	155	161	297	655	285
	22%	22%	21%	25% b	21%	26% b	21%	22%	27%	31%	26%	26% b	17%
BBC News channel	902	800	102	278	618	257	638	90	118	132	257	579	304
	21%	21%	18%	22%	21%	23%	20%	21%	21%	25%	23%	23% b	18%
BBC Radio 2	685	572	112	211	470	198	482	70	95	93	198	421	254
	16%	15%	20% a	17%	16%	17%	15%	17%	17%	18%	17%	16%	15%
BBC Radio 1	673	584	89	317	349	296	371	136	141	120	296	526	141
	16%	15%	16%	25% b	12%	26% b	12%	32% c	25%	23%	26%	21% b	8%
BBC Sport site/ app	615	549	66	225	381	211	395	84	111	85	211	447	163
	14%	15%	12%	18% b	13%	19% b	13%	20%	19%	16%	19%	17% b	10%
BBC Three	533	487	46	188	322	176	334	75	94	77	176	367	157
	12%	13% b	8%	15% b	11%	16% b	11%	18%	16%	15%	16%	14% b	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Four	514	451	63	152	346	141	356	53	68	69	141	309	191
	12%	12%	11%	12%	12%	13%	11%	13%	12%	13%	13%	12%	11%
BBC Radio 4	510	441	69	138	370	128	380	46	63	60	128	283	217
	12%	12%	12%	11%	12%	11%	12%	11%	11%	12%	11%	11%	13%
BBC Sounds	466	412	54	181	279	175	285	68	95	81	175	348	113
	11%	11%	9%	14% b	9%	15% b	9%	16%	17%	15%	15%	14% b	7%
BBC Radio 5 live	300	266	34	102	193	93	202	36	46	43	93	213	84
	7%	7%	6%	8%	6%	8%	6%	9%	8%	8%	8%	8% b	5%
BBC Homepage site (www.bbc.co.uk)	279	247	32	95	166	84	176	28	46	42	84	210	67
	6%	7%	6%	8%	6%	7%	6%	7%	8%	8%	7%	8% b	4%
BBC TV programmes and content on YouTube	245	224	21	120	123	110	133	47	53	53	110	175	66
	6%	6%	4%	10% b	4%	10% b	4%	11%	9%	10%	10%	7% b	4%
CBeebies	185	169	16	152	29	145	36	90	83	43	145	143	41
	4%	4%	3%	12% b	1%	13% b	1%	21% cd	15% c	8%	13%	6% b	2%
BBC radio for your region (ENGLAND)	184	155	28	67	116	61	123	27	28	26	61	102	76
	4%	4%	5%	5%	4%	5%	4%	6%	5%	5%	5%	4%	5%
BBC 6 Music	174	162	12	85	87	79	92	29	42	36	79	153	18
	4%	4%	2%	7% b	3%	7% b	3%	7%	7%	7%	7%	6% b	1%
BBC Radio 5 sports extra	170	149	21	87	83	83	87	35	39	41	83	127	43
	4%	4%	4%	7% b	3%	7% b	3%	8%	7%	8%	7%	5% b	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio 3	168	161	6	83	81	75	87	40	31	33	75	122	46
	4%	4% b	1%	7% b	3%	7% b	3%	10%	5%	6%	7%	5% b	3%
BBC World Service	141	130	11	88	53	82	59	36	43	37	82	117	22
	3%	3%	2%	7% b	2%	7% b	2%	8%	8%	7%	7%	5% b	1%
BBC Bitesize site/ app	139	130	10	97	39	89	47	44	40	38	89	122	17
	3%	3%	2%	8% b	1%	8% b	1%	11%	7%	7%	8%	5% b	1%
BBC Parliament	137	128	9	59	75	55	79	27	20	26	55	97	37
	3%	3%	2%	5% b	3%	5% b	3%	6%	3%	5%	5%	4% b	2%
BBC Scotland TV channel (on air between 7pm and midnight)	126	113	13	46	80	42	84	15	25	19	42	85	40
	3%	3%	2%	4%	3%	4%	3%	4%	4%	4%	4%	3%	2%
BBC Newsround site	126	119	7	82	43	75	48	34	37	32	75	112	13
	3%	3% b	1%	7% b	1%	7% b	2%	8%	6%	6%	7%	4% b	1%
CBBC	124	114	10	99	22	91	30	40	61	28	91	100	24
	3%	3%	2%	8% b	1%	8% b	1%	10%	11% c	5%	8%	4% b	1%
BBC Radio 1Xtra	120	114	6	77	42	74	45	35	41	29	74	100	20
	3%	3%	1%	6% b	1%	7% b	1%	8%	7%	6%	7%	4% b	1%
A BBC CBeebies site/ app	114	106	7	92	20	87	26	50	45	33	87	94	20
	3%	3%	1%	7% b	1%	8% b	1%	12% c	8%	6%	8%	4% b	1%
BBC Asian Network	113	110	3	74	39	67	46	34	38	29	67	86	27
	3%	3% b	1%	6% b	1%	6% b	1%	8%	7%	6%	6%	3% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC Radio 4 Extra	108	94	13	62	44	57	49	31	33	17	57	84	24
	2%	3%	2%	5% b	1%	5% b	2%	7%	6%	3%	5%	3% b	1%
BBC Radio Scotland (SCOTLAND)	53	48	4	10	41	10	41	5	6	5	10	39	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
BBC ALBA (Scottish Gaelic)	43	38	4	21	22	18	24	13	7	7	18	32	11
	1%	1%	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	31	20	11	5	26	4	27	1	2	2	4	16	14
	1%	1%	2% a	*%	1%	*%	1%	*%	*%	*%	*%	1%	1%
BBC Radio Wales (WALES)	24	21	3	5	18	4	19	1	1	3	4	12	10
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%
BBC Radio Cymru (WALES)	7	6	1	3	4	3	5	1	1	2	3	3	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	-	2	3	1	4	-	1	-	1	5	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
BBC Radio Foyle (NORTHERN IRELAND)	3	1	2	1	2	1	2	*	*	1	1	3	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
SUMMARY													
ANY BBC	3620	3126	494	1048	2517	963	2599	347	493	457	963	2182	1367
	83%	83%	87%	83%	84%	85%	83%	82%	86%	87%	85%	85% b	81%
ANY BBC TV	3283	2832	451	944	2287	877	2353	308	450	423	877	1982	1240
	76%	75%	79%	75%	76%	78%	75%	73%	79%	80%	78%	77%	74%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
ANY BBC RADIO	1992	1721	272	670	1303	622	1348	240	310	287	622	1272	691
	46%	46%	48%	53% b	43%	55% b	43%	57%	54%	55%	55%	50% b	41%
ANY BBC WEBSITES/ APPS	1948	1720	228	716	1198	667	1245	242	341	318	667	1401	525
	45%	46%	40%	57% b	40%	59% b	40%	58%	60%	61%	59%	55% b	31%
NONE	718	644	74	209	483	168	521	74	79	68	168	377	316
	17%	17%	13%	17%	16%	15%	17%	18%	14%	13%	15%	15%	19% a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of BBC services used in at least weekly in the last 3 months (out of 38)	3.8	3.8	3.5	4.6 b	3.4	4.7 b	3.4	5.0	4.8	4.8	4.7	4.2 b	3.1
Standard deviation	3.60	3.67	3.10	4.57	3.06	4.52	3.15	4.99	4.53	4.40	4.52	4.00	2.80

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC One	2885	2296	1926	959	590	2885	2885	1735	1635	496	2885	-	174	558	2154
	67%	66%	63%	74%	69%	67%	82%	77%	76%	85%	76%	-%	27%	52%	82%
				abe	b		bcef	f	f	bcef	f			a	ab
BBC Two	1671	1282	1042	629	389	1671	1671	1123	1016	348	1671	-	75	298	1298
	39%	37%	34%	48%	46%	39%	47%	50%	47%	60%	44%	-%	12%	28%	50%
				abe	abe	b	f	ef	f	abcef	f			a	ab
BBC iPlayer	1511	1511	1275	237	-	1511	1511	929	1022	386	1511	-	95	258	1158
	35%	43%	42%	18%	-%	35%	43%	41%	47%	66%	40%	-%	15%	24%	44%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
BBC News site/ app	1284	1202	1060	224	82	1284	1216	956	1284	354	1284	-	59	231	995
	30%	34%	35%	17%	10%	30%	34%	43%	59%	61%	34%	-%	9%	21%	38%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	958	877	764	194	81	958	893	679	958	248	958	-	47	188	723
	22%	25%	25%	15%	9%	22%	25%	30%	44%	43%	25%	-%	7%	17%	28%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC News channel	902	822	707	195	81	902	902	601	653	221	902	-	55	150	697
	21%	24%	23%	15%	9%	21%	26%	27%	30%	38%	24%	-%	9%	14%	27%
		cde	cd	d		cd	f	f	aef	abcef	f			a	ab
BBC Radio 2	685	578	504	181	107	685	646	685	448	207	685	-	38	131	517
	16%	17%	17%	14%	13%	16%	18%	30%	21%	36%	18%	-%	6%	12%	20%
							f	acef	f	acef	f			a	ab
BBC Radio 1	673	634	596	78	39	673	629	673	488	195	673	-	34	119	520
	16%	18%	20%	6%	5%	16%	18%	30%	23%	34%	18%	-%	5%	11%	20%
		cde	cde			cd	f	acef	aef	acef	f			a	ab
BBC Sport site/ app	615	598	517	98	18	615	592	467	615	203	615	-	31	102	482
	14%	17%	17%	8%	2%	14%	17%	21%	28%	35%	16%	-%	5%	10%	18%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
BBC Three	533	476	412	120	57	533	533	386	361	150	533	-	28	104	400
	12%	14%	14%	9%	7%	12%	15%	17%	17%	26%	14%	-%	4%	10%	15%
		cd	cd			cd	f	ef	f	abcef	f			a	ab
BBC Four	514	438	357	157	76	514	514	370	353	166	514	-	32	94	388
	12%	13%	12%	12%	9%	12%	15%	16%	16%	29%	14%	-%	5%	9%	15%
		d					f	ef	ef	abcef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio 4	510	385	326	185	126	510	481	510	364	168	510	-	18	68	425
	12%	11%	11%	14%	15%	12%	14%	23%	17%	29%	13%	-%	3%	6%	16%
				ab	ab		f	acef	aef	abcef	f			a	ab
BBC Sounds	466	456	428	38	10	466	448	429	411	466	466	-	16	74	376
	11%	13%	14%	3%	1%	11%	13%	19%	19%	80%	12%	-%	3%	7%	14%
		cde	cde			cd	f	aef	aef	abcef	f			a	ab
BBC Radio 5 live	300	271	237	63	29	300	289	300	251	122	300	-	10	38	252
	7%	8%	8%	5%	3%	7%	8%	13%	12%	21%	8%	-%	2%	4%	10%
		cd	cd			d	f	aef	aef	abcef	f				ab
BBC Homepage site (www.bbc.co.uk)	279	270	238	41	9	279	269	188	279	114	279	-	5	40	234
	6%	8%	8%	3%	1%	6%	8%	8%	13%	20%	7%	-%	1%	4%	9%
		cd	cd	d		cd	f	f	abef	abcef	f			a	ab
BBC TV programmes and content on YouTube	245	245	231	14	-	245	245	188	205	91	245	-	13	43	190
	6%	7%	8%	1%	-%	6%	7%	8%	9%	16%	6%	-%	2%	4%	7%
		cd	cde	d		cd	f	f	aef	abcef	f				ab
CBeebies	185	178	170	15	7	185	185	138	137	54	185	-	13	43	128
	4%	5%	6%	1%	1%	4%	5%	6%	6%	9%	5%	-%	2%	4%	5%
		cd	cd			cd	f	f	f	aef	f				a
BBC radio for your region (ENGLAND)	184	146	122	62	37	184	179	184	126	65	184	-	12	24	147
	4%	4%	4%	5%	4%	4%	5%	8%	6%	11%	5%	-%	2%	2%	6%
							f	acef	f	acef	f				ab
BBC 6 Music	174	171	164	11	3	174	164	174	163	106	174	-	3	38	133
	4%	5%	5%	1%	*%	4%	5%	8%	8%	18%	5%	-%	*%	4%	5%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
BBC Radio 5 sports extra	170	158	149	20	12	170	168	170	153	76	170	-	5	19	146
	4%	5%	5%	2%	1%	4%	5%	8%	7%	13%	4%	-%	1%	2%	6%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 3	168	149	135	32	18	168	158	168	137	67	168	-	11	31	126
	4%	4%	4%	2%	2%	4%	4%	7%	6%	11%	4%	-%	2%	3%	5%
		c	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 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC World Service	141	130	122	19	11	141	136	141	128	68	141	-	2	21	117
	3%	4%	4%	1%	1%	3%	4%	6%	6%	12%	4%	-%	*%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Bitesize site/ app	139	139	132	7	-	139	136	126	139	59	139	-	3	31	105
	3%	4%	4%	1%	-%	3%	4%	6%	6%	10%	4%	-%	*%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
BBC Parliament	137	125	113	24	12	137	137	101	113	56	137	-	5	41	91
	3%	4%	4%	2%	1%	3%	4%	5%	5%	10%	4%	-%	1%	4%	3%
		cd	cd				f	f	ef	abcef	f			a	a
BBC Scotland TV channel (on air between 7pm and midnight)	126	110	91	36	16	126	126	102	87	49	126	-	7	18	100
	3%	3%	3%	3%	2%	3%	4%	5%	4%	8%	3%	-%	1%	2%	4%
							f	f	f	abcef	f				ab
BBC Newsround site	126	124	118	8	1	126	124	115	126	64	126	-	5	17	103
	3%	4%	4%	1%	*%	3%	4%	5%	6%	11%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
CBBC	124	121	119	5	3	124	124	96	93	48	124	-	12	21	92
	3%	3%	4%	*%	*%	3%	4%	4%	4%	8%	3%	-%	2%	2%	3%
		cd	cd			cd	f	f	f	abcef	f				
BBC Radio 1Xtra	120	120	117	4	-	120	113	120	103	54	120	-	8	20	92
	3%	3%	4%	*%	-%	3%	3%	5%	5%	9%	3%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				a
A BBC CBeebies site/ app	114	111	109	5	3	114	112	98	114	52	114	-	3	30	81
	3%	3%	4%	*%	*%	3%	3%	4%	5%	9%	3%	-%	1%	3%	3%
		cd	cd			cd	f	f	aef	abcef	f			a	a
BBC Asian Network	113	91	86	27	22	113	105	113	93	29	113	-	3	28	82
	3%	3%	3%	2%	3%	3%	3%	5%	4%	5%	3%	-%	*%	3%	3%
							f	aef	f	f	f			a	a
BBC Radio 4 Extra	108	102	89	19	6	108	102	108	98	64	108	-	4	12	91
	2%	3%	3%	1%	1%	2%	3%	5%	5%	11%	3%	-%	1%	1%	3%
		d	d			d	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC Radio Scotland (SCOTLAND)	53	44	34	18	9	53	51	53	36	25	53	-	3	12	38
	1%	1%	1%	1%	1%	1%	1%	2%	2%	4%	1%	-%	*%	1%	1%
							f	f	f	acef					
BBC ALBA (Scottish Gaelic)	43	41	38	5	2	43	43	39	37	30	43	-	3	7	32
	1%	1%	1%	*%	*%	1%	1%	2%	2%	5%	1%	-%	*%	1%	1%
								f	f	abcef					
BBC Radio Ulster (NORTHERN IRELAND)	31	22	18	13	9	31	28	31	18	7	31	-	3	3	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%
BBC Radio Wales (WALES)	24	20	17	7	4	24	23	24	14	7	24	-	1	3	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%
BBC Radio Cymru (WALES)	7	6	5	3	1	7	6	7	5	3	7	-	-	1	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
BBC Radio nan G idheal (SCOTLAND)	5	5	5	-	-	5	5	5	4	4	5	-	1	-	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	-%	*%	-%	*%
BBC Radio Foyle (NORTHERN IRELAND)	3	3	2	*	-	3	3	3	2	2	3	-	-	*	2
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
SUMMARY															
ANY BBC	3620	2956	2551	1069	664	3620	3402	2191	2114	576	3620	-	305	799	2516
	83%	85%	84%	82%	78%	83%	97%	98%	98%	99%	95%	-%	47%	74%	96%
		d	d			d	f	ef	ef	aef	f			a	ab
ANY BBC TV	3283	2670	2282	1001	613	3283	3283	1955	1888	534	3283	-	233	684	2366
	76%	77%	75%	77%	72%	76%	93%	87%	87%	92%	87%	-%	36%	64%	90%
							bcef	f	f	bcef	f			a	ab
ANY BBC RADIO	1992	1666	1462	531	326	1992	1851	1992	1345	490	1992	-	118	370	1504
	46%	48%	48%	41%	38%	46%	53%	89%	62%	84%	53%	-%	18%	34%	57%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
ANY BBC WEBSITES/ APPS	1948	1817	1608	340	131	1948	1823	1367	1948	485	1948	-	106	402	1440
	45%	52%	53%	26%	15%	45%	52%	61%	90%	83%	51%	-%	17%	37%	55%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
NONE	718	530	483	234	188	718	123	55	50	6	171	546	338	278	102
	17%	15%	16%	18%	22%	17%	3%	2%	2%	1%	5%	100%	53%	26%	4%
					abe		d				bcd	abcde	bc	c	
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of BBC services used in at least weekly in the last 3 months (out of 38)	3.8	4.1	4.1	2.9	2.2	3.8	4.5	5.5	5.7	8.5	4.3	-	1.3	2.7	4.8
		cde	cde	d		cd	e	ae	ae	abce				a	ab
Standard deviation	3.60	3.81	3.93	2.45	1.83	3.60	3.56	3.94	3.93	5.16	3.53	-	1.96	2.78	3.79

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
TV/ IPLAYER	3283	1593	1673	250	520	514	554	1445	924	1004	570	784	2776	276	144	87
	76%	76%	76%	55%	70% a	73% a	76% a	84% abcd	83% bcd	76% d	74%	70%	76%	76%	71%	71%
RADIO	1992	1068	908	172	377	334	296	813	651	599	342	398	1703	145	88	56
	46%	51% b	41%	38%	51% ad	47% a	41%	47% a	58% bcd	45% d	44% d	36%	47% b	40%	43%	46%
APPS/ SITES	1948	1071	863	204	392	389	368	594	717	629	294	305	1689	130	80	50
	45%	51% b	39%	45% e	53% ae	55% ae	51% e	35%	64% bcd	48% cd	38% d	27%	46% bc	36%	39%	41%
SOUNDS	466	257	203	42	108	87	79	150	191	146	67	61	392	40	20	13
	11%	12% b	9%	9%	15% e	12%	11%	9%	17% bcd	11% d	9%	5%	11%	11%	10%	11%
RADIO OR SOUNDS	2039	1090	933	181	383	337	307	831	662	619	351	406	1745	147	89	57
	47%	52% b	42%	40%	52% ad	48%	42%	49% a	59% bcd	47% d	45% d	36%	48% b	40%	44%	47%
ANY	3620	1763	1833	319	584	586	597	1534	1000	1119	631	865	3068	298	159	96
	83%	85%	83%	70%	79% a	83% a	82% a	90% abcd	90% bcd	85% d	82%	77%	84% cd	82%	78%	79%
NONE	718	321	381	136	153	121	128	179	116	202	142	252	581	66	45	26
	17%	15%	17%	30% bcde	21% e	17% e	18% e	10%	10%	15% a	18% a	23% ab	16%	18%	22% a	21% a
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.2 b	2.0	1.7	2.3 ae	2.2 ae	2.2 a	2.1 a	2.7 bcd	2.2 cd	2.0 d	1.6	2.1	2.0	2.0	2.0
Standard deviation	1.45	1.49	1.40	1.52	1.63	1.52	1.47	1.30	1.46	1.43	1.41	1.30	1.44	1.47	1.54	1.52

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 122

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
TV/ IPLAYER	3283	2832	451	944	2287	877	2353	308	450	423	877	1982	1240
	76%	75%	79%	75%	76%	78%	75%	73%	79%	80%	78%	77%	74%
RADIO	1992	1721	272	670	1303	622	1348	240	310	287	622	1272	691
	46%	46%	48%	53%	43%	55%	43%	57%	54%	55%	55%	50%	41%
				b		b						b	
APPS/ SITES	1948	1720	228	716	1198	667	1245	242	341	318	667	1401	525
	45%	46%	40%	57%	40%	59%	40%	58%	60%	61%	59%	55%	31%
				b		b						b	
SOUNDS	466	412	54	181	279	175	285	68	95	81	175	348	113
	11%	11%	9%	14%	9%	15%	9%	16%	17%	15%	15%	14%	7%
				b		b						b	
RADIO OR SOUNDS	2039	1764	275	684	1333	636	1378	242	317	295	636	1307	703
	47%	47%	48%	54%	44%	56%	44%	58%	55%	56%	56%	51%	42%
				b		b						b	
ANY	3620	3126	494	1048	2517	963	2599	347	493	457	963	2182	1367
	83%	83%	87%	83%	84%	85%	83%	82%	86%	87%	85%	85%	81%
												b	
NONE	718	644	74	209	483	168	521	74	79	68	168	377	316
	17%	17%	13%	17%	16%	15%	17%	18%	14%	13%	15%	15%	19%
													a
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.1	2.1	2.4	2.0	2.5	2.0	2.4	2.5	2.5	2.5	2.3	1.8
				b		b						b	
Standard deviation	1.45	1.47	1.38	1.56	1.40	1.54	1.40	1.63	1.54	1.48	1.54	1.50	1.32

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 122

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
TV/ IPLAYER	3283	2670	2282	1001	613	3283	3283	1955	1888	534	3283	-	233	684	2366
	76%	77%	75%	77%	72%	76%	93%	87%	87%	92%	87%	-%	36%	64%	90%
							bcef	f	f	bcef	f			a	ab
RADIO	1992	1666	1462	531	326	1992	1851	1992	1345	490	1992	-	118	370	1504
	46%	48%	48%	41%	38%	46%	53%	89%	62%	84%	53%	-%	18%	34%	57%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
APPS/ SITES	1948	1817	1608	340	131	1948	1823	1367	1948	485	1948	-	106	402	1440
	45%	52%	53%	26%	15%	45%	52%	61%	90%	83%	51%	-%	17%	37%	55%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	466	456	428	38	10	466	448	429	411	466	466	-	16	74	376
	11%	13%	14%	3%	1%	11%	13%	19%	19%	80%	12%	-%	3%	7%	14%
		cde	cde			cd	f	aef	aef	abcef	f			a	ab
RADIO OR SOUNDS	2039	1712	1505	534	327	2039	1893	2003	1383	537	2039	-	119	385	1535
	47%	49%	50%	41%	38%	47%	54%	89%	64%	92%	54%	-%	19%	36%	59%
		cd	cd			cd	f	acef	aef	acef	f			a	ab
ANY	3620	2956	2551	1069	664	3620	3402	2191	2114	576	3620	-	305	799	2516
	83%	85%	84%	82%	78%	83%	97%	98%	98%	99%	95%	-%	47%	74%	96%
		d	d			d	f	ef	ef	aef	f			a	ab
NONE	718	530	483	234	188	718	123	55	50	6	171	546	338	278	102
	17%	15%	16%	18%	22%	17%	3%	2%	2%	1%	5%	100%	53%	26%	4%
					abe		d				bcd	abcde	bc	c	
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.3	2.3	1.6	1.3	2.1	2.5	3.0	3.1	4.1	2.4	-	.9	1.6	2.6
		cde	cde	d		cd	e	ae	ae	abce				a	ab
Standard deviation	1.45	1.49	1.52	1.17	.90	1.45	1.28	1.24	1.21	1.08	1.30	-	1.16	1.36	1.30

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NONE	718	321	381	136	153	121	128	179	116	202	142	252	581	66	45	26
	17%	15%	17%	30% bcde	21% e	17% e	18% e	10%	10%	15% a	18% a	23% ab	16%	18%	22% a	21% a
ONE	877	381	492	80	115	125	117	440	130	259	175	310	730	85	40	22
	20%	18%	22% a	18%	16%	18%	16%	26% abcd	12%	20% a	23% a	28% ab	20%	23%	20%	18%
TWO	1041	462	573	96	109	139	171	526	231	321	192	295	874	94	42	32
	24%	22%	26%	21%	15%	20%	24% b	31% abcd	21%	24%	25%	26% a	24%	26%	21%	26%
THREE	887	456	423	72	163	166	178	308	312	289	132	154	767	60	40	21
	20%	22%	19%	16%	22%	23% ae	25% ae	18%	28% bcd	22% d	17%	14%	21%	16%	20%	17%
FOUR	547	307	238	53	131	101	79	183	198	172	104	74	484	30	22	11
	13%	15% b	11%	12%	18% de	14%	11%	11%	18% bd	13% d	13% d	7%	13% b	8%	11%	9%
FIVE	267	156	107	19	67	54	50	77	129	77	28	32	213	29	14	10
	6%	8% b	5%	4%	9% ae	8% e	7%	4%	12% bcd	6% d	4%	3%	6%	8%	7%	8%
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.2 b	2.0	1.7	2.3 ae	2.2 ae	2.2 a	2.1 a	2.7 bcd	2.2 cd	2.0 d	1.6	2.1	2.0	2.0	2.0
Standard deviation	1.45	1.49	1.40	1.52	1.63	1.52	1.47	1.30	1.46	1.43	1.41	1.30	1.44	1.47	1.54	1.52

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NONE	718	644	74	209	483	168	521	74	79	68	168	377	316
	17%	17%	13%	17%	16%	15%	17%	18%	14%	13%	15%	15%	19% a
ONE	877	748	129	187	681	160	707	63	94	68	160	420	430
	20%	20%	23%	15%	23% a	14%	23% a	15%	16%	13%	14%	16%	26% a
TWO	1041	889	152	243	780	216	803	62	99	110	216	548	472
	24%	24%	27%	19%	26% a	19%	26% a	15%	17%	21%	19%	21%	28% a
THREE	887	778	109	289	579	276	593	87	146	142	276	598	272
	20%	21%	19%	23%	19%	24% b	19%	21%	26%	27%	24%	23% b	16%
FOUR	547	471	77	212	328	198	342	91	91	85	198	408	137
	13%	12%	13%	17% b	11%	18% b	11%	22%	16%	16%	18%	16% b	8%
FIVE	267	240	27	117	150	113	154	44	63	51	113	207	57
	6%	6%	5%	9% b	5%	10% b	5%	10%	11%	10%	10%	8% b	3%
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.1	2.1	2.4 b	2.0	2.5 b	2.0	2.4	2.5	2.5	2.5	2.3 b	1.8
Standard deviation	1.45	1.47	1.38	1.56	1.40	1.54	1.40	1.63	1.54	1.48	1.54	1.50	1.32

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 124

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NONE	718	530	483	234	188	718	123	55	50	6	171	546	338	278	102
	17%	15%	16%	18%	22% abe	17%	3% d	2%	2%	1%	5% bcd	100% abcde	53% bc	26% c	4%
ONE	877	559	494	383	318	877	713	213	184	6	877	-	154	268	456
	20%	16%	16%	29% abe	37% abce	20% ab	20% bcdf	9% df	8% df	1%	23% abcdf	-%	24% c	25% c	17%
TWO	1041	763	637	405	279	1041	1000	526	407	43	1041	-	78	233	730
	24%	22%	21%	31% abe	33% abe	24% b	28% bcdf	23% cdf	19% df	7% f	27% bcdf	-%	12%	22% a	28% ab
THREE	887	823	696	191	65	887	876	652	748	95	887	-	49	186	652
	20%	24% cde	23% cd	15% d	8%	20% cd	25% df	29% adef	35% abdef	16% f	23% df	-%	8%	17% a	25% ab
FOUR	547	545	472	75	2	547	547	533	508	165	547	-	16	88	444
	13%	16% cde	16% cde	6% d	*%	13% cd	16% f	24% aef	23% aef	28% aef	14% f	-%	2%	8% a	17% ab
FIVE	267	267	252	14	-	267	267	267	267	267	267	-	8	24	234
	6%	8% cd	8% cde	1% d	-%	6% cd	8% f	12% aef	12% aef	46% abcef	7% f	-%	1%	2%	9% ab
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.1	2.3 cde	2.3 cde	1.6 d	1.3	2.1 cd	2.5 e	3.0 ae	3.1 ae	4.1 abce	2.4	-	.9	1.6 a	2.6 ab
Standard deviation	1.45	1.49	1.52	1.17	.90	1.45	1.28	1.24	1.21	1.08	1.30	-	1.16	1.36	1.30

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
TV	3140	1530	1592	220	479	491	530	1420	898	952	542	745	2662	254	138	85
	72%	73%	72%	48%	65%	69%	73%	83%	80%	72%	70%	67%	73%	70%	68%	70%
					a	a	ab	abcd	bcd							
IPLAYER	1511	711	786	145	292	257	277	541	467	498	256	290	1255	143	79	35
	35%	34%	36%	32%	40%	36%	38%	32%	42%	38%	33%	26%	34%	39%	39%	29%
					e		e		cd	d	d			d	d	
RADIO	1992	1068	908	172	377	334	296	813	651	599	342	398	1703	145	88	56
	46%	51%	41%	38%	51%	47%	41%	47%	58%	45%	44%	36%	47%	40%	43%	46%
		b			ad	a		a	bcd	d	d		b			
APPS/ SITES	1948	1071	863	204	392	389	368	594	717	629	294	305	1689	130	80	50
	45%	51%	39%	45%	53%	55%	51%	35%	64%	48%	38%	27%	46%	36%	39%	41%
		b		e	ae	ae	e		bcd	cd	d		bc			
SOUNDS	466	257	203	42	108	87	79	150	191	146	67	61	392	40	20	13
	11%	12%	9%	9%	15%	12%	11%	9%	17%	11%	9%	5%	11%	11%	10%	11%
		b			e				bcd	d						
ANY	3620	1763	1833	319	584	586	597	1534	1000	1119	631	865	3068	298	159	96
	83%	85%	83%	70%	79%	83%	82%	90%	90%	85%	82%	77%	84%	82%	78%	79%
					a	a	a	abcd	bcd	d			cd			
NONE	718	321	381	136	153	121	128	179	116	202	142	252	581	66	45	26
	17%	15%	17%	30%	21%	17%	18%	10%	10%	15%	18%	23%	16%	18%	22%	21%
				bcde	e	e	e			a	a	ab			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
TV	3140	2704	435	901	2190	840	2249	298	433	404	840	1884	1194
	72%	72%	77%	72%	73%	74%	72%	71%	76%	77%	74%	74%	71%
IPLAYER	1511	1307	204	466	1019	435	1050	165	212	206	435	1011	473
	35%	35%	36%	37%	34%	38% b	34%	39%	37%	39%	38%	40% b	28%
RADIO	1992	1721	272	670	1303	622	1348	240	310	287	622	1272	691
	46%	46%	48%	53% b	43%	55% b	43%	57%	54%	55%	55%	50% b	41%
APPS/ SITES	1948	1720	228	716	1198	667	1245	242	341	318	667	1401	525
	45%	46%	40%	57% b	40%	59% b	40%	58%	60%	61%	59%	55% b	31%
SOUNDS	466	412	54	181	279	175	285	68	95	81	175	348	113
	11%	11%	9%	14% b	9%	15% b	9%	16%	17%	15%	15%	14% b	7%
ANY	3620	3126	494	1048	2517	963	2599	347	493	457	963	2182	1367
	83%	83%	87%	83%	84%	85%	83%	82%	86%	87%	85%	85% b	81%
NONE	718	644	74	209	483	168	521	74	79	68	168	377	316
	17%	17%	13%	17%	16%	15%	17%	18%	14%	13%	15%	15%	19% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
TV	3140	2527	2150	990	613	3140	3140	1902	1814	524	3140	-	217	636	2287
	72%	72%	71%	76%	72%	72%	89%	85%	84%	90%	83%	-%	34%	59%	87%
				b			bcef	f	f	bcef	f			a	ab
IPLAYER	1511	1511	1275	237	-	1511	1511	929	1022	386	1511	-	95	258	1158
	35%	43%	42%	18%	-%	35%	43%	41%	47%	66%	40%	-%	15%	24%	44%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
RADIO	1992	1666	1462	531	326	1992	1851	1992	1345	490	1992	-	118	370	1504
	46%	48%	48%	41%	38%	46%	53%	89%	62%	84%	53%	-%	18%	34%	57%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
APPS/ SITES	1948	1817	1608	340	131	1948	1823	1367	1948	485	1948	-	106	402	1440
	45%	52%	53%	26%	15%	45%	52%	61%	90%	83%	51%	-%	17%	37%	55%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	466	456	428	38	10	466	448	429	411	466	466	-	16	74	376
	11%	13%	14%	3%	1%	11%	13%	19%	19%	80%	12%	-%	3%	7%	14%
		cde	cde			cd	f	aef	aef	abcef	f			a	ab
ANY	3620	2956	2551	1069	664	3620	3402	2191	2114	576	3620	-	305	799	2516
	83%	85%	84%	82%	78%	83%	97%	98%	98%	99%	95%	-%	47%	74%	96%
		d	d			d	f	ef	ef	aef	f			a	ab
NONE	718	530	483	234	188	718	123	55	50	6	171	546	338	278	102
	17%	15%	16%	18%	22%	17%	3%	2%	2%	1%	5%	100%	53%	26%	4%
					abe		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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
BBC	3525	1695	1805	312	571	554	586	1503	979	1075	613	855	2974	299	158	94
	81%	81%	82%	68%	77%	78%	81%	88%	88%	81%	79%	77%	82%	82%	78%	77%
					a	a	a	abcd	bcd							
ITV/ STV/ UTV	3131	1474	1633	247	434	474	550	1426	818	962	563	782	2623	273	149	85
	72%	71%	74%	54%	59%	67%	76%	83%	73%	73%	73%	70%	72%	75%	73%	70%
						ab	abc	abcd								
Channel 4	2750	1327	1400	240	421	418	467	1204	774	861	457	653	2352	227	107	63
	63%	64%	63%	53%	57%	59%	64%	70%	69%	65%	59%	58%	64%	62%	53%	52%
							a	abc	cd	d			cd	cd		
Netflix	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
	59%	56%	61%	80%	83%	77%	62%	34%	71%	63%	57%	43%	59%	60%	59%	71%
			a	de	cde	de	e		bcd	d	d					abc
Channel 5	2160	1026	1119	134	271	315	378	1063	594	649	380	534	1829	188	98	45
	50%	49%	51%	29%	37%	45%	52%	62%	53%	49%	49%	48%	50%	52%	48%	37%
						ab	ab	abcd					d	d	d	
Amazon Prime Video	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
	40%	40%	40%	50%	56%	48%	42%	27%	53%	41%	41%	26%	40%	35%	47%	47%
				e	cde	e	e		bcd	d	d				ab	ab
Sky channels	1342	748	587	117	262	249	261	453	461	426	246	206	1117	140	56	28
	31%	36%	27%	26%	36%	35%	36%	26%	41%	32%	32%	18%	31%	39%	28%	23%
		b			ae	ae	ae		bcd	d	d		d	acd		
YouTube	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
	29%	31%	26%	51%	45%	34%	26%	14%	34%	27%	28%	25%	28%	28%	25%	38%
		b		cde	cde	de	e		bd							abc
Disney+	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
	26%	24%	28%	42%	48%	36%	27%	9%	35%	26%	25%	20%	25%	32%	30%	32%
				de	cde	de	e		bcd	d				a		a
UKTV (e.g. Dave, Really, Yesterday, Drama)	1029	539	477	67	162	137	167	496	308	292	180	249	887	76	42	25
	24%	26%	22%	15%	22%	19%	23%	29%	28%	22%	23%	22%	24%	21%	20%	20%
		b			a		a	abc	bd							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Discovery+	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
	9%	10%	8%	7%	17%	12%	8%	5%	16%	7%	8%	5%	9%	10%	5%	10%
		b			ade	de			bcd					c		
NOW	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
	8%	8%	9%	6%	15%	10%	11%	5%	12%	7%	8%	7%	8%	9%	8%	7%
					ace	e	e		bd							
Paramount+	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
	8%	9%	8%	9%	15%	10%	7%	5%	12%	8%	7%	6%	8%	10%	8%	8%
					ade	e			bcd							
GB News	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
	8%	10%	7%	4%	9%	7%	8%	9%	12%	6%	7%	6%	9%	6%	5%	6%
		b			a		a	a	bcd							
Apple TV+	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
	8%	9%	7%	7%	16%	12%	9%	3%	17%	7%	5%	3%	8%	7%	8%	6%
		b		e	ade	ae	e		bcd	d						
Virgin TV On-demand or Virgin Media Anywhere	213	125	88	19	66	51	25	51	110	50	25	29	180	21	8	4
	5%	6%	4%	4%	9%	7%	3%	3%	10%	4%	3%	3%	5%	6%	4%	4%
		b			ade	de			bcd							
S4C (Welsh)	140	66	72	12	49	31	8	40	67	27	16	28	101	9	28	2
	3%	3%	3%	3%	7%	4%	1%	2%	6%	2%	2%	3%	3%	3%	14%	1%
					ade	d			bcd						abd	
Hayu	97	27	69	18	31	22	16	9	31	31	20	15	84	8	3	2
	2%	1%	3%	4%	4%	3%	2%	1%	3%	2%	3%	1%	2%	2%	1%	2%
			a	e	e	e	e									
Britbox	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
	2%	2%	2%	1%	6%	2%	2%	1%	5%	1%	1%	1%	2%	2%	2%	1%
					acde	e			bcd							
None of these	91	43	41	9	12	14	15	40	9	24	10	43	82	3	3	2
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	4%	2%	1%	2%	2%
												abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
BBC	3525	3049	477	1015	2454	931	2533	330	471	446	931	2123	1336
	81%	81%	84%	81%	82%	82%	81%	78%	82%	85%	82%	83% b	79%
ITV/ STV/ UTV	3131	2681	450	846	2241	784	2301	263	388	414	784	1801	1261
	72%	71%	79% a	67%	75% a	69%	74% a	62%	68%	79% abd	69%	70%	75% a
Channel 4	2750	2379	371	768	1934	698	2001	235	350	357	698	1634	1058
	63%	63%	65%	61%	64%	62%	64%	56%	61%	68% a	62%	64%	63%
Netflix	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
	59%	60% b	50%	79% b	51%	80% b	51%	80%	80%	79%	80%	73% b	39%
Channel 5	2160	1841	319	553	1578	517	1610	169	258	284	517	1218	892
	50%	49%	56% a	44%	53% a	46%	52% a	40%	45%	54% abd	46%	48%	53% a
Amazon Prime Video	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
	40%	40%	40%	52% b	35%	53% b	36%	57%	51%	50%	53%	49% b	26%
Sky channels	1342	1181	161	518	813	487	841	161	254	256	487	943	384
	31%	31%	28%	41% b	27%	43% b	27%	38%	44%	49% a	43%	37% b	23%
YouTube	1236	1119	117	490	715	431	770	190	213	168	431	839	376
	29%	30% b	21%	39% b	24%	38% b	25%	45% c	37%	32%	38%	33% b	22%
Disney+	1142	1029	113	567	550	521	592	208	276	215	521	867	254
	26%	27% b	20%	45% b	18%	46% b	19%	50%	48%	41%	46%	34% b	15%
UKTV (e.g. Dave, Really, Yesterday, Drama)	1029	870	159	266	753	247	772	101	118	118	247	594	408
	24%	23%	28%	21%	25%	22%	25%	24%	21%	22%	22%	23%	24%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Discovery+	389	345	44	196	187	183	199	60	109	88	183	297	87
	9%	9%	8%	16% b	6%	16% b	6%	14%	19%	17%	16%	12% b	5%
NOW	367	313	53	156	206	144	218	67	80	53	144	276	81
	8%	8%	9%	12% b	7%	13% b	7%	16%	14%	10%	13%	11% b	5%
Paramount+	365	324	41	160	198	152	207	59	82	71	152	264	96
	8%	9%	7%	13% b	7%	13% b	7%	14%	14%	14%	13%	10% b	6%
GB News	352	315	37	108	238	95	252	36	42	49	95	211	133
	8%	8%	6%	9%	8%	8%	8%	9%	7%	9%	8%	8%	8%
Apple TV+	349	319	29	190	153	174	168	70	96	71	174	292	54
	8%	8% b	5%	15% b	5%	15% b	5%	17%	17%	14%	15%	11% b	3%
Virgin TV On-demand or Virgin Media Anywhere	213	209	5	108	100	96	112	41	51	43	96	176	36
	5%	6% b	1%	9% b	3%	9% b	4%	10%	9%	8%	9%	7% b	2%
S4C (Welsh)	140	118	23	66	70	57	78	26	31	18	57	95	41
	3%	3%	4%	5% b	2%	5% b	2%	6%	5%	3%	5%	4%	2%
Hayu	97	92	5	56	38	51	42	15	33	26	51	80	15
	2%	2%	1%	4% b	1%	4% b	1%	4%	6%	5%	4%	3% b	1%
Britbox	85	79	5	60	24	55	29	31	34	20	55	69	15
	2%	2%	1%	5% b	1%	5% b	1%	7%	6%	4%	5%	3% b	1%
None of these	91	78	12	17	70	11	77	6	8	-	11	33	50
	2%	2%	2%	1%	2%	1%	2% a	1%	1%	-%	1%	1%	3% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
BBC	3525	2891	2479	1047	635	3525	3525	2067	2006	557	3525	-	291	778	2456
	81%	83%	82%	80%	74%	81%	100%	92%	93%	96%	93%	-%	45%	72%	94%
		d	d	d		d	bcdef	f	f	bf	f			a	ab
ITV/ STV/ UTV	3131	2536	2155	975	594	3131	2881	1779	1664	470	2973	157	357	680	2094
	72%	73%	71%	75%	70%	72%	82%	79%	77%	81%	78%	29%	55%	63%	80%
							cef	f	f	f	f			a	ab
Channel 4	2750	2283	1959	791	467	2750	2568	1623	1575	443	2634	116	301	586	1864
	63%	66%	65%	61%	55%	63%	73%	72%	73%	76%	69%	21%	47%	54%	71%
		cd	d			d	ef	f	f	ef	f			a	ab
Netflix	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
	59%	74%	85%	-%	-%	59%	60%	63%	70%	77%	60%	54%	56%	61%	59%
		cde	acde			cd		f	abef	abcef					
Channel 5	2160	1763	1474	686	397	2160	2036	1265	1209	346	2072	87	241	456	1463
	50%	51%	49%	53%	47%	50%	58%	56%	56%	60%	55%	16%	38%	42%	56%
							f	f	f	f	f				ab
Amazon Prime Video	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
	40%	50%	57%	-%	-%	40%	40%	43%	50%	63%	41%	36%	44%	39%	40%
		cde	acde			cd		f	abef	abcef					
Sky channels	1342	1241	1125	217	102	1342	1211	788	862	251	1265	77	162	319	862
	31%	36%	37%	17%	12%	31%	34%	35%	40%	43%	33%	14%	25%	30%	33%
		cde	cde	d		cd	f	f	abef	abef	f				a
YouTube	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
	29%	32%	34%	16%	13%	29%	26%	29%	33%	37%	27%	39%	33%	34%	25%
		cde	cde			cd			abe	abe		abe	c	c	
Disney+	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
	26%	33%	38%	-%	-%	26%	26%	29%	32%	39%	26%	27%	27%	26%	26%
		cde	acde			cd			ae	abcef					
UKTV (e.g. Dave, Really, Yesterday, Drama)	1029	885	747	282	144	1029	959	632	625	252	980	49	124	198	707
	24%	25%	25%	22%	17%	24%	27%	28%	29%	43%	26%	9%	19%	18%	27%
		d	d			d	f	f	f	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Discovery+	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
	9%	11%	13%	-%	-%	9%	10%	12%	13%	17%	10%	4%	6%	7%	11%
		cde	cde			cd	f	f	aef	abef	f				ab
NOW	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
	8%	11%	12%	-%	-%	8%	9%	10%	11%	16%	9%	6%	9%	8%	8%
		cde	cde			cd		f	f	abcef					
Paramount+	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
	8%	10%	12%	-%	-%	8%	9%	10%	12%	17%	9%	5%	8%	7%	9%
		cde	cde			cd	f	f	aef	abcef					
GB News	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
	8%	9%	9%	6%	5%	8%	9%	10%	10%	14%	9%	4%	11%	5%	9%
		cd	cd			d	f	f	f	aef	f		b		b
Apple TV+	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
	8%	10%	11%	-%	-%	8%	9%	12%	12%	19%	9%	3%	5%	6%	9%
		cde	cde			cd	f	aef	aef	abcef	f				ab
Virgin TV On-demand or Virgin Media Anywhere	213	213	196	18	-	213	201	159	157	74	208	6	14	41	159
	5%	6%	6%	1%	-%	5%	6%	7%	7%	13%	5%	1%	2%	4%	6%
		cd	cd	d		cd	f	f	f	abcef	f				a
S4C (Welsh)	140	132	120	20	8	140	133	112	122	49	139	2	12	27	101
	3%	4%	4%	2%	1%	3%	4%	5%	6%	8%	4%	*%	2%	3%	4%
		cd	cd			cd	f	f	aef	abef	f				
Hayu	97	97	97	-	-	97	85	55	64	26	90	7	11	28	58
	2%	3%	3%	-%	-%	2%	2%	2%	3%	4%	2%	1%	2%	3%	2%
		cd	cd			cd				ef					
Britbox	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
	2%	2%	3%	-%	-%	2%	2%	3%	3%	7%	2%	1%	1%	2%	2%
		cd	cd			cd		f	ef	abcef					a
None of these	91	-	-	91	91	91	-	21	11	2	28	63	42	27	22
	2%	-%	-%	7%	11%	2%	-%	1%	1%	*%	1%	11%	6%	2%	1%
				abe	abce	ab		a	a	a	a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4255	2070	2150	462	738	793	539	1723	1151	1189	775	1135	2827	529	479	420
Effective Weighted Sample	3452	1682	1741	371	609	644	450	1428	938	973	640	907	2628	497	454	401
Total	4247	2041	2172	446	725	694	709	1673	1108	1298	763	1074	3566	361	200	119
BBC	1209	620	582	56	108	120	178	747	342	351	210	307	1033	84	54	38
	28%	30%	27%	12%	15%	17%	25% abc	45% abcd	31%	27%	27%	29%	29%	23%	27%	32% b
Netflix	971	415	544	176	285	231	141	138	288	329	164	190	815	81	48	27
	23%	20%	25% a	40% de	39% de	33% de	20% e	8%	26% d	25% d	21%	18%	23%	22%	24%	23%
ITV/ STV/ UTV	554	218	335	23	44	65	100	323	76	183	115	181	450	63	27	14
	13%	11%	15% a	5%	6%	9%	14% ab	19% abc	7%	14% a	15% a	17% a	13%	17% a	14%	12%
Sky channels	324	205	117	9	46	70	90	109	108	98	71	46	268	38	13	5
	8%	10% b	5%	2%	6% a	10% ae	13% abe	7% a	10% d	8% d	9% d	4%	8%	11% d	6%	4%
YouTube	316	175	137	91	82	51	51	41	66	93	57	100	274	17	13	12
	7%	9%	6%	20% bcde	11% e	7% e	7% e	2%	6%	7%	7%	9% a	8%	5%	7%	10% b
Amazon Prime Video	200	103	97	20	42	44	47	47	54	54	43	48	172	15	10	3
	5%	5%	4%	4%	6% e	6% e	7% e	3%	5%	4%	6%	4%	5%	4%	5%	3%
Channel 4	113	51	59	12	23	23	22	32	34	37	15	27	100	8	3	3
	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	2%	2%	3%	2%	1%	2%
Disney+	113	39	72	33	29	23	15	12	29	27	22	33	82	17	9	3
	3%	2%	3% a	7% cde	4% e	3% e	2% e	1%	3%	2%	3%	3%	2%	5% a	5% a	3%
UKTV (e.g. Dave, Really, Yesterday, Drama)	56	33	23	2	4	2	10	38	9	9	9	29	50	3	3	*
	1%	2%	1%	1%	1%	*%	1%	2% bc	1%	1%	1%	3% ab	1%	1%	1%	*%
Channel 5	43	19	23	2	3	9	3	26	16	13	4	10	31	6	6	*
	1%	1%	1%	1%	*%	1%	*%	2%	1%	1%	1%	1%	1%	2%	3% ad	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4255	2070	2150	462	738	793	539	1723	1151	1189	775	1135	2827	529	479	420
Effective Weighted Sample	3452	1682	1741	371	609	644	450	1428	938	973	640	907	2628	497	454	401
Total	4247	2041	2172	446	725	694	709	1673	1108	1298	763	1074	3566	361	200	119
GB News	40	21	19	-	-	6	3	30	4	15	8	12	36	3	*	*
	1%	1%	1%	-%	-%	1%	*%	2% ab	*%	1%	1%	1%	1%	1%	*%	*%
NOW	37	19	18	2	9	8	9	9	12	7	4	14	29	4	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Virgin TV On Demand or Virgin Media Anywhere	19	12	7	2	3	5	1	8	7	6	4	3	15	3	*	*
	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	*%	*%
Discovery+	14	6	8	-	3	6	3	3	7	2	-	5	10	4	-	*
	*%	*%	*%	-%	*%	1%	*%	*%	1%	*%	-%	*%	*%	1%	-%	*%
Paramount+	13	7	6	1	3	4	2	3	7	3	*	2	13	-	*	-
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%	-%	*%	-%
Apple TV+	10	5	5	-	6	3	*	-	7	2	-	1	7	2	1	-
	*%	*%	*%	-%	1% e	*%	*%	-%	1%	*%	-%	*%	*%	*%	1%	-%
S4C (Welsh)	6	3	4	-	3	1	-	2	1	2	2	2	5	-	2	-
	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	1% a	-%
Hayu	6	-	6	4	1	1	-	-	2	3	1	-	6	-	-	-
	*%	-%	*%	1% e	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%
Britbox	2	2	1	-	2	-	-	1	2	-	-	-	2	1	-	-
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	-%
None of these	95	48	47	2	14	12	20	46	22	26	17	29	83	2	5	4
	2%	2%	2%	*%	2%	2%	3%	3% a	2%	2%	2%	3%	2%	1%	2%	4% b
Don t know	106	43	63	10	14	11	13	57	14	37	16	37	85	10	4	7
	2%	2%	3%	2%	2%	2%	2%	3%	1%	3%	2%	3% a	2%	3%	2%	6% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4255	3576	679	1248	2941	1122	3059	432	585	505	1122	2453	1703
Effective Weighted Sample	3452	2928	541	991	2403	892	2496	347	462	397	892	1980	1398
Total	4247	3692	555	1240	2931	1121	3043	414	564	525	1121	2526	1633
BBC	1209	1031	178	213	978	198	993	62	90	105	198	573	614
	28%	28%	32%	17%	33%	18%	33%	15%	16%	20%	18%	23%	38%
					a		a						a
Netflix	971	871	100	425	528	383	568	155	202	159	383	739	219
	23%	24%	18%	34%	18%	34%	19%	37%	36%	30%	34%	29%	13%
		b		b		b						b	
ITV/ STV/ UTV	554	455	100	97	450	92	455	28	45	50	92	276	257
	13%	12%	18%	8%	15%	8%	15%	7%	8%	10%	8%	11%	16%
			a		a		a						a
Sky channels	324	287	36	141	181	138	183	28	82	92	138	242	79
	8%	8%	7%	11%	6%	12%	6%	7%	15%	17%	12%	10%	5%
				b		b			a	a	a	b	
YouTube	316	295	21	105	202	84	220	37	43	28	84	184	126
	7%	8%	4%	8%	7%	7%	7%	9%	8%	5%	7%	7%	8%
		b											
Amazon Prime Video	200	162	38	62	131	54	139	29	26	20	54	136	59
	5%	4%	7%	5%	4%	5%	5%	7%	5%	4%	5%	5%	4%
Channel 4	113	101	12	34	74	31	77	19	11	9	31	80	31
	3%	3%	2%	3%	3%	3%	3%	5%	2%	2%	3%	3%	2%
Disney+	113	103	9	51	60	40	70	18	22	16	40	67	44
	3%	3%	2%	4%	2%	4%	2%	4%	4%	3%	4%	3%	3%
				b									
UKTV (e.g. Dave, Really, Yesterday, Drama)	56	40	16	1	54	1	54	-	-	1	1	18	37
	1%	1%	3%	*%	2%	*%	2%	-%	-%	*%	*%	1%	2%
			a		a		a						a
Channel 5	43	40	3	10	33	10	33	7	4	5	10	21	19
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4255	3576	679	1248	2941	1122	3059	432	585	505	1122	2453	1703
Effective Weighted Sample	3452	2928	541	991	2403	892	2496	347	462	397	892	1980	1398
Total	4247	3692	555	1240	2931	1121	3043	414	564	525	1121	2526	1633
GB News	40 1%	36 1%	3 1%	1 *%	37 1% a	1 *%	37 1% a	- -%	- -%	1 *%	1 *%	12 *%	27 2% a
NOW	37 1%	34 1%	3 1%	15 1%	22 1%	14 1%	23 1%	6 1%	6 1%	5 1%	14 1%	27 1%	11 1%
Virgin TV On Demand or Virgin Media Anywhere	19 *%	18 *%	1 *%	8 1%	11 *%	8 1%	11 *%	1 *%	1 *%	6 1%	8 1%	17 1%	2 *%
Discovery+	14 *%	10 *%	4 1%	7 1%	6 *%	7 1%	6 *%	1 *%	4 1%	3 1%	7 1%	9 *%	4 *%
Paramount+	13 *%	13 *%	- -%	6 *%	7 *%	6 *%	7 *%	3 1%	3 1%	- -%	6 *%	11 *%	2 *%
Apple TV+	10 *%	10 *%	- -%	8 1% b	1 *%	7 1% b	3 *%	2 1%	5 1%	3 1%	7 1%	9 *%	- -%
S4C (Welsh)	6 *%	5 *%	1 *%	3 *%	4 *%	1 *%	5 *%	1 *%	1 *%	1 *%	1 *%	4 *%	2 *%
Hayu	6 *%	6 *%	- -%	1 *%	5 *%	1 *%	5 *%	1 *%	1 *%	- -%	1 *%	5 *%	1 *%
Britbox	2 *%	2 *%	- -%	2 *%	1 *%	2 *%	1 *%	2 *%	- -%	- -%	2 *%	2 *%	1 *%
None of these	95 2%	83 2%	11 2%	25 2%	68 2%	24 2%	69 2%	7 2%	8 1%	15 3%	24 2%	46 2%	43 3%
Don t know	106 2%	87 2%	19 3%	23 2%	79 3%	18 2%	84 3%	7 2%	9 2%	7 1%	18 2%	46 2%	55 3% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4255	3572	3124	1131	683	4255	3483	2199	2111	595	3723	532	670	1007	2578
Effective Weighted Sample	3452	2879	2505	949	577	3452	2846	1791	1722	483	3042	411	521	832	2101
Total	4247	3486	3035	1212	761	4247	3525	2225	2153	580	3764	484	601	1050	2596
BBC	1209	861	634	575	348	1209	1209	793	686	252	1209	-	31	173	1005
	28%	25%	21%	47%	46%	28%	34%	36%	32%	43%	32%	-%	5%	16%	39%
		b		abe	abe	ab	f	f	f	abcef	f			a	ab
Netflix	971	971	971	-	-	971	712	515	527	126	810	162	134	312	525
	23%	28%	32%	-%	-%	23%	20%	23%	24%	22%	22%	33%	22%	30%	20%
		cde	acde			cd			a			abcde		ac	
ITV/ STV/ UTV	554	390	299	255	165	554	479	230	175	35	497	57	100	137	318
	13%	11%	10%	21%	22%	13%	14%	10%	8%	6%	13%	12%	17%	13%	12%
				abe	abe	b	bcd	d			bcd	d	c		
Sky channels	324	272	243	81	52	324	297	171	204	35	305	19	42	91	191
	8%	8%	8%	7%	7%	8%	8%	8%	9%	6%	8%	4%	7%	9%	7%
							f	f	f		f				
YouTube	316	240	213	103	76	316	160	106	138	20	205	111	87	118	111
	7%	7%	7%	9%	10%	7%	5%	5%	6%	3%	5%	23%	14%	11%	4%
					a				a			abcde	c	c	
Amazon Prime Video	200	200	200	-	-	200	130	88	103	25	160	40	62	38	100
	5%	6%	7%	-%	-%	5%	4%	4%	5%	4%	4%	8%	10%	4%	4%
		cd	cde			cd						abce	bc		
Channel 4	113	96	84	29	17	113	97	71	69	27	105	8	18	24	71
	3%	3%	3%	2%	2%	3%	3%	3%	3%	5%	3%	2%	3%	2%	3%
Disney+	113	113	113	-	-	113	74	53	59	9	85	28	23	33	56
	3%	3%	4%	-%	-%	3%	2%	2%	3%	2%	2%	6%	4%	3%	2%
		cd	cd			cd						abcde			
UKTV (e.g. Dave, Really, Yesterday, Drama)	56	39	24	32	17	56	47	30	24	8	49	7	17	12	28
	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%
				abe	b								c		
Channel 5	43	33	27	15	10	43	34	26	21	8	36	6	9	9	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and its on-demand service Channel 4 streaming (was All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)
Base: Those watching any of these TV or video services in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4255	3572	3124	1131	683	4255	3483	2199	2111	595	3723	532	670	1007	2578
Effective Weighted Sample	3452	2879	2505	949	577	3452	2846	1791	1722	483	3042	411	521	832	2101
Total	4247	3486	3035	1212	761	4247	3525	2225	2153	580	3764	484	601	1050	2596
GB News	40	22	17	22	18	40	28	10	8	1	30	10	19	5	16
	1%	1%	1%	2%	2%	1%	1%	*%	*%	*%	1%	2%	3%	*%	1%
				ab	abe							bc	bc		
NOW	37	37	37	-	-	37	33	23	27	8	33	4	9	11	18
	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		c	cd			c									
Virgin TV On Demand or Virgin Media Anywhere	19	19	16	4	-	19	18	12	10	4	18	1	2	4	13
	*%	1%	1%	*%	-%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%
Discovery+	14	14	14	-	-	14	11	5	8	1	13	1	4	3	8
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
Paramount+	13	13	13	-	-	13	9	6	9	3	10	3	*	3	10
	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%
Apple TV+	10	10	10	-	-	10	9	9	9	2	9	*	1	*	9
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
S4C (Welsh)	6	6	4	2	-	6	4	6	4	1	6	1	-	3	4
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Hayu	6	6	6	-	-	6	5	3	1	1	6	-	-	4	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
Britbox	2	2	2	-	-	2	2	2	2	2	2	-	-	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
None of these	95	62	45	49	33	95	74	33	39	4	80	14	26	36	33
	2%	2%	1%	4%	4%	2%	2%	1%	2%	1%	2%	3%	4%	3%	1%
				abe	abe								c	c	
Don t know	106	80	61	45	26	106	93	34	32	6	96	10	17	34	55
	2%	2%	2%	4%	3%	2%	3%	2%	2%	1%	3%	2%	3%	3%	2%
				b											

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	3483	1698	1759	308	561	633	443	1538	1013	970	619	878	2351	433	370	329
Effective Weighted Sample	2846	1389	1435	251	472	518	371	1276	828	796	517	712	2185	408	351	315
Total	3525	1695	1805	312	571	554	586	1503	979	1075	613	855	2974	299	158	94
1 - Extremely dissatisfied	90 3%	46 3%	45 2%	3 1%	13 2%	16 3%	20 3%	38 3%	21 2%	17 2%	17 3%	33 4% b	76 3%	5 2%	7 4%	2 3%
2	53 1%	29 2%	24 1%	5 2%	6 1%	3 1%	13 2%	25 2%	13 1%	12 1%	12 2%	16 2%	39 1%	7 2%	4 3%	2 2%
3	76 2%	40 2%	34 2%	9 3%	12 2%	7 1%	9 2%	38 3%	14 1%	25 2%	12 2%	24 3%	60 2%	8 3%	5 3%	2 2%
4	118 3%	57 3%	58 3%	17 5%	17 3%	22 4%	19 3%	42 3%	37 4%	35 3%	23 4%	22 3%	95 3%	12 4%	8 5%	2 2%
5	416 12%	184 11%	230 13%	62 20% cde	80 14% e	68 12%	70 12%	135 9%	90 9%	131 12%	82 13%	114 13% a	356 12%	33 11%	18 12%	8 9%
6	375 11%	180 11%	190 11%	49 16% e	67 12%	68 12% e	68 12%	122 8%	83 8%	109 10%	83 13% a	99 12%	328 11%	22 7%	15 10%	9 9%
7	701 20%	347 20%	348 19%	53 17%	125 22%	125 22%	133 23%	265 18%	203 21%	237 22%	108 18%	154 18%	612 21% d	50 17%	29 18% d	10 11%
8	832 24%	393 23%	436 24%	62 20%	106 19%	115 21%	136 23%	415 28% abc	256 26% d	251 23%	158 26%	168 20%	686 23%	93 31% acd	35 22%	18 19%
9	373 11%	180 11%	192 11%	18 6%	59 10%	51 9%	46 8%	199 13% ad	110 11%	107 10%	51 8%	106 12%	318 11%	32 11%	14 9%	9 10%
10 - Extremely satisfied	491 14%	239 14%	248 14%	34 11%	85 15%	79 14%	70 12%	223 15%	153 16%	152 14%	67 11%	120 14%	402 14%	35 12%	23 14%	31 33% abc
DISSATISFIED (1-4)	336 10%	171 10%	162 9%	34 11%	48 8%	49 9%	62 11%	143 10%	86 9%	89 8%	65 11%	95 11%	271 9%	32 11%	25 16% a	9 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	3483	1698	1759	308	561	633	443	1538	1013	970	619	878	2351	433	370	329
Effective Weighted Sample	2846	1389	1435	251	472	518	371	1276	828	796	517	712	2185	408	351	315
Total	3525	1695	1805	312	571	554	586	1503	979	1075	613	855	2974	299	158	94
NEUTRAL (5-6)	791	364	420	111	148	135	139	257	172	239	164	213	684	56	34	17
	22%	21%	23%	36%	26%	24%	24%	17%	18%	22%	27%	25%	23%	19%	21%	18%
				bcde	e	e	e				a	a				
SATISFIED (7-10)	2398	1159	1224	167	376	369	385	1102	721	747	383	547	2019	211	100	68
	68%	68%	68%	53%	66%	67%	66%	73%	74%	69%	63%	64%	68%	71%	63%	73%
					a	a	a	abcd	cd	c						c
Answered	3525	1695	1805	312	571	554	586	1503	979	1075	613	855	2974	299	158	94
Mean score	7.1	7.1	7.1	6.7	7.1	7.1	6.9	7.3	7.3	7.2	6.9	7.0	7.1	7.1	6.8	7.7
					a	a		ad	cd							abc
Standard deviation	2.10	2.13	2.08	1.99	2.07	2.06	2.15	2.11	2.04	1.99	2.10	2.27	2.08	2.07	2.38	2.38

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	3483	2920	563	992	2441	904	2524	335	475	418	904	2030	1378
Effective Weighted Sample	2846	2403	456	798	2004	729	2070	273	382	333	729	1650	1141
Total	3525	3049	477	1015	2454	931	2533	330	471	446	931	2123	1336
1 - Extremely dissatisfied	90	73	18	24	64	24	64	10	12	9	24	45	41
	3%	2%	4%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%
2	53	45	7	14	38	12	41	4	3	5	12	31	21
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
3	76	66	10	18	57	15	60	6	10	2	15	36	39
	2%	2%	2%	2%	2%	2%	2%	2%	2%	*%	2%	2%	3%
4	118	100	18	33	82	28	84	7	12	15	28	76	39
	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	3%	4%	3%
5	416	363	53	129	281	123	287	46	61	56	123	257	150
	12%	12%	11%	13%	11%	13%	11%	14%	13%	13%	13%	12%	11%
6	375	344	31	119	244	107	255	28	52	61	107	246	123
	11%	11% b	6%	12%	10%	11%	10%	9%	11%	14%	11%	12%	9%
7	701	603	98	210	482	192	500	66	91	103	192	478	210
	20%	20%	21%	21%	20%	21%	20%	20%	19%	23%	21%	23% b	16%
8	832	725	108	217	600	193	624	54	114	95	193	488	330
	24%	24%	23%	21%	24%	21%	25%	16%	24%	21%	21%	23%	25%
9	373	322	51	102	270	98	274	51	45	35	98	193	176
	11%	11%	11%	10%	11%	11%	11%	16% c	10%	8%	11%	9%	13% a
10 - Extremely satisfied	491	409	83	148	336	138	345	56	70	65	138	273	207
	14%	13%	17%	15%	14%	15%	14%	17%	15%	14%	15%	13%	16%
DISSATISFIED (1-4)	336	284	53	89	241	79	249	28	38	31	79	188	140
	10%	9%	11%	9%	10%	8%	10%	8%	8%	7%	8%	9%	10%
NEUTRAL (5-6)	791	707	83	248	525	230	542	74	113	117	230	503	273
	22%	23% b	18%	24%	21%	25%	21%	23%	24%	26%	25%	24%	20%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	3483	2920	563	992	2441	904	2524	335	475	418	904	2030	1378
Effective Weighted Sample	2846	2403	456	798	2004	729	2070	273	382	333	729	1650	1141
Total	3525	3049	477	1015	2454	931	2533	330	471	446	931	2123	1336
SATISFIED (7-10)	2398	2058	340	678	1687	622	1742	228	320	298	622	1432	923
	68%	68%	71%	67%	69%	67%	69%	69%	68%	67%	67%	67%	69%
Answered	3525	3049	477	1015	2454	931	2533	330	471	446	931	2123	1336
Mean score	7.1	7.1	7.2	7.1	7.1	7.1	7.1	7.2	7.2	7.1	7.1	7.1	7.2
Standard deviation	2.10	2.08	2.26	2.08	2.11	2.09	2.11	2.19	2.06	1.97	2.09	2.02	2.21

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	3483	2909	2503	980	574	3483	3483	2034	1969	577	3483	-	317	735	2431
Effective Weighted Sample	2846	2367	2025	822	481	2846	2846	1659	1605	466	2846	-	254	611	1983
Total	3525	2891	2479	1047	635	3525	3525	2067	2006	557	3525	-	291	778	2456
1 - Extremely dissatisfied	90 3%	77 3%	69 3%	21 2%	13 2%	90 3%	90 3% bc	25 1%	24 1%	6 1%	90 3% bc	** **	76 26% bc	8 1%	7 *%
2	53 1%	46 2%	40 2%	13 1%	7 1%	53 1%	53 1%	24 1%	20 1%	5 1%	53 1%	** **	35 12% bc	10 1% c	8 *%
3	76 2%	66 2%	58 2%	18 2%	10 2%	76 2%	76 2%	35 2%	38 2%	9 2%	76 2%	** **	33 11% bc	31 4% c	12 *%
4	118 3%	110 4% cd	102 4% cd	15 1%	7 1%	118 3% c	118 3%	66 3%	67 3%	23 4%	118 3%	** **	56 19% bc	40 5% c	21 1%
5	416 12%	355 12%	315 13%	101 10%	61 10%	416 12%	416 12% d	198 10% d	199 10% d	30 5%	416 12% d	** **	50 17% c	242 31% ac	125 5%
6	375 11%	323 11%	282 11%	92 9%	52 8%	375 11%	375 11%	199 10%	217 11%	50 9%	375 11%	** **	15 5%	181 23% ac	178 7%
7	701 20%	576 20%	496 20%	205 20%	125 20%	701 20%	701 20%	418 20%	438 22%	102 18%	701 20%	** **	9 3%	145 19% a	547 22% a
8	832 24%	676 23%	552 22%	280 27%	156 25%	832 24%	832 24%	499 24%	489 24%	133 24%	832 24%	** **	9 3%	78 10% a	745 30% ab
9	373 11%	279 10%	231 9%	142 14% ab	94 15% abe	373 11%	373 11%	253 12%	228 11%	70 13%	373 11%	** **	4 1%	22 3%	346 14% ab
10 - Extremely satisfied	491 14%	383 13%	332 13%	159 15%	109 17%	491 14%	491 14%	351 17% ae	286 14%	128 23% abce	491 14%	** **	3 1%	21 3%	468 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	3483	2909	2503	980	574	3483	3483	2034	1969	577	3483	-	317	735	2431
Effective Weighted Sample	2846	2367	2025	822	481	2846	2846	1659	1605	466	2846	-	254	611	1983
Total	3525	2891	2479	1047	635	3525	3525	2067	2006	557	3525	-	291	778	2456
DISSATISFIED (1-4)	336	299	269	67	38	336	336	150	149	43	336	**	200	89	47
	10%	10%	11%	6%	6%	10%	10%	7%	7%	8%	10%	**	69%	11%	2%
		cd	cd			c	b				b		bc	c	
NEUTRAL (5-6)	791	678	598	193	112	791	791	397	416	80	791	**	65	423	302
	22%	23%	24%	18%	18%	22%	22%	19%	21%	14%	22%	**	22%	54%	12%
		cd	cd				d		d		d		c	ac	
SATISFIED (7-10)	2398	1914	1612	787	485	2398	2398	1521	1441	433	2398	**	26	266	2107
	68%	66%	65%	75%	76%	68%	68%	74%	72%	78%	68%	**	9%	34%	86%
				abe	abe			ae	ae	ae				a	ab
Answered	3525	2891	2479	1047	635	3525	3525	2067	2006	557	3525	**	291	778	2456
Mean score	7.1	7.0	7.0	7.4	7.5	7.1	7.1	7.4	7.3	7.7	7.1	**	3.5	5.9	7.9
				abe	abe			ae	ae	abce				a	ab
Standard deviation	2.10	2.12	2.14	1.98	1.99	2.10	2.10	1.96	1.92	1.98	2.10	**	2.14	1.62	1.54

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX and STV Player) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	3134	1503	1607	255	442	549	421	1467	860	884	570	816	2090	398	351	295
Effective Weighted Sample	2552	1228	1305	208	368	445	351	1218	700	725	476	656	1939	374	331	282
Total	3131	1474	1633	247	434	474	550	1426	818	962	563	782	2623	273	149	85
1 - Extremely dissatisfied	21 1%	14 1%	6 *%	4 2%	3 1%	4 1%	5 1%	5 *%	9 1%	3 *%	3 *%	5 1%	17 1%	1 1%	2 1%	1 1%
2	20 1%	8 1%	13 1%	* *%	2 *%	5 1%	3 1%	9 1%	5 1%	5 1%	5 1%	5 1%	17 1%	1 *%	2 2%	* *%
3	53 2%	30 2%	22 1%	2 1%	7 2%	8 2%	14 3%	21 2%	15 2%	20 2%	5 1%	13 2%	43 2%	5 2%	3 2%	1 1%
4	148 5%	79 5%	68 4%	13 5%	12 3%	30 6%	29 5%	64 5%	35 4%	40 4%	37 7%	36 5%	129 5%	8 3%	9 6%	2 2%
5	408 13%	206 14%	201 12%	53 22% e	60 14%	67 14%	81 15%	148 10%	104 13%	127 13%	78 14%	99 13%	348 13%	35 13%	18 12%	7 9%
6	444 14%	212 14%	226 14%	49 20% e	62 14%	76 16%	84 15%	173 12%	127 15%	133 14%	76 13%	105 13%	384 15% b	24 9%	25 17% b	10 12%
7	613 20%	301 20%	307 19%	37 15%	98 23%	89 19%	105 19%	283 20%	174 21%	213 22% d	97 17%	129 16%	517 20%	54 20%	28 19%	14 16%
8	704 22%	323 22%	375 23%	45 18%	78 18%	93 20%	120 22%	368 26% bc	172 21%	219 23%	146 26%	166 21%	590 22% d	73 27% d	32 21% d	10 12%
9	340 11%	143 10%	194 12%	22 9%	58 13%	43 9%	51 9%	167 12%	78 10%	105 11%	58 10%	99 13%	278 11%	39 14% c	11 8%	12 14%
10 - Extremely satisfied	380 12%	157 11%	221 14%	20 8%	56 13%	60 13%	58 11%	186 13%	98 12%	98 10%	59 11%	124 16% bc	301 11%	34 12%	18 12%	27 31% abc
DISSATISFIED (1-4)	242 8%	131 9%	109 7%	20 8%	23 5%	47 10%	51 9%	100 7%	64 8%	68 7%	50 9%	60 8%	206 8%	15 5%	16 11% b	5 5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX and STV Player) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	3134	1503	1607	255	442	549	421	1467	860	884	570	816	2090	398	351	295
Effective Weighted Sample	2552	1228	1305	208	368	445	351	1218	700	725	476	656	1939	374	331	282
Total	3131	1474	1633	247	434	474	550	1426	818	962	563	782	2623	273	149	85
NEUTRAL (5-6)	852	418	427	102	122	143	165	321	231	259	154	204	732	59	43	18
	27%	28%	26%	41% bcde	28%	30% e	30% e	23%	28%	27%	27%	26%	28%	22%	29%	21%
SATISFIED (7-10)	2037	925	1096	125	290	284	334	1004	523	635	360	518	1685	199	90	63
	65%	63%	67%	51%	67% a	60%	61%	70% acd	64%	66%	64%	66%	64%	73% ac	60%	74% ac
Answered	3131	1474	1633	247	434	474	550	1426	818	962	563	782	2623	273	149	85
Mean score	7.1	7.0	7.2 a	6.7	7.2 a	6.9	6.9	7.3 acd	7.1	7.1	7.1	7.3	7.1	7.4 ac	6.9	7.8 abc
Standard deviation	1.87	1.89	1.85	1.88	1.83	1.96	1.90	1.81	1.89	1.79	1.86	1.95	1.86	1.79	2.00	2.09

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX 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 row	3134	2597	537	838	2258	769	2324	272	398	385	769	1754	1302
Effective Weighted Sample	2552	2129	435	671	1849	618	1900	219	319	309	618	1416	1079
Total	3131	2681	450	846	2241	784	2301	263	388	414	784	1801	1261
1 - Extremely dissatisfied	21	20	1	3	17	3	17	1	*	2	3	15	5
	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	*%	1%	*%
2	20	15	5	3	17	3	17	1	1	2	3	13	6
	1%	1%	1%	*%	1%	*%	1%	*%	*%	*%	*%	1%	*%
3	53	43	10	12	41	10	41	3	3	6	10	29	21
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%
4	148	125	24	46	101	45	102	9	28	26	45	83	62
	5%	5%	5%	5%	5%	6%	4%	3%	7%	6%	6%	5%	5%
5	408	345	63	111	292	105	297	33	56	57	105	253	152
	13%	13%	14%	13%	13%	13%	13%	13%	15%	14%	13%	14%	12%
6	444	397	47	125	316	111	330	35	51	58	111	274	165
	14%	15%	10%	15%	14%	14%	14%	13%	13%	14%	14%	15%	13%
7	613	517	96	160	440	147	452	54	69	71	147	353	247
	20%	19%	21%	19%	20%	19%	20%	20%	18%	17%	19%	20%	20%
8	704	600	105	177	517	166	528	48	76	96	166	385	300
	22%	22%	23%	21%	23%	21%	23%	18%	20%	23%	21%	21%	24%
9	340	306	34	96	240	86	250	41	49	35	86	192	141
	11%	11%	8%	11%	11%	11%	11%	16%	13%	8%	11%	11%	11%
								c					
10 - Extremely satisfied	380	314	66	113	260	108	265	38	55	60	108	204	162
	12%	12%	15%	13%	12%	14%	12%	14%	14%	15%	14%	11%	13%
DISSATISFIED (1-4)	242	202	40	63	176	60	178	14	32	36	60	141	94
	8%	8%	9%	8%	8%	8%	8%	5%	8%	9%	8%	8%	7%
NEUTRAL (5-6)	852	741	110	236	607	216	627	68	108	116	216	527	317
	27%	28%	24%	28%	27%	28%	27%	26%	28%	28%	28%	29%	25%
SATISFIED (7-10)	2037	1737	300	547	1458	507	1496	181	248	262	507	1133	850
	65%	65%	67%	65%	65%	65%	65%	69%	64%	63%	65%	63%	67%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX 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 row	3134	2597	537	838	2258	769	2324	272	398	385	769	1754	1302
Effective Weighted Sample	2552	2129	435	671	1849	618	1900	219	319	309	618	1416	1079
Total	3131	2681	450	846	2241	784	2301	263	388	414	784	1801	1261
Answered	3131	2681	450	846	2241	784	2301	263	388	414	784	1801	1261
Mean score	7.1	7.1	7.1	7.2	7.1	7.2	7.1	7.4	7.2	7.1	7.2	7.0	7.2
Standard deviation	1.87	1.86	1.93	1.85	1.88	1.87	1.87	1.82	1.87	1.91	1.87	1.88	1.84

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX and STV Player) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	3134	2592	2212	922	542	3134	2876	1778	1663	493	2969	165	381	655	2098
Effective Weighted Sample	2552	2098	1779	774	457	2552	2346	1442	1345	397	2420	132	304	543	1705
Total	3131	2536	2155	975	594	3131	2881	1779	1664	470	2973	157	357	680	2094
1 - Extremely dissatisfied	21 1%	18 1%	15 1%	5 1%	3 1%	21 1%	16 1%	9 1%	14 1%	3 1%	20 1%	1 *%	11 3% bc	4 1%	6 *%
2	20 1%	19 1%	15 1%	5 *%	1 *%	20 1%	19 1%	9 *%	13 1%	1 *%	20 1%	- -%	10 3% c	7 1% c	3 *%
3	53 2%	48 2%	44 2%	9 1%	5 1%	53 2%	48 2%	23 1%	25 2%	15 3%	48 2%	4 3%	24 7% bc	13 2%	16 1%
4	148 5%	123 5%	105 5%	43 4%	25 4%	148 5%	134 5%	79 4%	79 5%	21 4%	137 5%	11 7%	40 11% c	46 7% c	62 3%
5	408 13%	345 14%	296 14%	112 12%	63 11%	408 13%	364 13%	237 13%	213 13%	41 9%	379 13%	29 19% d	64 18% c	169 25% c	174 8%
6	444 14%	361 14%	313 15%	131 13%	83 14%	444 14%	412 14%	266 15%	275 16%	65 14%	426 14%	18 11%	44 12%	133 20% ac	266 13%
7	613 20%	511 20%	424 20%	189 19%	102 17%	613 20%	574 20%	344 19%	349 21%	103 22%	592 20%	21 13%	47 13%	123 18%	442 21% a
8	704 22%	562 22%	486 23%	218 22%	142 24%	704 22%	650 23%	390 22%	358 22%	99 21%	669 22%	35 23%	58 16%	105 15%	541 26% ab
9	340 11%	254 10%	209 10%	131 13% ab	86 14% ab	340 11%	316 11%	205 12%	162 10%	54 11%	324 11%	16 10%	21 6%	38 6%	281 13% ab
10 - Extremely satisfied	380 12%	296 12%	249 12%	131 13%	84 14%	380 12%	347 12%	216 12%	177 11%	68 14%	358 12%	22 14%	37 10%	41 6%	302 14% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any ITV/ STV/ UTV channels (including ITVX and STV Player) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	3134	2592	2212	922	542	3134	2876	1778	1663	493	2969	165	381	655	2098
Effective Weighted Sample	2552	2098	1779	774	457	2552	2346	1442	1345	397	2420	132	304	543	1705
Total	3131	2536	2155	975	594	3131	2881	1779	1664	470	2973	157	357	680	2094
DISSATISFIED (1-4)	242	208	180	62	34	242	217	121	130	40	226	16	85	70	87
	8%	8%	8%	6%	6%	8%	8%	7%	8%	9%	8%	10%	24% bc	10% c	4%
NEUTRAL (5-6)	852	706	608	243	146	852	776	503	488	106	805	47	108	302	441
	27%	28%	28%	25%	25%	27%	27%	28%	29% d	23%	27%	30%	30% c	44% ac	21%
SATISFIED (7-10)	2037	1623	1367	669	414	2037	1887	1155	1046	324	1943	94	163	307	1566
	65%	64%	63%	69%	70%	65%	65%	65%	63%	69%	65%	60%	46%	45%	75% ab
Answered	3131	2536	2155	975	594	3131	2881	1779	1664	470	2973	157	357	680	2094
Mean score	7.1	7.1	7.0	7.3 ab	7.4 abe	7.1	7.1	7.2	7.0	7.2	7.1	7.0	6.2	6.4	7.5 ab
Standard deviation	1.87	1.88	1.88	1.83	1.80	1.87	1.85	1.83	1.84	1.90	1.86	2.00	2.32	1.77	1.68

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) 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 row	2670	1306	1341	236	418	471	341	1204	800	766	452	649	1871	330	253	216
Effective Weighted Sample	2211	1083	1108	198	354	388	290	1016	657	638	385	537	1736	311	240	207
Total	2750	1327	1400	240	421	418	467	1204	774	861	457	653	2352	227	107	63
1 - Extremely dissatisfied	18 1%	10 1%	7 1%	- -%	1 *%	4 1%	6 1%	7 1%	7 1%	3 *%	3 1%	5 1%	17 1%	1 *%	- -%	* *%
2	19 1%	8 1%	11 1%	2 1%	2 *%	7 2% e	4 1%	4 *%	1 *%	4 *%	4 1%	10 2% a	17 1%	1 *%	* *%	1 1%
3	40 1%	18 1%	20 1%	6 3%	8 2%	4 1%	9 2%	12 1%	9 1%	10 1%	10 2%	10 2%	32 1%	5 2%	1 1%	1 2%
4	127 5%	67 5%	57 4%	25 10% be	13 3%	20 5%	22 5%	46 4%	37 5%	39 5%	24 5%	26 4%	115 5%	7 3%	3 2%	2 4%
5	416 15%	202 15%	208 15%	44 18%	64 15%	69 17%	69 15%	170 14%	110 14%	132 15%	80 18%	94 14%	358 15%	29 13%	21 20%	7 12%
6	433 16%	217 16%	213 15%	37 15%	60 14%	54 13%	65 14%	217 18%	114 15%	133 15%	65 14%	121 18%	378 16% d	30 13%	19 18% d	5 8%
7	619 23%	310 23%	305 22%	41 17%	92 22%	89 21%	109 23%	287 24%	163 21%	235 27% ac	86 19%	136 21%	520 22%	57 25%	28 26%	14 23%
8	607 22%	279 21%	326 23%	45 19%	82 19%	94 22%	104 22%	282 23%	174 23%	178 21%	123 27% d	129 20%	515 22%	62 27% c	17 16%	13 20%
9	202 7%	97 7%	105 7%	16 7%	39 9%	33 8%	38 8%	76 6%	67 9%	56 6%	30 7%	49 8%	174 7%	14 6%	7 6%	7 11%
10 - Extremely satisfied	269 10%	117 9%	147 11%	24 10%	59 14% e	43 10%	40 9%	102 9%	94 12% c	71 8%	32 7%	73 11%	224 10%	21 9%	11 10%	12 19% abc
DISSATISFIED (1-4)	204 7%	104 8%	96 7%	34 14% be	25 6%	36 9%	41 9%	69 6%	54 7%	57 7%	41 9%	52 8%	182 8%	13 6%	4 4%	5 8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) 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 row	2670	1306	1341	236	418	471	341	1204	800	766	452	649	1871	330	253	216
Effective Weighted Sample	2211	1083	1108	198	354	388	290	1016	657	638	385	537	1736	311	240	207
Total	2750	1327	1400	240	421	418	467	1204	774	861	457	653	2352	227	107	63
NEUTRAL (5-6)	849	418	421	81	124	123	134	387	223	265	145	215	737	59	41	13
	31%	32%	30%	34%	29%	30%	29%	32%	29%	31%	32%	33%	31% d	26%	38% bd	20%
SATISFIED (7-10)	1697	804	883	126	272	259	292	748	497	539	271	387	1434	154	62	46
	62%	61%	63%	52%	65% a	62%	62%	62%	64%	63%	59%	59%	61%	68%	58%	73% ac
Answered	2750	1327	1400	240	421	418	467	1204	774	861	457	653	2352	227	107	63
Mean score	6.9	6.9	7.0	6.6	7.1 a	6.9	6.9	6.9	7.1	6.9	6.8	6.9	6.9	7.1	6.9	7.4 ac
Standard deviation	1.79	1.78	1.79	1.93	1.84	1.90	1.85	1.67	1.82	1.68	1.80	1.88	1.80	1.69	1.67	1.99

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 Channel 4 streaming) 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 row	2670	2225	445	743	1887	673	1953	245	351	328	673	1548	1058
Effective Weighted Sample	2211	1861	363	604	1572	547	1626	200	285	265	547	1268	894
Total	2750	2379	371	768	1934	698	2001	235	350	357	698	1634	1058
1 - Extremely dissatisfied	18	14	4	5	13	5	13	-	2	3	5	11	7
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
2	19	15	4	6	13	6	13	1	5	2	6	14	5
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
3	40	34	6	19	21	16	23	5	5	11	16	26	14
	1%	1%	2%	2%	1%	2%	1%	2%	1%	3%	2%	2%	1%
4	127	112	15	39	87	36	90	9	26	16	36	77	50
	5%	5%	4%	5%	4%	5%	4%	4%	7%	4%	5%	5%	5%
5	416	361	55	123	288	116	294	31	54	68	116	249	161
	15%	15%	15%	16%	15%	17%	15%	13%	15%	19%	17%	15%	15%
6	433	378	56	86	343	73	355	23	39	37	73	242	179
	16%	16%	15%	11%	18% a	11%	18% a	10%	11%	10%	11%	15%	17%
7	619	535	84	157	449	138	468	53	61	64	138	353	249
	23%	22%	23%	20%	23%	20%	23%	22%	17%	18%	20%	22%	24%
8	607	528	79	156	433	141	448	51	71	76	141	366	233
	22%	22%	21%	20%	22%	20%	22%	22%	20%	21%	20%	22%	22%
9	202	180	22	75	127	70	132	22	33	41	70	136	61
	7%	8%	6%	10%	7%	10% b	7%	10%	9%	11%	10%	8%	6%
10 - Extremely satisfied	269	223	46	102	161	97	166	41	55	40	97	160	99
	10%	9%	12%	13% b	8%	14% b	8%	17%	16%	11%	14%	10%	9%
DISSATISFIED (1-4)	204	175	29	69	134	63	139	14	37	32	63	127	77
	7%	7%	8%	9%	7%	9%	7%	6%	11%	9%	9%	8%	7%
NEUTRAL (5-6)	849	738	111	209	631	190	649	54	93	105	190	491	340
	31%	31%	30%	27%	33%	27%	32%	23%	27%	30%	27%	30%	32%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) 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 row	2670	2225	445	743	1887	673	1953	245	351	328	673	1548	1058
Effective Weighted Sample	2211	1861	363	604	1572	547	1626	200	285	265	547	1268	894
Total	2750	2379	371	768	1934	698	2001	235	350	357	698	1634	1058
SATISFIED (7-10)	1697	1466	230	490	1170	446	1214	167	219	220	446	1015	641
	62%	62%	62%	64%	60%	64%	61%	71%	63%	62%	64%	62%	61%
Answered	2750	2379	371	768	1934	698	2001	235	350	357	698	1634	1058
Mean score	6.9	6.9	6.9	7.0	6.9	7.1	6.9	7.4	7.1	7.0	7.1	6.9	6.9
Standard deviation	1.79	1.77	1.90	1.95	1.73	1.98	1.72	1.84	2.04	1.97	1.98	1.82	1.75

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) 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 row	2670	2269	1949	721	401	2670	2489	1574	1537	464	2556	114	323	543	1804
Effective Weighted Sample	2211	1865	1594	618	349	2211	2061	1297	1255	373	2116	95	264	458	1492
Total	2750	2283	1959	791	467	2750	2568	1623	1575	443	2634	116	301	586	1864
1 - Extremely dissatisfied	18 1%	16 1%	13 1%	4 1%	2 *%	18 1%	18 1%	8 *%	14 1%	2 1%	18 1%	- -%	11 4% bc	4 1%	4 *%
2	19 1%	19 1%	17 1%	2 *%	- -%	19 1%	16 1%	8 *%	6 *%	4 1%	16 1%	4 3% abce	7 2% c	7 1%	6 *%
3	40 1%	36 2%	33 2%	7 1%	3 1%	40 1%	37 1%	20 1%	22 1%	6 1%	39 1%	1 1%	13 4% c	18 3% c	9 *%
4	127 5%	104 5%	95 5%	32 4%	23 5%	127 5%	123 5%	77 5%	84 5%	10 2%	123 5%	4 3%	13 4%	63 11% ac	51 3%
5	416 15%	345 15%	291 15%	124 16%	71 15%	416 15%	380 15% d	211 13% d	231 15% d	31 7%	395 15% d	21 18% d	75 25% c	148 25% c	193 10%
6	433 16%	343 15%	289 15%	145 18%	91 19%	433 16%	408 16%	250 15%	238 15%	54 12%	414 16%	20 17%	43 14%	123 21% c	267 14%
7	619 23%	516 23%	432 22%	187 24%	103 22%	619 23%	582 23%	360 22%	353 22%	102 23%	592 22%	27 23%	58 19%	113 19%	448 24%
8	607 22%	509 22%	432 22%	174 22%	97 21%	607 22%	564 22%	359 22%	342 22%	109 25%	588 22%	19 16%	48 16%	82 14%	477 26% ab
9	202 7%	173 8%	156 8%	46 6%	29 6%	202 7%	195 8%	159 10%	139 9%	62 14% acef	198 8%	4 3%	12 4%	15 3%	175 9% ab
10 - Extremely satisfied	269 10%	221 10%	199 10%	69 9%	48 10%	269 10%	246 10%	172 11%	147 9%	63 14% ace	253 10%	16 14%	20 7% b	13 2%	235 13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 4 channels (including Channel 4 streaming) 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 row	2670	2269	1949	721	401	2670	2489	1574	1537	464	2556	114	323	543	1804
Effective Weighted Sample	2211	1865	1594	618	349	2211	2061	1297	1255	373	2116	95	264	458	1492
Total	2750	2283	1959	791	467	2750	2568	1623	1575	443	2634	116	301	586	1864
DISSATISFIED (1-4)	204	176	159	45	28	204	194	112	125	23	195	9	44	92	69
	7%	8%	8%	6%	6%	7%	8%	7%	8%	5%	7%	8%	15% c	16% c	4%
NEUTRAL (5-6)	849	687	580	269	162	849	787	461	469	85	808	41	118	272	459
	31%	30%	30%	34%	35%	31%	31% d	28% d	30% d	19%	31% d	35% d	39% c	46% c	25%
SATISFIED (7-10)	1697	1420	1220	477	277	1697	1587	1050	981	336	1631	66	139	222	1335
	62%	62%	62%	60%	59%	62%	62%	65%	62%	76% abcef	62%	57%	46%	38%	72% ab
Answered	2750	2283	1959	791	467	2750	2568	1623	1575	443	2634	116	301	586	1864
Mean score	6.9	6.9	6.9	6.9	6.9	6.9	6.9	7.1	6.9	7.5 abcef	6.9	6.8	6.2	6.0	7.3 ab
Standard deviation	1.79	1.81	1.84	1.68	1.70	1.79	1.79	1.77	1.80	1.76	1.79	1.93	2.08	1.63	1.64

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 5 channels (including My5) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2115	1018	1082	132	268	355	276	1084	615	581	381	536	1460	275	229	151
Effective Weighted Sample	1745	845	887	110	229	294	233	909	504	483	321	442	1350	259	216	144
Total	2160	1026	1119	134	271	315	378	1063	594	649	380	534	1829	188	98	45
1 - Extremely dissatisfied	4	3	1	-	-	2	-	2	*	1	-	3	2	1	-	*
	*%	*%	*%	-%	-%	1%	-%	*%	*%	*%	-%	1%	*%	1%	-%	1%
2	19	9	9	1	5	2	6	5	5	2	5	7	17	1	1	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%
3	45	23	20	6	9	8	7	16	12	10	12	11	41	2	1	1
	2%	2%	2%	5%	3%	2%	2%	1%	2%	2%	3%	2%	2%	1%	1%	1%
4	136	73	59	17	16	20	28	55	34	44	35	23	123	7	3	3
	6%	7%	5%	13% e	6%	7%	7%	5%	6%	7%	9% d	4%	7%	4%	4%	6%
5	372	163	207	22	40	59	84	166	100	100	70	101	320	29	18	5
	17%	16%	18%	16%	15%	19%	22%	16%	17%	15%	18%	19%	17%	15%	19%	11%
6	367	187	179	19	42	48	65	193	97	126	56	86	305	35	18	9
	17%	18%	16%	14%	15%	15%	17%	18%	16%	19%	15%	16%	17%	18%	19%	21%
7	453	216	235	31	46	58	77	241	124	167	74	88	376	46	22	9
	21%	21%	21%	23%	17%	18%	20%	23%	21%	26% d	19%	17%	21%	25%	22%	21%
8	417	201	214	21	54	54	58	230	108	117	79	112	353	40	17	7
	19%	20%	19%	16%	20%	17%	15%	22%	18%	18%	21%	21%	19%	21%	17%	15%
9	140	54	85	7	18	26	27	62	39	38	27	36	119	12	6	3
	6%	5%	8%	5%	7%	8%	7%	6%	6%	6%	7%	7%	7%	7%	6%	6%
10 - Extremely satisfied	207	97	109	10	41	37	26	93	74	44	21	67	173	14	12	8
	10%	9%	10%	7%	15% de	12%	7%	9%	13% bc	7%	6%	13% bc	9%	8%	12%	17% ab
DISSATISFIED (1-4)	204	108	89	24	30	32	40	77	52	57	52	43	183	11	5	4
	9%	11%	8%	18% e	11%	10%	11%	7%	9%	9%	14%	8%	10%	6%	6%	8%
NEUTRAL (5-6)	739	350	386	41	82	107	150	360	197	227	127	187	625	63	37	14
	34%	34%	34%	30%	30%	34%	40%	34%	33%	35%	33%	35%	34%	34%	37%	32%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 5 channels (including My5) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2115	1018	1082	132	268	355	276	1084	615	581	381	536	1460	275	229	151
Effective Weighted Sample	1745	845	887	110	229	294	233	909	504	483	321	442	1350	259	216	144
Total	2160	1026	1119	134	271	315	378	1063	594	649	380	534	1829	188	98	45
SATISFIED (7-10)	1217	567	644	69	159	175	188	625	345	366	202	303	1021	114	56	27
	56%	55%	58%	51%	59%	56%	50%	59%	58%	56%	53%	57%	56%	60%	57%	60%
Answered	2160	1026	1119	134	271	315	378	1063	594	649	380	534	1829	188	98	45
Mean score	6.8	6.7	6.8	6.4	6.9	6.8	6.5	6.9 d	6.9 c	6.7	6.5	6.9	6.7	6.9	6.9	7.1
Standard deviation	1.82	1.82	1.80	1.88	2.03	1.94	1.80	1.71	1.87	1.65	1.82	1.94	1.83	1.68	1.77	1.95

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	2115	1731	384	527	1562	492	1593	168	254	264	492	1156	903
Effective Weighted Sample	1745	1442	315	430	1294	401	1320	139	209	213	401	946	756
Total	2160	1841	319	553	1578	517	1610	169	258	284	517	1218	892
1 - Extremely dissatisfied	4	4	-	*	3	*	3	-	-	*	*	1	3
	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
2	19	16	2	7	12	7	12	3	2	5	7	11	8
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
3	45	38	7	19	26	16	27	6	8	3	16	30	14
	2%	2%	2%	3%	2%	3%	2%	4%	3%	1%	3%	2%	2%
4	136	124	13	33	102	30	103	7	15	20	30	86	49
	6%	7%	4%	6%	6%	6%	6%	4%	6%	7%	6%	7%	5%
5	372	318	54	105	262	100	266	21	51	58	100	215	150
	17%	17%	17%	19%	17%	19%	17%	12%	20%	21%	19%	18%	17%
6	367	308	59	86	280	85	280	27	44	46	85	203	156
	17%	17%	19%	16%	18%	17%	17%	16%	17%	16%	17%	17%	18%
7	453	376	77	94	354	81	366	31	33	48	81	258	185
	21%	20%	24%	17%	22%	16%	23% a	18%	13%	17%	16%	21%	21%
8	417	353	63	88	319	82	325	24	47	49	82	214	193
	19%	19%	20%	16%	20%	16%	20%	14%	18%	17%	16%	18%	22%
9	140	125	15	51	87	49	89	23	21	23	49	86	50
	6%	7%	5%	9% b	6%	10% b	6%	14%	8%	8%	10%	7%	6%
10 - Extremely satisfied	207	179	28	70	133	65	137	27	36	32	65	114	84
	10%	10%	9%	13%	8%	13%	9%	16%	14%	11%	13%	9%	9%
DISSATISFIED (1-4)	204	181	23	59	144	54	146	16	25	28	54	127	75
	9%	10%	7%	11%	9%	10%	9%	10%	10%	10%	10%	10%	8%
NEUTRAL (5-6)	739	626	113	191	542	186	546	48	95	105	186	418	306
	34%	34%	35%	35%	34%	36%	34%	28%	37%	37%	36%	34%	34%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	2115	1731	384	527	1562	492	1593	168	254	264	492	1156	903
Effective Weighted Sample	1745	1442	315	430	1294	401	1320	139	209	213	401	946	756
Total	2160	1841	319	553	1578	517	1610	169	258	284	517	1218	892
SATISFIED (7-10)	1217	1033	183	303	893	277	918	105	138	152	277	672	511
	56%	56%	57%	55%	57%	54%	57%	62%	53%	53%	54%	55%	57%
Answered	2160	1841	319	553	1578	517	1610	169	258	284	517	1218	892
Mean score	6.8	6.8	6.8	6.8	6.7	6.8	6.8	7.1	6.9	6.8	6.8	6.7	6.8
Standard deviation	1.82	1.84	1.71	1.99	1.75	1.99	1.75	2.04	1.99	1.93	1.99	1.83	1.79

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 5 channels (including My5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2115	1770	1483	632	345	2115	1981	1232	1186	364	2021	94	258	426	1431
Effective Weighted Sample	1745	1449	1206	540	299	1745	1641	1012	966	294	1670	75	208	356	1182
Total	2160	1763	1474	686	397	2160	2036	1265	1209	346	2072	87	241	456	1463
1 - Extremely dissatisfied	4 *%	4 *%	1 *%	2 *%	- -%	4 *%	4 *%	3 *%	3 *%	2 *%	4 *%	** **	2 1% c	2 *%	* *%
2	19 1%	17 1%	14 1%	5 1%	2 1%	19 1%	17 1%	13 1%	15 1%	4 1%	17 1%	** **	5 2%	6 1%	8 1%
3	45 2%	40 2%	34 2%	11 2%	4 1%	45 2%	44 2%	27 2%	29 2%	11 3%	45 2%	** **	10 4% c	22 5% c	13 1%
4	136 6%	112 6%	98 7%	39 6%	24 6%	136 6%	131 6%	85 7%	87 7%	25 7%	133 6%	** **	31 13% c	39 9% c	66 5%
5	372 17%	303 17%	252 17%	120 18%	69 17%	372 17%	348 17% d	209 17% d	192 16% d	27 8%	354 17% d	** **	44 18%	115 25% c	213 15%
6	367 17%	293 17%	246 17%	121 18%	74 19%	367 17%	356 17%	219 17%	219 18%	55 16%	360 17%	** **	30 12%	102 22% ac	236 16%
7	453 21%	373 21%	309 21%	144 21%	79 20%	453 21%	425 21%	253 20%	251 21%	79 23%	434 21%	** **	49 20%	76 17%	327 22%
8	417 19%	330 19%	266 18%	151 22%	87 22%	417 19%	394 19%	241 19%	218 18%	55 16%	398 19%	** **	39 16%	61 13%	317 22% b
9	140 6%	118 7%	105 7%	35 5%	22 5%	140 6%	131 6%	88 7%	84 7%	36 10%	134 6%	** **	11 4%	14 3%	115 8% b
10 - Extremely satisfied	207 10%	172 10%	150 10%	58 8%	35 9%	207 10%	187 9%	127 10%	111 9%	53 15% ace	193 9%	** **	20 8%	20 4%	167 11% b
DISSATISFIED (1-4)	204 9%	173 10%	147 10%	57 8%	31 8%	204 9%	196 10%	128 10%	134 11%	41 12%	199 10%	** **	48 20% c	68 15% c	88 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Channel 5 channels (including My5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2115	1770	1483	632	345	2115	1981	1232	1186	364	2021	94	258	426	1431
Effective Weighted Sample	1745	1449	1206	540	299	1745	1641	1012	966	294	1670	75	208	356	1182
Total	2160	1763	1474	686	397	2160	2036	1265	1209	346	2072	87	241	456	1463
NEUTRAL (5-6)	739	596	498	241	143	739	703	428	411	82	714	**	74	216	449
	34%	34%	34%	35%	36%	34%	35% d	34% d	34% d	24%	34% d	**	31%	47% ac	31%
SATISFIED (7-10)	1217	993	829	388	223	1217	1137	708	664	223	1160	**	119	172	926
	56%	56%	56%	57%	56%	56%	56%	56%	55%	64% ace	56%	**	49% b	38%	63% ab
Answered	2160	1763	1474	686	397	2160	2036	1265	1209	346	2072	**	241	456	1463
Mean score	6.8	6.8	6.8	6.8	6.8	6.8	6.7	6.8	6.7	7.1 ace	6.8	**	6.3	6.1	7.1 ab
Standard deviation	1.82	1.84	1.85	1.75	1.72	1.82	1.81	1.86	1.86	2.01	1.81	**	2.03	1.73	1.73

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	174	87	85	13	49	40	9	63	77	36	20	40	85	13	70	6
Effective Weighted Sample	130	63	66	10	40	29	7	48	58	26	15	31	78	12	67	6
Total	140	66	72	12	49	31	8	40	67	27	16	28	101	9	28	2
1 - Extremely dissatisfied	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	140	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	174	87	85	13	49	40	9	63	77	36	20	40	85	13	70	6
Effective Weighted Sample	130	63	66	10	40	29	7	48	58	26	15	31	78	12	67	6
Total	140	66	72	12	49	31	8	40	67	27	16	28	101	9	28	2
Mean score	7.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	174	141	33	69	101	60	109	28	33	20	60	103	65
Effective Weighted Sample	130	105	27	53	76	46	82	21	27	15	46	80	51
Total	140	118	23	66	70	57	78	26	31	18	57	95	41
1 - Extremely dissatisfied	4	3	**	**	3	**	3	**	**	**	**	2	**
	3%	2%	**	**	4%	**	4%	**	**	**	**	2%	**
2	1	*	**	**	*	**	*	**	**	**	**	*	**
	*%	*%	**	**	*%	**	*%	**	**	**	**	*%	**
3	3	3	**	**	3	**	3	**	**	**	**	2	**
	2%	3%	**	**	5%	**	4%	**	**	**	**	2%	**
4	10	9	**	**	4	**	5	**	**	**	**	4	**
	7%	7%	**	**	5%	**	7%	**	**	**	**	4%	**
5	15	11	**	**	10	**	10	**	**	**	**	10	**
	11%	10%	**	**	14%	**	13%	**	**	**	**	11%	**
6	12	9	**	**	9	**	9	**	**	**	**	5	**
	8%	8%	**	**	13%	**	11%	**	**	**	**	5%	**
7	25	22	**	**	10	**	12	**	**	**	**	20	**
	18%	19%	**	**	15%	**	15%	**	**	**	**	21%	**
8	32	28	**	**	18	**	19	**	**	**	**	25	**
	23%	24%	**	**	25%	**	25%	**	**	**	**	26%	**
9	17	14	**	**	6	**	7	**	**	**	**	12	**
	12%	12%	**	**	8%	**	9%	**	**	**	**	12%	**
10 - Extremely satisfied	20	19	**	**	8	**	8	**	**	**	**	16	**
	14%	16%	**	**	11%	**	10%	**	**	**	**	17%	**
DISSATISFIED (1-4)	18	15	**	**	10	**	12	**	**	**	**	8	**
	13%	12%	**	**	15%	**	15%	**	**	**	**	8%	**
NEUTRAL (5-6)	27	20	**	**	18	**	19	**	**	**	**	15	**
	19%	17%	**	**	26%	**	25%	**	**	**	**	15%	**
SATISFIED (7-10)	95	83	**	**	41	**	47	**	**	**	**	73	**
	68%	70%	**	**	59%	**	60%	**	**	**	**	76%	**
Answered	140	118	**	**	70	**	78	**	**	**	**	95	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	174	141	33	69	101	60	109	28	33	20	60	103	65
Effective Weighted Sample	130	105	27	53	76	46	82	21	27	15	46	80	51
Total	140	118	23	66	70	57	78	26	31	18	57	95	41
Mean score	7.1	7.2	**	**	6.7	**	6.7	**	**	**	**	7.4	**
Standard deviation	2.18	2.12	**	**	2.26	**	2.23	**	**	**	**	2.01	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	174	160	141	33	14	174	167	137	148	63	171	3	16	28	130
Effective Weighted Sample	130	120	106	26	11	130	125	102	111	48	128	3	13	22	96
Total	140	132	120	20	8	140	133	112	122	49	139	2	12	27	101
1 - Extremely dissatisfied	4	4	3	**	**	4	4	3	3	**	4	**	**	**	-
	3%	3%	2%	**	**	3%	3%	2%	2%	**	3%	**	**	**	-%
2	1	1	1	**	**	1	1	*	1	**	1	**	**	**	1
	*%	*%	1%	**	**	*%	*%	*%	1%	**	*%	**	**	**	1%
3	3	3	3	**	**	3	3	3	3	**	3	**	**	**	2
	2%	3%	3%	**	**	2%	3%	3%	3%	**	3%	**	**	**	2%
4	10	9	9	**	**	10	8	9	7	**	10	**	**	**	3
	7%	7%	8%	**	**	7%	6%	8%	6%	**	7%	**	**	**	3%
5	15	15	12	**	**	15	15	8	12	**	15	**	**	**	11
	11%	11%	10%	**	**	11%	12%	7%	10%	**	11%	**	**	**	11%
6	12	12	11	**	**	12	12	7	9	**	12	**	**	**	8
	8%	9%	9%	**	**	8%	9%	6%	8%	**	9%	**	**	**	8%
7	25	25	23	**	**	25	23	21	24	**	25	**	**	**	19
	18%	19%	19%	**	**	18%	17%	19%	20%	**	18%	**	**	**	19%
8	32	28	27	**	**	32	30	28	29	**	32	**	**	**	27
	23%	21%	22%	**	**	23%	22%	25%	24%	**	23%	**	**	**	26%
9	17	16	13	**	**	17	17	14	17	**	17	**	**	**	14
	12%	12%	11%	**	**	12%	13%	12%	14%	**	13%	**	**	**	14%
10 - Extremely satisfied	20	20	18	**	**	20	19	19	17	**	19	**	**	**	17
	14%	15%	15%	**	**	14%	15%	17%	14%	**	14%	**	**	**	16%
DISSATISFIED (1-4)	18	18	16	**	**	18	16	16	14	**	18	**	**	**	6
	13%	13%	14%	**	**	13%	12%	14%	12%	**	13%	**	**	**	6%
NEUTRAL (5-6)	27	26	23	**	**	27	27	15	21	**	27	**	**	**	19
	19%	20%	19%	**	**	19%	20%	13%	17%	**	20%	**	**	**	19%
SATISFIED (7-10)	95	88	81	**	**	95	90	81	86	**	93	**	**	**	76
	68%	67%	67%	**	**	68%	67%	73%	71%	**	67%	**	**	**	76%
Answered	140	132	120	**	**	140	133	112	122	**	139	**	**	**	101

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)
Base: Those who have watched S4C (including S4C Clic) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	174	160	141	33	14	174	167	137	148	63	171	3	16	28	130
Effective Weighted Sample	130	120	106	26	11	130	125	102	111	48	128	3	13	22	96
Total	140	132	120	20	8	140	133	112	122	49	139	2	12	27	101
Mean score	7.1	7.1	7.1	**	**	7.1	7.1	7.3	7.2	**	7.1	**	**	**	7.5
Standard deviation	2.18	2.21	2.17	**	**	2.18	2.20	2.18	2.12	**	2.19	**	**	**	1.82

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	1331	752	573	121	264	285	190	471	469	388	252	220	890	208	135	98
Effective Weighted Sample	1092	614	473	100	222	235	163	395	388	322	208	175	824	194	128	94
Total	1342	748	587	117	262	249	261	453	461	426	246	206	1117	140	56	28
1 - Extremely dissatisfied	6	6	-	2	-	2	1	2	1	2	2	1	4	2	-	**
	*%	1%	-%	1%	-%	1%	*%	*%	*%	*%	1%	1%	*%	1%	-%	**
2	1	*	1	*	-	1	-	-	1	-	-	-	1	-	-	**
	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	**
3	7	4	4	6	1	-	-	1	2	2	1	2	6	1	-	**
	1%	1%	1%	5%	*%	-%	-%	*%	*%	*%	*%	1%	1%	*%	-%	**
				bcde												
4	26	13	13	5	7	5	3	6	13	6	4	4	22	3	2	**
	2%	2%	2%	4%	3%	2%	1%	1%	3%	1%	1%	2%	2%	2%	3%	**
5	111	60	49	15	24	15	22	35	37	39	19	16	92	13	4	**
	8%	8%	8%	13%	9%	6%	9%	8%	8%	9%	8%	8%	8%	9%	8%	**
6	131	78	53	14	29	28	21	40	42	35	33	19	111	13	4	**
	10%	10%	9%	12%	11%	11%	8%	9%	9%	8%	14%	9%	10%	9%	7%	**
7	275	136	139	19	54	38	54	109	78	109	43	43	223	35	12	**
	20%	18%	24%	16%	21%	15%	21%	24%	17%	26%	17%	21%	20%	25%	22%	**
								c		a						
8	361	210	148	24	57	70	83	127	123	116	58	63	307	33	15	**
	27%	28%	25%	21%	22%	28%	32%	28%	27%	27%	24%	31%	27%	23%	27%	**
9	203	123	79	14	35	35	47	73	82	51	43	27	175	19	6	**
	15%	16%	13%	12%	13%	14%	18%	16%	18%	12%	17%	13%	16%	14%	10%	**
10 - Extremely satisfied	220	119	101	19	55	56	30	61	81	65	44	29	176	23	13	**
	16%	16%	17%	16%	21%	22%	11%	13%	18%	15%	18%	14%	16%	17%	23%	**
						de										
DISSATISFIED (1-4)	41	23	18	12	9	8	4	8	17	10	7	7	34	5	2	**
	3%	3%	3%	10%	3%	3%	2%	2%	4%	2%	3%	4%	3%	3%	3%	**
				cde												
NEUTRAL (5-6)	243	138	102	29	52	43	43	75	79	74	52	36	203	26	9	**
	18%	18%	17%	25%	20%	17%	17%	17%	17%	17%	21%	17%	18%	18%	15%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	1331	752	573	121	264	285	190	471	469	388	252	220	890	208	135	98
Effective Weighted Sample	1092	614	473	100	222	235	163	395	388	322	208	175	824	194	128	94
Total	1342	748	587	117	262	249	261	453	461	426	246	206	1117	140	56	28
SATISFIED (7-10)	1058	587	467	76	201	198	214	369	365	342	187	163	881	110	46	**
	79%	78%	79%	65%	77%	80%	82%	82%	79%	80%	76%	79%	79%	78%	82%	**
						a	a	a								
Answered	1342	748	587	117	262	249	261	453	461	426	246	206	1117	140	56	**
Mean score	7.7	7.7	7.7	7.1	7.7	7.9	7.7	7.7	7.8	7.6	7.7	7.6	7.7	7.6	7.8	**
					a	a		a								
Standard deviation	1.66	1.69	1.63	2.10	1.71	1.72	1.51	1.53	1.69	1.59	1.74	1.65	1.65	1.75	1.64	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1331	1135	196	507	815	474	846	170	258	230	474	914	399
Effective Weighted Sample	1092	939	159	411	674	384	699	138	209	187	384	747	333
Total	1342	1181	161	518	813	487	841	161	254	256	487	943	384
1 - Extremely dissatisfied	6	5	2	-	6	-	6	-	-	-	-	2	3
	*%	*%	1%	-%	1%	-%	1%	-%	-%	-%	-%	*%	1%
2	1	1	-	1	*	1	*	-	1	-	1	1	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
3	7	6	1	5	3	4	4	4	1	2	4	3	5
	1%	1%	1%	1%	*%	1%	*%	2%	*%	1%	1%	*%	1%
4	26	25	1	9	15	7	18	3	6	1	7	17	9
	2%	2%	1%	2%	2%	1%	2%	2%	2%	*%	1%	2%	2%
5	111	102	10	40	70	36	74	8	12	22	36	75	35
	8%	9%	6%	8%	9%	7%	9%	5%	5%	8%	7%	8%	9%
6	131	117	15	53	79	52	80	19	29	24	52	92	37
	10%	10%	9%	10%	10%	11%	9%	12%	12%	9%	11%	10%	10%
7	275	242	33	100	174	90	181	20	50	50	90	193	80
	20%	20%	20%	19%	21%	19%	21%	12%	20%	19%	19%	21%	21%
8	361	313	48	138	218	132	224	41	63	77	132	257	101
	27%	27%	30%	27%	27%	27%	27%	25%	25%	30%	27%	27%	26%
9	203	179	24	80	122	77	124	28	38	40	77	150	50
	15%	15%	15%	15%	15%	16%	15%	17%	15%	15%	16%	16%	13%
10 - Extremely satisfied	220	192	28	92	126	88	130	39	54	42	88	152	65
	16%	16%	17%	18%	16%	18%	15%	24%	21%	16%	18%	16%	17%
DISSATISFIED (1-4)	41	37	4	15	25	11	28	7	8	3	11	23	17
	3%	3%	2%	3%	3%	2%	3%	4%	3%	1%	2%	2%	4%
NEUTRAL (5-6)	243	218	25	93	149	88	153	27	41	45	88	167	72
	18%	18%	15%	18%	18%	18%	18%	17%	16%	18%	18%	18%	19%
SATISFIED (7-10)	1058	926	133	410	640	388	659	127	205	208	388	752	295
	79%	78%	82%	79%	79%	80%	78%	79%	81%	81%	80%	80%	77%
Answered	1342	1181	161	518	813	487	841	161	254	256	487	943	384

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1331	1135	196	507	815	474	846	170	258	230	474	914	399
Effective Weighted Sample	1092	939	159	411	674	384	699	138	209	187	384	747	333
Total	1342	1181	161	518	813	487	841	161	254	256	487	943	384
Mean score	7.7	7.7	7.8	7.8	7.6	7.8	7.6	7.9	7.9	7.8	7.8	7.7	7.6
Standard deviation	1.66	1.66	1.64	1.64	1.67	1.62	1.68	1.76	1.63	1.53	1.62	1.60	1.77

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1331	1243	1131	200	88	1331	1194	783	858	249	1253	78	167	311	853
Effective Weighted Sample	1092	1021	927	166	73	1092	981	640	700	205	1029	63	136	255	701
Total	1342	1241	1125	217	102	1342	1211	788	862	251	1265	77	162	319	862
1 - Extremely dissatisfied	6 *%	6 *%	3 *%	3 1%	** **	6 *%	2 *%	1 *%	2 *%	1 *%	3 *%	** **	3 2% c	2 1%	1 *%
2	1 *%	1 *%	1 *%	- -%	** **	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	** **	- -%	- -%	1 *%
3	7 1%	7 1%	6 1%	2 1%	** **	7 1%	6 1%	6 1%	6 1%	4 1%	7 1%	** **	1 1%	2 1%	4 1%
4	26 2%	26 2%	26 2%	* *%	** **	26 2%	20 2%	11 1%	18 2%	3 1%	23 2%	** **	5 3%	10 3%	11 1%
5	111 8%	98 8%	90 8%	22 10%	** **	111 8%	95 8%	61 8%	66 8%	15 6%	106 8%	** **	15 9%	47 15% c	49 6%
6	131 10%	113 9%	106 9%	25 12%	** **	131 10%	122 10%	77 10%	88 10%	25 10%	126 10%	** **	14 8%	54 17% c	64 7%
7	275 20%	255 21%	229 20%	46 21%	** **	275 20%	253 21%	160 20%	173 20%	57 23%	264 21%	** **	34 21%	70 22%	170 20%
8	361 27%	340 27%	313 28%	48 22%	** **	361 27%	331 27%	192 24%	227 26%	52 21%	345 27%	** **	41 25%	72 23%	249 29%
9	203 15%	188 15%	167 15%	36 16%	** **	203 15%	187 15%	135 17%	138 16%	38 15%	191 15%	** **	28 18% b	24 8%	151 17% b
10 - Extremely satisfied	220 16%	205 17%	183 16%	36 17%	** **	220 16%	191 16%	143 18%	142 17%	56 22%	200 16%	** **	20 12%	37 12%	163 19% b
DISSATISFIED (1-4)	41 3%	41 3%	36 3%	5 2%	** **	41 3%	30 2%	19 2%	27 3%	8 3%	35 3%	** **	10 6% c	15 5%	17 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1331	1243	1131	200	88	1331	1194	783	858	249	1253	78	167	311	853
Effective Weighted Sample	1092	1021	927	166	73	1092	981	640	700	205	1029	63	136	255	701
Total	1342	1241	1125	217	102	1342	1211	788	862	251	1265	77	162	319	862
NEUTRAL (5-6)	243	212	196	47	**	243	217	138	154	40	232	**	29	101	113
	18%	17%	17%	22%	**	18%	18%	18%	18%	16%	18%	**	18%	32% ac	13%
SATISFIED (7-10)	1058	988	893	166	**	1058	963	631	681	203	999	**	123	203	732
	79%	80%	79%	76%	**	79%	80%	80%	79%	81%	79%	**	76%	64%	85% b
Answered	1342	1241	1125	217	**	1342	1211	788	862	251	1265	**	162	319	862
Mean score	7.7	7.7	7.7	7.6	**	7.7	7.7	7.8	7.7	7.9	7.7	**	7.5	7.1	7.9 ab
Standard deviation	1.66	1.67	1.64	1.76	**	1.66	1.60	1.64	1.65	1.70	1.63	**	1.86	1.72	1.53

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	370	173	189	28	109	83	58	92	129	91	63	86	254	47	40	29
Effective Weighted Sample	307	143	157	24	92	68	50	79	109	74	54	69	237	44	37	27
Total	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
1 - Extremely dissatisfied	4	4	-	**	-	**	**	**	2	**	**	**	4	**	**	**
	1%	2%	-%	**	-%	**	**	**	2%	**	**	**	1%	**	**	**
2	3	2	*	**	-	**	**	**	*	**	**	**	3	**	**	**
	1%	1%	*%	**	-%	**	**	**	*%	**	**	**	1%	**	**	**
3	13	4	9	**	3	**	**	**	4	**	**	**	13	**	**	**
	4%	3%	5%	**	3%	**	**	**	3%	**	**	**	4%	**	**	**
4	15	5	10	**	3	**	**	**	2	**	**	**	14	**	**	**
	4%	3%	5%	**	3%	**	**	**	2%	**	**	**	5%	**	**	**
5	32	14	17	**	8	**	**	**	11	**	**	**	26	**	**	**
	9%	8%	9%	**	7%	**	**	**	8%	**	**	**	8%	**	**	**
6	33	10	22	**	13	**	**	**	9	**	**	**	31	**	**	**
	9%	6%	11%	**	12%	**	**	**	7%	**	**	**	10%	**	**	**
7	53	26	25	**	18	**	**	**	16	**	**	**	42	**	**	**
	14%	15%	13%	**	17%	**	**	**	12%	**	**	**	14%	**	**	**
8	102	42	58	**	25	**	**	**	41	**	**	**	87	**	**	**
	28%	25%	31%	**	23%	**	**	**	31%	**	**	**	28%	**	**	**
9	53	29	24	**	13	**	**	**	16	**	**	**	40	**	**	**
	15%	17%	13%	**	12%	**	**	**	12%	**	**	**	13%	**	**	**
10 - Extremely satisfied	57	31	25	**	25	**	**	**	29	**	**	**	49	**	**	**
	16%	19%	13%	**	23%	**	**	**	22%	**	**	**	16%	**	**	**
DISSATISFIED (1-4)	36	15	19	**	6	**	**	**	8	**	**	**	34	**	**	**
	10%	9%	10%	**	6%	**	**	**	6%	**	**	**	11%	**	**	**
NEUTRAL (5-6)	66	24	39	**	21	**	**	**	20	**	**	**	56	**	**	**
	18%	14%	20%	**	20%	**	**	**	15%	**	**	**	18%	**	**	**
SATISFIED (7-10)	265	129	132	**	82	**	**	**	103	**	**	**	219	**	**	**
	72%	77%	69%	**	75%	**	**	**	78%	**	**	**	71%	**	**	**
Answered	367	168	189	**	110	**	**	**	131	**	**	**	309	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	370	173	189	28	109	83	58	92	129	91	63	86	254	47	40	29
Effective Weighted Sample	307	143	157	24	92	68	50	79	109	74	54	69	237	44	37	27
Total	367	168	189	28	110	70	76	83	131	94	65	76	309	32	16	9
Mean score	7.4	7.5	7.3	**	7.7	**	**	**	7.7	**	**	**	7.3	**	**	**
Standard deviation	2.03	2.13	1.91	**	1.87	**	**	**	1.99	**	**	**	2.09	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	370	313	57	162	205	150	216	69	82	56	150	268	91
Effective Weighted Sample	307	261	47	134	172	124	181	58	68	46	124	223	76
Total	367	313	53	156	206	144	218	67	80	53	144	276	81
1 - Extremely dissatisfied	4	3	**	1	3	-	4	**	**	**	-	2	**
	1%	1%	**	1%	1%	-%	2%	**	**	**	-%	1%	**
2	3	3	**	-	3	-	3	**	**	**	-	3	**
	1%	1%	**	-%	2%	-%	2%	**	**	**	-%	1%	**
3	13	13	**	8	3	5	6	**	**	**	5	11	**
	4%	4%	**	5%	2%	4%	3%	**	**	**	4%	4%	**
4	15	14	**	6	9	6	9	**	**	**	6	9	**
	4%	4%	**	4%	4%	4%	4%	**	**	**	4%	3%	**
5	32	26	**	16	17	16	17	**	**	**	16	26	**
	9%	8%	**	10%	8%	11%	8%	**	**	**	11%	9%	**
6	33	30	**	10	24	8	25	**	**	**	8	25	**
	9%	10%	**	6%	11%	6%	12%	**	**	**	6%	9%	**
7	53	41	**	17	35	16	36	**	**	**	16	39	**
	14%	13%	**	11%	17%	11%	17%	**	**	**	11%	14%	**
8	102	83	**	43	59	42	60	**	**	**	42	76	**
	28%	26%	**	28%	29%	29%	27%	**	**	**	29%	27%	**
9	53	48	**	21	32	20	33	**	**	**	20	36	**
	15%	15%	**	14%	16%	14%	15%	**	**	**	14%	13%	**
10 - Extremely satisfied	57	52	**	34	21	31	24	**	**	**	31	48	**
	16%	17%	**	22%	10%	21%	11%	**	**	**	21%	17%	**
				b									
DISSATISFIED (1-4)	36	33	**	16	18	12	22	**	**	**	12	26	**
	10%	11%	**	10%	9%	8%	10%	**	**	**	8%	9%	**
NEUTRAL (5-6)	66	56	**	26	40	24	42	**	**	**	24	52	**
	18%	18%	**	16%	20%	16%	19%	**	**	**	16%	19%	**
SATISFIED (7-10)	265	224	**	115	147	108	153	**	**	**	108	199	**
	72%	72%	**	74%	71%	75%	70%	**	**	**	75%	72%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	370	313	57	162	205	150	216	69	82	56	150	268	91
Effective Weighted Sample	307	261	47	134	172	124	181	58	68	46	124	223	76
Total	367	313	53	156	206	144	218	67	80	53	144	276	81
Answered	367	313	**	156	206	144	218	**	**	**	144	276	**
Mean score	7.4	7.4	**	7.6	7.3	7.6	7.2	**	**	**	7.6	7.4	**
Standard deviation	2.03	2.08	**	2.09	1.95	1.97	2.03	**	**	**	1.97	2.04	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	370	370	370	-	-	370	318	231	229	91	333	37	61	89	220
Effective Weighted Sample	307	307	307	-	-	307	265	192	190	76	278	30	50	73	184
Total	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
1 - Extremely dissatisfied	4	4	4	**	**	4	3	2	2	**	3	**	**	**	4
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	2%
2	3	3	3	**	**	3	3	2	2	**	3	**	**	**	*
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
3	13	13	13	**	**	13	12	8	10	**	12	**	**	**	6
	4%	4%	4%	**	**	4%	4%	4%	4%	**	4%	**	**	**	3%
4	15	15	15	**	**	15	15	11	7	**	15	**	**	**	6
	4%	4%	4%	**	**	4%	5%	5%	3%	**	4%	**	**	**	3%
5	32	32	32	**	**	32	30	18	20	**	31	**	**	**	13
	9%	9%	9%	**	**	9%	9%	8%	9%	**	9%	**	**	**	6%
6	33	33	33	**	**	33	32	20	22	**	33	**	**	**	14
	9%	9%	9%	**	**	9%	10%	9%	9%	**	10%	**	**	**	6%
7	53	53	53	**	**	53	47	32	33	**	48	**	**	**	31
	14%	14%	14%	**	**	14%	15%	14%	14%	**	14%	**	**	**	14%
8	102	102	102	**	**	102	86	63	66	**	94	**	**	**	62
	28%	28%	28%	**	**	28%	27%	27%	29%	**	28%	**	**	**	28%
9	53	53	53	**	**	53	44	35	30	**	44	**	**	**	39
	15%	15%	15%	**	**	15%	14%	16%	13%	**	13%	**	**	**	18%
10 - Extremely satisfied	57	57	57	**	**	57	50	38	39	**	51	**	**	**	45
	16%	16%	16%	**	**	16%	15%	17%	17%	**	15%	**	**	**	20%
DISSATISFIED (1-4)	36	36	36	**	**	36	33	23	21	**	33	**	**	**	17
	10%	10%	10%	**	**	10%	10%	10%	9%	**	10%	**	**	**	8%
NEUTRAL (5-6)	66	66	66	**	**	66	62	37	42	**	64	**	**	**	27
	18%	18%	18%	**	**	18%	19%	16%	18%	**	19%	**	**	**	12%
SATISFIED (7-10)	265	265	265	**	**	265	226	168	167	**	238	**	**	**	177
	72%	72%	72%	**	**	72%	70%	74%	73%	**	71%	**	**	**	80%
Answered	367	367	367	**	**	367	321	228	229	**	335	**	**	**	221

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)
Base: Those who have watched NOW in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	370	370	370	-	-	370	318	231	229	91	333	37	61	89	220
Effective Weighted Sample	307	307	307	-	-	307	265	192	190	76	278	30	50	73	184
Total	367	367	367	-	-	367	321	228	229	91	335	31	60	86	221
Mean score	7.4	7.4	7.4	**	**	7.4	7.3	7.5	7.4	**	7.3	**	**	**	7.7
Standard deviation	2.03	2.03	2.03	**	**	2.03	2.05	2.03	2.03	**	2.02	**	**	**	1.99

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 136

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2643	1236	1379	385	632	636	350	640	824	797	466	552	1711	333	293	306
Effective Weighted Sample	2110	981	1106	305	519	513	288	522	667	637	379	431	1587	312	276	293
Total	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
1 - Extremely dissatisfied	8	4	4	1	3	2	-	2	2	2	-	4	6	1	*	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	*%	-%
2	6	2	4	1	5	-	-	-	-	2	3	1	6	-	-	-
	*%	*%	*%	*%	1%	-%	-%	-%	-%	*%	1%	*%	*%	-%	-%	-%
3	27	12	14	3	14	5	2	3	9	4	7	8	23	2	1	1
	1%	1%	1%	1%	2%	1%	*%	*%	1%	*%	2%	2%	1%	1%	1%	1%
4	35	18	17	4	9	4	8	10	13	7	7	8	29	3	1	2
	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%
5	111	57	51	16	29	24	13	30	30	35	21	25	93	6	9	3
	4%	5%	4%	4%	5%	4%	3%	5%	4%	4%	5%	5%	4%	3%	8% b	3%
6	182	90	89	23	40	39	36	43	61	55	29	36	155	8	15	4
	7%	8%	7%	6%	7%	7%	8%	7%	8%	7%	7%	7%	7%	4%	12% abd	4%
7	417	204	211	72	82	81	74	109	108	156	75	77	364	29	18	6
	16%	17%	16%	20%	13%	15%	16%	18%	14%	19%	17%	16%	17% d	13%	15% d	7%
8	679	331	345	81	142	144	138	175	229	237	107	106	568	62	32	17
	26%	28%	25%	22%	23%	26%	30%	30%	29%	28%	24%	22%	27%	29%	27%	20%
9	448	202	239	55	107	107	87	92	143	145	78	80	363	48	21	16
	17%	17%	18%	15%	17%	20%	19%	16%	18%	17%	18%	17%	17%	22%	17%	19%
10 - Extremely satisfied	651	257	387	105	183	140	95	128	202	192	117	140	533	58	23	37
	25%	22%	28% a	29%	30% de	26%	21%	22%	25%	23%	26%	29%	25%	27%	19%	44% abc
DISSATISFIED (1-4)	76	36	39	10	31	11	10	14	24	15	16	22	64	6	2	3
	3%	3%	3%	3%	5%	2%	2%	2%	3%	2%	4%	4%	3%	3%	2%	4%
NEUTRAL (5-6)	293	147	140	40	69	63	49	73	92	90	51	60	248	15	24	6
	11%	13%	10%	11%	11%	12%	11%	12%	11%	11%	11%	12%	12%	7%	20% abd	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 136

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2643	1236	1379	385	632	636	350	640	824	797	466	552	1711	333	293	306
Effective Weighted Sample	2110	981	1106	305	519	513	288	522	667	637	379	431	1587	312	276	293
Total	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
SATISFIED (7-10)	2196	994	1182	313	513	472	393	503	683	729	377	402	1827	198	94	76
	86%	84%	87%	86%	84%	86%	87%	85%	86%	87%	85%	83%	85% c	90% c	78%	89% c
Answered	2565	1177	1361	363	613	547	452	590	798	835	444	484	2140	218	121	86
Mean score	8.1	8.0	8.2 a	8.1	8.1	8.2	8.1	8.0	8.1	8.1	8.1	8.1	8.1	8.3 c	7.8	8.7 abc
Standard deviation	1.65	1.64	1.65	1.70	1.86	1.61	1.46	1.57	1.61	1.55	1.71	1.85	1.66	1.57	1.65	1.65

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2643	2290	353	1029	1570	930	1664	360	489	410	930	1855	737
Effective Weighted Sample	2110	1841	276	811	1261	733	1335	288	385	319	733	1487	590
Total	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
1 - Extremely dissatisfied	8	7	*	-	6	-	6	-	-	-	-	3	5
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	1%
2	6	5	1	1	3	1	3	1	-	-	1	5	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
3	27	25	3	18	8	17	9	8	6	6	17	20	7
	1%	1%	1%	2% b	1%	2% b	1%	3%	1%	1%	2%	1%	1%
4	35	31	4	13	20	13	20	4	5	9	13	20	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
5	111	98	13	38	68	33	74	11	16	13	33	66	44
	4%	4%	5%	4%	5%	4%	5%	3%	4%	3%	4%	4%	7% a
6	182	160	22	66	113	55	124	13	21	35	55	130	49
	7%	7%	8%	7%	7%	6%	8%	4%	5%	9%	6%	7%	7%
7	417	375	43	149	257	135	272	39	69	70	135	303	109
	16%	16%	15%	15%	17%	15%	17%	12%	15%	17%	15%	16%	17%
8	679	610	70	246	423	228	440	88	114	101	228	524	146
	26%	27%	24%	25%	28%	25%	27%	26%	25%	24%	25%	28% b	22%
9	448	396	52	174	266	157	281	58	92	59	157	326	113
	17%	17%	18%	17%	18%	17%	18%	17%	20%	14%	17%	17%	17%
10 - Extremely satisfied	651	572	79	290	351	265	376	115	137	122	265	475	163
	25%	25%	28%	29% b	23%	29% b	23%	34%	30%	29%	29%	25%	25%
DISSATISFIED (1-4)	76	68	8	32	38	31	39	14	11	15	31	49	25
	3%	3%	3%	3%	3%	3%	2%	4%	2%	4%	3%	3%	4%
NEUTRAL (5-6)	293	258	35	105	181	88	198	24	38	48	88	196	93
	11%	11%	12%	11%	12%	10%	12%	7%	8%	12%	10%	10%	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 136

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2643	2290	353	1029	1570	930	1664	360	489	410	930	1855	737
Effective Weighted Sample	2110	1841	276	811	1261	733	1335	288	385	319	733	1487	590
Total	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
SATISFIED (7-10)	2196	1952	243	860	1298	785	1368	300	412	352	785	1628	530
	86%	86%	85%	86%	86%	87%	85%	89%	90%	85%	87%	87% b	82%
Answered	2565	2279	286	997	1517	904	1605	337	460	415	904	1873	648
Mean score	8.1	8.1	8.2	8.2	8.1	8.2	8.1	8.4	8.3	8.1	8.2	8.1	8.0
Standard deviation	1.65	1.65	1.65	1.66	1.61	1.67	1.62	1.71	1.55	1.67	1.67	1.60	1.80

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 136

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	2643	2643	2643	-	-	2643	2124	1391	1492	446	2292	351	421	662	1560
Effective Weighted Sample	2110	2110	2110	-	-	2110	1715	1126	1210	365	1849	263	320	538	1255
Total	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
1 - Extremely dissatisfied	8 *%	8 *%	8 *%	** **	** **	8 *%	5 *%	3 *%	4 *%	2 *%	5 *%	3 1%	3 1%	3 *%	2 *%
2	6 *%	6 *%	6 *%	** **	** **	6 *%	2 *%	2 *%	2 *%	- -%	2 *%	4 1% abce	1 *%	4 1%	1 *%
3	27 1%	27 1%	27 1%	** **	** **	27 1%	22 1%	20 1%	18 1%	3 1%	26 1%	1 *%	8 2% c	11 2%	9 1%
4	35 1%	35 1%	35 1%	** **	** **	35 1%	29 1%	17 1%	22 1%	8 2%	31 1%	5 2%	9 3%	12 2%	13 1%
5	111 4%	111 4%	111 4%	** **	** **	111 4%	88 4%	55 4%	57 4%	20 5%	94 4%	17 6%	17 5%	55 8% c	40 3%
6	182 7%	182 7%	182 7%	** **	** **	182 7%	154 7%	102 7%	112 7%	34 8%	159 7%	22 8%	28 8%	63 10% c	90 6%
7	417 16%	417 16%	417 16%	** **	** **	417 16%	354 17%	229 16%	271 18%	90 20%	376 17%	41 14%	44 12%	116 18%	257 17%
8	679 26%	679 26%	679 26%	** **	** **	679 26%	574 27%	367 26%	400 27%	102 23%	618 27%	61 21%	88 24%	172 26%	420 27%
9	448 17%	448 17%	448 17%	** **	** **	448 17%	374 18%	262 19%	275 18%	87 19%	407 18%	40 14%	62 17%	88 13%	299 19% b
10 - Extremely satisfied	651 25%	651 25%	651 25%	** **	** **	651 25%	510 24%	347 25%	349 23%	102 23%	552 24%	99 34% abcde	101 28% b	128 20%	422 27% b
DISSATISFIED (1-4)	76 3%	76 3%	76 3%	** **	** **	76 3%	58 3%	42 3%	46 3%	12 3%	64 3%	13 4%	22 6% c	30 5% c	25 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Netflix in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	2643	2643	2643	-	-	2643	2124	1391	1492	446	2292	351	421	662	1560
Effective Weighted Sample	2110	2110	2110	-	-	2110	1715	1126	1210	365	1849	263	320	538	1255
Total	2565	2565	2565	-	-	2565	2112	1404	1511	449	2271	293	361	651	1552
NEUTRAL (5-6)	293	293	293	**	**	293	242	157	169	55	254	39	44	119	130
	11%	11%	11%	**	**	11%	11%	11%	11%	12%	11%	13%	12%	18% c	8%
SATISFIED (7-10)	2196	2196	2196	**	**	2196	1812	1205	1296	382	1954	241	295	503	1398
	86%	86%	86%	**	**	86%	86%	86%	86%	85%	86%	82%	82%	77%	90% ab
Answered	2565	2565	2565	**	**	2565	2112	1404	1511	449	2271	293	361	651	1552
Mean score	8.1	8.1	8.1	**	**	8.1	8.1	8.1	8.1	8.0	8.1	8.1	8.0 b	7.7	8.3 ab
Standard deviation	1.65	1.65	1.65	**	**	1.65	1.61	1.64	1.62	1.63	1.61	1.94	1.91	1.82	1.47

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1819	891	910	250	428	398	242	501	630	520	325	342	1188	194	235	202
Effective Weighted Sample	1458	716	727	197	352	315	197	417	510	417	266	269	1103	181	221	193
Total	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
1 - Extremely dissatisfied	9	4	5	1	2	-	2	4	3	-	1	5	8	-	-	*
	*%	*%	1%	1%	*%	-%	1%	1%	1%	-%	*%	2% b	1%	-%	-%	1%
2	10	8	3	3	2	1	1	3	3	5	1	1	9	1	1	-
	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	1%	-%
3	29	14	15	3	8	4	2	12	7	7	8	8	26	2	1	*
	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	2%	1%	1%	*%
4	42	15	26	5	11	7	4	15	18	11	7	6	37	3	1	1
	2%	2%	3%	2%	3%	2%	1%	3%	3%	2%	2%	2%	3%	2%	1%	2%
5	124	60	60	21	33	16	14	39	29	42	25	28	100	9	13	2
	7%	7%	7%	10%	8%	5%	5%	8%	5%	8%	8%	10%	7%	7%	13% ad	4%
6	198	79	115	46	57	35	18	42	56	79	33	30	167	14	14	4
	11%	9%	13%	21% cde	14% d	10%	6%	9%	9%	15%	11%	10%	11%	10%	14%	7%
7	367	184	180	40	73	77	74	103	119	131	58	58	307	29	18	13
	21%	22%	20%	18%	18%	23%	25%	22%	20%	24%	19%	20%	21%	22%	18%	23%
8	404	208	193	46	89	60	83	126	139	133	64	66	340	29	24	11
	23%	25%	22%	20%	22%	18%	27% c	27% c	24%	25%	20%	23%	23%	22%	24%	20%
9	245	131	114	22	57	68	49	50	109	58	50	28	212	19	8	6
	14%	16%	13%	10%	14%	20% ae	16%	11%	18% bd	11%	16%	10%	15%	14%	8%	11%
10 - Extremely satisfied	314	140	173	38	78	72	54	72	110	76	67	62	253	25	18	18
	18%	17%	20%	17%	19%	21%	18%	16%	19%	14%	21%	21%	17%	19%	19%	32% abc
DISSATISFIED (1-4)	90	41	49	12	23	12	9	33	30	23	17	21	80	6	2	2
	5%	5%	5%	5%	6%	4%	3%	7%	5%	4%	5%	7%	6%	5%	3%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1819	891	910	250	428	398	242	501	630	520	325	342	1188	194	235	202
Effective Weighted Sample	1458	716	727	197	352	315	197	417	510	417	266	269	1103	181	221	193
Total	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
NEUTRAL (5-6)	322	139	175	68	90	51	32	81	85	121	58	58	267	22	26	6
	18%	16%	20%	30%	22%	15%	11%	17%	14%	22%	19%	20%	18%	17%	27%	11%
				cde	d					a					ad	
SATISFIED (7-10)	1330	663	661	146	297	277	260	350	477	398	239	214	1112	101	68	49
	76%	79%	75%	64%	72%	81%	86%	75%	81%	73%	76%	73%	76%	78%	70%	86%
						ab	abe	a	b							ac
Answered	1743	843	884	226	411	340	301	465	592	541	314	293	1460	129	96	57
Mean score	7.6	7.6	7.6	7.3	7.5	7.9	7.9	7.4	7.8	7.4	7.7	7.5	7.6	7.7	7.5	8.1
						ae	ae		b							ac
Standard deviation	1.81	1.78	1.83	1.90	1.87	1.69	1.62	1.87	1.76	1.68	1.87	2.04	1.82	1.76	1.78	1.72

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1819	1540	279	689	1097	630	1154	259	330	273	630	1264	513
Effective Weighted Sample	1458	1245	217	540	888	495	931	204	258	213	495	1017	415
Total	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
1 - Extremely dissatisfied	9	9	-	1	8	1	8	-	1	-	1	3	5
	*%	1%	-%	*%	1%	*%	1%	-%	*%	-%	*%	*%	1%
2	10	10	1	4	6	4	6	2	2	2	4	6	4
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
3	29	27	2	8	19	8	19	2	6	2	8	18	8
	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
4	42	41	1	15	26	15	26	6	5	8	15	27	15
	2%	3%	1%	2%	2%	3%	2%	3%	2%	3%	3%	2%	3%
5	124	108	16	37	78	32	83	10	18	15	32	80	43
	7%	7%	7%	6%	7%	5%	7%	4%	6%	6%	5%	6%	10%
6	198	180	18	73	119	63	129	36	28	19	63	147	46
	11%	12%	8%	11%	11%	11%	12%	15%	9%	7%	11%	12%	10%
7	367	314	53	133	228	121	238	37	56	59	121	273	90
	21%	21%	23%	20%	22%	20%	21%	16%	19%	22%	20%	22%	20%
8	404	344	60	121	275	111	286	44	58	52	111	288	112
	23%	23%	26%	19%	26%	19%	26%	18%	20%	19%	19%	23%	25%
					a		a						
9	245	218	28	110	134	105	138	46	48	46	105	201	39
	14%	14%	12%	17%	13%	18%	12%	19%	16%	17%	18%	16%	9%
						b						b	
10 - Extremely satisfied	314	267	47	148	163	135	176	54	74	63	135	222	83
	18%	18%	21%	23%	15%	23%	16%	23%	25%	24%	23%	18%	19%
				b		b							
DISSATISFIED (1-4)	90	86	4	28	59	28	59	10	13	11	28	55	32
	5%	6%	2%	4%	6%	5%	5%	4%	4%	4%	5%	4%	7%
NEUTRAL (5-6)	322	288	34	110	197	95	212	46	45	34	95	226	88
	18%	19%	15%	17%	19%	16%	19%	19%	15%	13%	16%	18%	20%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1819	1540	279	689	1097	630	1154	259	330	273	630	1264	513
Effective Weighted Sample	1458	1245	217	540	888	495	931	204	258	213	495	1017	415
Total	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
SATISFIED (7-10)	1330	1143	187	512	800	471	838	182	235	219	471	984	324
	76%	75%	83%	79%	76%	79%	76%	76%	80%	83%	79%	78%	73%
Answered	1743	1518	225	650	1056	594	1109	239	294	265	594	1265	444
Mean score	7.6	7.6	7.8	7.8 b	7.5	7.8 b	7.5	7.9	7.9	7.9	7.8	7.7	7.4
Standard deviation	1.81	1.83	1.61	1.78	1.80	1.79	1.80	1.77	1.84	1.74	1.79	1.73	1.97

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1819	1819	1819	-	-	1819	1461	991	1090	365	1591	228	318	429	1072
Effective Weighted Sample	1458	1458	1458	-	-	1458	1182	802	883	297	1288	171	247	347	865
Total	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
1 - Extremely dissatisfied	9	9	9	**	**	9	6	5	4	4	6	2	3	2	4
	*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	1%	1%	*%	*%
2	10	10	10	**	**	10	8	6	6	2	9	1	5	2	3
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	*%	2% c	*%	*%
3	29	29	29	**	**	29	23	15	16	5	24	5	3	12	14
	2%	2%	2%	**	**	2%	2%	2%	1%	1%	2%	3%	1%	3%	1%
4	42	42	42	**	**	42	37	29	32	11	39	3	5	17	20
	2%	2%	2%	**	**	2%	3%	3%	3%	3%	3%	1%	2%	4%	2%
5	124	124	124	**	**	124	93	65	72	24	110	14	21	48	55
	7%	7%	7%	**	**	7%	7%	7%	7%	7%	7%	7%	7%	12% c	5%
6	198	198	198	**	**	198	163	105	132	36	183	15	33	66	99
	11%	11%	11%	**	**	11%	11%	11%	12%	10%	12%	8%	12%	16% c	10%
7	367	367	367	**	**	367	312	216	239	93	335	32	51	93	223
	21%	21%	21%	**	**	21%	22%	22%	22%	25%	22%	16%	18%	22%	21%
8	404	404	404	**	**	404	337	204	241	70	355	48	60	91	252
	23%	23%	23%	**	**	23%	24%	21%	22%	19%	23%	25%	21%	22%	24%
9	245	245	245	**	**	245	193	139	154	53	214	31	40	41	164
	14%	14%	14%	**	**	14%	14%	14%	14%	15%	14%	16%	14%	10%	16% b
10 - Extremely satisfied	314	314	314	**	**	314	248	177	179	67	270	45	59	47	208
	18%	18%	18%	**	**	18%	17%	18%	17%	18%	17%	23%	21% b	11%	20% b
DISSATISFIED (1-4)	90	90	90	**	**	90	75	54	57	22	79	11	17	32	41
	5%	5%	5%	**	**	5%	5%	6%	5%	6%	5%	6%	6%	8% c	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Amazon Prime Video in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1819	1819	1819	-	-	1819	1461	991	1090	365	1591	228	318	429	1072
Effective Weighted Sample	1458	1458	1458	-	-	1458	1182	802	883	297	1288	171	247	347	865
Total	1743	1743	1743	-	-	1743	1421	960	1074	365	1546	197	282	420	1041
NEUTRAL (5-6)	322	322	322	**	**	322	256	170	204	60	292	30	54	115	154
	18%	18%	18%	**	**	18%	18%	18%	19%	16%	19%	15%	19%	27% c	15%
SATISFIED (7-10)	1330	1330	1330	**	**	1330	1091	736	814	283	1174	156	211	273	846
	76%	76%	76%	**	**	76%	77%	77%	76%	78%	76%	79%	75%	65%	81% b
Answered	1743	1743	1743	**	**	1743	1421	960	1074	365	1546	197	282	420	1041
Mean score	7.6	7.6	7.6	**	**	7.6	7.6	7.6	7.6	7.6	7.6	7.8	7.6 b	7.1	7.8 b
Standard deviation	1.81	1.81	1.81	**	**	1.81	1.79	1.82	1.77	1.87	1.79	1.94	2.00	1.82	1.71

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1286	683	585	251	345	280	146	264	395	359	224	306	839	152	132	163
Effective Weighted Sample	1023	544	464	198	286	222	118	216	321	283	179	240	776	142	127	156
Total	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
1 - Extremely dissatisfied	3	1	1	-	1	1	-	-	2	1	-	-	2	1	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	1%	-%	-%
2	6	3	2	1	4	1	-	-	2	-	1	2	6	-	-	-
	*%	1%	*%	*%	1%	*%	-%	-%	1%	-%	1%	1%	1%	-%	-%	-%
3	8	4	4	-	5	-	-	3	3	1	4	-	8	-	*	-
	1%	1%	1%	-%	2%	-%	-%	1%	1%	*%	2%	-%	1%	-%	1%	-%
4	17	2	14	3	7	1	4	2	4	10	2	1	16	1	1	-
	1%	*%	3% a	1%	2%	*%	2%	1%	1%	3%	1%	1%	1%	1%	1%	-%
5	67	40	27	8	10	12	15	23	23	16	13	16	60	4	2	1
	5%	6%	5%	3%	3%	5%	8%	9% b	6%	4%	6%	6%	6%	4%	4%	3%
6	105	57	48	21	21	17	19	27	25	31	22	27	93	6	5	2
	9%	9%	8%	9%	6%	7%	10%	11%	6%	9%	10%	10%	9%	6%	9%	5%
7	202	110	91	42	46	47	25	42	59	71	37	35	181	13	5	3
	16%	17%	16%	18%	14%	20%	13%	17%	15%	20%	17%	13%	17% d	13%	10%	7%
8	303	160	141	47	71	50	64	70	91	101	43	68	253	30	13	7
	24%	24%	25%	20%	22%	21%	34% a	29%	24%	28%	20%	25%	24% d	30% d	25%	15%
9	191	108	80	43	58	40	23	26	65	44	40	41	164	12	6	9
	15%	16%	14%	18%	18%	17%	12%	11%	17%	12%	18%	15%	16%	12%	13%	18%
10 - Extremely satisfied	335	170	158	69	105	71	41	49	108	86	56	84	258	34	19	24
	27%	26%	28%	30%	32% e	30%	21%	20%	28%	24%	26%	31%	25%	34%	37% a	52% ab
DISSATISFIED (1-4)	33	10	22	4	18	3	4	5	11	12	7	4	31	1	1	-
	3%	2%	4%	2%	5%	1%	2%	2%	3%	3%	3%	1%	3%	1%	2%	-%
NEUTRAL (5-6)	173	96	75	29	32	29	33	50	47	47	35	43	153	10	7	4
	14%	15%	13%	12%	10%	12%	17%	21% b	12%	13%	16%	16%	15%	10%	13%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 138

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1286	683	585	251	345	280	146	264	395	359	224	306	839	152	132	163
Effective Weighted Sample	1023	544	464	198	286	222	118	216	321	283	179	240	776	142	127	156
Total	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
SATISFIED (7-10)	1030	548	470	201	280	208	153	187	323	302	175	228	855	89	44	43
	83%	84%	83%	86%	85%	87%	80%	77%	85%	84%	80%	83%	82%	89%	85%	92% a
Answered	1236	654	567	234	329	240	191	242	381	361	218	275	1038	100	51	46
Mean score	8.1	8.1	8.0	8.2 e	8.2 e	8.2 e	7.9	7.7	8.1	8.0	8.0	8.2	8.0	8.4	8.4	9.0 abc
Standard deviation	1.70	1.65	1.74	1.58	1.87	1.63	1.60	1.66	1.74	1.62	1.79	1.66	1.71	1.59	1.67	1.37

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1286	1128	158	518	741	454	800	207	242	173	454	849	413
Effective Weighted Sample	1023	908	119	404	595	355	641	165	186	132	355	672	334
Total	1236	1119	117	490	715	431	770	190	213	168	431	839	376
1 - Extremely dissatisfied	3	3	-	1	1	1	1	-	1	-	1	3	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
2	6	6	-	2	1	2	1	2	1	-	2	4	2
	*%	1%	-%	*%	*%	*%	*%	1%	*%	-%	*%	*%	1%
3	8	7	1	3	5	1	6	1	-	-	1	4	4
	1%	1%	1%	1%	1%	*%	1%	1%	-%	-%	*%	*%	1%
4	17	17	-	11	6	11	6	5	8	1	11	13	4
	1%	2%	-%	2%	1%	3%	1%	3%	4%	1%	3%	2%	1%
5	67	56	11	20	46	18	48	7	11	11	18	37	30
	5%	5%	9%	4%	6%	4%	6%	4%	5%	7%	4%	4%	8%
6	105	98	7	36	64	29	71	12	17	9	29	70	35
	9%	9%	6%	7%	9%	7%	9%	6%	8%	5%	7%	8%	9%
7	202	182	20	74	123	63	133	24	32	25	63	139	57
	16%	16%	17%	15%	17%	15%	17%	12%	15%	15%	15%	17%	15%
8	303	274	29	108	188	95	199	40	47	40	95	196	99
	24%	24%	24%	22%	26%	22%	26%	21%	22%	24%	22%	23%	26%
9	191	178	13	80	107	72	115	31	28	26	72	146	43
	15%	16%	11%	16%	15%	17%	15%	16%	13%	16%	17%	17%	12%
10 - Extremely satisfied	335	298	36	155	174	138	189	68	68	55	138	228	101
	27%	27%	31%	32%	24%	32%	25%	36%	32%	33%	32%	27%	27%
DISSATISFIED (1-4)	33	32	1	17	14	16	15	9	10	1	16	23	10
	3%	3%	1%	3%	2%	4%	2%	5%	5%	1%	4%	3%	3%
NEUTRAL (5-6)	173	155	18	57	109	47	119	19	28	20	47	107	65
	14%	14%	15%	12%	15%	11%	15%	10%	13%	12%	11%	13%	17%
SATISFIED (7-10)	1030	933	98	416	592	368	636	162	175	147	368	709	301
	83%	83%	83%	85%	83%	85%	83%	86%	82%	87%	85%	84%	80%
Answered	1236	1119	117	490	715	431	770	190	213	168	431	839	376

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1286	1128	158	518	741	454	800	207	242	173	454	849	413
Effective Weighted Sample	1023	908	119	404	595	355	641	165	186	132	355	672	334
Total	1236	1119	117	490	715	431	770	190	213	168	431	839	376
Mean score	8.1	8.1	8.1	8.2	8.0	8.2	8.0	8.3	8.1	8.3	8.2	8.1	7.9
Standard deviation	1.70	1.70	1.70	1.72	1.65	1.72	1.65	1.79	1.82	1.56	1.72	1.68	1.76

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1286	1204	1103	183	82	1286	955	667	725	232	1051	235	245	354	687
Effective Weighted Sample	1023	952	869	156	74	1023	765	540	585	186	845	178	186	291	548
Total	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
1 - Extremely dissatisfied	3	3	3	-	**	3	2	2	3	1	3	-	1	-	1
	*%	*%	*%	-%	**	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%
2	6	6	6	-	**	6	4	3	4	2	4	1	2	2	1
	*%	1%	1%	-%	**	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%
3	8	7	5	2	**	8	5	4	3	3	5	3	1	5	1
	1%	1%	1%	1%	**	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%
4	17	17	15	2	**	17	15	12	12	6	17	*	1	9	7
	1%	2%	1%	1%	**	1%	2%	2%	2%	3%	2%	*%	1%	2%	1%
5	67	61	43	24	**	67	54	31	51	10	61	6	13	23	31
	5%	5%	4%	12% abe	**	5%	6%	5%	7%	4%	6%	3%	6%	6%	5%
6	105	92	87	19	**	105	82	46	61	18	89	17	17	49	40
	9%	8%	8%	9%	**	9%	9%	7%	9%	8%	9%	8%	8%	13% c	6%
7	202	186	159	43	**	202	142	102	124	35	166	37	39	68	96
	16%	16%	15%	21%	**	16%	15%	16%	17%	16%	16%	17%	18%	18%	15%
8	303	273	247	55	**	303	236	166	174	50	254	48	47	75	181
	24%	24%	24%	27%	**	24%	26%	25%	24%	23%	25%	23%	22%	20%	28%
9	191	175	167	24	**	191	143	108	106	31	160	30	22	53	115
	15%	15%	16%	11%	**	15%	15%	17%	15%	14%	16%	14%	10%	14%	18%
10 - Extremely satisfied	335	310	298	37	**	335	241	179	181	63	265	70	69	87	180
	27%	27%	29% c	18%	**	27%	26%	27%	25%	29%	26%	33%	32%	23%	27%
DISSATISFIED (1-4)	33	32	28	5	**	33	26	21	22	12	29	4	6	17	11
	3%	3%	3%	2%	**	3%	3%	3%	3%	5%	3%	2%	3%	4%	2%
NEUTRAL (5-6)	173	153	130	43	**	173	136	77	112	27	149	23	30	72	70
	14%	14%	13%	21% b	**	14%	15%	12%	16%	13%	15%	11%	14%	19% c	11%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 138

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)
Base: Those who have watched YouTube channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1286	1204	1103	183	82	1286	955	667	725	232	1051	235	245	354	687
Effective Weighted Sample	1023	952	869	156	74	1023	765	540	585	186	845	178	186	291	548
Total	1236	1129	1030	206	107	1236	925	652	718	217	1023	213	212	371	654
SATISFIED (7-10)	1030	944	872	159	**	1030	763	554	584	178	845	185	176	282	572
	83%	84%	85%	77%	**	83%	82%	85%	81%	82%	83%	87%	83%	76%	88% b
Answered	1236	1129	1030	206	**	1236	925	652	718	217	1023	213	212	371	654
Mean score	8.1	8.1 c	8.2 c	7.6	**	8.1 c	8.0	8.1	7.9	8.0	8.0	8.3	8.1	7.8	8.2 b
Standard deviation	1.70	1.71	1.69	1.68	**	1.70	1.70	1.69	1.75	1.88	1.70	1.65	1.83	1.81	1.56

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	83	49	34	6	39	20	8	10	52	12	7	12	60	10	9	4
Effective Weighted Sample	70	41	29	6	34	16	7	8	44	11	6	9	56	9	9	4
Total	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	83	49	34	6	39	20	8	10	52	12	7	12	60	10	9	4
Effective Weighted Sample	70	41	29	6	34	16	7	8	44	11	6	9	56	9	9	4
Total	85	50	35	6	43	16	11	9	52	15	7	11	74	7	3	1
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	83	76	7	59	23	55	27	31	33	21	55	66	15
Effective Weighted Sample	70	64	6	50	19	46	23	26	28	17	46	56	12
Total	85	79	5	60	24	55	29	31	34	20	55	69	15
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	83	76	7	59	23	55	27	31	33	21	55	66	15
Effective Weighted Sample	70	64	6	50	19	46	23	26	28	17	46	56	12
Total	85	79	5	60	24	55	29	31	34	20	55	69	15
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	83	83	83	-	-	83	79	73	74	45	80	3	4	16	63
Effective Weighted Sample	70	70	70	-	-	70	67	62	63	36	68	2	3	15	52
Total	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Britbox in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	83	83	83	-	-	83	79	73	74	45	80	3	4	16	63
Effective Weighted Sample	70	70	70	-	-	70	67	62	63	36	68	2	3	15	52
Total	85	85	85	-	-	85	81	73	75	41	82	3	3	20	61
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1222	541	665	211	379	319	152	161	405	350	194	270	755	175	150	142
Effective Weighted Sample	973	435	526	166	308	256	128	133	337	276	157	203	702	161	140	136
Total	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
1 - Extremely dissatisfied	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	*%	*%	-%	1%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
2	3	2	1	-	3	-	*	-	1	2	-	-	2	1	-	*
	*%	*%	*%	-%	1%	-%	*%	-%	*%	1%	-%	-%	*%	1%	-%	1%
3	9	4	5	3	5	-	-	*	4	*	3	2	8	-	-	1
	1%	1%	1%	2%	2%	-%	-%	*%	1%	*%	1%	1%	1%	-%	-%	3%
4	24	14	10	5	7	2	6	3	4	7	8	5	18	5	*	1
	2%	3%	2%	3%	2%	1%	3%	2%	1%	2%	4%	2%	2%	4%	1%	1%
5	55	28	27	5	19	15	9	7	15	12	12	16	41	7	3	4
	5%	5%	4%	3%	5%	6%	5%	5%	4%	4%	6%	7%	4%	6%	5%	10%
6	84	42	41	19	24	15	17	10	29	20	16	20	71	8	3	2
	7%	8%	7%	10%	7%	6%	9%	7%	7%	6%	8%	9%	8%	7%	5%	6%
7	172	80	90	24	60	39	25	24	56	60	22	34	149	10	7	6
	15%	16%	15%	13%	17%	15%	13%	17%	14%	18%	12%	16%	16%	9%	11%	16%
8	288	137	148	38	83	70	50	48	108	88	50	42	237	28	17	6
	25%	27%	24%	20%	24%	27%	26%	33%	28%	26%	26%	19%	26%	24%	27%	15%
9	216	84	128	35	60	47	51	23	73	69	32	41	174	24	14	5
	19%	17%	21%	18%	17%	18%	26%	16%	19%	20%	17%	19%	19%	20%	23%	12%
10 - Extremely satisfied	289	116	170	60	92	70	36	31	98	82	48	59	222	35	18	14
	25%	23%	27%	32%	26%	27%	18%	21%	25%	24%	25%	27%	24%	30%	28%	36% a
DISSATISFIED (1-4)	37	21	16	10	16	2	6	3	9	11	11	7	29	6	*	2
	3%	4%	3%	5% c	5% c	1%	3%	2%	2%	3%	6%	3%	3%	5%	1%	5%
NEUTRAL (5-6)	139	70	68	24	43	30	27	17	43	32	28	36	112	15	6	6
	12%	14%	11%	12%	12%	11%	14%	11%	11%	9%	14%	16%	12%	13%	10%	15%
SATISFIED (7-10)	965	417	536	156	295	226	162	126	334	300	153	177	782	97	55	31
	85%	82%	86%	82%	83%	88%	83%	86%	86%	87%	80%	81%	85%	83%	89%	80%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1222	541	665	211	379	319	152	161	405	350	194	270	755	175	150	142
Effective Weighted Sample	973	435	526	166	308	256	128	133	337	276	157	203	702	161	140	136
Total	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
Answered	1142	509	620	190	354	258	195	146	386	343	192	219	924	117	62	39
Mean score	8.1	7.9	8.2 a	8.2	8.0	8.3	8.0	8.0	8.2	8.1	8.0	8.0	8.1	8.2	8.4	8.0
Standard deviation	1.66	1.72	1.61	1.85	1.78	1.49	1.57	1.51	1.58	1.63	1.80	1.74	1.65	1.77	1.45	2.03

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1222	1078	144	619	578	569	624	233	312	232	569	882	313
Effective Weighted Sample	973	864	112	486	465	447	501	186	243	181	447	713	244
Total	1142	1029	113	567	550	521	592	208	276	215	521	867	254
1 - Extremely dissatisfied	1	1	-	1	-	-	1	-	-	-	-	-	1
	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	1%
2	3	3	-	1	2	1	2	1	-	-	1	3	-
	*%	*%	-%	*%	*%	*%	*%	1%	-%	-%	*%	*%	-%
3	9	9	-	6	2	5	3	3	2	*	5	7	2
	1%	1%	-%	1%	*%	1%	*%	2%	1%	*%	1%	1%	1%
4	24	18	5	9	15	8	16	4	3	5	8	19	3
	2%	2%	5%	2%	3%	2%	3%	2%	1%	2%	2%	2%	1%
5	55	52	3	30	22	28	23	12	14	10	28	42	12
	5%	5%	3%	5%	4%	5%	4%	6%	5%	5%	5%	5%	5%
6	84	77	7	31	48	24	55	12	11	11	24	65	17
	7%	8%	6%	5%	9%	5%	9% a	6%	4%	5%	5%	8%	7%
7	172	160	12	89	79	84	84	23	46	35	84	128	40
	15%	16%	10%	16%	14%	16%	14%	11%	17%	16%	16%	15%	16%
8	288	256	33	133	152	127	157	47	65	58	127	221	65
	25%	25%	29%	23%	28%	24%	27%	23%	24%	27%	24%	26%	26%
9	216	200	16	102	110	91	120	37	47	34	91	169	43
	19%	19%	14%	18%	20%	18%	20%	18%	17%	16%	18%	19%	17%
10 - Extremely satisfied	289	252	37	167	119	153	131	69	88	64	153	213	70
	25%	24%	33%	29% b	22%	29%	22%	33%	32%	30%	29%	25%	28%
DISSATISFIED (1-4)	37	32	5	17	19	14	22	8	5	5	14	29	7
	3%	3%	5%	3%	3%	3%	4%	4%	2%	2%	3%	3%	3%
NEUTRAL (5-6)	139	129	10	60	70	52	78	24	25	20	52	107	28
	12%	13%	9%	11%	13%	10%	13%	12%	9%	9%	10%	12%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 140

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1222	1078	144	619	578	569	624	233	312	232	569	882	313
Effective Weighted Sample	973	864	112	486	465	447	501	186	243	181	447	713	244
Total	1142	1029	113	567	550	521	592	208	276	215	521	867	254
SATISFIED (7-10)	965	868	98	490	461	455	492	176	246	190	455	731	219
	85%	84%	86%	86%	84%	87%	83%	84%	89%	88%	87%	84%	86%
Answered	1142	1029	113	567	550	521	592	208	276	215	521	867	254
Mean score	8.1	8.1	8.3	8.2	8.0	8.2	8.0	8.2	8.3	8.3	8.2	8.1	8.2
Standard deviation	1.66	1.66	1.67	1.69	1.60	1.64	1.65	1.80	1.57	1.55	1.64	1.66	1.67

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 140

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1222	1222	1222	-	-	1222	963	657	695	228	1038	184	211	302	709
Effective Weighted Sample	973	973	973	-	-	973	780	534	567	187	838	135	161	240	574
Total	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
1 - Extremely dissatisfied	1 *%	1 *%	1 *%	** **	** **	1 *%	- -%	- -%	- -%	- -%	- -%	1 1% ae	1 1%	- -%	- -%
2	3 *%	3 *%	3 *%	** **	** **	3 *%	2 *%	- -%	2 *%	- -%	3 *%	- -%	2 1%	1 *%	- -%
3	9 1%	9 1%	9 1%	** **	** **	9 1%	7 1%	7 1%	7 1%	2 1%	7 1%	2 1%	* *%	6 2%	3 *%
4	24 2%	24 2%	24 2%	** **	** **	24 2%	21 2%	14 2%	16 2%	3 1%	21 2%	3 2%	5 3%	12 4% c	7 1%
5	55 5%	55 5%	55 5%	** **	** **	55 5%	46 5%	30 5%	28 4%	10 5%	47 5%	8 5%	14 8% c	23 8% c	18 3%
6	84 7%	84 7%	84 7%	** **	** **	84 7%	67 7%	45 7%	51 7%	17 7%	72 7%	12 8%	18 11%	30 10% c	36 5%
7	172 15%	172 15%	172 15%	** **	** **	172 15%	143 15%	91 14%	97 14%	33 15%	154 15%	18 12%	21 12%	51 18%	100 15%
8	288 25%	288 25%	288 25%	** **	** **	288 25%	227 24%	161 25%	175 26%	53 23%	243 24%	46 31%	49 28%	60 21%	180 26%
9	216 19%	216 19%	216 19%	** **	** **	216 19%	178 19%	126 19%	141 21%	41 18%	192 19%	24 16%	23 14%	49 17%	143 21%
10 - Extremely satisfied	289 25%	289 25%	289 25%	** **	** **	289 25%	237 26%	175 27%	165 24%	66 29%	254 26%	35 23%	37 22%	53 19%	199 29% b
DISSATISFIED (1-4)	37 3%	37 3%	37 3%	** **	** **	37 3%	30 3%	21 3%	26 4%	5 2%	32 3%	6 4%	8 5%	18 6% c	10 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Disney+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1222	1222	1222	-	-	1222	963	657	695	228	1038	184	211	302	709
Effective Weighted Sample	973	973	973	-	-	973	780	534	567	187	838	135	161	240	574
Total	1142	1142	1142	-	-	1142	928	649	683	225	994	148	172	284	686
NEUTRAL (5-6)	139	139	139	**	**	139	113	74	78	27	120	20	32	52	55
	12%	12%	12%	**	**	12%	12%	11%	11%	12%	12%	13%	19% c	18% c	8%
SATISFIED (7-10)	965	965	965	**	**	965	785	553	579	193	843	123	131	213	621
	85%	85%	85%	**	**	85%	85%	85%	85%	86%	85%	83%	76%	75%	91% ab
Answered	1142	1142	1142	**	**	1142	928	649	683	225	994	148	172	284	686
Mean score	8.1	8.1	8.1	**	**	8.1	8.1	8.2	8.1	8.2	8.1	8.0	7.7	7.6	8.4 ab
Standard deviation	1.66	1.66	1.66	**	**	1.66	1.65	1.64	1.65	1.62	1.65	1.75	1.89	1.85	1.45

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	194	144	38	116	92	45	50	179	81	43	38	240	36	38	27
Effective Weighted Sample	282	159	120	31	98	77	39	44	153	67	34	30	222	33	34	26
Total	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
1 - Extremely dissatisfied	1	-	1	**	-	**	**	**	1	**	**	**	1	**	**	**
	*%	-%	1%	**	-%	**	**	**	1%	**	**	**	*%	**	**	**
2	*	-	*	**	*	**	**	**	*	**	**	**	-	**	**	**
	*%	-%	*%	**	*%	**	**	**	*%	**	**	**	-%	**	**	**
3	2	1	1	**	-	**	**	**	-	**	**	**	2	**	**	**
	1%	*%	1%	**	-%	**	**	**	-%	**	**	**	1%	**	**	**
4	11	5	6	**	3	**	**	**	10	**	**	**	11	**	**	**
	3%	3%	4%	**	3%	**	**	**	5%	**	**	**	4%	**	**	**
5	25	16	8	**	6	**	**	**	11	**	**	**	19	**	**	**
	7%	8%	6%	**	5%	**	**	**	6%	**	**	**	7%	**	**	**
6	51	31	19	**	20	**	**	**	19	**	**	**	43	**	**	**
	14%	16%	13%	**	17%	**	**	**	10%	**	**	**	15%	**	**	**
7	63	35	27	**	20	**	**	**	21	**	**	**	54	**	**	**
	18%	18%	18%	**	17%	**	**	**	11%	**	**	**	18%	**	**	**
8	71	41	30	**	23	**	**	**	42	**	**	**	62	**	**	**
	20%	21%	20%	**	19%	**	**	**	22%	**	**	**	21%	**	**	**
9	52	24	28	**	16	**	**	**	30	**	**	**	45	**	**	**
	15%	12%	18%	**	13%	**	**	**	16%	**	**	**	15%	**	**	**
10 - Extremely satisfied	72	42	28	**	31	**	**	**	52	**	**	**	61	**	**	**
	21%	22%	19%	**	26%	**	**	**	28%	**	**	**	21%	**	**	**
DISSATISFIED (1-4)	15	6	9	**	4	**	**	**	12	**	**	**	14	**	**	**
	4%	3%	6%	**	3%	**	**	**	6%	**	**	**	5%	**	**	**
NEUTRAL (5-6)	75	47	27	**	26	**	**	**	30	**	**	**	63	**	**	**
	22%	24%	18%	**	22%	**	**	**	16%	**	**	**	21%	**	**	**
SATISFIED (7-10)	258	143	113	**	90	**	**	**	144	**	**	**	222	**	**	**
	74%	73%	76%	**	75%	**	**	**	78%	**	**	**	74%	**	**	**
Answered	349	196	149	**	119	**	**	**	185	**	**	**	299	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	194	144	38	116	92	45	50	179	81	43	38	240	36	38	27
Effective Weighted Sample	282	159	120	31	98	77	39	44	153	67	34	30	222	33	34	26
Total	349	196	149	31	119	84	64	51	185	92	40	31	299	25	17	8
Mean score	7.7	7.7	7.7	**	7.9	**	**	**	8.0	**	**	**	7.7	**	**	**
Standard deviation	1.78	1.73	1.85	**	1.73	**	**	**	1.90	**	**	**	1.78	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	341	307	34	186	151	170	166	72	100	68	170	276	62
Effective Weighted Sample	282	255	27	154	125	141	137	58	83	57	141	229	52
Total	349	319	29	190	153	174	168	70	96	71	174	292	54
1 - Extremely dissatisfied	1	1	**	-	1	-	1	**	-	**	-	1	**
	*%	*%	**	-%	1%	-%	1%	**	-%	**	-%	*%	**
2	*	*	**	*	-	*	-	**	-	**	*	*	**
	*%	*%	**	*%	-%	*%	-%	**	-%	**	*%	*%	**
3	2	1	**	-	2	-	2	**	-	**	-	2	**
	1%	*%	**	-%	1%	-%	1%	**	-%	**	-%	1%	**
4	11	7	**	4	8	3	9	**	*	**	3	8	**
	3%	2%	**	2%	5%	1%	5%	**	*%	**	1%	3%	**
5	25	20	**	13	12	10	15	**	5	**	10	20	**
	7%	6%	**	7%	8%	6%	9%	**	5%	**	6%	7%	**
6	51	47	**	21	30	19	32	**	10	**	19	38	**
	14%	15%	**	11%	20%	11%	19%	**	10%	**	11%	13%	**
7	63	61	**	30	30	25	34	**	9	**	25	52	**
	18%	19%	**	16%	20%	14%	21%	**	10%	**	14%	18%	**
8	71	68	**	36	34	34	36	**	21	**	34	61	**
	20%	21%	**	19%	22%	20%	21%	**	22%	**	20%	21%	**
9	52	49	**	29	22	28	24	**	15	**	28	48	**
	15%	15%	**	15%	15%	16%	14%	**	16%	**	16%	16%	**
10 - Extremely satisfied	72	63	**	56	14	55	15	**	35	**	55	62	**
	21%	20%	**	30%	9%	32%	9%	**	37%	**	32%	21%	**
				b		b							
DISSATISFIED (1-4)	15	10	**	4	11	3	12	**	*	**	3	12	**
	4%	3%	**	2%	7%	2%	7%	**	*%	**	2%	4%	**
NEUTRAL (5-6)	75	68	**	34	42	29	46	**	15	**	29	58	**
	22%	21%	**	18%	27%	17%	28%	**	15%	**	17%	20%	**
SATISFIED (7-10)	258	242	**	152	101	142	109	**	81	**	142	222	**
	74%	76%	**	80%	66%	82%	65%	**	84%	**	82%	76%	**
				b		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	341	307	34	186	151	170	166	72	100	68	170	276	62
Effective Weighted Sample	282	255	27	154	125	141	137	58	83	57	141	229	52
Total	349	319	29	190	153	174	168	70	96	71	174	292	54
Answered	349	319	**	190	153	174	168	**	96	**	174	292	**
Mean score	7.7	7.7	**	8.1 b	7.2	8.2 b	7.1	**	8.4	**	8.2	7.8	**
Standard deviation	1.78	1.71	**	1.72	1.76	1.67	1.76	**	1.57	**	1.67	1.77	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	341	341	341	-	-	341	309	254	258	104	324	17	36	74	231
Effective Weighted Sample	282	282	282	-	-	282	257	212	214	86	269	13	29	59	194
Total	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
1 - Extremely dissatisfied	1	1	1	**	**	1	1	-	-	-	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	-%	-%	-%	*%	**	**	**	1%
2	*	*	*	**	**	*	*	*	*	-	*	**	**	**	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	**	-%
3	2	2	2	**	**	2	2	2	1	-	2	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	*%	-%	1%	**	**	**	*%
4	11	11	11	**	**	11	11	8	10	4	11	**	**	**	5
	3%	3%	3%	**	**	3%	4%	3%	4%	4%	3%	**	**	**	2%
5	25	25	25	**	**	25	22	14	15	8	23	**	**	**	9
	7%	7%	7%	**	**	7%	7%	5%	6%	8%	7%	**	**	**	4%
6	51	51	51	**	**	51	47	38	40	13	50	**	**	**	29
	14%	14%	14%	**	**	14%	15%	14%	15%	12%	15%	**	**	**	12%
7	63	63	63	**	**	63	59	42	44	11	61	**	**	**	41
	18%	18%	18%	**	**	18%	18%	16%	16%	10%	18%	**	**	**	17%
8	71	71	71	**	**	71	66	53	53	23	68	**	**	**	55
	20%	20%	20%	**	**	20%	20%	20%	20%	21%	20%	**	**	**	22%
9	52	52	52	**	**	52	45	42	45	16	49	**	**	**	41
	15%	15%	15%	**	**	15%	14%	16%	17%	14%	15%	**	**	**	17%
10 - Extremely satisfied	72	72	72	**	**	72	68	64	61	33	68	**	**	**	63
	21%	21%	21%	**	**	21%	21%	24%	23%	30%	20%	**	**	**	26%
DISSATISFIED (1-4)	15	15	15	**	**	15	15	10	11	4	15	**	**	**	7
	4%	4%	4%	**	**	4%	5%	4%	4%	4%	5%	**	**	**	3%
NEUTRAL (5-6)	75	75	75	**	**	75	69	52	55	21	73	**	**	**	38
	22%	22%	22%	**	**	22%	21%	20%	20%	19%	22%	**	**	**	15%
SATISFIED (7-10)	258	258	258	**	**	258	237	200	202	83	246	**	**	**	201
	74%	74%	74%	**	**	74%	74%	77%	75%	77%	74%	**	**	**	82%
Answered	349	349	349	**	**	349	321	262	268	109	335	**	**	**	246

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 141

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Apple TV+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	341	341	341	-	-	341	309	254	258	104	324	17	36	74	231
Effective Weighted Sample	282	282	282	-	-	282	257	212	214	86	269	13	29	59	194
Total	349	349	349	-	-	349	321	262	268	109	335	14	35	68	246
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.9	7.8	8.0	7.7	**	**	**	8.0
Standard deviation	1.78	1.78	1.78	**	**	1.78	1.79	1.74	1.74	1.81	1.78	**	**	**	1.69

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted row	942	513	418	62	136	140	115	489	287	244	177	234	670	108	91	73
Effective Weighted Sample	786	429	347	53	114	113	97	419	237	203	153	196	622	103	86	70
Total	937	494	431	61	133	121	149	473	279	265	164	229	806	71	38	22
1 - Extremely dissatisfied	1	1	-	**	1	-	-	-	-	1	-	-	-	1	**	**
	*%	*%	-%	**	1%	-%	-%	-%	-%	*%	-%	-%	-%	1%	**	**
2	3	2	1	**	*	1	2	-	1	-	-	2	2	-	**	**
	*%	*%	*%	**	*%	1%	1%	-%	*%	-%	-%	1%	*%	-%	**	**
3	13	5	8	**	2	2	3	6	7	2	1	4	9	2	**	**
	1%	1%	2%	**	2%	2%	2%	1%	2%	1%	*%	2%	1%	3%	**	**
4	20	7	13	**	*	3	2	9	5	5	5	6	14	2	**	**
	2%	2%	3%	**	*%	2%	1%	2%	2%	2%	3%	3%	2%	3%	**	**
5	99	52	46	**	12	8	18	50	28	29	14	28	89	5	**	**
	11%	11%	11%	**	9%	7%	12%	11%	10%	11%	9%	12%	11%	8%	**	**
6	128	68	58	**	13	17	15	74	37	41	22	28	111	8	**	**
	14%	14%	14%	**	10%	14%	10%	16%	13%	16%	13%	12%	14%	11%	**	**
7	224	133	88	**	34	35	34	111	76	58	43	46	193	18	**	**
	24%	27%	21%	**	26%	29%	23%	23%	27%	22%	26%	20%	24%	25%	**	**
8	217	124	93	**	31	30	33	114	60	57	44	56	187	20	**	**
	23%	25%	21%	**	24%	25%	22%	24%	22%	21%	27%	25%	23%	28%	**	**
9	92	45	45	**	12	12	20	41	25	31	16	20	79	7	**	**
	10%	9%	10%	**	9%	10%	13%	9%	9%	12%	10%	9%	10%	10%	**	**
10 - Extremely satisfied	139	58	78	**	26	14	23	68	39	41	19	40	123	7	**	**
	15%	12%	18%	**	20%	11%	15%	14%	14%	15%	11%	18%	15%	11%	**	**
DISSATISFIED (1-4)	37	15	22	**	4	6	6	15	12	7	6	11	25	5	**	**
	4%	3%	5%	**	3%	5%	4%	3%	4%	3%	4%	5%	3%	7%	**	**
NEUTRAL (5-6)	227	120	105	**	25	25	33	124	66	71	36	55	200	14	**	**
	24%	24%	24%	**	19%	20%	22%	26%	24%	27%	22%	24%	25%	19%	**	**
SATISFIED (7-10)	673	360	304	**	104	90	110	334	201	187	123	162	580	52	**	**
	72%	73%	71%	**	79%	75%	74%	71%	72%	71%	75%	71%	72%	74%	**	**
Answered	937	494	431	**	133	121	149	473	279	265	164	229	806	71	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted row	942	513	418	62	136	140	115	489	287	244	177	234	670	108	91	73
Effective Weighted Sample	786	429	347	53	114	113	97	419	237	203	153	196	622	103	86	70
Total	937	494	431	61	133	121	149	473	279	265	164	229	806	71	38	22
Mean score	7.4	7.3	7.4	**	7.6	7.3	7.4	7.4	7.3	7.4	7.4	7.4	7.4	7.2	**	**
Standard deviation	1.70	1.60	1.81	**	1.75	1.63	1.79	1.64	1.71	1.70	1.54	1.81	1.68	1.78	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	942	766	176	234	701	217	718	88	110	104	217	518	393
Effective Weighted Sample	786	646	144	186	594	172	607	71	89	82	172	425	338
Total	937	792	145	230	698	215	714	82	102	105	215	529	380
1 - Extremely dissatisfied	1	1	-	*	1	*	1	**	-	-	*	1	-
	*%	*%	-%	*%	*%	*%	*%	**	-%	-%	*%	*%	-%
2	3	3	-	*	2	*	2	**	-	-	*	*	2
	*%	*%	-%	*%	*%	*%	*%	**	-%	-%	*%	*%	1%
3	13	11	2	7	6	7	6	**	4	3	7	8	4
	1%	1%	1%	3%	1%	3%	1%	**	4%	3%	3%	1%	1%
4	20	17	3	5	13	4	15	**	2	2	4	9	10
	2%	2%	2%	2%	2%	2%	2%	**	2%	2%	2%	2%	3%
5	99	81	19	9	90	6	93	**	5	1	6	50	47
	11%	10%	13%	4%	13%	3%	13%	**	5%	1%	3%	9%	12%
					a		a						
6	128	105	23	32	95	32	95	**	15	16	32	66	58
	14%	13%	16%	14%	14%	15%	13%	**	14%	15%	15%	12%	15%
7	224	188	36	60	164	57	167	**	25	33	57	146	75
	24%	24%	25%	26%	24%	27%	23%	**	25%	31%	27%	28%	20%
8	217	185	32	47	168	45	171	**	23	21	45	118	92
	23%	23%	22%	21%	24%	21%	24%	**	23%	20%	21%	22%	24%
9	92	78	14	25	67	23	69	**	7	11	23	56	34
	10%	10%	10%	11%	10%	11%	10%	**	7%	10%	11%	11%	9%
10 - Extremely satisfied	139	123	17	45	92	41	96	**	21	19	41	75	58
	15%	15%	11%	19%	13%	19%	13%	**	21%	18%	19%	14%	15%
DISSATISFIED (1-4)	37	32	5	13	22	11	24	**	5	4	11	18	17
	4%	4%	3%	6%	3%	5%	3%	**	5%	4%	5%	3%	5%
NEUTRAL (5-6)	227	186	42	41	185	38	188	**	20	17	38	115	104
	24%	23%	29%	18%	26%	17%	26%	**	19%	16%	17%	22%	27%
SATISFIED (7-10)	673	574	99	177	491	166	502	**	76	84	166	395	259
	72%	72%	68%	77%	70%	77%	70%	**	75%	79%	77%	75%	68%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	942	766	176	234	701	217	718	88	110	104	217	518	393
Effective Weighted Sample	786	646	144	186	594	172	607	71	89	82	172	425	338
Total	937	792	145	230	698	215	714	82	102	105	215	529	380
Answered	937	792	145	230	698	215	714	**	102	105	215	529	380
Mean score	7.4	7.4	7.2	7.6	7.3	7.6	7.3	**	7.5	7.6	7.6	7.4	7.3
Standard deviation	1.70	1.72	1.62	1.76	1.67	1.73	1.68	**	1.79	1.62	1.73	1.65	1.77

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	942	808	682	260	134	942	881	578	571	229	897	45	121	177	644
Effective Weighted Sample	786	666	556	230	120	786	735	478	464	186	748	39	101	147	539
Total	937	793	663	274	144	937	881	567	554	229	895	42	111	178	649
1 - Extremely dissatisfied	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	** **	1 1%	- -%	- -%
2	3 *%	3 *%	* *%	2 1%	- -%	3 *%	3 *%	* *%	3 *%	- -%	3 *%	** **	1 1%	2 1%	- -%
3	13 1%	13 2%	12 2%	1 *%	- -%	13 1%	11 1%	10 2%	9 2%	7 3%	13 1%	** **	1 1%	4 2%	7 1%
4	20 2%	20 3%	19 3%	1 *%	- -%	20 2%	20 2%	13 2%	13 2%	5 2%	20 2%	** **	7 6% c	8 4% c	5 1%
5	99 11%	89 11%	68 10%	31 11%	10 7%	99 11%	92 10%	51 9%	65 12%	23 10%	93 10%	** **	14 13%	38 21% c	48 7%
6	128 14%	108 14%	90 14%	38 14%	20 14%	128 14%	119 13%	70 12%	88 16%	28 12%	122 14%	** **	22 20%	33 18%	74 11%
7	224 24%	194 24%	167 25%	58 21%	30 21%	224 24%	212 24%	144 25%	123 22%	56 24%	213 24%	** **	28 25%	39 22%	157 24%
8	217 23%	181 23%	149 23%	68 25%	37 26%	217 23%	207 24%	129 23%	119 22%	44 19%	209 23%	** **	17 16%	36 20%	164 25%
9	92 10%	73 9%	60 9%	32 12%	19 13%	92 10%	86 10%	57 10%	54 10%	24 11%	88 10%	** **	8 7%	6 4%	78 12% b
10 - Extremely satisfied	139 15%	111 14%	96 14%	43 16%	28 20%	139 15%	129 15%	93 16%	79 14%	42 18%	132 15%	** **	11 10%	13 7%	115 18% b
DISSATISFIED (1-4)	37 4%	37 5%	32 5%	4 2%	- -%	37 4%	35 4%	23 4%	25 5%	12 5%	37 4%	** **	10 9% c	14 8% c	13 2%
NEUTRAL (5-6)	227 24%	197 25%	159 24%	69 25%	30 21%	227 24%	211 24%	121 21%	153 28%	51 22%	216 24%	** **	36 32% c	70 39% c	122 19%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base: Those who have watched UKTV channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	942	808	682	260	134	942	881	578	571	229	897	45	121	177	644
Effective Weighted Sample	786	666	556	230	120	786	735	478	464	186	748	39	101	147	539
Total	937	793	663	274	144	937	881	567	554	229	895	42	111	178	649
SATISFIED (7-10)	673	559	472	201	114	673	634	423	376	166	643	**	65	94	514
	72%	71%	71%	73%	79%	72%	72%	75%	68%	73%	72%	**	59%	53%	79% ab
Answered	937	793	663	274	144	937	881	567	554	229	895	**	111	178	649
Mean score	7.4	7.3	7.3	7.5	7.8 abe	7.4	7.4	7.5	7.3	7.4	7.4	**	6.8	6.6	7.7 ab
Standard deviation	1.70	1.72	1.72	1.66	1.51	1.70	1.70	1.69	1.74	1.81	1.71	**	1.82	1.71	1.59

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	204	135	17	58	58	45	163	135	80	54	71	255	34	26	26
Effective Weighted Sample	287	170	116	14	53	49	37	140	112	66	48	60	236	32	23	25
Total	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
1 - Extremely dissatisfied	3	3	-	**	**	**	**	-	3	**	**	**	3	**	**	**
	1%	2%	-%	**	**	**	**	-%	2%	**	**	**	1%	**	**	**
2	9	4	5	**	**	**	**	5	3	**	**	**	7	**	**	**
	3%	2%	3%	**	**	**	**	3%	2%	**	**	**	2%	**	**	**
3	6	5	1	**	**	**	**	3	2	**	**	**	6	**	**	**
	2%	2%	1%	**	**	**	**	2%	1%	**	**	**	2%	**	**	**
4	12	7	6	**	**	**	**	6	6	**	**	**	11	**	**	**
	4%	3%	4%	**	**	**	**	4%	4%	**	**	**	4%	**	**	**
5	27	15	12	**	**	**	**	15	8	**	**	**	23	**	**	**
	8%	7%	8%	**	**	**	**	9%	6%	**	**	**	8%	**	**	**
6	34	23	11	**	**	**	**	19	15	**	**	**	30	**	**	**
	10%	11%	8%	**	**	**	**	12%	11%	**	**	**	10%	**	**	**
7	64	38	27	**	**	**	**	27	27	**	**	**	56	**	**	**
	18%	19%	18%	**	**	**	**	16%	19%	**	**	**	18%	**	**	**
8	72	41	30	**	**	**	**	31	27	**	**	**	64	**	**	**
	20%	21%	21%	**	**	**	**	19%	20%	**	**	**	21%	**	**	**
9	37	24	13	**	**	**	**	17	14	**	**	**	35	**	**	**
	11%	12%	9%	**	**	**	**	10%	10%	**	**	**	11%	**	**	**
10 - Extremely satisfied	87	43	43	**	**	**	**	40	32	**	**	**	75	**	**	**
	25%	21%	29%	**	**	**	**	25%	23%	**	**	**	24%	**	**	**
DISSATISFIED (1-4)	30	18	12	**	**	**	**	14	14	**	**	**	27	**	**	**
	9%	9%	8%	**	**	**	**	8%	10%	**	**	**	9%	**	**	**
NEUTRAL (5-6)	61	38	23	**	**	**	**	34	24	**	**	**	54	**	**	**
	17%	19%	16%	**	**	**	**	21%	17%	**	**	**	17%	**	**	**
SATISFIED (7-10)	261	145	113	**	**	**	**	114	100	**	**	**	230	**	**	**
	74%	72%	76%	**	**	**	**	71%	73%	**	**	**	74%	**	**	**
Answered	352	202	148	**	**	**	**	162	138	**	**	**	310	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	341	204	135	17	58	58	45	163	135	80	54	71	255	34	26	26
Effective Weighted Sample	287	170	116	14	53	49	37	140	112	66	48	60	236	32	23	25
Total	352	202	148	16	63	52	60	162	138	84	58	70	310	23	11	8
Mean score	7.6	7.4	7.7	**	**	**	**	7.5	7.4	**	**	**	7.6	**	**	**
Standard deviation	2.12	2.13	2.11	**	**	**	**	2.11	2.21	**	**	**	2.11	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted row	341	301	40	106	230	92	244	35	46	47	92	199	135
Effective Weighted Sample	287	255	33	90	193	79	204	30	40	39	79	166	117
Total	352	315	37	108	238	95	252	36	42	49	95	211	133
1 - Extremely dissatisfied	3	3	**	2	1	**	1	**	**	**	**	3	-
	1%	1%	**	2%	*%	**	*%	**	**	**	**	2%	-%
2	9	5	**	3	6	**	6	**	**	**	**	6	3
	3%	2%	**	3%	2%	**	2%	**	**	**	**	3%	2%
3	6	5	**	2	4	**	4	**	**	**	**	4	2
	2%	2%	**	2%	2%	**	1%	**	**	**	**	2%	1%
4	12	11	**	4	9	**	10	**	**	**	**	7	5
	4%	3%	**	3%	4%	**	4%	**	**	**	**	3%	4%
5	27	23	**	7	19	**	20	**	**	**	**	12	15
	8%	7%	**	6%	8%	**	8%	**	**	**	**	6%	11%
6	34	31	**	11	23	**	25	**	**	**	**	17	16
	10%	10%	**	10%	10%	**	10%	**	**	**	**	8%	12%
7	64	57	**	17	45	**	48	**	**	**	**	45	16
	18%	18%	**	16%	19%	**	19%	**	**	**	**	21%	12%
8	72	63	**	19	53	**	54	**	**	**	**	43	27
	20%	20%	**	18%	22%	**	21%	**	**	**	**	20%	20%
9	37	35	**	13	24	**	25	**	**	**	**	22	15
	11%	11%	**	12%	10%	**	10%	**	**	**	**	11%	11%
10 - Extremely satisfied	87	82	**	30	55	**	59	**	**	**	**	51	35
	25%	26%	**	28%	23%	**	24%	**	**	**	**	24%	26%
DISSATISFIED (1-4)	30	24	**	11	19	**	21	**	**	**	**	21	9
	9%	8%	**	10%	8%	**	8%	**	**	**	**	10%	7%
NEUTRAL (5-6)	61	54	**	18	42	**	45	**	**	**	**	29	31
	17%	17%	**	16%	18%	**	18%	**	**	**	**	14%	23%
SATISFIED (7-10)	261	237	**	79	177	**	186	**	**	**	**	161	93
	74%	75%	**	73%	74%	**	74%	**	**	**	**	76%	70%
Answered	352	315	**	108	238	**	252	**	**	**	**	211	133

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted row	341	301	40	106	230	92	244	35	46	47	92	199	135
Effective Weighted Sample	287	255	33	90	193	79	204	30	40	39	79	166	117
Total	352	315	37	108	238	95	252	36	42	49	95	211	133
Mean score	7.6	7.6	**	7.6	7.5	**	7.5	**	**	**	**	7.5	7.6
Standard deviation	2.12	2.08	**	2.31	2.04	**	2.05	**	**	**	**	2.18	2.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	341	306	270	71	35	341	309	222	225	83	319	22	68	53	220
Effective Weighted Sample	287	258	229	58	30	287	262	189	189	69	270	18	55	44	189
Total	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
1 - Extremely dissatisfied	3	3	3	**	**	3	3	1	3	**	3	**	**	**	2
	1%	1%	1%	**	**	1%	1%	*%	1%	**	1%	**	**	**	1%
2	9	8	7	**	**	9	9	6	5	**	9	**	**	**	3
	3%	2%	2%	**	**	3%	3%	3%	2%	**	3%	**	**	**	2%
3	6	6	4	**	**	6	6	2	4	**	6	**	**	**	3
	2%	2%	1%	**	**	2%	2%	1%	2%	**	2%	**	**	**	1%
4	12	12	12	**	**	12	11	8	9	**	12	**	**	**	1
	4%	4%	4%	**	**	4%	4%	4%	4%	**	4%	**	**	**	1%
5	27	26	22	**	**	27	27	21	20	**	27	**	**	**	15
	8%	8%	8%	**	**	8%	8%	9%	9%	**	8%	**	**	**	7%
6	34	30	28	**	**	34	32	22	23	**	32	**	**	**	24
	10%	10%	10%	**	**	10%	10%	10%	10%	**	10%	**	**	**	11%
7	64	57	51	**	**	64	56	40	44	**	60	**	**	**	39
	18%	18%	19%	**	**	18%	18%	18%	19%	**	18%	**	**	**	17%
8	72	61	54	**	**	72	66	42	49	**	67	**	**	**	52
	20%	20%	19%	**	**	20%	21%	19%	21%	**	21%	**	**	**	23%
9	37	34	27	**	**	37	33	28	25	**	35	**	**	**	30
	11%	11%	10%	**	**	11%	11%	13%	11%	**	11%	**	**	**	13%
10 - Extremely satisfied	87	75	69	**	**	87	74	52	46	**	76	**	**	**	55
	25%	24%	25%	**	**	25%	23%	23%	20%	**	23%	**	**	**	24%
DISSATISFIED (1-4)	30	29	26	**	**	30	29	17	20	**	30	**	**	**	10
	9%	9%	9%	**	**	9%	9%	8%	9%	**	9%	**	**	**	4%
NEUTRAL (5-6)	61	55	50	**	**	61	59	43	42	**	60	**	**	**	40
	17%	18%	18%	**	**	17%	19%	19%	19%	**	18%	**	**	**	18%
SATISFIED (7-10)	261	226	200	**	**	261	229	162	164	**	238	**	**	**	175
	74%	73%	72%	**	**	74%	72%	73%	72%	**	73%	**	**	**	78%
Answered	352	311	276	**	**	352	317	222	227	**	328	**	**	**	225

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)
Base: Those who have watched GB News in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	341	306	270	71	35	341	309	222	225	83	319	22	68	53	220
Effective Weighted Sample	287	258	229	58	30	287	262	189	189	69	270	18	55	44	189
Total	352	311	276	76	42	352	317	222	227	81	328	24	71	56	225
Mean score	7.6	7.5	7.5	**	**	7.6	7.5	7.5	7.4	**	7.5	**	**	**	7.8
Standard deviation	2.12	2.15	2.16	**	**	2.12	2.15	2.08	2.10	**	2.14	**	**	**	1.93

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Hayu in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	91	28	62	17	29	23	12	10	31	23	18	19	66	12	6	7
Effective Weighted Sample	77	23	54	15	25	20	11	8	26	21	16	16	62	11	6	6
Total	97	27	69	18	31	22	16	9	31	31	20	15	84	8	3	2
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Hayu in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	91	83	8	52	36	47	40	16	31	22	47	74	15
Effective Weighted Sample	77	72	7	44	31	39	35	13	26	18	39	63	13
Total	97	92	5	56	38	51	42	15	33	26	51	80	15
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Hayu in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	91	91	91	-	-	91	80	54	60	26	84	7	10	25	56
Effective Weighted Sample	77	77	77	-	-	77	68	46	51	22	72	6	8	22	47
Total	97	97	97	-	-	97	85	55	64	26	90	7	11	28	58
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	380	190	185	41	112	89	39	99	137	107	59	76	249	53	41	37
Effective Weighted Sample	310	150	155	32	93	71	34	85	115	87	46	62	232	48	38	35
Total	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
1 - Extremely dissatisfied	3	*	3	**	2	**	**	**	1	-	**	**	1	**	**	**
	1%	*%	1%	**	1%	**	**	**	*%	-%	**	**	*%	**	**	**
2	1	1	-	**	1	**	**	**	-	-	**	**	1	**	**	**
	*%	1%	-%	**	1%	**	**	**	-%	-%	**	**	*%	**	**	**
3	6	3	3	**	3	**	**	**	1	1	**	**	5	**	**	**
	2%	2%	1%	**	3%	**	**	**	*%	1%	**	**	2%	**	**	**
4	12	8	4	**	3	**	**	**	7	1	**	**	10	**	**	**
	3%	4%	2%	**	3%	**	**	**	5%	1%	**	**	3%	**	**	**
5	29	15	14	**	5	**	**	**	10	14	**	**	24	**	**	**
	8%	8%	8%	**	5%	**	**	**	7%	12%	**	**	8%	**	**	**
6	46	22	23	**	9	**	**	**	10	17	**	**	40	**	**	**
	13%	12%	13%	**	8%	**	**	**	8%	16%	**	**	13%	**	**	**
7	65	33	31	**	19	**	**	**	16	24	**	**	56	**	**	**
	18%	18%	17%	**	18%	**	**	**	12%	22%	**	**	19%	**	**	**
8	79	35	44	**	21	**	**	**	30	22	**	**	65	**	**	**
	22%	19%	24%	**	20%	**	**	**	22%	20%	**	**	21%	**	**	**
9	54	28	24	**	15	**	**	**	26	13	**	**	45	**	**	**
	15%	15%	13%	**	13%	**	**	**	19%	12%	**	**	15%	**	**	**
10 - Extremely satisfied	71	35	36	**	31	**	**	**	36	18	**	**	55	**	**	**
	20%	19%	20%	**	28%	**	**	**	26%	17%	**	**	18%	**	**	**
DISSATISFIED (1-4)	22	12	9	**	8	**	**	**	8	2	**	**	17	**	**	**
	6%	7%	5%	**	8%	**	**	**	6%	1%	**	**	5%	**	**	**
NEUTRAL (5-6)	75	37	37	**	14	**	**	**	20	31	**	**	64	**	**	**
	20%	20%	21%	**	13%	**	**	**	15%	28%	**	**	21%	**	**	**
SATISFIED (7-10)	269	131	135	**	86	**	**	**	109	77	**	**	221	**	**	**
	74%	73%	74%	**	79%	**	**	**	79%	71%	**	**	73%	**	**	**
Answered	365	180	181	**	109	**	**	**	137	110	**	**	302	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 145

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	380	190	185	41	112	89	39	99	137	107	59	76	249	53	41	37
Effective Weighted Sample	310	150	155	32	93	71	34	85	115	87	46	62	232	48	38	35
Total	365	180	181	39	109	72	52	93	137	110	54	64	302	37	17	10
Mean score	7.6	7.6	7.6	**	7.8	**	**	**	8.0	7.5	**	**	7.6	**	**	**
Standard deviation	1.89	1.90	1.90	**	2.09	**	**	**	1.87	1.67	**	**	1.83	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	380	331	49	173	200	161	212	65	89	75	161	269	105
Effective Weighted Sample	310	270	41	138	166	129	175	55	71	58	129	216	90
Total	365	324	41	160	198	152	207	59	82	71	152	264	96
1 - Extremely dissatisfied	3	3	**	1	2	1	2	**	**	**	1	2	1
	1%	1%	**	*%	1%	*%	1%	**	**	**	*%	1%	1%
2	1	-	**	-	1	-	1	**	**	**	-	-	1
	*%	-%	**	-%	1%	-%	1%	**	**	**	-%	-%	1%
3	6	5	**	4	2	4	2	**	**	**	4	3	3
	2%	2%	**	2%	1%	3%	1%	**	**	**	3%	1%	3%
4	12	12	**	4	8	4	8	**	**	**	4	8	3
	3%	4%	**	2%	4%	2%	4%	**	**	**	2%	3%	3%
5	29	24	**	12	14	11	15	**	**	**	11	22	7
	8%	7%	**	8%	7%	7%	7%	**	**	**	7%	8%	7%
6	46	39	**	15	31	14	31	**	**	**	14	33	13
	13%	12%	**	9%	16%	9%	15%	**	**	**	9%	13%	14%
7	65	55	**	21	44	19	47	**	**	**	19	45	19
	18%	17%	**	13%	22%	12%	23%	**	**	**	12%	17%	20%
8	79	71	**	34	43	33	44	**	**	**	33	53	25
	22%	22%	**	21%	22%	22%	21%	**	**	**	22%	20%	26%
9	54	51	**	28	24	26	26	**	**	**	26	38	15
	15%	16%	**	17%	12%	17%	13%	**	**	**	17%	14%	15%
10 - Extremely satisfied	71	65	**	42	28	40	30	**	**	**	40	59	10
	20%	20%	**	26%	14%	27%	14%	**	**	**	27%	22%	11%
				b		b							
DISSATISFIED (1-4)	22	20	**	8	14	8	14	**	**	**	8	13	8
	6%	6%	**	5%	7%	5%	7%	**	**	**	5%	5%	8%
NEUTRAL (5-6)	75	62	**	27	45	25	46	**	**	**	25	55	20
	20%	19%	**	17%	22%	17%	22%	**	**	**	17%	21%	21%
SATISFIED (7-10)	269	242	**	126	140	119	147	**	**	**	119	196	69
	74%	75%	**	78%	71%	78%	71%	**	**	**	78%	74%	71%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	380	331	49	173	200	161	212	65	89	75	161	269	105
Effective Weighted Sample	310	270	41	138	166	129	175	55	71	58	129	216	90
Total	365	324	41	160	198	152	207	59	82	71	152	264	96
Answered	365	324	**	160	198	152	207	**	**	**	152	264	96
Mean score	7.6	7.6	**	7.9 b	7.3	7.9 b	7.4	**	**	**	7.9	7.7	7.3
Standard deviation	1.89	1.88	**	1.89	1.84	1.90	1.84	**	**	**	1.90	1.87	1.89

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	380	380	380	-	-	380	322	224	246	101	341	39	68	77	235
Effective Weighted Sample	310	310	310	-	-	310	267	185	204	86	281	29	55	63	193
Total	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
1 - Extremely dissatisfied	3	3	3	**	**	3	3	2	1	1	3	**	**	**	3
	1%	1%	1%	**	**	1%	1%	1%	*%	1%	1%	**	**	**	1%
2	1	1	1	**	**	1	-	-	-	-	-	**	**	**	-
	*%	*%	*%	**	**	*%	-%	-%	-%	-%	-%	**	**	**	-%
3	6	6	6	**	**	6	6	2	2	-	6	**	**	**	1
	2%	2%	2%	**	**	2%	2%	1%	1%	-%	2%	**	**	**	1%
4	12	12	12	**	**	12	12	8	9	3	12	**	**	**	5
	3%	3%	3%	**	**	3%	4%	4%	4%	3%	4%	**	**	**	2%
5	29	29	29	**	**	29	24	16	21	7	28	**	**	**	12
	8%	8%	8%	**	**	8%	7%	7%	8%	7%	8%	**	**	**	5%
6	46	46	46	**	**	46	41	20	28	9	45	**	**	**	22
	13%	13%	13%	**	**	13%	13%	9%	11%	9%	13%	**	**	**	9%
7	65	65	65	**	**	65	58	41	45	19	60	**	**	**	40
	18%	18%	18%	**	**	18%	18%	19%	18%	19%	18%	**	**	**	17%
8	79	79	79	**	**	79	66	44	51	19	70	**	**	**	52
	22%	22%	22%	**	**	22%	21%	20%	20%	19%	21%	**	**	**	22%
9	54	54	54	**	**	54	49	39	41	14	51	**	**	**	40
	15%	15%	15%	**	**	15%	15%	18%	16%	14%	15%	**	**	**	17%
10 - Extremely satisfied	71	71	71	**	**	71	61	46	51	29	62	**	**	**	59
	20%	20%	20%	**	**	20%	19%	21%	20%	29%	19%	**	**	**	25%
DISSATISFIED (1-4)	22	22	22	**	**	22	20	12	12	3	21	**	**	**	9
	6%	6%	6%	**	**	6%	6%	5%	5%	3%	6%	**	**	**	4%
NEUTRAL (5-6)	75	75	75	**	**	75	65	36	49	16	73	**	**	**	33
	20%	20%	20%	**	**	20%	20%	16%	20%	16%	22%	**	**	**	14%
SATISFIED (7-10)	269	269	269	**	**	269	235	170	188	82	243	**	**	**	191
	74%	74%	74%	**	**	74%	73%	78%	75%	81%	72%	**	**	**	82%
Answered	365	365	365	**	**	365	320	218	249	101	336	**	**	**	234

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)
Base: Those who have watched Paramount+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	380	380	380	-	-	380	322	224	246	101	341	39	68	77	235
Effective Weighted Sample	310	310	310	-	-	310	267	185	204	86	281	29	55	63	193
Total	365	365	365	-	-	365	320	218	249	101	336	29	54	77	234
Mean score	7.6	7.6	7.6	**	**	7.6	7.6	7.8	7.7	8.0	7.5	**	**	**	8.0
Standard deviation	1.89	1.89	1.89	**	**	1.89	1.89	1.85	1.80	1.80	1.89	**	**	**	1.80

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2218	1195	999	200	420	422	241	935	746	592	409	470	1516	239	238	225
Effective Weighted Sample	1808	977	812	166	355	346	200	765	610	489	341	377	1409	224	228	215
Total	2246	1176	1046	213	435	383	319	896	722	674	395	454	1915	166	100	64
1 - Extremely dissatisfied	16	7	9	2	1	3	2	8	6	6	1	3	12	3	1	*
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	*%
2	13	6	6	3	1	2	1	5	2	3	*	7	11	1	1	-
	1%	1%	1%	1%	*%	*%	*%	1%	*%	*%	*%	2%	1%	*%	1%	-%
3	30	15	15	3	8	8	1	10	12	4	6	8	27	1	1	1
	1%	1%	1%	1%	2%	2%	*%	1%	2%	1%	2%	2%	1%	1%	1%	1%
4	57	32	23	20	11	8	5	14	15	13	16	13	51	3	2	1
	3%	3%	2%	9% bcde	3%	2%	2%	2%	2%	2%	4%	3%	3%	2%	2%	2%
5	175	98	74	21	46	29	20	59	56	58	32	29	155	9	8	3
	8%	8%	7%	10%	11%	8%	6%	7%	8%	9%	8%	6%	8%	5%	8%	5%
6	235	110	124	31	62	45	28	69	59	78	46	51	199	21	11	4
	10%	9%	12%	14% e	14% e	12%	9%	8%	8%	12%	12%	11%	10%	13%	11%	6%
7	394	214	173	45	79	84	67	118	121	127	76	69	338	28	19	8
	18%	18%	16%	21% e	18%	22% e	21% e	13%	17%	19%	19%	15%	18%	17%	19%	12%
8	539	288	245	44	92	88	83	232	177	156	103	102	461	40	23	13
	24%	24%	23%	21%	21%	23%	26%	26%	25%	23%	26%	22%	24%	24%	23%	21%
9	344	185	156	16	50	51	57	169	119	107	50	68	292	29	16	6
	15%	16%	15%	8%	12%	13%	18% a	19% ab	16%	16%	13%	15%	15%	18%	16%	10%
10 - Extremely satisfied	444	221	220	28	84	66	54	212	155	121	63	105	368	31	18	27
	20%	19%	21%	13%	19%	17%	17%	24% a	21%	18%	16%	23%	19%	19%	18%	43% abc
DISSATISFIED (1-4)	116	60	54	27	21	20	10	37	35	27	24	31	101	8	5	2
	5%	5%	5%	13% bcde	5%	5%	3%	4%	5%	4%	6%	7%	5%	5%	5%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2218	1195	999	200	420	422	241	935	746	592	409	470	1516	239	238	225
Effective Weighted Sample	1808	977	812	166	355	346	200	765	610	489	341	377	1409	224	228	215
Total	2246	1176	1046	213	435	383	319	896	722	674	395	454	1915	166	100	64
NEUTRAL (5-6)	410	208	198	52	109	74	48	128	115	136	78	80	355	30	18	7
	18%	18%	19%	24% e	25% de	19%	15%	14%	16%	20%	20%	18%	19% d	18%	18%	11%
SATISFIED (7-10)	1720	909	794	134	305	289	261	731	572	511	293	344	1459	129	77	55
	77%	77%	76%	63%	70%	75% a	82% ab	82% ab	79%	76%	74%	76%	76%	77%	77%	86% a
Answered	2246	1176	1046	213	435	383	319	896	722	674	395	454	1915	166	100	64
Mean score	7.7	7.7	7.7	7.0	7.5 a	7.5 a	7.8 a	8.0 abc	7.8	7.6	7.5	7.7	7.7	7.7	7.6	8.4 abc
Standard deviation	1.85	1.83	1.88	2.01	1.85	1.83	1.68	1.82	1.85	1.80	1.78	1.98	1.85	1.84	1.91	1.79

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2218	1835	383	726	1470	671	1521	265	354	297	671	1369	809
Effective Weighted Sample	1808	1515	305	592	1197	545	1240	216	286	240	545	1113	666
Total	2246	1937	309	749	1469	689	1526	264	345	314	689	1433	779
1 - Extremely dissatisfied	16	14	2	3	13	3	13	1	2	1	3	9	7
	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	1%	1%
2	13	12	1	3	9	3	9	2	1	1	3	7	6
	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%
3	30	30	*	17	12	15	14	7	8	6	15	19	11
	1%	2%	*%	2%	1%	2%	1%	3%	2%	2%	2%	1%	1%
4	57	52	6	19	37	12	41	9	2	4	12	40	17
	3%	3%	2%	2%	3%	2%	3%	3%	1%	1%	2%	3%	2%
5	175	146	29	63	109	55	116	17	34	28	55	108	61
	8%	8%	9%	8%	7%	8%	8%	6%	10%	9%	8%	8%	8%
6	235	215	21	92	141	81	152	26	36	39	81	166	67
	10%	11%	7%	12%	10%	12%	10%	10%	10%	13%	12%	12%	9%
7	394	343	51	135	254	122	267	50	67	45	122	277	113
	18%	18%	16%	18%	17%	18%	17%	19%	19%	14%	18%	19% b	15%
8	539	461	77	179	352	171	361	60	69	92	171	352	180
	24%	24%	25%	24%	24%	25%	24%	23%	20%	29%	25%	25%	23%
9	344	294	50	108	234	101	242	38	59	40	101	196	140
	15%	15%	16%	14%	16%	15%	16%	14%	17%	13%	15%	14%	18%
10 - Extremely satisfied	444	372	73	130	307	125	312	54	67	59	125	257	177
	20%	19%	24%	17%	21%	18%	20%	21%	20%	19%	18%	18%	23%
DISSATISFIED (1-4)	116	107	9	41	71	34	76	18	13	12	34	76	40
	5%	6%	3%	6%	5%	5%	5%	7%	4%	4%	5%	5%	5%
NEUTRAL (5-6)	410	360	50	155	250	136	267	43	70	67	136	274	129
	18%	19%	16%	21%	17%	20%	18%	16%	20%	21%	20%	19%	17%
SATISFIED (7-10)	1720	1470	250	553	1148	518	1182	203	262	235	518	1082	610
	77%	76%	81%	74%	78%	75%	77%	77%	76%	75%	75%	76%	78%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2218	1835	383	726	1470	671	1521	265	354	297	671	1369	809
Effective Weighted Sample	1808	1515	305	592	1197	545	1240	216	286	240	545	1113	666
Total	2246	1937	309	749	1469	689	1526	264	345	314	689	1433	779
Answered	2246	1937	309	749	1469	689	1526	264	345	314	689	1433	779
Mean score	7.7	7.6	7.9	7.5	7.7	7.6	7.7	7.6	7.7	7.7	7.6	7.6	7.8
Standard deviation	1.85	1.86	1.78	1.84	1.85	1.82	1.85	1.89	1.85	1.77	1.82	1.82	1.91

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2218	1895	1657	561	323	2218	2034	2218	1469	547	2218	-	169	412	1637
Effective Weighted Sample	1808	1540	1344	464	269	1808	1659	1808	1198	444	1808	-	133	347	1328
Total	2246	1894	1663	583	352	2246	2067	2246	1498	528	2246	-	151	439	1655
1 - Extremely dissatisfied	16	12	9	7	4	16	15	16	8	2	16	**	12	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**	8% bc	*%	*%
2	13	10	8	5	2	13	11	13	7	2	13	**	8	2	3
	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	**	5% bc	*%	*%
3	30	30	23	7	-	30	29	30	19	6	30	**	13	10	8
	1%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	**	8% bc	2% c	*%
4	57	56	53	4	1	57	51	57	37	6	57	**	15	31	12
	3%	3% c	3% cd	1%	*%	3%	2%	3%	2%	1%	3%	**	10% c	7% c	1%
5	175	156	141	34	19	175	147	175	111	28	175	**	37	74	63
	8%	8%	8%	6%	5%	8%	7%	8%	7%	5%	8%	**	25% c	17% c	4%
6	235	207	188	47	28	235	217	235	162	33	235	**	17	90	128
	10%	11%	11%	8%	8%	10%	10% d	10% d	11% d	6%	10% d	**	11%	20% c	8%
7	394	359	308	86	35	394	359	394	291	85	394	**	14	102	278
	18%	19% d	19% d	15%	10%	18% d	17%	18%	19%	16%	18%	**	9%	23% ac	17%
8	539	457	402	136	81	539	501	539	366	134	539	**	21	70	447
	24%	24%	24%	23%	23%	24%	24%	24%	24%	25%	24%	**	14%	16%	27% ab
9	344	268	228	115	76	344	330	344	233	94	344	**	6	34	304
	15%	14%	14%	20% ab	21% ab	15%	16%	15%	16%	18%	15%	**	4%	8%	18% ab
10 - Extremely satisfied	444	338	302	142	106	444	408	444	265	139	444	**	9	26	409
	20%	18%	18%	24% ab	30% abe	20%	20%	20%	18%	26% abce	20%	**	6%	6%	25% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any BBC Radio stations in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2218	1895	1657	561	323	2218	2034	2218	1469	547	2218	-	169	412	1637
Effective Weighted Sample	1808	1540	1344	464	269	1808	1659	1808	1198	444	1808	-	133	347	1328
Total	2246	1894	1663	583	352	2246	2067	2246	1498	528	2246	-	151	439	1655
DISSATISFIED (1-4)	116	109	93	23	7	116	106	116	71	15	116	**	48	44	25
	5%	6%	6%	4%	2%	5%	5%	5%	5%	3%	5%	**	32%	10%	1%
													bc	c	
NEUTRAL (5-6)	410	363	329	81	47	410	364	410	273	61	410	**	54	164	192
	18%	19%	20%	14%	13%	18%	18%	18%	18%	12%	18%	**	36%	37%	12%
		c	c				d	d	d		d		c	c	
SATISFIED (7-10)	1720	1422	1240	479	298	1720	1597	1720	1154	452	1720	**	49	232	1439
	77%	75%	75%	82%	85%	77%	77%	77%	77%	85%	77%	**	32%	53%	87%
				abe	abe					abce				a	ab
Answered	2246	1894	1663	583	352	2246	2067	2246	1498	528	2246	**	151	439	1655
Mean score	7.7	7.6	7.6	8.0	8.3	7.7	7.7	7.7	7.6	8.1	7.7	**	5.4	6.6	8.2
				abe	abe					abce				a	ab
Standard deviation	1.85	1.85	1.84	1.86	1.76	1.85	1.84	1.85	1.78	1.69	1.85	**	2.43	1.72	1.52

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	b	c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted row	511	411	98	30	140	124	58	159	210	115	108	77	353	59	46	53
Effective Weighted Sample	418	337	80	25	120	101	46	132	170	94	90	65	325	56	42	51
Total	503	398	102	29	147	107	73	147	205	125	98	73	428	40	19	16
1 - Extremely dissatisfied	1	-	**	**	-	-	**	-	1	-	-	**	1	**	**	**
	*%	-%	**	**	-%	-%	**	-%	*%	-%	-%	**	*%	**	**	**
2	2	2	**	**	2	-	**	1	2	-	1	**	2	**	**	**
	*%	1%	**	**	1%	-%	**	1%	1%	-%	1%	**	*%	**	**	**
3	2	1	**	**	1	-	**	1	-	-	-	**	2	**	**	**
	*%	*%	**	**	1%	-%	**	1%	-%	-%	-%	**	1%	**	**	**
4	7	7	**	**	3	-	**	4	4	3	-	**	6	**	**	**
	1%	2%	**	**	2%	-%	**	3%	2%	2%	-%	**	1%	**	**	**
5	25	13	**	**	11	3	**	5	16	3	4	**	22	**	**	**
	5%	3%	**	**	8%	3%	**	4%	8%	2%	4%	**	5%	**	**	**
6	46	38	**	**	16	5	**	14	15	17	12	**	39	**	**	**
	9%	10%	**	**	11%	5%	**	10%	8%	13%	12%	**	9%	**	**	**
7	83	74	**	**	23	13	**	23	28	25	13	**	67	**	**	**
	16%	19%	**	**	15%	12%	**	16%	14%	20%	13%	**	16%	**	**	**
8	131	96	**	**	35	33	**	47	46	37	30	**	115	**	**	**
	26%	24%	**	**	24%	31%	**	32%	22%	29%	31%	**	27%	**	**	**
9	87	71	**	**	30	25	**	19	42	17	21	**	74	**	**	**
	17%	18%	**	**	20%	23%	**	13%	21%	14%	21%	**	17%	**	**	**
10 - Extremely satisfied	119	96	**	**	28	29	**	32	52	25	18	**	100	**	**	**
	24%	24%	**	**	19%	27%	**	22%	25%	20%	18%	**	23%	**	**	**
DISSATISFIED (1-4)	12	10	**	**	6	-	**	5	6	3	1	**	11	**	**	**
	2%	2%	**	**	4%	-%	**	4%	3%	2%	1%	**	3%	**	**	**
NEUTRAL (5-6)	71	52	**	**	27	8	**	20	31	19	16	**	61	**	**	**
	14%	13%	**	**	18%	7%	**	14%	15%	15%	16%	**	14%	**	**	**
SATISFIED (7-10)	419	337	**	**	115	99	**	121	168	103	82	**	356	**	**	**
	83%	85%	**	**	78%	93%	**	83%	82%	83%	83%	**	83%	**	**	**
						b										
Answered	503	398	**	**	147	107	**	147	205	125	98	**	428	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	b	c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted row	511	411	98	30	140	124	58	159	210	115	108	77	353	59	46	53
Effective Weighted Sample	418	337	80	25	120	101	46	132	170	94	90	65	325	56	42	51
Total	503	398	102	29	147	107	73	147	205	125	98	73	428	40	19	16
Mean score	8.0	8.1	**	**	7.8	8.5 be	**	7.9	8.1	7.9	8.0	**	8.0	**	**	**
Standard deviation	1.64	1.59	**	**	1.76	1.29	**	1.63	1.76	1.49	1.48	**	1.65	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	511	447	64	215	291	206	300	78	113	95	206	402	105
Effective Weighted Sample	418	373	50	174	240	167	247	64	91	77	167	325	90
Total	503	461	42	210	287	200	296	75	101	94	200	397	102
1 - Extremely dissatisfied	1	1	**	1	-	1	-	**	-	**	1	1	-
	*%	*%	**	*%	-%	*%	-%	**	-%	**	*%	*%	-%
2	2	2	**	2	1	*	2	**	*	**	*	2	1
	*%	*%	**	1%	*%	*%	1%	**	*%	**	*%	*%	1%
3	2	2	**	-	2	-	2	**	-	**	-	1	1
	*%	*%	**	-%	1%	-%	1%	**	-%	**	-%	*%	1%
4	7	6	**	2	4	2	4	**	2	**	2	4	2
	1%	1%	**	1%	2%	1%	1%	**	2%	**	1%	1%	2%
5	25	24	**	16	10	16	10	**	10	**	16	21	5
	5%	5%	**	8%	3%	8%	3%	**	10%	**	8%	5%	4%
6	46	42	**	16	29	16	29	**	8	**	16	35	11
	9%	9%	**	8%	10%	8%	10%	**	8%	**	8%	9%	10%
7	83	74	**	30	53	26	57	**	9	**	26	68	14
	16%	16%	**	14%	18%	13%	19%	**	9%	**	13%	17%	14%
8	131	116	**	46	83	45	84	**	19	**	45	103	28
	26%	25%	**	22%	29%	22%	28%	**	19%	**	22%	26%	27%
9	87	80	**	44	43	41	46	**	20	**	41	68	19
	17%	17%	**	21%	15%	20%	16%	**	20%	**	20%	17%	18%
10 - Extremely satisfied	119	112	**	54	61	54	61	**	31	**	54	93	23
	24%	24%	**	26%	21%	27%	21%	**	31%	**	27%	23%	22%
DISSATISFIED (1-4)	12	11	**	4	7	3	9	**	2	**	3	8	4
	2%	2%	**	2%	3%	1%	3%	**	2%	**	1%	2%	4%
NEUTRAL (5-6)	71	66	**	32	39	32	39	**	19	**	32	56	15
	14%	14%	**	15%	14%	16%	13%	**	19%	**	16%	14%	15%
SATISFIED (7-10)	419	383	**	174	240	166	248	**	80	**	166	332	83
	83%	83%	**	83%	84%	83%	84%	**	80%	**	83%	84%	81%
Answered	503	461	**	210	287	200	296	**	101	**	200	397	102

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	511	447	64	215	291	206	300	78	113	95	206	402	105
Effective Weighted Sample	418	373	50	174	240	167	247	64	91	77	167	325	90
Total	503	461	42	210	287	200	296	75	101	94	200	397	102
Mean score	8.0	8.0	**	8.1	8.0	8.1	7.9	**	8.2	**	8.1	8.0	8.0
Standard deviation	1.64	1.66	**	1.72	1.56	1.68	1.60	**	1.77	**	1.68	1.62	1.71

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	511	488	449	62	23	511	471	440	399	173	495	16	53	81	377
Effective Weighted Sample	418	399	367	51	19	418	387	362	329	140	406	13	42	66	311
Total	503	479	441	62	24	503	463	427	391	164	483	19	55	81	367
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	1	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	*%	*%	*%	*%	**	**	**	*%
2	2	2	2	**	**	2	2	2	2	2	2	**	**	**	1
	*%	*%	1%	**	**	*%	*%	1%	1%	1%	*%	**	**	**	*%
3	2	2	2	**	**	2	1	1	1	1	1	**	**	**	1
	*%	*%	1%	**	**	*%	*%	*%	*%	1%	*%	**	**	**	*%
4	7	7	6	**	**	7	5	5	4	2	7	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	*%
5	25	23	23	**	**	25	23	21	21	6	23	**	**	**	10
	5%	5%	5%	**	**	5%	5%	5%	5%	4%	5%	**	**	**	3%
6	46	44	44	**	**	46	45	38	38	20	46	**	**	**	27
	9%	9%	10%	**	**	9%	10%	9%	10%	12%	9%	**	**	**	7%
7	83	82	74	**	**	83	80	71	62	29	82	**	**	**	56
	16%	17%	17%	**	**	16%	17%	17%	16%	17%	17%	**	**	**	15%
8	131	128	111	**	**	131	125	115	105	44	127	**	**	**	103
	26%	27%	25%	**	**	26%	27%	27%	27%	27%	26%	**	**	**	28%
9	87	81	75	**	**	87	78	72	68	19	85	**	**	**	76
	17%	17%	17%	**	**	17%	17%	17%	17%	11%	18%	**	**	**	21%
10 - Extremely satisfied	119	108	102	**	**	119	104	101	90	41	109	**	**	**	92
	24%	22%	23%	**	**	24%	23%	24%	23%	25%	23%	**	**	**	25%
DISSATISFIED (1-4)	12	12	12	**	**	12	9	9	8	6	11	**	**	**	3
	2%	3%	3%	**	**	2%	2%	2%	2%	4%	2%	**	**	**	1%
NEUTRAL (5-6)	71	68	67	**	**	71	68	59	59	26	69	**	**	**	37
	14%	14%	15%	**	**	14%	15%	14%	15%	16%	14%	**	**	**	10%
SATISFIED (7-10)	419	399	362	**	**	419	386	359	324	133	404	**	**	**	327
	83%	83%	82%	**	**	83%	83%	84%	83%	81%	84%	**	**	**	89%
Answered	503	479	441	**	**	503	463	427	391	164	483	**	**	**	367

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	511	488	449	62	23	511	471	440	399	173	495	16	53	81	377
Effective Weighted Sample	418	399	367	51	19	418	387	362	329	140	406	13	42	66	311
Total	503	479	441	62	24	503	463	427	391	164	483	19	55	81	367
Mean score	8.0	8.0	8.0	**	**	8.0	8.0	8.0	8.0	7.9	8.0	**	**	**	8.3
Standard deviation	1.64	1.63	1.67	**	**	1.64	1.60	1.62	1.63	1.77	1.61	**	**	**	1.46

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	204	135	64	18	65	51	27	43	101	27	43	33	147	24	21	12
Effective Weighted Sample	171	111	56	16	57	43	24	35	85	23	37	26	137	22	21	11
Total	211	133	73	20	72	45	38	35	102	27	50	31	182	17	8	4
1 - Extremely dissatisfied	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	-%	**	**	**	1%	**	**	**
2	2	2	**	**	**	**	**	**	2	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	2%	**	**	**	1%	**	**	**
3	3	1	**	**	**	**	**	**	1	**	**	**	2	**	**	**
	1%	1%	**	**	**	**	**	**	1%	**	**	**	1%	**	**	**
4	5	2	**	**	**	**	**	**	1	**	**	**	3	**	**	**
	2%	2%	**	**	**	**	**	**	1%	**	**	**	2%	**	**	**
5	18	10	**	**	**	**	**	**	11	**	**	**	15	**	**	**
	8%	7%	**	**	**	**	**	**	11%	**	**	**	8%	**	**	**
6	30	19	**	**	**	**	**	**	10	**	**	**	27	**	**	**
	14%	14%	**	**	**	**	**	**	10%	**	**	**	15%	**	**	**
7	20	17	**	**	**	**	**	**	12	**	**	**	18	**	**	**
	10%	12%	**	**	**	**	**	**	12%	**	**	**	10%	**	**	**
8	40	30	**	**	**	**	**	**	21	**	**	**	34	**	**	**
	19%	22%	**	**	**	**	**	**	21%	**	**	**	19%	**	**	**
9	33	20	**	**	**	**	**	**	20	**	**	**	29	**	**	**
	16%	15%	**	**	**	**	**	**	19%	**	**	**	16%	**	**	**
10 - Extremely satisfied	59	33	**	**	**	**	**	**	25	**	**	**	53	**	**	**
	28%	25%	**	**	**	**	**	**	24%	**	**	**	29%	**	**	**
DISSATISFIED (1-4)	10	6	**	**	**	**	**	**	4	**	**	**	7	**	**	**
	5%	4%	**	**	**	**	**	**	4%	**	**	**	4%	**	**	**
NEUTRAL (5-6)	48	29	**	**	**	**	**	**	21	**	**	**	42	**	**	**
	23%	21%	**	**	**	**	**	**	20%	**	**	**	23%	**	**	**
SATISFIED (7-10)	153	99	**	**	**	**	**	**	77	**	**	**	133	**	**	**
	72%	74%	**	**	**	**	**	**	76%	**	**	**	73%	**	**	**
Answered	211	133	**	**	**	**	**	**	102	**	**	**	182	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	204	135	64	18	65	51	27	43	101	27	43	33	147	24	21	12
Effective Weighted Sample	171	111	56	16	57	43	24	35	85	23	37	26	137	22	21	11
Total	211	133	73	20	72	45	38	35	102	27	50	31	182	17	8	4
Mean score	7.8	7.8	**	**	**	**	**	**	7.8	**	**	**	7.9	**	**	**
Standard deviation	1.98	1.93	**	**	**	**	**	**	1.92	**	**	**	1.96	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	204	179	25	101	102	92	110	49	46	32	92	163	36
Effective Weighted Sample	171	151	20	85	85	77	92	41	38	26	77	137	31
Total	211	187	24	105	105	95	114	49	45	32	95	171	34
1 - Extremely dissatisfied	1	1	**	-	1	**	1	**	**	**	**	-	**
	1%	1%	**	-%	1%	**	1%	**	**	**	**	-%	**
2	2	2	**	1	*	**	2	**	**	**	**	2	**
	1%	1%	**	1%	*%	**	2%	**	**	**	**	1%	**
3	3	2	**	2	1	**	3	**	**	**	**	1	**
	1%	1%	**	2%	1%	**	3%	**	**	**	**	1%	**
4	5	5	**	*	4	**	4	**	**	**	**	3	**
	2%	2%	**	*%	4%	**	4%	**	**	**	**	2%	**
5	18	18	**	10	8	**	8	**	**	**	**	15	**
	8%	9%	**	9%	7%	**	7%	**	**	**	**	9%	**
6	30	27	**	15	15	**	18	**	**	**	**	25	**
	14%	14%	**	14%	15%	**	15%	**	**	**	**	15%	**
7	20	19	**	13	7	**	7	**	**	**	**	17	**
	10%	10%	**	13%	7%	**	6%	**	**	**	**	10%	**
8	40	36	**	14	26	**	27	**	**	**	**	30	**
	19%	19%	**	14%	25%	**	24%	**	**	**	**	17%	**
9	33	32	**	21	12	**	12	**	**	**	**	29	**
	16%	17%	**	20%	12%	**	11%	**	**	**	**	17%	**
10 - Extremely satisfied	59	46	**	27	30	**	33	**	**	**	**	50	**
	28%	25%	**	26%	29%	**	29%	**	**	**	**	29%	**
DISSATISFIED (1-4)	10	10	**	4	7	**	10	**	**	**	**	6	**
	5%	5%	**	4%	6%	**	9%	**	**	**	**	3%	**
NEUTRAL (5-6)	48	45	**	25	23	**	25	**	**	**	**	40	**
	23%	24%	**	24%	22%	**	22%	**	**	**	**	23%	**
SATISFIED (7-10)	153	133	**	76	76	**	79	**	**	**	**	125	**
	72%	71%	**	73%	72%	**	69%	**	**	**	**	73%	**
Answered	211	187	**	105	105	**	114	**	**	**	**	171	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	204	179	25	101	102	92	110	49	46	32	92	163	36
Effective Weighted Sample	171	151	20	85	85	77	92	41	38	26	77	137	31
Total	211	187	24	105	105	95	114	49	45	32	95	171	34
Mean score	7.8	7.7	**	7.8	7.8	**	7.7	**	**	**	**	7.9	**
Standard deviation	1.98	1.98	**	1.95	2.02	**	2.17	**	**	**	**	1.90	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	204	202	186	18	2	204	192	179	161	83	198	6	31	34	139
Effective Weighted Sample	171	169	158	13	2	171	161	150	136	69	166	6	26	29	116
Total	211	208	195	15	3	211	196	178	164	80	201	10	35	36	139
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
2	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
3	3	3	3	**	**	3	2	3	2	**	3	**	**	**	-
	1%	1%	2%	**	**	1%	1%	2%	1%	**	1%	**	**	**	-%
4	5	5	4	**	**	5	5	5	4	**	5	**	**	**	3
	2%	2%	2%	**	**	2%	2%	3%	2%	**	2%	**	**	**	2%
5	18	18	17	**	**	18	17	17	16	**	18	**	**	**	5
	8%	8%	8%	**	**	8%	8%	10%	10%	**	9%	**	**	**	3%
6	30	29	27	**	**	30	30	27	23	**	30	**	**	**	15
	14%	14%	14%	**	**	14%	16%	15%	14%	**	15%	**	**	**	11%
7	20	20	19	**	**	20	20	18	17	**	20	**	**	**	13
	10%	10%	9%	**	**	10%	10%	10%	10%	**	10%	**	**	**	9%
8	40	40	37	**	**	40	34	32	29	**	37	**	**	**	33
	19%	19%	19%	**	**	19%	17%	18%	18%	**	18%	**	**	**	23%
9	33	32	29	**	**	33	33	33	32	**	33	**	**	**	31
	16%	15%	15%	**	**	16%	17%	19%	19%	**	16%	**	**	**	22%
10 - Extremely satisfied	59	59	58	**	**	59	52	41	39	**	52	**	**	**	40
	28%	28%	30%	**	**	28%	27%	23%	24%	**	26%	**	**	**	29%
DISSATISFIED (1-4)	10	10	9	**	**	10	9	10	8	**	10	**	**	**	3
	5%	5%	5%	**	**	5%	5%	6%	5%	**	5%	**	**	**	2%
NEUTRAL (5-6)	48	46	43	**	**	48	47	44	39	**	48	**	**	**	20
	23%	22%	22%	**	**	23%	24%	25%	24%	**	24%	**	**	**	15%
SATISFIED (7-10)	153	151	143	**	**	153	140	124	116	**	143	**	**	**	117
	72%	73%	73%	**	**	72%	71%	69%	71%	**	71%	**	**	**	84%
Answered	211	208	195	**	**	211	196	178	164	**	201	**	**	**	139

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to talkRADIO in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	204	202	186	18	2	204	192	179	161	83	198	6	31	34	139
Effective Weighted Sample	171	169	158	13	2	171	161	150	136	69	166	6	26	29	116
Total	211	208	195	15	3	211	196	178	164	80	201	10	35	36	139
Mean score	7.8	7.8	7.9	**	**	7.8	7.8	7.7	7.7	**	7.8	**	**	**	8.3
Standard deviation	1.98	1.99	2.01	**	**	1.98	1.97	2.02	2.00	**	1.99	**	**	**	1.56

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Classic FM in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	547	270	270	57	124	100	54	212	243	126	68	109	414	53	49	31
Effective Weighted Sample	462	225	231	46	107	87	48	180	210	106	56	94	384	49	47	29
Total	593	283	303	57	130	103	82	222	248	157	66	120	526	38	20	9
3	5	1	5	**	*	5	**	-	4	-	**	2	5	**	**	**
	1%	*%	1%	**	*%	5% e	**	-%	1%	-%	**	1%	1%	**	**	**
4	14	4	9	**	5	2	**	2	5	-	**	5	13	**	**	**
	2%	1%	3%	**	4%	2%	**	1%	2%	-%	**	4%	2%	**	**	**
5	39	14	24	**	7	2	**	21	6	14	**	13	33	**	**	**
	7%	5%	8%	**	5%	2%	**	9%	2%	9% a	**	11% a	6%	**	**	**
6	66	34	29	**	11	8	**	25	24	15	**	17	55	**	**	**
	11%	12%	10%	**	9%	8%	**	11%	10%	10%	**	14%	10%	**	**	**
7	139	65	74	**	29	31	**	44	58	38	**	25	132	**	**	**
	23%	23%	24%	**	22%	30%	**	20%	23%	24%	**	21%	25%	**	**	**
8	117	59	57	**	30	20	**	41	56	30	**	24	104	**	**	**
	20%	21%	19%	**	23%	19%	**	19%	22%	19%	**	20%	20%	**	**	**
9	103	55	48	**	18	17	**	42	47	37	**	12	90	**	**	**
	17%	19%	16%	**	14%	16%	**	19%	19%	24%	**	10%	17%	**	**	**
10 - Extremely satisfied	111	52	59	**	30	19	**	47	50	22	**	23	96	**	**	**
	19%	18%	19%	**	23%	18%	**	21%	20%	14%	**	19%	18%	**	**	**
DISSATISFIED (1-4)	19	5	13	**	5	7	**	2	9	-	**	6	17	**	**	**
	3%	2%	4%	**	4%	7% e	**	1%	4%	-%	**	5%	3%	**	**	**
NEUTRAL (5-6)	105	48	53	**	18	10	**	45	30	30	**	30	88	**	**	**
	18%	17%	17%	**	14%	10%	**	20%	12%	19%	**	25% a	17%	**	**	**
SATISFIED (7-10)	470	231	237	**	107	86	**	174	210	128	**	83	421	**	**	**
	79%	82%	78%	**	82%	83%	**	79%	84% d	81%	**	70%	80%	**	**	**
Answered	593	283	303	**	130	103	**	222	248	157	**	120	526	**	**	**
Mean score	7.8	7.9	7.7	**	7.9	7.7	**	7.9	7.9	7.8	**	7.4	7.7	**	**	**
Standard deviation	1.65	1.54	1.73	**	1.67	1.76	**	1.63	1.59	1.50	**	1.82	1.63	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Classic FM in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	547	467	80	212	330	193	349	89	103	79	193	359	180
Effective Weighted Sample	462	395	69	181	277	165	293	76	89	66	165	303	153
Total	593	516	77	231	354	209	376	90	108	86	209	400	185
3	5	5	**	5	*	4	1	**	4	**	4	4	1
	1%	1%	**	2%	*%	2%	*%	**	4%	**	2%	1%	1%
4	14	12	**	10	3	6	8	**	4	**	6	8	6
	2%	2%	**	4%	1%	3%	2%	**	4%	**	3%	2%	3%
5	39	32	**	11	28	7	32	**	5	**	7	17	20
	7%	6%	**	5%	8%	3%	9%	**	4%	**	3%	4%	11% a
6	66	60	**	25	41	23	42	**	9	**	23	41	25
	11%	12%	**	11%	12%	11%	11%	**	8%	**	11%	10%	14%
7	139	124	**	58	79	55	82	**	23	**	55	102	36
	23%	24%	**	25%	22%	26%	22%	**	21%	**	26%	25%	19%
8	117	96	**	39	78	36	81	**	19	**	36	84	28
	20%	19%	**	17%	22%	17%	21%	**	17%	**	17%	21%	15%
9	103	91	**	40	61	36	64	**	16	**	36	70	32
	17%	18%	**	17%	17%	17%	17%	**	15%	**	17%	17%	17%
10 - Extremely satisfied	111	95	**	43	64	42	66	**	29	**	42	74	36
	19%	18%	**	19%	18%	20%	17%	**	27%	**	20%	19%	20%
DISSATISFIED (1-4)	19	17	**	15	4	10	9	**	8	**	10	12	7
	3%	3%	**	7% b	1%	5%	2%	**	8%	**	5%	3%	4%
NEUTRAL (5-6)	105	92	**	36	69	30	75	**	13	**	30	58	45
	18%	18%	**	16%	19%	14%	20%	**	12%	**	14%	14%	25% a
SATISFIED (7-10)	470	407	**	180	282	170	292	**	87	**	170	330	133
	79%	79%	**	78%	80%	81%	78%	**	80%	**	81%	83% b	72%
Answered	593	516	**	231	354	209	376	**	108	**	209	400	185
Mean score	7.8	7.7	**	7.7	7.8	7.8	7.7	**	7.8	**	7.8	7.8	7.6
Standard deviation	1.65	1.66	**	1.79	1.56	1.70	1.63	**	1.93	**	1.70	1.58	1.80

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Classic FM in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	547	495	451	96	52	547	509	459	413	156	533	14	42	107	398
Effective Weighted Sample	462	415	379	84	48	462	430	390	347	132	451	12	34	92	337
Total	593	526	481	113	68	593	549	499	444	162	577	16	40	116	438
3	5	5	5	**	**	5	5	4	5	-	5	**	**	2	2
	1%	1%	1%	**	**	1%	1%	1%	1%	-%	1%	**	**	2%	*%
4	14	14	14	**	**	14	11	12	10	2	12	**	**	4	5
	2%	3%	3%	**	**	2%	2%	2%	2%	1%	2%	**	**	3%	1%
5	39	31	28	**	**	39	34	25	21	4	35	**	**	19	17
	7%	6%	6%	**	**	7%	6%	5%	5%	3%	6%	**	**	16% c	4%
6	66	56	53	**	**	66	63	61	52	11	66	**	**	27	34
	11%	11%	11%	**	**	11%	11%	12%	12%	7%	11%	**	**	23% c	8%
7	139	126	113	**	**	139	125	122	117	40	138	**	**	26	107
	23%	24%	24%	**	**	23%	23%	24%	26%	24%	24%	**	**	23%	24%
8	117	110	104	**	**	117	114	103	91	35	114	**	**	21	87
	20%	21%	22%	**	**	20%	21%	21%	20%	21%	20%	**	**	18%	20%
9	103	92	78	**	**	103	97	84	75	28	103	**	**	8	92
	17%	17%	16%	**	**	17%	18%	17%	17%	17%	18%	**	**	7%	21% b
10 - Extremely satisfied	111	91	87	**	**	111	100	89	72	42	104	**	**	9	95
	19%	17%	18%	**	**	19%	18%	18%	16%	26%	18%	**	**	8%	22% b
DISSATISFIED (1-4)	19	19	19	**	**	19	16	15	15	2	17	**	**	6	7
	3%	4%	4%	**	**	3%	3%	3%	3%	1%	3%	**	**	5%	2%
NEUTRAL (5-6)	105	87	80	**	**	105	97	86	73	15	101	**	**	46	51
	18%	17%	17%	**	**	18%	18%	17%	16%	9%	17%	**	**	40% c	12%
SATISFIED (7-10)	470	420	382	**	**	470	436	398	356	144	459	**	**	64	380
	79%	80%	79%	**	**	79%	79%	80%	80%	89%	80%	**	**	56%	87% b
Answered	593	526	481	**	**	593	549	499	444	162	577	**	**	116	438
Mean score	7.8	7.7	7.7	**	**	7.8	7.8	7.8	7.7	8.2 bce	7.8	**	**	6.8	8.1 b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 149

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Classic FM in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	547	495	451	96	52	547	509	459	413	156	533	14	42	107	398
Effective Weighted Sample	462	415	379	84	48	462	430	390	347	132	451	12	34	92	337
Total	593	526	481	113	68	593	549	499	444	162	577	16	40	116	438
Standard deviation	1.65	1.63	1.65	**	**	1.65	1.63	1.60	1.60	1.48	1.63	**	**	1.62	1.50

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Absolute Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	280	143	131	17	62	78	51	72	111	61	59	49	193	34	20	33
Effective Weighted Sample	229	119	105	15	51	66	40	61	92	49	49	40	179	31	19	32
Total	282	142	134	17	64	74	62	65	110	68	57	47	240	24	8	10
4	4	1	3	**	**	**	**	**	4	**	**	**	4	**	**	**
	2%	1%	2%	**	**	**	**	**	4%	**	**	**	2%	**	**	**
5	14	10	3	**	**	**	**	**	7	**	**	**	11	**	**	**
	5%	7%	2%	**	**	**	**	**	7%	**	**	**	4%	**	**	**
6	21	8	13	**	**	**	**	**	8	**	**	**	17	**	**	**
	7%	6%	9%	**	**	**	**	**	8%	**	**	**	7%	**	**	**
7	50	26	23	**	**	**	**	**	13	**	**	**	42	**	**	**
	18%	19%	17%	**	**	**	**	**	12%	**	**	**	18%	**	**	**
8	75	39	33	**	**	**	**	**	31	**	**	**	68	**	**	**
	27%	27%	25%	**	**	**	**	**	28%	**	**	**	28%	**	**	**
9	33	18	15	**	**	**	**	**	11	**	**	**	27	**	**	**
	12%	13%	11%	**	**	**	**	**	10%	**	**	**	11%	**	**	**
10 - Extremely satisfied	85	39	44	**	**	**	**	**	35	**	**	**	71	**	**	**
	30%	28%	32%	**	**	**	**	**	32%	**	**	**	30%	**	**	**
DISSATISFIED (1-4)	4	1	3	**	**	**	**	**	4	**	**	**	4	**	**	**
	2%	1%	2%	**	**	**	**	**	4%	**	**	**	2%	**	**	**
NEUTRAL (5-6)	34	18	16	**	**	**	**	**	16	**	**	**	28	**	**	**
	12%	13%	12%	**	**	**	**	**	14%	**	**	**	12%	**	**	**
SATISFIED (7-10)	243	123	116	**	**	**	**	**	90	**	**	**	208	**	**	**
	86%	86%	86%	**	**	**	**	**	82%	**	**	**	87%	**	**	**
Answered	282	142	134	**	**	**	**	**	110	**	**	**	240	**	**	**
Mean score	8.2	8.1	8.2	**	**	**	**	**	8.1	**	**	**	8.2	**	**	**
Standard deviation	1.56	1.55	1.58	**	**	**	**	**	1.74	**	**	**	1.56	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Absolute Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	280	247	33	115	162	109	168	41	52	58	109	207	70
Effective Weighted Sample	229	203	27	94	133	88	138	34	42	45	88	171	55
Total	282	252	29	111	167	105	174	38	49	53	105	213	66
4	4	4	**	3	1	2	2	**	**	**	2	4	**
	2%	2%	**	3%	1%	2%	1%	**	**	**	2%	2%	**
5	14	11	**	7	6	6	7	**	**	**	6	11	**
	5%	4%	**	7%	4%	6%	4%	**	**	**	6%	5%	**
6	21	20	**	6	15	6	15	**	**	**	6	20	**
	7%	8%	**	6%	9%	6%	8%	**	**	**	6%	9%	**
7	50	43	**	17	33	15	34	**	**	**	15	33	**
	18%	17%	**	15%	20%	15%	20%	**	**	**	15%	16%	**
8	75	69	**	29	46	29	46	**	**	**	29	61	**
	27%	27%	**	26%	28%	27%	27%	**	**	**	27%	29%	**
9	33	27	**	13	19	10	22	**	**	**	10	24	**
	12%	11%	**	12%	12%	10%	13%	**	**	**	10%	11%	**
10 - Extremely satisfied	85	78	**	36	47	36	47	**	**	**	36	60	**
	30%	31%	**	32%	28%	34%	27%	**	**	**	34%	28%	**
DISSATISFIED (1-4)	4	4	**	3	1	2	2	**	**	**	2	4	**
	2%	2%	**	3%	1%	2%	1%	**	**	**	2%	2%	**
NEUTRAL (5-6)	34	32	**	14	21	13	22	**	**	**	13	31	**
	12%	13%	**	12%	13%	12%	13%	**	**	**	12%	14%	**
SATISFIED (7-10)	243	217	**	94	145	90	149	**	**	**	90	178	**
	86%	86%	**	85%	87%	86%	86%	**	**	**	86%	84%	**
Answered	282	252	**	111	167	105	174	**	**	**	105	213	**
Mean score	8.2	8.2	**	8.2	8.2	8.3	8.1	**	**	**	8.3	8.1	**
Standard deviation	1.56	1.57	**	1.68	1.49	1.63	1.53	**	**	**	1.63	1.60	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Absolute Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	280	269	248	32	11	280	255	195	210	77	263	17	42	44	194
Effective Weighted Sample	229	219	201	28	10	229	209	162	171	64	216	13	35	35	159
Total	282	269	244	38	12	282	256	196	212	74	263	18	40	46	197
4	4	4	4	**	**	4	4	4	4	**	4	**	**	**	3
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	2%
5	14	14	13	**	**	14	12	11	13	**	13	**	**	**	3
	5%	5%	5%	**	**	5%	5%	5%	6%	**	5%	**	**	**	2%
6	21	21	21	**	**	21	19	15	17	**	21	**	**	**	10
	7%	8%	9%	**	**	7%	8%	8%	8%	**	8%	**	**	**	5%
7	50	46	45	**	**	50	50	38	37	**	50	**	**	**	33
	18%	17%	18%	**	**	18%	19%	19%	18%	**	19%	**	**	**	17%
8	75	71	60	**	**	75	69	52	61	**	71	**	**	**	57
	27%	26%	25%	**	**	27%	27%	27%	29%	**	27%	**	**	**	29%
9	33	30	24	**	**	33	29	20	22	**	29	**	**	**	27
	12%	11%	10%	**	**	12%	11%	10%	10%	**	11%	**	**	**	14%
10 - Extremely satisfied	85	84	77	**	**	85	73	56	58	**	75	**	**	**	63
	30%	31%	31%	**	**	30%	28%	28%	27%	**	28%	**	**	**	32%
DISSATISFIED (1-4)	4	4	4	**	**	4	4	4	4	**	4	**	**	**	3
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	2%
NEUTRAL (5-6)	34	34	34	**	**	34	32	26	31	**	34	**	**	**	14
	12%	13%	14%	**	**	12%	12%	13%	14%	**	13%	**	**	**	7%
SATISFIED (7-10)	243	231	206	**	**	243	220	166	177	**	225	**	**	**	180
	86%	86%	84%	**	**	86%	86%	85%	84%	**	85%	**	**	**	92%
Answered	282	269	244	**	**	282	256	196	212	**	263	**	**	**	197
Mean score	8.2	8.2	8.1	**	**	8.2	8.1	8.1	8.0	**	8.1	**	**	**	8.4
Standard deviation	1.56	1.59	1.63	**	**	1.56	1.56	1.61	1.61	**	1.57	**	**	**	1.43

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted row	490	216	267	95	137	130	66	62	149	137	102	100	344	70	51	25
Effective Weighted Sample	409	184	220	79	115	110	58	54	124	114	87	85	319	65	48	24
Total	517	227	285	100	138	122	94	62	148	158	104	105	438	51	21	7
1 - Extremely dissatisfied	1	1	-	**	-	-	**	**	-	-	1	-	1	**	**	**
	*%	1%	-%	**	-%	-%	**	**	-%	-%	1%	-%	*%	**	**	**
2	5	1	3	**	2	1	**	**	-	1	4	-	4	**	**	**
	1%	1%	1%	**	1%	1%	**	**	-%	1%	4%	-%	1%	**	**	**
3	2	*	2	**	2	-	**	**	1	2	-	-	2	**	**	**
	*%	*%	1%	**	1%	-%	**	**	*%	1%	-%	-%	*%	**	**	**
4	4	3	2	**	-	2	**	**	2	-	1	1	4	**	**	**
	1%	1%	1%	**	-%	1%	**	**	1%	-%	1%	1%	1%	**	**	**
5	27	13	13	**	6	6	**	**	8	5	3	12	23	**	**	**
	5%	6%	5%	**	4%	5%	**	**	5%	3%	2%	12%	5%	**	**	**
6	51	22	29	**	18	12	**	**	16	14	7	15	44	**	**	**
	10%	10%	10%	**	13%	10%	**	**	11%	9%	7%	14%	10%	**	**	**
7	116	52	62	**	35	27	**	**	24	45	28	20	103	**	**	**
	23%	23%	22%	**	26%	23%	**	**	16%	28%	27%	19%	23%	**	**	**
8	135	61	74	**	29	34	**	**	42	43	27	22	110	**	**	**
	26%	27%	26%	**	21%	28%	**	**	28%	27%	26%	21%	25%	**	**	**
9	77	41	36	**	19	25	**	**	18	25	19	15	67	**	**	**
	15%	18%	12%	**	14%	20%	**	**	12%	16%	18%	15%	15%	**	**	**
10 - Extremely satisfied	97	32	64	**	28	16	**	**	39	25	14	20	80	**	**	**
	19%	14%	23%	**	20%	13%	**	**	26%	16%	13%	19%	18%	**	**	**
DISSATISFIED (1-4)	12	6	7	**	3	3	**	**	2	3	7	1	11	**	**	**
	2%	2%	2%	**	2%	2%	**	**	1%	2%	6%	1%	3%	**	**	**
NEUTRAL (5-6)	79	35	42	**	23	18	**	**	24	18	10	27	67	**	**	**
	15%	15%	15%	**	17%	14%	**	**	16%	12%	10%	26% c	15%	**	**	**
SATISFIED (7-10)	425	186	236	**	111	102	**	**	122	137	88	77	360	**	**	**
	82%	82%	83%	**	81%	83%	**	**	83%	87%	84%	73%	82%	**	**	**
Answered	517	227	285	**	138	122	**	**	148	158	104	105	438	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted row	490	216	267	95	137	130	66	62	149	137	102	100	344	70	51	25
Effective Weighted Sample	409	184	220	79	115	110	58	54	124	114	87	85	319	65	48	24
Total	517	227	285	100	138	122	94	62	148	158	104	105	438	51	21	7
Mean score	7.8	7.7	7.9	**	7.8	7.8	**	**	8.1	7.8	7.6	7.7	7.8	**	**	**
Standard deviation	1.63	1.60	1.66	**	1.68	1.49	**	**	1.59	1.46	1.88	1.66	1.65	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	490	450	40	239	243	221	260	93	121	100	221	364	119
Effective Weighted Sample	409	378	33	196	207	181	222	74	101	81	181	302	102
Total	517	485	31	246	259	228	277	90	127	107	228	388	121
1 - Extremely dissatisfied	1	1	**	-	1	-	1	**	-	-	-	1	-
	*%	*%	**	-%	1%	-%	1%	**	-%	-%	-%	*%	-%
2	5	5	**	1	3	1	3	**	-	1	1	3	2
	1%	1%	**	1%	1%	1%	1%	**	-%	1%	1%	1%	2%
3	2	2	**	2	*	2	*	**	2	-	2	*	2
	*%	*%	**	1%	*%	1%	*%	**	1%	-%	1%	*%	2%
4	4	4	**	1	1	1	1	**	-	-	1	2	3
	1%	1%	**	*%	*%	*%	*%	**	-%	-%	*%	*%	2%
5	27	27	**	16	10	12	14	**	9	4	12	16	12
	5%	6%	**	6%	4%	5%	5%	**	7%	4%	5%	4%	10%
6	51	50	**	26	24	26	24	**	13	11	26	40	8
	10%	10%	**	11%	9%	11%	9%	**	10%	11%	11%	10%	7%
7	116	108	**	52	64	51	65	**	28	26	51	86	30
	23%	22%	**	21%	25%	22%	24%	**	22%	24%	22%	22%	25%
8	135	124	**	58	76	52	82	**	28	24	52	104	31
	26%	26%	**	24%	29%	23%	30%	**	22%	23%	23%	27%	26%
9	77	74	**	44	33	42	35	**	24	18	42	62	13
	15%	15%	**	18%	13%	18%	13%	**	19%	17%	18%	16%	11%
10 - Extremely satisfied	97	90	**	46	46	42	50	**	24	22	42	74	20
	19%	19%	**	19%	18%	19%	18%	**	19%	21%	19%	19%	16%
DISSATISFIED (1-4)	12	12	**	4	6	4	6	**	2	1	4	6	6
	2%	3%	**	2%	2%	2%	2%	**	1%	1%	2%	2%	5%
NEUTRAL (5-6)	79	77	**	42	34	37	38	**	21	15	37	56	20
	15%	16%	**	17%	13%	16%	14%	**	17%	14%	16%	14%	17%
SATISFIED (7-10)	425	396	**	201	220	187	232	**	103	90	187	326	94
	82%	82%	**	81%	85%	82%	84%	**	82%	85%	82%	84%	78%
Answered	517	485	**	246	259	228	277	**	127	107	228	388	121

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	490	450	40	239	243	221	260	93	121	100	221	364	119
Effective Weighted Sample	409	378	33	196	207	181	222	74	101	81	181	302	102
Total	517	485	31	246	259	228	277	90	127	107	228	388	121
Mean score	7.8	7.8	**	7.9	7.8	7.9	7.8	**	7.9	8.0	7.9	7.9	7.5
Standard deviation	1.63	1.65	**	1.60	1.62	1.58	1.63	**	1.59	1.53	1.58	1.56	1.81

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	490	465	438	52	25	490	418	338	334	110	449	41	49	128	313
Effective Weighted Sample	409	387	365	45	23	409	348	279	277	89	375	35	41	112	258
Total	517	484	458	59	33	517	440	358	355	112	476	41	44	145	327
1 - Extremely dissatisfied	1	1	1	**	**	1	1	-	-	-	1	**	**	1	-
	*%	*%	*%	**	**	*%	*%	-%	-%	-%	*%	**	**	1%	-%
2	5	5	5	**	**	5	4	3	4	1	4	**	**	4	-
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	3% c	-%
3	2	2	1	**	**	2	2	2	2	2	2	**	**	-	2
	*%	*%	*%	**	**	*%	*%	1%	1%	1%	*%	**	**	-%	1%
4	4	4	4	**	**	4	4	3	4	-	4	**	**	2	2
	1%	1%	1%	**	**	1%	1%	1%	1%	-%	1%	**	**	2%	1%
5	27	24	23	**	**	27	23	16	15	5	24	**	**	12	10
	5%	5%	5%	**	**	5%	5%	4%	4%	4%	5%	**	**	8%	3%
6	51	49	46	**	**	51	44	42	37	10	49	**	**	28	20
	10%	10%	10%	**	**	10%	10%	12%	10%	9%	10%	**	**	19% c	6%
7	116	106	103	**	**	116	102	92	93	19	112	**	**	31	78
	23%	22%	22%	**	**	23%	23%	26%	26%	17%	24%	**	**	22%	24%
8	135	129	119	**	**	135	117	93	95	29	126	**	**	31	93
	26%	27%	26%	**	**	26%	27%	26%	27%	26%	27%	**	**	22%	29%
9	77	71	66	**	**	77	57	49	47	18	65	**	**	20	50
	15%	15%	14%	**	**	15%	13%	14%	13%	16%	14%	**	**	14%	15%
10 - Extremely satisfied	97	92	90	**	**	97	84	58	57	27	87	**	**	15	71
	19%	19%	20%	**	**	19%	19%	16%	16%	24%	18%	**	**	10%	22%
DISSATISFIED (1-4)	12	12	11	**	**	12	12	9	10	3	12	**	**	8	4
	2%	3%	2%	**	**	2%	3%	2%	3%	3%	3%	**	**	5%	1%
NEUTRAL (5-6)	79	73	69	**	**	79	67	58	52	15	73	**	**	40	30
	15%	15%	15%	**	**	15%	15%	16%	15%	14%	15%	**	**	27% c	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 151

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Capital radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	490	465	438	52	25	490	418	338	334	110	449	41	49	128	313
Effective Weighted Sample	409	387	365	45	23	409	348	279	277	89	375	35	41	112	258
Total	517	484	458	59	33	517	440	358	355	112	476	41	44	145	327
SATISFIED (7-10)	425	398	378	**	**	425	360	292	293	94	391	**	**	98	293
	82%	82%	83%	**	**	82%	82%	81%	83%	84%	82%	**	**	67%	90% b
Answered	517	484	458	**	**	517	440	358	355	112	476	**	**	145	327
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.7	7.7	8.0	7.8	**	**	7.2	8.1 b
Standard deviation	1.63	1.64	1.64	**	**	1.63	1.66	1.57	1.59	1.69	1.63	**	**	1.83	1.43

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	643	243	391	70	135	164	94	180	183	195	129	135	457	59	88	39
Effective Weighted Sample	535	201	328	59	118	133	83	150	154	163	109	110	426	55	83	37
Total	664	241	414	72	145	148	127	172	183	216	133	129	572	44	36	11
1 - Extremely dissatisfied	3	1	2	**	2	-	**	-	2	-	1	-	3	**	**	**
	1%	1%	*%	**	1%	-%	**	-%	1%	-%	1%	-%	*%	**	**	**
2	3	1	3	**	2	-	**	1	-	3	-	1	3	**	**	**
	1%	*%	1%	**	1%	-%	**	1%	-%	1%	-%	1%	1%	**	**	**
3	1	1	-	**	-	-	**	1	-	-	-	1	1	**	**	**
	*%	*%	-%	**	-%	-%	**	1%	-%	-%	-%	1%	*%	**	**	**
4	10	4	5	**	2	3	**	-	2	1	3	5	9	**	**	**
	2%	2%	1%	**	2%	2%	**	-%	1%	*%	2%	4%	2%	**	**	**
5	42	11	30	**	15	12	**	8	8	12	10	11	35	**	**	**
	6%	5%	7%	**	10%	8%	**	4%	4%	6%	8%	9%	6%	**	**	**
6	69	20	48	**	11	22	**	19	22	21	8	16	60	**	**	**
	10%	8%	11%	**	8%	15%	**	11%	12%	10%	6%	13%	10%	**	**	**
7	125	49	75	**	30	23	**	30	26	49	32	19	112	**	**	**
	19%	20%	18%	**	21%	15%	**	18%	14%	23%	24%	15%	20%	**	**	**
8	146	64	80	**	22	37	**	41	44	40	35	28	123	**	**	**
	22%	27%	19%	**	16%	25%	**	24%	24%	18%	26%	21%	22%	**	**	**
9	111	35	75	**	25	26	**	28	33	39	20	19	98	**	**	**
	17%	14%	18%	**	17%	18%	**	16%	18%	18%	15%	14%	17%	**	**	**
10 - Extremely satisfied	153	55	98	**	35	25	**	44	46	53	24	30	129	**	**	**
	23%	23%	24%	**	25%	17%	**	25%	25%	24%	18%	23%	22%	**	**	**
DISSATISFIED (1-4)	18	7	9	**	6	3	**	2	3	3	5	7	16	**	**	**
	3%	3%	2%	**	4%	2%	**	1%	2%	1%	3%	5%	3%	**	**	**
NEUTRAL (5-6)	110	32	77	**	26	34	**	27	30	33	18	27	94	**	**	**
	17%	13%	19%	**	18%	23%	**	16%	16%	15%	14%	21%	17%	**	**	**
SATISFIED (7-10)	535	202	328	**	113	111	**	143	150	180	111	95	462	**	**	**
	81%	84%	79%	**	78%	75%	**	83%	82%	83%	83%	73%	81%	**	**	**
Answered	664	241	414	**	145	148	**	172	183	216	133	129	572	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	643	243	391	70	135	164	94	180	183	195	129	135	457	59	88	39
Effective Weighted Sample	535	201	328	59	118	133	83	150	154	163	109	110	426	55	83	37
Total	664	241	414	72	145	148	127	172	183	216	133	129	572	44	36	11
Mean score	7.9	7.9	7.9	**	7.8	7.7	**	8.1	8.1	8.0	7.7	7.7	7.9	**	**	**
Standard deviation	1.73	1.68	1.75	**	1.97	1.60	**	1.61	1.70	1.66	1.71	1.88	1.72	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	643	539	104	239	396	220	414	82	121	98	220	444	184
Effective Weighted Sample	535	453	83	198	330	183	345	70	101	79	183	370	155
Total	664	572	91	249	403	230	422	76	126	106	230	474	175
1 - Extremely dissatisfied	3	3	-	1	3	1	3	**	-	**	1	3	-
	1%	1%	-%	*%	1%	*%	1%	**	-%	**	*%	1%	-%
2	3	3	-	2	2	2	2	**	2	**	2	-	3
	1%	1%	-%	1%	*%	1%	*%	**	1%	**	1%	-%	2% a
3	1	-	1	-	1	-	1	**	-	**	-	1	-
	*%	-%	1%	-%	*%	-%	*%	**	-%	**	-%	*%	-%
4	10	8	2	4	6	4	6	**	2	**	4	6	3
	2%	1%	3%	1%	2%	2%	2%	**	1%	**	2%	1%	2%
5	42	34	8	16	22	13	26	**	8	**	13	30	10
	6%	6%	9%	7%	6%	6%	6%	**	7%	**	6%	6%	6%
6	69	59	10	21	46	19	48	**	14	**	19	41	26
	10%	10%	11%	8%	11%	8%	11%	**	11%	**	8%	9%	15%
7	125	106	19	51	72	45	77	**	33	**	45	101	23
	19%	18%	21%	20%	18%	20%	18%	**	26%	**	20%	21%	13%
8	146	125	22	52	92	48	95	**	19	**	48	104	41
	22%	22%	24%	21%	23%	21%	23%	**	15%	**	21%	22%	23%
9	111	99	12	47	64	42	69	**	20	**	42	79	27
	17%	17%	13%	19%	16%	18%	16%	**	16%	**	18%	17%	15%
10 - Extremely satisfied	153	136	16	57	94	56	95	**	29	**	56	108	43
	23%	24%	18%	23%	23%	24%	23%	**	23%	**	24%	23%	25%
DISSATISFIED (1-4)	18	15	4	6	12	6	12	**	3	**	6	10	6
	3%	3%	4%	2%	3%	3%	3%	**	2%	**	3%	2%	4%
NEUTRAL (5-6)	110	93	18	37	69	32	74	**	22	**	32	71	36
	17%	16%	20%	15%	17%	14%	17%	**	17%	**	14%	15%	20%
SATISFIED (7-10)	535	465	70	206	322	192	337	**	101	**	192	392	133
	81%	81%	76%	83%	80%	83%	80%	**	80%	**	83%	83%	76%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	643	539	104	239	396	220	414	82	121	98	220	444	184
Effective Weighted Sample	535	453	83	198	330	183	345	70	101	79	183	370	155
Total	664	572	91	249	403	230	422	76	126	106	230	474	175
Answered	664	572	91	249	403	230	422	**	126	**	230	474	175
Mean score	7.9	7.9	7.6	8.0	7.9	8.0	7.9	**	7.8	**	8.0	7.9	7.9
Standard deviation	1.73	1.73	1.71	1.68	1.75	1.69	1.74	**	1.72	**	1.69	1.68	1.83

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	643	608	560	83	35	643	567	393	408	140	594	49	71	144	428
Effective Weighted Sample	535	505	465	71	31	535	476	329	339	115	497	38	55	122	358
Total	664	621	571	92	42	664	589	404	414	142	616	48	67	154	443
1 - Extremely dissatisfied	3	3	3	**	**	3	3	1	2	1	3	**	**	3	1
	1%	1%	1%	**	**	1%	1%	*%	*%	*%	1%	**	**	2%	*%
2	3	3	1	**	**	3	3	2	3	2	3	**	**	1	2
	1%	*%	*%	**	**	1%	1%	*%	1%	1%	1%	**	**	1%	1%
3	1	1	1	**	**	1	1	1	1	1	1	**	**	-	1
	*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	**	**	-%	*%
4	10	10	10	**	**	10	9	6	10	1	10	**	**	3	7
	2%	2%	2%	**	**	2%	2%	2%	2%	*%	2%	**	**	2%	1%
5	42	40	35	**	**	42	39	25	26	8	39	**	**	20	14
	6%	6%	6%	**	**	6%	7%	6%	6%	5%	6%	**	**	13% c	3%
6	69	63	60	**	**	69	59	43	47	15	66	**	**	32	33
	10%	10%	11%	**	**	10%	10%	11%	11%	10%	11%	**	**	21% c	8%
7	125	118	108	**	**	125	109	74	76	30	114	**	**	26	80
	19%	19%	19%	**	**	19%	18%	18%	18%	21%	18%	**	**	17%	18%
8	146	138	125	**	**	146	130	98	93	25	138	**	**	28	107
	22%	22%	22%	**	**	22%	22%	24%	23%	17%	22%	**	**	18%	24%
9	111	101	96	**	**	111	99	74	67	26	103	**	**	22	82
	17%	16%	17%	**	**	17%	17%	18%	16%	19%	17%	**	**	15%	18%
10 - Extremely satisfied	153	142	131	**	**	153	137	80	88	35	138	**	**	20	115
	23%	23%	23%	**	**	23%	23%	20%	21%	25%	22%	**	**	13%	26% b
DISSATISFIED (1-4)	18	17	16	**	**	18	17	10	16	4	18	**	**	6	11
	3%	3%	3%	**	**	3%	3%	2%	4%	3%	3%	**	**	4%	2%
NEUTRAL (5-6)	110	104	96	**	**	110	98	68	73	22	106	**	**	52	48
	17%	17%	17%	**	**	17%	17%	17%	18%	16%	17%	**	**	34% c	11%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Heart radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	643	608	560	83	35	643	567	393	408	140	594	49	71	144	428
Effective Weighted Sample	535	505	465	71	31	535	476	329	339	115	497	38	55	122	358
Total	664	621	571	92	42	664	589	404	414	142	616	48	67	154	443
SATISFIED (7-10)	535	500	460	**	**	535	474	326	324	116	493	**	**	96	384
	81%	81%	81%	**	**	81%	81%	81%	78%	81%	80%	**	**	62%	87% b
Answered	664	621	571	**	**	664	589	404	414	142	616	**	**	154	443
Mean score	7.9	7.9	7.9	**	**	7.9	7.9	7.9	7.8	7.9	7.9	**	**	7.2	8.2 b
Standard deviation	1.73	1.73	1.71	**	**	1.73	1.75	1.64	1.78	1.79	1.74	**	**	1.90	1.60

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Smooth Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	428	186	239	25	85	79	62	177	133	110	78	107	310	60	40	18
Effective Weighted Sample	366	159	204	22	72	66	55	156	112	96	68	90	288	57	37	17
Total	447	190	254	25	87	70	84	180	133	125	80	109	380	45	17	5
2	1	-	1	**	**	**	**	-	-	1	**	-	1	**	**	**
	*%	-%	*%	**	**	**	**	-%	-%	1%	**	-%	*%	**	**	**
3	4	1	3	**	**	**	**	-	1	2	**	-	4	**	**	**
	1%	1%	1%	**	**	**	**	-%	1%	2%	**	-%	1%	**	**	**
4	5	1	3	**	**	**	**	-	2	1	**	2	4	**	**	**
	1%	1%	1%	**	**	**	**	-%	1%	1%	**	2%	1%	**	**	**
5	20	7	13	**	**	**	**	5	6	3	**	3	17	**	**	**
	4%	4%	5%	**	**	**	**	3%	5%	3%	**	3%	4%	**	**	**
6	40	19	20	**	**	**	**	14	8	8	**	14	34	**	**	**
	9%	10%	8%	**	**	**	**	8%	6%	6%	**	13%	9%	**	**	**
7	89	41	48	**	**	**	**	35	24	30	**	18	77	**	**	**
	20%	21%	19%	**	**	**	**	19%	18%	24%	**	16%	20%	**	**	**
8	108	51	57	**	**	**	**	46	37	35	**	19	90	**	**	**
	24%	27%	22%	**	**	**	**	25%	28%	28%	**	17%	24%	**	**	**
9	54	17	36	**	**	**	**	24	16	11	**	17	44	**	**	**
	12%	9%	14%	**	**	**	**	13%	12%	9%	**	16%	12%	**	**	**
10 - Extremely satisfied	127	53	72	**	**	**	**	56	39	34	**	37	109	**	**	**
	28%	28%	28%	**	**	**	**	31%	29%	28%	**	34%	29%	**	**	**
DISSATISFIED (1-4)	10	2	7	**	**	**	**	-	2	4	**	2	9	**	**	**
	2%	1%	3%	**	**	**	**	-%	2%	3%	**	2%	2%	**	**	**
NEUTRAL (5-6)	59	26	32	**	**	**	**	19	15	11	**	17	51	**	**	**
	13%	14%	13%	**	**	**	**	11%	11%	9%	**	15%	14%	**	**	**
SATISFIED (7-10)	378	161	214	**	**	**	**	161	116	110	**	91	320	**	**	**
	85%	85%	84%	**	**	**	**	89%	87%	88%	**	83%	84%	**	**	**
Answered	447	190	254	**	**	**	**	180	133	125	**	109	380	**	**	**
Mean score	8.1	8.1	8.1	**	**	**	**	8.3	8.2	8.0	**	8.3	8.1	**	**	**
Standard deviation	1.64	1.56	1.69	**	**	**	**	1.43	1.57	1.67	**	1.62	1.66	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Smooth Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	428	370	58	133	294	124	303	45	61	59	124	294	125
Effective Weighted Sample	366	319	50	112	254	104	262	39	52	46	104	249	109
Total	447	401	46	139	305	129	316	45	64	58	129	312	126
2	1	1	**	-	1	-	1	**	**	**	-	-	1
	*%	*%	**	-%	*%	-%	*%	**	**	**	-%	-%	1%
3	4	4	**	3	1	3	1	**	**	**	3	3	2
	1%	1%	**	2%	*%	2%	*%	**	**	**	2%	1%	1%
4	5	3	**	5	-	3	2	**	**	**	3	3	2
	1%	1%	**	3% b	-%	2%	1%	**	**	**	2%	1%	1%
5	20	19	**	11	9	8	12	**	**	**	8	15	5
	4%	5%	**	8%	3%	6%	4%	**	**	**	6%	5%	4%
6	40	35	**	12	28	11	29	**	**	**	11	28	12
	9%	9%	**	8%	9%	8%	9%	**	**	**	8%	9%	9%
7	89	82	**	26	63	24	65	**	**	**	24	69	19
	20%	20%	**	18%	21%	19%	20%	**	**	**	19%	22%	15%
8	108	94	**	32	76	32	76	**	**	**	32	80	25
	24%	23%	**	23%	25%	25%	24%	**	**	**	25%	26%	20%
9	54	47	**	15	39	14	40	**	**	**	14	33	18
	12%	12%	**	10%	13%	11%	13%	**	**	**	11%	11%	14%
10 - Extremely satisfied	127	116	**	36	89	34	91	**	**	**	34	81	43
	28%	29%	**	26%	29%	26%	29%	**	**	**	26%	26%	34%
DISSATISFIED (1-4)	10	8	**	8	2	6	4	**	**	**	6	5	4
	2%	2%	**	6% b	1%	4%	1%	**	**	**	4%	2%	3%
NEUTRAL (5-6)	59	54	**	23	37	19	41	**	**	**	19	43	16
	13%	13%	**	16%	12%	15%	13%	**	**	**	15%	14%	13%
SATISFIED (7-10)	378	339	**	109	266	104	271	**	**	**	104	263	106
	85%	85%	**	78%	87%	81%	86%	**	**	**	81%	84%	84%
Answered	447	401	**	139	305	129	316	**	**	**	129	312	126
Mean score	8.1	8.1	**	7.8	8.2	7.9	8.1	**	**	**	7.9	8.0	8.2
Standard deviation	1.64	1.65	**	1.87	1.51	1.78	1.57	**	**	**	1.78	1.59	1.77

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Smooth Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	428	390	349	79	38	428	384	270	262	99	402	26	48	90	290
Effective Weighted Sample	366	332	295	70	34	366	331	228	222	84	345	21	39	78	249
Total	447	403	360	87	44	447	400	279	273	104	422	25	45	98	304
2	1	1	1	**	**	1	1	-	1	**	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	-%
3	4	4	3	**	**	4	4	4	4	**	4	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
4	5	5	5	**	**	5	3	3	3	**	3	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
5	20	19	15	**	**	20	17	16	13	**	19	**	**	**	7
	4%	5%	4%	**	**	4%	4%	6%	5%	**	5%	**	**	**	2%
6	40	34	29	**	**	40	38	31	26	**	39	**	**	**	22
	9%	8%	8%	**	**	9%	9%	11%	10%	**	9%	**	**	**	7%
7	89	88	80	**	**	89	77	54	64	**	83	**	**	**	60
	20%	22%	22%	**	**	20%	19%	19%	23%	**	20%	**	**	**	20%
8	108	99	91	**	**	108	99	69	71	**	104	**	**	**	77
	24%	25%	25%	**	**	24%	25%	25%	26%	**	25%	**	**	**	25%
9	54	48	37	**	**	54	49	33	29	**	51	**	**	**	42
	12%	12%	10%	**	**	12%	12%	12%	11%	**	12%	**	**	**	14%
10 - Extremely satisfied	127	105	100	**	**	127	113	70	62	**	119	**	**	**	94
	28%	26%	28%	**	**	28%	28%	25%	23%	**	28%	**	**	**	31%
DISSATISFIED (1-4)	10	10	8	**	**	10	8	7	8	**	8	**	**	**	2
	2%	2%	2%	**	**	2%	2%	2%	3%	**	2%	**	**	**	1%
NEUTRAL (5-6)	59	53	43	**	**	59	55	47	39	**	59	**	**	**	29
	13%	13%	12%	**	**	13%	14%	17%	14%	**	14%	**	**	**	9%
SATISFIED (7-10)	378	340	308	**	**	378	337	226	226	**	356	**	**	**	273
	85%	84%	86%	**	**	85%	84%	81%	83%	**	84%	**	**	**	90%
Answered	447	403	360	**	**	447	400	279	273	**	422	**	**	**	304
Mean score	8.1	8.0	8.1	**	**	8.1	8.1	7.9	7.9	**	8.1	**	**	**	8.3
Standard deviation	1.64	1.64	1.62	**	**	1.64	1.63	1.67	1.65	**	1.63	**	**	**	1.48

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	287	113	170	57	102	83	28	17	101	73	56	57	200	33	31	23
Effective Weighted Sample	237	91	141	48	87	66	25	14	83	60	48	47	185	30	28	22
Total	296	111	180	61	103	74	40	18	105	84	53	55	252	24	13	6
1 - Extremely dissatisfied	1	-	1	**	1	**	**	**	1	**	**	**	-	**	**	**
	*%	-%	*%	**	1%	**	**	**	1%	**	**	**	-%	**	**	**
2	2	-	2	**	-	**	**	**	-	**	**	**	2	**	**	**
	1%	-%	1%	**	-%	**	**	**	-%	**	**	**	1%	**	**	**
3	5	2	3	**	2	**	**	**	-	**	**	**	5	**	**	**
	2%	2%	2%	**	2%	**	**	**	-%	**	**	**	2%	**	**	**
4	6	1	6	**	6	**	**	**	1	**	**	**	6	**	**	**
	2%	*%	3%	**	6%	**	**	**	1%	**	**	**	2%	**	**	**
5	24	8	15	**	9	**	**	**	7	**	**	**	22	**	**	**
	8%	7%	9%	**	9%	**	**	**	6%	**	**	**	9%	**	**	**
6	28	10	17	**	12	**	**	**	8	**	**	**	21	**	**	**
	9%	9%	9%	**	11%	**	**	**	8%	**	**	**	8%	**	**	**
7	39	18	21	**	12	**	**	**	17	**	**	**	33	**	**	**
	13%	16%	12%	**	12%	**	**	**	17%	**	**	**	13%	**	**	**
8	76	31	45	**	23	**	**	**	29	**	**	**	64	**	**	**
	26%	28%	25%	**	22%	**	**	**	28%	**	**	**	25%	**	**	**
9	42	19	23	**	14	**	**	**	11	**	**	**	36	**	**	**
	14%	17%	12%	**	14%	**	**	**	11%	**	**	**	14%	**	**	**
10 - Extremely satisfied	73	23	48	**	23	**	**	**	30	**	**	**	63	**	**	**
	25%	21%	26%	**	23%	**	**	**	29%	**	**	**	25%	**	**	**
DISSATISFIED (1-4)	14	3	11	**	8	**	**	**	2	**	**	**	13	**	**	**
	5%	2%	6%	**	8%	**	**	**	2%	**	**	**	5%	**	**	**
NEUTRAL (5-6)	52	18	32	**	21	**	**	**	15	**	**	**	43	**	**	**
	17%	16%	18%	**	21%	**	**	**	14%	**	**	**	17%	**	**	**
SATISFIED (7-10)	230	90	137	**	73	**	**	**	88	**	**	**	196	**	**	**
	78%	81%	76%	**	71%	**	**	**	84%	**	**	**	78%	**	**	**
Answered	296	111	180	**	103	**	**	**	105	**	**	**	252	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	287	113	170	57	102	83	28	17	101	73	56	57	200	33	31	23
Effective Weighted Sample	237	91	141	48	87	66	25	14	83	60	48	47	185	30	28	22
Total	296	111	180	61	103	74	40	18	105	84	53	55	252	24	13	6
Mean score	7.8	7.9	7.8	**	7.6	**	**	**	8.1	**	**	**	7.8	**	**	**
Standard deviation	1.86	1.66	1.98	**	1.99	**	**	**	1.68	**	**	**	1.88	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	287	265	22	165	118	149	133	78	88	58	149	229	57
Effective Weighted Sample	237	220	18	134	99	121	111	62	73	46	121	185	51
Total	296	279	16	165	127	149	141	73	90	57	149	234	60
1 - Extremely dissatisfied	1	1	**	1	-	1	-	**	**	**	1	1	**
	*%	*%	**	*%	-%	*%	-%	**	**	**	*%	*%	**
2	2	2	**	-	2	-	2	**	**	**	-	-	**
	1%	1%	**	-%	2%	-%	1%	**	**	**	-%	-%	**
3	5	5	**	4	1	3	2	**	**	**	3	3	**
	2%	2%	**	2%	1%	2%	2%	**	**	**	2%	1%	**
4	6	6	**	5	1	5	1	**	**	**	5	6	**
	2%	2%	**	3%	1%	3%	1%	**	**	**	3%	3%	**
5	24	23	**	9	15	8	15	**	**	**	8	14	**
	8%	8%	**	5%	12%	6%	11%	**	**	**	6%	6%	**
6	28	27	**	15	12	10	15	**	**	**	10	19	**
	9%	9%	**	9%	9%	7%	11%	**	**	**	7%	8%	**
7	39	36	**	20	18	19	19	**	**	**	19	32	**
	13%	13%	**	12%	14%	13%	14%	**	**	**	13%	13%	**
8	76	71	**	39	37	36	41	**	**	**	36	68	**
	26%	25%	**	24%	29%	24%	29%	**	**	**	24%	29%	**
9	42	40	**	27	15	25	18	**	**	**	25	32	**
	14%	14%	**	17%	11%	16%	12%	**	**	**	16%	14%	**
10 - Extremely satisfied	73	69	**	45	26	43	27	**	**	**	43	59	**
	25%	25%	**	27%	20%	29%	19%	**	**	**	29%	25%	**
DISSATISFIED (1-4)	14	14	**	10	5	8	6	**	**	**	8	10	**
	5%	5%	**	6%	4%	6%	4%	**	**	**	6%	4%	**
NEUTRAL (5-6)	52	50	**	24	27	18	31	**	**	**	18	33	**
	17%	18%	**	14%	21%	12%	22%	**	**	**	12%	14%	**
SATISFIED (7-10)	230	216	**	131	96	122	105	**	**	**	122	190	**
	78%	77%	**	80%	75%	82%	74%	**	**	**	82%	81%	**
Answered	296	279	**	165	127	149	141	**	**	**	149	234	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted row	287	265	22	165	118	149	133	78	88	58	149	229	57
Effective Weighted Sample	237	220	18	134	99	121	111	62	73	46	121	185	51
Total	296	279	16	165	127	149	141	73	90	57	149	234	60
Mean score	7.8	7.8	**	8.0	7.7	8.1	7.6	**	**	**	8.1	8.0	**
Standard deviation	1.86	1.89	**	1.87	1.84	1.86	1.85	**	**	**	1.86	1.76	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	287	285	275	12	2	287	251	210	198	69	271	16	38	69	180
Effective Weighted Sample	237	235	226	11	2	237	207	177	164	57	224	13	29	58	150
Total	296	293	281	15	3	296	257	217	207	71	279	17	38	74	184
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
2	2	2	2	**	**	2	2	1	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
3	5	5	3	**	**	5	5	5	5	**	5	**	**	**	3
	2%	2%	1%	**	**	2%	2%	2%	2%	**	2%	**	**	**	1%
4	6	6	6	**	**	6	6	6	5	**	6	**	**	**	1
	2%	2%	2%	**	**	2%	2%	3%	2%	**	2%	**	**	**	1%
5	24	24	22	**	**	24	20	18	18	**	23	**	**	**	10
	8%	8%	8%	**	**	8%	8%	9%	9%	**	8%	**	**	**	6%
6	28	27	27	**	**	28	21	23	19	**	25	**	**	**	13
	9%	9%	10%	**	**	9%	8%	11%	9%	**	9%	**	**	**	7%
7	39	39	37	**	**	39	36	26	26	**	38	**	**	**	28
	13%	13%	13%	**	**	13%	14%	12%	13%	**	14%	**	**	**	15%
8	76	75	72	**	**	76	65	50	49	**	71	**	**	**	44
	26%	25%	26%	**	**	26%	25%	23%	23%	**	25%	**	**	**	24%
9	42	42	39	**	**	42	36	34	31	**	42	**	**	**	28
	14%	14%	14%	**	**	14%	14%	16%	15%	**	15%	**	**	**	15%
10 - Extremely satisfied	73	73	71	**	**	73	65	52	53	**	67	**	**	**	57
	25%	25%	25%	**	**	25%	25%	24%	25%	**	24%	**	**	**	31%
DISSATISFIED (1-4)	14	14	13	**	**	14	14	13	12	**	14	**	**	**	5
	5%	5%	4%	**	**	5%	5%	6%	6%	**	5%	**	**	**	2%
NEUTRAL (5-6)	52	50	49	**	**	52	40	41	37	**	47	**	**	**	23
	17%	17%	17%	**	**	17%	16%	19%	18%	**	17%	**	**	**	13%
SATISFIED (7-10)	230	229	220	**	**	230	203	162	158	**	217	**	**	**	156
	78%	78%	78%	**	**	78%	79%	75%	76%	**	78%	**	**	**	85%
Answered	296	293	281	**	**	296	257	217	207	**	279	**	**	**	184

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 154

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Kiss radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	287	285	275	12	2	287	251	210	198	69	271	16	38	69	180
Effective Weighted Sample	237	235	226	11	2	237	207	177	164	57	224	13	29	58	150
Total	296	293	281	15	3	296	257	217	207	71	279	17	38	74	184
Mean score	7.8	7.9	7.9	**	**	7.8	7.9	7.8	7.8	**	7.8	**	**	**	8.2
Standard deviation	1.86	1.87	1.85	**	**	1.86	1.89	1.94	1.97	**	1.87	**	**	**	1.72

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Magic Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	186	73	110	14	41	48	27	56	57	45	41	43	125	22	21	18
Effective Weighted Sample	153	58	92	12	34	40	21	47	48	36	35	35	116	20	19	17
Total	190	72	114	13	42	45	32	57	59	45	43	42	159	16	10	6
2	1	**	1	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**
3	*	**	*	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	**	*%	**	**	**	**	**	**	**	**	**	-%	**	**	**
4	5	**	3	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**
5	12	**	7	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	**	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**
6	14	**	8	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	**	7%	**	**	**	**	**	**	**	**	**	7%	**	**	**
7	35	**	19	**	**	**	**	**	**	**	**	**	31	**	**	**
	18%	**	17%	**	**	**	**	**	**	**	**	**	20%	**	**	**
8	48	**	33	**	**	**	**	**	**	**	**	**	41	**	**	**
	25%	**	29%	**	**	**	**	**	**	**	**	**	26%	**	**	**
9	28	**	12	**	**	**	**	**	**	**	**	**	23	**	**	**
	15%	**	11%	**	**	**	**	**	**	**	**	**	14%	**	**	**
10 - Extremely satisfied	46	**	30	**	**	**	**	**	**	**	**	**	37	**	**	**
	24%	**	26%	**	**	**	**	**	**	**	**	**	23%	**	**	**
DISSATISFIED (1-4)	6	**	4	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	**	4%	**	**	**	**	**	**	**	**	**	3%	**	**	**
NEUTRAL (5-6)	27	**	15	**	**	**	**	**	**	**	**	**	22	**	**	**
	14%	**	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**
SATISFIED (7-10)	157	**	94	**	**	**	**	**	**	**	**	**	132	**	**	**
	83%	**	83%	**	**	**	**	**	**	**	**	**	83%	**	**	**
Answered	190	**	114	**	**	**	**	**	**	**	**	**	159	**	**	**
Mean score	8.0	**	8.0	**	**	**	**	**	**	**	**	**	7.9	**	**	**
Standard deviation	1.69	**	1.74	**	**	**	**	**	**	**	**	**	1.67	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Magic Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	186	162	24	79	105	77	107	31	42	34	77	136	46
Effective Weighted Sample	153	135	19	66	86	64	88	26	35	27	64	109	41
Total	190	171	19	80	106	77	108	28	44	30	77	138	48
2	1	1	**	**	1	**	1	**	**	**	**	-	**
	1%	1%	**	**	1%	**	1%	**	**	**	**	-%	**
3	*	-	**	**	*	**	*	**	**	**	**	*	**
	*%	-%	**	**	*%	**	*%	**	**	**	**	*%	**
4	5	5	**	**	3	**	3	**	**	**	**	3	**
	3%	3%	**	**	3%	**	3%	**	**	**	**	2%	**
5	12	12	**	**	7	**	7	**	**	**	**	7	**
	7%	7%	**	**	6%	**	6%	**	**	**	**	5%	**
6	14	12	**	**	9	**	9	**	**	**	**	11	**
	7%	7%	**	**	9%	**	9%	**	**	**	**	8%	**
7	35	34	**	**	19	**	19	**	**	**	**	24	**
	18%	20%	**	**	18%	**	17%	**	**	**	**	17%	**
8	48	42	**	**	28	**	28	**	**	**	**	40	**
	25%	25%	**	**	27%	**	26%	**	**	**	**	29%	**
9	28	24	**	**	16	**	17	**	**	**	**	21	**
	15%	14%	**	**	15%	**	16%	**	**	**	**	15%	**
10 - Extremely satisfied	46	40	**	**	22	**	23	**	**	**	**	32	**
	24%	23%	**	**	21%	**	22%	**	**	**	**	23%	**
DISSATISFIED (1-4)	6	6	**	**	4	**	4	**	**	**	**	4	**
	3%	3%	**	**	4%	**	4%	**	**	**	**	3%	**
NEUTRAL (5-6)	27	24	**	**	16	**	16	**	**	**	**	18	**
	14%	14%	**	**	15%	**	15%	**	**	**	**	13%	**
SATISFIED (7-10)	157	141	**	**	86	**	88	**	**	**	**	116	**
	83%	82%	**	**	81%	**	81%	**	**	**	**	84%	**
Answered	190	171	**	**	106	**	108	**	**	**	**	138	**
Mean score	8.0	7.9	**	**	7.8	**	7.9	**	**	**	**	8.0	**
Standard deviation	1.69	1.69	**	**	1.73	**	1.73	**	**	**	**	1.59	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any Magic Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	186	179	167	19	7	186	169	132	126	48	174	12	19	32	135
Effective Weighted Sample	153	147	136	17	6	153	139	109	103	39	143	10	15	27	111
Total	190	181	167	23	10	190	173	134	128	46	178	12	18	32	140
2	1	1	1	**	**	1	1	-	1	**	1	**	**	**	-
	1%	1%	1%	**	**	1%	1%	-%	1%	**	1%	**	**	**	-%
3	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
4	5	5	3	**	**	5	5	5	5	**	5	**	**	**	3
	3%	3%	2%	**	**	3%	3%	4%	4%	**	3%	**	**	**	2%
5	12	12	11	**	**	12	10	8	5	**	12	**	**	**	5
	7%	7%	7%	**	**	7%	6%	6%	4%	**	7%	**	**	**	4%
6	14	14	13	**	**	14	9	8	9	**	11	**	**	**	7
	7%	8%	8%	**	**	7%	5%	6%	7%	**	6%	**	**	**	5%
7	35	31	30	**	**	35	31	24	26	**	32	**	**	**	22
	18%	17%	18%	**	**	18%	18%	18%	20%	**	18%	**	**	**	16%
8	48	45	42	**	**	48	48	37	34	**	48	**	**	**	42
	25%	25%	25%	**	**	25%	28%	28%	27%	**	27%	**	**	**	30%
9	28	26	25	**	**	28	25	20	20	**	25	**	**	**	22
	15%	14%	15%	**	**	15%	15%	15%	16%	**	14%	**	**	**	16%
10 - Extremely satisfied	46	46	41	**	**	46	42	31	28	**	43	**	**	**	38
	24%	25%	24%	**	**	24%	25%	23%	22%	**	24%	**	**	**	27%
DISSATISFIED (1-4)	6	6	5	**	**	6	6	5	6	**	6	**	**	**	4
	3%	4%	3%	**	**	3%	4%	4%	5%	**	4%	**	**	**	3%
NEUTRAL (5-6)	27	27	25	**	**	27	20	16	13	**	22	**	**	**	12
	14%	15%	15%	**	**	14%	11%	12%	10%	**	13%	**	**	**	9%
SATISFIED (7-10)	157	148	137	**	**	157	147	112	109	**	149	**	**	**	124
	83%	82%	82%	**	**	83%	85%	84%	85%	**	84%	**	**	**	89%
Answered	190	181	167	**	**	190	173	134	128	**	178	**	**	**	140
Mean score	8.0	8.0	8.0	**	**	8.0	8.0	8.0	7.9	**	8.0	**	**	**	8.2
Standard deviation	1.69	1.72	1.69	**	**	1.69	1.68	1.65	1.68	**	1.69	**	**	**	1.53

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Virgin Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	183	102	77	14	64	52	23	30	114	25	21	23	127	25	18	13
Effective Weighted Sample	152	85	65	11	55	44	21	25	94	20	18	21	118	23	18	13
Total	186	96	85	14	62	49	32	28	115	27	21	22	157	19	7	4
1 - Extremely dissatisfied	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	-%	**	**	**	1%	**	**	**
3	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	1%	2%	**	**	**	**	**	**	-%	**	**	**	1%	**	**	**
4	6	4	**	**	**	**	**	**	2	**	**	**	6	**	**	**
	3%	4%	**	**	**	**	**	**	2%	**	**	**	4%	**	**	**
5	1	-	**	**	**	**	**	**	*	**	**	**	1	**	**	**
	1%	-%	**	**	**	**	**	**	*%	**	**	**	1%	**	**	**
6	21	11	**	**	**	**	**	**	15	**	**	**	19	**	**	**
	11%	11%	**	**	**	**	**	**	13%	**	**	**	12%	**	**	**
7	38	19	**	**	**	**	**	**	19	**	**	**	32	**	**	**
	21%	20%	**	**	**	**	**	**	16%	**	**	**	20%	**	**	**
8	37	15	**	**	**	**	**	**	25	**	**	**	32	**	**	**
	20%	16%	**	**	**	**	**	**	22%	**	**	**	20%	**	**	**
9	32	12	**	**	**	**	**	**	26	**	**	**	26	**	**	**
	17%	13%	**	**	**	**	**	**	23%	**	**	**	17%	**	**	**
10 - Extremely satisfied	48	32	**	**	**	**	**	**	28	**	**	**	40	**	**	**
	26%	33%	**	**	**	**	**	**	24%	**	**	**	25%	**	**	**
DISSATISFIED (1-4)	9	7	**	**	**	**	**	**	2	**	**	**	8	**	**	**
	5%	7%	**	**	**	**	**	**	2%	**	**	**	5%	**	**	**
NEUTRAL (5-6)	22	11	**	**	**	**	**	**	15	**	**	**	20	**	**	**
	12%	11%	**	**	**	**	**	**	13%	**	**	**	12%	**	**	**
SATISFIED (7-10)	155	79	**	**	**	**	**	**	98	**	**	**	129	**	**	**
	83%	82%	**	**	**	**	**	**	85%	**	**	**	82%	**	**	**
Answered	186	96	**	**	**	**	**	**	115	**	**	**	157	**	**	**
Mean score	8.0	8.0	**	**	**	**	**	**	8.2	**	**	**	8.0	**	**	**
Standard deviation	1.73	1.95	**	**	**	**	**	**	1.45	**	**	**	1.76	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Virgin Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	183	162	21	101	81	95	87	49	59	33	95	155	27
Effective Weighted Sample	152	136	17	85	66	80	72	41	49	27	80	128	24
Total	186	167	19	100	85	93	92	46	55	32	93	156	28
1 - Extremely dissatisfied	1	1	**	1	**	**	**	**	**	**	**	1	**
	1%	1%	**	1%	**	**	**	**	**	**	**	1%	**
3	1	1	**	1	**	**	**	**	**	**	**	1	**
	1%	1%	**	1%	**	**	**	**	**	**	**	1%	**
4	6	6	**	4	**	**	**	**	**	**	**	4	**
	3%	3%	**	4%	**	**	**	**	**	**	**	2%	**
5	1	1	**	*	**	**	**	**	**	**	**	1	**
	1%	1%	**	*%	**	**	**	**	**	**	**	1%	**
6	21	19	**	15	**	**	**	**	**	**	**	20	**
	11%	12%	**	15%	**	**	**	**	**	**	**	13%	**
7	38	27	**	15	**	**	**	**	**	**	**	33	**
	21%	16%	**	15%	**	**	**	**	**	**	**	21%	**
8	37	33	**	17	**	**	**	**	**	**	**	28	**
	20%	20%	**	17%	**	**	**	**	**	**	**	18%	**
9	32	32	**	14	**	**	**	**	**	**	**	28	**
	17%	19%	**	14%	**	**	**	**	**	**	**	18%	**
10 - Extremely satisfied	48	47	**	32	**	**	**	**	**	**	**	40	**
	26%	28%	**	32%	**	**	**	**	**	**	**	25%	**
DISSATISFIED (1-4)	9	9	**	6	**	**	**	**	**	**	**	6	**
	5%	5%	**	6%	**	**	**	**	**	**	**	4%	**
NEUTRAL (5-6)	22	20	**	16	**	**	**	**	**	**	**	21	**
	12%	12%	**	16%	**	**	**	**	**	**	**	14%	**
SATISFIED (7-10)	155	138	**	78	**	**	**	**	**	**	**	129	**
	83%	83%	**	78%	**	**	**	**	**	**	**	82%	**
Answered	186	167	**	100	**	**	**	**	**	**	**	156	**
Mean score	8.0	8.1	**	8.0	**	**	**	**	**	**	**	8.0	**
Standard deviation	1.73	1.77	**	1.94	**	**	**	**	**	**	**	1.73	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Virgin Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	183	179	172	11	4	183	173	158	154	73	179	4	16	25	142
Effective Weighted Sample	152	150	143	9	3	152	144	130	128	63	149	3	14	20	119
Total	186	182	174	12	4	186	175	156	152	73	181	5	17	24	145
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
3	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
4	6	6	5	**	**	6	6	4	4	**	6	**	**	**	4
	3%	3%	3%	**	**	3%	4%	3%	3%	**	3%	**	**	**	3%
5	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
6	21	19	19	**	**	21	18	16	18	**	19	**	**	**	12
	11%	11%	11%	**	**	11%	11%	10%	12%	**	11%	**	**	**	8%
7	38	36	36	**	**	38	37	25	21	**	38	**	**	**	20
	21%	20%	21%	**	**	21%	21%	16%	14%	**	21%	**	**	**	14%
8	37	37	33	**	**	37	32	32	31	**	34	**	**	**	28
	20%	20%	19%	**	**	20%	18%	21%	20%	**	19%	**	**	**	19%
9	32	32	31	**	**	32	32	32	32	**	32	**	**	**	32
	17%	18%	18%	**	**	17%	18%	20%	21%	**	18%	**	**	**	22%
10 - Extremely satisfied	48	48	46	**	**	48	46	44	42	**	46	**	**	**	45
	26%	26%	27%	**	**	26%	26%	28%	28%	**	26%	**	**	**	31%
DISSATISFIED (1-4)	9	9	7	**	**	9	9	7	7	**	9	**	**	**	7
	5%	5%	4%	**	**	5%	5%	4%	4%	**	5%	**	**	**	5%
NEUTRAL (5-6)	22	21	21	**	**	22	20	17	19	**	21	**	**	**	13
	12%	11%	12%	**	**	12%	11%	11%	13%	**	11%	**	**	**	9%
SATISFIED (7-10)	155	153	146	**	**	155	146	133	126	**	151	**	**	**	125
	83%	84%	84%	**	**	83%	84%	85%	83%	**	84%	**	**	**	86%
Answered	186	182	174	**	**	186	175	156	152	**	181	**	**	**	145
Mean score	8.0	8.0	8.1	**	**	8.0	8.0	8.2	8.2	**	8.0	**	**	**	8.3
Standard deviation	1.73	1.73	1.72	**	**	1.73	1.75	1.72	1.75	**	1.74	**	**	**	1.74

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any LBC Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	145	79	65	8	28	33	18	58	61	41	23	20	101	20	18	6
Effective Weighted Sample	121	64	57	6	23	28	17	49	49	35	20	18	95	18	18	6
Total	155	77	77	7	30	32	27	60	58	50	23	24	132	14	7	2
2	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
3	2	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	2	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
5	6	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
6	24	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
7	28	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
8	38	**	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
9	23	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
10 - Extremely satisfied	31	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
DISSATISFIED (1-4)	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
NEUTRAL (5-6)	31	**	**	**	**	**	**	**	**	**	**	**	27	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
SATISFIED (7-10)	120	**	**	**	**	**	**	**	**	**	**	**	101	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
Answered	155	**	**	**	**	**	**	**	**	**	**	**	132	**	**	**
Mean score	7.8	**	**	**	**	**	**	**	**	**	**	**	7.7	**	**	**
Standard deviation	1.67	**	**	**	**	**	**	**	**	**	**	**	1.69	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any LBC Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	145	131	14	49	95	44	99	22	28	15	44	100	42
Effective Weighted Sample	121	111	11	41	79	37	83	18	24	12	37	83	36
Total	155	142	13	54	100	49	104	23	30	16	49	109	45
2	1	1	**	**	**	**	**	**	**	**	**	-	**
	1%	1%	**	**	**	**	**	**	**	**	**	-%	**
3	2	2	**	**	**	**	**	**	**	**	**	2	**
	1%	1%	**	**	**	**	**	**	**	**	**	2%	**
4	2	2	**	**	**	**	**	**	**	**	**	-	**
	1%	1%	**	**	**	**	**	**	**	**	**	-%	**
5	6	6	**	**	**	**	**	**	**	**	**	4	**
	4%	4%	**	**	**	**	**	**	**	**	**	4%	**
6	24	20	**	**	**	**	**	**	**	**	**	18	**
	16%	14%	**	**	**	**	**	**	**	**	**	17%	**
7	28	26	**	**	**	**	**	**	**	**	**	18	**
	18%	18%	**	**	**	**	**	**	**	**	**	17%	**
8	38	35	**	**	**	**	**	**	**	**	**	25	**
	24%	25%	**	**	**	**	**	**	**	**	**	23%	**
9	23	23	**	**	**	**	**	**	**	**	**	17	**
	15%	16%	**	**	**	**	**	**	**	**	**	16%	**
10 - Extremely satisfied	31	29	**	**	**	**	**	**	**	**	**	24	**
	20%	20%	**	**	**	**	**	**	**	**	**	22%	**
DISSATISFIED (1-4)	4	4	**	**	**	**	**	**	**	**	**	2	**
	3%	3%	**	**	**	**	**	**	**	**	**	2%	**
NEUTRAL (5-6)	31	26	**	**	**	**	**	**	**	**	**	22	**
	20%	18%	**	**	**	**	**	**	**	**	**	20%	**
SATISFIED (7-10)	120	112	**	**	**	**	**	**	**	**	**	85	**
	77%	79%	**	**	**	**	**	**	**	**	**	78%	**
Answered	155	142	**	**	**	**	**	**	**	**	**	109	**
Mean score	7.8	7.8	**	**	**	**	**	**	**	**	**	7.9	**
Standard deviation	1.67	1.68	**	**	**	**	**	**	**	**	**	1.63	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to any LBC Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	145	134	124	21	11	145	136	118	122	61	142	3	13	27	105
Effective Weighted Sample	121	112	104	17	9	121	114	98	102	49	119	3	10	24	89
Total	155	142	132	24	13	155	147	122	131	57	153	2	8	34	114
2	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
3	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	2%	1%	**	1%	**	**	**	-%
4	2	2	-	**	**	2	2	2	2	**	2	**	**	**	2
	1%	1%	-%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
5	6	6	6	**	**	6	5	2	4	**	6	**	**	**	2
	4%	4%	5%	**	**	4%	3%	2%	3%	**	4%	**	**	**	2%
6	24	21	20	**	**	24	24	18	21	**	24	**	**	**	17
	16%	15%	16%	**	**	16%	16%	15%	16%	**	16%	**	**	**	15%
7	28	23	23	**	**	28	26	22	21	**	28	**	**	**	16
	18%	16%	17%	**	**	18%	18%	18%	16%	**	18%	**	**	**	14%
8	38	34	32	**	**	38	33	36	36	**	37	**	**	**	31
	24%	24%	24%	**	**	24%	23%	29%	28%	**	24%	**	**	**	28%
9	23	22	19	**	**	23	23	17	20	**	23	**	**	**	20
	15%	15%	14%	**	**	15%	16%	14%	15%	**	15%	**	**	**	18%
10 - Extremely satisfied	31	31	29	**	**	31	30	23	25	**	30	**	**	**	25
	20%	22%	22%	**	**	20%	20%	19%	19%	**	20%	**	**	**	22%
DISSATISFIED (1-4)	4	4	3	**	**	4	4	4	4	**	4	**	**	**	3
	3%	3%	2%	**	**	3%	3%	4%	3%	**	3%	**	**	**	2%
NEUTRAL (5-6)	31	27	27	**	**	31	29	20	25	**	30	**	**	**	19
	20%	19%	20%	**	**	20%	20%	16%	19%	**	20%	**	**	**	16%
SATISFIED (7-10)	120	110	102	**	**	120	113	97	102	**	118	**	**	**	92
	77%	78%	78%	**	**	77%	77%	80%	78%	**	77%	**	**	**	81%
Answered	155	142	132	**	**	155	147	122	131	**	153	**	**	**	114
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.8	7.8	**	7.8	**	**	**	8.0
Standard deviation	1.67	1.71	1.69	**	**	1.67	1.68	1.64	1.67	**	1.67	**	**	**	1.58

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Times Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	94	60	33	9	37	23	11	14	59	16	8	11	64	15	6	9
Effective Weighted Sample	78	49	28	8	30	21	9	12	50	12	7	9	59	14	6	9
Total	95	61	32	9	38	23	12	12	60	17	8	10	78	12	2	3
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Times Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	94	92	2	59	35	56	38	28	39	25	56	80	11
Effective Weighted Sample	78	77	2	50	29	47	31	24	34	21	47	67	9
Total	95	93	2	64	31	60	35	29	41	26	60	84	8
3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Times Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	94	94	90	4	-	94	93	90	91	56	94	-	3	13	78
Effective Weighted Sample	78	78	75	3	-	78	78	75	75	46	78	-	3	11	64
Total	95	95	91	4	-	95	95	91	92	57	95	-	3	15	77
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	122	73	47	12	47	25	14	24	57	23	19	22	81	16	15	10
Effective Weighted Sample	101	60	39	9	40	21	11	20	50	18	15	17	76	15	13	10
Total	123	74	47	11	48	25	16	23	62	21	19	20	102	12	7	3
1 - Extremely dissatisfied	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	123	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	122	73	47	12	47	25	14	24	57	23	19	22	81	16	15	10
Effective Weighted Sample	101	60	39	9	40	21	11	20	50	18	15	17	76	15	13	10
Total	123	74	47	11	48	25	16	23	62	21	19	20	102	12	7	3
Mean score	8.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	122	111	11	74	47	66	55	28	31	27	66	97	24
Effective Weighted Sample	101	93	9	63	37	56	44	24	25	23	56	81	20
Total	123	115	8	76	46	68	54	29	29	29	68	100	21
1 - Extremely dissatisfied	2	2	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
2	1	1	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
3	1	-	**	**	**	**	**	**	**	**	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**
4	3	2	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**
5	9	9	**	**	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	**
6	4	3	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
7	16	13	**	**	**	**	**	**	**	**	**	**	**
	13%	11%	**	**	**	**	**	**	**	**	**	**	**
8	24	24	**	**	**	**	**	**	**	**	**	**	**
	19%	21%	**	**	**	**	**	**	**	**	**	**	**
9	27	26	**	**	**	**	**	**	**	**	**	**	**
	22%	22%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	36	36	**	**	**	**	**	**	**	**	**	**	**
	30%	31%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	7	6	**	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	13	11	**	**	**	**	**	**	**	**	**	**	**
	11%	10%	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	103	98	**	**	**	**	**	**	**	**	**	**	**
	84%	85%	**	**	**	**	**	**	**	**	**	**	**
Answered	123	115	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	122	111	11	74	47	66	55	28	31	27	66	97	24
Effective Weighted Sample	101	93	9	63	37	56	44	24	25	23	56	81	20
Total	123	115	8	76	46	68	54	29	29	29	68	100	21
Mean score	8.1	8.2	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.00	1.96	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	122	122	114	8	-	122	113	110	108	59	117	5	10	18	94
Effective Weighted Sample	101	101	95	6	-	101	94	92	89	50	97	5	9	15	78
Total	123	123	116	7	-	123	110	109	105	58	115	8	14	17	92
1 - Extremely dissatisfied	2	2	2	**	**	2	2	2	2	**	2	**	**	**	**
	1%	1%	1%	**	**	1%	1%	1%	2%	**	1%	**	**	**	**
2	1	1	1	**	**	1	-	-	-	**	-	**	**	**	**
	1%	1%	1%	**	**	1%	-%	-%	-%	**	-%	**	**	**	**
3	1	1	1	**	**	1	1	1	1	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	**
4	3	3	2	**	**	3	3	3	3	**	3	**	**	**	**
	2%	2%	2%	**	**	2%	3%	3%	3%	**	2%	**	**	**	**
5	9	9	7	**	**	9	7	9	6	**	9	**	**	**	**
	7%	7%	6%	**	**	7%	6%	8%	6%	**	8%	**	**	**	**
6	4	4	3	**	**	4	4	4	4	**	4	**	**	**	**
	3%	3%	2%	**	**	3%	4%	4%	4%	**	4%	**	**	**	**
7	16	16	14	**	**	16	15	15	15	**	16	**	**	**	**
	13%	13%	12%	**	**	13%	14%	13%	14%	**	14%	**	**	**	**
8	24	24	24	**	**	24	19	19	20	**	20	**	**	**	**
	19%	19%	20%	**	**	19%	17%	17%	19%	**	18%	**	**	**	**
9	27	27	26	**	**	27	26	25	24	**	27	**	**	**	**
	22%	22%	22%	**	**	22%	24%	23%	23%	**	24%	**	**	**	**
10 - Extremely satisfied	36	36	36	**	**	36	33	32	31	**	33	**	**	**	**
	30%	30%	31%	**	**	30%	30%	29%	29%	**	29%	**	**	**	**
DISSATISFIED (1-4)	7	7	6	**	**	7	6	6	6	**	6	**	**	**	**
	6%	6%	5%	**	**	6%	5%	5%	5%	**	5%	**	**	**	**
NEUTRAL (5-6)	13	13	10	**	**	13	11	13	10	**	13	**	**	**	**
	11%	11%	9%	**	**	11%	10%	12%	10%	**	11%	**	**	**	**
SATISFIED (7-10)	103	103	100	**	**	103	93	91	89	**	96	**	**	**	**
	84%	84%	86%	**	**	84%	85%	83%	85%	**	84%	**	**	**	**
Answered	123	123	116	**	**	123	110	109	105	**	115	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 159

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to GB News Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	122	122	114	8	-	122	113	110	108	59	117	5	10	18	94
Effective Weighted Sample	101	101	95	6	-	101	94	92	89	50	97	5	9	15	78
Total	123	123	116	7	-	123	110	109	105	58	115	8	14	17	92
Mean score	8.1	8.1	8.2	**	**	8.1	8.2	8.1	8.1	**	8.1	**	**	**	**
Standard deviation	2.00	2.00	1.97	**	**	2.00	1.93	1.96	1.92	**	1.93	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 160

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Greatest Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Greatest Hits Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	330	158	166	34	60	59	39	138	110	97	59	64	258	28	28	16
Effective Weighted Sample	287	137	145	29	52	52	35	121	94	84	52	58	242	26	26	15
Total	353	160	187	33	64	58	52	146	109	110	63	71	316	20	12	5
3	3	1	2	**	**	**	**	-	-	**	**	**	3	**	**	**
	1%	1%	1%	**	**	**	**	-%	-%	**	**	**	1%	**	**	**
4	6	2	2	**	**	**	**	1	2	**	**	**	5	**	**	**
	2%	1%	1%	**	**	**	**	1%	1%	**	**	**	2%	**	**	**
5	19	6	12	**	**	**	**	8	5	**	**	**	15	**	**	**
	5%	4%	7%	**	**	**	**	5%	4%	**	**	**	5%	**	**	**
6	24	8	15	**	**	**	**	8	9	**	**	**	20	**	**	**
	7%	5%	8%	**	**	**	**	6%	8%	**	**	**	6%	**	**	**
7	57	24	33	**	**	**	**	24	14	**	**	**	52	**	**	**
	16%	15%	17%	**	**	**	**	16%	13%	**	**	**	16%	**	**	**
8	103	54	49	**	**	**	**	45	32	**	**	**	95	**	**	**
	29%	33%	26%	**	**	**	**	31%	29%	**	**	**	30%	**	**	**
9	67	34	33	**	**	**	**	34	18	**	**	**	62	**	**	**
	19%	21%	18%	**	**	**	**	23%	16%	**	**	**	20%	**	**	**
10 - Extremely satisfied	75	32	40	**	**	**	**	26	30	**	**	**	64	**	**	**
	21%	20%	21%	**	**	**	**	18%	28%	**	**	**	20%	**	**	**
DISSATISFIED (1-4)	8	3	4	**	**	**	**	1	2	**	**	**	8	**	**	**
	2%	2%	2%	**	**	**	**	1%	1%	**	**	**	2%	**	**	**
NEUTRAL (5-6)	42	14	28	**	**	**	**	16	13	**	**	**	35	**	**	**
	12%	9%	15%	**	**	**	**	11%	12%	**	**	**	11%	**	**	**
SATISFIED (7-10)	303	143	155	**	**	**	**	129	95	**	**	**	274	**	**	**
	86%	89%	83%	**	**	**	**	88%	87%	**	**	**	87%	**	**	**
Answered	353	160	187	**	**	**	**	146	109	**	**	**	316	**	**	**
Mean score	8.1	8.2	8.0	**	**	**	**	8.1	8.3	**	**	**	8.1	**	**	**
Standard deviation	1.55	1.43	1.60	**	**	**	**	1.38	1.51	**	**	**	1.52	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Greatest Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Greatest Hits 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 row	330	277	53	112	211	103	217	42	56	52	103	211	113
Effective Weighted Sample	287	242	46	97	184	89	189	35	48	44	89	183	99
Total	353	304	49	118	229	108	236	39	58	55	108	233	114
3	3	3	**	2	-	2	-	**	**	**	2	1	2
	1%	1%	**	1%	-%	1%	-%	**	**	**	1%	*%	1%
4	6	6	**	3	2	3	2	**	**	**	3	5	1
	2%	2%	**	3%	1%	3%	1%	**	**	**	3%	2%	1%
5	19	14	**	11	8	9	8	**	**	**	9	10	9
	5%	5%	**	9%	3%	9%	3%	**	**	**	9%	4%	8%
6	24	19	**	9	14	4	17	**	**	**	4	15	7
	7%	6%	**	8%	6%	4%	7%	**	**	**	4%	7%	6%
7	57	45	**	15	41	15	41	**	**	**	15	39	19
	16%	15%	**	13%	18%	14%	17%	**	**	**	14%	17%	16%
8	103	88	**	32	70	30	72	**	**	**	30	60	40
	29%	29%	**	27%	31%	28%	30%	**	**	**	28%	26%	35%
9	67	62	**	18	50	18	50	**	**	**	18	50	16
	19%	20%	**	15%	22%	16%	21%	**	**	**	16%	21%	14%
10 - Extremely satisfied	75	67	**	29	44	27	46	**	**	**	27	53	21
	21%	22%	**	25%	19%	25%	20%	**	**	**	25%	23%	18%
DISSATISFIED (1-4)	8	8	**	5	2	5	2	**	**	**	5	6	3
	2%	3%	**	4%	1%	4%	1%	**	**	**	4%	2%	2%
NEUTRAL (5-6)	42	33	**	20	22	14	25	**	**	**	14	25	16
	12%	11%	**	17%	9%	13%	11%	**	**	**	13%	11%	14%
SATISFIED (7-10)	303	262	**	93	205	89	209	**	**	**	89	202	95
	86%	86%	**	79%	90%	83%	88%	**	**	**	83%	87%	84%
Answered	353	304	**	118	229	108	236	**	**	**	108	233	114
Mean score	8.1	8.1	**	7.9	8.2	8.0	8.1	**	**	**	8.0	8.1	7.9
Standard deviation	1.55	1.56	**	1.78	1.36	1.76	1.38	**	**	**	1.76	1.54	1.57

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Greatest Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Greatest Hits Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	330	307	279	51	23	330	303	231	225	110	312	18	51	57	222
Effective Weighted Sample	287	267	240	47	20	287	263	201	193	96	271	16	45	48	194
Total	353	327	295	58	26	353	324	245	234	116	335	18	52	64	237
3	3	3	1	**	**	3	3	2	2	2	3	**	**	**	2
	1%	1%	*%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	1%
4	6	6	5	**	**	6	6	6	4	1	6	**	**	**	2
	2%	2%	2%	**	**	2%	2%	2%	2%	1%	2%	**	**	**	1%
5	19	19	18	**	**	19	17	13	13	5	19	**	**	**	7
	5%	6%	6%	**	**	5%	5%	5%	6%	4%	6%	**	**	**	3%
6	24	24	22	**	**	24	23	20	21	9	23	**	**	**	12
	7%	7%	7%	**	**	7%	7%	8%	9%	8%	7%	**	**	**	5%
7	57	52	49	**	**	57	49	36	32	13	54	**	**	**	36
	16%	16%	16%	**	**	16%	15%	15%	14%	11%	16%	**	**	**	15%
8	103	92	81	**	**	103	90	65	65	29	91	**	**	**	67
	29%	28%	28%	**	**	29%	28%	27%	28%	25%	27%	**	**	**	28%
9	67	63	58	**	**	67	64	50	46	28	66	**	**	**	50
	19%	19%	20%	**	**	19%	20%	21%	20%	24%	20%	**	**	**	21%
10 - Extremely satisfied	75	69	62	**	**	75	72	54	50	29	73	**	**	**	62
	21%	21%	21%	**	**	21%	22%	22%	22%	25%	22%	**	**	**	26%
DISSATISFIED (1-4)	8	8	6	**	**	8	8	7	6	3	8	**	**	**	4
	2%	3%	2%	**	**	2%	3%	3%	2%	3%	2%	**	**	**	2%
NEUTRAL (5-6)	42	42	40	**	**	42	40	32	34	14	42	**	**	**	19
	12%	13%	13%	**	**	12%	12%	13%	15%	12%	13%	**	**	**	8%
SATISFIED (7-10)	303	276	249	**	**	303	276	206	194	99	285	**	**	**	215
	86%	84%	85%	**	**	86%	85%	84%	83%	85%	85%	**	**	**	90%
Answered	353	327	295	**	**	353	324	245	234	116	335	**	**	**	237
Mean score	8.1	8.0	8.0	**	**	8.1	8.1	8.1	8.0	8.2	8.1	**	**	**	8.3
Standard deviation	1.55	1.58	1.55	**	**	1.55	1.58	1.60	1.59	1.60	1.57	**	**	**	1.44

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 161

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Hits Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	179	76	99	21	57	46	25	30	75	34	37	33	131	21	15	12
Effective Weighted Sample	150	66	81	19	49	38	22	27	60	29	33	27	119	20	13	11
Total	180	80	96	22	54	40	36	28	73	36	39	32	154	16	7	3
3	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
4	2	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
5	15	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
6	17	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
7	24	**	**	**	**	**	**	**	**	**	**	**	19	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
8	41	**	**	**	**	**	**	**	**	**	**	**	36	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
9	38	**	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
10 - Extremely satisfied	40	**	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
DISSATISFIED (1-4)	5	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
NEUTRAL (5-6)	32	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
SATISFIED (7-10)	142	**	**	**	**	**	**	**	**	**	**	**	120	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
Answered	180	**	**	**	**	**	**	**	**	**	**	**	154	**	**	**
Mean score	7.9	**	**	**	**	**	**	**	**	**	**	**	7.9	**	**	**
Standard deviation	1.75	**	**	**	**	**	**	**	**	**	**	**	1.78	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Hits 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 row	179	164	15	98	78	92	84	47	54	43	92	132	43
Effective Weighted Sample	150	139	12	82	65	77	70	40	45	36	77	109	38
Total	180	168	12	96	80	89	87	42	52	43	89	137	39
3	4	4	**	**	**	**	**	**	**	**	**	3	**
	2%	2%	**	**	**	**	**	**	**	**	**	2%	**
4	2	2	**	**	**	**	**	**	**	**	**	2	**
	1%	1%	**	**	**	**	**	**	**	**	**	1%	**
5	15	15	**	**	**	**	**	**	**	**	**	9	**
	8%	9%	**	**	**	**	**	**	**	**	**	7%	**
6	17	15	**	**	**	**	**	**	**	**	**	11	**
	10%	9%	**	**	**	**	**	**	**	**	**	8%	**
7	24	22	**	**	**	**	**	**	**	**	**	18	**
	13%	13%	**	**	**	**	**	**	**	**	**	13%	**
8	41	40	**	**	**	**	**	**	**	**	**	29	**
	23%	24%	**	**	**	**	**	**	**	**	**	21%	**
9	38	35	**	**	**	**	**	**	**	**	**	34	**
	21%	21%	**	**	**	**	**	**	**	**	**	25%	**
10 - Extremely satisfied	40	36	**	**	**	**	**	**	**	**	**	31	**
	22%	21%	**	**	**	**	**	**	**	**	**	23%	**
DISSATISFIED (1-4)	5	5	**	**	**	**	**	**	**	**	**	5	**
	3%	3%	**	**	**	**	**	**	**	**	**	3%	**
NEUTRAL (5-6)	32	30	**	**	**	**	**	**	**	**	**	20	**
	18%	18%	**	**	**	**	**	**	**	**	**	15%	**
SATISFIED (7-10)	142	132	**	**	**	**	**	**	**	**	**	112	**
	79%	79%	**	**	**	**	**	**	**	**	**	82%	**
Answered	180	168	**	**	**	**	**	**	**	**	**	137	**
Mean score	7.9	7.9	**	**	**	**	**	**	**	**	**	8.1	**
Standard deviation	1.75	1.76	**	**	**	**	**	**	**	**	**	1.73	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hits Radio? (Please think about what you have listened to in the past 3 months)
Base: Those who have listened to Hits Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	179	174	168	11	5	179	165	139	133	48	173	6	15	38	126
Effective Weighted Sample	150	145	140	10	5	150	138	115	110	40	145	5	13	34	103
Total	180	174	169	11	6	180	167	138	132	47	174	6	14	41	125
3	4	4	4	**	**	4	4	4	4	**	4	**	**	**	2
	2%	2%	2%	**	**	2%	2%	3%	3%	**	2%	**	**	**	1%
4	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
5	15	12	12	**	**	15	15	13	8	**	15	**	**	**	8
	8%	7%	7%	**	**	8%	9%	9%	6%	**	9%	**	**	**	7%
6	17	17	16	**	**	17	17	16	16	**	17	**	**	**	6
	10%	10%	9%	**	**	10%	10%	11%	12%	**	10%	**	**	**	5%
7	24	23	22	**	**	24	22	18	21	**	23	**	**	**	19
	13%	13%	13%	**	**	13%	13%	13%	16%	**	13%	**	**	**	16%
8	41	39	38	**	**	41	37	27	25	**	38	**	**	**	23
	23%	22%	23%	**	**	23%	22%	20%	19%	**	22%	**	**	**	18%
9	38	37	36	**	**	38	34	28	26	**	37	**	**	**	31
	21%	21%	21%	**	**	21%	20%	20%	20%	**	21%	**	**	**	25%
10 - Extremely satisfied	40	40	40	**	**	40	37	31	29	**	38	**	**	**	35
	22%	23%	24%	**	**	22%	22%	22%	22%	**	22%	**	**	**	28%
DISSATISFIED (1-4)	5	5	5	**	**	5	5	5	5	**	5	**	**	**	2
	3%	3%	3%	**	**	3%	3%	4%	4%	**	3%	**	**	**	1%
NEUTRAL (5-6)	32	30	27	**	**	32	32	29	24	**	32	**	**	**	15
	18%	17%	16%	**	**	18%	19%	21%	18%	**	19%	**	**	**	12%
SATISFIED (7-10)	142	139	137	**	**	142	129	104	102	**	136	**	**	**	108
	79%	80%	81%	**	**	79%	77%	75%	78%	**	78%	**	**	**	87%
Answered	180	174	169	**	**	180	167	138	132	**	174	**	**	**	125
Mean score	7.9	8.0	8.0	**	**	7.9	7.9	7.8	7.9	**	7.9	**	**	**	8.3
Standard deviation	1.75	1.74	1.74	**	**	1.75	1.78	1.85	1.79	**	1.76	**	**	**	1.63

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?
Base: Those who have used BBC Sounds in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	597	338	252	48	122	119	77	231	253	168	91	84	398	70	67	62
Effective Weighted Sample	485	278	201	42	103	98	62	188	204	138	74	70	369	65	62	60
Total	582	322	253	55	122	109	95	200	235	185	82	79	488	47	28	19
1 - Extremely dissatisfied	2	1	1	**	-	1	**	-	1	-	**	**	2	**	**	**
	*%	*%	*%	**	-%	1%	**	-%	*%	-%	**	**	*%	**	**	**
2	2	-	2	**	2	-	**	-	-	2	**	**	2	**	**	**
	*%	-%	1%	**	1%	-%	**	-%	-%	1%	**	**	*%	**	**	**
3	8	6	2	**	6	2	**	1	3	3	**	**	8	**	**	**
	1%	2%	1%	**	5%	2%	**	1%	1%	2%	**	**	2%	**	**	**
4	8	5	3	**	3	1	**	2	6	1	**	**	8	**	**	**
	1%	2%	1%	**	3%	1%	**	1%	2%	1%	**	**	2%	**	**	**
5	27	13	14	**	5	3	**	12	13	5	**	**	22	**	**	**
	5%	4%	5%	**	4%	2%	**	6%	6%	3%	**	**	5%	**	**	**
6	42	21	20	**	8	13	**	11	9	13	**	**	38	**	**	**
	7%	7%	8%	**	7%	12%	**	5%	4%	7%	**	**	8%	**	**	**
7	104	56	47	**	19	15	**	30	30	37	**	**	85	**	**	**
	18%	17%	19%	**	15%	14%	**	15%	13%	20%	**	**	17%	**	**	**
8	133	80	53	**	28	28	**	50	60	41	**	**	113	**	**	**
	23%	25%	21%	**	23%	25%	**	25%	26%	22%	**	**	23%	**	**	**
9	113	67	43	**	18	19	**	42	47	37	**	**	95	**	**	**
	19%	21%	17%	**	15%	18%	**	21%	20%	20%	**	**	19%	**	**	**
10 - Extremely satisfied	143	73	70	**	34	27	**	52	67	46	**	**	115	**	**	**
	25%	23%	27%	**	27%	25%	**	26%	29%	25%	**	**	24%	**	**	**
DISSATISFIED (1-4)	20	13	7	**	10	4	**	3	9	6	**	**	19	**	**	**
	3%	4%	3%	**	9% e	4%	**	2%	4%	3%	**	**	4%	**	**	**
NEUTRAL (5-6)	69	34	34	**	14	15	**	22	22	18	**	**	60	**	**	**
	12%	11%	13%	**	11%	14%	**	11%	10%	10%	**	**	12%	**	**	**
SATISFIED (7-10)	493	274	213	**	98	90	**	174	203	161	**	**	408	**	**	**
	85%	85%	84%	**	80%	82%	**	87%	87%	87%	**	**	84%	**	**	**
Answered	582	322	253	**	122	109	**	200	235	185	**	**	488	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?
Base: Those who have used BBC Sounds in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	597	338	252	48	122	119	77	231	253	168	91	84	398	70	67	62
Effective Weighted Sample	485	278	201	42	103	98	62	188	204	138	74	70	369	65	62	60
Total	582	322	253	55	122	109	95	200	235	185	82	79	488	47	28	19
Mean score	8.1	8.0	8.1	**	7.9	8.0	**	8.2	8.2	8.1	**	**	8.0	**	**	**
Standard deviation	1.71	1.70	1.74	**	2.02	1.79	**	1.55	1.71	1.64	**	**	1.74	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?
Base: Those who have used BBC Sounds in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	597	505	92	202	387	193	395	74	106	91	193	413	173
Effective Weighted Sample	485	414	74	168	310	159	318	62	87	76	159	336	142
Total	582	511	71	210	362	200	371	77	103	94	200	418	156
1 - Extremely dissatisfied	2	2	**	1	1	1	1	**	-	**	1	1	1
	*%	*%	**	*%	*%	*%	*%	**	-%	**	*%	*%	1%
2	2	2	**	2	-	2	-	**	2	**	2	-	2
	*%	*%	**	1%	-%	1%	-%	**	2%	**	1%	-%	1%
3	8	7	**	2	6	2	6	**	2	**	2	7	2
	1%	1%	**	1%	2%	1%	2%	**	2%	**	1%	2%	1%
4	8	8	**	5	3	5	3	**	3	**	5	7	-
	1%	2%	**	2%	1%	2%	1%	**	3%	**	2%	2%	-%
5	27	23	**	7	19	5	20	**	3	**	5	16	11
	5%	4%	**	3%	5%	2%	5%	**	2%	**	2%	4%	7%
6	42	38	**	21	21	20	22	**	11	**	20	33	9
	7%	8%	**	10%	6%	10%	6%	**	11%	**	10%	8%	6%
7	104	94	**	44	57	39	62	**	16	**	39	77	24
	18%	18%	**	21%	16%	19%	17%	**	15%	**	19%	18%	15%
8	133	117	**	42	88	42	88	**	18	**	42	94	39
	23%	23%	**	20%	24%	21%	24%	**	18%	**	21%	23%	25%
9	113	94	**	37	75	37	75	**	18	**	37	84	27
	19%	18%	**	18%	21%	18%	20%	**	18%	**	18%	20%	18%
10 - Extremely satisfied	143	126	**	49	93	48	94	**	30	**	48	100	42
	25%	25%	**	23%	26%	24%	25%	**	29%	**	24%	24%	27%
DISSATISFIED (1-4)	20	19	**	9	10	9	10	**	6	**	9	14	5
	3%	4%	**	4%	3%	5%	3%	**	6%	**	5%	3%	3%
NEUTRAL (5-6)	69	61	**	28	39	25	42	**	14	**	25	49	19
	12%	12%	**	14%	11%	12%	11%	**	13%	**	12%	12%	12%
SATISFIED (7-10)	493	431	**	173	313	166	319	**	83	**	166	355	132
	85%	84%	**	82%	86%	83%	86%	**	80%	**	83%	85%	85%
Answered	582	511	**	210	362	200	371	**	103	**	200	418	156

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?
Base: Those who have used BBC Sounds in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	b
Unweighted row	597	505	92	202	387	193	395	74	106	91	193	413	173
Effective Weighted Sample	485	414	74	168	310	159	318	62	87	76	159	336	142
Total	582	511	71	210	362	200	371	77	103	94	200	418	156
Mean score	8.1	8.0	**	7.9	8.2	8.0	8.1	**	8.0	**	8.0	8.1	8.1
Standard deviation	1.71	1.73	**	1.76	1.67	1.75	1.67	**	1.92	**	1.75	1.66	1.83

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 162

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?
Base: Those who have used BBC Sounds in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	597	584	531	66	13	597	577	547	523	597	597	-	25	94	478
Effective Weighted Sample	485	473	432	54	12	485	466	444	424	485	485	-	21	80	385
Total	582	569	527	55	13	582	557	528	511	582	582	-	22	97	463
1 - Extremely dissatisfied	2	2	2	**	**	2	2	2	2	2	2	**	**	**	2
	*%	*%	*%	**	**	*%	*%	*%	*%	*%	*%	**	**	**	*%
2	2	2	-	**	**	2	2	2	2	2	2	**	**	**	2
	*%	*%	-%	**	**	*%	*%	*%	*%	*%	*%	**	**	**	*%
3	8	8	8	**	**	8	8	7	6	8	8	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	*%
4	8	8	8	**	**	8	8	7	7	8	8	**	**	**	4
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	1%
5	27	26	25	**	**	27	25	26	22	27	27	**	**	**	10
	5%	4%	5%	**	**	5%	4%	5%	4%	5%	5%	**	**	**	2%
6	42	40	38	**	**	42	41	38	33	42	42	**	**	**	23
	7%	7%	7%	**	**	7%	7%	7%	6%	7%	7%	**	**	**	5%
7	104	103	100	**	**	104	102	88	94	104	104	**	**	**	82
	18%	18%	19%	**	**	18%	18%	17%	18%	18%	18%	**	**	**	18%
8	133	133	116	**	**	133	127	116	121	133	133	**	**	**	106
	23%	23%	22%	**	**	23%	23%	22%	24%	23%	23%	**	**	**	23%
9	113	110	105	**	**	113	109	106	97	113	113	**	**	**	99
	19%	19%	20%	**	**	19%	20%	20%	19%	19%	19%	**	**	**	21%
10 - Extremely satisfied	143	137	126	**	**	143	134	137	127	143	143	**	**	**	134
	25%	24%	24%	**	**	25%	24%	26%	25%	25%	25%	**	**	**	29%
DISSATISFIED (1-4)	20	20	17	**	**	20	19	17	17	20	20	**	**	**	9
	3%	4%	3%	**	**	3%	3%	3%	3%	3%	3%	**	**	**	2%
NEUTRAL (5-6)	69	66	63	**	**	69	65	64	55	69	69	**	**	**	33
	12%	12%	12%	**	**	12%	12%	12%	11%	12%	12%	**	**	**	7%
SATISFIED (7-10)	493	483	448	**	**	493	472	447	439	493	493	**	**	**	421
	85%	85%	85%	**	**	85%	85%	85%	86%	85%	85%	**	**	**	91%
Answered	582	569	527	**	**	582	557	528	511	582	582	**	**	**	463
Mean score	8.1	8.0	8.1	**	**	8.1	8.0	8.1	8.1	8.1	8.1	**	**	**	8.3
Standard deviation	1.71	1.71	1.68	**	**	1.71	1.70	1.72	1.69	1.71	1.71	**	**	**	1.54

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	446	221	219	85	158	113	37	53	189	112	72	72	313	66	42	25
Effective Weighted Sample	376	185	187	72	134	94	32	48	160	98	60	59	292	62	41	24
Total	448	223	222	88	158	98	51	53	185	131	70	62	379	46	17	7
1 - Extremely dissatisfied	1	1	-	**	-	1	**	**	-	-	**	**	1	**	**	**
	*%	*%	-%	**	-%	1%	**	**	-%	-%	**	**	*%	**	**	**
2	1	-	1	**	-	-	**	**	-	-	**	**	1	**	**	**
	*%	-%	1%	**	-%	-%	**	**	-%	-%	**	**	*%	**	**	**
3	3	-	3	**	3	-	**	**	-	2	**	**	3	**	**	**
	1%	-%	1%	**	2%	-%	**	**	-%	1%	**	**	1%	**	**	**
4	11	2	8	**	4	2	**	**	5	4	**	**	9	**	**	**
	2%	1%	3%	**	3%	2%	**	**	3%	3%	**	**	2%	**	**	**
5	20	10	9	**	12	1	**	**	9	3	**	**	16	**	**	**
	4%	4%	4%	**	7%	1%	**	**	5%	2%	**	**	4%	**	**	**
6	34	14	20	**	16	7	**	**	16	5	**	**	29	**	**	**
	8%	6%	9%	**	10%	7%	**	**	9%	4%	**	**	8%	**	**	**
7	69	38	30	**	24	11	**	**	29	27	**	**	62	**	**	**
	15%	17%	14%	**	15%	12%	**	**	16%	21%	**	**	16%	**	**	**
8	115	55	59	**	30	25	**	**	45	37	**	**	96	**	**	**
	26%	25%	27%	**	19%	25%	**	**	24%	28%	**	**	25%	**	**	**
9	69	40	28	**	25	21	**	**	28	19	**	**	57	**	**	**
	15%	18%	13%	**	16%	21%	**	**	15%	15%	**	**	15%	**	**	**
10 - Extremely satisfied	126	62	63	**	44	29	**	**	53	34	**	**	105	**	**	**
	28%	28%	29%	**	28%	30%	**	**	29%	26%	**	**	28%	**	**	**
DISSATISFIED (1-4)	16	3	12	**	8	3	**	**	5	6	**	**	14	**	**	**
	4%	1%	5%	**	5%	3%	**	**	3%	4%	**	**	4%	**	**	**
NEUTRAL (5-6)	54	24	28	**	28	9	**	**	25	8	**	**	46	**	**	**
	12%	11%	13%	**	18%	9%	**	**	13%	6%	**	**	12%	**	**	**
SATISFIED (7-10)	378	196	181	**	123	86	**	**	155	117	**	**	320	**	**	**
	84%	88%	82%	**	78%	88%	**	**	84%	90%	**	**	84%	**	**	**
Answered	448	223	222	**	158	98	**	**	185	131	**	**	379	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	446	221	219	85	158	113	37	53	189	112	72	72	313	66	42	25
Effective Weighted Sample	376	185	187	72	134	94	32	48	160	98	60	59	292	62	41	24
Total	448	223	222	88	158	98	51	53	185	131	70	62	379	46	17	7
Mean score	8.1	8.2	8.0	**	7.9	8.4	**	**	8.2	8.1	**	**	8.1	**	**	**
Standard deviation	1.69	1.54	1.80	**	1.86	1.59	**	**	1.62	1.60	**	**	1.70	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	446	408	38	230	206	200	235	90	111	72	200	357	81
Effective Weighted Sample	376	343	33	188	179	163	203	73	91	59	163	300	70
Total	448	412	37	221	216	192	244	85	104	67	192	367	75
1 - Extremely dissatisfied	1	1	**	1	-	1	-	**	1	**	1	-	**
	*%	*%	**	*%	-%	*%	-%	**	1%	**	*%	-%	**
2	1	1	**	-	1	-	1	**	-	**	-	-	**
	*%	*%	**	-%	1%	-%	*%	**	-%	**	-%	-%	**
3	3	3	**	2	1	2	1	**	2	**	2	2	**
	1%	1%	**	1%	1%	1%	1%	**	1%	**	1%	*%	**
4	11	11	**	7	3	7	3	**	5	**	7	8	**
	2%	3%	**	3%	1%	3%	1%	**	5%	**	3%	2%	**
5	20	19	**	11	9	9	11	**	6	**	9	15	**
	4%	5%	**	5%	4%	4%	5%	**	6%	**	4%	4%	**
6	34	33	**	14	19	12	22	**	9	**	12	29	**
	8%	8%	**	6%	9%	6%	9%	**	8%	**	6%	8%	**
7	69	64	**	29	36	22	43	**	12	**	22	59	**
	15%	15%	**	13%	17%	12%	18%	**	11%	**	12%	16%	**
8	115	104	**	56	58	53	61	**	23	**	53	96	**
	26%	25%	**	25%	27%	28%	25%	**	22%	**	28%	26%	**
9	69	61	**	39	29	32	35	**	17	**	32	53	**
	15%	15%	**	18%	13%	17%	14%	**	17%	**	17%	15%	**
10 - Extremely satisfied	126	115	**	63	59	55	67	**	30	**	55	105	**
	28%	28%	**	29%	28%	29%	28%	**	28%	**	29%	29%	**
DISSATISFIED (1-4)	16	16	**	9	6	9	6	**	7	**	9	10	**
	4%	4%	**	4%	3%	5%	2%	**	7%	**	5%	3%	**
NEUTRAL (5-6)	54	52	**	26	28	21	33	**	15	**	21	44	**
	12%	13%	**	12%	13%	11%	13%	**	14%	**	11%	12%	**
SATISFIED (7-10)	378	344	**	187	183	163	206	**	82	**	163	313	**
	84%	84%	**	84%	84%	85%	84%	**	79%	**	85%	85%	**
Answered	448	412	**	221	216	192	244	**	104	**	192	367	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	446	408	38	230	206	200	235	90	111	72	200	357	81
Effective Weighted Sample	376	343	33	188	179	163	203	73	91	59	163	300	70
Total	448	412	37	221	216	192	244	85	104	67	192	367	75
Mean score	8.1	8.1	**	8.2	8.1	8.2	8.1	**	8.0	**	8.2	8.2	**
Standard deviation	1.69	1.72	**	1.73	1.64	1.74	1.65	**	1.95	**	1.74	1.61	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	446	443	434	12	3	446	381	299	310	103	399	47	52	105	289
Effective Weighted Sample	376	373	366	10	2	376	321	252	262	87	337	39	41	92	243
Total	448	446	436	12	2	448	386	305	318	106	405	44	52	104	292
1 - Extremely dissatisfied	1	1	1	**	**	1	-	1	1	-	1	**	**	-	1
	*%	*%	*%	**	**	*%	-%	*%	*%	-%	*%	**	**	-%	*%
2	1	1	1	**	**	1	1	1	1	-	1	**	**	1	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	-%
3	3	3	2	**	**	3	2	2	2	2	2	**	**	1	2
	1%	1%	*%	**	**	1%	*%	1%	*%	1%	*%	**	**	1%	1%
4	11	11	11	**	**	11	11	6	7	5	11	**	**	6	2
	2%	2%	2%	**	**	2%	3%	2%	2%	5%	3%	**	**	6% c	1%
5	20	19	19	**	**	20	16	16	15	6	18	**	**	8	6
	4%	4%	4%	**	**	4%	4%	5%	5%	5%	4%	**	**	8%	2%
6	34	34	34	**	**	34	30	26	29	11	33	**	**	13	17
	8%	8%	8%	**	**	8%	8%	9%	9%	10%	8%	**	**	13%	6%
7	69	69	64	**	**	69	65	48	52	8	65	**	**	12	49
	15%	15%	15%	**	**	15%	17%	16%	16%	7%	16%	**	**	11%	17%
8	115	115	111	**	**	115	98	74	78	24	103	**	**	21	79
	26%	26%	25%	**	**	26%	25%	24%	24%	23%	25%	**	**	20%	27%
9	69	68	68	**	**	69	53	44	49	16	57	**	**	21	41
	15%	15%	16%	**	**	15%	14%	14%	16%	16%	14%	**	**	20%	14%
10 - Extremely satisfied	126	125	125	**	**	126	110	87	85	35	114	**	**	20	95
	28%	28%	29%	**	**	28%	28%	29%	27%	33%	28%	**	**	19%	32%
DISSATISFIED (1-4)	16	16	14	**	**	16	14	10	10	6	14	**	**	9	5
	4%	4%	3%	**	**	4%	4%	3%	3%	6%	4%	**	**	9% c	2%
NEUTRAL (5-6)	54	54	53	**	**	54	46	42	44	16	51	**	**	22	24
	12%	12%	12%	**	**	12%	12%	14%	14%	15%	13%	**	**	21% c	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?
Base: Those who have used Apple Music or Apple Podcasts in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	446	443	434	12	3	446	381	299	310	103	399	47	52	105	289
Effective Weighted Sample	376	373	366	10	2	376	321	252	262	87	337	39	41	92	243
Total	448	446	436	12	2	448	386	305	318	106	405	44	52	104	292
SATISFIED (7-10)	378	377	369	**	**	378	327	253	264	83	339	**	**	74	264
	84%	84%	85%	**	**	84%	84%	83%	83%	79%	84%	**	**	71%	90% b
Answered	448	446	436	**	**	448	386	305	318	106	405	**	**	104	292
Mean score	8.1	8.1	8.2	**	**	8.1	8.1	8.1	8.1	8.1	8.1	**	**	7.6	8.4 b
Standard deviation	1.69	1.69	1.67	**	**	1.69	1.67	1.73	1.70	1.88	1.69	**	**	1.97	1.51

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?
Base: Those who have used Google Play Music or Google Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	192	94	93	22	58	61	18	33	81	35	37	39	149	14	17	12
Effective Weighted Sample	162	77	81	19	50	52	16	28	68	31	32	32	139	13	16	12
Total	209	99	104	25	68	59	25	31	88	42	41	38	188	11	7	3
3	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
4	7	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
5	13	**	**	**	**	**	**	**	**	**	**	**	12	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
6	27	**	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
7	30	**	**	**	**	**	**	**	**	**	**	**	27	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
8	48	**	**	**	**	**	**	**	**	**	**	**	43	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
9	32	**	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
10 - Extremely satisfied	47	**	**	**	**	**	**	**	**	**	**	**	42	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
DISSATISFIED (1-4)	12	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
NEUTRAL (5-6)	40	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
SATISFIED (7-10)	158	**	**	**	**	**	**	**	**	**	**	**	142	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
Answered	209	**	**	**	**	**	**	**	**	**	**	**	188	**	**	**
Mean score	7.8	**	**	**	**	**	**	**	**	**	**	**	7.8	**	**	**
Standard deviation	1.82	**	**	**	**	**	**	**	**	**	**	**	1.82	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?
Base: Those who have used Google Play Music or Google Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted row	192	177	15	111	81	104	88	54	42	48	104	155	34
Effective Weighted Sample	162	152	11	94	69	88	75	44	35	40	88	132	28
Total	209	196	12	122	87	113	95	53	43	52	113	174	32
3	4	4	**	2	**	2	**	**	**	**	2	3	**
	2%	2%	**	2%	**	2%	**	**	**	**	2%	2%	**
4	7	7	**	3	**	3	**	**	**	**	3	4	**
	4%	4%	**	2%	**	2%	**	**	**	**	2%	2%	**
5	13	13	**	9	**	9	**	**	**	**	9	10	**
	6%	6%	**	8%	**	8%	**	**	**	**	8%	6%	**
6	27	25	**	12	**	9	**	**	**	**	9	20	**
	13%	13%	**	10%	**	8%	**	**	**	**	8%	12%	**
7	30	28	**	18	**	17	**	**	**	**	17	26	**
	14%	14%	**	15%	**	15%	**	**	**	**	15%	15%	**
8	48	45	**	28	**	28	**	**	**	**	28	39	**
	23%	23%	**	23%	**	24%	**	**	**	**	24%	22%	**
9	32	32	**	20	**	17	**	**	**	**	17	32	**
	15%	16%	**	16%	**	15%	**	**	**	**	15%	18%	**
10 - Extremely satisfied	47	43	**	29	**	29	**	**	**	**	29	41	**
	23%	22%	**	24%	**	25%	**	**	**	**	25%	24%	**
DISSATISFIED (1-4)	12	11	**	5	**	5	**	**	**	**	5	7	**
	6%	6%	**	4%	**	4%	**	**	**	**	4%	4%	**
NEUTRAL (5-6)	40	38	**	22	**	19	**	**	**	**	19	30	**
	19%	19%	**	18%	**	16%	**	**	**	**	16%	17%	**
SATISFIED (7-10)	158	147	**	95	**	90	**	**	**	**	90	137	**
	75%	75%	**	78%	**	79%	**	**	**	**	79%	79%	**
Answered	209	196	**	122	**	113	**	**	**	**	113	174	**
Mean score	7.8	7.8	**	7.9	**	7.9	**	**	**	**	7.9	7.9	**
Standard deviation	1.82	1.83	**	1.79	**	1.81	**	**	**	**	1.81	1.74	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?
Base: Those who have used Google Play Music or Google Podcasts in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	192	189	179	13	3	192	172	147	155	68	175	17	18	51	123
Effective Weighted Sample	162	160	151	12	3	162	145	124	130	59	148	15	16	43	104
Total	209	204	192	17	5	209	184	154	163	67	187	22	22	60	127
3	4	4	4	**	**	4	2	4	4	**	4	**	**	**	1
	2%	2%	2%	**	**	2%	1%	3%	3%	**	2%	**	**	**	1%
4	7	7	6	**	**	7	7	7	7	**	7	**	**	**	2
	4%	4%	3%	**	**	4%	4%	5%	4%	**	4%	**	**	**	1%
5	13	13	13	**	**	13	11	12	12	**	13	**	**	**	4
	6%	6%	7%	**	**	6%	6%	8%	7%	**	7%	**	**	**	3%
6	27	25	22	**	**	27	24	17	22	**	24	**	**	**	8
	13%	12%	11%	**	**	13%	13%	11%	14%	**	13%	**	**	**	6%
7	30	30	30	**	**	30	27	24	24	**	27	**	**	**	17
	14%	15%	16%	**	**	14%	15%	16%	15%	**	14%	**	**	**	14%
8	48	48	46	**	**	48	45	34	40	**	45	**	**	**	36
	23%	24%	24%	**	**	23%	25%	22%	24%	**	24%	**	**	**	29%
9	32	30	30	**	**	32	24	18	21	**	24	**	**	**	20
	15%	15%	16%	**	**	15%	13%	12%	13%	**	13%	**	**	**	16%
10 - Extremely satisfied	47	46	41	**	**	47	44	37	33	**	44	**	**	**	38
	23%	23%	21%	**	**	23%	24%	24%	20%	**	23%	**	**	**	30%
DISSATISFIED (1-4)	12	12	10	**	**	12	10	11	12	**	12	**	**	**	3
	6%	6%	5%	**	**	6%	5%	7%	7%	**	6%	**	**	**	2%
NEUTRAL (5-6)	40	37	34	**	**	40	35	29	34	**	36	**	**	**	12
	19%	18%	18%	**	**	19%	19%	19%	21%	**	19%	**	**	**	9%
SATISFIED (7-10)	158	155	148	**	**	158	139	114	117	**	139	**	**	**	112
	75%	76%	77%	**	**	75%	76%	74%	72%	**	74%	**	**	**	88%
Answered	209	204	192	**	**	209	184	154	163	**	187	**	**	**	127
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.7	7.6	**	7.7	**	**	**	8.3
Standard deviation	1.82	1.82	1.79	**	**	1.82	1.80	1.92	1.87	**	1.86	**	**	**	1.56

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?
Base: Those who have used GlobalPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	153	81	70	7	46	38	23	39	66	33	36	17	115	14	16	8
Effective Weighted Sample	129	67	60	7	38	33	21	33	54	29	30	15	106	13	16	8
Total	164	84	78	9	48	39	34	34	69	40	37	17	144	11	6	3
1 - Extremely dissatisfied	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	7	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
5	9	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
6	22	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
7	26	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
8	37	**	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
9	24	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
10 - Extremely satisfied	39	**	**	**	**	**	**	**	**	**	**	**	31	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
DISSATISFIED (1-4)	8	**	**	**	**	**	**	**	**	**	**	**	8	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
NEUTRAL (5-6)	31	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
SATISFIED (7-10)	124	**	**	**	**	**	**	**	**	**	**	**	107	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	74%	**	**	**
Answered	164	**	**	**	**	**	**	**	**	**	**	**	144	**	**	**
Mean score	7.8	**	**	**	**	**	**	**	**	**	**	**	7.7	**	**	**
Standard deviation	1.80	**	**	**	**	**	**	**	**	**	**	**	1.81	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?
Base: Those who have used GlobalPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	153	140	13	69	82	66	85	33	38	26	66	119	30
Effective Weighted Sample	129	119	10	58	69	55	71	28	32	21	55	101	26
Total	164	153	11	74	87	70	91	35	41	27	70	133	27
1 - Extremely dissatisfied	1	1	**	**	**	**	**	**	**	**	**	-	**
	*%	1%	**	**	**	**	**	**	**	**	**	-%	**
4	7	7	**	**	**	**	**	**	**	**	**	6	**
	4%	5%	**	**	**	**	**	**	**	**	**	4%	**
5	9	9	**	**	**	**	**	**	**	**	**	6	**
	5%	6%	**	**	**	**	**	**	**	**	**	5%	**
6	22	21	**	**	**	**	**	**	**	**	**	21	**
	14%	14%	**	**	**	**	**	**	**	**	**	16%	**
7	26	25	**	**	**	**	**	**	**	**	**	21	**
	16%	16%	**	**	**	**	**	**	**	**	**	16%	**
8	37	33	**	**	**	**	**	**	**	**	**	27	**
	22%	21%	**	**	**	**	**	**	**	**	**	20%	**
9	24	23	**	**	**	**	**	**	**	**	**	21	**
	14%	15%	**	**	**	**	**	**	**	**	**	16%	**
10 - Extremely satisfied	39	34	**	**	**	**	**	**	**	**	**	32	**
	24%	23%	**	**	**	**	**	**	**	**	**	24%	**
DISSATISFIED (1-4)	8	8	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	4%	**
NEUTRAL (5-6)	31	30	**	**	**	**	**	**	**	**	**	27	**
	19%	20%	**	**	**	**	**	**	**	**	**	20%	**
SATISFIED (7-10)	124	114	**	**	**	**	**	**	**	**	**	100	**
	76%	75%	**	**	**	**	**	**	**	**	**	75%	**
Answered	164	153	**	**	**	**	**	**	**	**	**	133	**
Mean score	7.8	7.8	**	**	**	**	**	**	**	**	**	7.8	**
Standard deviation	1.80	1.81	**	**	**	**	**	**	**	**	**	1.74	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?
Base: Those who have used GlobalPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	153	152	146	7	1	153	135	119	127	71	146	7	13	33	107
Effective Weighted Sample	129	128	123	5	1	129	113	100	107	59	123	6	11	29	89
Total	164	161	156	7	2	164	142	126	140	72	157	6	15	40	109
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	*%	1%	1%	**	**	*%	1%	1%	1%	**	1%	**	**	**	1%
4	7	5	4	**	**	7	3	3	7	**	7	**	**	**	2
	4%	3%	2%	**	**	4%	2%	3%	5%	**	5%	**	**	**	1%
5	9	9	9	**	**	9	8	8	7	**	9	**	**	**	4
	5%	6%	6%	**	**	5%	5%	6%	5%	**	6%	**	**	**	4%
6	22	22	22	**	**	22	21	22	21	**	22	**	**	**	12
	14%	14%	14%	**	**	14%	15%	18%	15%	**	14%	**	**	**	11%
7	26	26	23	**	**	26	21	20	21	**	25	**	**	**	13
	16%	16%	15%	**	**	16%	15%	16%	15%	**	16%	**	**	**	12%
8	37	37	35	**	**	37	33	28	32	**	37	**	**	**	28
	22%	23%	23%	**	**	22%	23%	22%	23%	**	23%	**	**	**	26%
9	24	24	24	**	**	24	21	15	18	**	22	**	**	**	20
	14%	15%	15%	**	**	14%	15%	12%	13%	**	14%	**	**	**	18%
10 - Extremely satisfied	39	39	39	**	**	39	34	29	32	**	35	**	**	**	30
	24%	24%	25%	**	**	24%	24%	23%	23%	**	22%	**	**	**	27%
DISSATISFIED (1-4)	8	6	4	**	**	8	4	4	8	**	8	**	**	**	2
	5%	4%	3%	**	**	5%	3%	3%	6%	**	5%	**	**	**	2%
NEUTRAL (5-6)	31	31	31	**	**	31	29	30	29	**	31	**	**	**	16
	19%	19%	20%	**	**	19%	20%	24%	21%	**	20%	**	**	**	15%
SATISFIED (7-10)	124	124	121	**	**	124	109	92	103	**	118	**	**	**	91
	76%	77%	77%	**	**	76%	77%	73%	74%	**	75%	**	**	**	83%
Answered	164	161	156	**	**	164	142	126	140	**	157	**	**	**	109
Mean score	7.8	7.9	7.9	**	**	7.8	7.9	7.7	7.7	**	7.7	**	**	**	8.2
Standard deviation	1.80	1.75	1.73	**	**	1.80	1.73	1.77	1.83	**	1.79	**	**	**	1.67

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?
Base: Those who have used RadioPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	116	66	49	15	43	27	15	16	56	26	23	10	81	19	11	5
Effective Weighted Sample	98	55	43	13	37	24	13	14	48	21	20	8	75	18	11	5
Total	127	68	57	17	51	27	19	13	63	27	26	10	107	14	5	2
1 - Extremely dissatisfied	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	127	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.75	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?
Base: Those who have used RadioPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	116	104	12	66	47	60	52	29	33	20	60	100	13
Effective Weighted Sample	98	89	10	56	39	52	43	25	29	17	52	85	11
Total	127	118	9	69	53	64	58	30	34	21	64	110	13
1 - Extremely dissatisfied	*	-	**	**	**	**	**	**	**	**	**	-	**
	*%	-%	**	**	**	**	**	**	**	**	**	-%	**
4	6	6	**	**	**	**	**	**	**	**	**	3	**
	4%	5%	**	**	**	**	**	**	**	**	**	2%	**
5	9	7	**	**	**	**	**	**	**	**	**	8	**
	7%	6%	**	**	**	**	**	**	**	**	**	7%	**
6	15	15	**	**	**	**	**	**	**	**	**	13	**
	12%	12%	**	**	**	**	**	**	**	**	**	12%	**
7	23	21	**	**	**	**	**	**	**	**	**	21	**
	18%	18%	**	**	**	**	**	**	**	**	**	19%	**
8	31	30	**	**	**	**	**	**	**	**	**	29	**
	25%	26%	**	**	**	**	**	**	**	**	**	27%	**
9	16	14	**	**	**	**	**	**	**	**	**	12	**
	13%	12%	**	**	**	**	**	**	**	**	**	11%	**
10 - Extremely satisfied	27	24	**	**	**	**	**	**	**	**	**	25	**
	21%	21%	**	**	**	**	**	**	**	**	**	22%	**
DISSATISFIED (1-4)	6	6	**	**	**	**	**	**	**	**	**	3	**
	5%	5%	**	**	**	**	**	**	**	**	**	2%	**
NEUTRAL (5-6)	24	22	**	**	**	**	**	**	**	**	**	20	**
	19%	19%	**	**	**	**	**	**	**	**	**	18%	**
SATISFIED (7-10)	97	91	**	**	**	**	**	**	**	**	**	87	**
	76%	77%	**	**	**	**	**	**	**	**	**	79%	**
Answered	127	118	**	**	**	**	**	**	**	**	**	110	**
Mean score	7.7	7.7	**	**	**	**	**	**	**	**	**	7.8	**
Standard deviation	1.75	1.70	**	**	**	**	**	**	**	**	**	1.63	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?
Base: Those who have used RadioPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	116	116	109	7	-	116	110	106	103	58	113	3	7	19	90
Effective Weighted Sample	98	98	92	6	-	98	93	90	88	49	96	2	6	16	77
Total	127	127	121	6	-	127	121	115	116	61	124	3	7	20	100
1 - Extremely dissatisfied	*	*	*	**	**	*	-	-	-	**	-	**	**	**	**
	*%	*%	*%	**	**	*%	-%	-%	-%	**	-%	**	**	**	**
4	6	6	4	**	**	6	6	5	5	**	6	**	**	**	**
	4%	4%	3%	**	**	4%	5%	4%	4%	**	5%	**	**	**	**
5	9	9	9	**	**	9	9	9	7	**	9	**	**	**	**
	7%	7%	7%	**	**	7%	7%	8%	6%	**	7%	**	**	**	**
6	15	15	15	**	**	15	12	12	11	**	13	**	**	**	**
	12%	12%	12%	**	**	12%	10%	11%	10%	**	11%	**	**	**	**
7	23	23	21	**	**	23	22	21	22	**	23	**	**	**	**
	18%	18%	17%	**	**	18%	18%	19%	19%	**	19%	**	**	**	**
8	31	31	31	**	**	31	30	29	31	**	31	**	**	**	**
	25%	25%	25%	**	**	25%	25%	25%	26%	**	25%	**	**	**	**
9	16	16	16	**	**	16	16	14	16	**	16	**	**	**	**
	13%	13%	13%	**	**	13%	13%	12%	14%	**	13%	**	**	**	**
10 - Extremely satisfied	27	27	26	**	**	27	27	25	24	**	27	**	**	**	**
	21%	21%	22%	**	**	21%	22%	21%	21%	**	21%	**	**	**	**
DISSATISFIED (1-4)	6	6	5	**	**	6	6	5	5	**	6	**	**	**	**
	5%	5%	4%	**	**	5%	5%	4%	4%	**	5%	**	**	**	**
NEUTRAL (5-6)	24	24	23	**	**	24	21	21	19	**	22	**	**	**	**
	19%	19%	19%	**	**	19%	17%	18%	16%	**	18%	**	**	**	**
SATISFIED (7-10)	97	97	93	**	**	97	94	90	92	**	97	**	**	**	**
	76%	76%	77%	**	**	76%	78%	78%	80%	**	78%	**	**	**	**
Answered	127	127	121	**	**	127	121	115	116	**	124	**	**	**	**
Mean score	7.7	7.7	7.8	**	**	7.7	7.8	7.8	7.8	**	7.8	**	**	**	**
Standard deviation	1.75	1.75	1.73	**	**	1.75	1.72	1.71	1.67	**	1.71	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1305	673	618	269	378	305	155	198	462	373	217	251	818	182	170	135
Effective Weighted Sample	1046	539	496	218	316	240	124	164	375	296	175	203	761	170	159	129
Total	1222	627	582	244	359	251	189	179	428	376	197	220	996	118	68	40
1 - Extremely dissatisfied	1 *%	1 *%	1 *%	* *%	* *%	1 *%	- -%	- -%	- -%	* *%	- -%	1 *%	- -%	- -%	* 1%	1 2% a
2	3 *%	3 1%	- -%	- -%	1 *%	* *%	2 1%	- -%	3 1%	- -%	- -%	- -%	2 *%	1 1%	- -%	- -%
3	8 1%	2 *%	6 1%	1 *%	4 1%	* *%	* *%	3 1%	3 1%	3 1%	* *%	2 1%	7 1%	- -%	1 1%	- -%
4	16 1%	9 1%	7 1%	8 3%	2 1%	6 2%	- -%	1 *%	4 1%	4 1%	6 3%	2 1%	14 1%	2 2%	1 1%	- -%
5	40 3%	15 2%	22 4%	9 4%	15 4%	5 2%	7 4%	4 2%	14 3%	11 3%	7 3%	8 4%	33 3%	2 2%	3 5%	1 3%
6	71 6%	34 5%	37 6%	15 6%	14 4%	10 4%	12 6%	20 11% bc	19 5%	21 6%	14 7%	16 7%	65 7% b	2 1%	2 3%	2 5%
7	153 12%	62 10%	87 15%	25 10%	38 11%	37 15%	23 12%	29 16%	54 13%	45 12%	23 12%	30 14%	125 13%	15 13%	8 12%	4 10%
8	277 23%	154 25%	123 21%	36 15%	86 24%	54 21%	58 30% a	44 25%	98 23%	89 24%	47 24%	43 20%	234 24% d	28 24% d	10 15%	4 11%
9	206 17%	116 19%	88 15%	31 13%	71 20%	43 17%	37 19%	24 14%	76 18%	68 18%	24 12%	35 16%	169 17%	17 15%	16 24% d	3 8%
10 - Extremely satisfied	447 37%	230 37%	213 37%	119 49% bde	128 36%	96 38%	50 26%	54 30%	156 36%	134 36%	75 38%	82 37%	346 35%	51 43%	26 39%	24 60% abc
DISSATISFIED (1-4)	29 2%	15 2%	14 2%	9 4%	7 2%	7 3%	3 1%	3 2%	10 2%	7 2%	7 4%	5 2%	23 2%	3 2%	2 3%	1 2%
NEUTRAL (5-6)	111 9%	50 8%	59 10%	23 10%	29 8%	15 6%	19 10%	24 14% c	33 8%	32 9%	21 11%	24 11%	98 10% b	4 3%	5 8%	3 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1305	673	618	269	378	305	155	198	462	373	217	251	818	182	170	135
Effective Weighted Sample	1046	539	496	218	316	240	124	164	375	296	175	203	761	170	159	129
Total	1222	627	582	244	359	251	189	179	428	376	197	220	996	118	68	40
SATISFIED (7-10)	1083	562	510	211	323	229	167	152	384	337	169	191	874	112	61	36
	89%	90%	88%	87%	90%	91%	89%	85%	90%	90%	86%	87%	88%	94%	89%	89%
Answered	1222	627	582	244	359	251	189	179	428	376	197	220	996	118	68	40
Mean score	8.5	8.5	8.4	8.6	8.5	8.5	8.3	8.2	8.5	8.5	8.4	8.4	8.4	8.7	8.5	8.8 a
Standard deviation	1.61	1.57	1.65	1.75	1.57	1.58	1.54	1.60	1.61	1.54	1.68	1.68	1.60	1.53	1.73	1.89

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1305	1154	151	540	750	480	807	211	258	191	480	940	342
Effective Weighted Sample	1046	936	114	425	608	380	651	170	200	151	380	755	277
Total	1222	1111	111	502	703	452	753	194	229	186	452	912	292
1 - Extremely dissatisfied	1	1	1	1	*	1	*	-	1	1	1	1	1
	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
2	3	2	1	3	-	3	-	1	3	-	3	3	-
	*%	*%	1%	1%	-%	1%	-%	*%	1%	-%	1%	*%	-%
3	8	8	*	2	6	2	6	1	*	*	2	5	2
	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%	1%
4	16	16	-	6	10	6	10	-	3	3	6	10	7
	1%	1%	-%	1%	1%	1%	1%	-%	1%	2%	1%	1%	2%
5	40	31	8	22	17	20	20	10	13	5	20	26	13
	3%	3%	8% a	4%	2%	4%	3%	5%	6%	3%	4%	3%	4%
6	71	66	5	23	48	20	51	6	9	10	20	54	17
	6%	6%	5%	5%	7%	4%	7%	3%	4%	5%	4%	6%	6%
7	153	137	16	59	92	48	103	20	24	20	48	116	36
	12%	12%	14%	12%	13%	11%	14%	10%	10%	11%	11%	13%	12%
8	277	247	30	113	159	107	166	43	49	49	107	221	53
	23%	22%	27%	23%	23%	24%	22%	22%	21%	26%	24%	24%	18%
9	206	190	16	91	113	82	121	39	40	28	82	164	40
	17%	17%	14%	18%	16%	18%	16%	20%	18%	15%	18%	18%	14%
10 - Extremely satisfied	447	413	33	182	257	163	274	74	87	70	163	311	125
	37%	37%	30%	36%	36%	36%	36%	38%	38%	38%	36%	34%	43%
DISSATISFIED (1-4)	29	27	2	12	16	12	17	2	7	4	12	19	9
	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%	3%	2%	3%
NEUTRAL (5-6)	111	97	13	45	65	39	71	16	22	16	39	80	30
	9%	9%	12%	9%	9%	9%	9%	8%	10%	8%	9%	9%	10%
SATISFIED (7-10)	1083	987	95	445	622	401	665	176	200	166	401	812	253
	89%	89%	86%	89%	88%	89%	88%	91%	87%	89%	89%	89%	86%
Answered	1222	1111	111	502	703	452	753	194	229	186	452	912	292

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1305	1154	151	540	750	480	807	211	258	191	480	940	342
Effective Weighted Sample	1046	936	114	425	608	380	651	170	200	151	380	755	277
Total	1222	1111	111	502	703	452	753	194	229	186	452	912	292
Mean score	8.5	8.5	8.2	8.4	8.4	8.5	8.4	8.6	8.4	8.5	8.5	8.4	8.5
Standard deviation	1.61	1.60	1.75	1.65	1.59	1.66	1.59	1.53	1.77	1.58	1.66	1.57	1.74

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1305	1280	1217	88	25	1305	1027	766	827	262	1120	185	197	307	801
Effective Weighted Sample	1046	1025	972	75	22	1046	835	625	673	214	907	141	147	252	648
Total	1222	1195	1128	94	27	1222	990	755	800	257	1070	153	163	287	772
1 - Extremely dissatisfied	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	* *%	* *%	1 *%	* *%	* *%	- -%	1 *%
2	3 *%	1 *%	1 *%	** **	** **	3 *%	1 *%	- -%	1 *%	- -%	1 *%	2 1% be	3 2% c	- -%	- -%
3	8 1%	8 1%	7 1%	** **	** **	8 1%	7 1%	6 1%	3 *%	2 1%	7 1%	1 1%	1 *%	3 1%	4 1%
4	16 1%	16 1%	14 1%	** **	** **	16 1%	16 2%	10 1%	10 1%	6 2%	16 1%	* *%	4 2%	7 3%	5 1%
5	40 3%	38 3%	37 3%	** **	** **	40 3%	29 3%	21 3%	25 3%	7 3%	31 3%	8 5%	5 3%	18 6% c	16 2%
6	71 6%	68 6%	63 6%	** **	** **	71 6%	60 6%	48 6%	47 6%	15 6%	64 6%	7 5%	10 6%	30 10% c	31 4%
7	153 12%	151 13%	132 12%	** **	** **	153 12%	135 14%	99 13%	115 14%	37 14%	141 13%	11 7%	12 7%	46 16%	95 12%
8	277 23%	274 23%	261 23%	** **	** **	277 23%	227 23%	169 22%	184 23%	57 22%	244 23%	33 22%	38 23%	62 22%	177 23%
9	206 17%	201 17%	191 17%	** **	** **	206 17%	171 17%	132 18%	138 17%	38 15%	184 17%	21 14%	28 17%	40 14%	138 18%
10 - Extremely satisfied	447 37%	437 37%	423 37%	** **	** **	447 37%	343 35%	268 35%	276 35%	95 37%	380 36%	67 44%	62 38%	81 28%	304 39% b
DISSATISFIED (1-4)	29 2%	26 2%	23 2%	** **	** **	29 2%	25 2%	16 2%	15 2%	8 3%	25 2%	4 3%	8 5% c	11 4%	10 1%
NEUTRAL (5-6)	111 9%	106 9%	100 9%	** **	** **	111 9%	89 9%	70 9%	72 9%	22 8%	95 9%	16 10%	15 9%	48 17% c	48 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?
Base: Those who have used Spotify in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1305	1280	1217	88	25	1305	1027	766	827	262	1120	185	197	307	801
Effective Weighted Sample	1046	1025	972	75	22	1046	835	625	673	214	907	141	147	252	648
Total	1222	1195	1128	94	27	1222	990	755	800	257	1070	153	163	287	772
SATISFIED (7-10)	1083	1063	1006	**	**	1083	876	669	713	227	950	133	140	229	714
	89%	89%	89%	**	**	89%	88%	89%	89%	88%	89%	87%	86%	80%	92% ab
Answered	1222	1195	1128	**	**	1222	990	755	800	257	1070	153	163	287	772
Mean score	8.5	8.5	8.5	**	**	8.5	8.4	8.4	8.4	8.4	8.4	8.5	8.4	8.0	8.6 b
Standard deviation	1.61	1.59	1.57	**	**	1.61	1.60	1.58	1.55	1.64	1.58	1.80	1.85	1.76	1.46

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?
Base: Those who have used Deezer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	120	72	46	12	45	36	12	15	54	21	24	20	83	17	9	11
Effective Weighted Sample	102	61	39	11	38	32	10	11	48	18	19	16	78	16	8	10
Total	119	72	45	12	47	35	12	13	56	19	21	20	99	12	4	3
1 - Extremely dissatisfied	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?
Base: Those who have used Deezer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	120	108	12	72	46	67	51	34	37	29	67	99	20
Effective Weighted Sample	102	94	10	62	38	58	42	28	34	25	58	85	16
Total	119	113	6	72	45	68	48	32	41	29	68	101	17
1 - Extremely dissatisfied	2	2	**	**	**	**	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**
3	4	4	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
4	3	3	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
5	3	3	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
6	9	9	**	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**	**	**
7	25	23	**	**	**	**	**	**	**	**	**	**	**
	21%	21%	**	**	**	**	**	**	**	**	**	**	**
8	22	20	**	**	**	**	**	**	**	**	**	**	**
	19%	18%	**	**	**	**	**	**	**	**	**	**	**
9	18	18	**	**	**	**	**	**	**	**	**	**	**
	15%	16%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	33	31	**	**	**	**	**	**	**	**	**	**	**
	27%	27%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	9	9	**	**	**	**	**	**	**	**	**	**	**
	7%	8%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	12	12	**	**	**	**	**	**	**	**	**	**	**
	10%	11%	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	98	92	**	**	**	**	**	**	**	**	**	**	**
	82%	81%	**	**	**	**	**	**	**	**	**	**	**
Answered	119	113	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.9	7.9	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.99	2.02	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?
Base: Those who have used Deezer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	~a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted row	120	116	111	9	4	120	97	89	95	43	105	15	15	26	79
Effective Weighted Sample	102	99	95	7	3	102	84	78	83	38	91	11	12	21	68
Total	119	115	110	9	3	119	99	94	101	45	108	11	14	25	80
1 - Extremely dissatisfied	2	-	-	**	**	2	**	**	**	**	-	**	**	**	**
	1%	-%	-%	**	**	1%	**	**	**	**	-%	**	**	**	**
3	4	4	2	**	**	4	**	**	**	**	4	**	**	**	**
	3%	3%	2%	**	**	3%	**	**	**	**	3%	**	**	**	**
4	3	3	3	**	**	3	**	**	**	**	3	**	**	**	**
	3%	3%	3%	**	**	3%	**	**	**	**	3%	**	**	**	**
5	3	3	3	**	**	3	**	**	**	**	3	**	**	**	**
	3%	3%	3%	**	**	3%	**	**	**	**	3%	**	**	**	**
6	9	9	8	**	**	9	**	**	**	**	9	**	**	**	**
	8%	8%	7%	**	**	8%	**	**	**	**	8%	**	**	**	**
7	25	25	24	**	**	25	**	**	**	**	23	**	**	**	**
	21%	22%	22%	**	**	21%	**	**	**	**	22%	**	**	**	**
8	22	21	21	**	**	22	**	**	**	**	20	**	**	**	**
	19%	18%	19%	**	**	19%	**	**	**	**	18%	**	**	**	**
9	18	18	16	**	**	18	**	**	**	**	17	**	**	**	**
	15%	15%	15%	**	**	15%	**	**	**	**	15%	**	**	**	**
10 - Extremely satisfied	33	32	32	**	**	33	**	**	**	**	30	**	**	**	**
	27%	28%	29%	**	**	27%	**	**	**	**	27%	**	**	**	**
DISSATISFIED (1-4)	9	7	5	**	**	9	**	**	**	**	6	**	**	**	**
	7%	6%	5%	**	**	7%	**	**	**	**	6%	**	**	**	**
NEUTRAL (5-6)	12	12	11	**	**	12	**	**	**	**	12	**	**	**	**
	10%	11%	10%	**	**	10%	**	**	**	**	11%	**	**	**	**
SATISFIED (7-10)	98	96	93	**	**	98	**	**	**	**	89	**	**	**	**
	82%	83%	85%	**	**	82%	**	**	**	**	83%	**	**	**	**
Answered	119	115	110	**	**	119	**	**	**	**	108	**	**	**	**
Mean score	7.9	8.0	8.1	**	**	7.9	**	**	**	**	8.0	**	**	**	**
Standard deviation	1.99	1.83	1.75	**	**	1.99	**	**	**	**	1.83	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	612	279	328	49	149	151	94	169	243	163	101	105	412	75	65	60
Effective Weighted Sample	500	226	269	42	127	123	78	138	195	135	85	86	385	70	60	58
Total	606	271	330	51	153	136	121	146	232	174	105	95	512	50	27	17
1 - Extremely dissatisfied	*	*	-	**	-	*	**	-	-	*	-	-	-	**	**	**
	*%	*%	-%	**	-%	*%	**	-%	-%	*%	-%	-%	-%	**	**	**
2	2	-	2	**	-	-	**	-	2	-	-	-	2	**	**	**
	*%	-%	*%	**	-%	-%	**	-%	1%	-%	-%	-%	*%	**	**	**
3	6	5	1	**	2	2	**	2	5	*	-	1	5	**	**	**
	1%	2%	*%	**	1%	1%	**	1%	2%	*%	-%	1%	1%	**	**	**
4	8	3	5	**	1	3	**	2	1	3	3	2	6	**	**	**
	1%	1%	2%	**	1%	2%	**	1%	*%	2%	3%	2%	1%	**	**	**
5	15	11	4	**	5	2	**	2	5	6	*	4	11	**	**	**
	2%	4%	1%	**	3%	1%	**	2%	2%	4%	*%	4%	2%	**	**	**
6	58	26	32	**	12	12	**	16	17	18	12	12	50	**	**	**
	10%	10%	10%	**	8%	9%	**	11%	7%	10%	11%	12%	10%	**	**	**
7	92	44	46	**	39	16	**	16	34	23	17	18	80	**	**	**
	15%	16%	14%	**	25% ce	12%	**	11%	15%	13%	17%	19%	16%	**	**	**
8	165	64	100	**	35	38	**	46	63	55	22	24	138	**	**	**
	27%	24%	30%	**	23%	28%	**	32%	27%	32%	21%	25%	27%	**	**	**
9	111	60	50	**	22	21	**	33	50	24	25	12	99	**	**	**
	18%	22%	15%	**	14%	16%	**	23%	21%	14%	24%	13%	19%	**	**	**
10 - Extremely satisfied	150	58	91	**	36	42	**	28	56	43	27	24	121	**	**	**
	25%	21%	28%	**	24%	31%	**	19%	24%	25%	25%	25%	24%	**	**	**
DISSATISFIED (1-4)	16	8	8	**	3	5	**	3	7	3	3	2	13	**	**	**
	3%	3%	2%	**	2%	4%	**	2%	3%	2%	3%	2%	3%	**	**	**
NEUTRAL (5-6)	73	37	35	**	17	14	**	18	22	24	12	15	61	**	**	**
	12%	14%	11%	**	11%	10%	**	13%	9%	14%	11%	16%	12%	**	**	**
SATISFIED (7-10)	518	226	287	**	132	117	**	124	203	146	91	78	438	**	**	**
	85%	83%	87%	**	86%	86%	**	85%	88%	84%	86%	82%	86%	**	**	**
Answered	606	271	330	**	153	136	**	146	232	174	105	95	512	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	612	279	328	49	149	151	94	169	243	163	101	105	412	75	65	60
Effective Weighted Sample	500	226	269	42	127	123	78	138	195	135	85	86	385	70	60	58
Total	606	271	330	51	153	136	121	146	232	174	105	95	512	50	27	17
Mean score	8.1	8.0	8.2	**	8.0	8.3	**	8.1	8.2	8.1	8.2	8.0	8.1	**	**	**
Standard deviation	1.57	1.63	1.53	**	1.57	1.66	**	1.46	1.61	1.55	1.50	1.61	1.56	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	612	517	95	268	338	255	350	94	147	114	255	452	148
Effective Weighted Sample	500	425	75	219	275	208	285	77	122	89	208	372	122
Total	606	523	83	267	331	252	344	90	143	112	252	471	126
1 - Extremely dissatisfied	*	*	**	*	-	*	-	**	-	*	*	*	-
	*%	*%	**	*%	-%	*%	-%	**	-%	*%	*%	*%	-%
2	2	2	**	2	-	2	-	**	2	-	2	2	-
	*%	*%	**	1%	-%	1%	-%	**	1%	-%	1%	*%	-%
3	6	6	**	1	4	1	4	**	-	1	1	2	4
	1%	1%	**	*%	1%	*%	1%	**	-%	1%	*%	*%	3%
4	8	7	**	3	5	2	6	**	1	1	2	6	2
	1%	1%	**	1%	1%	1%	2%	**	1%	1%	1%	1%	1%
5	15	14	**	8	7	6	9	**	2	1	6	12	3
	2%	3%	**	3%	2%	2%	3%	**	1%	1%	2%	2%	2%
6	58	50	**	24	31	23	32	**	12	6	23	41	14
	10%	10%	**	9%	9%	9%	9%	**	9%	5%	9%	9%	11%
7	92	81	**	35	57	32	60	**	22	12	32	71	19
	15%	16%	**	13%	17%	13%	18%	**	15%	10%	13%	15%	15%
8	165	138	**	68	97	64	99	**	40	31	64	135	26
	27%	26%	**	26%	29%	25%	29%	**	28%	27%	25%	29%	20%
9	111	102	**	54	57	51	60	**	25	21	51	86	25
	18%	20%	**	20%	17%	20%	17%	**	18%	19%	20%	18%	20%
10 - Extremely satisfied	150	123	**	71	74	71	74	**	39	39	71	115	34
	25%	23%	**	27%	22%	28%	22%	**	27%	35%	28%	25%	27%
DISSATISFIED (1-4)	16	15	**	6	8	5	10	**	2	3	5	10	5
	3%	3%	**	2%	3%	2%	3%	**	2%	2%	2%	2%	4%
NEUTRAL (5-6)	73	64	**	32	38	29	41	**	14	6	29	53	17
	12%	12%	**	12%	12%	11%	12%	**	10%	6%	11%	11%	14%
SATISFIED (7-10)	518	444	**	229	284	219	293	**	126	103	219	408	103
	85%	85%	**	86%	86%	87%	85%	**	88%	92%	87%	87%	82%
Answered	606	523	**	267	331	252	344	**	143	112	252	471	126

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	612	517	95	268	338	255	350	94	147	114	255	452	148
Effective Weighted Sample	500	425	75	219	275	208	285	77	122	89	208	372	122
Total	606	523	83	267	331	252	344	90	143	112	252	471	126
Mean score	8.1	8.1	**	8.2	8.1	8.3	8.0	**	8.3	8.6	8.3	8.2	8.1
Standard deviation	1.57	1.59	**	1.59	1.52	1.57	1.54	**	1.53	1.49	1.57	1.53	1.75

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	612	606	594	18	6	612	527	404	411	168	552	60	89	111	412
Effective Weighted Sample	500	495	486	14	5	500	431	329	336	137	453	47	71	91	338
Total	606	600	591	16	6	606	522	391	407	162	550	56	83	115	408
1 - Extremely dissatisfied	*	*	*	**	**	*	*	-	*	-	*	**	**	-	-
	*%	*%	*%	**	**	*%	*%	-%	*%	-%	*%	**	**	-%	-%
2	2	2	2	**	**	2	2	2	2	-	2	**	**	2	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	-%
3	6	6	6	**	**	6	4	6	4	1	6	**	**	2	3
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	2%	1%
4	8	8	8	**	**	8	7	7	6	4	8	**	**	3	4
	1%	1%	1%	**	**	1%	1%	2%	2%	3%	1%	**	**	3%	1%
5	15	13	13	**	**	15	12	9	10	3	13	**	**	7	4
	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	**	**	6% c	1%
6	58	58	58	**	**	58	45	35	37	13	50	**	**	21	27
	10%	10%	10%	**	**	10%	9%	9%	9%	8%	9%	**	**	18% c	7%
7	92	90	89	**	**	92	87	62	60	22	87	**	**	26	54
	15%	15%	15%	**	**	15%	17%	16%	15%	13%	16%	**	**	22%	13%
8	165	163	161	**	**	165	148	101	116	44	152	**	**	26	120
	27%	27%	27%	**	**	27%	28%	26%	28%	27%	28%	**	**	23%	29%
9	111	111	107	**	**	111	101	80	78	28	107	**	**	13	91
	18%	18%	18%	**	**	18%	19%	20%	19%	17%	19%	**	**	12%	22%
10 - Extremely satisfied	150	150	148	**	**	150	117	90	93	47	126	**	**	16	105
	25%	25%	25%	**	**	25%	22%	23%	23%	29%	23%	**	**	14%	26%
DISSATISFIED (1-4)	16	16	16	**	**	16	13	14	12	5	15	**	**	7	7
	3%	3%	3%	**	**	3%	2%	4%	3%	3%	3%	**	**	6%	2%
NEUTRAL (5-6)	73	71	71	**	**	73	57	45	47	16	64	**	**	28	31
	12%	12%	12%	**	**	12%	11%	11%	12%	10%	12%	**	**	24% c	8%
SATISFIED (7-10)	518	514	504	**	**	518	452	332	348	140	471	**	**	80	370
	85%	86%	85%	**	**	85%	87%	85%	85%	87%	86%	**	**	70%	91% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?
Base: Those who have used Amazon Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	612	606	594	18	6	612	527	404	411	168	552	60	89	111	412
Effective Weighted Sample	500	495	486	14	5	500	431	329	336	137	453	47	71	91	338
Total	606	600	591	16	6	606	522	391	407	162	550	56	83	115	408
Answered	606	600	591	**	**	606	522	391	407	162	550	**	**	115	408
Mean score	8.1	8.2	8.1	**	**	8.1	8.1	8.1	8.1	8.3	8.1	**	**	7.3	8.4 b
Standard deviation	1.57	1.57	1.58	**	**	1.57	1.53	1.63	1.58	1.58	1.57	**	**	1.77	1.39

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?
Base: Those who have used TuneIn in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	65	39	23	8	18	17	10	12	25	14	17	9	46	11	3	5
Effective Weighted Sample	56	32	21	7	16	15	9	11	21	13	16	8	44	10	3	4
Total	69	40	25	9	19	18	12	11	24	17	20	9	59	8	1	2
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?
Base: Those who have used TuneIn in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	65	59	6	33	31	30	34	18	13	14	30	51	14
Effective Weighted Sample	56	52	5	28	28	25	30	14	11	12	25	44	13
Total	69	64	5	34	34	32	36	18	13	16	32	56	13
2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?
Base: Those who have used TuneIn in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	65	65	59	6	-	65	56	54	56	24	61	4	7	21	37
Effective Weighted Sample	56	56	51	5	-	56	48	46	48	21	53	4	7	18	31
Total	69	69	64	6	-	69	60	57	60	24	66	4	8	24	37
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?
Base: Those who have used Audible in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	133	70	61	12	46	31	19	25	65	28	15	25	95	12	16	10
Effective Weighted Sample	109	58	50	11	38	26	16	21	54	23	13	20	87	11	15	9
Total	134	68	65	10	46	30	25	22	65	33	15	21	115	9	7	3
1 - Extremely dissatisfied	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	114	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	134	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	8.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?
Base: Those who have used Audible in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	133	117	16	62	68	58	72	27	34	26	58	104	27
Effective Weighted Sample	109	97	13	51	56	48	59	21	27	22	48	85	23
Total	134	121	13	68	63	65	65	24	37	30	65	109	22
1 - Extremely dissatisfied	2	2	**	**	**	**	**	**	**	**	**	2	**
	1%	2%	**	**	**	**	**	**	**	**	**	2%	**
2	*	-	**	**	**	**	**	**	**	**	**	*	**
	*%	-%	**	**	**	**	**	**	**	**	**	*%	**
3	4	4	**	**	**	**	**	**	**	**	**	3	**
	3%	3%	**	**	**	**	**	**	**	**	**	3%	**
4	1	1	**	**	**	**	**	**	**	**	**	1	**
	1%	1%	**	**	**	**	**	**	**	**	**	1%	**
5	7	7	**	**	**	**	**	**	**	**	**	4	**
	5%	6%	**	**	**	**	**	**	**	**	**	4%	**
6	7	7	**	**	**	**	**	**	**	**	**	4	**
	5%	6%	**	**	**	**	**	**	**	**	**	4%	**
7	17	15	**	**	**	**	**	**	**	**	**	15	**
	13%	12%	**	**	**	**	**	**	**	**	**	13%	**
8	22	20	**	**	**	**	**	**	**	**	**	17	**
	17%	16%	**	**	**	**	**	**	**	**	**	16%	**
9	41	39	**	**	**	**	**	**	**	**	**	36	**
	31%	32%	**	**	**	**	**	**	**	**	**	33%	**
10 - Extremely satisfied	33	28	**	**	**	**	**	**	**	**	**	28	**
	24%	23%	**	**	**	**	**	**	**	**	**	26%	**
DISSATISFIED (1-4)	7	6	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	6%	**
NEUTRAL (5-6)	14	14	**	**	**	**	**	**	**	**	**	8	**
	10%	11%	**	**	**	**	**	**	**	**	**	7%	**
SATISFIED (7-10)	114	101	**	**	**	**	**	**	**	**	**	95	**
	85%	84%	**	**	**	**	**	**	**	**	**	87%	**
Answered	134	121	**	**	**	**	**	**	**	**	**	109	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?
Base: Those who have used Audible in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted row	133	117	16	62	68	58	72	27	34	26	58	104	27
Effective Weighted Sample	109	97	13	51	56	48	59	21	27	22	48	85	23
Total	134	121	13	68	63	65	65	24	37	30	65	109	22
Mean score	8.1	8.1	**	**	**	**	**	**	**	**	**	8.2	**
Standard deviation	1.92	1.93	**	**	**	**	**	**	**	**	**	1.93	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?
Base: Those who have used Audible in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted row	133	127	127	6	6	133	120	111	114	67	125	8	9	33	91
Effective Weighted Sample	109	104	104	5	5	109	99	91	94	56	103	6	7	28	75
Total	134	129	129	5	5	134	122	113	118	70	127	7	7	34	93
1 - Extremely dissatisfied	2	2	2	**	**	2	2	2	2	**	2	**	**	**	**
	1%	1%	1%	**	**	1%	2%	2%	2%	**	2%	**	**	**	**
2	*	*	*	**	**	*	*	-	*	**	*	**	**	**	**
	*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	**
3	4	4	4	**	**	4	4	2	3	**	4	**	**	**	**
	3%	3%	3%	**	**	3%	3%	2%	3%	**	3%	**	**	**	**
4	1	1	1	**	**	1	1	*	1	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	1%	*%	1%	**	1%	**	**	**	**
5	7	7	7	**	**	7	6	6	5	**	7	**	**	**	**
	5%	5%	5%	**	**	5%	5%	5%	4%	**	5%	**	**	**	**
6	7	6	6	**	**	7	6	5	5	**	6	**	**	**	**
	5%	4%	4%	**	**	5%	5%	4%	4%	**	5%	**	**	**	**
7	17	17	17	**	**	17	15	14	14	**	16	**	**	**	**
	13%	13%	13%	**	**	13%	12%	13%	12%	**	13%	**	**	**	**
8	22	21	21	**	**	22	22	16	22	**	22	**	**	**	**
	17%	16%	16%	**	**	17%	18%	14%	18%	**	17%	**	**	**	**
9	41	39	39	**	**	41	39	41	38	**	41	**	**	**	**
	31%	30%	30%	**	**	31%	32%	37%	33%	**	33%	**	**	**	**
10 - Extremely satisfied	33	32	32	**	**	33	28	26	28	**	28	**	**	**	**
	24%	25%	25%	**	**	24%	23%	23%	24%	**	22%	**	**	**	**
DISSATISFIED (1-4)	7	7	7	**	**	7	7	4	6	**	7	**	**	**	**
	5%	5%	5%	**	**	5%	5%	4%	5%	**	5%	**	**	**	**
NEUTRAL (5-6)	14	13	13	**	**	14	12	11	9	**	13	**	**	**	**
	10%	10%	10%	**	**	10%	10%	9%	8%	**	10%	**	**	**	**
SATISFIED (7-10)	114	109	109	**	**	114	104	98	102	**	108	**	**	**	**
	85%	85%	85%	**	**	85%	85%	87%	87%	**	85%	**	**	**	**
Answered	134	129	129	**	**	134	122	113	118	**	127	**	**	**	**
Mean score	8.1	8.1	8.1	**	**	8.1	8.1	8.2	8.2	**	8.1	**	**	**	**
Standard deviation	1.92	1.94	1.94	**	**	1.92	1.93	1.82	1.89	**	1.92	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?
Base: Those who have used YouTube Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	e	a	b	c	d	a	~b	~c	~d
Unweighted row	848	427	410	136	250	198	99	165	276	203	152	217	610	90	82	66
Effective Weighted Sample	705	356	339	113	213	163	85	139	230	170	129	178	567	85	79	63
Total	870	435	425	138	257	181	132	161	272	228	159	210	757	61	34	18
1 - Extremely dissatisfied	1	-	1	-	1	*	**	-	-	1	-	*	-	**	**	**
	*%	-%	*%	-%	*%	*%	**	-%	-%	*%	-%	*%	-%	**	**	**
3	5	2	3	1	3	-	**	*	1	*	-	3	4	**	**	**
	1%	*%	1%	1%	1%	-%	**	*%	*%	*%	-%	2%	1%	**	**	**
4	11	3	8	2	4	2	**	3	3	3	1	3	9	**	**	**
	1%	1%	2%	1%	2%	1%	**	2%	1%	1%	1%	2%	1%	**	**	**
5	33	15	18	10	12	4	**	5	10	7	6	10	26	**	**	**
	4%	3%	4%	7%	5%	2%	**	3%	4%	3%	4%	5%	3%	**	**	**
6	73	40	34	14	14	21	**	17	23	18	13	19	66	**	**	**
	8%	9%	8%	10%	6%	11%	**	11%	8%	8%	8%	9%	9%	**	**	**
7	148	71	75	20	42	29	**	30	41	40	31	36	133	**	**	**
	17%	16%	18%	14%	16%	16%	**	18%	15%	18%	19%	17%	18%	**	**	**
8	164	85	79	27	40	33	**	38	47	49	32	37	141	**	**	**
	19%	20%	19%	19%	16%	18%	**	23%	17%	21%	20%	17%	19%	**	**	**
9	183	106	76	32	58	35	**	29	62	50	29	42	159	**	**	**
	21%	24%	18%	24%	23%	19%	**	18%	23%	22%	18%	20%	21%	**	**	**
10 - Extremely satisfied	252	114	131	32	83	57	**	40	85	60	47	60	218	**	**	**
	29%	26%	31%	23%	32%	32%	**	25%	31%	26%	30%	29%	29%	**	**	**
DISSATISFIED (1-4)	16	4	12	3	8	2	**	3	4	4	1	7	14	**	**	**
	2%	1%	3%	2%	3%	1%	**	2%	2%	2%	1%	3%	2%	**	**	**
NEUTRAL (5-6)	106	54	52	24	26	24	**	22	32	25	19	29	92	**	**	**
	12%	12%	12%	17%	10%	14%	**	14%	12%	11%	12%	14%	12%	**	**	**
SATISFIED (7-10)	748	376	361	111	222	155	**	136	235	199	139	175	651	**	**	**
	86%	87%	85%	81%	87%	85%	**	84%	87%	87%	87%	83%	86%	**	**	**
Answered	870	435	425	138	257	181	**	161	272	228	159	210	757	**	**	**
Mean score	8.3	8.3	8.2	8.1	8.3	8.3	**	8.1	8.4	8.2	8.3	8.1	8.3	**	**	**
Standard deviation	1.59	1.50	1.69	1.67	1.72	1.55	**	1.55	1.56	1.56	1.52	1.73	1.57	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?
Base: Those who have used YouTube Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted row	848	758	90	376	459	341	491	141	182	149	341	587	245
Effective Weighted Sample	705	637	70	310	383	282	409	116	148	123	282	486	206
Total	870	798	72	379	474	345	505	137	172	150	345	616	238
1 - Extremely dissatisfied	1	1	**	1	-	1	-	1	*	-	1	1	-
	*%	*%	**	*%	-%	*%	-%	1%	*%	-%	*%	*%	-%
3	5	5	**	3	1	3	1	3	*	*	3	2	3
	1%	1%	**	1%	*%	1%	*%	2%	*%	*%	1%	*%	1%
4	11	9	**	5	6	4	6	2	3	1	4	5	5
	1%	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
5	33	32	**	11	22	10	22	3	7	5	10	18	15
	4%	4%	**	3%	5%	3%	4%	2%	4%	3%	3%	3%	6%
6	73	72	**	33	39	28	42	14	13	9	28	61	10
	8%	9%	**	9%	8%	8%	8%	10%	7%	6%	8%	10%	4%
7	148	135	**	56	89	51	94	21	27	25	51	104	43
	17%	17%	**	15%	19%	15%	19%	15%	16%	17%	15%	17%	18%
8	164	154	**	69	94	60	103	18	26	29	60	114	45
	19%	19%	**	18%	20%	17%	20%	13%	15%	19%	17%	19%	19%
9	183	166	**	90	91	77	103	30	37	29	77	134	47
	21%	21%	**	24%	19%	22%	20%	22%	21%	19%	22%	22%	20%
10 - Extremely satisfied	252	225	**	113	131	109	135	46	58	52	109	177	71
	29%	28%	**	30%	28%	32%	27%	33%	34%	34%	32%	29%	30%
DISSATISFIED (1-4)	16	15	**	9	7	9	7	6	4	1	9	8	7
	2%	2%	**	2%	2%	3%	1%	4%	2%	1%	3%	1%	3%
NEUTRAL (5-6)	106	103	**	43	61	39	64	17	20	14	39	79	25
	12%	13%	**	11%	13%	11%	13%	12%	11%	10%	11%	13%	10%
SATISFIED (7-10)	748	680	**	327	406	297	434	114	149	134	297	530	206
	86%	85%	**	86%	86%	86%	86%	84%	86%	90%	86%	86%	87%
Answered	870	798	**	379	474	345	505	137	172	150	345	616	238
Mean score	8.3	8.2	**	8.3	8.2	8.3	8.2	8.3	8.4	8.4	8.3	8.3	8.2
Standard deviation	1.59	1.60	**	1.62	1.57	1.65	1.55	1.83	1.63	1.50	1.65	1.55	1.69

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?
Base: Those who have used YouTube Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	848	800	753	95	48	848	669	513	522	168	722	126	143	222	483
Effective Weighted Sample	705	664	625	81	41	705	558	427	432	140	603	102	112	188	405
Total	870	811	758	112	59	870	691	524	534	162	749	121	133	233	504
1 - Extremely dissatisfied	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	- -%	- -%	1 *%	1 *%	* *%	* *%	- -%	1 *%
3	5 1%	5 1%	5 1%	** **	** **	5 1%	3 *%	3 1%	3 *%	1 1%	4 1%	* *%	3 2% c	2 1%	- -%
4	11 1%	8 1%	6 1%	** **	** **	11 1%	10 1%	6 1%	5 1%	3 2%	10 1%	1 1%	3 2%	6 3%	2 *%
5	33 4%	30 4%	28 4%	** **	** **	33 4%	24 3%	20 4%	19 4%	* *%	26 3%	7 5% d	7 5%	14 6%	12 2%
6	73 8%	70 9%	65 9%	** **	** **	73 8%	60 9%	31 6%	46 9%	6 3%	65 9%	8 7%	12 9%	32 14% c	29 6%
7	148 17%	138 17%	128 17%	** **	** **	148 17%	123 18%	84 16%	100 19%	26 16%	127 17%	21 18%	16 12%	49 21%	83 16%
8	164 19%	154 19%	141 19%	** **	** **	164 19%	128 19%	107 20%	102 19%	28 17%	140 19%	25 20%	20 15%	36 16%	108 21%
9	183 21%	171 21%	161 21%	** **	** **	183 21%	148 21%	118 23%	101 19%	34 21%	160 21%	23 19%	28 21%	54 23%	101 20%
10 - Extremely satisfied	252 29%	234 29%	223 29%	** **	** **	252 29%	195 28%	155 30%	158 30%	63 39%	216 29%	36 30%	44 33% b	40 17%	168 33% b
DISSATISFIED (1-4)	16 2%	14 2%	12 2%	** **	** **	16 2%	13 2%	9 2%	8 1%	5 3%	15 2%	2 1%	6 5% c	8 3%	3 1%
NEUTRAL (5-6)	106 12%	100 12%	93 12%	** **	** **	106 12%	84 12% d	51 10%	65 12% d	6 4%	91 12% d	14 12%	19 14%	46 20% c	41 8%
SATISFIED (7-10)	748 86%	697 86%	653 86%	** **	** **	748 86%	594 86%	464 89%	462 86%	151 93%	643 86%	105 87%	109 82%	179 77%	460 91% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?
Base: Those who have used YouTube Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	848	800	753	95	48	848	669	513	522	168	722	126	143	222	483
Effective Weighted Sample	705	664	625	81	41	705	558	427	432	140	603	102	112	188	405
Total	870	811	758	112	59	870	691	524	534	162	749	121	133	233	504
Answered	870	811	758	**	**	870	691	524	534	162	749	121	133	233	504
Mean score	8.3	8.3	8.3	**	**	8.3	8.2	8.3	8.3	8.6	8.3	8.3	8.2	7.8	8.5 b
Standard deviation	1.59	1.59	1.59	**	**	1.59	1.58	1.53	1.56	1.56	1.60	1.60	1.86	1.66	1.43

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?
Base: Those who have used SoundCloud in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	193	113	78	47	56	50	16	24	84	34	24	50	128	32	16	17
Effective Weighted Sample	160	92	66	37	48	41	14	21	71	29	19	41	119	29	15	16
Total	187	108	78	41	57	44	20	25	87	33	21	46	154	21	7	5
2	2	-	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
3	*	*	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	*%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
4	2	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
5	10	6	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
6	13	7	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	7%	6%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
7	37	22	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	20%	20%	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
8	39	24	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	21%	22%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
9	27	14	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	15%	13%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
10 - Extremely satisfied	57	35	**	**	**	**	**	**	**	**	**	**	43	**	**	**
	30%	32%	**	**	**	**	**	**	**	**	**	**	28%	**	**	**
DISSATISFIED (1-4)	4	1	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
NEUTRAL (5-6)	23	12	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	12%	11%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
SATISFIED (7-10)	161	94	**	**	**	**	**	**	**	**	**	**	133	**	**	**
	86%	87%	**	**	**	**	**	**	**	**	**	**	86%	**	**	**
Answered	187	108	**	**	**	**	**	**	**	**	**	**	154	**	**	**
Mean score	8.2	8.2	**	**	**	**	**	**	**	**	**	**	8.1	**	**	**
Standard deviation	1.68	1.59	**	**	**	**	**	**	**	**	**	**	1.63	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?
Base: Those who have used SoundCloud in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	193	178	15	99	92	82	109	40	44	34	82	148	44
Effective Weighted Sample	160	149	12	82	77	69	89	33	38	29	69	124	36
Total	187	176	11	100	84	84	100	39	46	35	84	148	39
2	2	2	**	**	**	**	-	**	**	**	**	2	**
	1%	1%	**	**	**	**	-%	**	**	**	**	1%	**
3	*	*	**	**	**	**	*	**	**	**	**	*	**
	*%	*%	**	**	**	**	*%	**	**	**	**	*%	**
4	2	2	**	**	**	**	1	**	**	**	**	*	**
	1%	1%	**	**	**	**	1%	**	**	**	**	*%	**
5	10	8	**	**	**	**	9	**	**	**	**	6	**
	5%	5%	**	**	**	**	9%	**	**	**	**	4%	**
6	13	13	**	**	**	**	6	**	**	**	**	11	**
	7%	7%	**	**	**	**	6%	**	**	**	**	8%	**
7	37	36	**	**	**	**	19	**	**	**	**	34	**
	20%	20%	**	**	**	**	19%	**	**	**	**	23%	**
8	39	36	**	**	**	**	20	**	**	**	**	30	**
	21%	20%	**	**	**	**	20%	**	**	**	**	20%	**
9	27	25	**	**	**	**	17	**	**	**	**	20	**
	15%	14%	**	**	**	**	17%	**	**	**	**	13%	**
10 - Extremely satisfied	57	55	**	**	**	**	27	**	**	**	**	45	**
	30%	31%	**	**	**	**	27%	**	**	**	**	30%	**
DISSATISFIED (1-4)	4	4	**	**	**	**	2	**	**	**	**	2	**
	2%	2%	**	**	**	**	2%	**	**	**	**	2%	**
NEUTRAL (5-6)	23	21	**	**	**	**	15	**	**	**	**	17	**
	12%	12%	**	**	**	**	15%	**	**	**	**	12%	**
SATISFIED (7-10)	161	152	**	**	**	**	83	**	**	**	**	128	**
	86%	86%	**	**	**	**	83%	**	**	**	**	87%	**
Answered	187	176	**	**	**	**	100	**	**	**	**	148	**
Mean score	8.2	8.2	**	**	**	**	8.1	**	**	**	**	8.1	**
Standard deviation	1.68	1.68	**	**	**	**	1.69	**	**	**	**	1.65	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?
Base: Those who have used SoundCloud in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	193	186	178	15	7	193	167	148	156	72	178	15	21	44	128
Effective Weighted Sample	160	154	149	11	6	160	139	124	131	61	149	11	17	36	107
Total	187	179	172	15	8	187	162	147	156	72	175	13	20	40	127
2	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
3	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
4	2	1	1	**	**	2	1	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
5	10	10	10	**	**	10	8	7	7	**	9	**	**	**	4
	5%	6%	6%	**	**	5%	5%	5%	4%	**	5%	**	**	**	3%
6	13	13	13	**	**	13	12	12	13	**	13	**	**	**	5
	7%	7%	7%	**	**	7%	7%	8%	8%	**	7%	**	**	**	4%
7	37	34	31	**	**	37	34	32	32	**	35	**	**	**	25
	20%	19%	18%	**	**	20%	21%	22%	21%	**	20%	**	**	**	19%
8	39	37	37	**	**	39	33	30	33	**	36	**	**	**	26
	21%	21%	21%	**	**	21%	20%	20%	21%	**	21%	**	**	**	20%
9	27	26	26	**	**	27	25	20	22	**	26	**	**	**	19
	15%	15%	15%	**	**	15%	15%	14%	14%	**	15%	**	**	**	15%
10 - Extremely satisfied	57	56	53	**	**	57	49	44	45	**	52	**	**	**	47
	30%	31%	31%	**	**	30%	30%	30%	29%	**	30%	**	**	**	37%
DISSATISFIED (1-4)	4	3	3	**	**	4	3	3	3	**	3	**	**	**	2
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	1%
NEUTRAL (5-6)	23	23	23	**	**	23	19	19	20	**	22	**	**	**	9
	12%	13%	13%	**	**	12%	12%	13%	13%	**	13%	**	**	**	7%
SATISFIED (7-10)	161	153	147	**	**	161	140	126	133	**	149	**	**	**	117
	86%	85%	85%	**	**	86%	86%	85%	85%	**	85%	**	**	**	92%
Answered	187	179	172	**	**	187	162	147	156	**	175	**	**	**	127
Mean score	8.2	8.2	8.2	**	**	8.2	8.2	8.1	8.1	**	8.1	**	**	**	8.5
Standard deviation	1.68	1.69	1.69	**	**	1.68	1.67	1.70	1.67	**	1.68	**	**	**	1.52

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Rayo?
Base: Those who have used Rayo 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 row	45	23	22	2	14	13	11	5	18	16	6	5	30	9	4	2
Effective Weighted Sample	39	20	19	2	12	11	9	4	16	14	6	4	29	8	4	2
Total	48	23	25	2	15	12	13	5	18	20	6	4	38	8	1	1
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Rayo?
Base: Those who have used Rayo 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 row	45	41	4	25	19	23	21	10	15	9	23	37	7
Effective Weighted Sample	39	36	4	21	17	19	19	9	12	8	19	33	6
Total	48	44	4	24	23	22	25	10	14	8	22	41	5
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Rayo?
Base: Those who have used Rayo 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 row	45	42	40	5	3	45	44	30	33	20	44	1	5	9	31
Effective Weighted Sample	39	36	34	5	3	39	38	26	29	17	38	1	5	8	26
Total	48	45	42	6	3	48	47	33	38	21	47	1	5	10	32
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Planetradio.co.uk?
Base: Those who have used Planetradio.co.uk in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	31	19	12	2	9	10	5	5	12	7	7	5	19	6	4	2
Effective Weighted Sample	26	16	11	2	8	9	5	4	10	6	6	4	18	6	4	2
Total	32	19	13	3	10	9	7	4	13	7	8	4	24	6	1	1
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Planetradio.co.uk?
Base: Those who have used Planetradio.co.uk in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	31	28	3	18	12	16	14	6	11	11	16	28	3
Effective Weighted Sample	26	23	3	15	10	13	12	4	9	9	13	24	2
Total	32	29	3	19	12	16	15	4	10	12	16	29	3
2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Planetradio.co.uk?
Base: Those who have used Planetradio.co.uk in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	31	31	30	1	-	31	29	26	24	16	30	1	3	8	20
Effective Weighted Sample	26	26	25	1	-	26	25	23	20	14	25	1	2	7	17
Total	32	32	31	1	-	32	28	27	24	17	30	2	3	9	20
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used BBC iPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2113	994	1099	219	371	412	302	809	671	665	353	423	1396	284	256	177
Effective Weighted Sample	1722	815	891	180	313	333	252	674	546	541	296	346	1295	267	241	170
Total	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
1 - Extremely dissatisfied	16	7	9	*	4	-	9	2	1	2	7	5	14	1	*	1
	1%	1%	1%	*%	1%	-%	2% ce	*%	*%	*%	2% ab	1%	1%	*%	*%	2%
2	12	5	7	1	3	3	3	4	1	2	3	6	8	3	1	1
	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	1%	2% a	*%	1%	1%	2%
3	10	5	5	*	2	1	4	3	*	4	3	3	8	1	1	*
	*%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%
4	44	26	17	11	15	4	2	11	14	11	10	9	38	4	2	-
	2%	3%	2%	5% cde	4%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	-%
5	110	51	59	18	26	18	10	38	31	33	21	25	94	7	8	1
	5%	5%	5%	8%	7%	5%	3%	5%	5%	5%	6%	7%	5%	4%	7%	3%
6	170	79	89	35	40	34	16	44	36	72	30	32	144	14	8	4
	8%	8%	8%	16% de	11% de	10%	4%	6%	6%	10% a	9%	8%	8%	7%	7%	7%
7	388	191	195	39	69	78	80	122	138	119	64	67	325	32	22	9
	19%	20%	18%	18%	18%	23%	21%	16%	21%	17%	19%	18%	19%	17%	20%	18%
8	593	279	307	52	92	90	125	234	185	216	97	94	500	49	31	13
	29%	29%	28%	24%	25%	26%	32%	31%	29%	31%	29%	25%	29%	26%	29%	26%
9	316	137	179	26	47	56	66	121	101	117	52	46	261	32	15	8
	15%	14%	16%	12%	13%	16%	17%	16%	16%	16%	15%	12%	15%	17%	14%	16%
10 - Extremely satisfied	413	179	225	36	76	62	70	169	136	132	52	93	330	48	21	14
	20%	19%	21%	17%	20%	18%	18%	23%	21%	19%	15%	24% c	19%	25%	19%	27%
DISSATISFIED (1-4)	82	44	38	12	24	8	18	20	16	19	23	23	68	8	4	2
	4%	5%	3%	6%	6% e	2%	5%	3%	2%	3%	7% ab	6% a	4%	4%	4%	4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 176

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used BBC iPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2113	994	1099	219	371	412	302	809	671	665	353	423	1396	284	256	177
Effective Weighted Sample	1722	815	891	180	313	333	252	674	546	541	296	346	1295	267	241	170
Total	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
NEUTRAL (5-6)	280	131	148	53	66	52	27	82	67	105	51	57	239	20	16	5
	13%	14%	14%	24%	18%	15%	7%	11%	10%	15%	15%	15%	14%	11%	15%	10%
				cde	de	d										
SATISFIED (7-10)	1710	787	906	152	285	287	342	645	561	583	264	301	1417	162	88	44
	83%	82%	83%	70%	76%	83%	88%	86%	87%	82%	78%	79%	82%	85%	82%	86%
						a	ab	ab	cd							
Answered	2072	961	1091	217	375	347	386	747	643	708	339	381	1723	190	107	51
Mean score	7.8	7.8	7.9	7.5	7.6	7.8	7.9	8.1	8.0	7.9	7.5	7.7	7.8	8.0	7.8	8.1
								ab	c	c						
Standard deviation	1.72	1.73	1.72	1.75	1.91	1.58	1.81	1.60	1.54	1.60	1.94	1.99	1.71	1.77	1.71	1.87

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used BBC iPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2113	1777	336	624	1456	570	1508	205	296	271	570	1356	718
Effective Weighted Sample	1722	1459	270	501	1193	458	1233	168	238	216	458	1102	595
Total	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
1 - Extremely dissatisfied	16	8	8	2	13	2	13	2	-	2	2	13	3
	1%	*%	3% a	*%	1%	*%	1%	1%	-%	1%	*%	1%	*%
2	12	11	1	4	9	4	9	2	*	1	4	7	5
	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%
3	10	10	-	3	7	3	7	-	2	1	3	6	3
	*%	1%	-%	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%
4	44	41	3	11	33	9	35	*	3	6	9	30	12
	2%	2%	1%	2%	2%	2%	2%	*%	1%	2%	2%	2%	2%
5	110	94	16	34	74	31	77	15	9	14	31	74	36
	5%	5%	6%	5%	5%	5%	5%	7%	3%	5%	5%	5%	5%
6	170	153	17	61	107	46	120	14	31	20	46	123	45
	8%	9%	6%	10%	8%	8%	8%	7%	11%	7%	8%	9%	7%
7	388	341	47	123	254	118	258	31	57	65	118	275	103
	19%	19%	17%	20%	18%	21%	18%	16%	20%	23%	21%	20%	16%
8	593	510	83	172	415	162	424	52	80	87	162	397	185
	29%	28%	30%	27%	29%	28%	29%	26%	28%	31%	28%	29%	28%
9	316	270	46	104	204	97	212	39	48	39	97	207	103
	15%	15%	16%	17%	14%	17%	15%	20%	17%	14%	17%	15%	16%
10 - Extremely satisfied	413	356	57	114	295	104	303	43	54	51	104	252	159
	20%	20%	21%	18%	21%	18%	21%	22%	19%	18%	18%	18%	24% a
DISSATISFIED (1-4)	82	70	12	19	62	17	64	4	5	9	17	57	23
	4%	4%	4%	3%	4%	3%	4%	2%	2%	3%	3%	4%	4%
NEUTRAL (5-6)	280	247	33	95	181	78	197	29	40	34	78	197	81
	13%	14%	12%	15%	13%	13%	13%	14%	14%	12%	13%	14%	12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used BBC iPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2113	1777	336	624	1456	570	1508	205	296	271	570	1356	718
Effective Weighted Sample	1722	1459	270	501	1193	458	1233	168	238	216	458	1102	595
Total	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
SATISFIED (7-10)	1710	1477	233	512	1167	481	1198	164	239	242	481	1131	550
	83%	82%	84%	82%	83%	84%	82%	83%	84%	85%	84%	82%	84%
Answered	2072	1794	278	626	1410	576	1458	197	285	286	576	1385	654
Mean score	7.8	7.8	7.8	7.8	7.9	7.9	7.8	8.0	8.0	7.8	7.9	7.8	8.0
													a
Standard deviation	1.72	1.69	1.90	1.64	1.76	1.62	1.76	1.75	1.48	1.61	1.62	1.73	1.72

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used BBC iPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2113	2113	1769	344	-	2113	2113	1284	1384	487	2113	-	160	418	1535
Effective Weighted Sample	1722	1722	1432	291	-	1722	1722	1042	1126	387	1722	-	129	342	1252
Total	2072	2072	1725	347	-	2072	2072	1270	1379	462	2072	-	144	414	1514
1 - Extremely dissatisfied	16 1%	16 1%	13 1%	3 1%	** **	16 1%	16 1%	5 *%	4 *%	- -%	16 1%	** **	13 9% bc	3 1% c	- -%
2	12 1%	12 1%	10 1%	3 1%	** **	12 1%	12 1%	9 1%	8 1%	5 1%	12 1%	** **	7 5% bc	* *%	5 *%
3	10 *%	10 *%	7 *%	3 1%	** **	10 *%	10 *%	9 1%	8 1%	4 1%	10 *%	** **	3 2% c	2 1%	4 *%
4	44 2%	44 2%	39 2%	5 1%	** **	44 2%	44 2%	22 2%	27 2%	10 2%	44 2%	** **	7 5% c	26 6% c	10 1%
5	110 5%	110 5%	86 5%	24 7%	** **	110 5%	110 5% d	51 4% d	54 4% d	4 1%	110 5% d	** **	24 16% c	63 15% c	23 2%
6	170 8%	170 8%	146 8%	24 7%	** **	170 8%	170 8% d	91 7%	108 8%	19 4%	170 8% d	** **	27 18% c	72 17% c	71 5%
7	388 19%	388 19%	334 19%	55 16%	** **	388 19%	388 19%	226 18%	262 19%	77 17%	388 19%	** **	28 19%	100 24% c	261 17%
8	593 29%	593 29%	490 28%	103 30%	** **	593 29%	593 29%	384 30%	403 29%	122 26%	593 29%	** **	16 11%	94 23% a	483 32% ab
9	316 15%	316 15%	259 15%	57 16%	** **	316 15%	316 15%	208 16%	233 17%	98 21% ae	316 15%	** **	5 4%	27 7%	284 19% ab
10 - Extremely satisfied	413 20%	413 20%	340 20%	73 21%	** **	413 20%	413 20%	265 21%	273 20%	123 27% ace	413 20%	** **	14 10%	27 7%	372 25% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 176

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used BBC iPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2113	2113	1769	344	-	2113	2113	1284	1384	487	2113	-	160	418	1535
Effective Weighted Sample	1722	1722	1432	291	-	1722	1722	1042	1126	387	1722	-	129	342	1252
Total	2072	2072	1725	347	-	2072	2072	1270	1379	462	2072	-	144	414	1514
DISSATISFIED (1-4)	82	82	69	13	**	82	82	45	47	19	82	**	31	31	20
	4%	4%	4%	4%	**	4%	4%	4%	3%	4%	4%	**	21% bc	8% c	1%
NEUTRAL (5-6)	280	280	232	47	**	280	280	142	162	23	280	**	50	134	95
	13%	13%	13%	14%	**	13%	13% d	11% d	12% d	5%	13% d	**	35% c	32% c	6%
SATISFIED (7-10)	1710	1710	1423	288	**	1710	1710	1083	1170	420	1710	**	64	248	1399
	83%	83%	83%	83%	**	83%	83%	85%	85%	91% abce	83%	**	44%	60% a	92% ab
Answered	2072	2072	1725	347	**	2072	2072	1270	1379	462	2072	**	144	414	1514
Mean score	7.8	7.8	7.8	7.9	**	7.8	7.8	8.0	7.9	8.3 abce	7.8	**	5.9	6.8 a	8.3 ab
Standard deviation	1.72	1.72	1.72	1.75	**	1.72	1.72	1.65	1.62	1.60	1.72	**	2.50	1.66	1.37

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1386	634	741	122	244	276	199	545	425	420	247	293	955	101	199	131
Effective Weighted Sample	1129	521	600	101	204	221	168	454	345	345	206	236	888	95	185	125
Total	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
1 - Extremely dissatisfied	4	2	2	-	-	1	2	1	1	-	2	1	4	-	*	-
	*%	*%	*%	-%	-%	*%	1%	*%	*%	-%	1%	*%	*%	-%	*%	-%
2	7	4	2	3	1	2	-	1	2	3	1	*	5	1	-	-
	*%	1%	*%	3% e	*%	1%	-%	*%	*%	1%	*%	*%	*%	2%	-%	-%
3	15	9	6	2	*	4	5	3	3	5	5	2	13	1	1	*
	1%	1%	1%	2%	*%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
4	41	21	20	3	10	6	7	15	11	13	10	8	38	-	2	1
	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	-%	3%	3%
5	101	54	47	13	16	16	14	42	30	30	21	20	85	4	10	2
	8%	9%	6%	11%	7%	7%	6%	8%	8%	7%	9%	7%	7%	6%	12%	6%
6	140	66	73	20	32	23	18	47	34	47	23	36	120	5	9	5
	10%	11%	10%	17% d	13%	10%	7%	9%	9%	11%	9%	13%	10%	8%	11%	13%
7	277	121	153	17	51	48	55	106	81	105	43	49	233	17	19	9
	21%	20%	21%	14%	22%	21%	22%	21%	21%	24%	18%	18%	20%	25%	22%	23%
8	355	169	186	24	58	59	72	142	94	122	76	62	315	16	15	8
	26%	28%	26%	21%	24%	26%	28%	28%	24%	28%	32%	23%	27%	25%	19%	21%
9	176	68	105	18	27	41	32	58	64	58	28	25	146	13	13	4
	13%	11%	15%	16%	11%	18%	13%	12%	17%	13%	12%	9%	13%	19%	16%	10%
10 - Extremely satisfied	225	92	128	15	43	30	50	87	68	58	29	70	192	10	14	9
	17%	15%	18%	13%	18%	13%	20%	17%	17%	13%	12%	26% bc	17%	15%	17%	23%
DISSATISFIED (1-4)	67	36	31	9	11	13	14	20	17	21	18	11	60	2	4	1
	5%	6%	4%	7%	5%	6%	5%	4%	4%	5%	8%	4%	5%	3%	4%	4%
NEUTRAL (5-6)	241	120	120	33	48	39	32	89	64	78	44	55	206	9	18	7
	18%	20%	17%	28% d	20%	17%	13%	18%	16%	18%	18%	20%	18%	14%	22%	19%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 177

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1386	634	741	122	244	276	199	545	425	420	247	293	955	101	199	131
Effective Weighted Sample	1129	521	600	101	204	221	168	454	345	345	206	236	888	95	185	125
Total	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
SATISFIED (7-10)	1033	450	573	75	179	178	209	393	307	342	176	206	887	56	61	30
	77%	74%	79%	64%	75%	77%	82% a	78% a	79%	78%	74%	76%	77%	83%	73%	77%
Answered	1340	606	723	117	238	230	254	501	388	440	238	273	1152	67	83	39
Mean score	7.6	7.5	7.7	7.2	7.6	7.5	7.7	7.6	7.7	7.5	7.4	7.8	7.6	7.8	7.5	7.7
Standard deviation	1.74	1.79	1.70	1.97	1.69	1.76	1.78	1.68	1.73	1.65	1.84	1.81	1.75	1.65	1.80	1.73

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1386	1159	227	433	938	406	964	146	207	201	406	882	469
Effective Weighted Sample	1129	953	179	349	767	329	786	120	168	163	329	718	386
Total	1340	1154	187	417	907	395	928	130	193	205	395	888	422
1 - Extremely dissatisfied	4	4	-	-	4	-	4	-	-	-	-	3	1
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%
2	7	7	-	-	7	-	7	-	-	-	-	5	2
	*%	1%	-%	-%	1%	-%	1%	-%	-%	-%	-%	1%	*%
3	15	12	3	5	10	5	10	1	2	3	5	8	7
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
4	41	31	10	14	27	12	27	4	8	4	12	32	10
	3%	3%	5%	3%	3%	3%	3%	3%	4%	2%	3%	4%	2%
5	101	94	7	26	72	22	76	7	7	12	22	65	33
	8%	8%	4%	6%	8%	6%	8%	5%	4%	6%	6%	7%	8%
6	140	119	21	48	91	46	93	21	27	18	46	95	40
	10%	10%	11%	12%	10%	12%	10%	16%	14%	9%	12%	11%	9%
7	277	229	48	78	196	75	199	18	33	42	75	190	83
	21%	20%	26%	19%	22%	19%	21%	14%	17%	21%	19%	21%	20%
8	355	313	42	113	241	107	247	33	50	61	107	236	112
	26%	27%	23%	27%	27%	27%	27%	25%	26%	30%	27%	27%	27%
9	176	160	15	64	109	60	114	27	27	34	60	118	54
	13%	14%	8%	15%	12%	15%	12%	20%	14%	16%	15%	13%	13%
10 - Extremely satisfied	225	185	40	68	151	68	151	21	39	31	68	137	82
	17%	16%	21%	16%	17%	17%	16%	16%	20%	15%	17%	15%	19%
DISSATISFIED (1-4)	67	54	13	19	48	17	48	4	10	6	17	48	19
	5%	5%	7%	4%	5%	4%	5%	3%	5%	3%	4%	5%	4%
NEUTRAL (5-6)	241	212	28	75	163	68	169	28	34	30	68	159	73
	18%	18%	15%	18%	18%	17%	18%	21%	18%	15%	17%	18%	17%
SATISFIED (7-10)	1033	887	145	324	697	310	711	98	149	169	310	681	330
	77%	77%	78%	78%	77%	78%	77%	75%	77%	82%	78%	77%	78%
Answered	1340	1154	187	417	907	395	928	130	193	205	395	888	422

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1386	1159	227	433	938	406	964	146	207	201	406	882	469
Effective Weighted Sample	1129	953	179	349	767	329	786	120	168	163	329	718	386
Total	1340	1154	187	417	907	395	928	130	193	205	395	888	422
Mean score	7.6	7.6	7.6	7.7	7.5	7.7	7.5	7.8	7.8	7.8	7.7	7.5	7.7
Standard deviation	1.74	1.74	1.77	1.66	1.77	1.65	1.77	1.63	1.70	1.56	1.65	1.74	1.75

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 177

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1386	1386	1197	189	-	1386	1255	805	875	312	1310	76	184	288	914
Effective Weighted Sample	1129	1129	970	159	-	1129	1028	654	709	250	1070	59	145	235	749
Total	1340	1340	1148	192	-	1340	1215	769	834	297	1267	73	165	287	888
1 - Extremely dissatisfied	4	4	3	1	**	4	4	4	2	2	4	**	1	2	1
	*%	*%	*%	*%	**	*%	*%	*%	*%	1%	*%	**	1%	1%	*%
2	7	7	7	-	**	7	6	3	7	*	7	**	3	-	4
	*%	*%	1%	-%	**	*%	*%	*%	1%	*%	1%	**	2%	-%	*%
3	15	15	13	2	**	15	15	6	9	4	15	**	7	3	5
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	4% c	1%	1%
4	41	41	37	4	**	41	40	23	28	12	40	**	16	12	14
	3%	3%	3%	2%	**	3%	3%	3%	3%	4%	3%	**	10% c	4%	2%
5	101	101	85	16	**	101	86	51	49	12	89	**	25	42	34
	8%	8%	7%	8%	**	8%	7%	7%	6%	4%	7%	**	15% c	15% c	4%
6	140	140	128	12	**	140	132	81	99	37	135	**	19	46	75
	10%	10%	11%	6%	**	10%	11%	11%	12%	12%	11%	**	11%	16% c	8%
7	277	277	241	37	**	277	250	159	183	66	260	**	26	75	176
	21%	21%	21%	19%	**	21%	21%	21%	22%	22%	21%	**	16%	26%	20%
8	355	355	301	54	**	355	315	207	210	58	333	**	30	60	265
	26%	26%	26%	28%	**	26%	26%	27%	25%	20%	26%	**	18%	21%	30% ab
9	176	176	152	24	**	176	163	112	124	55	170	**	12	21	143
	13%	13%	13%	13%	**	13%	13%	15%	15%	18%	13%	**	7%	7%	16% ab
10 - Extremely satisfied	225	225	182	43	**	225	206	123	125	50	215	**	26	26	172
	17%	17%	16%	22%	**	17%	17%	16%	15%	17%	17%	**	16%	9%	19% b
DISSATISFIED (1-4)	67	67	60	7	**	67	64	36	45	19	66	**	27	16	23
	5%	5%	5%	3%	**	5%	5%	5%	5%	6%	5%	**	17% bc	6%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	1386	1386	1197	189	-	1386	1255	805	875	312	1310	76	184	288	914
Effective Weighted Sample	1129	1129	970	159	-	1129	1028	654	709	250	1070	59	145	235	749
Total	1340	1340	1148	192	-	1340	1215	769	834	297	1267	73	165	287	888
NEUTRAL (5-6)	241	241	213	28	**	241	218	132	147	49	224	**	43	88	109
	18%	18%	19%	15%	**	18%	18%	17%	18%	17%	18%	**	26% c	31% c	12%
SATISFIED (7-10)	1033	1033	875	157	**	1033	934	601	642	229	977	**	94	182	756
	77%	77%	76%	82%	**	77%	77%	78%	77%	77%	77%	**	57%	63%	85% ab
Answered	1340	1340	1148	192	**	1340	1215	769	834	297	1267	**	165	287	888
Mean score	7.6	7.6	7.6	7.8	**	7.6	7.6	7.6	7.6	7.6	7.6	**	6.8	7.0	7.9 ab
Standard deviation	1.74	1.74	1.75	1.72	**	1.74	1.76	1.71	1.73	1.79	1.75	**	2.20	1.68	1.55

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted row	259	126	132	19	60	64	38	78	84	85	45	44	77	160	8	14
Effective Weighted Sample	212	101	111	16	50	51	34	68	67	73	37	36	72	150	8	14
Total	208	106	100	13	54	44	44	52	75	64	36	31	96	106	3	4
2	1	1	-	**	**	**	**	**	**	**	**	**	**	1	**	**
	*%	1%	-%	**	**	**	**	**	**	**	**	**	**	1%	**	**
3	4	3	2	**	**	**	**	**	**	**	**	**	**	2	**	**
	2%	2%	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**
4	6	5	1	**	**	**	**	**	**	**	**	**	**	-	**	**
	3%	5%	1%	**	**	**	**	**	**	**	**	**	**	-%	**	**
5	14	8	6	**	**	**	**	**	**	**	**	**	**	6	**	**
	7%	8%	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**
6	22	12	9	**	**	**	**	**	**	**	**	**	**	6	**	**
	10%	12%	9%	**	**	**	**	**	**	**	**	**	**	6%	**	**
7	35	20	15	**	**	**	**	**	**	**	**	**	**	16	**	**
	17%	19%	15%	**	**	**	**	**	**	**	**	**	**	15%	**	**
8	59	27	31	**	**	**	**	**	**	**	**	**	**	35	**	**
	29%	25%	31%	**	**	**	**	**	**	**	**	**	**	33%	**	**
9	26	10	16	**	**	**	**	**	**	**	**	**	**	19	**	**
	13%	10%	16%	**	**	**	**	**	**	**	**	**	**	18%	**	**
10 - Extremely satisfied	41	20	20	**	**	**	**	**	**	**	**	**	**	21	**	**
	19%	19%	20%	**	**	**	**	**	**	**	**	**	**	20%	**	**
DISSATISFIED (1-4)	11	8	3	**	**	**	**	**	**	**	**	**	**	3	**	**
	5%	8%	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**
NEUTRAL (5-6)	36	21	15	**	**	**	**	**	**	**	**	**	**	12	**	**
	17%	19%	15%	**	**	**	**	**	**	**	**	**	**	11%	**	**
SATISFIED (7-10)	161	77	82	**	**	**	**	**	**	**	**	**	**	91	**	**
	77%	73%	82%	**	**	**	**	**	**	**	**	**	**	86%	**	**
Answered	208	106	100	**	**	**	**	**	**	**	**	**	**	106	**	**
Mean score	7.7	7.5	7.9	**	**	**	**	**	**	**	**	**	**	8.0	**	**
Standard deviation	1.77	1.88	1.64	**	**	**	**	**	**	**	**	**	**	1.62	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	259	231	28	87	169	83	173	34	39	41	83	186	70
Effective Weighted Sample	212	189	24	68	145	65	147	28	29	31	65	152	59
Total	208	189	19	79	126	74	131	33	33	37	74	156	50
2	1	-	**	**	1	**	1	**	**	**	**	1	**
	*%	-%	**	**	*%	**	*%	**	**	**	**	*%	**
3	4	4	**	**	2	**	2	**	**	**	**	4	**
	2%	2%	**	**	2%	**	2%	**	**	**	**	3%	**
4	6	6	**	**	3	**	3	**	**	**	**	4	**
	3%	3%	**	**	3%	**	3%	**	**	**	**	3%	**
5	14	14	**	**	10	**	12	**	**	**	**	9	**
	7%	7%	**	**	8%	**	9%	**	**	**	**	6%	**
6	22	21	**	**	12	**	14	**	**	**	**	15	**
	10%	11%	**	**	10%	**	11%	**	**	**	**	10%	**
7	35	30	**	**	27	**	27	**	**	**	**	25	**
	17%	16%	**	**	21%	**	20%	**	**	**	**	16%	**
8	59	52	**	**	34	**	34	**	**	**	**	45	**
	29%	27%	**	**	27%	**	26%	**	**	**	**	29%	**
9	26	25	**	**	17	**	17	**	**	**	**	23	**
	13%	13%	**	**	14%	**	13%	**	**	**	**	15%	**
10 - Extremely satisfied	41	38	**	**	20	**	21	**	**	**	**	31	**
	19%	20%	**	**	16%	**	16%	**	**	**	**	20%	**
DISSATISFIED (1-4)	11	11	**	**	6	**	6	**	**	**	**	8	**
	5%	6%	**	**	5%	**	5%	**	**	**	**	5%	**
NEUTRAL (5-6)	36	34	**	**	22	**	26	**	**	**	**	24	**
	17%	18%	**	**	17%	**	20%	**	**	**	**	16%	**
SATISFIED (7-10)	161	144	**	**	98	**	99	**	**	**	**	124	**
	77%	76%	**	**	78%	**	76%	**	**	**	**	79%	**
Answered	208	189	**	**	126	**	131	**	**	**	**	156	**
Mean score	7.7	7.7	**	**	7.6	**	7.6	**	**	**	**	7.8	**
Standard deviation	1.77	1.79	**	**	1.71	**	1.73	**	**	**	**	1.77	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	259	259	231	28	-	259	243	136	168	79	246	13	30	45	184
Effective Weighted Sample	212	212	188	25	-	212	200	110	135	62	202	10	24	38	150
Total	208	208	188	20	-	208	194	118	140	67	197	11	24	37	146
2	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	-%
3	4	4	4	**	**	4	4	2	1	**	4	**	**	**	3
	2%	2%	2%	**	**	2%	2%	1%	1%	**	2%	**	**	**	2%
4	6	6	6	**	**	6	6	5	5	**	6	**	**	**	4
	3%	3%	3%	**	**	3%	3%	4%	3%	**	3%	**	**	**	2%
5	14	14	12	**	**	14	13	7	11	**	14	**	**	**	4
	7%	7%	6%	**	**	7%	7%	6%	8%	**	7%	**	**	**	3%
6	22	22	20	**	**	22	19	14	15	**	19	**	**	**	9
	10%	10%	11%	**	**	10%	10%	12%	11%	**	10%	**	**	**	6%
7	35	35	31	**	**	35	30	15	23	**	32	**	**	**	22
	17%	17%	17%	**	**	17%	15%	13%	16%	**	16%	**	**	**	15%
8	59	59	51	**	**	59	57	32	36	**	57	**	**	**	48
	29%	29%	27%	**	**	29%	30%	27%	26%	**	29%	**	**	**	33%
9	26	26	24	**	**	26	25	17	20	**	25	**	**	**	20
	13%	13%	13%	**	**	13%	13%	15%	15%	**	13%	**	**	**	14%
10 - Extremely satisfied	41	41	38	**	**	41	39	26	28	**	39	**	**	**	36
	19%	19%	20%	**	**	19%	20%	22%	20%	**	20%	**	**	**	25%
DISSATISFIED (1-4)	11	11	11	**	**	11	11	7	6	**	11	**	**	**	6
	5%	5%	6%	**	**	5%	5%	6%	5%	**	5%	**	**	**	4%
NEUTRAL (5-6)	36	36	32	**	**	36	32	21	26	**	33	**	**	**	14
	17%	17%	17%	**	**	17%	16%	18%	19%	**	17%	**	**	**	9%
SATISFIED (7-10)	161	161	145	**	**	161	151	90	107	**	154	**	**	**	126
	77%	77%	77%	**	**	77%	78%	77%	77%	**	78%	**	**	**	86%
Answered	208	208	188	**	**	208	194	118	140	**	197	**	**	**	146
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.8	7.7	**	7.7	**	**	**	8.1
Standard deviation	1.77	1.77	1.80	**	**	1.77	1.77	1.82	1.76	**	1.77	**	**	**	1.64

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used S4C Clic (Welsh language) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	77	42	34	7	33	18	3	16	46	11	10	10	42	10	23	2
Effective Weighted Sample	61	32	27	6	27	15	3	10	36	8	8	8	39	9	22	2
Total	69	35	32	8	33	16	3	10	42	8	9	10	52	8	9	1
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used S4C Clic (Welsh language) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	77	69	8	46	29	40	35	19	23	14	40	58	17
Effective Weighted Sample	61	55	6	38	21	33	26	15	19	11	33	47	13
Total	69	64	5	45	21	39	27	19	22	12	39	57	11
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used S4C Clic (Welsh language) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	77	77	74	3	-	77	76	76	71	42	77	-	3	15	59
Effective Weighted Sample	61	61	59	3	-	61	60	60	56	33	61	-	3	12	46
Total	69	69	68	1	-	69	69	69	65	33	69	-	4	13	52
1 - Extremely dissatisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	961	440	511	95	214	201	117	334	330	277	158	195	649	110	123	79
Effective Weighted Sample	788	364	416	78	181	163	102	279	272	223	133	160	604	104	115	76
Total	939	438	490	92	212	172	162	300	328	280	148	181	791	72	51	24
1 - Extremely dissatisfied	1	1	-	**	-	1	-	-	*	-	-	1	1	-	-	**
	*%	*%	-%	**	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	**
2	5	2	4	**	1	2	-	-	1	2	-	3	5	-	-	**
	1%	*%	1%	**	1%	1%	-%	-%	*%	1%	-%	1%	1%	-%	-%	**
3	9	4	4	**	1	1	3	2	7	-	-	3	8	1	-	**
	1%	1%	1%	**	1%	1%	2%	1%	2%	-%	-%	1%	1%	1%	-%	**
4	25	12	12	**	7	4	*	7	7	4	7	8	22	1	2	**
	3%	3%	3%	**	3%	3%	*%	2%	2%	2%	5%	4%	3%	1%	4%	**
5	69	46	23	**	14	12	9	25	31	17	9	13	59	3	6	**
	7%	10% b	5%	**	6%	7%	6%	8%	9%	6%	6%	7%	7%	4%	11%	**
6	106	50	56	**	26	25	14	30	37	35	16	16	92	6	6	**
	11%	11%	11%	**	12%	14%	9%	10%	11%	13%	11%	9%	12%	8%	11%	**
7	207	98	106	**	43	41	35	74	68	57	40	42	175	17	9	**
	22%	22%	22%	**	20%	24%	22%	25%	21%	20%	27%	23%	22%	23%	17%	**
8	248	113	133	**	53	39	40	92	73	93	40	42	208	22	13	**
	26%	26%	27%	**	25%	23%	25%	31%	22%	33% a	27%	23%	26%	30%	26%	**
9	118	51	66	**	33	19	26	30	52	36	16	13	95	12	8	**
	13%	12%	14%	**	16%	11%	16%	10%	16% d	13%	11%	7%	12%	17%	15%	**
10 - Extremely satisfied	149	63	84	**	33	28	34	41	52	37	20	40	126	11	8	**
	16%	14%	17%	**	16%	16%	21%	14%	16%	13%	14%	22%	16%	16%	16%	**
DISSATISFIED (1-4)	41	18	20	**	9	8	3	9	15	6	7	13	36	2	2	**
	4%	4%	4%	**	4%	5%	2%	3%	5%	2%	5%	7%	5%	2%	4%	**
NEUTRAL (5-6)	176	95	80	**	40	37	23	55	68	52	25	29	152	9	11	**
	19%	22%	16%	**	19%	21%	14%	18%	21%	19%	17%	16%	19%	12%	22%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted row	961	440	511	95	214	201	117	334	330	277	158	195	649	110	123	79
Effective Weighted Sample	788	364	416	78	181	163	102	279	272	223	133	160	604	104	115	76
Total	939	438	490	92	212	172	162	300	328	280	148	181	791	72	51	24
SATISFIED (7-10)	722	325	390	**	163	127	135	237	246	222	116	138	604	61	38	**
	77%	74%	80%	**	77%	74%	84%	79%	75%	79%	79%	76%	76%	85%	74%	**
Answered	939	438	490	**	212	172	162	300	328	280	148	181	791	72	51	**
Mean score	7.6	7.4	7.7	**	7.6	7.5	7.9	7.6	7.6	7.7	7.5	7.5	7.6	7.9	7.6	**
Standard deviation	1.69	1.70	1.65	**	1.68	1.75	1.59	1.53	1.76	1.50	1.55	1.93	1.70	1.48	1.70	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	961	835	126	330	620	305	644	126	143	136	305	620	314
Effective Weighted Sample	788	695	98	271	508	250	528	105	117	110	250	507	261
Total	939	847	91	334	591	309	615	122	143	139	309	627	287
1 - Extremely dissatisfied	1	1	-	*	1	*	1	*	-	-	*	*	1
	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
2	5	5	-	2	4	2	4	-	2	-	2	1	4
	1%	1%	-%	*%	1%	1%	1%	-%	1%	-%	1%	*%	1%
3	9	9	*	6	3	6	3	4	6	-	6	7	3
	1%	1%	*%	2%	1%	2%	1%	3%	4%	-%	2%	1%	1%
4	25	22	4	8	16	7	17	7	4	-	7	16	10
	3%	3%	4%	2%	3%	2%	3%	5%	3%	-%	2%	3%	3%
5	69	65	5	24	43	21	46	6	5	13	21	39	28
	7%	8%	5%	7%	7%	7%	8%	5%	3%	9%	7%	6%	10%
6	106	95	12	37	68	37	69	12	23	13	37	65	39
	11%	11%	13%	11%	12%	12%	11%	10%	16%	10%	12%	10%	14%
7	207	184	22	70	132	65	135	19	32	37	65	150	48
	22%	22%	24%	21%	22%	21%	22%	16%	23%	26%	21%	24%	17%
8	248	225	23	85	161	77	169	33	30	34	77	165	78
	26%	27%	26%	26%	27%	25%	27%	27%	21%	24%	25%	26%	27%
9	118	111	6	48	70	44	73	22	20	17	44	87	29
	13%	13%	7%	14%	12%	14%	12%	18%	14%	12%	14%	14%	10%
10 - Extremely satisfied	149	130	19	53	94	50	97	18	21	25	50	97	48
	16%	15%	21%	16%	16%	16%	16%	15%	15%	18%	16%	15%	17%
DISSATISFIED (1-4)	41	37	4	16	24	15	25	11	12	-	15	24	17
	4%	4%	4%	5%	4%	5%	4%	9%	8%	-%	5%	4%	6%
								c	c				
NEUTRAL (5-6)	176	159	16	61	111	57	115	18	28	26	57	104	68
	19%	19%	18%	18%	19%	19%	19%	15%	19%	19%	19%	17%	24%
SATISFIED (7-10)	722	651	71	256	456	237	474	93	103	112	237	499	203
	77%	77%	78%	77%	77%	77%	77%	76%	72%	81%	77%	80%	70%
												b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	961	835	126	330	620	305	644	126	143	136	305	620	314
Effective Weighted Sample	788	695	98	271	508	250	528	105	117	110	250	507	261
Total	939	847	91	334	591	309	615	122	143	139	309	627	287
Answered	939	847	91	334	591	309	615	122	143	139	309	627	287
Mean score	7.6	7.6	7.7	7.6	7.6	7.6	7.6	7.6	7.4	7.7	7.6	7.6	7.4
Standard deviation	1.69	1.69	1.66	1.73	1.67	1.73	1.67	1.84	1.86	1.51	1.73	1.61	1.85

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	961	961	861	100	-	961	885	601	659	254	919	42	121	182	658
Effective Weighted Sample	788	788	705	83	-	788	725	491	535	202	753	36	97	153	539
Total	939	939	844	95	-	939	861	579	638	241	894	45	112	189	638
1 - Extremely dissatisfied	1	1	*	1	**	1	1	1	1	1	1	**	1	-	-
	*%	*%	*%	1%	**	*%	*%	*%	*%	*%	*%	**	1%	-%	-%
2	5	5	5	-	**	5	3	1	4	-	4	**	1	2	3
	1%	1%	1%	-%	**	1%	*%	*%	1%	-%	*%	**	1%	1%	*%
3	9	9	9	*	**	9	9	5	5	-	9	**	4	4	1
	1%	1%	1%	*%	**	1%	1%	1%	1%	-%	1%	**	4% c	2% c	*%
4	25	25	24	1	**	25	24	13	19	4	25	**	11	9	6
	3%	3%	3%	1%	**	3%	3%	2%	3%	2%	3%	**	10% c	4% c	1%
5	69	69	59	11	**	69	52	33	43	9	57	**	18	33	18
	7%	7%	7%	11%	**	7%	6%	6%	7%	4%	6%	**	16% c	18% c	3%
6	106	106	99	8	**	106	98	68	81	28	104	**	15	28	64
	11%	11%	12%	8%	**	11%	11%	12%	13%	12%	12%	**	13%	15%	10%
7	207	207	184	23	**	207	190	127	143	55	197	**	20	43	144
	22%	22%	22%	24%	**	22%	22%	22%	22%	23%	22%	**	18%	23%	22%
8	248	248	230	18	**	248	236	155	156	67	242	**	23	44	181
	26%	26%	27%	19%	**	26%	27%	27%	24%	28%	27%	**	20%	23%	28%
9	118	118	108	10	**	118	111	92	94	45	116	**	3	9	106
	13%	13%	13%	11%	**	13%	13%	16%	15%	19%	13%	**	3%	5%	17% ab
10 - Extremely satisfied	149	149	127	23	**	149	136	85	93	33	139	**	15	18	116
	16%	16%	15%	24%	**	16%	16%	15%	15%	14%	16%	**	13%	10%	18%
DISSATISFIED (1-4)	41	41	39	2	**	41	37	20	28	5	39	**	18	14	9
	4%	4%	5%	2%	**	4%	4%	3%	4%	2%	4%	**	16% c	7% c	1%
NEUTRAL (5-6)	176	176	157	19	**	176	150	101	124	37	161	**	32	61	82
	19%	19%	19%	20%	**	19%	17%	17%	19%	15%	18%	**	29% c	32% c	13%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ streaming (was All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Channel/ Channel 4+ streaming (was All4/ All4+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	961	961	861	100	-	961	885	601	659	254	919	42	121	182	658
Effective Weighted Sample	788	788	705	83	-	788	725	491	535	202	753	36	97	153	539
Total	939	939	844	95	-	939	861	579	638	241	894	45	112	189	638
SATISFIED (7-10)	722	722	648	74	**	722	674	458	486	200	694	**	61	114	547
	77%	77%	77%	78%	**	77%	78%	79%	76%	83%	78%	**	55%	60%	86% ab
Answered	939	939	844	95	**	939	861	579	638	241	894	**	112	189	638
Mean score	7.6	7.6	7.6	7.7	**	7.6	7.6	7.7	7.6	7.8	7.6	**	6.6	6.9	8.0 ab
Standard deviation	1.69	1.69	1.68	1.79	**	1.69	1.65	1.59	1.67	1.45	1.66	**	2.08	1.75	1.45

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (was 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 (was 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 row	645	293	345	39	99	132	81	294	191	186	121	146	413	79	92	61
Effective Weighted Sample	522	241	274	31	85	107	70	240	157	147	97	120	384	74	84	59
Total	606	278	321	36	100	109	109	252	181	176	109	138	497	52	38	19
1 - Extremely dissatisfied	2	-	2	**	**	-	**	2	-	1	-	2	2	**	**	**
	*%	-%	1%	**	**	-%	**	1%	-%	*%	-%	1%	*%	**	**	**
2	3	1	2	**	**	2	**	1	-	-	-	3	3	**	**	**
	*%	*%	1%	**	**	2%	**	*%	-%	-%	-%	2%	1%	**	**	**
3	4	2	1	**	**	2	**	2	*	1	-	2	2	**	**	**
	1%	1%	*%	**	**	2%	**	1%	*%	1%	-%	2%	*%	**	**	**
4	17	7	9	**	**	1	**	8	6	5	4	3	15	**	**	**
	3%	3%	3%	**	**	*%	**	3%	3%	3%	4%	2%	3%	**	**	**
5	61	36	24	**	**	5	**	24	24	18	14	5	50	**	**	**
	10%	13%	7%	**	**	5%	**	10%	13% d	10%	13%	4%	10%	**	**	**
6	69	34	35	**	**	7	**	30	17	19	17	16	56	**	**	**
	11%	12%	11%	**	**	6%	**	12%	9%	11%	15%	12%	11%	**	**	**
7	129	56	72	**	**	27	**	60	40	37	29	23	110	**	**	**
	21%	20%	22%	**	**	24%	**	24%	22%	21%	27%	16%	22%	**	**	**
8	150	67	83	**	**	27	**	60	43	49	23	36	126	**	**	**
	25%	24%	26%	**	**	25%	**	24%	24%	28%	21%	26%	25%	**	**	**
9	61	31	29	**	**	17	**	23	19	14	15	13	45	**	**	**
	10%	11%	9%	**	**	16%	**	9%	10%	8%	13%	9%	9%	**	**	**
10 - Extremely satisfied	110	43	64	**	**	22	**	41	33	33	8	36	89	**	**	**
	18%	15%	20%	**	**	20%	**	16%	18%	19%	8%	26% c	18%	**	**	**
DISSATISFIED (1-4)	26	10	14	**	**	4	**	13	6	6	4	9	21	**	**	**
	4%	4%	5%	**	**	4%	**	5%	3%	4%	4%	7%	4%	**	**	**
NEUTRAL (5-6)	130	70	59	**	**	12	**	55	41	37	31	21	106	**	**	**
	21%	25%	18%	**	**	11%	**	22%	23%	21%	28%	15%	21%	**	**	**
SATISFIED (7-10)	450	198	248	**	**	93	**	184	134	133	75	108	370	**	**	**
	74%	71%	77%	**	**	85%	**	73%	74%	75%	68%	78%	74%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (was 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 (was 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 row	645	293	345	39	99	132	81	294	191	186	121	146	413	79	92	61
Effective Weighted Sample	522	241	274	31	85	107	70	240	157	147	97	120	384	74	84	59
Total	606	278	321	36	100	109	109	252	181	176	109	138	497	52	38	19
Answered	606	278	321	**	**	109	**	252	181	176	109	138	497	**	**	**
Mean score	7.5	7.4	7.6	**	**	7.9	**	7.4	7.5	7.6	7.2	7.7	7.5	**	**	**
Standard deviation	1.77	1.73	1.78	**	**	1.71	**	1.80	1.71	1.72	1.55	2.01	1.76	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (was 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 (was Demand 5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	645	529	116	175	460	166	469	62	88	89	166	383	241
Effective Weighted Sample	522	436	89	145	370	137	377	54	72	72	137	309	196
Total	606	521	85	172	422	163	432	58	84	84	163	370	219
1 - Extremely dissatisfied	2	2	-	-	2	-	2	**	**	**	-	1	2
	*%	*%	-%	-%	1%	-%	1%	**	**	**	-%	*%	1%
2	3	3	-	2	1	2	1	**	**	**	2	-	3
	*%	1%	-%	1%	*%	1%	*%	**	**	**	1%	-%	1%
3	4	4	-	1	2	1	2	**	**	**	1	2	1
	1%	1%	-%	1%	*%	1%	*%	**	**	**	1%	*%	*%
4	17	15	3	3	14	2	15	**	**	**	2	8	9
	3%	3%	3%	2%	3%	1%	3%	**	**	**	1%	2%	4%
5	61	50	11	19	41	17	43	**	**	**	17	40	20
	10%	10%	13%	11%	10%	11%	10%	**	**	**	11%	11%	9%
6	69	61	8	22	46	22	46	**	**	**	22	32	35
	11%	12%	10%	13%	11%	14%	11%	**	**	**	14%	9%	16%
7	129	111	18	32	96	30	97	**	**	**	30	87	39
	21%	21%	22%	18%	23%	19%	22%	**	**	**	19%	23%	18%
8	150	131	19	39	109	35	113	**	**	**	35	98	48
	25%	25%	22%	23%	26%	21%	26%	**	**	**	21%	27%	22%
9	61	51	10	22	39	21	39	**	**	**	21	38	21
	10%	10%	12%	13%	9%	13%	9%	**	**	**	13%	10%	10%
10 - Extremely satisfied	110	94	16	33	73	32	74	**	**	**	32	63	42
	18%	18%	18%	19%	17%	19%	17%	**	**	**	19%	17%	19%
DISSATISFIED (1-4)	26	23	3	6	19	5	20	**	**	**	5	11	14
	4%	4%	3%	4%	5%	3%	5%	**	**	**	3%	3%	6%
NEUTRAL (5-6)	130	111	19	41	86	39	88	**	**	**	39	73	55
	21%	21%	23%	24%	20%	24%	20%	**	**	**	24%	20%	25%
SATISFIED (7-10)	450	387	63	125	317	118	324	**	**	**	118	287	151
	74%	74%	74%	72%	75%	72%	75%	**	**	**	72%	78%	69%
Answered	606	521	85	172	422	163	432	**	**	**	163	370	219

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (was 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 (was Demand 5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	645	529	116	175	460	166	469	62	88	89	166	383	241
Effective Weighted Sample	522	436	89	145	370	137	377	54	72	72	137	309	196
Total	606	521	85	172	422	163	432	58	84	84	163	370	219
Mean score	7.5	7.5	7.6	7.6	7.5	7.6	7.5	**	**	**	7.6	7.6	7.4
Standard deviation	1.77	1.78	1.71	1.80	1.75	1.80	1.75	**	**	**	1.80	1.66	1.92

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 (was 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 (was Demand 5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	645	645	558	87	-	645	593	374	419	156	612	33	94	115	436
Effective Weighted Sample	522	522	450	71	-	522	482	303	336	124	495	27	77	93	353
Total	606	606	522	83	-	606	561	353	392	142	577	29	89	118	399
1 - Extremely dissatisfied	2	2	2	**	**	2	2	-	2	-	2	**	**	2	-
	*%	*%	*%	**	**	*%	*%	-%	1%	-%	*%	**	**	2%	-%
2	3	3	2	**	**	3	1	1	1	-	1	**	**	2	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	-%
3	4	4	4	**	**	4	4	4	4	3	4	**	**	1	2
	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	**	1%	*%
4	17	17	15	**	**	17	17	12	9	4	17	**	**	10	6
	3%	3%	3%	**	**	3%	3%	3%	2%	3%	3%	**	**	8% c	2%
5	61	61	52	**	**	61	55	34	35	11	59	**	**	15	30
	10%	10%	10%	**	**	10%	10%	10%	9%	8%	10%	**	**	13%	8%
6	69	69	59	**	**	69	64	43	44	11	66	**	**	14	43
	11%	11%	11%	**	**	11%	11%	12%	11%	8%	11%	**	**	12%	11%
7	129	129	110	**	**	129	124	72	92	30	126	**	**	30	84
	21%	21%	21%	**	**	21%	22%	21%	24%	21%	22%	**	**	25%	21%
8	150	150	128	**	**	150	134	84	94	38	139	**	**	20	102
	25%	25%	24%	**	**	25%	24%	24%	24%	27%	24%	**	**	17%	26%
9	61	61	55	**	**	61	57	42	43	18	59	**	**	10	45
	10%	10%	11%	**	**	10%	10%	12%	11%	12%	10%	**	**	8%	11%
10 - Extremely satisfied	110	110	96	**	**	110	103	60	69	27	105	**	**	14	86
	18%	18%	18%	**	**	18%	18%	17%	18%	19%	18%	**	**	12%	22%
DISSATISFIED (1-4)	26	26	22	**	**	26	23	16	16	7	23	**	**	15	8
	4%	4%	4%	**	**	4%	4%	5%	4%	5%	4%	**	**	13% c	2%
NEUTRAL (5-6)	130	130	111	**	**	130	120	78	78	22	124	**	**	29	74
	21%	21%	21%	**	**	21%	21%	22%	20%	16%	22%	**	**	25%	18%
SATISFIED (7-10)	450	450	389	**	**	450	418	259	298	113	429	**	**	74	317
	74%	74%	74%	**	**	74%	74%	73%	76%	80%	74%	**	**	63%	80% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (was 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 (was Demand 5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	645	645	558	87	-	645	593	374	419	156	612	33	94	115	436
Effective Weighted Sample	522	522	450	71	-	522	482	303	336	124	495	27	77	93	353
Total	606	606	522	83	-	606	561	353	392	142	577	29	89	118	399
Answered	606	606	522	**	**	606	561	353	392	142	577	**	**	118	399
Mean score	7.5	7.5	7.5	**	**	7.5	7.5	7.5	7.5	7.7	7.5	**	**	6.9	7.8 b
Standard deviation	1.77	1.77	1.77	**	**	1.77	1.76	1.74	1.75	1.72	1.75	**	**	2.05	1.62

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Sky On Demand or Sky Go in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted row	577	323	252	51	149	136	81	160	234	166	99	77	380	82	59	56
Effective Weighted Sample	470	260	208	44	124	111	70	131	194	137	80	60	353	76	56	54
Total	567	311	253	51	148	112	108	148	228	177	96	65	471	56	25	16
2	1	-	1	**	-	-	**	-	-	-	**	**	1	**	**	**
	*%	-%	1%	**	-%	-%	**	-%	-%	-%	**	**	*%	**	**	**
3	1	-	1	**	-	-	**	1	1	-	**	**	1	**	**	**
	*%	-%	*%	**	-%	-%	**	1%	*%	-%	**	**	*%	**	**	**
4	4	-	4	**	2	2	**	-	2	-	**	**	3	**	**	**
	1%	-%	1%	**	1%	2%	**	-%	1%	-%	**	**	1%	**	**	**
5	25	15	9	**	10	3	**	4	10	9	**	**	21	**	**	**
	4%	5%	4%	**	6%	3%	**	3%	4%	5%	**	**	4%	**	**	**
6	65	37	27	**	15	12	**	18	23	20	**	**	57	**	**	**
	11%	12%	11%	**	10%	11%	**	12%	10%	11%	**	**	12%	**	**	**
7	95	56	39	**	34	17	**	24	34	37	**	**	79	**	**	**
	17%	18%	15%	**	23%	15%	**	17%	15%	21%	**	**	17%	**	**	**
8	153	82	69	**	28	38	**	42	66	44	**	**	130	**	**	**
	27%	26%	27%	**	19%	34% b	**	28%	29%	25%	**	**	28%	**	**	**
9	102	57	45	**	27	15	**	29	41	33	**	**	84	**	**	**
	18%	18%	18%	**	18%	14%	**	20%	18%	19%	**	**	18%	**	**	**
10 - Extremely satisfied	122	65	57	**	33	25	**	29	52	33	**	**	94	**	**	**
	21%	21%	23%	**	22%	22%	**	20%	23%	19%	**	**	20%	**	**	**
DISSATISFIED (1-4)	6	-	6	**	2	2	**	1	3	-	**	**	6	**	**	**
	1%	-%	2%	**	1%	2%	**	1%	1%	-%	**	**	1%	**	**	**
NEUTRAL (5-6)	90	52	37	**	25	15	**	23	32	29	**	**	78	**	**	**
	16%	17%	14%	**	17%	13%	**	15%	14%	17%	**	**	16%	**	**	**
SATISFIED (7-10)	471	259	211	**	122	95	**	124	193	147	**	**	387	**	**	**
	83%	83%	83%	**	82%	85%	**	84%	85%	83%	**	**	82%	**	**	**
Answered	567	311	253	**	148	112	**	148	228	177	**	**	471	**	**	**
Mean score	8.0	8.0	8.0	**	8.0	8.1	**	8.1	8.1	8.0	**	**	8.0	**	**	**
Standard deviation	1.52	1.45	1.59	**	1.57	1.47	**	1.44	1.49	1.44	**	**	1.52	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Sky On Demand or Sky Go in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted row	577	490	87	268	306	251	321	94	135	120	251	427	142
Effective Weighted Sample	470	404	69	213	255	199	267	76	107	94	199	346	118
Total	567	500	67	257	306	240	320	86	119	120	240	425	137
2	1	1	**	-	1	-	1	**	-	-	-	1	-
	*%	*%	**	-%	*%	-%	*%	**	-%	-%	-%	*%	-%
3	1	1	**	-	1	-	1	**	-	-	-	-	1
	*%	*%	**	-%	*%	-%	*%	**	-%	-%	-%	-%	1%
4	4	3	**	4	-	4	-	**	3	-	4	2	2
	1%	1%	**	1%	-%	2%	-%	**	3%	-%	2%	*%	1%
5	25	23	**	13	12	10	15	**	5	5	10	18	7
	4%	5%	**	5%	4%	4%	5%	**	4%	4%	4%	4%	5%
6	65	60	**	26	39	22	42	**	10	7	22	46	18
	11%	12%	**	10%	13%	9%	13%	**	9%	6%	9%	11%	13%
7	95	83	**	43	51	40	54	**	19	21	40	70	25
	17%	17%	**	17%	17%	17%	17%	**	16%	18%	17%	16%	18%
8	153	134	**	68	83	66	85	**	35	38	66	116	35
	27%	27%	**	26%	27%	28%	27%	**	30%	31%	28%	27%	25%
9	102	91	**	47	53	42	55	**	19	20	42	84	16
	18%	18%	**	18%	17%	18%	17%	**	16%	17%	18%	20%	12%
10 - Extremely satisfied	122	105	**	56	65	55	67	**	27	28	55	87	34
	21%	21%	**	22%	21%	23%	21%	**	23%	24%	23%	21%	25%
DISSATISFIED (1-4)	6	5	**	4	2	4	2	**	3	-	4	3	3
	1%	1%	**	1%	1%	2%	1%	**	3%	-%	2%	1%	2%
NEUTRAL (5-6)	90	83	**	39	51	33	57	**	15	12	33	63	25
	16%	16%	**	15%	17%	14%	18%	**	13%	10%	14%	15%	18%
SATISFIED (7-10)	471	412	**	214	252	203	260	**	100	108	203	358	110
	83%	82%	**	83%	82%	85%	81%	**	84%	90%	85%	84%	80%
Answered	567	500	**	257	306	240	320	**	119	120	240	425	137
Mean score	8.0	8.0	**	8.0	8.0	8.1	8.0	**	8.0	8.2	8.1	8.1	7.9
Standard deviation	1.52	1.52	**	1.53	1.52	1.51	1.53	**	1.56	1.37	1.51	1.48	1.62

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Sky On Demand or Sky Go in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	577	577	535	42	-	577	512	371	393	139	541	36	65	130	382
Effective Weighted Sample	470	470	437	34	-	470	419	301	320	115	442	29	51	105	314
Total	567	567	524	43	-	567	504	352	387	138	529	38	62	126	379
2	1	1	1	**	**	1	1	1	1	-	1	**	**	1	-
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	-%
3	1	1	1	**	**	1	1	-	1	-	1	**	**	-	-
	*%	*%	*%	**	**	*%	*%	-%	*%	-%	*%	**	**	-%	-%
4	4	4	4	**	**	4	2	2	2	1	2	**	**	2	1
	1%	1%	1%	**	**	1%	*%	1%	1%	*%	*%	**	**	2%	*%
5	25	25	24	**	**	25	21	17	14	5	24	**	**	13	9
	4%	4%	5%	**	**	4%	4%	5%	4%	4%	5%	**	**	10% c	2%
6	65	65	54	**	**	65	55	42	41	12	61	**	**	37	25
	11%	11%	10%	**	**	11%	11%	12%	11%	9%	12%	**	**	29% c	7%
7	95	95	89	**	**	95	90	45	69	22	92	**	**	26	54
	17%	17%	17%	**	**	17%	18%	13%	18%	16%	17%	**	**	21%	14%
8	153	153	146	**	**	153	135	88	103	38	143	**	**	24	112
	27%	27%	28%	**	**	27%	27%	25%	27%	27%	27%	**	**	19%	30%
9	102	102	96	**	**	102	93	70	74	29	95	**	**	10	84
	18%	18%	18%	**	**	18%	19%	20%	19%	21%	18%	**	**	8%	22% b
10 - Extremely satisfied	122	122	110	**	**	122	105	86	82	31	108	**	**	13	93
	21%	21%	21%	**	**	21%	21%	24%	21%	23%	20%	**	**	10%	25% b
DISSATISFIED (1-4)	6	6	6	**	**	6	4	3	4	1	4	**	**	4	1
	1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	**	**	3%	*%
NEUTRAL (5-6)	90	90	78	**	**	90	76	60	55	17	86	**	**	50	34
	16%	16%	15%	**	**	16%	15%	17%	14%	13%	16%	**	**	39% c	9%
SATISFIED (7-10)	471	471	441	**	**	471	423	289	328	120	439	**	**	73	343
	83%	83%	84%	**	**	83%	84%	82%	85%	87%	83%	**	**	58%	91% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Sky On Demand or Sky Go in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted row	577	577	535	42	-	577	512	371	393	139	541	36	65	130	382
Effective Weighted Sample	470	470	437	34	-	470	419	301	320	115	442	29	51	105	314
Total	567	567	524	43	-	567	504	352	387	138	529	38	62	126	379
Answered	567	567	524	**	**	567	504	352	387	138	529	**	**	126	379
Mean score	8.0	8.0	8.0	**	**	8.0	8.0	8.1	8.1	8.2	8.0	**	**	7.0	8.4 b
Standard deviation	1.52	1.52	1.50	**	**	1.52	1.49	1.57	1.50	1.41	1.50	**	**	1.60	1.33

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	253	142	109	11	57	43	39	103	86	63	36	68	183	22	28	20
Effective Weighted Sample	210	119	89	10	51	36	33	85	72	52	31	55	170	21	26	19
Total	262	149	111	12	65	40	52	92	92	66	37	68	229	15	11	6
1 - Extremely dissatisfied	1	1	-	**	**	**	**	-	**	**	**	**	-	**	**	**
	*%	*%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**
2	3	1	2	**	**	**	**	-	**	**	**	**	3	**	**	**
	1%	1%	2%	**	**	**	**	-%	**	**	**	**	1%	**	**	**
3	1	1	-	**	**	**	**	-	**	**	**	**	1	**	**	**
	1%	1%	-%	**	**	**	**	-%	**	**	**	**	1%	**	**	**
4	9	2	7	**	**	**	**	4	**	**	**	**	8	**	**	**
	4%	1%	6%	**	**	**	**	5%	**	**	**	**	4%	**	**	**
5	18	5	12	**	**	**	**	10	**	**	**	**	14	**	**	**
	7%	3%	11%	**	**	**	**	10%	**	**	**	**	6%	**	**	**
6	28	21	8	**	**	**	**	11	**	**	**	**	22	**	**	**
	11%	14%	7%	**	**	**	**	12%	**	**	**	**	9%	**	**	**
7	56	32	24	**	**	**	**	17	**	**	**	**	50	**	**	**
	21%	21%	21%	**	**	**	**	18%	**	**	**	**	22%	**	**	**
8	63	38	23	**	**	**	**	26	**	**	**	**	58	**	**	**
	24%	25%	21%	**	**	**	**	28%	**	**	**	**	25%	**	**	**
9	22	14	7	**	**	**	**	7	**	**	**	**	20	**	**	**
	8%	10%	7%	**	**	**	**	8%	**	**	**	**	9%	**	**	**
10 - Extremely satisfied	62	34	28	**	**	**	**	17	**	**	**	**	54	**	**	**
	24%	23%	25%	**	**	**	**	19%	**	**	**	**	23%	**	**	**
DISSATISFIED (1-4)	14	5	9	**	**	**	**	4	**	**	**	**	12	**	**	**
	5%	4%	8%	**	**	**	**	5%	**	**	**	**	5%	**	**	**
NEUTRAL (5-6)	46	26	20	**	**	**	**	21	**	**	**	**	36	**	**	**
	18%	17%	18%	**	**	**	**	22%	**	**	**	**	16%	**	**	**
SATISFIED (7-10)	201	118	82	**	**	**	**	67	**	**	**	**	181	**	**	**
	77%	79%	74%	**	**	**	**	73%	**	**	**	**	79%	**	**	**
Answered	262	149	111	**	**	**	**	92	**	**	**	**	229	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	253	142	109	11	57	43	39	103	86	63	36	68	183	22	28	20
Effective Weighted Sample	210	119	89	10	51	36	33	85	72	52	31	55	170	21	26	19
Total	262	149	111	12	65	40	52	92	92	66	37	68	229	15	11	6
Mean score	7.7	7.8	7.5	**	**	**	**	7.5	**	**	**	**	7.7	**	**	**
Standard deviation	1.84	1.73	1.99	**	**	**	**	1.73	**	**	**	**	1.81	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	253	217	36	87	162	82	167	31	45	41	82	164	83
Effective Weighted Sample	210	185	27	73	133	68	138	26	38	33	68	138	68
Total	262	235	27	93	164	87	171	33	47	44	87	177	80
1 - Extremely dissatisfied	1	1	**	**	1	**	1	**	**	**	**	1	**
	*%	*%	**	**	*%	**	*%	**	**	**	**	*%	**
2	3	3	**	**	2	**	2	**	**	**	**	2	**
	1%	1%	**	**	1%	**	1%	**	**	**	**	1%	**
3	1	1	**	**	1	**	1	**	**	**	**	1	**
	1%	1%	**	**	1%	**	1%	**	**	**	**	1%	**
4	9	9	**	**	6	**	6	**	**	**	**	4	**
	4%	4%	**	**	3%	**	3%	**	**	**	**	2%	**
5	18	16	**	**	14	**	16	**	**	**	**	10	**
	7%	7%	**	**	8%	**	9%	**	**	**	**	6%	**
6	28	26	**	**	17	**	19	**	**	**	**	16	**
	11%	11%	**	**	11%	**	11%	**	**	**	**	9%	**
7	56	49	**	**	35	**	37	**	**	**	**	42	**
	21%	21%	**	**	21%	**	22%	**	**	**	**	24%	**
8	63	56	**	**	39	**	39	**	**	**	**	43	**
	24%	24%	**	**	24%	**	23%	**	**	**	**	25%	**
9	22	21	**	**	11	**	11	**	**	**	**	15	**
	8%	9%	**	**	7%	**	6%	**	**	**	**	8%	**
10 - Extremely satisfied	62	53	**	**	40	**	41	**	**	**	**	43	**
	24%	22%	**	**	24%	**	24%	**	**	**	**	24%	**
DISSATISFIED (1-4)	14	14	**	**	9	**	9	**	**	**	**	8	**
	5%	6%	**	**	6%	**	5%	**	**	**	**	4%	**
NEUTRAL (5-6)	46	42	**	**	31	**	34	**	**	**	**	26	**
	18%	18%	**	**	19%	**	20%	**	**	**	**	15%	**
SATISFIED (7-10)	201	179	**	**	124	**	127	**	**	**	**	143	**
	77%	76%	**	**	75%	**	74%	**	**	**	**	81%	**
Answered	262	235	**	**	164	**	171	**	**	**	**	177	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted row	253	217	36	87	162	82	167	31	45	41	82	164	83
Effective Weighted Sample	210	185	27	73	133	68	138	26	38	33	68	138	68
Total	262	235	27	93	164	87	171	33	47	44	87	177	80
Mean score	7.7	7.6	**	**	7.6	**	7.6	**	**	**	**	7.8	**
Standard deviation	1.84	1.86	**	**	1.90	**	1.90	**	**	**	**	1.79	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	253	253	213	40	-	253	236	180	196	90	244	9	37	43	173
Effective Weighted Sample	210	210	178	32	-	210	197	150	161	73	203	8	31	36	143
Total	262	262	223	39	-	262	242	185	202	87	251	11	36	47	179
1 - Extremely dissatisfied	1	1	1	**	**	1	1	-	-	**	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	-%	-%	**	*%	**	**	**	-%
2	3	3	3	**	**	3	3	1	3	**	3	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
3	1	1	1	**	**	1	-	1	1	**	1	**	**	**	1
	1%	1%	1%	**	**	1%	-%	1%	1%	**	1%	**	**	**	1%
4	9	9	8	**	**	9	9	9	7	**	9	**	**	**	6
	4%	4%	4%	**	**	4%	4%	5%	3%	**	4%	**	**	**	3%
5	18	18	15	**	**	18	15	11	16	**	18	**	**	**	9
	7%	7%	7%	**	**	7%	6%	6%	8%	**	7%	**	**	**	5%
6	28	28	22	**	**	28	25	18	22	**	25	**	**	**	13
	11%	11%	10%	**	**	11%	10%	10%	11%	**	10%	**	**	**	7%
7	56	56	52	**	**	56	54	42	42	**	54	**	**	**	35
	21%	21%	23%	**	**	21%	22%	23%	21%	**	21%	**	**	**	20%
8	63	63	54	**	**	63	56	48	44	**	60	**	**	**	49
	24%	24%	24%	**	**	24%	23%	26%	22%	**	24%	**	**	**	27%
9	22	22	15	**	**	22	21	12	17	**	22	**	**	**	19
	8%	8%	7%	**	**	8%	9%	6%	8%	**	9%	**	**	**	10%
10 - Extremely satisfied	62	62	53	**	**	62	59	42	50	**	59	**	**	**	48
	24%	24%	24%	**	**	24%	24%	23%	25%	**	23%	**	**	**	27%
DISSATISFIED (1-4)	14	14	13	**	**	14	13	12	11	**	14	**	**	**	7
	5%	5%	6%	**	**	5%	5%	6%	6%	**	6%	**	**	**	4%
NEUTRAL (5-6)	46	46	37	**	**	46	39	29	38	**	43	**	**	**	21
	18%	18%	16%	**	**	18%	16%	16%	19%	**	17%	**	**	**	12%
SATISFIED (7-10)	201	201	173	**	**	201	190	143	153	**	195	**	**	**	151
	77%	77%	78%	**	**	77%	78%	78%	76%	**	77%	**	**	**	84%
Answered	262	262	223	**	**	262	242	185	202	**	251	**	**	**	179

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used UKTV Play in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	253	253	213	40	-	253	236	180	196	90	244	9	37	43	173
Effective Weighted Sample	210	210	178	32	-	210	197	150	161	73	203	8	31	36	143
Total	262	262	223	39	-	262	242	185	202	87	251	11	36	47	179
Mean score	7.7	7.7	7.6	**	**	7.7	7.7	7.6	7.7	**	7.7	**	**	**	8.0
Standard deviation	1.84	1.84	1.86	**	**	1.84	1.82	1.80	1.89	**	1.85	**	**	**	1.68

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Discovery+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	387	225	160	36	113	102	39	97	175	88	65	59	270	50	28	39
Effective Weighted Sample	323	185	136	31	100	85	34	80	149	70	55	49	252	46	27	37
Total	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
1 - Extremely dissatisfied	1	-	1	**	1	-	**	**	-	**	**	**	1	**	**	**
	*%	-%	1%	**	1%	-%	**	**	-%	**	**	**	*%	**	**	**
2	1	1	-	**	-	-	**	**	-	**	**	**	1	**	**	**
	*%	1%	-%	**	-%	-%	**	**	-%	**	**	**	*%	**	**	**
3	5	2	3	**	1	2	**	**	4	**	**	**	4	**	**	**
	1%	1%	2%	**	1%	2%	**	**	2%	**	**	**	1%	**	**	**
4	12	2	9	**	2	4	**	**	4	**	**	**	8	**	**	**
	3%	1%	5%	**	2%	4%	**	**	2%	**	**	**	2%	**	**	**
5	25	19	6	**	3	7	**	**	11	**	**	**	24	**	**	**
	6%	9%	3%	**	3%	8%	**	**	6%	**	**	**	7%	**	**	**
6	39	18	21	**	15	6	**	**	10	**	**	**	33	**	**	**
	10%	8%	12%	**	12%	7%	**	**	6%	**	**	**	10%	**	**	**
7	63	36	27	**	22	14	**	**	28	**	**	**	51	**	**	**
	16%	17%	16%	**	18%	16%	**	**	16%	**	**	**	15%	**	**	**
8	90	55	35	**	27	15	**	**	45	**	**	**	81	**	**	**
	23%	25%	20%	**	22%	17%	**	**	25%	**	**	**	25%	**	**	**
9	54	35	19	**	20	16	**	**	27	**	**	**	45	**	**	**
	14%	16%	11%	**	17%	18%	**	**	15%	**	**	**	14%	**	**	**
10 - Extremely satisfied	99	49	49	**	30	24	**	**	50	**	**	**	81	**	**	**
	25%	22%	29%	**	25%	27%	**	**	28%	**	**	**	25%	**	**	**
DISSATISFIED (1-4)	19	5	13	**	5	5	**	**	8	**	**	**	15	**	**	**
	5%	2%	8%	**	4%	6%	**	**	4%	**	**	**	4%	**	**	**
NEUTRAL (5-6)	63	37	26	**	18	14	**	**	21	**	**	**	57	**	**	**
	16%	17%	16%	**	14%	15%	**	**	12%	**	**	**	17%	**	**	**
SATISFIED (7-10)	306	175	130	**	99	69	**	**	150	**	**	**	258	**	**	**
	79%	81%	77%	**	82%	79%	**	**	84%	**	**	**	78%	**	**	**
Answered	389	217	169	**	122	88	**	**	179	**	**	**	330	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Discovery+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	387	225	160	36	113	102	39	97	175	88	65	59	270	50	28	39
Effective Weighted Sample	323	185	136	31	100	85	34	80	149	70	55	49	252	46	27	37
Total	389	217	169	34	122	88	55	89	179	89	63	58	330	36	11	12
Mean score	7.9	7.9	7.8	**	8.0	7.9	**	**	8.1	**	**	**	7.8	**	**	**
Standard deviation	1.83	1.71	1.97	**	1.78	1.91	**	**	1.77	**	**	**	1.83	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Discovery+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	387	341	46	197	185	184	197	66	112	88	184	286	96
Effective Weighted Sample	323	285	38	165	155	154	164	57	94	71	154	239	81
Total	389	345	44	196	187	183	199	60	109	88	183	297	87
1 - Extremely dissatisfied	1	1	**	1	-	1	-	**	1	**	1	1	**
	*%	*%	**	1%	-%	1%	-%	**	1%	**	1%	*%	**
2	1	1	**	-	1	-	1	**	-	**	-	-	**
	*%	*%	**	-%	1%	-%	1%	**	-%	**	-%	-%	**
3	5	3	**	2	2	1	4	**	1	**	1	3	**
	1%	1%	**	1%	1%	1%	2%	**	1%	**	1%	1%	**
4	12	12	**	4	8	3	9	**	1	**	3	8	**
	3%	3%	**	2%	4%	1%	5%	**	1%	**	1%	3%	**
5	25	23	**	12	12	11	14	**	2	**	11	18	**
	6%	7%	**	6%	7%	6%	7%	**	2%	**	6%	6%	**
6	39	34	**	15	22	12	24	**	6	**	12	24	**
	10%	10%	**	8%	12%	6%	12%	**	6%	**	6%	8%	**
7	63	58	**	31	32	30	33	**	16	**	30	51	**
	16%	17%	**	16%	17%	16%	17%	**	15%	**	16%	17%	**
8	90	80	**	44	46	42	47	**	28	**	42	74	**
	23%	23%	**	22%	24%	23%	24%	**	26%	**	23%	25%	**
9	54	49	**	32	21	32	21	**	16	**	32	44	**
	14%	14%	**	16%	11%	17%	11%	**	15%	**	17%	15%	**
10 - Extremely satisfied	99	84	**	54	42	52	45	**	36	**	52	74	**
	25%	24%	**	28%	23%	29%	22%	**	33%	**	29%	25%	**
DISSATISFIED (1-4)	19	17	**	7	12	5	14	**	4	**	5	13	**
	5%	5%	**	4%	6%	3%	7%	**	3%	**	3%	4%	**
NEUTRAL (5-6)	63	57	**	28	34	23	38	**	8	**	23	42	**
	16%	17%	**	14%	18%	12%	19%	**	8%	**	12%	14%	**
SATISFIED (7-10)	306	270	**	161	141	155	147	**	97	**	155	242	**
	79%	78%	**	82%	75%	85%	74%	**	89%	**	85%	82%	**
Answered	389	345	**	196	187	183	199	**	109	**	183	297	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base: Those who have used Discovery+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted row	387	341	46	197	185	184	197	66	112	88	184	286	96
Effective Weighted Sample	323	285	38	165	155	154	164	57	94	71	154	239	81
Total	389	345	44	196	187	183	199	60	109	88	183	297	87
Mean score	7.9	7.8	**	8.0	7.7	8.1	7.6	**	8.3	**	8.1	7.9	**
Standard deviation	1.83	1.83	**	1.81	1.85	1.73	1.89	**	1.73	**	1.73	1.76	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Discovery+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	387	387	387	-	-	387	351	266	281	99	364	23	38	77	272
Effective Weighted Sample	323	323	323	-	-	323	293	223	233	84	305	18	32	62	229
Total	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
1 - Extremely dissatisfied	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	1%	*%	**	*%	**	**	**	*%
2	1	1	1	**	**	1	-	1	-	**	1	**	**	**	-
	*%	*%	*%	**	**	*%	-%	*%	-%	**	*%	**	**	**	-%
3	5	5	5	**	**	5	5	5	5	**	5	**	**	**	1
	1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	*%
4	12	12	12	**	**	12	9	4	6	**	10	**	**	**	1
	3%	3%	3%	**	**	3%	3%	1%	2%	**	3%	**	**	**	*%
5	25	25	25	**	**	25	24	15	17	**	24	**	**	**	12
	6%	6%	6%	**	**	6%	7%	6%	6%	**	6%	**	**	**	4%
6	39	39	39	**	**	39	30	24	21	**	32	**	**	**	17
	10%	10%	10%	**	**	10%	9%	9%	7%	**	9%	**	**	**	6%
7	63	63	63	**	**	63	57	47	49	**	60	**	**	**	44
	16%	16%	16%	**	**	16%	16%	18%	17%	**	16%	**	**	**	16%
8	90	90	90	**	**	90	84	55	71	**	87	**	**	**	74
	23%	23%	23%	**	**	23%	24%	21%	25%	**	24%	**	**	**	27%
9	54	54	54	**	**	54	47	41	40	**	51	**	**	**	39
	14%	14%	14%	**	**	14%	13%	15%	14%	**	14%	**	**	**	14%
10 - Extremely satisfied	99	99	99	**	**	99	94	74	69	**	96	**	**	**	88
	25%	25%	25%	**	**	25%	27%	28%	25%	**	26%	**	**	**	32%
DISSATISFIED (1-4)	19	19	19	**	**	19	15	11	12	**	17	**	**	**	4
	5%	5%	5%	**	**	5%	4%	4%	4%	**	5%	**	**	**	1%
NEUTRAL (5-6)	63	63	63	**	**	63	54	38	38	**	55	**	**	**	29
	16%	16%	16%	**	**	16%	15%	14%	14%	**	15%	**	**	**	11%
SATISFIED (7-10)	306	306	306	**	**	306	283	217	229	**	294	**	**	**	244
	79%	79%	79%	**	**	79%	80%	81%	82%	**	80%	**	**	**	88%
Answered	389	389	389	**	**	389	352	266	279	**	367	**	**	**	277

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Discovery+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	387	387	387	-	-	387	351	266	281	99	364	23	38	77	272
Effective Weighted Sample	323	323	323	-	-	323	293	223	233	84	305	18	32	62	229
Total	389	389	389	-	-	389	352	266	279	98	367	22	38	74	277
Mean score	7.9	7.9	7.9	**	**	7.9	7.9	8.0	7.9	**	7.9	**	**	**	8.3
Standard deviation	1.83	1.83	1.83	**	**	1.83	1.81	1.84	1.78	**	1.82	**	**	**	1.59

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	210	122	87	18	64	55	22	51	105	47	30	28	147	29	19	15
Effective Weighted Sample	176	102	73	14	55	47	18	44	90	39	24	24	137	26	18	15
Total	213	125	88	19	66	51	25	51	110	50	25	29	180	21	8	4
3	1	1	**	**	**	**	**	**	-	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	-%	**	**	**	1%	**	**	**
4	4	2	**	**	**	**	**	**	2	**	**	**	4	**	**	**
	2%	2%	**	**	**	**	**	**	1%	**	**	**	2%	**	**	**
5	8	2	**	**	**	**	**	**	4	**	**	**	8	**	**	**
	4%	2%	**	**	**	**	**	**	4%	**	**	**	4%	**	**	**
6	18	10	**	**	**	**	**	**	7	**	**	**	15	**	**	**
	8%	8%	**	**	**	**	**	**	7%	**	**	**	8%	**	**	**
7	40	31	**	**	**	**	**	**	22	**	**	**	33	**	**	**
	19%	25%	**	**	**	**	**	**	20%	**	**	**	18%	**	**	**
8	53	34	**	**	**	**	**	**	30	**	**	**	46	**	**	**
	25%	27%	**	**	**	**	**	**	27%	**	**	**	25%	**	**	**
9	46	26	**	**	**	**	**	**	27	**	**	**	38	**	**	**
	22%	21%	**	**	**	**	**	**	24%	**	**	**	21%	**	**	**
10 - Extremely satisfied	42	18	**	**	**	**	**	**	18	**	**	**	35	**	**	**
	20%	14%	**	**	**	**	**	**	16%	**	**	**	19%	**	**	**
DISSATISFIED (1-4)	6	4	**	**	**	**	**	**	2	**	**	**	6	**	**	**
	3%	3%	**	**	**	**	**	**	1%	**	**	**	3%	**	**	**
NEUTRAL (5-6)	26	12	**	**	**	**	**	**	11	**	**	**	23	**	**	**
	12%	9%	**	**	**	**	**	**	10%	**	**	**	13%	**	**	**
SATISFIED (7-10)	181	109	**	**	**	**	**	**	97	**	**	**	151	**	**	**
	85%	87%	**	**	**	**	**	**	88%	**	**	**	84%	**	**	**
Answered	213	125	**	**	**	**	**	**	110	**	**	**	180	**	**	**
Mean score	8.0	7.9	**	**	**	**	**	**	8.1	**	**	**	8.0	**	**	**
Standard deviation	1.55	1.45	**	**	**	**	**	**	1.40	**	**	**	1.57	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	b	~a	~b	~c	d	a	~b
Unweighted row	210	204	6	110	95	100	105	44	58	44	100	172	36
Effective Weighted Sample	176	171	6	92	80	83	89	36	49	36	83	144	30
Total	213	209	5	108	100	96	112	41	51	43	96	176	36
3	1	1	**	-	**	-	-	**	**	**	-	-	**
	1%	1%	**	-%	**	-%	-%	**	**	**	-%	-%	**
4	4	4	**	2	**	-	4	**	**	**	-	4	**
	2%	2%	**	2%	**	-%	4%	**	**	**	-%	2%	**
5	8	8	**	5	**	5	4	**	**	**	5	7	**
	4%	4%	**	4%	**	5%	3%	**	**	**	5%	4%	**
6	18	18	**	7	**	7	10	**	**	**	7	15	**
	8%	9%	**	6%	**	7%	9%	**	**	**	7%	8%	**
7	40	40	**	17	**	17	22	**	**	**	17	32	**
	19%	19%	**	16%	**	18%	19%	**	**	**	18%	18%	**
8	53	53	**	28	**	23	29	**	**	**	23	42	**
	25%	25%	**	26%	**	24%	26%	**	**	**	24%	24%	**
9	46	45	**	28	**	23	23	**	**	**	23	41	**
	22%	22%	**	26%	**	24%	21%	**	**	**	24%	23%	**
10 - Extremely satisfied	42	39	**	22	**	22	20	**	**	**	22	35	**
	20%	19%	**	20%	**	22%	18%	**	**	**	22%	20%	**
DISSATISFIED (1-4)	6	5	**	2	**	-	4	**	**	**	-	4	**
	3%	2%	**	2%	**	-%	4%	**	**	**	-%	2%	**
NEUTRAL (5-6)	26	26	**	12	**	12	14	**	**	**	12	22	**
	12%	13%	**	11%	**	12%	12%	**	**	**	12%	12%	**
SATISFIED (7-10)	181	177	**	94	**	85	94	**	**	**	85	150	**
	85%	85%	**	88%	**	88%	84%	**	**	**	88%	86%	**
Answered	213	209	**	108	**	96	112	**	**	**	96	176	**
Mean score	8.0	8.0	**	8.2	**	8.2	7.9	**	**	**	8.2	8.1	**
Standard deviation	1.55	1.52	**	1.45	**	1.42	1.55	**	**	**	1.42	1.49	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)
Base: Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted row	210	210	194	16	-	210	199	154	155	72	205	5	13	42	155
Effective Weighted Sample	176	176	162	14	-	176	166	130	131	62	171	5	11	34	131
Total	213	213	196	18	-	213	201	159	157	74	208	6	14	41	159
3	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
4	4	4	4	**	**	4	4	4	3	**	4	**	**	**	4
	2%	2%	2%	**	**	2%	2%	3%	2%	**	2%	**	**	**	3%
5	8	8	7	**	**	8	8	7	5	**	8	**	**	**	6
	4%	4%	4%	**	**	4%	4%	4%	3%	**	4%	**	**	**	4%
6	18	18	18	**	**	18	18	10	17	**	18	**	**	**	11
	8%	8%	9%	**	**	8%	9%	6%	11%	**	9%	**	**	**	7%
7	40	40	36	**	**	40	38	27	27	**	38	**	**	**	28
	19%	19%	18%	**	**	19%	19%	17%	17%	**	18%	**	**	**	18%
8	53	53	48	**	**	53	50	42	41	**	52	**	**	**	38
	25%	25%	25%	**	**	25%	25%	26%	26%	**	25%	**	**	**	24%
9	46	46	41	**	**	46	43	39	35	**	46	**	**	**	36
	22%	22%	21%	**	**	22%	21%	25%	22%	**	22%	**	**	**	23%
10 - Extremely satisfied	42	42	39	**	**	42	38	28	28	**	40	**	**	**	36
	20%	20%	20%	**	**	20%	19%	18%	18%	**	19%	**	**	**	22%
DISSATISFIED (1-4)	6	6	6	**	**	6	6	6	5	**	6	**	**	**	4
	3%	3%	3%	**	**	3%	3%	4%	3%	**	3%	**	**	**	3%
NEUTRAL (5-6)	26	26	25	**	**	26	26	16	22	**	26	**	**	**	16
	12%	12%	13%	**	**	12%	13%	10%	14%	**	13%	**	**	**	10%
SATISFIED (7-10)	181	181	165	**	**	181	169	137	130	**	175	**	**	**	139
	85%	85%	84%	**	**	85%	84%	86%	83%	**	84%	**	**	**	87%
Answered	213	213	196	**	**	213	201	159	157	**	208	**	**	**	159
Mean score	8.0	8.0	8.0	**	**	8.0	8.0	8.0	8.0	**	8.0	**	**	**	8.2
Standard deviation	1.55	1.55	1.56	**	**	1.55	1.56	1.56	1.55	**	1.55	**	**	**	1.52

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2120	1154	948	227	425	482	302	684	796	616	344	362	1475	226	215	204
Effective Weighted Sample	1730	942	773	188	360	399	249	563	650	508	286	292	1366	212	203	194
Total	2164	1150	997	240	440	440	401	643	776	699	337	350	1863	152	89	60
1 - Extremely dissatisfied	5	3	2	-	2	-	2	1	1	2	-	2	5	-	-	-
	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%	-%	1%	*%	-%	-%	-%
2	10	6	4	2	2	2	-	5	5	1	1	3	7	2	-	1
	*%	1%	*%	1%	1%	*%	-%	1%	1%	*%	*%	1%	*%	2%	-%	1%
3	14	6	8	1	5	6	*	1	4	5	1	5	13	1	1	-
	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%	-%
4	41	22	19	10	12	6	2	13	13	12	10	7	35	5	2	*
	2%	2%	2%	4% d	3%	1%	*%	2%	2%	2%	3%	2%	2%	3%	2%	*%
5	139	65	74	16	33	22	15	53	42	38	21	39	125	5	6	3
	6%	6%	7%	7%	8%	5%	4%	8%	5%	5%	6%	11% ab	7%	3%	7%	5%
6	220	111	109	32	36	50	37	63	79	54	50	37	194	13	10	3
	10%	10%	11%	13%	8%	11%	9%	10%	10%	8%	15% b	11%	10%	9%	11%	5%
7	492	269	220	62	88	107	103	132	168	187	72	65	437	28	15	12
	23%	23%	22%	26%	20%	24%	26%	20%	22%	27% d	21%	19%	23%	18%	17%	20%
8	582	300	278	55	117	115	128	167	222	187	96	75	495	47	27	14
	27%	26%	28%	23%	27%	26%	32%	26%	29%	27%	28%	22%	27%	31%	30%	23%
9	305	170	131	24	64	70	47	99	115	105	41	43	260	23	12	10
	14%	15%	13%	10%	15%	16%	12%	15%	15%	15%	12%	12%	14%	15%	14%	16%
10 - Extremely satisfied	356	200	153	38	81	62	66	109	127	110	46	74	294	29	17	17
	16%	17%	15%	16%	18%	14%	17%	17%	16%	16%	14%	21%	16%	19%	19%	28% a
DISSATISFIED (1-4)	70	36	33	13	21	13	4	20	22	19	12	16	59	8	3	1
	3%	3%	3%	5% d	5%	3%	1%	3%	3%	3%	4%	5%	3%	5%	3%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	2120	1154	948	227	425	482	302	684	796	616	344	362	1475	226	215	204
Effective Weighted Sample	1730	942	773	188	360	399	249	563	650	508	286	292	1366	212	203	194
Total	2164	1150	997	240	440	440	401	643	776	699	337	350	1863	152	89	60
NEUTRAL (5-6)	359	175	182	48	70	72	52	116	121	92	70	76	319	18	16	6
	17%	15%	18%	20%	16%	16%	13%	18%	16%	13%	21% b	22% b	17% d	12%	18%	10%
SATISFIED (7-10)	1735	939	782	179	350	355	344	507	633	588	254	257	1485	126	71	53
	80%	82%	78%	75%	79%	81%	86% a	79%	82% d	84% cd	75%	74%	80%	83%	79%	88% a
Answered	2164	1150	997	240	440	440	401	643	776	699	337	350	1863	152	89	60
Mean score	7.7	7.8	7.6	7.5	7.7	7.7	7.8	7.7	7.8	7.8	7.5	7.6	7.7	7.8	7.8	8.2 a
Standard deviation	1.63	1.63	1.63	1.69	1.76	1.56	1.44	1.67	1.59	1.55	1.58	1.91	1.62	1.69	1.64	1.66

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2120	1816	304	749	1343	689	1400	269	365	316	689	1467	625
Effective Weighted Sample	1730	1494	243	614	1091	564	1138	222	298	256	564	1195	516
Total	2164	1911	253	788	1340	723	1402	268	368	344	723	1544	596
1 - Extremely dissatisfied	5	5	-	2	3	2	3	-	2	-	2	3	2
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
2	10	9	1	2	9	2	9	2	-	1	2	5	5
	*%	*%	*%	*%	1%	*%	1%	1%	-%	*%	*%	*%	1%
3	14	13	1	4	10	2	12	-	-	2	2	10	3
	1%	1%	*%	*%	1%	*%	1%	-%	-%	1%	*%	1%	*%
4	41	35	6	13	28	13	28	5	8	4	13	28	13
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
5	139	125	14	44	93	37	98	19	21	12	37	72	66
	6%	7%	6%	6%	7%	5%	7%	7%	6%	4%	5%	5%	11% a
6	220	196	23	86	128	75	140	26	29	45	75	166	51
	10%	10%	9%	11%	10%	10%	10%	10%	8%	13%	10%	11%	9%
7	492	430	62	181	301	169	312	45	93	89	169	372	112
	23%	23%	24%	23%	22%	23%	22%	17%	25%	26%	23%	24%	19%
8	582	515	67	209	361	193	377	76	101	95	193	432	146
	27%	27%	26%	27%	27%	27%	27%	28%	27%	28%	27%	28%	25%
9	305	271	34	126	176	119	183	52	63	48	119	219	82
	14%	14%	13%	16%	13%	16%	13%	19%	17%	14%	16%	14%	14%
10 - Extremely satisfied	356	311	45	121	232	111	241	45	50	48	111	236	116
	16%	16%	18%	15%	17%	15%	17%	17%	14%	14%	15%	15%	20%
DISSATISFIED (1-4)	70	63	8	20	50	19	51	6	10	7	19	46	23
	3%	3%	3%	3%	4%	3%	4%	2%	3%	2%	3%	3%	4%
NEUTRAL (5-6)	359	322	37	130	221	112	238	45	50	57	112	238	117
	17%	17%	15%	17%	17%	15%	17%	17%	14%	16%	15%	15%	20%
SATISFIED (7-10)	1735	1527	208	638	1069	592	1113	218	308	280	592	1260	457
	80%	80%	82%	81%	80%	82%	79%	81%	84%	81%	82%	82%	77%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	2120	1816	304	749	1343	689	1400	269	365	316	689	1467	625
Effective Weighted Sample	1730	1494	243	614	1091	564	1138	222	298	256	564	1195	516
Total	2164	1911	253	788	1340	723	1402	268	368	344	723	1544	596
Answered	2164	1911	253	788	1340	723	1402	268	368	344	723	1544	596
Mean score	7.7	7.7	7.8	7.7	7.7	7.8	7.7	7.9	7.7	7.7	7.8	7.7	7.7
Standard deviation	1.63	1.64	1.58	1.56	1.68	1.55	1.68	1.59	1.52	1.47	1.55	1.56	1.79

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2120	1996	1775	345	124	2120	1969	1469	2120	523	2120	-	147	450	1523
Effective Weighted Sample	1730	1628	1444	286	103	1730	1605	1198	1730	424	1730	-	116	375	1240
Total	2164	2017	1792	372	147	2164	2006	1498	2164	511	2164	-	133	475	1556
1 - Extremely dissatisfied	5 *%	2 *%	- -%	5 1% abe	3 2% abe	5 *%	2 *%	2 *%	5 *%	2 *%	5 *%	** **	3 2% bc	- -%	2 *%
2	10 *%	9 *%	8 *%	2 *%	1 *%	10 *%	7 *%	6 *%	10 *%	2 *%	10 *%	** **	9 7% bc	- -%	1 *%
3	14 1%	13 1%	10 1%	4 1%	1 1%	14 1%	9 *%	10 1%	14 1%	3 *%	14 1%	** **	6 5% bc	4 1%	4 *%
4	41 2%	37 2%	36 2%	5 1%	4 3%	41 2%	40 2%	28 2%	41 2%	10 2%	41 2%	** **	20 15% bc	15 3% c	7 *%
5	139 6%	122 6%	109 6%	30 8%	18 12%	139 6%	122 6%	83 6%	139 6%	18 4%	139 6%	** **	21 16% c	87 18% c	31 2%
6	220 10%	203 10%	182 10%	38 10%	17 11%	220 10%	201 10%	130 9%	220 10%	34 7%	220 10%	** **	25 19% c	112 24% c	82 5%
7	492 23%	450 22%	403 22%	89 24%	41 28%	492 23%	456 23%	344 23%	492 23%	90 18%	492 23%	** **	17 13%	133 28% a	342 22%
8	582 27%	558 28%	494 28%	88 24%	24 16%	582 27%	552 28%	407 27%	582 27%	138 27%	582 27%	** **	19 14%	69 14%	494 32% ab
9	305 14%	284 14%	252 14%	53 14%	21 14%	305 14%	287 14%	221 15%	305 14%	102 20% ace	305 14%	** **	6 5%	26 5%	273 18% ab
10 - Extremely satisfied	356 16%	338 17%	297 17%	59 16%	18 12%	356 16%	331 16%	267 18%	356 16%	113 22% ace	356 16%	** **	7 5%	29 6%	320 21% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?
Base: Those who have used any of the eight listed BBC websites or apps in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted row	2120	1996	1775	345	124	2120	1969	1469	2120	523	2120	-	147	450	1523
Effective Weighted Sample	1730	1628	1444	286	103	1730	1605	1198	1730	424	1730	-	116	375	1240
Total	2164	2017	1792	372	147	2164	2006	1498	2164	511	2164	-	133	475	1556
DISSATISFIED (1-4)	70	61	55	15	9	70	58	46	70	16	70	**	38	19	13
	3%	3%	3%	4%	6%	3%	3%	3%	3%	3%	3%	**	28%	4%	1%
													bc	c	
NEUTRAL (5-6)	359	325	291	68	34	359	322	214	359	52	359	**	46	199	113
	17%	16%	16%	18%	23%	17%	16%	14%	17%	10%	17%	**	35%	42%	7%
							d		d		d		c	c	
SATISFIED (7-10)	1735	1631	1446	289	104	1735	1626	1239	1735	442	1735	**	49	257	1429
	80%	81%	81%	78%	71%	80%	81%	83%	80%	87%	80%	**	37%	54%	92%
										ace				a	ab
Answered	2164	2017	1792	372	147	2164	2006	1498	2164	511	2164	**	133	475	1556
Mean score	7.7	7.7	7.7	7.6	7.2	7.7	7.7	7.8	7.7	8.1	7.7	**	5.8	6.7	8.2
		d	d			d				abce				a	ab
Standard deviation	1.63	1.60	1.60	1.79	1.90	1.63	1.59	1.60	1.63	1.59	1.63	**	2.18	1.49	1.34

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Extremely unfavourable	272 6%	141 7%	125 6%	17 4%	36 5%	37 5%	59 8% a	124 7%	42 4%	73 6%	51 7%	102 9% ab	223 6%	19 5%	19 9% a	11 9%
2	94 2%	53 3%	41 2%	6 1%	10 1%	16 2%	16 2%	45 3%	20 2%	32 2%	16 2%	26 2%	75 2%	10 3%	5 2%	5 4%
3	124 3%	60 3%	64 3%	16 4%	15 2%	22 3%	18 2%	53 3%	27 2%	31 2%	28 4%	38 3%	96 3%	13 3%	11 5% a	5 4%
4	152 4%	79 4%	71 3%	27 6% e	27 4%	30 4%	24 3%	44 3%	34 3%	42 3%	33 4%	43 4%	119 3%	17 5%	13 7% ad	3 2%
5	600 14%	275 13%	317 14%	89 20% de	127 17% e	104 15%	92 13%	187 11%	114 10%	194 15% a	122 16% a	169 15% a	516 14%	48 13%	23 11%	13 11%
6	477 11%	228 11%	244 11%	74 16% e	85 11%	80 11%	81 11%	158 9%	121 11%	133 10%	93 12%	130 12%	412 11%	35 10%	20 10%	9 8%
7	841 19%	401 19%	437 20%	90 20%	151 21%	136 19%	162 22%	302 18%	211 19%	290 22%	143 18%	196 18%	732 20% d	65 18% d	34 17% d	10 8%
8	796 18%	379 18%	410 19%	51 11%	124 17%	137 19% a	150 21% a	334 20% a	233 21% d	246 19%	147 19%	169 15%	661 18%	79 22% d	39 19%	17 14%
9	469 11%	221 11%	245 11%	38 8%	75 10%	74 10%	57 8%	225 13% d	156 14% bcd	126 10%	74 10%	111 10%	387 11%	46 13%	20 10%	15 12%
10 - Extremely favourable	513 12%	247 12%	260 12%	48 11%	87 12%	72 10%	66 9%	241 14% d	157 14% c	154 12%	67 9%	133 12%	428 12%	33 9%	20 10%	33 27% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
UNFAVOURABLE (1-4)	643	333	301	66	89	105	117	266	124	178	127	209	512	59	48	24
	15%	16%	14%	15%	12%	15%	16%	16%	11%	14%	16% a	19% ab	14%	16%	23% ab	20% a
NEUTRAL (5-6)	1076	503	560	163	212	184	172	345	235	328	215	299	928	83	43	22
	25%	24%	25%	36% cde	29% e	26% e	24%	20%	21%	25%	28% a	27% a	25% d	23%	21%	18%
FAVOURABLE (7-10)	2619	1248	1352	226	437	418	435	1102	758	815	431	609	2208	222	113	75
	60%	60%	61%	50%	59% a	59% a	60% a	64% a	68% bcd	62% d	56%	54%	61%	61%	55%	62%
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean score	6.7	6.6	6.7	6.4	6.7	6.6	6.5	6.8 a	7.1 bcd	6.7 d	6.4	6.4	6.7 c	6.6	6.3	6.9 c
Standard deviation	2.41	2.46	2.35	2.19	2.27	2.33	2.42	2.54	2.24	2.34	2.37	2.59	2.38	2.36	2.63	2.98

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Extremely unfavourable	272 6%	225 6%	47 8%	60 5%	206 7%	53 5%	213 7%	19 4%	29 5%	18 3%	53 5%	128 5%	130 8% a
2	94 2%	84 2%	10 2%	24 2%	71 2%	22 2%	72 2%	7 2%	12 2%	11 2%	22 2%	52 2%	42 2%
3	124 3%	111 3%	13 2%	38 3%	84 3%	30 3%	91 3%	12 3%	9 2%	15 3%	30 3%	60 2%	61 4%
4	152 4%	129 3%	23 4%	40 3%	108 4%	31 3%	114 4%	12 3%	15 3%	12 2%	31 3%	86 3%	63 4%
5	600 14%	533 14%	67 12%	180 14%	403 13%	159 14%	422 14%	64 15%	80 14%	68 13%	159 14%	337 13%	243 14%
6	477 11%	422 11%	55 10%	135 11%	333 11%	119 11%	349 11%	38 9%	56 10%	61 12%	119 11%	316 12% b	153 9%
7	841 19%	749 20%	93 16%	263 21%	557 19%	237 21%	583 19%	71 17%	128 22%	123 23%	237 21%	555 22% b	281 17%
8	796 18%	682 18%	114 20%	226 18%	560 19%	208 18%	576 18%	76 18%	112 19%	100 19%	208 18%	492 19%	283 17%
9	469 11%	407 11%	62 11%	147 12%	319 11%	139 12%	327 10%	65 15%	64 11%	55 11%	139 12%	260 10%	200 12%
10 - Extremely favourable	513 12%	429 11%	84 15%	144 11%	361 12%	132 12%	373 12%	58 14%	67 12%	62 12%	132 12%	274 11%	228 14%
UNFAVOURABLE (1-4)	643 15%	549 15%	94 17%	162 13%	469 16%	136 12%	490 16% a	49 12%	65 11%	56 11%	136 12%	326 13%	296 18% a
NEUTRAL (5-6)	1076 25%	954 25%	122 22%	315 25%	736 25%	279 25%	771 25%	101 24%	136 24%	129 25%	279 25%	653 26%	396 24%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
FAVOURABLE (7-10)	2619	2267	352	780	1796	716	1859	270	371	340	716	1580	991
	60%	60%	62%	62%	60%	63%	60%	64%	65%	65%	63%	62%	59%
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean score	6.7	6.7	6.7	6.8	6.6	6.8	6.6	7.0	6.8	6.9	6.8	6.7	6.6
Standard deviation	2.41	2.38	2.58	2.29	2.46	2.28	2.45	2.34	2.28	2.18	2.28	2.26	2.58

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Extremely unfavourable	272 6%	194 6%	171 6%	101 8%	78 9% abe	272 6%	84 2% cd	35 2%	22 1%	3 1%	108 3% bcd	164 30% abcde	272 42% bc	- -%	- -%
2	94 2%	77 2%	67 2%	27 2%	18 2%	94 2%	44 1%	16 1%	19 1%	3 *%	51 1%	43 8% abcde	94 15% bc	- -%	- -%
3	124 3%	104 3%	95 3%	29 2%	21 2%	124 3%	77 2%	47 2%	40 2%	3 1%	93 2% d	32 6% abcde	124 19% bc	- -%	- -%
4	152 4%	118 3%	105 3%	48 4%	34 4%	152 4%	86 2%	53 2%	53 2%	13 2%	107 3%	45 8% abcde	152 24% bc	- -%	- -%
5	600 14%	475 14%	431 14%	168 13%	124 15%	600 14%	370 11% d	209 9%	221 10% d	37 6%	425 11% d	175 32% abcde	- -%	600 56% ac	- -%
6	477 11%	396 11%	349 12%	128 10%	81 10%	477 11%	408 12% f	230 10% f	254 12% f	60 10%	443 12% f	33 6%	- -%	477 44% ac	- -%
7	841 19%	701 20%	598 20%	243 19%	141 17%	841 19%	775 22% f	484 22% f	519 24% df	107 18% f	817 22% f	25 5%	- -%	- -%	841 32% ab
8	796 18%	662 19%	570 19%	226 17%	133 16%	796 18%	750 21% f	474 21% f	457 21% f	126 22% f	779 21% f	17 3%	- -%	- -%	796 30% ab
9	469 11%	359 10%	302 10%	166 13%	109 13%	469 11%	452 13% f	327 15% f	282 13% f	108 18% acef	465 12% f	4 1%	- -%	- -%	469 18% ab
10 - Extremely favourable	513 12%	400 11%	346 11%	167 13%	113 13%	513 12%	479 14% f	370 16% aef	298 14% f	123 21% acef	504 13% f	9 2%	- -%	- -%	513 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
UNFAVOURABLE (1-4)	643	492	438	205	151	643	291	151	133	22	359	284	643	-	-
	15%	14%	14%	16%	18%	15%	8% cd	7%	6%	4%	9% bcd	52% abcde	100% bc	-%	-%
NEUTRAL (5-6)	1076	871	781	296	205	1076	778	439	475	97	868	208	-	1076	-
	25%	25%	26%	23%	24%	25%	22% d	20%	22%	17%	23% bd	38% abcde	-%	100% ac	-%
FAVOURABLE (7-10)	2619	2122	1816	802	496	2619	2456	1655	1556	463	2564	54	-	-	2619
	60%	61%	60%	62%	58%	60%	70% f	74% aef	72% ef	80% abcef	68% f	10%	-%	-%	100% ab
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean score	6.7	6.7	6.7	6.7	6.6	6.7	7.2 f	7.4 aef	7.3 ef	7.8 abcef	7.1 f	3.7	2.2	5.4 a	8.2 ab
Standard deviation	2.41	2.35	2.36	2.52	2.63	2.41	2.05	1.96	1.87	1.76	2.11	2.29	1.23	.50	1.11

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	543	277	260	50	75	98	77	243	101	145	97	197	318	65	87	73
Effective Weighted Sample	421	215	201	36	56	73	61	202	78	111	78	152	296	62	83	70
Total	489	252	230	38	62	74	93	222	90	136	93	166	392	42	34	21
Poor programming/ little of interest/ boring/ repetitive material (general)	150	67	81	**	**	**	**	73	22	29	**	63	123	**	**	**
	31%	27%	35%	**	**	**	**	33%	24%	22%	**	38% b	31%	**	**	**
BBC seen to have political/ social bias/ agenda-based/ woke	139	82	56	**	**	**	**	80	43	41	**	28	111	**	**	**
	28%	33%	24%	**	**	**	**	36%	48% d	30%	**	17%	28%	**	**	**
Do not watch/ listen to BBC/ use the BBC only a little	95	43	52	**	**	**	**	32	10	27	**	32	79	**	**	**
	19%	17%	23%	**	**	**	**	15%	12%	20%	**	19%	20%	**	**	**
Negative view of TV licence (general)	93	49	42	**	**	**	**	39	16	21	**	40	73	**	**	**
	19%	19%	18%	**	**	**	**	17%	18%	16%	**	24%	19%	**	**	**
Poor image of BBC (disreputable staff, corruption, not trusted)	70	36	32	**	**	**	**	25	12	15	**	22	56	**	**	**
	14%	14%	14%	**	**	**	**	11%	13%	11%	**	14%	14%	**	**	**
Poor value for money/ not worth the licence fee	37	20	16	**	**	**	**	19	6	10	**	13	28	**	**	**
	8%	8%	7%	**	**	**	**	9%	7%	8%	**	8%	7%	**	**	**
Poor news reporting/ mentions of fake news	33	19	14	**	**	**	**	19	11	8	**	5	20	**	**	**
	7%	7%	6%	**	**	**	**	9%	13% d	6%	**	3%	5%	**	**	**
Repeats/ nothing new	26	11	15	**	**	**	**	19	7	5	**	9	19	**	**	**
	5%	4%	7%	**	**	**	**	9%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	543	277	260	50	75	98	77	243	101	145	97	197	318	65	87	73
Effective Weighted Sample	421	215	201	36	56	73	61	202	78	111	78	152	296	62	83	70
Total	489	252	230	38	62	74	93	222	90	136	93	166	392	42	34	21
Preference for other channels/ other providers seen as better	21	9	12	**	**	**	**	6	3	7	**	5	18	**	**	**
	4%	4%	5%	**	**	**	**	3%	4%	5%	**	3%	5%	**	**	**
Old fashioned/ outdated	19	8	12	**	**	**	**	5	2	5	**	6	14	**	**	**
	4%	3%	5%	**	**	**	**	2%	2%	3%	**	4%	4%	**	**	**
Over-paid presenters/ unfair staff pay scales	14	7	7	**	**	**	**	12	5	5	**	2	10	**	**	**
	3%	3%	3%	**	**	**	**	6%	5%	4%	**	1%	3%	**	**	**
Poor quality of broadcasting staff	13	6	6	**	**	**	**	5	*	2	**	5	10	**	**	**
	3%	2%	3%	**	**	**	**	2%	*%	2%	**	3%	3%	**	**	**
BBC seen as not representative/ out of touch (general)	13	7	6	**	**	**	**	10	3	3	**	4	10	**	**	**
	3%	3%	2%	**	**	**	**	5%	4%	2%	**	3%	3%	**	**	**
Poor view of the elderly being charged the TV licence fee	8	2	5	**	**	**	**	5	1	2	**	6	8	**	**	**
	2%	1%	2%	**	**	**	**	2%	1%	1%	**	4%	2%	**	**	**
Dissatisfied with radio programming	7	2	6	**	**	**	**	4	1	1	**	5	7	**	**	**
	2%	1%	3%	**	**	**	**	2%	1%	1%	**	3%	2%	**	**	**
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7	4	3	**	**	**	**	2	2	2	**	3	5	**	**	**
	1%	2%	1%	**	**	**	**	1%	2%	1%	**	2%	1%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted row	543	277	260	50	75	98	77	243	101	145	97	197	318	65	87	73
Effective Weighted Sample	421	215	201	36	56	73	61	202	78	111	78	152	296	62	83	70
Total	489	252	230	38	62	74	93	222	90	136	93	166	392	42	34	21
Poor view of senior management team	4	2	1	**	**	**	**	2	2	*	**	1	3	**	**	**
	1%	1%	1%	**	**	**	**	1%	2%	*%	**	1%	1%	**	**	**
Poor representation of Scotland	3	1	2	**	**	**	**	1	1	-	**	1	-	**	**	**
	1%	*%	1%	**	**	**	**	1%	1%	-%	**	1%	-%	**	**	**
Technical issues with iPlayer/ BBC apps	1	1	-	**	**	**	**	-	-	-	**	-	1	**	**	**
	*%	*%	-%	**	**	**	**	-%	-%	-%	**	-%	*%	**	**	**
Negative impressions (general)	31	16	15	**	**	**	**	8	5	10	**	10	26	**	**	**
	6%	6%	6%	**	**	**	**	3%	5%	8%	**	6%	7%	**	**	**
Other	7	3	5	**	**	**	**	4	1	2	**	2	6	**	**	**
	1%	1%	2%	**	**	**	**	2%	1%	2%	**	1%	2%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	543	449	94	138	397	123	411	48	59	49	123	260	262
Effective Weighted Sample	421	352	70	100	313	88	324	34	42	36	88	196	210
Total	489	418	71	121	360	104	375	38	50	43	104	238	233
Poor programming/ little of interest/ boring/ repetitive material (general)	150	127	**	39	108	33	114	**	**	**	33	72	71
	31%	30%	**	32%	30%	32%	30%	**	**	**	32%	30%	31%
BBC seen to have political/ social bias/ agenda-based/ woke	139	108	**	18	117	17	118	**	**	**	17	64	72
	28%	26%	**	15%	33% a	16%	32% a	**	**	**	16%	27%	31%
Do not watch/ listen to BBC/ use the BBC only a little	95	79	**	34	59	29	63	**	**	**	29	53	39
	19%	19%	**	28% b	16%	28%	17%	**	**	**	28%	22%	17%
Negative view of TV licence (general)	93	81	**	27	65	24	68	**	**	**	24	43	49
	19%	19%	**	22%	18%	23%	18%	**	**	**	23%	18%	21%
Poor image of BBC (disreputable staff, corruption, not trusted)	70	60	**	18	50	17	52	**	**	**	17	36	33
	14%	14%	**	15%	14%	16%	14%	**	**	**	16%	15%	14%
Poor value for money/ not worth the licence fee	37	33	**	6	30	6	30	**	**	**	6	13	22
	8%	8%	**	5%	8%	6%	8%	**	**	**	6%	6%	9%
Poor news reporting/ mentions of fake news	33	30	**	7	23	6	24	**	**	**	6	16	16
	7%	7%	**	6%	7%	6%	7%	**	**	**	6%	7%	7%
Repeats/ nothing new	26	19	**	2	24	2	24	**	**	**	2	8	17
	5%	5%	**	2%	7%	2%	6%	**	**	**	2%	3%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	543	449	94	138	397	123	411	48	59	49	123	260	262
Effective Weighted Sample	421	352	70	100	313	88	324	34	42	36	88	196	210
Total	489	418	71	121	360	104	375	38	50	43	104	238	233
Preference for other channels/ other providers seen as better	21	19	**	8	11	8	11	**	**	**	8	15	6
	4%	5%	**	7%	3%	8%	3%	**	**	**	8%	6%	3%
Old fashioned/ outdated	19	17	**	7	13	7	13	**	**	**	7	11	8
	4%	4%	**	6%	4%	6%	3%	**	**	**	6%	5%	3%
Over-paid presenters/ unfair staff pay scales	14	12	**	2	12	*	14	**	**	**	*	3	10
	3%	3%	**	2%	3%	*%	4%	**	**	**	*%	1%	4%
Poor quality of broadcasting staff	13	12	**	4	9	4	9	**	**	**	4	6	5
	3%	3%	**	4%	2%	4%	2%	**	**	**	4%	3%	2%
BBC seen as not representative/ out of touch (general)	13	11	**	1	12	1	12	**	**	**	1	2	10
	3%	3%	**	1%	3%	1%	3%	**	**	**	1%	1%	4%
Poor view of the elderly being charged the TV licence fee	8	8	**	1	8	1	8	**	**	**	1	-	8
	2%	2%	**	1%	2%	1%	2%	**	**	**	1%	-%	4% a
Dissatisfied with radio programming	7	5	**	2	5	2	5	**	**	**	2	3	4
	2%	1%	**	2%	1%	2%	1%	**	**	**	2%	1%	2%
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7	6	**	1	6	1	6	**	**	**	1	4	3
	1%	2%	**	1%	2%	1%	2%	**	**	**	1%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted row	543	449	94	138	397	123	411	48	59	49	123	260	262
Effective Weighted Sample	421	352	70	100	313	88	324	34	42	36	88	196	210
Total	489	418	71	121	360	104	375	38	50	43	104	238	233
Poor view of senior management team	4	4	**	2	2	2	2	**	**	**	2	1	3
	1%	1%	**	1%	1%	2%	1%	**	**	**	2%	*%	1%
Poor representation of Scotland	3	3	**	-	3	-	3	**	**	**	-	1	1
	1%	1%	**	-%	1%	-%	1%	**	**	**	-%	1%	1%
Technical issues with iPlayer/ BBC apps	1	1	**	1	-	1	-	**	**	**	1	1	-
	*%	*%	**	1%	-%	1%	-%	**	**	**	1%	*%	-%
Negative impressions (general)	31	27	**	13	18	10	21	**	**	**	10	20	8
	6%	6%	**	11%	5%	9%	6%	**	**	**	9%	8%	3%
Other	7	7	**	3	4	1	4	**	**	**	1	2	6
	1%	2%	**	2%	1%	1%	1%	**	**	**	1%	1%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	~c	~d	e	f	a	~b	~c
Unweighted row	543	426	378	165	117	543	217	111	87	13	273	270	543	-	-
Effective Weighted Sample	421	324	286	135	97	421	175	86	68	10	216	205	421	-	-
Total	489	372	332	157	116	489	203	97	79	9	251	238	489	-	-
Poor programming/ little of interest/ boring/ repetitive material (general)	150	110	100	50	40	150	66	32	**	**	80	70	150	**	**
	31%	29%	30%	32%	34%	31%	32%	33%	**	**	32%	29%	31%	**	**
BBC seen to have political/ social bias/ agenda-based/ woke	139	114	99	40	25	139	71	23	**	**	84	55	139	**	**
	28%	31%	30%	26%	21%	28%	35%	24%	**	**	33%	23%	28%	**	**
Do not watch/ listen to BBC/ use the BBC only a little	95	62	56	39	33	95	15	13	**	**	25	70	95	**	**
	19%	17%	17%	25%	28%	19%	7%	14%	**	**	10%	29% abe	19%	**	**
Negative view of TV licence (general)	93	71	62	31	22	93	37	17	**	**	50	42	93	**	**
	19%	19%	19%	20%	19%	19%	18%	17%	**	**	20%	18%	19%	**	**
Poor image of BBC (disreputable staff, corruption, not trusted)	70	57	53	16	12	70	37	15	**	**	42	27	70	**	**
	14%	15%	16%	10%	10%	14%	18%	16%	**	**	17%	11%	14%	**	**
Poor value for money/ not worth the licence fee	37	25	22	15	12	37	13	6	**	**	19	18	37	**	**
	8%	7%	7%	10%	10%	8%	7%	7%	**	**	8%	8%	8%	**	**
Poor news reporting/ mentions of fake news	33	23	21	12	10	33	18	6	**	**	21	12	33	**	**
	7%	6%	6%	7%	8%	7%	9%	6%	**	**	8%	5%	7%	**	**
Repeats/ nothing new	26	21	17	9	5	26	18	4	**	**	20	7	26	**	**
	5%	6%	5%	6%	5%	5%	9%	4%	**	**	8%	3%	5%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	~c	~d	e	f	a	~b	~c
Unweighted row	543	426	378	165	117	543	217	111	87	13	273	270	543	-	-
Effective Weighted Sample	421	324	286	135	97	421	175	86	68	10	216	205	421	-	-
Total	489	372	332	157	116	489	203	97	79	9	251	238	489	-	-
Preference for other channels/ other providers seen as better	21	20	19	2	1	21	7	8	**	**	11	10	21	**	**
	4%	5%	6%	2%	1%	4%	4%	8%	**	**	4%	4%	4%	**	**
Old fashioned/ outdated	19	18	17	3	2	19	4	4	**	**	6	13	19	**	**
	4%	5%	5%	2%	1%	4%	2%	4%	**	**	3%	5%	4%	**	**
Over-paid presenters/ unfair staff pay scales	14	11	8	7	4	14	9	2	**	**	10	5	14	**	**
	3%	3%	2%	4%	3%	3%	4%	2%	**	**	4%	2%	3%	**	**
Poor quality of broadcasting staff	13	10	8	5	3	13	6	4	**	**	8	5	13	**	**
	3%	3%	2%	3%	3%	3%	3%	4%	**	**	3%	2%	3%	**	**
BBC seen as not representative/ out of touch (general)	13	11	10	3	2	13	9	1	**	**	9	3	13	**	**
	3%	3%	3%	2%	2%	3%	5%	1%	**	**	4%	1%	3%	**	**
Poor view of the elderly being charged the TV licence fee	8	4	4	4	4	8	6	3	**	**	7	2	8	**	**
	2%	1%	1%	3%	4%	2%	3%	3%	**	**	3%	1%	2%	**	**
Dissatisfied with radio programming	7	6	6	1	1	7	3	2	**	**	4	4	7	**	**
	2%	2%	2%	1%	1%	2%	1%	2%	**	**	2%	1%	2%	**	**
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7	7	5	2	-	7	5	*	**	**	6	2	7	**	**
	1%	2%	2%	1%	-%	1%	3%	*%	**	**	2%	1%	1%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	~c	~d	e	f	a	~b	~c
Unweighted row	543	426	378	165	117	543	217	111	87	13	273	270	543	-	-
Effective Weighted Sample	421	324	286	135	97	421	175	86	68	10	216	205	421	-	-
Total	489	372	332	157	116	489	203	97	79	9	251	238	489	-	-
Poor view of senior management team	4	4	4	-	-	4	2	4	**	**	4	-	4	**	**
	1%	1%	1%	-%	-%	1%	1%	4% f	**	**	2%	-%	1%	**	**
Poor representation of Scotland	3	3	2	1	-	3	1	1	**	**	1	2	3	**	**
	1%	1%	1%	*%	-%	1%	1%	1%	**	**	*%	1%	1%	**	**
Technical issues with iPlayer/ BBC apps	1	1	1	-	-	1	1	1	**	**	1	-	1	**	**
	*%	*%	*%	-%	-%	*%	*%	1%	**	**	*%	-%	*%	**	**
Negative impressions (general)	31	24	22	9	7	31	16	6	**	**	16	15	31	**	**
	6%	6%	7%	5%	6%	6%	8%	7%	**	**	6%	6%	6%	**	**
Other	7	4	4	3	3	7	4	4	**	**	5	2	7	**	**
	1%	1%	1%	2%	3%	1%	2%	4%	**	**	2%	1%	1%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1796	861	923	140	287	319	219	831	575	485	307	426	1171	223	180	222
Effective Weighted Sample	1453	703	739	111	236	260	178	683	465	395	252	343	1091	211	170	212
Total	1751	834	903	133	282	276	268	794	544	518	283	402	1457	153	78	64
Good quality content (general)	362	176	182	18	43	66	62	172	109	115	56	82	303	31	17	11
	21%	21%	20%	13%	15%	24%	23%	22%	20%	22%	20%	20%	21%	20%	21%	18%
Impartial/ trustworthy content/ reliable	261	131	130	20	48	39	36	118	102	79	37	41	228	16	11	6
	15%	16%	14%	15%	17%	14%	13%	15%	19% d	15%	13%	10%	16%	11%	14%	10%
Good quality news coverage	252	127	124	19	34	38	33	128	74	74	46	58	204	23	14	10
	14%	15%	14%	14%	12%	14%	12%	16%	14%	14%	16%	14%	14%	15%	19%	16%
Good range of programmes/ variety	226	97	129	18	42	33	42	91	71	77	39	40	186	22	11	7
	13%	12%	14%	13%	15%	12%	16%	11%	13%	15%	14%	10%	13%	15%	14%	10%
Programmes of interest	194	77	115	8	23	22	21	120	42	54	33	65	165	18	7	4
	11%	9%	13%	6%	8%	8%	8%	15% abc	8%	10%	12%	16% a	11%	12%	9%	6%
Good quality non-factual/ drama/ entertainment/ music content	183	64	117	6	25	29	33	90	48	59	28	48	143	18	14	8
	10%	8%	13% a	5%	9%	10%	12%	11%	9%	11%	10%	12%	10%	12%	17% a	13%
The BBC provides a good service (general)	122	63	58	9	27	18	27	41	50	39	12	21	105	8	4	4
	7%	8%	6%	7%	10%	7%	10%	5%	9%	7%	4%	5%	7%	5%	6%	7%
Good quality factual/ informative/ educational content	120	53	67	3	20	20	16	61	33	38	16	33	91	13	10	5
	7%	6%	7%	2%	7%	7%	6%	8%	6%	7%	6%	8%	6%	9%	13% a	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1796	861	923	140	287	319	219	831	575	485	307	426	1171	223	180	222
Effective Weighted Sample	1453	703	739	111	236	260	178	683	465	395	252	343	1091	211	170	212
Total	1751	834	903	133	282	276	268	794	544	518	283	402	1457	153	78	64
National institution/ global reputation/ source of national pride	87 5%	47 6%	39 4%	5 4%	17 6% d	10 4%	3 1%	52 7% d	24 4%	26 5%	12 4%	25 6%	79 5%	6 4%	1 1%	1 2%
Accessible range of content/ services/ iPlayer/ apps	86 5%	34 4%	50 6%	10 8% e	14 5%	20 7% e	22 8% e	20 3%	26 5%	22 4%	16 6%	21 5%	68 5%	10 7%	4 5%	4 7%
Good quality radio/ enjoy listening	83 5%	40 5%	42 5%	4 3%	3 1%	4 1%	21 8% bc	52 6% bc	28 5%	22 4%	14 5%	19 5%	67 5%	5 3%	6 7%	6 9% ab
Positive impressions but room for improvement/ prefer other channels	76 4%	35 4%	39 4%	6 5%	12 4%	11 4%	11 4%	36 5%	24 4%	14 3%	18 6%	19 5%	61 4%	8 5%	3 3%	4 6%
No advertising	67 4%	32 4%	33 4%	5 4%	7 3%	10 4%	2 1%	42 5%	24 4%	20 4%	10 4%	13 3%	51 4%	10 6% d	5 7% d	1 1%
Good quantity of content/ volume	58 3%	19 2%	37 4%	3 2%	7 3%	14 5%	10 4%	24 3%	18 3%	20 4%	10 4%	10 2%	52 4%	4 3%	2 2%	1 1%
Good sports coverage	36 2%	30 4% b	6 1%	2 2%	4 2%	4 1%	3 1%	23 3%	7 1%	10 2%	5 2%	14 3%	24 2%	6 4%	4 5% a	1 2%
Positive impressions but mentions of bias	35 2%	23 3%	12 1%	1 1%	6 2%	4 1%	6 2%	18 2%	14 3%	13 3%	3 1%	4 1%	31 2%	2 1%	2 2%	1 1%
Good presenters/ broadcasters	35 2%	20 2%	14 2%	1 1%	4 1%	1 *%	7 3%	21 3%	15 3%	7 1%	7 3%	6 1%	29 2%	3 2%	3 3%	* 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	1796	861	923	140	287	319	219	831	575	485	307	426	1171	223	180	222
Effective Weighted Sample	1453	703	739	111	236	260	178	683	465	395	252	343	1091	211	170	212
Total	1751	834	903	133	282	276	268	794	544	518	283	402	1457	153	78	64
Mentions of having to pay licence fee/ cost (negative)	29	10	20	-	2	9	4	14	8	10	6	6	22	2	1	4
	2%	1%	2%	-%	1%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	7% ab
Positive impressions but not enough variety	28	9	19	*	1	7	4	16	10	7	2	9	24	2	2	*
	2%	1%	2%	*%	*%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%
Good value for money/ satisfied with cost	24	18	6	-	2	2	4	16	7	8	5	3	20	3	*	1
	1%	2%	1%	-%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%
Positive impressions (general)	188	99	85	28	39	22	21	78	65	49	27	46	157	17	6	7
	11%	12%	9%	21% cde	14%	8%	8%	10%	12%	9%	10%	11%	11%	11%	8%	11%
Other	84	38	45	6	22	14	8	33	30	19	15	18	74	6	2	3
	5%	5%	5%	5%	8%	5%	3%	4%	6%	4%	5%	4%	5%	4%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1796	1482	314	520	1260	479	1300	201	252	212	479	1017	737
Effective Weighted Sample	1453	1210	249	415	1024	384	1054	165	201	166	384	812	607
Total	1751	1497	254	508	1225	471	1260	198	238	211	471	1010	703
Good quality content (general)	362	310	53	92	269	90	271	46	50	37	90	217	140
	21%	21%	21%	18%	22%	19%	21%	23%	21%	18%	19%	21%	20%
Impartial/ trustworthy content/ reliable	261	234	27	78	182	70	188	25	38	31	70	156	103
	15%	16%	11%	15%	15%	15%	15%	13%	16%	15%	15%	15%	15%
Good quality news coverage	252	225	26	64	185	56	193	28	28	29	56	139	108
	14%	15%	10%	13%	15%	12%	15%	14%	12%	14%	12%	14%	15%
Good range of programmes/ variety	226	190	36	71	155	68	158	25	36	35	68	125	98
	13%	13%	14%	14%	13%	14%	13%	12%	15%	17%	14%	12%	14%
Programmes of interest	194	166	28	32	162	31	163	11	17	10	31	91	98
	11%	11%	11%	6%	13%	7%	13%	6%	7%	5%	7%	9%	14%
					a		a						a
Good quality non-factual/ drama/ entertainment/ music content	183	152	31	50	132	46	136	21	19	21	46	111	69
	10%	10%	12%	10%	11%	10%	11%	10%	8%	10%	10%	11%	10%
The BBC provides a good service (general)	122	102	20	47	72	43	76	13	21	21	43	84	34
	7%	7%	8%	9%	6%	9%	6%	6%	9%	10%	9%	8%	5%
Good quality factual/ informative/ educational content	120	96	24	35	85	32	87	18	17	17	32	64	55
	7%	6%	10%	7%	7%	7%	7%	9%	7%	8%	7%	6%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1796	1482	314	520	1260	479	1300	201	252	212	479	1017	737
Effective Weighted Sample	1453	1210	249	415	1024	384	1054	165	201	166	384	812	607
Total	1751	1497	254	508	1225	471	1260	198	238	211	471	1010	703
National institution/ global reputation/ source of national pride	87	78	10	14	74	13	74	6	6	8	13	43	43
	5%	5%	4%	3%	6% a	3%	6%	3%	2%	4%	3%	4%	6%
Accessible range of content/ services/ iPlayer/ apps	86	73	13	29	54	26	56	11	11	14	26	57	28
	5%	5%	5%	6%	4%	6%	4%	6%	5%	6%	6%	6%	4%
Good quality radio/ enjoy listening	83	72	11	12	71	11	72	2	5	8	11	35	45
	5%	5%	4%	2%	6% a	2%	6% a	1%	2%	4%	2%	3%	6% a
Positive impressions but room for improvement/ prefer other channels	76	68	8	25	51	21	55	9	9	9	21	42	30
	4%	5%	3%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%
No advertising	67	51	16	19	48	16	51	8	8	4	16	31	34
	4%	3%	6%	4%	4%	3%	4%	4%	3%	2%	3%	3%	5%
Good quantity of content/ volume	58	51	7	15	43	15	43	10	11	5	15	35	24
	3%	3%	3%	3%	4%	3%	3%	5%	5%	2%	3%	3%	3%
Good sports coverage	36	29	7	5	30	4	32	3	*	*	4	17	16
	2%	2%	3%	1%	2%	1%	3%	2%	*%	*%	1%	2%	2%
Positive impressions but mentions of bias	35	32	3	8	25	7	26	2	3	2	7	22	12
	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%
Good presenters/ broadcasters	35	29	5	4	31	4	31	1	3	-	4	15	19
	2%	2%	2%	1%	3%	1%	2%	1%	1%	-%	1%	2%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	1796	1482	314	520	1260	479	1300	201	252	212	479	1017	737
Effective Weighted Sample	1453	1210	249	415	1024	384	1054	165	201	166	384	812	607
Total	1751	1497	254	508	1225	471	1260	198	238	211	471	1010	703
Mentions of having to pay licence fee/ cost (negative)	29	20	9	10	19	10	19	3	5	5	10	19	10
	2%	1%	4%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%
Positive impressions but not enough variety	28	23	5	5	23	3	25	-	1	3	3	17	10
	2%	2%	2%	1%	2%	1%	2%	-%	*%	1%	1%	2%	1%
Good value for money/ satisfied with cost	24	22	2	5	19	5	19	1	2	2	5	14	10
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Positive impressions (general)	188	158	30	57	125	51	131	22	22	23	51	107	77
	11%	11%	12%	11%	10%	11%	10%	11%	9%	11%	11%	11%	11%
Other	84	71	12	34	50	30	54	15	14	11	30	49	30
	5%	5%	5%	7%	4%	6%	4%	8%	6%	5%	6%	5%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	1796	1463	1256	540	333	1796	1703	1185	1053	373	1769	27	-	-	1796
Effective Weighted Sample	1453	1177	1004	449	277	1453	1377	956	851	298	1431	22	-	-	1453
Total	1751	1401	1199	553	351	1751	1659	1157	1027	351	1725	26	-	-	1751
Good quality content (general)	362	308	260	102	54	362	355	236	220	83	357	**	**	**	362
	21%	22%	22%	18%	15%	21%	21%	20%	21%	24%	21%	**	**	**	21%
Impartial/ trustworthy content/ reliable	261	212	175	86	49	261	252	177	170	52	260	**	**	**	261
	15%	15%	15%	16%	14%	15%	15%	15%	17%	15%	15%	**	**	**	15%
Good quality news coverage	252	174	145	107	78	252	239	165	146	44	251	**	**	**	252
	14%	12%	12%	19% ab	22% abe	14%	14%	14%	14%	13%	15%	**	**	**	14%
Good range of programmes/ variety	226	197	167	59	29	226	218	151	141	52	224	**	**	**	226
	13%	14% d	14%	11%	8%	13%	13%	13%	14%	15%	13%	**	**	**	13%
Programmes of interest	194	142	116	78	52	194	187	119	83	26	194	**	**	**	194
	11%	10%	10%	14%	15%	11%	11%	10%	8%	7%	11%	**	**	**	11%
Good quality non-factual/ drama/ entertainment/ music content	183	148	124	59	35	183	177	122	103	40	181	**	**	**	183
	10%	11%	10%	11%	10%	10%	11%	11%	10%	11%	10%	**	**	**	10%
The BBC provides a good service (general)	122	109	94	28	13	122	118	92	86	31	120	**	**	**	122
	7%	8%	8%	5%	4%	7%	7%	8%	8%	9%	7%	**	**	**	7%
Good quality factual/ informative/ educational content	120	78	65	55	42	120	117	75	67	24	119	**	**	**	120
	7%	6%	5%	10% ab	12% abe	7%	7%	6%	7%	7%	7%	**	**	**	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	1796	1463	1256	540	333	1796	1703	1185	1053	373	1769	27	-	-	1796
Effective Weighted Sample	1453	1177	1004	449	277	1453	1377	956	851	298	1431	22	-	-	1453
Total	1751	1401	1199	553	351	1751	1659	1157	1027	351	1725	26	-	-	1751
National institution/ global reputation/ source of national pride	87	58	49	38	29	87	84	62	47	20	86	**	**	**	87
	5%	4%	4%	7%	8% ab	5%	5%	5%	5%	6%	5%	**	**	**	5%
Accessible range of content/ services/ iPlayer/ apps	86	79	67	19	7	86	81	50	64	27	84	**	**	**	86
	5%	6%	6%	3%	2%	5%	5%	4%	6%	8%	5%	**	**	**	5%
Good quality radio/ enjoy listening	83	54	43	41	30	83	72	79	44	22	82	**	**	**	83
	5%	4%	4%	7% ab	9% ab	5%	4%	7% a	4%	6%	5%	**	**	**	5%
Positive impressions but room for improvement/ prefer other channels	76	62	55	21	15	76	70	47	35	10	74	**	**	**	76
	4%	4%	5%	4%	4%	4%	4%	4%	3%	3%	4%	**	**	**	4%
No advertising	67	56	49	18	11	67	66	44	36	10	67	**	**	**	67
	4%	4%	4%	3%	3%	4%	4%	4%	3%	3%	4%	**	**	**	4%
Good quantity of content/ volume	58	48	44	15	10	58	55	37	34	18	58	**	**	**	58
	3%	3%	4%	3%	3%	3%	3%	3%	3%	5%	3%	**	**	**	3%
Good sports coverage	36	23	20	15	13	36	33	24	20	7	36	**	**	**	36
	2%	2%	2%	3%	4%	2%	2%	2%	2%	2%	2%	**	**	**	2%
Positive impressions but mentions of bias	35	33	25	10	2	35	32	24	25	9	35	**	**	**	35
	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	**	**	**	2%
Good presenters/ broadcasters	35	19	18	17	15	35	33	30	20	4	35	**	**	**	35
	2%	1%	1%	3%	4% ab	2%	2%	3%	2%	1%	2%	**	**	**	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?
Base: Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted row	1796	1463	1256	540	333	1796	1703	1185	1053	373	1769	27	-	-	1796
Effective Weighted Sample	1453	1177	1004	449	277	1453	1377	956	851	298	1431	22	-	-	1453
Total	1751	1401	1199	553	351	1751	1659	1157	1027	351	1725	26	-	-	1751
Mentions of having to pay licence fee/ cost (negative)	29	27	24	6	2	29	24	15	16	7	26	**	**	**	29
	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	**	**	**	2%
Positive impressions but not enough variety	28	23	22	6	5	28	27	17	15	4	28	**	**	**	28
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	**	**	**	2%
Good value for money/ satisfied with cost	24	21	18	6	3	24	24	19	19	10	24	**	**	**	24
	1%	1%	2%	1%	1%	1%	1%	2%	2%	3%	1%	**	**	**	1%
Positive impressions (general)	188	163	138	49	24	188	182	135	129	51	185	**	**	**	188
	11%	12%	12%	9%	7%	11%	11%	12%	13%	14%	11%	**	**	**	11%
Other	84	68	63	20	15	84	72	50	52	14	78	**	**	**	84
	5%	5%	5%	4%	4%	5%	4%	4%	5%	4%	5%	**	**	**	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 190

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	180 4%	92 4%	82 4%	10 2%	18 2%	27 4%	50 7% ab	75 4%	35 3%	48 4%	43 6%	53 5%	148 4%	13 3%	12 6%	7 6%
2	60 1%	37 2%	23 1%	5 1%	6 1%	6 1%	17 2%	27 2%	19 2%	11 1%	13 2%	16 1%	50 1%	3 1%	4 2%	3 2%
3	104 2%	47 2%	53 2%	7 1%	17 2%	17 2%	14 2%	49 3%	22 2%	29 2%	13 2%	39 4%	85 2%	9 2%	6 3%	3 3%
4	99 2%	51 2%	44 2%	16 3%	17 2%	25 3% e	15 2%	27 2%	30 3%	27 2%	19 2%	23 2%	75 2%	15 4% a	7 3%	3 2%
5	326 8%	163 8%	158 7%	45 10%	58 8%	44 6%	65 9%	114 7%	66 6%	97 7%	68 9%	94 8%	268 7%	26 7%	26 13% abd	6 5%
6	389 9%	195 9%	190 9%	62 14% de	76 10%	72 10%	55 8%	123 7%	84 8%	113 9%	71 9%	121 11%	342 9% d	24 7%	17 8%	6 5%
7	679 16%	326 16%	349 16%	79 17%	114 16%	118 17%	129 18%	239 14%	171 15%	238 18%	107 14%	162 15%	593 16% d	45 12%	30 15%	11 9%
8	902 21%	451 22%	446 20%	69 15%	138 19%	150 21%	166 23% a	378 22% a	238 21%	295 22% d	170 22%	196 18%	747 20%	88 24%	44 22%	23 19%
9	594 14%	270 13%	319 14%	58 13%	94 13%	88 13%	97 13%	256 15%	174 16%	175 13%	116 15%	130 12%	480 13%	64 17%	28 14%	23 19% a
10 - Extremely well	744 17%	345 17%	398 18%	58 13%	134 18% d	124 18% d	86 12%	342 20% ad	248 22% bcd	209 16%	100 13%	187 17%	628 17%	61 17%	25 12%	30 25% abc
Don t know	261 6%	107 5%	150 7%	48 10% cde	64 9% cde	35 5%	29 4%	84 5%	29 3%	79 6% a	53 7% a	96 9% a	232 6% c	18 5%	4 2%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	443	227	203	38	58	75	95	177	106	115	87	131	359	39	30	16
	10%	11%	9%	8%	8%	11%	13%	10%	9%	9%	11%	12%	10%	11%	14%	13%
							b								a	
NEUTRAL (5-6)	715	358	348	107	135	116	121	237	151	210	140	214	610	49	43	13
	16%	17%	16%	23%	18%	16%	17%	14%	13%	16%	18%	19%	17%	14%	21%	10%
				ce								a	d		bd	
POSITIVE VIEW (7-10)	2920	1393	1513	264	481	481	479	1214	832	917	493	675	2449	258	127	87
	67%	67%	68%	58%	65%	68%	66%	71%	74%	69%	64%	60%	67%	71%	62%	71%
						a		a	cd	d				c		c
MOST NEGATIVE (1-2)	240	129	106	15	23	33	67	102	54	59	56	69	199	16	16	9
	6%	6%	5%	3%	3%	5%	9%	6%	5%	4%	7%	6%	5%	4%	8%	8%
							abc	b								
MOST POSITIVE (9-10)	1339	615	718	115	229	213	184	598	423	383	216	317	1108	125	53	53
	31%	29%	32%	25%	31%	30%	25%	35%	38%	29%	28%	28%	30%	34%	26%	44%
								ad	bcd					c		abc
Answered	4077	1978	2064	408	673	672	696	1629	1088	1242	720	1020	3417	346	199	115
Mean score	7.3	7.2	7.4	7.1	7.4	7.3	6.9	7.4	7.6	7.3	7.1	7.1	7.3	7.4	6.8	7.5
					d	d		d	cd				c	c		c
Standard deviation	2.32	2.34	2.27	2.10	2.15	2.26	2.46	2.37	2.25	2.19	2.39	2.43	2.30	2.25	2.46	2.60

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	180	141	38	35	138	31	141	11	15	12	31	94	82
	4%	4%	7% a	3%	5%	3%	5%	3%	3%	2%	3%	4%	5%
2	60	53	7	12	48	12	48	1	6	6	12	31	26
	1%	1%	1%	1%	2%	1%	2%	*%	1%	1%	1%	1%	2%
3	104	91	12	23	79	19	83	8	7	7	19	48	52
	2%	2%	2%	2%	3%	2%	3%	2%	1%	1%	2%	2%	3%
4	99	84	15	30	68	21	75	10	7	7	21	55	43
	2%	2%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%
5	326	289	37	96	226	86	235	32	37	38	86	179	136
	8%	8%	6%	8%	8%	8%	8%	8%	6%	7%	8%	7%	8%
6	389	347	42	102	275	88	288	29	51	39	88	247	134
	9%	9%	7%	8%	9%	8%	9%	7%	9%	7%	8%	10%	8%
7	679	604	75	215	453	195	471	62	113	90	195	450	216
	16%	16%	13%	17%	15%	17%	15%	15%	20%	17%	17%	18% b	13%
8	902	763	139	247	638	227	658	74	98	129	227	561	328
	21%	20%	24%	20%	21%	20%	21%	18%	17%	25% b	20%	22%	19%
9	594	519	76	182	408	163	425	72	88	66	163	346	232
	14%	14%	13%	14%	14%	14%	14%	17%	15%	13%	14%	14%	14%
10 - Extremely well	744	636	109	230	501	217	513	89	112	101	217	422	312
	17%	17%	19%	18%	17%	19%	16%	21%	20%	19%	19%	16%	19%
Don t know	261	242	19	86	166	71	181	32	38	27	71	126	122
	6%	6% b	3%	7%	6%	6%	6%	8%	7%	5%	6%	5%	7% a
NEGATIVE VIEW (1-4)	443	370	73	100	333	82	347	30	35	33	82	227	204
	10%	10%	13%	8%	11% a	7%	11% a	7%	6%	6%	7%	9%	12% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	715	636	78	197	501	174	523	61	88	78	174	427	270
	16%	17%	14%	16%	17%	15%	17%	15%	15%	15%	15%	17%	16%
POSITIVE VIEW (7-10)	2920	2522	397	874	2000	803	2068	297	411	387	803	1779	1088
	67%	67%	70%	70%	67%	71%	66%	71%	72%	74%	71%	70%	65%
						b						b	
MOST NEGATIVE (1-2)	240	195	45	47	186	43	189	12	21	18	43	125	108
	6%	5%	8%	4%	6%	4%	6%	3%	4%	4%	4%	5%	6%
			a		a		a						
MOST POSITIVE (9-10)	1339	1154	184	412	908	380	939	161	200	167	380	768	544
	31%	31%	32%	33%	30%	34%	30%	38%	35%	32%	34%	30%	32%
Answered	4077	3528	549	1171	2835	1060	2939	388	534	498	1060	2433	1561
Mean score	7.3	7.3	7.3	7.5	7.2	7.5	7.2	7.7	7.6	7.6	7.5	7.3	7.2
				b		b							
Standard deviation	2.32	2.28	2.51	2.16	2.37	2.14	2.36	2.15	2.10	2.06	2.14	2.21	2.47

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	180 4%	126 4%	112 4%	68 5%	54 6% ab	180 4%	71 2%	33 1%	24 1%	4 1%	88 2% c	91 17% abcde	159 25% bc	13 1% c	8 *%
2	60 1%	50 1%	41 1%	19 1%	11 1%	60 1%	28 1%	17 1%	10 *%	3 *%	37 1%	24 4% abcde	50 8% bc	7 1%	4 *%
3	104 2%	81 2%	68 2%	35 3%	23 3%	104 2%	66 2%	31 1%	31 1%	6 1%	76 2%	28 5% abcde	78 12% bc	13 1%	12 *%
4	99 2%	80 2%	69 2%	30 2%	19 2%	99 2%	73 2%	47 2%	47 2%	15 3%	85 2%	15 3%	42 6% c	40 4% c	18 1%
5	326 8%	261 7%	222 7%	104 8%	64 8%	326 8%	198 6%	132 6%	119 6%	22 4%	233 6%	93 17% abcde	88 14% c	179 17% c	59 2%
6	389 9%	326 9% c	303 10% c	86 7%	63 7%	389 9%	312 9% d	176 8%	205 9% d	31 5%	351 9% d	38 7%	42 7%	211 20% ac	136 5%
7	679 16%	572 16%	496 16%	183 14%	107 13%	679 16%	613 17% f	382 17% f	374 17% f	99 17% f	642 17% f	37 7%	44 7%	203 19% a	432 17% a
8	902 21%	727 21%	621 20%	281 22%	175 21%	902 21%	829 24% f	524 23% f	513 24% f	133 23% f	870 23% f	32 6%	34 5%	173 16% a	695 27% ab
9	594 14%	466 13%	413 14%	181 14%	128 15%	594 14%	561 16% f	360 16% f	372 17% f	88 15% f	583 15% f	11 2%	12 2%	52 5% a	530 20% ab
10 - Extremely well	744 17%	618 18%	526 17%	218 17%	126 15%	744 17%	699 20% f	502 22% ef	444 21% f	173 30% abcef	726 19% f	19 3%	17 3%	46 4%	682 26% ab
Don t know	261 6%	178 5%	163 5%	97 7% a	83 10% abe	261 6%	76 2%	43 2%	26 1%	9 2%	102 3% c	159 29% abcde	77 12% c	141 13% c	43 2%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 190

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	443	337	290	153	106	443	237	128	112	28	285	158	329	73	41
	10%	10%	10%	12%	12%	10%	7%	6%	5%	5%	8% c	29% abcde	51% bc	7% c	2%
NEUTRAL (5-6)	715	587	525	190	127	715	511	308	324	53	584	131	130	390	195
	16%	17%	17%	15%	15%	16%	14% d	14% d	15% d	9%	15% d	24% abcde	20% c	36% ac	7%
POSITIVE VIEW (7-10)	2920	2384	2056	863	536	2920	2702	1767	1702	492	2821	99	106	473	2340
	67%	68% d	68%	66%	63%	67%	77% f	79% ef	79% ef	85% abcef	74% f	18%	17%	44% a	89% ab
MOST NEGATIVE (1-2)	240	176	153	87	64	240	98	50	34	7	125	115	209	20	11
	6%	5%	5%	7%	8%	6%	3% c	2%	2%	1%	3% c	21% abcde	33% bc	2% c	*%
MOST POSITIVE (9-10)	1339	1084	939	399	254	1339	1260	862	816	261	1309	30	29	98	1212
	31%	31%	31%	31%	30%	31%	36% f	38% ef	38% f	45% acef	35% f	5%	4%	9% a	46% ab
Answered	4077	3308	2872	1206	769	4077	3450	2204	2138	573	3690	387	566	936	2576
Mean score	7.3	7.3	7.3	7.2	7.1	7.3	7.7 f	7.8 ef	7.8 ef	8.1 abcef	7.6 f	4.6	3.9	6.5 a	8.3 ab
Standard deviation	2.32	2.26	2.26	2.44	2.52	2.32	2.01	1.94	1.86	1.81	2.07	2.72	2.59	1.71	1.47

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	141 3%	70 3%	67 3%	10 2%	12 2%	21 3%	45 6% abce	53 3%	24 2%	35 3%	36 5% a	44 4%	113 3%	11 3%	11 5%	6 5%
2	49 1%	29 1%	19 1%	4 1%	6 1%	5 1%	13 2%	21 1%	14 1%	11 1%	4 1%	19 2%	41 1%	2 1%	3 2%	3 2%
3	72 2%	41 2%	31 1%	2 1%	13 2%	12 2%	10 1%	34 2%	20 2%	24 2%	9 1%	19 2%	56 2%	7 2%	6 3%	3 2%
4	116 3%	53 3%	61 3%	16 3%	13 2%	22 3%	16 2%	49 3%	22 2%	24 2%	26 3%	45 4% ab	94 3%	11 3%	8 4%	3 2%
5	388 9%	196 9%	187 8%	48 10%	68 9%	58 8%	58 8%	156 9%	76 7%	123 9%	86 11% a	103 9%	326 9%	31 8%	25 12% d	8 6%
6	466 11%	232 11%	230 10%	78 17% de	85 11%	84 12%	71 10%	148 9%	109 10%	148 11%	84 11%	125 11%	402 11% d	33 9%	24 12% d	7 6%
7	804 19%	383 18%	417 19%	87 19%	110 15%	139 20%	167 23% be	302 18%	198 18%	267 20%	156 20%	179 16%	701 19% d	55 15%	33 16%	15 12%
8	919 21%	445 21%	466 21%	86 19%	164 22%	133 19%	152 21%	384 22%	270 24% d	302 23% d	149 19%	197 18%	758 21%	96 26% ac	39 19%	25 21%
9	448 10%	220 11%	227 10%	29 6%	85 12% a	70 10%	69 10%	195 11% a	145 13% b	117 9%	76 10%	110 10%	364 10%	47 13%	16 8%	22 18% ac
10 - Extremely well	527 12%	238 11%	284 13%	46 10%	105 14% d	103 15% d	63 9%	210 12%	178 16% cd	158 12%	70 9%	122 11%	450 12%	33 9%	23 11%	21 17% abc
Don t know	407 9%	177 9%	226 10%	49 11%	76 10%	59 8%	60 8%	162 9%	62 6%	111 8%	78 10% a	153 14% ab	344 9%	37 10%	16 8%	9 7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	378	193	177	32	44	61	84	157	80	94	74	126	305	31	28	14
	9%	9%	8%	7%	6%	9%	12% b	9%	7%	7%	10%	11% ab	8%	9%	14% ab	12%
NEUTRAL (5-6)	855	428	417	126	153	142	129	304	184	271	171	229	727	64	48	15
	20%	21%	19%	28% cde	21%	20%	18%	18%	16%	21%	22% a	20%	20% d	18%	24% d	13%
POSITIVE VIEW (7-10)	2698	1286	1394	248	464	445	451	1090	790	845	451	609	2273	232	111	83
	62%	62%	63%	54%	63% a	63% a	62%	64% a	71% bcd	64% d	58%	55%	62% c	64% c	55%	68% c
MOST NEGATIVE (1-2)	190	99	86	14	18	26	58	74	39	46	40	62	155	13	14	9
	4%	5%	4%	3%	2%	4%	8% abce	4%	3%	3%	5%	6%	4%	4%	7%	7%
MOST POSITIVE (9-10)	975	458	511	75	190	174	132	404	323	275	145	232	814	80	39	43
	22%	22%	23%	16%	26% ad	25% a	18%	24% a	29% bcd	21%	19%	21%	22%	22%	19%	35% abc
Answered	3931	1907	1988	406	661	648	664	1551	1055	1210	696	964	3304	327	188	112
Mean score	7.1	7.0	7.2	6.9	7.4 ad	7.2 d	6.8	7.2 d	7.4 bcd	7.1 cd	6.9	6.9	7.1 c	7.2 c	6.7	7.4 c
Standard deviation	2.14	2.15	2.10	1.94	2.00	2.13	2.30	2.16	2.04	2.02	2.17	2.28	2.11	2.06	2.37	2.46

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	141 3%	106 3%	35 6% a	25 2%	110 4%	18 2%	117 4% a	4 1%	13 2%	5 1%	18 2%	81 3%	55 3%
2	49 1%	43 1%	6 1%	14 1%	36 1%	14 1%	36 1%	4 1%	6 1%	6 1%	14 1%	24 1%	23 1%
3	72 2%	67 2%	5 1%	15 1%	55 2%	15 1%	56 2%	6 1%	7 1%	6 1%	15 1%	40 2%	31 2%
4	116 3%	95 3%	21 4%	31 2%	83 3%	24 2%	90 3%	6 2%	9 2%	13 3%	24 2%	53 2%	57 3%
5	388 9%	336 9%	52 9%	97 8%	286 10%	85 7%	296 9%	23 6%	33 6%	49 9%	85 7%	202 8%	176 10% a
6	466 11%	415 11%	51 9%	141 11%	320 11%	121 11%	337 11%	44 11%	68 12%	56 11%	121 11%	299 12%	158 9%
7	804 19%	698 19%	106 19%	231 18%	552 18%	211 19%	572 18%	67 16%	113 20%	108 21%	211 19%	524 20% b	270 16%
8	919 21%	798 21%	120 21%	277 22%	623 21%	254 22%	643 21%	84 20%	123 21%	130 25%	254 22%	564 22%	339 20%
9	448 10%	400 11%	48 8%	145 12%	300 10%	130 11%	316 10%	63 15% c	64 11%	45 9%	130 11%	271 11%	166 10%
10 - Extremely well	527 12%	449 12%	78 14%	172 14%	348 12%	163 14%	357 11%	74 18%	88 15%	68 13%	163 14%	312 12%	209 12%
Don t know	407 9%	362 10%	45 8%	108 9%	289 10%	97 9%	299 10%	44 11%	50 9%	39 7%	97 9%	191 7%	199 12% a
NEGATIVE VIEW (1-4)	378 9%	311 8%	68 12% a	85 7%	284 9%	70 6%	298 10% a	21 5%	34 6%	30 6%	70 6%	198 8%	167 10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	855	751	103	239	605	206	634	68	100	104	206	501	334
	20%	20%	18%	19%	20%	18%	20%	16%	17%	20%	18%	20%	20%
POSITIVE VIEW (7-10)	2698	2346	352	826	1823	758	1888	287	388	352	758	1670	984
	62%	62%	62%	66% b	61%	67% b	61%	68%	68%	67%	67%	65% b	58%
MOST NEGATIVE (1-2)	190	149	41	39	146	31	152	8	19	10	31	105	79
	4%	4%	7% a	3%	5%	3%	5% a	2%	3%	2%	3%	4%	5%
MOST POSITIVE (9-10)	975	849	126	318	648	293	673	137	152	113	293	583	374
	22%	23%	22%	25%	22%	26% b	22%	33% c	27%	22%	26%	23%	22%
Answered	3931	3408	523	1149	2712	1034	2820	376	522	486	1034	2369	1484
Mean score	7.1	7.1	6.9	7.3 b	7.0	7.4 b	7.0	7.7 c	7.4	7.3	7.4	7.2	7.0
Standard deviation	2.14	2.09	2.38	2.00	2.18	1.96	2.18	1.92	1.99	1.85	1.96	2.07	2.22

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	141 3%	99 3%	89 3%	52 4%	42 5% a	141 3%	51 1% c	21 1%	12 1%	2 *%	63 2% c	78 14% abcde	130 20% bc	6 1%	4 *%
2	49 1%	39 1%	32 1%	18 1%	11 1%	49 1%	24 1%	15 1%	14 1%	2 *%	29 1%	20 4% abcde	36 6% bc	10 1% c	3 *%
3	72 2%	59 2%	51 2%	21 2%	13 2%	72 2%	46 1%	20 1%	23 1%	4 1%	53 1%	19 4% abcde	47 7% bc	15 1% c	10 *%
4	116 3%	94 3%	85 3%	31 2%	22 3%	116 3%	87 2%	47 2%	43 2%	15 3%	96 3%	20 4%	60 9% bc	34 3% c	22 1%
5	388 9%	309 9%	267 9%	122 9%	80 9%	388 9%	269 8% d	165 7%	149 7%	25 4%	309 8% d	79 15% abcde	110 17% c	194 18% c	85 3%
6	466 11%	391 11%	348 11%	118 9%	75 9%	466 11%	383 11%	218 10%	225 10%	47 8%	421 11%	46 8%	51 8%	207 19% ac	209 8%
7	804 19%	664 19%	567 19%	237 18%	140 16%	804 19%	716 20% f	445 20% f	466 22% f	98 17% f	764 20% f	41 7%	48 7%	226 21% a	530 20% a
8	919 21%	762 22%	645 21%	274 21%	157 18%	919 21%	852 24% f	545 24% f	562 26% f	152 26% f	889 23% f	30 5%	16 2%	147 14% a	756 29% ab
9	448 10%	362 10%	329 11%	119 9%	86 10%	448 10%	424 12% f	311 14% f	261 12% f	80 14% f	439 12% f	9 2%	11 2%	30 3%	407 16% ab
10 - Extremely well	527 12%	437 13%	380 13%	147 11%	90 11%	527 12%	499 14% f	361 16% f	333 15% f	137 24% abcef	513 14% f	14 3%	14 2%	30 3%	483 18% ab
Don t know	407 9%	271 8%	242 8%	164 13% abe	136 16% abe	407 9%	174 5%	98 4%	76 3%	20 3%	216 6% c	190 35% abcde	120 19% c	178 17% c	109 4%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 191

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	378	290	256	122	88	378	208	104	92	23	241	138	274	65	39
	9%	8%	8%	9%	10%	9%	6%	5%	4%	4%	6%	25%	43%	6%	2%
											c	abcde	bc	c	
NEUTRAL (5-6)	855	700	615	240	155	855	652	383	374	72	730	125	160	401	294
	20%	20%	20%	18%	18%	20%	18%	17%	17%	12%	19%	23%	25%	37%	11%
							d		d		d	bcd	c	ac	
POSITIVE VIEW (7-10)	2698	2225	1921	777	473	2698	2491	1661	1622	468	2605	93	89	433	2176
	62%	64%	63%	60%	56%	62%	71%	74%	75%	80%	69%	17%	14%	40%	83%
		d	d			d	f	ef	aef	abef	f			a	ab
MOST NEGATIVE (1-2)	190	137	120	70	53	190	75	36	26	4	92	99	166	16	7
	4%	4%	4%	5%	6%	4%	2%	2%	1%	1%	2%	18%	26%	2%	*%
											c	abcde	bc	c	
MOST POSITIVE (9-10)	975	799	710	266	176	975	923	672	595	218	952	23	25	60	890
	22%	23%	23%	20%	21%	22%	26%	30%	27%	37%	25%	4%	4%	6%	34%
							f	aef	f	abcef	f				ab
Answered	3931	3215	2793	1138	716	3931	3351	2148	2088	562	3575	356	523	899	2510
Mean score	7.1	7.2	7.1	7.0	6.9	7.1	7.4	7.6	7.6	8.0	7.3	4.7	4.1	6.4	8.0
							f	aef	aef	abcef	f			a	ab
Standard deviation	2.14	2.09	2.10	2.22	2.33	2.14	1.88	1.81	1.73	1.71	1.92	2.64	2.45	1.57	1.47

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 192

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	155 4%	75 4%	74 3%	7 2%	13 2%	25 4%	43 6% ab	66 4%	32 3%	39 3%	33 4%	48 4%	128 4%	12 3%	10 5%	5 4%
2	68 2%	44 2%	23 1%	4 1%	6 1%	5 1%	21 3% c	32 2%	18 2%	15 1%	11 1%	25 2%	53 1%	6 2%	6 3%	3 2%
3	99 2%	50 2%	50 2%	15 3%	17 2%	17 2%	10 1%	41 2%	16 1%	25 2%	18 2%	40 4% a	79 2%	9 3%	7 4%	4 3%
4	128 3%	66 3%	61 3%	18 4%	23 3%	33 5% e	14 2%	40 2%	37 3%	27 2%	28 4%	36 3%	109 3%	8 2%	8 4%	3 2%
5	378 9%	178 9%	196 9%	52 11% ce	67 9%	44 6%	91 13% ce	123 7%	73 7%	120 9%	83 11% a	101 9%	312 9%	30 8%	27 13% abd	9 7%
6	437 10%	224 11%	205 9%	54 12%	90 12%	84 12%	56 8%	153 9%	105 9%	123 9%	90 12%	119 11%	376 10% d	35 10%	19 9%	7 6%
7	728 17%	354 17%	366 17%	102 22% be	106 14%	123 17%	138 19%	258 15%	192 17%	246 19%	120 16%	169 15%	615 17% d	64 18% d	36 18% d	14 11%
8	917 21%	420 20%	489 22%	71 16%	127 17%	148 21%	159 22%	412 24% ab	232 21%	323 24% d	166 21%	196 18%	763 21%	90 25%	41 20%	23 19%
9	563 13%	290 14%	273 12%	48 10%	104 14%	89 13%	72 10%	250 15%	174 16%	157 12%	92 12%	138 12%	466 13%	48 13%	22 11%	26 22% abc
10 - Extremely well	583 13%	278 13%	303 14%	45 10%	120 16% a	95 13%	80 11%	244 14%	202 18% bcd	170 13%	77 10%	134 12%	504 14%	39 11%	19 10%	21 17% bc
Don t know	282 6%	106 5%	173 8% a	39 9%	63 9% e	46 6%	41 6%	93 5%	36 3%	77 6% a	55 7% a	110 10% ab	244 7%	24 7%	8 4%	7 6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	450	235	208	44	60	79	87	179	102	106	90	149	369	34	32	14
	10%	11%	9%	10%	8%	11%	12%	10%	9%	8%	12%	13% ab	10%	9%	16% ab	12%
NEUTRAL (5-6)	815	402	402	106	157	129	148	276	179	243	173	220	688	65	47	15
	19%	19%	18%	23% e	21% e	18%	20%	16%	16%	18%	22% a	20%	19% d	18%	23% d	13%
POSITIVE VIEW (7-10)	2791	1342	1431	266	457	454	450	1165	800	895	456	637	2348	241	118	84
	64%	64%	65%	58%	62%	64%	62%	68% ab	72% cd	68% cd	59%	57%	64% c	66% c	58%	70% c
MOST NEGATIVE (1-2)	223	119	98	11	20	30	63	99	49	54	44	73	181	17	16	8
	5%	6%	4%	3%	3%	4%	9% abc	6% b	4%	4%	6%	7%	5%	5%	8% a	6%
MOST POSITIVE (9-10)	1146	568	576	93	224	183	152	494	376	327	170	272	970	87	41	47
	26%	27%	26%	20%	30% ad	26%	21%	29% ad	34% bcd	25%	22%	24%	27% c	24%	20%	39% abc
Answered	4056	1978	2041	417	674	661	684	1620	1080	1244	718	1006	3405	340	196	114
Mean score	7.1	7.1	7.2	6.9	7.3 ad	7.1	6.8	7.2 ad	7.4 cd	7.2 cd	6.9	6.9	7.2 c	7.1 c	6.6	7.4 c
Standard deviation	2.24	2.27	2.19	2.02	2.12	2.19	2.39	2.27	2.17	2.09	2.25	2.40	2.23	2.15	2.38	2.44

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 192

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	155 4%	119 3%	36 6% a	29 2%	120 4%	24 2%	125 4% a	5 1%	13 2%	10 2%	24 2%	84 3%	65 4%
2	68 2%	60 2%	8 1%	14 1%	53 2%	13 1%	53 2%	4 1%	7 1%	4 1%	13 1%	36 1%	28 2%
3	99 2%	88 2%	12 2%	29 2%	69 2%	24 2%	72 2%	10 2%	10 2%	10 2%	24 2%	49 2%	48 3%
4	128 3%	106 3%	22 4%	45 4%	82 3%	37 3%	90 3%	16 4%	17 3%	16 3%	37 3%	71 3%	53 3%
5	378 9%	326 9%	51 9%	103 8%	270 9%	86 8%	284 9%	27 6%	37 7%	51 10%	86 8%	205 8%	165 10%
6	437 10%	384 10%	54 9%	127 10%	296 10%	118 10%	305 10%	40 10%	62 11%	58 11%	118 10%	283 11%	146 9%
7	728 17%	637 17%	90 16%	209 17%	508 17%	183 16%	533 17%	56 13%	97 17%	91 17%	183 16%	468 18% b	246 15%
8	917 21%	804 21%	113 20%	258 21%	642 21%	235 21%	665 21%	75 18%	122 21%	125 24%	235 21%	552 22%	345 21%
9	563 13%	496 13%	67 12%	163 13%	392 13%	149 13%	405 13%	67 16%	76 13%	61 12%	149 13%	321 13%	231 14%
10 - Extremely well	583 13%	493 13%	90 16%	194 15%	380 13%	184 16% b	390 12%	84 20%	93 16%	71 14%	184 16%	353 14%	225 13%
Don t know	282 6%	257 7%	25 4%	86 7%	188 6%	77 7%	197 6%	36 9%	39 7%	29 6%	77 7%	138 5%	133 8% a
NEGATIVE VIEW (1-4)	450 10%	373 10%	77 14%	117 9%	324 11%	98 9%	340 11%	35 8%	46 8%	40 8%	98 9%	239 9%	194 11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	815	710	105	231	566	204	589	68	99	109	204	489	311
	19%	19%	18%	18%	19%	18%	19%	16%	17%	21%	18%	19%	18%
POSITIVE VIEW (7-10)	2791	2430	361	823	1922	752	1993	282	388	348	752	1694	1047
	64%	64%	64%	65%	64%	66%	64%	67%	68%	66%	66%	66%	62%
MOST NEGATIVE (1-2)	223	179	43	42	173	37	178	8	20	14	37	119	93
	5%	5%	8% a	3%	6% a	3%	6% a	2%	3%	3%	3%	5%	6%
MOST POSITIVE (9-10)	1146	989	157	357	772	334	795	151	170	132	334	674	456
	26%	26%	28%	28%	26%	30%	25%	36% c	30%	25%	30%	26%	27%
Answered	4056	3513	543	1171	2812	1054	2922	384	533	496	1054	2422	1551
Mean score	7.1	7.2	7.0	7.3	7.1	7.4 b	7.1	7.6	7.4	7.3	7.4	7.2	7.1
Standard deviation	2.24	2.20	2.47	2.14	2.27	2.12	2.27	2.09	2.09	2.01	2.12	2.17	2.32

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	155 4%	109 3%	95 3%	60 5%	46 5% ab	155 4%	52 1%	28 1%	14 1%	2 *%	71 2% c	83 15% abcde	144 22% bc	6 1%	4 *%
2	68 2%	53 2%	47 2%	21 2%	15 2%	68 2%	41 1%	21 1%	14 1%	3 1%	45 1%	23 4% abcde	56 9% bc	10 1% c	2 *%
3	99 2%	82 2%	72 2%	27 2%	17 2%	99 2%	66 2%	36 2%	37 2%	10 2%	74 2%	25 5% abcde	69 11% bc	21 2% c	10 *%
4	128 3%	106 3%	96 3%	32 2%	22 3%	128 3%	81 2%	49 2%	49 2%	14 2%	93 2%	34 6% abcde	75 12% bc	43 4% c	10 *%
5	378 9%	303 9%	263 9%	115 9%	74 9%	378 9%	251 7%	142 6%	137 6%	23 4%	286 8% d	91 17% abcde	100 16% c	196 18% c	81 3%
6	437 10%	360 10%	323 11%	114 9%	77 9%	437 10%	373 11% f	198 9%	227 10% f	47 8%	403 11% f	34 6%	41 6%	226 21% ac	170 6%
7	728 17%	594 17%	514 17%	214 16%	134 16%	728 17%	653 19% f	403 18% f	432 20% f	94 16% f	704 19% f	24 4%	31 5%	222 21% a	476 18% a
8	917 21%	768 22%	659 22%	258 20%	149 17%	917 21%	848 24% f	542 24% f	538 25% f	136 23% f	890 23% f	27 5%	21 3%	140 13% a	756 29% ab
9	563 13%	438 13%	375 12%	188 14%	125 15%	563 13%	525 15% f	361 16% f	333 15% f	100 17% f	548 14% f	15 3%	8 1%	37 3% a	517 20% ab
10 - Extremely well	583 13%	485 14%	418 14%	165 13%	99 12%	583 13%	556 16% f	411 18% ef	349 16% f	151 26% abcef	567 15% f	17 3%	6 1%	35 3% a	542 21% ab
Don t know	282 6%	188 5%	172 6%	110 8% ab	94 11% abe	282 6%	78 2%	55 2%	34 2%	4 1%	108 3% cd	174 32% abcde	92 14% c	141 13% c	49 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	450	350	311	139	100	450	241	134	114	28	284	166	343	80	26
	10%	10%	10%	11%	12%	10%	7%	6%	5%	5%	7% c	30% abcde	53% bc	7% c	1%
NEUTRAL (5-6)	815	663	586	229	151	815	625	340	363	70	690	125	142	422	251
	19%	19%	19%	18%	18%	19%	18% d	15%	17%	12%	18% bd	23% abcd	22% c	39% ac	10%
POSITIVE VIEW (7-10)	2791	2284	1966	826	507	2791	2582	1717	1652	480	2709	82	66	434	2292
	64%	66% d	65%	63%	59%	64%	73% f	76% ef	76% ef	82% abcef	71% f	15%	10%	40% a	88% ab
MOST NEGATIVE (1-2)	223	162	142	80	61	223	94	49	29	5	116	106	200	17	6
	5%	5%	5%	6%	7% a	5%	3% c	2%	1%	1%	3% cd	19% abcde	31% bc	2% c	*%
MOST POSITIVE (9-10)	1146	922	793	353	224	1146	1081	772	682	250	1115	31	14	72	1060
	26%	26%	26%	27%	26%	26%	31% f	34% aef	32% f	43% abcef	29% f	6%	2%	7% a	40% ab
Answered	4056	3298	2863	1193	758	4056	3448	2191	2130	578	3683	373	551	936	2569
Mean score	7.1	7.2	7.2	7.1	7.0	7.1	7.5 f	7.7 aef	7.6 ef	8.0 abcef	7.4 f	4.5	3.7	6.4 a	8.2 ab
Standard deviation	2.24	2.19	2.20	2.32	2.41	2.24	1.96	1.91	1.80	1.79	2.01	2.65	2.27	1.61	1.42

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	170 4%	88 4%	78 4%	11 2%	20 3%	24 3%	40 6%	75 4%	32 3%	45 3%	33 4%	57 5%	134 4%	17 5%	12 6%	6 5%
2	85 2%	54 3%	31 1%	6 1%	8 1%	13 2%	14 2%	44 3%	18 2%	22 2%	17 2%	28 3%	69 2%	6 2%	6 3%	4 3%
3	122 3%	60 3%	61 3%	16 3%	12 2%	18 2%	25 4%	52 3%	34 3%	32 2%	20 3%	36 3%	96 3%	12 3%	9 5%	5 4%
4	122 3%	57 3%	62 3%	19 4% e	26 4% e	22 3%	29 4% e	27 2%	30 3%	36 3%	29 4%	26 2%	101 3%	11 3%	7 4%	3 2%
5	409 9%	213 10%	192 9%	56 12%	67 9%	64 9%	71 10%	152 9%	83 7%	122 9%	94 12% a	109 10%	338 9%	35 10%	28 14% ad	9 8%
6	462 11%	220 11%	236 11%	55 12%	97 13%	84 12%	64 9%	162 9%	107 10%	134 10%	93 12%	128 11%	398 11%	33 9%	21 11%	9 7%
7	791 18%	368 18%	417 19%	81 18%	126 17%	132 19%	141 19%	311 18%	193 17%	276 21%	132 17%	188 17%	674 18%	66 18%	33 16%	18 15%
8	838 19%	416 20%	418 19%	63 14%	146 20%	141 20%	141 20%	347 20% a	256 23% d	272 21% d	143 19%	166 15%	708 19%	74 20%	36 18%	21 17%
9	456 11%	215 10%	237 11%	41 9%	72 10%	74 10%	84 12%	184 11%	128 11%	136 10%	79 10%	112 10%	379 10%	43 12%	17 8%	17 14%
10 - Extremely well	495 11%	231 11%	262 12%	48 11%	100 14% d	83 12%	55 8%	209 12% d	169 15% bcd	146 11%	58 8%	122 11%	422 12%	33 9%	19 10%	21 17% abc
Don t know	387 9%	162 8%	219 10%	60 13% c	63 8%	52 7%	61 8%	152 9%	66 6%	101 8%	73 9% a	144 13% ab	330 9%	34 9%	14 7%	9 7%
NEGATIVE VIEW (1-4)	499 12%	259 12%	231 10%	52 11%	66 9%	76 11%	108 15% b	198 12%	114 10%	135 10%	99 13%	148 13%	400 11%	46 13%	35 17% a	18 15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEUTRAL (5-6)	871	433	429	110	164	148	135	313	190	256	188	237	735	68	49	18
	20%	21%	19%	24%	22%	21%	19%	18%	17%	19%	24% a	21%	20%	19%	24% d	15%
POSITIVE VIEW (7-10)	2580	1230	1334	233	445	431	421	1051	747	830	413	587	2183	216	106	77
	59%	59%	60%	51%	60% a	61% a	58%	61% a	67% cd	63% cd	53%	53%	60% c	59%	52%	63% c
MOST NEGATIVE (1-2)	255	142	108	17	28	37	54	119	50	67	50	85	203	24	18	10
	6%	7%	5%	4%	4%	5%	8% b	7% b	4%	5%	6%	8% a	6%	6%	9% a	8%
MOST POSITIVE (9-10)	951	446	499	90	173	157	138	393	297	282	138	234	801	76	36	37
	22%	21%	23%	20%	23%	22%	19%	23%	27% bcd	21%	18%	21%	22%	21%	18%	31% abc
Answered	3950	1922	1994	395	675	655	664	1562	1050	1221	700	972	3318	330	189	113
Mean score	6.9	6.8	7.0	6.8	7.1 d	7.0	6.6	6.9	7.2 cd	7.0 cd	6.6	6.7	6.9 c	6.8 c	6.4	7.0 c
Standard deviation	2.28	2.32	2.22	2.18	2.12	2.21	2.36	2.35	2.20	2.17	2.26	2.44	2.25	2.32	2.47	2.58

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	170	130	40	27	138	22	142	6	16	7	22	91	70
	4%	3%	7% a	2%	5% a	2%	5% a	1%	3%	1%	2%	4%	4%
2	85	75	10	20	65	19	66	3	9	9	19	41	42
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	3%
3	122	100	22	24	96	20	101	8	6	10	20	60	58
	3%	3%	4%	2%	3%	2%	3%	2%	1%	2%	2%	2%	3%
4	122	107	15	39	79	34	84	12	18	19	34	71	50
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
5	409	341	68	109	294	93	307	30	43	50	93	224	178
	9%	9%	12%	9%	10%	8%	10%	7%	7%	9%	8%	9%	11%
6	462	413	49	148	304	137	315	57	61	64	137	320	134
	11%	11%	9%	12%	10%	12%	10%	14%	11%	12%	12%	13% b	8%
7	791	695	96	226	554	199	579	54	110	106	199	499	275
	18%	18%	17%	18%	18%	18%	19%	13%	19%	20% a	18%	20%	16%
8	838	735	104	245	577	221	599	89	123	95	221	520	306
	19%	19%	18%	19%	19%	20%	19%	21%	22%	18%	20%	20%	18%
9	456	402	54	148	303	132	319	56	60	64	132	269	177
	11%	11%	9%	12%	10%	12%	10%	13%	10%	12%	12%	11%	11%
10 - Extremely well	495	427	68	161	325	156	330	67	79	62	156	290	199
	11%	11%	12%	13%	11%	14% b	11%	16%	14%	12%	14%	11%	12%
Don t know	387	345	42	110	265	98	277	38	48	40	98	174	193
	9%	9%	7%	9%	9%	9%	9%	9%	8%	8%	9%	7%	11% a
NEGATIVE VIEW (1-4)	499	412	87	111	378	94	394	30	48	44	94	263	220
	12%	11%	15% a	9%	13% a	8%	13% a	7%	8%	8%	8%	10%	13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	871	754	117	257	598	230	622	87	104	114	230	544	312
	20%	20%	21%	20%	20%	20%	20%	21%	18%	22%	20%	21%	19%
POSITIVE VIEW (7-10)	2580	2258	322	780	1759	708	1827	266	372	327	708	1578	958
	59%	60%	57%	62%	59%	63%	59%	63%	65%	62%	63%	62% b	57%
MOST NEGATIVE (1-2)	255	205	50	47	203	41	209	9	25	15	41	132	113
	6%	5%	9% a	4%	7% a	4%	7% a	2%	4%	3%	4%	5%	7%
MOST POSITIVE (9-10)	951	828	122	309	628	289	649	123	138	126	289	559	376
	22%	22%	22%	25%	21%	26% b	21%	29%	24%	24%	26%	22%	22%
Answered	3950	3425	526	1147	2736	1033	2843	382	524	485	1033	2385	1491
Mean score	6.9	7.0 b	6.6	7.2 b	6.8	7.2 b	6.8	7.4	7.2	7.1	7.2	7.0	6.8
Standard deviation	2.28	2.23	2.53	2.10	2.34	2.09	2.33	2.03	2.11	2.01	2.09	2.18	2.40

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	170 4%	126 4%	111 4%	59 4%	44 5%	170 4%	74 2%	31 1%	27 1%	5 1%	90 2% c	80 15% abcde	152 24% bc	12 1% c	5 *%
2	85 2%	69 2%	53 2%	32 2%	16 2%	85 2%	50 1%	28 1%	19 1%	4 1%	57 2%	28 5% abcde	67 10% bc	13 1% c	5 *%
3	122 3%	100 3%	84 3%	38 3%	22 3%	122 3%	71 2%	40 2%	39 2%	12 2%	88 2%	34 6% abcde	75 12% bc	36 3% c	10 *%
4	122 3%	107 3%	97 3%	25 2%	15 2%	122 3%	93 3%	60 3%	60 3%	13 2%	107 3%	15 3%	44 7% c	53 5% c	25 1%
5	409 9%	324 9%	288 9%	122 9%	85 10%	409 9%	284 8%	159 7%	174 8%	42 7%	324 9%	85 16% abcde	91 14% c	203 19% c	116 4%
6	462 11%	394 11%	350 12%	112 9%	68 8%	462 11%	402 11% f	229 10% f	254 12% f	54 9%	429 11% f	33 6%	36 6%	198 18% ac	227 9%
7	791 18%	655 19%	563 19%	228 17%	137 16%	791 18%	723 21% f	463 21% f	448 21% f	110 19% f	759 20% f	32 6%	31 5%	230 21% a	531 20% a
8	838 19%	680 20%	582 19%	256 20%	158 19%	838 19%	773 22% f	494 22% f	523 24% f	121 21% f	812 21% f	27 5%	21 3%	113 11% a	704 27% ab
9	456 11%	368 11%	320 11%	135 10%	87 10%	456 11%	433 12% f	287 13% f	257 12% f	84 15% f	447 12% f	9 2%	5 1%	17 2%	433 17% ab
10 - Extremely well	495 11%	405 12%	352 12%	143 11%	90 11%	495 11%	470 13% f	358 16% ef	299 14% f	118 20% acef	480 13% f	15 3%	6 1%	32 3%	457 17% ab
Don t know	387 9%	257 7%	234 8%	154 12% abe	130 15% abe	387 9%	152 4%	97 4%	65 3%	18 3%	198 5% c	190 35% abcde	113 18% c	170 16% c	105 4%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 193

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	499	402	345	154	97	499	288	159	144	34	342	157	339	114	46
	12%	12%	11%	12%	11%	12%	8%	7%	7%	6%	9% c	29% abcde	53% bc	11% c	2%
NEUTRAL (5-6)	871	718	637	234	153	871	686	388	428	96	753	118	128	401	343
	20%	21%	21%	18%	18%	20%	19%	17%	20%	16%	20%	22%	20% c	37% ac	13%
POSITIVE VIEW (7-10)	2580	2108	1818	762	472	2580	2399	1602	1527	434	2498	82	63	392	2125
	59%	60%	60%	58%	55%	59%	68% f	71% ef	71% ef	75% aef	66% f	15%	10%	36% a	81% ab
MOST NEGATIVE (1-2)	255	195	164	91	60	255	124	59	46	9	148	107	219	25	11
	6%	6%	5%	7%	7%	6%	4% c	3%	2%	2%	4% c	20% abcde	34% bc	2% c	*%
MOST POSITIVE (9-10)	951	773	673	278	177	951	903	645	556	203	927	23	11	49	890
	22%	22%	22%	21%	21%	22%	26% f	29% ef	26% f	35% abcef	24% f	4%	2%	5% a	34% ab
Answered	3950	3228	2801	1149	722	3950	3373	2149	2099	564	3594	357	530	907	2514
Mean score	6.9	6.9	6.9	6.9	6.8	6.9	7.2 f	7.4 aef	7.4 ef	7.7 acef	7.2 f	4.4	3.5	6.1 a	7.9 ab
Standard deviation	2.28	2.25	2.24	2.36	2.41	2.28	2.03	1.97	1.90	1.93	2.08	2.63	2.30	1.69	1.52

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
1 - Not at all well	74 2%	30 2%	41 2%	3 1%	7 1%	10 2%	22 4%	33 2%	14 1%	9 1%	22 3% b	28 3% b	62 2%	5 2%	5 3%	2 2%
2	33 1%	26 1% b	8 *%	3 1%	2 *%	5 1%	8 1%	16 1%	14 1%	7 1%	7 1%	5 1%	29 1%	1 *%	3 2%	* *%
3	69 2%	32 2%	36 2%	6 2%	10 2%	11 2%	5 1%	37 2%	16 2%	19 2%	5 1%	28 3% c	59 2%	3 1%	4 3%	2 2%
4	72 2%	38 2%	29 2%	11 4% e	14 2%	18 3% e	8 1%	20 1%	26 3%	18 2%	12 2%	15 2%	57 2%	10 3%	4 2%	1 1%
5	213 6%	117 7%	94 5%	21 7%	30 5%	28 5%	43 7%	90 6%	47 5%	66 6%	46 7%	55 6%	181 6%	18 6%	11 7%	3 3%
6	323 9%	163 9%	156 9%	47 15% de	61 11%	62 11%	40 7%	112 7%	71 7%	106 10%	54 8%	92 11%	286 9%	18 6%	13 8%	5 5%
7	616 17%	300 17%	312 17%	61 19%	104 18%	102 17%	116 19%	233 15%	162 16%	219 20%	94 15%	140 16%	546 18% bd	37 12%	24 15%	9 10%
8	845 23%	425 24%	417 23%	53 17%	122 21%	143 25%	161 27% a	366 24%	224 22%	278 25%	162 26%	177 21%	701 23%	81 27%	42 26%	21 22%
9	571 16%	261 15%	305 17%	53 17%	89 15%	84 14%	94 16%	251 16%	168 17%	167 15%	113 18%	123 14%	461 15%	61 20% a	26 16%	23 24% a
10 - Extremely well	711 20%	332 19%	378 21%	45 14%	128 22% d	114 19%	83 14%	342 22% ad	245 25% bc	198 18%	95 15%	174 20%	600 20%	58 20%	24 15%	28 30% abc
Don t know	84 2%	34 2%	50 3%	12 4%	16 3%	9 2%	14 2%	33 2%	11 1%	27 2%	21 3% a	25 3%	77 3%	5 2%	2 1%	1 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
NEGATIVE VIEW (1-4)	248	127	114	23	32	43	43	106	71	54	46	76	207	19	16	5
	7%	7%	6%	7%	6%	7%	7%	7%	7%	5%	7%	9% b	7%	6%	10%	5%
NEUTRAL (5-6)	536	280	251	69	92	90	83	203	118	172	100	146	467	36	25	8
	15%	16%	14%	22% e	16%	15%	14%	13%	12%	15%	16%	17% a	15% d	12%	16% d	8%
POSITIVE VIEW (7-10)	2742	1318	1412	211	443	442	454	1191	798	862	465	614	2308	237	116	81
	76%	75%	77%	67%	76% a	76% a	76% a	78% a	80% cd	77% d	74%	71%	75%	80%	73%	85% ac
MOST NEGATIVE (1-2)	108	56	49	6	8	15	30	49	28	16	28	33	91	6	8	2
	3%	3%	3%	2%	1%	2%	5% b	3%	3%	1%	5% b	4% b	3%	2%	5%	2%
MOST POSITIVE (9-10)	1282	593	683	97	217	198	177	592	412	364	209	296	1061	119	51	51
	36%	34%	37%	31%	37%	34%	30%	39% d	41% bcd	33%	33%	34%	35%	40%	32%	53% abc
Answered	3526	1725	1777	302	567	576	581	1500	987	1088	610	836	2982	292	157	94
Mean score	7.6	7.6	7.7	7.4	7.8 a	7.6	7.4	7.7 a	7.8 cd	7.7	7.5	7.5	7.6	7.8 c	7.4	8.2 abc
Standard deviation	2.03	2.03	2.01	1.94	1.90	1.98	2.09	2.07	2.02	1.81	2.11	2.21	2.02	1.93	2.23	1.94

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
1 - Not at all well	74	56	18	15	56	14	56	4	7	5	14	41	32
	2%	2%	4% a	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%
2	33	32	2	9	24	9	24	1	4	4	9	20	13
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
3	69	59	9	16	53	12	57	6	5	4	12	30	37
	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%	1%	3%
4	72	60	12	23	49	17	54	9	6	5	17	40	30
	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%
5	213	190	23	56	156	53	160	18	19	25	53	121	85
	6%	6%	5%	5%	6%	5%	6%	5%	4%	6%	5%	6%	6%
6	323	285	38	88	229	79	238	25	49	37	79	214	101
	9%	9%	8%	8%	9%	8%	9%	7%	10%	8%	8%	10%	7%
7	616	546	70	189	416	176	428	55	104	80	176	405	198
	17%	17%	14%	18%	17%	18%	17%	16%	21%	18%	18%	19% b	15%
8	845	712	133	228	602	213	617	66	92	122	213	526	307
	23%	23%	27%	22%	24%	22%	24%	19%	19%	27% b	22%	24%	23%
9	571	498	73	174	392	157	408	70	85	65	157	332	224
	16%	16%	15%	17%	16%	16%	16%	20%	17%	14%	16%	15%	16%
10 - Extremely well	711	606	105	220	477	211	487	86	109	98	211	404	296
	20%	19%	21%	21%	19%	22%	19%	25%	22%	21%	22%	19%	22%
Don t know	84	76	8	26	57	22	61	7	12	11	22	45	38
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%
NEGATIVE VIEW (1-4)	248	207	41	63	181	51	192	19	23	18	51	131	111
	7%	7%	8%	6%	7%	5%	7%	6%	5%	4%	5%	6%	8%
NEUTRAL (5-6)	536	475	61	145	385	132	398	43	67	62	132	336	186
	15%	15%	12%	14%	15%	14%	15%	12%	14%	14%	14%	15%	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
POSITIVE VIEW (7-10)	2742	2361	381	811	1888	756	1939	277	391	365	756	1667	1024
	76%	76%	78%	78%	75%	79%	75%	80%	79%	80%	79%	77%	75%
MOST NEGATIVE (1-2)	108	87	20	24	80	23	80	5	12	9	23	61	44
	3%	3%	4%	2%	3%	2%	3%	1%	2%	2%	2%	3%	3%
MOST POSITIVE (9-10)	1282	1104	178	394	870	368	895	156	195	163	368	736	520
	36%	35%	36%	38%	35%	38%	35%	45%	40%	36%	38%	34%	38%
Answered	3526	3043	483	1018	2454	939	2529	339	481	445	939	2134	1322
Mean score	7.6	7.6	7.7	7.8	7.6	7.8	7.6	8.0	7.8	7.8	7.8	7.6	7.7
Standard deviation	2.03	2.01	2.16	1.95	2.05	1.93	2.05	1.91	1.90	1.82	1.93	1.95	2.14

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
1 - Not at all well	74 2%	55 2%	47 2%	27 2%	19 3%	74 2%	62 2%	29 1%	21 1%	3 1%	74 2% c	** **	56 19% bc	12 2% c	6 *%
2	33 1%	30 1%	27 1%	7 1%	3 *%	33 1%	25 1%	16 1%	10 *%	3 *%	33 1%	** **	26 9% bc	5 1% c	2 *%
3	69 2%	55 2%	47 2%	21 2%	13 2%	69 2%	61 2%	28 1%	29 1%	6 1%	69 2%	** **	48 16% bc	10 1%	10 *%
4	72 2%	62 2%	54 2%	18 2%	9 1%	72 2%	63 2%	45 2%	42 2%	15 3%	72 2%	** **	25 8% bc	32 4% c	14 1%
5	213 6%	174 6%	143 6%	70 7%	40 6%	213 6%	184 5%	121 6%	110 5%	22 4%	213 6%	** **	32 11% c	126 16% c	56 2%
6	323 9%	272 9%	251 10% c	72 7%	51 8%	323 9%	292 9%	170 8%	196 9% d	31 5%	323 9% d	** **	25 8%	176 22% ac	122 5%
7	616 17%	513 17%	440 17%	176 16%	103 15%	616 17%	588 17%	375 17%	368 17%	97 17%	616 17%	** **	30 10%	165 21% a	421 17% a
8	845 23%	682 23%	578 23%	267 25%	163 25%	845 23%	812 24%	514 23%	506 24%	132 23%	845 23%	** **	26 8%	147 19% a	672 27% ab
9	571 16%	444 15%	394 15%	177 17%	126 19%	571 16%	552 16%	356 16%	367 17%	88 15%	571 16%	** **	9 3%	46 6%	515 20% ab
10 - Extremely well	711 20%	589 20%	499 20%	212 20%	122 18%	711 20%	690 20%	497 23%	438 21%	171 30% abce	711 20%	** **	10 3%	35 4%	666 26% ab
Don t know	84 2%	70 2%	63 2%	21 2%	14 2%	84 2%	63 2%	39 2%	24 1%	9 2%	84 2% c	** **	13 4% c	41 5% c	30 1%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
NEGATIVE VIEW (1-4)	248	203	175	72	45	248	212	117	102	27	248	**	156	59	32
	7%	7%	7%	7%	7%	7%	6%	5%	5%	5%	7%	**	52%	7%	1%
											c		bc	c	
NEUTRAL (5-6)	536	445	394	142	91	536	476	291	306	53	536	**	57	301	177
	15%	15%	15%	13%	14%	15%	14%	13%	14%	9%	15%	**	19%	38%	7%
							d		d		d		c	ac	
POSITIVE VIEW (7-10)	2742	2228	1910	832	514	2742	2641	1741	1679	487	2742	**	75	393	2273
	76%	76%	75%	78%	77%	76%	78%	80%	80%	85%	76%	**	25%	49%	90%
								e	e	ae				a	ab
MOST NEGATIVE (1-2)	108	85	74	33	22	108	87	45	31	6	108	**	83	17	8
	3%	3%	3%	3%	3%	3%	3%	2%	1%	1%	3%	**	27%	2%	*%
											c		bc	c	
MOST POSITIVE (9-10)	1282	1033	893	389	249	1282	1241	852	805	259	1282	**	20	81	1181
	36%	35%	35%	36%	37%	36%	37%	39%	38%	45%	36%	**	6%	10%	47%
										ace					ab
Answered	3526	2876	2480	1046	650	3526	3329	2149	2086	567	3526	**	289	754	2483
Mean score	7.6	7.6	7.6	7.7	7.7	7.6	7.7	7.8	7.8	8.1	7.6	**	4.4	6.6	8.3
								e	e	abce				a	ab
Standard deviation	2.03	2.02	2.02	2.04	2.06	2.03	1.97	1.91	1.83	1.80	2.03	**	2.66	1.71	1.44

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
1 - Not at all well	56 2%	22 1%	32 2%	3 1%	5 1%	8 1%	18 3%	20 1%	10 1%	7 1%	16 3% b	21 2% b	45 1%	4 1%	5 3%	2 2%
2	28 1%	21 1% b	6 *%	3 1%	2 *%	2 *%	8 1%	12 1%	10 1%	8 1%	2 *%	7 1%	24 1%	1 *%	2 1%	- -%
3	46 1%	29 2%	17 1%	* *%	9 1%	8 1%	6 1%	23 2%	16 2%	13 1%	7 1%	11 1%	36 1%	4 1%	4 2%	2 2%
4	86 2%	37 2%	47 3%	10 3%	10 2%	14 2%	12 2%	40 3%	15 2%	19 2%	19 3%	33 4% a	73 2%	7 2%	5 3%	2 2%
5	273 8%	144 8%	128 7%	20 6%	39 7%	42 7%	40 7%	131 9%	61 6%	85 8%	60 9%	67 8%	234 8%	22 7%	13 8%	4 4%
6	393 11%	197 11%	194 11%	56 18% de	71 12%	70 12%	58 10%	139 9%	95 9%	127 11%	65 10%	107 12%	343 11% d	27 9%	17 11%	6 6%
7	739 20%	357 20%	378 21%	75 24%	95 16%	131 22%	147 25% b	290 19%	186 19%	250 22%	140 22%	159 19%	645 21% d	52 17%	29 18%	13 14%
8	866 24%	425 24%	434 24%	69 22%	149 26%	127 22%	145 24%	376 25%	256 26%	287 26%	145 23%	178 21%	716 23%	89 30% a	37 23%	24 25%
9	431 12%	213 12%	216 12%	26 8%	82 14%	64 11%	69 12%	190 12%	141 14%	114 10%	73 12%	103 12%	349 11%	45 15%	16 10%	21 22% ac
10 - Extremely well	502 14%	226 13%	272 15%	40 13%	97 17% d	94 16%	62 10%	209 14%	173 17% c	151 14%	65 10%	113 13%	430 14%	30 10%	22 14%	20 21% ab
Don t know	190 5%	88 5%	102 6%	13 4%	23 4%	22 4%	30 5%	102 7%	34 3%	56 5%	39 6%	61 7% a	162 5%	15 5%	10 6%	2 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
NEGATIVE VIEW (1-4)	216	110	103	17	26	32	45	96	52	47	44	72	179	16	15	5
	6%	6%	6%	5%	5%	6%	8%	6%	5%	4%	7%	8% b	6%	5%	10% a	6%
NEUTRAL (5-6)	666	341	321	75	111	113	97	270	156	212	125	174	577	50	30	10
	18%	19%	18%	24%	19%	19%	16%	18%	16%	19%	20%	20%	19% d	17%	19% d	11%
POSITIVE VIEW (7-10)	2538	1220	1301	210	423	417	422	1065	756	802	424	553	2140	216	103	78
	70%	69%	71%	67%	73%	71%	71%	69%	76% cd	72% d	67%	64%	70%	73%	65%	81% abc
MOST NEGATIVE (1-2)	83	43	39	7	8	10	26	32	21	15	18	29	69	5	7	2
	2%	2%	2%	2%	1%	2%	4% b	2%	2%	1%	3%	3% b	2%	2%	4%	2%
MOST POSITIVE (9-10)	933	439	488	66	179	158	131	399	314	265	138	216	779	76	38	40
	26%	25%	27%	21%	31% ad	27%	22%	26%	31% bcd	24%	22%	25%	25%	25%	24%	42% abc
Answered	3420	1671	1724	302	560	562	565	1431	963	1060	592	800	2897	282	149	93
Mean score	7.4	7.3	7.5	7.3	7.6 d	7.4	7.2	7.4	7.6 cd	7.5 c	7.2	7.2	7.4	7.5	7.2	7.9 abc
Standard deviation	1.89	1.90	1.88	1.77	1.82	1.87	1.99	1.91	1.86	1.73	1.94	2.05	1.88	1.79	2.16	1.92

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
1 - Not at all well	56	42	14	11	43	9	44	1	6	3	9	35	19
	2%	1%	3%	1%	2%	1%	2%	*%	1%	1%	1%	2%	1%
2	28	23	4	8	19	8	19	2	2	3	8	17	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	46	43	3	9	37	9	37	3	4	5	9	28	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	86	71	16	22	62	18	67	5	7	10	18	39	42
	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%
5	273	236	37	63	208	59	210	12	23	37	59	146	119
	8%	8%	7%	6%	8%	6%	8%	4%	5%	8%	6%	7%	9%
6	393	346	47	119	272	107	284	38	61	47	107	253	131
	11%	11%	10%	11%	11%	11%	11%	11%	12%	10%	11%	12%	10%
7	739	635	103	215	507	196	526	61	107	103	196	482	246
	20%	20%	21%	21%	20%	20%	20%	18%	22%	23%	20%	22% b	18%
8	866	752	115	259	590	241	606	78	117	125	241	535	317
	24%	24%	23%	25%	23%	25%	23%	23%	24%	27%	25%	25%	23%
9	431	385	46	137	293	123	307	60	63	42	123	263	156
	12%	12%	9%	13%	12%	13%	12%	17% c	13%	9%	13%	12%	11%
10 - Extremely well	502	424	78	167	329	159	337	72	86	66	159	295	201
	14%	14%	16%	16%	13%	17%	13%	21%	17%	14%	17%	14%	15%
Don t know	190	162	28	34	152	32	155	12	16	15	32	84	101
	5%	5%	6%	3%	6% a	3%	6% a	4%	3%	3%	3%	4%	7% a
NEGATIVE VIEW (1-4)	216	178	37	51	160	44	167	12	19	22	44	120	89
	6%	6%	8%	5%	6%	5%	6%	3%	4%	5%	5%	5%	7%
NEUTRAL (5-6)	666	582	84	182	480	166	494	50	85	84	166	399	250
	18%	19%	17%	17%	19%	17%	19%	15%	17%	19%	17%	18%	18%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
POSITIVE VIEW (7-10)	2538	2196	342	778	1718	719	1775	271	373	335	719	1576	920
	70%	70%	70%	74% b	68%	75% b	69%	78%	76%	73%	75%	72% b	68%
MOST NEGATIVE (1-2)	83	65	19	19	62	17	63	3	9	7	17	52	29
	2%	2%	4%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
MOST POSITIVE (9-10)	933	809	124	304	621	282	643	132	149	108	282	559	356
	26%	26%	25%	29%	25%	29%	25%	38% cd	30%	24%	29%	26%	26%
Answered	3420	2957	463	1011	2358	929	2436	333	477	441	929	2095	1259
Mean score	7.4	7.4	7.3	7.6 b	7.3	7.6 b	7.3	7.9 cd	7.6	7.5	7.6	7.4	7.4
Standard deviation	1.89	1.87	2.06	1.81	1.92	1.80	1.92	1.70	1.78	1.76	1.80	1.86	1.94

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
1 - Not at all well	56 2%	40 1%	37 1%	19 2%	16 2%	56 2%	45 1%	19 1%	12 1%	1 *%	56 2% c	** **	49 16% bc	6 1% c	2 *%
2	28 1%	23 1%	21 1%	7 1%	4 1%	28 1%	24 1%	14 1%	14 1%	2 *%	28 1%	** **	17 6% bc	7 1% c	3 *%
3	46 1%	40 1%	34 1%	12 1%	6 1%	46 1%	39 1%	18 1%	22 1%	4 1%	46 1%	** **	28 9% bc	11 1% c	7 *%
4	86 2%	73 2%	65 3%	21 2%	13 2%	86 2%	79 2%	44 2%	41 2%	15 3%	86 2%	** **	36 12% bc	29 4% c	21 1%
5	273 8%	216 7%	184 7%	89 8%	57 9%	273 8%	247 7%	146 7%	138 7%	25 4%	273 8% d	** **	53 17% c	140 18% c	80 3%
6	393 11%	330 11%	294 12%	100 9%	63 10%	393 11%	364 11%	205 9%	213 10%	44 8%	393 11%	** **	28 9%	174 22% ac	191 8%
7	739 20%	608 21%	514 20%	225 21%	131 20%	739 20%	697 21%	442 20%	460 22%	97 17%	739 20%	** **	37 12%	186 23% a	516 21% a
8	866 24%	716 24%	600 24%	266 25%	150 23%	866 24%	831 25%	541 25%	554 26%	152 26%	866 24%	** **	9 3%	128 16% a	729 29% ab
9	431 12%	347 12%	316 12%	115 11%	84 13%	431 12%	420 12%	306 14%	259 12%	80 14%	431 12%	** **	5 2%	26 3%	400 16% ab
10 - Extremely well	502 14%	416 14%	360 14%	142 13%	86 13%	502 14%	490 14%	357 16%	330 16%	136 24% abce	502 14%	** **	8 3%	21 3%	474 19% ab
Don t know	190 5%	136 5%	117 5%	72 7%	54 8% ab	190 5%	155 5%	96 4%	69 3%	20 4%	190 5% c	** **	32 11% c	67 8% c	91 4%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
NEGATIVE VIEW (1-4)	216	177	158	58	39	216	187	96	89	22	216	**	129	54	33
	6%	6%	6%	5%	6%	6%	6%	4%	4%	4%	6%	**	43% bc	7% c	1%
NEUTRAL (5-6)	666	546	478	189	120	666	611	352	351	69	666	**	81	315	271
	18%	19%	19%	18%	18%	18%	18% d	16%	17%	12%	18% d	**	27% c	40% ac	11%
POSITIVE VIEW (7-10)	2538	2087	1790	748	451	2538	2439	1645	1602	465	2538	**	60	360	2118
	70%	71%	70%	70%	68%	70%	72%	75% e	76% ae	81% ae	70%	**	20%	45% a	84% ab
MOST NEGATIVE (1-2)	83	63	58	25	20	83	69	34	26	3	83	**	65	13	5
	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	2% cd	**	22% bc	2% c	*%
MOST POSITIVE (9-10)	933	763	676	257	170	933	911	662	588	216	933	**	14	46	873
	26%	26%	27%	24%	26%	26%	27%	30% e	28%	37% abce	26%	**	4%	6%	35% ab
Answered	3420	2810	2425	995	610	3420	3237	2092	2042	556	3420	**	270	728	2422
Mean score	7.4	7.4	7.4	7.4	7.4	7.4	7.5	7.6 ae	7.6 e	8.0 abce	7.4	**	4.5	6.4 a	8.0 ab
Standard deviation	1.89	1.88	1.90	1.88	1.96	1.89	1.85	1.78	1.73	1.68	1.89	**	2.40	1.55	1.44

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
1 - Not at all well	60 2%	27 2%	32 2%	3 1%	3 1%	8 1%	17 3% b	29 2%	15 2%	10 1%	17 3%	17 2%	50 2%	4 1%	4 3%	2 2%
2	41 1%	28 2%	13 1%	- -%	5 1%	2 *%	11 2%	23 1%	10 1%	10 1%	5 1%	16 2%	35 1%	2 1%	3 2%	* *%
3	69 2%	34 2%	35 2%	11 4%	9 2%	13 2%	7 1%	30 2%	11 1%	15 1%	15 2%	29 3% ab	57 2%	6 2%	4 3%	2 2%
4	82 2%	44 2%	39 2%	5 2%	16 3%	23 4% d	6 1%	32 2%	30 3%	19 2%	14 2%	18 2%	73 2%	4 1%	4 3%	1 1%
5	254 7%	122 7%	130 7%	23 7%	39 7%	31 5%	59 10% c	101 7%	52 5%	76 7%	57 9% a	69 8%	212 7%	23 8%	13 8%	5 5%
6	380 11%	203 12%	171 9%	46 14%	74 13%	70 12%	49 8%	142 9%	97 10%	110 10%	73 12%	101 12%	331 11% d	28 9%	15 10%	5 6%
7	669 19%	330 19%	334 18%	85 27% be	98 17%	111 19%	122 20%	254 17%	181 18%	231 21%	113 18%	144 17%	568 19% d	58 20% d	32 20% d	11 12%
8	863 24%	395 22%	460 25%	52 17%	115 20%	142 24%	157 26% a	397 26% ab	219 22%	310 28% ad	155 25%	179 21%	718 23%	83 28%	40 25%	22 23%
9	541 15%	278 16%	263 14%	45 14%	99 17%	83 14%	71 12%	243 16%	169 17%	150 13%	91 14%	129 15%	449 15%	46 15%	21 13%	24 26% abc
10 - Extremely well	559 15%	264 15%	293 16%	39 12%	113 19%	84 14%	80 13%	243 16%	197 20% bc	160 14%	73 12%	128 15%	483 16%	36 12%	19 12%	21 22% abc
Don t know	91 3%	34 2%	57 3%	7 2%	12 2%	16 3%	17 3%	39 3%	16 2%	25 2%	19 3%	31 4%	81 3%	5 2%	3 2%	1 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
NEGATIVE VIEW (1-4)	253	133	119	19	33	46	41	114	66	54	51	80	216	16	16	5
	7%	8%	7%	6%	6%	8%	7%	7%	7%	5%	8%	9% b	7%	5%	10%	5%
NEUTRAL (5-6)	634	324	301	68	113	101	108	244	149	185	130	169	544	51	29	11
	18%	18%	17%	22%	19%	17%	18%	16%	15%	17%	21% a	20%	18% d	17%	18% d	11%
POSITIVE VIEW (7-10)	2632	1268	1349	221	425	420	429	1136	766	851	432	580	2218	224	112	79
	73%	72%	74%	70%	73%	72%	72%	74%	77% cd	76% cd	68%	67%	73%	75%	70%	83% ac
MOST NEGATIVE (1-2)	101	55	45	3	8	10	29	52	25	20	22	33	86	7	7	2
	3%	3%	2%	1%	1%	2%	5% abc	3%	3%	2%	3%	4%	3%	2%	5%	2%
MOST POSITIVE (9-10)	1100	542	555	84	212	167	151	486	366	311	164	257	932	82	40	45
	30%	31%	30%	27%	36% acd	29%	25%	32%	37% bcd	28%	26%	30%	30%	28%	25%	48% abc
Answered	3519	1725	1770	308	571	568	578	1494	982	1091	612	829	2977	291	156	94
Mean score	7.5	7.4	7.5	7.3	7.7 d	7.4	7.3	7.5	7.7 cd	7.6 cd	7.2	7.3	7.5 c	7.5	7.2	8.0 abc
Standard deviation	1.98	2.00	1.95	1.81	1.89	1.91	2.06	2.02	1.96	1.78	2.04	2.14	1.98	1.85	2.12	1.90

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
1 - Not at all well	60	45	16	13	45	12	45	-	8	5	12	35	23
	2%	1%	3% a	1%	2%	1%	2%	-%	2%	1%	1%	2%	2%
2	41	36	5	7	34	7	34	2	4	1	7	21	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
3	69	61	8	23	46	19	48	8	8	8	19	36	30
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
4	82	67	15	29	53	26	57	10	11	10	26	48	31
	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%
5	254	217	37	65	187	59	192	20	24	35	59	139	111
	7%	7%	8%	6%	7%	6%	7%	6%	5%	8%	6%	6%	8%
6	380	328	52	112	261	103	270	33	58	54	103	251	121
	11%	11%	11%	11%	10%	11%	10%	9%	12%	12%	11%	12%	9%
7	669	587	82	188	470	169	489	50	88	87	169	433	222
	19%	19%	17%	18%	19%	18%	19%	15%	18%	19%	18%	20%	16%
8	863	752	110	243	605	224	623	70	116	120	224	525	320
	24%	24%	22%	23%	24%	23%	24%	20%	24%	26%	23%	24%	24%
9	541	475	65	153	383	140	395	64	73	56	140	308	223
	15%	15%	13%	15%	15%	15%	15%	19%	15%	12%	15%	14%	16%
10 - Extremely well	559	469	90	191	359	182	368	81	93	71	182	336	217
	15%	15%	18%	18% b	14%	19% b	14%	24%	19%	16%	19%	15%	16%
Don t know	91	80	11	20	68	19	69	7	10	9	19	46	44
	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%
NEGATIVE VIEW (1-4)	253	209	43	72	178	64	184	21	31	24	64	140	102
	7%	7%	9%	7%	7%	7%	7%	6%	6%	5%	7%	6%	8%
NEUTRAL (5-6)	634	545	89	177	448	162	462	52	82	89	162	389	232
	18%	17%	18%	17%	18%	17%	18%	15%	17%	19%	17%	18%	17%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
POSITIVE VIEW (7-10)	2632	2284	348	775	1816	716	1875	266	370	335	716	1603	982
	73%	73%	71%	74%	72%	74%	72%	77%	75%	73%	74%	74%	72%
MOST NEGATIVE (1-2)	101	81	20	20	79	19	79	2	12	6	19	56	41
	3%	3%	4%	2%	3%	2%	3%	1%	2%	1%	2%	3%	3%
MOST POSITIVE (9-10)	1100	944	155	344	741	322	763	146	166	127	322	645	439
	30%	30%	32%	33%	30%	34%	29%	42%	34%	28%	34%	30%	32%
								cd					
Answered	3519	3038	481	1024	2442	942	2521	339	483	448	942	2133	1316
Mean score	7.5	7.5	7.4	7.6	7.4	7.6	7.4	7.9	7.6	7.5	7.6	7.5	7.5
Standard deviation	1.98	1.94	2.17	1.95	1.99	1.95	1.98	1.88	1.95	1.83	1.95	1.92	2.04

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?
Base: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
1 - Not at all well	60 2%	45 2%	42 2%	18 2%	15 2%	60 2%	45 1%	25 1%	13 1%	1 *%	60 2% c	** **	54 18% bc	5 1%	2 *%
2	41 1%	35 1%	31 1%	10 1%	6 1%	41 1%	38 1%	20 1%	14 1%	3 1%	41 1%	** **	33 11% bc	6 1% c	2 *%
3	69 2%	59 2%	51 2%	18 2%	10 2%	69 2%	61 2%	34 2%	34 2%	10 2%	69 2%	** **	44 15% bc	18 2% c	7 *%
4	82 2%	73 2%	66 3%	17 2%	10 1%	82 2%	72 2%	46 2%	47 2%	14 2%	82 2%	** **	41 13% bc	33 4% c	8 *%
5	254 7%	205 7%	177 7%	77 7%	49 7%	254 7%	232 7%	128 6%	125 6%	23 4%	254 7%	** **	44 15% c	138 17% c	73 3%
6	380 11%	309 10%	276 11%	104 10%	71 11%	380 11%	356 10%	190 9%	219 10%	47 8%	380 11%	** **	28 9%	190 24% ac	162 6%
7	669 19%	542 18%	464 18%	205 19%	127 19%	669 19%	624 18%	394 18%	422 20%	91 16%	669 19%	** **	25 8%	191 24% ac	453 18% a
8	863 24%	725 25%	618 24%	245 23%	138 21%	863 24%	830 24%	531 24%	529 25%	136 24%	863 24%	** **	13 4%	120 15% a	730 29% ab
9	541 15%	419 14%	359 14%	182 17%	121 18%	541 15%	519 15%	360 16%	331 16%	99 17%	541 15%	** **	2 1%	29 4%	510 20% ab
10 - Extremely well	559 15%	464 16%	399 16%	160 15%	95 14%	559 15%	551 16%	407 19% e	347 16%	149 26% abce	559 15%	** **	3 1%	25 3%	531 21% ab
Don t know	91 3%	70 2%	60 2%	31 3%	21 3%	91 3%	66 2%	53 2%	30 1%	4 1%	91 3%	** **	15 5% c	41 5% c	35 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
NEGATIVE VIEW (1-4)	253	212	189	64	41	253	215	126	108	27	253	**	171	63	19
	7%	7%	7%	6%	6%	7%	6%	6%	5%	5%	7%	**	57% bc	8% c	1%
NEUTRAL (5-6)	634	514	453	181	120	634	588	318	344	70	634	**	72	327	235
	18%	17%	18%	17%	18%	18%	17% d	15%	16%	12%	18% bd	**	24% c	41% ac	9%
POSITIVE VIEW (7-10)	2632	2150	1840	792	482	2632	2524	1692	1629	475	2632	**	43	364	2224
	73%	73%	72%	74%	73%	73%	74%	77% e	77% e	82% ae	73%	**	14%	46% a	89% ab
MOST NEGATIVE (1-2)	101	80	73	28	22	101	82	45	27	4	101	**	87	11	4
	3%	3%	3%	3%	3%	3%	2% c	2%	1%	1%	3% cd	**	29% bc	1% c	*%
MOST POSITIVE (9-10)	1100	883	758	342	216	1100	1070	767	678	248	1100	**	5	53	1041
	30%	30%	30%	32%	33%	30%	32%	35% e	32%	43% abce	30%	**	2%	7% a	41% ab
Answered	3519	2875	2482	1037	644	3519	3327	2136	2081	573	3519	**	287	754	2478
Mean score	7.5	7.5	7.4	7.5	7.5	7.5	7.5	7.7 ae	7.6 e	8.0 abce	7.5	**	3.9	6.4 a	8.2 ab
Standard deviation	1.98	1.97	1.99	1.94	2.00	1.98	1.93	1.89	1.78	1.77	1.98	**	2.23	1.57	1.39

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
1 - Not at all well	80 2%	40 2%	40 2%	4 1%	9 2%	9 1%	17 3%	41 3%	15 2%	15 1%	21 3%	27 3%	64 2%	8 3%	6 4%	2 2%
2	54 1%	35 2%	19 1%	2 1%	5 1%	8 1%	11 2%	28 2%	14 1%	12 1%	9 1%	19 2%	45 1%	4 1%	4 2%	2 2%
3	80 2%	42 2%	37 2%	9 3%	4 1%	12 2%	15 2%	41 3% b	23 2%	24 2%	12 2%	22 3%	66 2%	6 2%	6 4%	2 2%
4	97 3%	43 2%	53 3%	15 5% e	19 3%	16 3%	25 4% e	23 1%	26 3%	30 3%	23 4%	18 2%	82 3%	8 3%	4 3%	2 2%
5	292 8%	162 9%	128 7%	31 10%	47 8%	48 8%	38 6%	128 8%	65 7%	92 8%	62 10%	73 9%	247 8%	24 8%	16 10%	5 5%
6	401 11%	198 11%	198 11%	41 13%	79 13%	69 12%	57 9%	156 10%	97 10%	114 10%	77 12%	113 13%	347 11%	28 10%	18 11%	8 9%
7	733 20%	345 20%	383 21%	66 21%	111 19%	121 21%	134 23%	301 20%	182 18%	261 23% a	124 20%	164 19%	626 20%	62 21%	29 18%	16 17%
8	788 22%	393 22%	392 21%	53 17%	132 23%	134 23%	133 22%	337 22%	243 24% d	256 23% d	138 22%	150 17%	665 22%	68 23%	35 22%	20 21%
9	445 12%	211 12%	231 13%	37 12%	71 12%	73 12%	84 14%	180 12%	125 13%	134 12%	78 12%	107 12%	370 12%	43 14%	17 11%	15 16%
10 - Extremely well	470 13%	218 12%	250 14%	39 12%	95 16% d	76 13%	54 9%	207 13%	166 17% c	138 12%	54 8%	112 13%	401 13%	30 10%	19 12%	20 21% abc
Don t know	170 5%	73 4%	96 5%	17 6%	12 2%	20 3%	28 5%	92 6% b	40 4%	41 4%	34 5%	54 6%	146 5%	15 5%	6 4%	3 3%
NEGATIVE VIEW (1-4)	310 9%	160 9%	148 8%	30 9%	36 6%	44 8%	68 11% b	132 9%	78 8%	79 7%	65 10%	87 10%	256 8%	27 9%	20 12%	8 8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	1763	1769	310	570	665	445	1566	1029	995	643	885	2416	429	376	335
Effective Weighted Sample	2908	1442	1446	253	480	544	374	1299	843	821	535	717	2247	403	358	320
Total	3610	1759	1826	315	583	584	595	1533	998	1115	631	861	3059	297	159	95
NEUTRAL (5-6)	693	360	327	72	125	117	95	284	163	205	139	186	594	52	34	13
	19%	20%	18%	23%	21%	20%	16%	19%	16%	18%	22% a	22% a	19%	18%	21%	14%
POSITIVE VIEW (7-10)	2436	1167	1256	196	409	403	404	1024	717	790	393	534	2063	202	100	72
	67%	66%	69%	62%	70%	69%	68%	67%	72% cd	71% cd	62%	62%	67%	68%	63%	75% ac
MOST NEGATIVE (1-2)	134	75	59	6	14	17	28	69	29	26	30	47	108	12	9	4
	4%	4%	3%	2%	2%	3%	5%	5%	3%	2%	5%	5% b	4%	4%	6%	4%
MOST POSITIVE (9-10)	914	429	481	76	166	148	137	387	291	272	131	219	771	72	35	36
	25%	24%	26%	24%	28%	25%	23%	25%	29% c	24%	21%	25%	25%	24%	22%	37% abc
Answered	3440	1686	1730	297	570	564	566	1441	958	1074	597	806	2912	282	153	93
Mean score	7.2	7.1	7.3	7.1	7.4	7.3	7.1	7.2	7.5 cd	7.3 c	6.9	7.0	7.2 c	7.2	6.9	7.6 abc
Standard deviation	2.06	2.09	2.02	2.01	1.92	1.96	2.10	2.14	2.02	1.90	2.10	2.22	2.04	2.06	2.27	2.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
1 - Not at all well	80	62	18	13	65	12	65	-	10	4	12	47	29
	2%	2%	4%	1%	3%	1%	3%	-%	2%	1%	1%	2%	2%
2	54	46	8	15	39	15	39	2	7	6	15	25	27
	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%
3	80	64	16	15	64	14	64	6	4	8	14	37	39
	2%	2%	3%	1%	3%	1%	2%	2%	1%	2%	1%	2%	3%
4	97	87	10	35	61	30	65	11	16	16	30	58	38
	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%
5	292	236	56	71	218	63	225	17	30	36	63	164	122
	8%	8%	11% a	7%	9%	7%	9%	5%	6%	8%	7%	8%	9%
6	401	355	46	120	272	114	278	47	50	54	114	279	115
	11%	11%	9%	11%	11%	12%	11%	13%	10%	12%	12%	13% b	8%
7	733	641	92	213	511	190	532	50	105	104	190	462	254
	20%	21%	19%	20%	20%	20%	21%	14%	21%	23% a	20%	21%	19%
8	788	691	97	231	542	208	564	83	115	92	208	493	284
	22%	22%	20%	22%	22%	22%	22%	24%	23%	20%	22%	23%	21%
9	445	392	53	143	299	131	311	56	60	63	131	265	171
	12%	13%	11%	14%	12%	14%	12%	16%	12%	14%	14%	12%	13%
10 - Extremely well	470	402	68	156	306	153	309	64	78	62	153	277	186
	13%	13%	14%	15%	12%	16% b	12%	19%	16%	14%	16%	13%	14%
Don t know	170	143	27	32	134	30	136	10	17	12	30	72	94
	5%	5%	6%	3%	5%	3%	5%	3%	4%	3%	3%	3%	7% a
NEGATIVE VIEW (1-4)	310	259	52	77	230	71	234	19	38	34	71	167	133
	9%	8%	11%	7%	9%	7%	9%	6%	8%	7%	7%	8%	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2973	583	1022	2487	937	2568	351	498	430	937	2083	1393
Effective Weighted Sample	2908	2450	471	823	2043	755	2108	286	401	341	755	1693	1154
Total	3610	3119	491	1045	2511	961	2590	346	493	456	961	2179	1360
NEUTRAL (5-6)	693	591	102	191	490	177	503	64	79	90	177	443	237
	19%	19%	21%	18%	20%	18%	19%	18%	16%	20%	18%	20%	17%
POSITIVE VIEW (7-10)	2436	2126	310	744	1657	682	1717	253	358	320	682	1497	896
	67%	68%	63%	71% b	66%	71%	66%	73%	73%	70%	71%	69%	66%
MOST NEGATIVE (1-2)	134	108	26	28	105	27	105	2	17	10	27	72	56
	4%	3%	5%	3%	4%	3%	4%	1%	3%	2%	3%	3%	4%
MOST POSITIVE (9-10)	914	794	121	300	604	283	621	120	138	124	283	541	357
	25%	25%	25%	29%	24%	29% b	24%	35%	28%	27%	29%	25%	26%
Answered	3440	2976	464	1012	2377	930	2454	336	475	444	930	2107	1266
Mean score	7.2	7.2	7.0	7.4 b	7.1	7.4 b	7.1	7.7 c	7.4	7.3	7.4	7.2	7.2
Standard deviation	2.06	2.02	2.27	1.95	2.10	1.97	2.09	1.80	2.00	1.91	1.97	1.98	2.16

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
1 - Not at all well	80 2%	61 2%	56 2%	23 2%	18 3%	80 2%	66 2%	29 1%	26 1%	4 1%	80 2%	** **	69 23% bc	9 1% c	2 *%
2	54 1%	48 2%	38 2%	16 1%	6 1%	54 1%	47 1%	26 1%	17 1%	4 1%	54 1%	** **	40 13% bc	9 1% c	4 *%
3	80 2%	67 2%	55 2%	25 2%	13 2%	80 2%	66 2%	39 2%	36 2%	12 2%	80 2%	** **	40 13% bc	32 4% c	8 *%
4	97 3%	86 3%	76 3%	21 2%	11 2%	97 3%	85 2%	56 3%	54 3%	13 2%	97 3%	** **	29 10% c	44 5% c	25 1%
5	292 8%	231 8%	204 8%	88 8%	62 9%	292 8%	261 8%	151 7%	164 8%	42 7%	292 8%	** **	39 13% c	145 18% c	108 4%
6	401 11%	344 12%	302 12%	99 9%	57 9%	401 11%	382 11%	215 10%	239 11%	52 9%	401 11%	** **	20 6%	165 21% ac	216 9%
7	733 20%	605 21%	516 20%	217 20%	129 19%	733 20%	703 21%	454 21%	445 21%	110 19%	733 20%	** **	24 8%	198 25% a	511 20% a
8	788 22%	640 22%	544 21%	245 23%	149 22%	788 22%	757 22%	488 22%	514 24%	121 21%	788 22%	** **	12 4%	100 13% a	677 27% ab
9	445 12%	361 12%	314 12%	131 12%	84 13%	445 12%	431 13%	286 13%	257 12%	84 15%	445 12%	** **	3 1%	14 2%	427 17% ab
10 - Extremely well	470 13%	384 13%	333 13%	137 13%	85 13%	470 13%	461 14%	355 16% e	297 14%	116 20% ace	470 13%	** **	2 1%	20 2%	448 18% ab
Don t know	170 5%	120 4%	104 4%	67 6% a	51 8% abe	170 5%	134 4%	90 4%	62 3%	17 3%	170 5% c	** **	24 8% c	60 8% c	87 3%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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: Those who have consumed any BBC content at least weekly in the last 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 row	3556	2961	2562	994	595	3556	3340	2159	2070	592	3556	-	324	748	2484
Effective Weighted Sample	2908	2408	2074	835	503	2908	2729	1760	1688	480	2908	-	259	625	2025
Total	3610	2946	2542	1068	664	3610	3392	2188	2111	576	3610	-	302	795	2513
NEGATIVE VIEW (1-4)	310	262	226	85	48	310	264	150	133	33	310	**	178	94	39
	9%	9%	9%	8%	7%	9%	8%	7%	6%	6%	9%	**	59%	12%	2%
											c		bc	c	
NEUTRAL (5-6)	693	574	506	187	119	693	642	366	403	94	693	**	59	310	324
	19%	19%	20%	18%	18%	19%	19%	17%	19%	16%	19%	**	19%	39%	13%
													c	ac	
POSITIVE VIEW (7-10)	2436	1990	1707	729	447	2436	2352	1583	1513	431	2436	**	42	331	2063
	67%	68%	67%	68%	67%	67%	69%	72%	72%	75%	67%	**	14%	42%	82%
								e	e	e				a	ab
MOST NEGATIVE (1-2)	134	109	95	39	25	134	113	55	43	8	134	**	109	18	6
	4%	4%	4%	4%	4%	4%	3%	3%	2%	1%	4%	**	36%	2%	*%
											c		bc	c	
MOST POSITIVE (9-10)	914	745	647	268	169	914	892	640	554	201	914	**	6	34	875
	25%	25%	25%	25%	25%	25%	26%	29%	26%	35%	25%	**	2%	4%	35%
								e		ace					ab
Answered	3440	2826	2439	1001	614	3440	3258	2098	2049	559	3440	**	278	735	2426
Mean score	7.2	7.2	7.2	7.3	7.3	7.2	7.3	7.5	7.4	7.7	7.2	**	3.6	6.1	7.9
								ae	e	ace				a	ab
Standard deviation	2.06	2.06	2.06	2.05	2.07	2.06	2.01	1.95	1.88	1.91	2.06	**	2.31	1.65	1.49

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	136	66	67	10	15	25	39	47	21	35	38	39	94	12	12	19
	3%	3%	3%	2%	2%	4%	5%	3%	2%	3%	5%	3%	3%	3%	6%	16%
							be				a				a	abc
2	46	23	22	4	9	3	12	17	9	9	12	17	39	3	2	2
	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
3	78	44	32	12	16	15	8	28	23	24	8	24	65	5	4	5
	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	4%
																ab
4	88	38	49	23	13	18	13	21	21	13	27	27	81	3	2	1
	2%	2%	2%	5%	2%	3%	2%	1%	2%	1%	3%	2%	2%	1%	1%	1%
				be							b					
5	278	160	115	49	55	44	40	90	56	90	56	76	238	17	17	6
	6%	8%	5%	11%	7%	6%	5%	5%	5%	7%	7%	7%	7%	5%	8%	5%
		b		cde												
6	320	141	174	42	61	60	41	116	66	101	62	90	276	20	14	9
	7%	7%	8%	9%	8%	8%	6%	7%	6%	8%	8%	8%	8%	6%	7%	7%
7	606	320	282	58	124	116	110	198	148	205	106	143	528	39	26	12
	14%	15%	13%	13%	17%	16%	15%	12%	13%	16%	14%	13%	14%	11%	13%	10%
					e	e										
8	844	407	433	90	139	125	156	335	216	288	141	199	702	73	47	21
	19%	20%	20%	20%	19%	18%	22%	20%	19%	22%	18%	18%	19%	20%	23%	18%
9	600	292	305	45	96	105	99	256	182	185	107	127	489	59	31	20
	14%	14%	14%	10%	13%	15%	14%	15%	16%	14%	14%	11%	13%	16%	15%	17%
								a	d							
10 - Extremely important	1172	543	620	97	167	169	179	560	353	326	192	301	982	122	43	24
	27%	26%	28%	21%	23%	24%	25%	33%	32%	25%	25%	27%	27%	34%	21%	20%
								abcd	bc				d	acd		
Don't know	170	50	115	26	43	27	28	46	22	46	25	74	153	11	4	2
	4%	2%	5%	6%	6%	4%	4%	3%	2%	3%	3%	7%	4%	3%	2%	2%
			a	e	e							abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NOT IMPORTANT (1-4)	349	171	169	49	53	61	72	113	73	81	84	107	279	23	20	27
	8%	8%	8%	11% e	7%	9%	10%	7%	7%	6%	11% ab	10% b	8%	6%	10%	22% abc
NEUTRAL (5-6)	598	301	289	91	116	104	80	206	123	191	118	165	514	37	31	15
	14%	14%	13%	20% de	16%	15%	11%	12%	11%	14%	15%	15%	14%	10%	15%	12%
IMPORTANT (7-10)	3221	1562	1640	289	526	515	544	1348	899	1004	546	769	2702	293	148	78
	74%	75%	74%	63%	71% a	73% a	75% a	79% abc	81% cd	76% d	71%	69%	74% d	81% acd	73% d	64%
MOST NEGATIVE (1-2)	182	88	89	15	24	29	51	64	30	44	50	56	133	15	14	20
	4%	4%	4%	3%	3%	4%	7% be	4%	3%	3%	6% ab	5% a	4%	4%	7% a	17% abc
MOST POSITIVE (9-10)	1772	835	925	142	263	274	277	816	535	511	299	428	1472	182	75	44
	41%	40%	42%	31%	36%	39%	38%	48% abcd	48% bcd	39%	39%	38%	40%	50% acd	37%	36%
Answered	4168	2034	2099	429	695	680	697	1667	1095	1275	748	1042	3496	353	200	119
Mean score	7.7	7.7	7.8	7.3	7.6	7.6	7.6	8.0 abcd	8.0 bcd	7.8	7.5	7.6	7.7 cd	8.1 acd	7.4 d	6.7
Standard deviation	2.25	2.25	2.22	2.27	2.14	2.25	2.42	2.18	2.08	2.11	2.44	2.38	2.20	2.18	2.42	3.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	136	102	34	30	104	27	106	9	16	11	27	81	52
	3%	3%	6% a	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%
2	46	44	2	11	36	9	37	4	2	5	9	20	24
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
3	78	70	8	30	47	26	51	9	11	11	26	45	32
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
4	88	83	5	23	60	17	65	8	9	3	17	46	41
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%
5	278	238	40	77	192	65	203	33	24	23	65	170	105
	6%	6%	7%	6%	6%	6%	7%	8%	4%	4%	6%	7%	6%
6	320	286	33	106	208	88	225	31	50	44	88	222	93
	7%	8%	6%	8%	7%	8%	7%	7%	9%	8%	8%	9% b	6%
7	606	537	69	213	379	193	398	54	121	92	193	403	189
	14%	14%	12%	17% b	13%	17% b	13%	13%	21% a	18%	17%	16% b	11%
8	844	725	119	220	608	199	628	76	89	104	199	498	329
	19%	19%	21%	17%	20%	18%	20%	18%	16%	20%	18%	19%	20%
9	600	517	83	187	404	170	421	69	75	81	170	366	224
	14%	14%	15%	15%	13%	15%	13%	16%	13%	15%	15%	14%	13%
10 - Extremely important	1172	1008	164	301	859	284	876	103	147	133	284	629	512
	27%	27%	29%	24%	29% a	25%	28%	24%	26%	25%	25%	25%	30% a
Don't know	170	160	10	61	103	53	110	26	27	18	53	80	82
	4%	4% b	2%	5%	3%	5%	4%	6%	5%	3%	5%	3%	5% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NOT IMPORTANT (1-4)	349	299	50	93	247	79	259	29	39	29	79	192	150
	8%	8%	9%	7%	8%	7%	8%	7%	7%	6%	7%	7%	9%
NEUTRAL (5-6)	598	524	73	183	401	153	428	64	73	68	153	391	198
	14%	14%	13%	15%	13%	14%	14%	15%	13%	13%	14%	15% b	12%
IMPORTANT (7-10)	3221	2787	435	920	2250	846	2323	301	433	411	846	1897	1254
	74%	74%	77%	73%	75%	75%	74%	72%	76%	78%	75%	74%	74%
MOST NEGATIVE (1-2)	182	146	36	40	139	36	143	13	18	16	36	101	76
	4%	4%	6% a	3%	5%	3%	5%	3%	3%	3%	3%	4%	5%
MOST POSITIVE (9-10)	1772	1525	247	487	1263	454	1296	171	223	215	454	995	736
	41%	40%	44%	39%	42%	40%	42%	41%	39%	41%	40%	39%	44% a
Answered	4168	3610	558	1196	2898	1078	3010	395	545	508	1078	2480	1602
Mean score	7.7	7.7	7.7	7.7	7.8	7.8	7.7	7.7	7.7	7.9	7.8	7.7	7.8
Standard deviation	2.25	2.22	2.43	2.15	2.29	2.14	2.28	2.17	2.12	2.03	2.14	2.20	2.32

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 198

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	136 3%	102 3%	81 3%	55 4%	34 4%	136 3%	54 2%	23 1%	18 1%	4 1%	65 2%	72 13% abcde	109 17% bc	14 1%	14 1%
2	46 1%	37 1%	33 1%	14 1%	9 1%	46 1%	31 1%	14 1%	8 *%	2 *%	34 1%	12 2% abcde	33 5% bc	9 1% c	4 *%
3	78 2%	64 2%	59 2%	20 2%	14 2%	78 2%	50 1%	36 2%	34 2%	7 1%	63 2%	15 3%	46 7% bc	19 2% c	13 *%
4	88 2%	73 2%	64 2%	24 2%	15 2%	88 2%	61 2%	36 2%	41 2%	6 1%	69 2%	19 4% ab	37 6% c	42 4% c	10 *%
5	278 6%	229 7%	208 7%	70 5%	49 6%	278 6%	179 5%	109 5%	126 6%	22 4%	216 6%	62 11% abcde	71 11% c	143 13% c	65 2%
6	320 7%	263 8%	236 8%	83 6%	56 7%	320 7%	266 8%	150 7%	162 7%	29 5%	279 7%	40 7%	39 6%	148 14% ac	132 5%
7	606 14%	514 15% d	447 15% d	159 12%	91 11%	606 14%	536 15% f	357 16% f	349 16% f	90 15% f	567 15% f	39 7%	50 8%	198 18% ac	358 14% a
8	844 19%	681 20%	591 19%	253 19%	163 19%	844 19%	744 21% f	467 21% f	472 22% f	113 19% f	782 21% f	62 11%	63 10%	161 15% a	620 24% ab
9	600 14%	481 14%	425 14%	175 13%	119 14%	600 14%	532 15% f	363 16% f	334 15% f	94 16% f	570 15% f	30 5%	34 5%	83 8%	482 18% ab
10 - Extremely important	1172 27%	933 27%	795 26%	377 29%	239 28%	1172 27%	1016 29% f	663 30% f	597 28% f	209 36% abcef	1074 28% f	98 18%	113 18%	174 16%	885 34% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	170	108	97	73	61	170	56	28	23	5	73	97	48	86	36
	4%	3%	3%	6%	7%	4%	2%	1%	1%	1%	2%	18%	7%	8%	1%
				ab	abe							abcde	c	c	
NOT IMPORTANT (1-4)	349	276	237	112	73	349	196	110	101	20	230	119	225	84	40
	8%	8%	8%	9%	9%	8%	6%	5%	5%	3%	6%	22%	35%	8%	2%
												abcde	bc	c	
NEUTRAL (5-6)	598	492	444	153	106	598	445	259	288	51	496	102	110	290	197
	14%	14%	15%	12%	12%	14%	13%	12%	13%	9%	13%	19%	17%	27%	8%
									d		d	abcde	c	ac	
IMPORTANT (7-10)	3221	2610	2257	964	611	3221	2828	1850	1753	506	2993	229	260	616	2345
	74%	75%	74%	74%	72%	74%	80%	82%	81%	87%	79%	42%	40%	57%	90%
							f	ef	f	acef	f			a	ab
MOST NEGATIVE (1-2)	182	139	114	69	44	182	85	37	26	6	98	84	142	22	18
	4%	4%	4%	5%	5%	4%	2%	2%	1%	1%	3%	15%	22%	2%	1%
							c				c	abcde	bc	c	
MOST POSITIVE (9-10)	1772	1414	1220	552	358	1772	1548	1026	932	303	1644	128	147	257	1368
	41%	41%	40%	42%	42%	41%	44%	46%	43%	52%	43%	23%	23%	24%	52%
							f	f	f	acef	f				ab
Answered	4168	3377	2938	1230	790	4168	3469	2218	2142	577	3718	450	595	990	2583
Mean score	7.7	7.7	7.7	7.8	7.8	7.7	8.0	8.1	8.0	8.3	7.9	6.2	5.6	7.1	8.5
							f	f	f	abcef	f			a	ab
Standard deviation	2.25	2.22	2.20	2.35	2.37	2.25	1.99	1.91	1.88	1.79	2.04	3.12	3.23	2.05	1.55

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	132 3%	63 3%	66 3%	9 2%	13 2%	21 3%	42 6% abe	46 3%	17 1%	36 3%	36 5% a	40 4% a	89 2%	13 4%	10 5% a	19 16% abc
2	31 1%	18 1%	12 1%	1 *%	3 *%	4 1%	11 1%	12 1%	10 1%	6 *%	7 1%	8 1%	22 1%	3 1%	3 1%	3 2% a
3	67 2%	33 2%	33 1%	9 2%	8 1%	14 2%	10 1%	25 1%	15 1%	14 1%	9 1%	29 3%	50 1%	7 2%	6 3% a	3 3%
4	99 2%	63 3% b	36 2%	13 3%	18 2%	22 3%	11 2%	35 2%	22 2%	29 2%	18 2%	30 3%	87 2%	7 2%	3 2%	2 1%
5	320 7%	157 8%	158 7%	55 12% bde	47 6%	60 9%	46 6%	112 7%	73 7%	84 6%	73 9%	90 8%	267 7%	25 7%	20 10%	7 6%
6	431 10%	204 10%	222 10%	59 13% e	90 12% e	72 10%	65 9%	145 8%	106 9%	135 10%	80 10%	110 10%	373 10%	34 9%	15 7%	9 8%
7	716 17%	364 17%	347 16%	84 18%	121 16%	120 17%	122 17%	269 16%	172 15%	239 18%	132 17%	172 15%	615 17% b	43 12%	41 20% b	17 14%
8	906 21%	436 21%	467 21%	77 17%	156 21%	135 19%	158 22%	381 22%	258 23%	293 22%	145 19%	210 19%	753 21%	89 24% d	45 22%	20 16%
9	548 13%	254 12%	285 13%	54 12%	91 12%	82 12%	86 12%	235 14%	167 15%	166 13%	92 12%	123 11%	459 13%	49 13%	21 10%	19 16%
10 - Extremely important	892 21%	419 20%	469 21%	71 16%	151 20%	150 21%	138 19%	383 22% a	252 23%	269 20%	145 19%	225 20%	757 21%	81 22%	34 16%	20 17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	196	74	118	23	39	26	36	72	27	50	37	79	176	12	6	2
	5%	4%	5%	5%	5%	4%	5%	4%	2%	4%	5% a	7% ab	5% d	3%	3%	2%
NOT IMPORTANT (1-4)	328	175	147	32	42	60	74	119	64	85	69	107	249	31	22	27
	8%	8%	7%	7%	6%	9%	10% b	7%	6%	6%	9%	10% ab	7%	8%	11% a	22% abc
NEUTRAL (5-6)	751	361	381	114	137	133	111	256	179	219	153	200	640	59	35	17
	17%	17%	17%	25% de	19%	19%	15%	15%	16%	17%	20%	18%	18%	16%	17%	14%
IMPORTANT (7-10)	3063	1473	1567	286	519	488	503	1267	848	968	514	730	2584	263	140	76
	71%	71%	71%	63%	70%	69%	69%	74% a	76% cd	73% cd	66%	65%	71% d	72% d	69%	63%
MOST NEGATIVE (1-2)	162	80	79	10	17	25	53	59	26	42	43	48	111	16	13	22
	4%	4%	4%	2%	2%	3%	7% abce	3%	2%	3%	6% a	4%	3%	4%	6% a	18% abc
MOST POSITIVE (9-10)	1440	673	754	125	242	232	224	617	419	436	236	348	1216	131	55	39
	33%	32%	34%	27%	33%	33%	31%	36% a	37% cd	33%	31%	31%	33% c	36% c	27%	32%
Answered	4142	2010	2095	433	698	681	689	1642	1090	1272	736	1038	3473	352	198	119
Mean score	7.5	7.4	7.6	7.2	7.6 a	7.4	7.3	7.7 ad	7.8 cd	7.6 c	7.3	7.3	7.6 cd	7.6 cd	7.1 d	6.6
Standard deviation	2.16	2.17	2.13	2.05	1.98	2.19	2.40	2.11	1.98	2.05	2.30	2.29	2.09	2.24	2.34	3.07

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	132 3%	98 3%	33 6% a	29 2%	100 3%	26 2%	103 3%	8 2%	12 2%	13 2%	26 2%	80 3%	48 3%
2	31 1%	28 1%	3 *%	8 1%	22 1%	8 1%	23 1%	1 *%	4 1%	5 1%	8 1%	17 1%	14 1%
3	67 2%	59 2%	8 1%	15 1%	51 2%	14 1%	53 2%	6 1%	6 1%	3 1%	14 1%	35 1%	30 2%
4	99 2%	85 2%	14 2%	31 2%	64 2%	25 2%	69 2%	11 3%	13 2%	5 1%	25 2%	46 2%	51 3%
5	320 7%	279 7%	41 7%	94 7%	217 7%	76 7%	232 7%	28 7%	35 6%	41 8%	76 7%	179 7%	136 8%
6	431 10%	384 10%	47 8%	121 10%	302 10%	108 10%	315 10%	32 8%	62 11%	48 9%	108 10%	284 11% b	138 8%
7	716 17%	626 17%	90 16%	210 17%	482 16%	197 17%	495 16%	67 16%	107 19%	108 20%	197 17%	447 17%	254 15%
8	906 21%	774 21%	132 23%	271 22%	630 21%	238 21%	663 21%	80 19%	121 21%	121 23%	238 21%	551 22%	342 20%
9	548 13%	482 13%	66 12%	175 14%	363 12%	157 14%	378 12%	74 18%	72 13%	66 12%	157 14%	314 12%	223 13%
10 - Extremely important	892 21%	773 20%	119 21%	247 20%	633 21%	231 20%	649 21%	97 23%	112 20%	101 19%	231 20%	520 20%	350 21%
Don't know	196 5%	182 5%	14 3%	56 4%	136 5%	51 5%	139 4%	18 4%	28 5%	16 3%	51 5%	87 3%	99 6% a
NOT IMPORTANT (1-4)	328 8%	270 7%	58 10%	84 7%	238 8%	73 6%	248 8%	25 6%	35 6%	26 5%	73 6%	178 7%	142 8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	751	663	88	215	519	184	547	60	97	88	184	463	274
	17%	18%	15%	17%	17%	16%	18%	14%	17%	17%	16%	18%	16%
IMPORTANT (7-10)	3063	2655	408	903	2108	823	2185	317	413	395	823	1832	1169
	71%	70%	72%	72%	70%	73%	70%	75%	72%	75%	73%	72%	69%
MOST NEGATIVE (1-2)	162	126	36	38	123	34	126	8	16	18	34	97	61
	4%	3%	6% a	3%	4%	3%	4%	2%	3%	3%	3%	4%	4%
MOST POSITIVE (9-10)	1440	1255	185	422	996	388	1027	171	184	167	388	833	572
	33%	33%	33%	34%	33%	34%	33%	41%	32%	32%	34%	33%	34%
Answered	4142	3588	554	1202	2865	1080	2981	402	545	509	1080	2473	1585
Mean score	7.5	7.5	7.4	7.6	7.5	7.6	7.5	7.8	7.6	7.6	7.6	7.5	7.5
Standard deviation	2.16	2.12	2.38	2.06	2.20	2.05	2.19	2.01	2.00	1.99	2.05	2.12	2.20

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	132 3%	99 3%	80 3%	52 4%	32 4%	132 3%	55 2%	27 1%	17 1%	2 *%	66 2% c	66 12% abcde	103 16% bc	14 1%	14 1%
2	31 1%	21 1%	18 1%	13 1%	10 1%	31 1%	17 *%	8 *%	6 *%	4 1%	19 *%	12 2% abce	20 3% bc	7 1%	4 *%
3	67 2%	56 2%	49 2%	18 1%	11 1%	67 2%	48 1%	29 1%	28 1%	6 1%	54 1%	12 2%	42 6% bc	17 2% c	8 *%
4	99 2%	80 2%	75 2%	25 2%	19 2%	99 2%	66 2%	42 2%	47 2%	10 2%	75 2%	24 4% abce	44 7% c	42 4% c	13 *%
5	320 7%	262 8%	233 8%	87 7%	58 7%	320 7%	226 6%	108 5%	136 6%	24 4%	251 7% b	69 13% abcde	85 13% c	162 15% c	73 3%
6	431 10%	361 10%	309 10%	122 9%	70 8%	431 10%	362 10% d	234 10% d	239 11% df	37 6%	395 10% d	36 7%	49 8%	180 17% ac	202 8%
7	716 17%	594 17%	519 17%	197 15%	122 14%	716 17%	625 18% f	389 17% f	386 18% f	91 16% f	662 17% f	54 10%	65 10%	196 18% a	455 17% a
8	906 21%	734 21%	639 21%	267 21%	172 20%	906 21%	798 23% f	499 22% f	506 23% f	124 21% f	847 22% f	60 11%	64 10%	153 14%	689 26% ab
9	548 13%	453 13%	395 13%	153 12%	95 11%	548 13%	495 14% f	340 15% f	322 15% f	114 20% aef	521 14% f	27 5%	31 5%	74 7%	443 17% ab
10 - Extremely important	892 21%	702 20%	613 20%	279 21%	190 22%	892 21%	764 22% f	528 23% f	440 20% f	160 28% acef	810 21% f	82 15%	76 12%	135 13%	682 26% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	196	123	105	91	72	196	69	42	36	9	92	104	64	96	36
	5%	4%	3%	7%	9%	5%	2%	2%	2%	2%	2%	19%	10%	9%	1%
				abe	abe							abcde	c	c	
NOT IMPORTANT (1-4)	328	256	221	107	73	328	186	106	99	22	214	114	208	81	39
	8%	7%	7%	8%	9%	8%	5%	5%	5%	4%	6%	21%	32%	7%	1%
												abcde	bc	c	
NEUTRAL (5-6)	751	623	542	209	128	751	588	342	374	61	646	105	134	343	275
	17%	18%	18%	16%	15%	17%	17%	15%	17%	11%	17%	19%	21%	32%	10%
							d	d	d		d	d	c	ac	
IMPORTANT (7-10)	3063	2484	2167	896	579	3063	2682	1756	1655	490	2840	223	237	557	2269
	71%	71%	71%	69%	68%	71%	76%	78%	76%	84%	75%	41%	37%	52%	87%
							f	ef	f	abcef	f			a	ab
MOST NEGATIVE (1-2)	162	120	98	65	43	162	72	35	23	6	85	77	123	21	18
	4%	3%	3%	5%	5%	4%	2%	2%	1%	1%	2%	14%	19%	2%	1%
											c	abcde	bc	c	
MOST POSITIVE (9-10)	1440	1155	1008	432	285	1440	1259	868	763	274	1331	109	107	209	1124
	33%	33%	33%	33%	33%	33%	36%	39%	35%	47%	35%	20%	17%	19%	43%
							f	f	f	abcef	f				ab
Answered	4142	3362	2930	1212	779	4142	3456	2204	2128	573	3700	442	579	981	2582
Mean score	7.5	7.5	7.5	7.5	7.5	7.5	7.7	7.8	7.7	8.2	7.7	6.1	5.5	6.9	8.2
							f	ef	f	abcef	f			a	ab
Standard deviation	2.16	2.12	2.10	2.27	2.30	2.16	1.93	1.87	1.82	1.75	1.97	2.99	3.00	1.98	1.55

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	118 3%	58 3%	58 3%	8 2%	13 2%	21 3%	33 5% b	43 2%	19 2%	30 2%	32 4% a	35 3%	77 2%	12 3%	9 5% a	19 15% abc
2	32 1%	15 1%	16 1%	2 *%	4 1%	7 1%	4 1%	15 1%	8 1%	7 1%	6 1%	10 1%	23 1%	4 1%	3 2%	3 2% a
3	69 2%	38 2%	29 1%	7 1%	10 1%	13 2%	15 2%	24 1%	13 1%	16 1%	15 2%	25 2%	55 2%	6 2%	5 2%	3 2%
4	87 2%	47 2%	37 2%	16 4%	9 1%	23 3% e	13 2%	26 2%	17 2%	17 1%	17 2%	37 3% b	72 2%	8 2%	5 2%	3 2%
5	297 7%	154 7%	142 6%	49 11% ce	66 9% e	42 6%	49 7%	90 5%	55 5%	84 6%	74 10% a	84 8%	248 7%	24 7%	18 9%	7 5%
6	334 8%	144 7%	187 8%	53 12% de	62 8%	75 11% de	36 5%	109 6%	80 7%	95 7%	72 9%	85 8%	282 8%	27 8%	16 8%	9 7%
7	661 15%	330 16%	323 15%	92 20% e	113 15%	103 15%	124 17%	229 13%	158 14%	216 16%	119 15%	167 15%	566 16%	53 15%	28 14%	13 11%
8	990 23%	503 24%	482 22%	82 18%	166 23%	157 22%	164 23%	420 24% a	280 25%	319 24%	162 21%	226 20%	823 23%	92 25%	52 25%	22 19%
9	609 14%	284 14%	321 14%	56 12%	100 14%	92 13%	108 15%	254 15%	189 17% cd	190 14%	89 12%	141 13%	509 14%	49 13%	29 14%	22 18%
10 - Extremely important	963 22%	441 21%	514 23%	66 14%	153 21%	146 21%	151 21%	447 26% ac	266 24%	301 23%	157 20%	239 21%	831 23% cd	79 22%	34 17%	20 16%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	179	69	105	26	40	28	28	57	31	47	29	68	161	10	5	2
	4%	3%	5%	6%	5%	4%	4%	3%	3%	4%	4%	6% ab	4%	3%	2%	2%
NOT IMPORTANT (1-4)	306	159	139	33	36	64	65	108	57	70	70	106	228	30	22	26
	7%	8%	6%	7%	5%	9% b	9% b	6%	5%	5%	9% ab	9% ab	6%	8%	11% a	22% abc
NEUTRAL (5-6)	631	298	329	101	128	117	85	199	135	179	147	169	530	52	34	15
	15%	14%	15%	22% de	17% e	17% e	12%	12%	12%	14%	19% ab	15%	15%	14%	17%	13%
IMPORTANT (7-10)	3223	1558	1640	295	533	498	546	1350	894	1026	528	773	2730	272	143	77
	74%	75%	74%	65%	72%	70%	75% a	79% abc	80% cd	78% cd	68%	69%	75% d	75% d	70%	64%
MOST NEGATIVE (1-2)	150	74	74	10	17	28	37	58	27	38	38	45	100	16	12	21
	3%	4%	3%	2%	2%	4%	5%	3%	2%	3%	5% a	4%	3%	4%	6% a	18% abc
MOST POSITIVE (9-10)	1573	725	835	121	254	238	258	701	455	491	246	379	1340	128	63	42
	36%	35%	38%	27%	34%	34%	36% a	41% abc	41% cd	37%	32%	34%	37%	35%	31%	34%
Answered	4159	2016	2109	429	697	679	696	1657	1085	1275	744	1048	3488	354	199	119
Mean score	7.7	7.6	7.7	7.3	7.7 a	7.5	7.5	7.9 acd	7.9 cd	7.8 cd	7.3	7.5	7.7 cd	7.6 d	7.3 d	6.7
Standard deviation	2.12	2.13	2.10	2.00	1.99	2.20	2.28	2.08	1.93	2.00	2.29	2.26	2.05	2.19	2.34	3.07

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	118	91	27	27	88	24	91	9	14	9	24	73	43
	3%	2%	5% a	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%
2	32	31	2	7	25	7	26	4	3	1	7	16	17
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
3	69	63	5	22	45	15	50	4	4	10	15	37	31
	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%
4	87	75	12	22	64	19	67	9	11	9	19	46	37
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
5	297	258	39	80	208	69	217	34	28	27	69	166	125
	7%	7%	7%	6%	7%	6%	7%	8%	5%	5%	6%	6%	7%
6	334	302	32	112	215	102	224	32	63	46	102	221	109
	8%	8%	6%	9%	7%	9%	7%	8%	11%	9%	9%	9%	6%
7	661	580	81	194	452	168	479	51	88	81	168	419	228
	15%	15%	14%	15%	15%	15%	15%	12%	15%	15%	15%	16%	14%
8	990	863	126	281	691	253	719	82	127	135	253	589	387
	23%	23%	22%	22%	23%	22%	23%	19%	22%	26%	22%	23%	23%
9	609	525	85	199	406	178	426	72	82	77	178	372	225
	14%	14%	15%	16%	14%	16%	14%	17%	14%	15%	16%	15%	13%
10 - Extremely important	963	817	146	261	686	248	698	106	127	112	248	540	394
	22%	22%	26%	21%	23%	22%	22%	25%	22%	21%	22%	21%	23%
Don't know	179	164	14	53	120	48	123	18	25	19	48	81	89
	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	3%	5% a
NOT IMPORTANT (1-4)	306	260	46	77	223	65	233	25	32	29	65	172	128
	7%	7%	8%	6%	7%	6%	7%	6%	6%	5%	6%	7%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	631	560	71	192	422	171	441	66	91	73	171	386	234
	15%	15%	12%	15%	14%	15%	14%	16%	16%	14%	15%	15%	14%
IMPORTANT (7-10)	3223	2786	437	935	2236	847	2322	311	424	405	847	1920	1233
	74%	74%	77%	74%	75%	75%	74%	74%	74%	77%	75%	75%	73%
MOST NEGATIVE (1-2)	150	121	29	34	113	31	116	13	17	10	31	88	59
	3%	3%	5%	3%	4%	3%	4%	3%	3%	2%	3%	3%	4%
MOST POSITIVE (9-10)	1573	1342	230	460	1092	426	1124	178	209	188	426	912	619
	36%	36%	41%	37%	36%	38%	36%	42%	37%	36%	38%	36%	37%
Answered	4159	3606	554	1204	2881	1083	2997	402	547	507	1083	2478	1595
Mean score	7.7	7.7	7.7	7.7	7.7	7.8	7.6	7.8	7.7	7.8	7.8	7.6	7.7
Standard deviation	2.12	2.09	2.29	2.03	2.15	2.02	2.15	2.10	2.01	1.93	2.02	2.09	2.17

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	118 3%	90 3%	72 2%	46 4%	27 3%	118 3%	47 1%	21 1%	14 1%	1 *%	56 1% c	62 11% abcde	94 15% bc	10 1%	14 1%
2	32 1%	24 1%	21 1%	11 1%	9 1%	32 1%	19 1%	11 *%	10 *%	2 *%	21 1%	11 2% abce	21 3% bc	9 1% c	2 *%
3	69 2%	59 2%	51 2%	18 1%	10 1%	69 2%	39 1%	25 1%	21 1%	5 1%	48 1%	20 4% abcde	50 8% bc	12 1% c	6 *%
4	87 2%	68 2%	65 2%	22 2%	19 2%	87 2%	58 2%	28 1%	41 2%	8 1%	68 2%	19 3% ab	40 6% c	35 3% c	12 *%
5	297 7%	242 7%	215 7%	82 6%	54 6%	297 7%	200 6%	112 5%	115 5%	27 5%	223 6%	74 14% abcde	75 12% c	153 14% c	69 3%
6	334 8%	284 8% c	261 9% c	72 6%	49 6%	334 8%	260 7% d	144 6% d	165 8% d	18 3%	291 8% d	43 8% d	44 7%	161 15% ac	129 5%
7	661 15%	549 16%	467 15%	194 15%	112 13%	661 15%	586 17% f	354 16% f	378 17% f	88 15% f	622 16% f	38 7%	61 10%	195 18% a	404 15% a
8	990 23%	806 23%	707 23%	283 22%	184 22%	990 23%	875 25% f	566 25% f	545 25% f	134 23% f	923 24% f	66 12%	71 11%	200 19% a	718 27% ab
9	609 14%	481 14%	421 14%	188 14%	128 15%	609 14%	557 16% f	380 17% f	368 17% f	97 17% f	586 15% f	24 4%	32 5%	80 7%	498 19% ab
10 - Extremely important	963 22%	770 22%	651 21%	312 24%	193 23%	963 22%	824 23% f	561 25% f	471 22%	192 33% abcef	872 23% f	91 17%	101 16%	131 12%	731 28% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	179	112	104	75	67	179	60	46	35	9	81	98	53	90	36
	4%	3%	3%	6% ab	8% abe	4%	2%	2%	2%	2%	2%	18% abcde	8% c	8% c	1%
NOT IMPORTANT (1-4)	306	241	209	97	65	306	164	84	87	16	194	112	205	67	34
	7%	7%	7%	7%	8%	7%	5%	4%	4%	3%	5%	20% abcde	32% bc	6% c	1%
NEUTRAL (5-6)	631	527	476	155	104	631	460	256	280	46	513	117	119	314	197
	15%	15%	16% c	12%	12%	15%	13% d	11%	13% d	8%	14% d	21% abcde	19% c	29% ac	8%
IMPORTANT (7-10)	3223	2606	2246	977	617	3223	2842	1860	1763	511	3004	219	266	606	2351
	74%	75%	74%	75%	72%	74%	81% f	83% ef	81% f	88% abcef	79% f	40%	41%	56% a	90% ab
MOST NEGATIVE (1-2)	150	114	93	57	36	150	66	31	24	3	77	73	116	19	16
	3%	3%	3%	4%	4%	3%	2%	1%	1%	1%	2%	13% abcde	18% bc	2% c	1%
MOST POSITIVE (9-10)	1573	1251	1072	501	321	1573	1381	941	840	288	1458	115	133	211	1229
	36%	36%	35%	38%	38%	36%	39% f	42% f	39% f	50% abcef	38% f	21%	21%	20%	47% ab
Answered	4159	3374	2931	1228	785	4159	3465	2200	2129	573	3711	448	590	987	2582
Mean score	7.7	7.7	7.6	7.7	7.7	7.7	7.9 f	8.0 aef	7.9 f	8.3 abcef	7.8 f	6.2	5.7	7.0 a	8.4 ab
Standard deviation	2.12	2.10	2.08	2.21	2.21	2.12	1.87	1.79	1.76	1.67	1.91	2.99	3.08	1.90	1.49

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	145 3%	69 3%	73 3%	11 2%	15 2%	22 3%	41 6% b	57 3%	24 2%	37 3%	34 4% a	48 4% a	101 3%	15 4%	10 5%	20 16% abc
2	45 1%	26 1%	18 1%	2 1%	8 1%	3 *%	15 2% c	17 1%	8 1%	8 1%	11 1%	17 2%	35 1%	4 1%	3 2%	3 2% a
3	66 2%	37 2%	27 1%	10 2%	5 1%	15 2%	9 1%	26 2%	9 1%	17 1%	17 2%	22 2%	52 1%	6 2%	4 2%	4 3%
4	98 2%	55 3%	43 2%	20 4% de	15 2%	21 3%	10 1%	32 2%	22 2%	26 2%	24 3%	26 2%	82 2%	9 3%	5 2%	3 2%
5	344 8%	186 9%	156 7%	55 12% e	57 8%	58 8%	59 8%	114 7%	67 6%	97 7%	73 9%	107 10% a	289 8%	27 7%	20 10%	8 7%
6	400 9%	188 9%	210 9%	47 10%	81 11%	76 11%	55 8%	142 8%	87 8%	135 10%	75 10%	103 9%	351 10% b	21 6%	18 9%	10 9%
7	697 16%	350 17%	342 15%	76 17%	114 16%	116 16%	131 18%	260 15%	184 16%	211 16%	138 18%	163 15%	602 16% d	57 16% d	29 14% d	10 8%
8	834 19%	403 19%	426 19%	64 14%	156 21% a	120 17%	135 19%	359 21% a	233 21% c	282 21% c	121 16%	197 18%	686 19%	71 19%	52 25% a	25 21%
9	556 13%	272 13%	281 13%	54 12%	93 13%	94 13%	94 13%	221 13%	184 17% bcd	161 12%	91 12%	119 11%	454 12%	58 16%	24 12%	20 17%
10 - Extremely important	940 22%	405 19%	524 24% a	85 19%	153 21%	151 21%	142 20%	409 24%	269 24%	283 21%	153 20%	235 21%	811 22% cd	82 23% cd	31 15%	16 13%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	212	92	113	31	39	31	34	78	29	64	37	79	187	14	8	3
	5%	4%	5%	7%	5%	4%	5%	5%	3%	5% a	5%	7% a	5%	4%	4%	2%
NOT IMPORTANT (1-4)	355	187	162	44	43	61	75	131	63	89	86	113	270	34	22	29
	8%	9%	7%	10%	6%	9%	10% b	8%	6%	7%	11% ab	10% ab	7%	9%	11% a	24% abc
NEUTRAL (5-6)	744	374	366	102	138	134	114	256	154	231	147	210	639	48	38	18
	17%	18%	17%	22% e	19%	19%	16%	15%	14%	18%	19% a	19% a	18%	13%	19%	15%
IMPORTANT (7-10)	3027	1431	1573	279	517	482	501	1248	870	937	503	715	2553	268	135	71
	70%	69%	71%	61%	70% a	68%	69%	73% a	78% bcd	71% d	65%	64%	70% d	74% d	66%	59%
MOST NEGATIVE (1-2)	190	95	92	13	23	25	56	73	33	45	45	65	136	18	13	23
	4%	5%	4%	3%	3%	3%	8% abce	4%	3%	3%	6% a	6% a	4%	5%	7% a	19% abc
MOST POSITIVE (9-10)	1496	677	805	139	247	245	236	629	454	444	244	354	1265	140	55	36
	34%	32%	36%	31%	33%	35%	33%	37%	41% bcd	34%	32%	32%	35% c	38% cd	27%	30%
Answered	4125	1992	2100	425	699	676	690	1636	1088	1257	736	1037	3462	350	196	118
Mean score	7.5	7.4	7.6 a	7.2	7.6 a	7.4	7.3	7.6 ad	7.8 bcd	7.6 cd	7.2	7.3	7.5 cd	7.6 cd	7.1 d	6.4
Standard deviation	2.23	2.24	2.21	2.22	2.05	2.21	2.44	2.22	2.02	2.12	2.39	2.40	2.18	2.31	2.35	3.09

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	145	109	36	27	115	24	118	9	15	12	24	84	58
	3%	3%	6% a	2%	4%	2%	4%	2%	3%	2%	2%	3%	3%
2	45	42	3	13	33	12	33	5	3	6	12	24	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	66	59	7	18	48	16	50	8	3	6	16	29	37
	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
4	98	88	10	26	72	23	75	5	10	13	23	56	42
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
5	344	295	48	91	242	76	256	32	27	38	76	203	135
	8%	8%	9%	7%	8%	7%	8%	7%	5%	7%	7%	8%	8%
6	400	357	43	132	259	117	274	40	70	55	117	252	141
	9%	9%	8%	10%	9%	10%	9%	9%	12%	11%	10%	10%	8%
7	697	610	87	206	472	191	487	56	115	100	191	443	244
	16%	16%	15%	16%	16%	17%	16%	13%	20%	19%	17%	17%	15%
8	834	731	103	236	584	210	610	84	107	89	210	501	320
	19%	19%	18%	19%	19%	19%	20%	20%	19%	17%	19%	20%	19%
9	556	488	68	171	380	155	392	68	69	68	155	332	207
	13%	13%	12%	14%	13%	14%	13%	16%	12%	13%	14%	13%	12%
10 - Extremely important	940	799	141	281	647	262	666	98	134	121	262	540	374
	22%	21%	25%	22%	22%	23%	21%	23%	23%	23%	23%	21%	22%
Don't know	212	191	22	56	150	45	159	16	20	17	45	94	108
	5%	5%	4%	4%	5%	4%	5%	4%	4%	3%	4%	4%	6% a
NOT IMPORTANT (1-4)	355	299	56	84	267	75	276	27	31	36	75	193	155
	8%	8%	10%	7%	9%	7%	9%	6%	5%	7%	7%	8%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	744	652	92	223	501	193	529	71	97	93	193	456	276
	17%	17%	16%	18%	17%	17%	17%	17%	17%	18%	17%	18%	16%
IMPORTANT (7-10)	3027	2628	398	894	2083	819	2155	307	425	379	819	1816	1144
	70%	70%	70%	71%	69%	72%	69%	73%	74%	72%	72%	71%	68%
MOST NEGATIVE (1-2)	190	152	39	39	148	36	151	14	18	17	36	108	77
	4%	4%	7%	3%	5%	3%	5%	3%	3%	3%	3%	4%	5%
			a										
MOST POSITIVE (9-10)	1496	1287	208	452	1027	417	1059	167	203	189	417	872	581
	34%	34%	37%	36%	34%	37%	34%	40%	35%	36%	37%	34%	34%
Answered	4125	3579	546	1201	2851	1086	2960	405	552	508	1086	2465	1576
Mean score	7.5	7.5	7.4	7.6	7.4	7.6	7.4	7.7	7.7	7.6	7.6	7.5	7.5
Standard deviation	2.23	2.20	2.48	2.10	2.29	2.10	2.28	2.12	2.03	2.11	2.10	2.18	2.31

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	145 3%	111 3%	91 3%	54 4%	34 4%	145 3%	65 2%	29 1%	29 1%	6 1%	76 2%	69 13% abcde	112 17% bc	18 2% c	15 1%
2	45 1%	36 1%	29 1%	17 1%	10 1%	45 1%	31 1%	17 1%	14 1%	4 1%	33 1%	12 2% abce	31 5% bc	9 1%	5 *%
3	66 2%	56 2%	47 2%	19 1%	10 1%	66 2%	44 1%	26 1%	24 1%	5 1%	53 1%	13 2%	37 6% bc	23 2% c	6 *%
4	98 2%	86 2%	79 3%	20 2%	13 2%	98 2%	75 2%	43 2%	52 2%	9 2%	84 2%	14 3%	33 5% c	44 4% c	21 1%
5	344 8%	285 8%	246 8%	97 7%	59 7%	344 8%	229 6%	122 5%	151 7%	32 5%	262 7%	82 15% abcde	82 13% c	170 16% c	92 4%
6	400 9%	333 10%	299 10%	102 8%	68 8%	400 9%	328 9%	213 9%	208 10%	43 7%	356 9%	44 8%	44 7%	162 15% ac	195 7%
7	697 16%	565 16%	489 16%	208 16%	132 15%	697 16%	628 18% f	373 17% f	403 19% f	107 18% f	657 17% f	40 7%	62 10%	198 18% a	437 17% a
8	834 19%	673 19%	573 19%	261 20%	161 19%	834 19%	735 21% f	468 21% f	448 21% f	105 18% f	777 20% f	57 10%	67 10%	140 13%	627 24% ab
9	556 13%	460 13%	421 14% c	135 10%	96 11%	556 13%	497 14% f	348 16% f	330 15% f	87 15% f	528 14% f	28 5%	27 4%	82 8% a	447 17% ab
10 - Extremely important	940 22%	745 21%	647 21%	293 22%	195 23%	940 22%	811 23% f	558 25% f	475 22% f	174 30% acef	859 23% f	81 15%	82 13%	137 13%	720 28% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 201

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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

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	212	137	115	97	75	212	82	49	31	11	107	105	66	94	53
	5%	4%	4%	7%	9%	5%	2%	2%	1%	2%	3%	19%	10%	9%	2%
				abe	abe						c	abcde	c	c	
NOT IMPORTANT (1-4)	355	288	245	110	66	355	215	115	119	23	246	109	213	93	48
	8%	8%	8%	8%	8%	8%	6%	5%	5%	4%	6%	20%	33%	9%	2%
												abcde	bc	c	
NEUTRAL (5-6)	744	618	545	199	126	744	557	335	359	75	618	126	126	332	287
	17%	18%	18%	15%	15%	17%	16%	15%	17%	13%	16%	23%	20%	31%	11%
												abcde	c	ac	
IMPORTANT (7-10)	3027	2443	2129	897	584	3027	2671	1747	1655	473	2820	206	238	558	2231
	70%	70%	70%	69%	69%	70%	76%	78%	76%	81%	74%	38%	37%	52%	85%
							f	ef	f	aef	f			a	ab
MOST NEGATIVE (1-2)	190	147	120	70	43	190	96	46	43	9	109	81	143	27	21
	4%	4%	4%	5%	5%	4%	3%	2%	2%	2%	3%	15%	22%	2%	1%
												abcde	bc	c	
MOST POSITIVE (9-10)	1496	1205	1068	428	291	1496	1308	906	804	261	1386	109	109	219	1167
	34%	35%	35%	33%	34%	34%	37%	40%	37%	45%	37%	20%	17%	20%	45%
							f	ef	f	acef	f				ab
Answered	4125	3348	2920	1206	777	4125	3443	2197	2133	571	3684	441	577	983	2566
Mean score	7.5	7.5	7.5	7.5	7.5	7.5	7.7	7.9	7.7	8.0	7.7	6.0	5.4	6.8	8.2
							f	aef	f	acef	f			a	ab
Standard deviation	2.23	2.22	2.20	2.32	2.30	2.23	2.02	1.94	1.94	1.88	2.06	3.01	3.10	2.05	1.62

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	279 6%	133 6%	140 6%	24 5%	43 6%	44 6%	70 10% e	98 6%	47 4%	71 5%	54 7%	103 9% ab	210 6%	22 6%	20 10% a	27 22% abc
2	53 1%	25 1%	27 1%	12 3%	7 1%	7 1%	12 2%	16 1%	11 1%	15 1%	12 2%	15 1%	41 1%	2 1%	7 3% ab	3 2%
3	79 2%	40 2%	37 2%	13 3%	10 1%	19 3%	11 1%	26 2%	22 2%	10 1%	17 2%	29 3% b	65 2%	3 1%	9 4% ab	2 2%
4	105 2%	60 3%	44 2%	11 2%	22 3%	29 4% e	14 2%	29 2%	19 2%	37 3%	22 3%	28 2%	89 2%	6 2%	7 3%	3 2%
5	260 6%	132 6%	123 6%	39 8%	50 7%	42 6%	41 6%	89 5%	52 5%	79 6%	57 7%	72 6%	221 6%	19 5%	15 8%	4 4%
6	357 8%	161 8%	193 9%	51 11% e	83 11% e	58 8%	55 8%	110 6%	98 9%	100 8%	68 9%	91 8%	316 9% d	20 5%	15 8%	6 5%
7	556 13%	279 13%	276 12%	83 18% bde	84 11%	103 15%	81 11%	205 12%	121 11%	191 14%	106 14%	138 12%	491 13% b	33 9%	20 10%	11 9%
8	806 19%	394 19%	405 18%	72 16%	135 18%	140 20%	162 22%	297 17%	234 21% d	267 20% d	136 18%	167 15%	667 18%	78 21%	39 19%	22 18%
9	620 14%	304 15%	313 14%	46 10%	103 14%	87 12%	98 14%	286 17% ac	166 15%	199 15%	102 13%	153 14%	519 14%	62 17%	23 11%	16 13%
10 - Extremely important	1084 25%	504 24%	573 26%	78 17%	170 23%	155 22%	163 23%	517 30% abcd	330 30% bcd	314 24%	173 22%	265 24%	904 25%	111 30% acd	44 22%	25 20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	140	52	82	28	30	23	18	41	17	38	26	56	125	9	4	2
	3%	2%	4%	6% e	4%	3%	3%	2%	2%	3%	3%	5% a	3%	2%	2%	2%
NOT IMPORTANT (1-4)	516	258	248	59	83	99	106	168	99	134	105	175	405	33	43	35
	12%	12%	11%	13%	11%	14% e	15% e	10%	9%	10%	14% a	16% ab	11%	9%	21% ab	29% abc
NEUTRAL (5-6)	617	294	316	90	132	100	96	199	150	179	125	163	537	39	31	10
	14%	14%	14%	20% e	18% e	14%	13%	12%	13%	14%	16%	15%	15% d	11%	15% d	8%
IMPORTANT (7-10)	3066	1480	1567	279	492	485	504	1305	851	971	518	723	2582	283	127	74
	71%	71%	71%	61%	67%	69%	70%	76% abcd	76% cd	74% cd	67%	65%	71% cd	78% acd	62%	61%
MOST NEGATIVE (1-2)	332	158	167	35	50	51	82	114	58	87	66	119	251	24	27	30
	8%	8%	8%	8%	7%	7%	11% e	7%	5%	7%	9% a	11% ab	7%	7%	13% ab	25% abc
MOST POSITIVE (9-10)	1704	808	886	124	273	242	261	803	496	513	276	418	1423	173	68	40
	39%	39%	40%	27%	37% a	34%	36% a	47% abcd	44% cd	39%	36%	37%	39%	47% acd	33%	33%
Answered	4198	2032	2131	428	707	684	706	1672	1100	1284	748	1061	3524	355	200	119
Mean score	7.4	7.4	7.5	7.0	7.4	7.3	7.2	7.8 abcd	7.8 cd	7.5 d	7.2	7.1	7.5 cd	7.9 acd	6.8	6.3
Standard deviation	2.55	2.54	2.53	2.47	2.48	2.54	2.75	2.47	2.33	2.40	2.61	2.81	2.48	2.43	2.92	3.43

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	279	224	54	62	212	55	218	17	30	22	55	147	125
	6%	6%	10% a	5%	7%	5%	7%	4%	5%	4%	5%	6%	7%
2	53	50	3	19	34	17	36	8	5	7	17	32	19
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
3	79	70	9	25	54	21	58	10	6	8	21	48	30
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
4	105	91	14	31	74	24	78	6	15	9	24	55	48
	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%
5	260	229	31	65	188	57	196	32	29	21	57	150	106
	6%	6%	5%	5%	6%	5%	6%	8%	5%	4%	5%	6%	6%
6	357	328	29	118	224	108	232	37	62	43	108	240	110
	8%	9% b	5%	9%	7%	10%	7%	9%	11%	8%	10%	9% b	7%
7	556	483	72	186	354	160	380	49	83	88	160	362	184
	13%	13%	13%	15%	12%	14%	12%	12%	14%	17%	14%	14% b	11%
8	806	692	114	245	552	225	571	70	119	115	225	515	282
	19%	18%	20%	20%	18%	20%	18%	17%	21%	22%	20%	20%	17%
9	620	549	71	168	443	157	455	63	65	71	157	352	258
	14%	15%	13%	13%	15%	14%	15%	15%	11%	14%	14%	14%	15%
10 - Extremely important	1084	922	161	289	780	266	803	109	135	127	266	594	456
	25%	24%	28%	23%	26%	23%	26%	26%	24%	24%	23%	23%	27%
Don't know	140	130	9	50	83	41	92	20	23	14	41	64	66
	3%	3%	2%	4%	3%	4%	3%	5%	4%	3%	4%	2%	4%
NOT IMPORTANT (1-4)	516	435	80	136	375	117	391	42	56	46	117	283	222
	12%	12%	14%	11%	12%	10%	13%	10%	10%	9%	10%	11%	13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	617	557	60	183	412	166	428	69	91	64	166	390	217
	14%	15% b	10%	15%	14%	15%	14%	16%	16%	12%	15%	15%	13%
IMPORTANT (7-10)	3066	2647	419	888	2130	807	2209	290	402	402	807	1823	1179
	71%	70%	74%	71%	71%	71%	71%	69%	70%	76%	71%	71%	70%
MOST NEGATIVE (1-2)	332	275	57	81	247	72	254	25	35	29	72	179	145
	8%	7%	10%	6%	8%	6%	8%	6%	6%	6%	6%	7%	9%
MOST POSITIVE (9-10)	1704	1471	233	457	1223	422	1258	172	200	199	422	947	714
	39%	39%	41%	36%	41%	37%	40%	41%	35%	38%	37%	37%	42% a
Answered	4198	3639	559	1207	2917	1090	3027	401	549	511	1090	2495	1618
Mean score	7.4	7.4	7.4	7.5	7.4	7.5	7.4	7.5	7.5	7.6	7.5	7.4	7.5
Standard deviation	2.55	2.51	2.75	2.41	2.61	2.40	2.60	2.44	2.37	2.28	2.40	2.45	2.67

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	279 6%	214 6%	185 6%	93 7%	65 8%	279 6%	99 3% cd	46 2%	34 2%	4 1%	124 3% cd	155 28% abcde	174 27% bc	71 7% c	34 1%
2	53 1%	48 1%	45 1%	9 1%	5 1%	53 1%	34 1%	21 1%	20 1%	5 1%	42 1%	11 2%	31 5% bc	14 1% c	9 *%
3	79 2%	66 2%	62 2%	17 1%	14 2%	79 2%	49 1%	27 1%	24 1%	7 1%	55 1%	25 4% abcde	46 7% bc	16 2%	16 1%
4	105 2%	85 2%	76 2%	29 2%	20 2%	105 2%	75 2%	47 2%	48 2%	14 2%	84 2%	20 4%	35 5% c	46 4% c	24 1%
5	260 6%	210 6%	190 6%	70 5%	49 6%	260 6%	176 5%	105 5%	106 5%	15 3%	211 6% d	49 9% abcde	41 6% c	153 14% ac	65 2%
6	357 8%	301 9%	274 9% c	83 6%	55 7%	357 8%	303 9% d	190 8% d	194 9% d	28 5%	324 9% d	33 6%	33 5%	159 15% ac	165 6%
7	556 13%	459 13%	394 13%	162 12%	97 11%	556 13%	492 14% f	315 14% f	319 15% f	79 14% f	524 14% f	31 6%	45 7%	169 16% a	342 13% a
8	806 19%	680 19% d	584 19%	223 17%	127 15%	806 19%	721 20% f	453 20% f	483 22% f	121 21% f	764 20% f	43 8%	58 9%	145 14%	603 23% ab
9	620 14%	478 14%	422 14%	198 15%	142 17%	620 14%	572 16% f	356 16% f	344 16% f	86 15% f	592 16% f	28 5%	45 7%	93 9%	483 18% ab
10 - Extremely important	1084 25%	860 25%	729 24%	354 27%	224 26%	1084 25%	962 27% f	665 30% f	580 27% f	217 37% abcef	1019 27% f	65 12%	88 14%	144 13%	852 33% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	140	85	74	65	54	140	43	23	12	7	52	87	46	67	27
	3%	2%	2%	5% abe	6% abe	3%	1%	1%	1%	1%	1% c	16% abcde	7% c	6% c	1%
NOT IMPORTANT (1-4)	516	413	367	148	103	516	256	140	126	29	305	211	286	147	83
	12%	12%	12%	11%	12%	12%	7%	6%	6%	5%	8% c	39% abcde	44% bc	14% c	3%
NEUTRAL (5-6)	617	512	464	153	105	617	479	295	300	43	535	81	75	312	230
	14%	15%	15% c	12%	12%	14%	14% d	13% d	14% d	7%	14% d	15% d	12%	29% ac	9%
IMPORTANT (7-10)	3066	2476	2129	937	590	3066	2748	1788	1726	503	2899	167	237	550	2279
	71%	71%	70%	72%	69%	71%	78% f	80% f	80% ef	86% abcef	76% f	31%	37%	51% a	87% ab
MOST NEGATIVE (1-2)	332	262	230	102	70	332	133	67	54	9	166	166	205	85	43
	8%	8%	8%	8%	8%	8%	4%	3%	2%	1%	4% cd	30% abcde	32% bc	8% c	2%
MOST POSITIVE (9-10)	1704	1338	1151	552	366	1704	1535	1020	924	303	1611	93	133	236	1334
	39%	38%	38%	42%	43%	39%	44% f	45% f	43% f	52% acef	42% f	17%	21%	22%	51% ab
Answered	4198	3400	2960	1238	798	4198	3483	2223	2152	575	3739	459	597	1009	2592
Mean score	7.4	7.4	7.4	7.6	7.5	7.4	7.8 f	8.0 ef	7.9 f	8.3 abcef	7.8 f	4.9	5.0	6.6 a	8.3 ab
Standard deviation	2.55	2.52	2.53	2.59	2.66	2.55	2.15	2.06	1.98	1.85	2.22	3.40	3.41	2.44	1.75

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	296 7%	149 7%	143 6%	28 6%	35 5%	44 6%	80 11% bce	110 6%	57 5%	77 6%	55 7%	105 9% ab	217 6%	28 8%	25 12% a	27 22% abc
2	63 1%	26 1%	36 2%	9 2%	3 *%	13 2%	8 1%	30 2%	14 1%	20 2%	12 2%	16 1%	45 1%	6 2%	8 4% a	4 3% a
3	91 2%	50 2%	41 2%	8 2%	18 2%	17 2%	12 2%	37 2%	12 1%	26 2%	18 2%	36 3% a	70 2%	12 3%	8 4% a	2 1%
4	125 3%	64 3%	59 3%	19 4%	21 3%	27 4%	18 2%	41 2%	26 2%	35 3%	26 3%	38 3%	101 3%	13 3%	8 4%	3 3%
5	328 8%	169 8%	158 7%	52 11% d	52 7%	52 7%	42 6%	130 8%	62 6%	92 7%	82 11% ab	93 8%	279 8%	20 6%	24 12% abd	6 5%
6	424 10%	187 9%	233 11%	45 10%	84 11%	64 9%	80 11%	150 9%	118 11%	119 9%	75 10%	112 10%	371 10%	28 8%	15 7%	9 8%
7	670 15%	333 16%	330 15%	79 17%	100 14%	114 16%	122 17%	255 15%	162 15%	254 19% acd	104 13%	148 13%	579 16% d	55 15% d	26 13%	11 9%
8	846 20%	416 20%	424 19%	81 18%	159 22%	135 19%	126 17%	345 20%	248 22% d	267 20%	145 19%	187 17%	708 19%	81 22%	34 17%	23 19%
9	506 12%	243 12%	260 12%	44 10%	83 11%	87 12%	94 13%	199 12%	163 15% d	147 11%	96 12%	100 9%	421 12%	45 12%	21 10%	19 15%
10 - Extremely important	824 19%	378 18%	440 20%	66 14%	149 20%	130 18%	123 17%	356 21% a	238 21%	243 18%	130 17%	214 19%	710 19% d	69 19%	30 15%	16 13%
Don't know	163 4%	69 3%	91 4%	25 5%	33 4%	24 3%	20 3%	61 4%	17 2%	43 3%	31 4% a	69 6% ab	148 4%	8 2%	5 2%	2 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NOT IMPORTANT (1-4)	575	289	279	64	76	101	118	217	109	157	111	194	433	58	48	36
	13%	14%	13%	14%	10%	14%	16% b	13%	10%	12%	14% a	17% ab	12%	16%	24% ab	29% ab
NEUTRAL (5-6)	752	356	390	98	137	116	122	279	179	211	157	205	650	48	39	15
	17%	17%	18%	21%	19%	16%	17%	16%	16%	16%	20%	18%	18% d	13%	19% bd	12%
IMPORTANT (7-10)	2847	1371	1454	269	492	466	465	1156	811	910	474	649	2418	250	111	68
	66%	66%	66%	59%	67%	66%	64%	67% a	73% cd	69% cd	61%	58%	66% cd	69% cd	55%	56%
MOST NEGATIVE (1-2)	359	175	179	37	37	57	88	140	71	97	68	121	262	34	32	31
	8%	8%	8%	8%	5%	8%	12% be	8%	6%	7%	9%	11% ab	7%	9%	16% ab	25% abc
MOST POSITIVE (9-10)	1331	621	699	110	233	217	216	555	401	390	226	314	1131	114	51	35
	31%	30%	32%	24%	32%	31%	30%	32% a	36% bcd	30%	29%	28%	31%	31%	25%	29%
Answered	4175	2015	2123	431	704	683	704	1652	1100	1278	742	1048	3501	356	199	119
Mean score	7.1	7.0	7.2	6.8	7.3 ad	7.1	6.9	7.2 a	7.5 bcd	7.2 d	6.9	6.8	7.2 cd	7.1 cd	6.3	6.1
Standard deviation	2.53	2.54	2.52	2.47	2.34	2.52	2.74	2.53	2.34	2.42	2.58	2.77	2.46	2.63	2.92	3.31

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	296	237	60	74	220	64	229	19	31	31	64	160	131
	7%	6%	11% a	6%	7%	6%	7%	4%	5%	6%	6%	6%	8%
2	63	55	7	16	47	14	49	7	6	3	14	31	28
	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
3	91	74	17	20	71	17	74	3	8	12	17	41	49
	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	3%
4	125	109	17	26	98	21	104	8	13	4	21	70	54
	3%	3%	3%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%
5	328	286	43	79	242	73	247	31	34	30	73	185	141
	8%	8%	8%	6%	8%	6%	8%	7%	6%	6%	6%	7%	8%
6	424	392	32	133	283	124	292	40	65	63	124	261	149
	10%	10% b	6%	11%	9%	11%	9%	9%	11%	12%	11%	10%	9%
7	670	583	87	190	465	169	485	60	90	76	169	432	229
	15%	15%	15%	15%	15%	15%	16%	14%	16%	15%	15%	17% b	14%
8	846	727	119	256	572	229	598	77	110	120	229	528	309
	20%	19%	21%	20%	19%	20%	19%	18%	19%	23%	20%	21%	18%
9	506	444	63	173	328	159	342	55	80	80	159	317	175
	12%	12%	11%	14%	11%	14%	11%	13%	14%	15%	14%	12%	10%
10 - Extremely important	824	712	113	244	566	225	583	100	117	95	225	465	335
	19%	19%	20%	19%	19%	20%	19%	24%	20%	18%	20%	18%	20%
Don't know	163	151	12	46	108	38	117	20	21	11	38	68	83
	4%	4%	2%	4%	4%	3%	4%	5%	4%	2%	3%	3%	5% a
NOT IMPORTANT (1-4)	575	475	100	136	436	115	455	36	57	50	115	303	262
	13%	13%	18% a	11%	15% a	10%	15% a	9%	10%	10%	10%	12%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	752	677	75	212	525	196	539	71	98	93	196	447	290
	17%	18% b	13%	17%	18%	17%	17%	17%	17%	18%	17%	17%	17%
IMPORTANT (7-10)	2847	2466	381	863	1931	782	2009	293	397	371	782	1742	1048
	66%	65%	67%	69%	64%	69%	64%	70%	69%	71%	69%	68% b	62%
MOST NEGATIVE (1-2)	359	292	67	90	266	78	277	25	36	34	78	192	159
	8%	8%	12% a	7%	9%	7%	9%	6%	6%	7%	7%	7%	9%
MOST POSITIVE (9-10)	1331	1156	175	417	894	384	925	155	197	175	384	782	510
	31%	31%	31%	33%	30%	34%	30%	37%	34%	33%	34%	31%	30%
Answered	4175	3619	556	1211	2892	1094	3003	400	552	515	1094	2492	1600
Mean score	7.1	7.1	6.9	7.3 b	7.0	7.3 b	7.0	7.5	7.4	7.3	7.3	7.2	7.0
Standard deviation	2.53	2.49	2.79	2.42	2.59	2.40	2.59	2.36	2.37	2.35	2.40	2.43	2.67

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	296 7%	222 6%	191 6%	105 8%	75 9%	296 7%	110 3% d	54 2% d	42 2%	3 1%	141 4% cd	156 28% abcde	190 30% bc	70 6% c	36 1%
2	63 1%	56 2%	51 2%	12 1%	7 1%	63 1%	40 1%	19 1%	17 1%	4 1%	48 1%	14 3% bc	39 6% bc	15 1% c	9 *%
3	91 2%	71 2%	66 2%	25 2%	20 2%	91 2%	64 2%	32 1%	29 1%	8 1%	69 2%	22 4% abce	36 6% bc	30 3% c	25 1%
4	125 3%	102 3%	85 3%	40 3%	24 3%	125 3%	94 3%	47 2%	55 3%	7 1%	103 3%	22 4% d	40 6% c	49 5% c	36 1%
5	328 8%	253 7%	233 8%	95 7%	76 9%	328 8%	235 7%	145 6%	125 6%	28 5%	270 7%	59 11% abcde	54 8% c	149 14% ac	126 5%
6	424 10%	369 11% d	321 11% d	103 8%	55 6%	424 10% d	372 11% df	218 10% f	241 11% df	39 7%	398 10% f	26 5%	28 4%	176 16% ac	220 8% a
7	670 15%	545 16%	460 15%	210 16%	125 15%	670 15%	599 17% f	374 17% f	405 19% f	95 16% f	641 17% f	30 5%	49 8%	191 18% a	430 16% a
8	846 20%	710 20%	627 21% cd	219 17%	136 16%	846 20%	756 21% f	507 23% f	503 23% f	141 24% f	798 21% f	48 9%	58 9%	147 14% a	640 24% ab
9	506 12%	415 12%	370 12%	137 11%	91 11%	506 12%	464 13% f	304 14% f	286 13% f	96 17% f	486 13% f	21 4%	22 3%	64 6%	421 16% ab
10 - Extremely important	824 19%	649 19%	550 18%	275 21%	175 21%	824 19%	738 21% f	520 23% f	441 20% f	155 27% acef	774 20% f	50 9%	74 12%	99 9%	652 25% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	163	94	81	82	69	163	53	26	20	5	64	99	52	87	24
	4%	3%	3%	6%	8%	4%	2%	1%	1%	1%	2%	18%	8%	8%	1%
				abe	abe							abcde	c	c	
NOT IMPORTANT (1-4)	575	451	393	182	125	575	308	152	143	22	361	214	306	164	106
	13%	13%	13%	14%	15%	13%	9%	7%	7%	4%	10%	39%	48%	15%	4%
							cd				bcd	abcde	bc	c	
NEUTRAL (5-6)	752	621	554	198	131	752	608	363	365	67	668	84	82	325	346
	17%	18%	18%	15%	15%	17%	17%	16%	17%	12%	18%	15%	13%	30%	13%
							d		d		d			ac	
IMPORTANT (7-10)	2847	2320	2006	841	528	2847	2556	1705	1636	488	2698	149	204	501	2143
	66%	67%	66%	65%	62%	66%	72%	76%	76%	84%	71%	27%	32%	47%	82%
							f	aef	ef	abcef	f			a	ab
MOST NEGATIVE (1-2)	359	278	242	117	82	359	150	73	59	7	189	170	229	85	46
	8%	8%	8%	9%	10%	8%	4%	3%	3%	1%	5%	31%	36%	8%	2%
							cd				bcd	abcde	bc	c	
MOST POSITIVE (9-10)	1331	1064	919	412	267	1331	1202	824	727	252	1260	71	96	162	1072
	31%	31%	30%	32%	31%	31%	34%	37%	34%	43%	33%	13%	15%	15%	41%
							f	f	f	abcef	f				ab
Answered	4175	3392	2954	1221	783	4175	3472	2220	2144	577	3727	447	591	989	2594
Mean score	7.1	7.1	7.1	7.1	7.0	7.1	7.5	7.7	7.6	8.1	7.4	4.6	4.6	6.3	8.0
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.53	2.49	2.49	2.65	2.73	2.53	2.19	2.08	1.99	1.78	2.25	3.29	3.31	2.34	1.84

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	251 6%	126 6%	121 5%	25 5%	34 5%	37 5%	64 9% be	91 5%	40 4%	66 5%	52 7% a	91 8% ab	180 5%	24 7%	19 10% a	27 22% abc
2	54 1%	23 1%	30 1%	7 2%	4 *%	13 2%	10 1%	21 1%	14 1%	10 1%	4 1%	25 2% bc	40 1%	5 1%	5 3%	3 3% a
3	64 1%	28 1%	34 2%	11 2%	8 1%	16 2%	9 1%	20 1%	13 1%	17 1%	14 2%	21 2%	46 1%	11 3% a	5 3%	3 2%
4	104 2%	51 2%	52 2%	11 2%	27 4%	20 3%	13 2%	33 2%	28 2%	23 2%	17 2%	36 3%	86 2%	10 3%	6 3%	2 2%
5	262 6%	118 6%	143 6%	36 8%	55 7%	45 6%	37 5%	89 5%	45 4%	76 6%	70 9% a	71 6%	215 6%	22 6%	18 9%	7 6%
6	350 8%	157 8%	189 9%	62 14% bde	63 9%	67 10%	47 6%	110 6%	86 8%	119 9%	61 8%	83 7%	305 8%	24 7%	14 7%	6 5%
7	657 15%	346 17%	308 14%	94 21% e	115 16%	106 15%	100 14%	242 14%	176 16%	190 14%	115 15%	175 16%	555 15%	60 17% d	29 14%	13 11%
8	867 20%	420 20%	444 20%	66 15%	146 20%	131 19%	163 23% a	361 21% a	217 19%	294 22% d	169 22%	188 17%	719 20%	81 22%	47 23%	21 17%
9	661 15%	327 16%	325 15%	58 13%	112 15%	113 16%	114 16%	264 15%	212 19% cd	215 16% d	97 13%	135 12%	570 16%	48 13%	25 12%	18 14%
10 - Extremely important	915 21%	428 21%	481 22%	59 13%	141 19%	134 19%	151 21% a	430 25% abc	269 24%	269 20%	147 19%	231 21%	791 22% c	72 20%	32 16%	21 17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	153	61	88	26	33	25	16	52	17	42	28	62	141	7	3	2
	4%	3%	4%	6% d	5%	4%	2%	3%	2%	3%	4% a	6% ab	4%	2%	2%	1%
NOT IMPORTANT (1-4)	473	228	237	55	72	85	96	165	94	117	87	172	352	50	36	35
	11%	11%	11%	12%	10%	12%	13%	10%	8%	9%	11%	15% ab	10%	14% a	18% a	29% abc
NEUTRAL (5-6)	612	275	332	99	118	113	84	199	132	195	131	154	521	46	33	13
	14%	13%	15%	22% de	16% e	16% e	12%	12%	12%	15%	17% a	14%	14%	13%	16%	11%
IMPORTANT (7-10)	3100	1520	1557	276	514	484	528	1298	873	968	528	729	2635	261	132	72
	71%	73%	70%	61%	70% a	68%	73% a	76% abc	78% cd	73% d	68%	65%	72% cd	72% d	65%	59%
MOST NEGATIVE (1-2)	304	149	151	32	37	49	74	112	54	77	56	115	220	30	25	30
	7%	7%	7%	7%	5%	7%	10% be	7%	5%	6%	7%	10% ab	6%	8%	12% a	25% abc
MOST POSITIVE (9-10)	1576	755	806	116	253	247	265	694	481	484	244	366	1361	120	56	38
	36%	36%	36%	26%	34% a	35% a	37% a	41% ab	43% bcd	37%	32%	33%	37% c	33%	28%	32%
Answered	4185	2024	2126	429	704	682	708	1661	1099	1279	745	1054	3508	357	201	120
Mean score	7.4	7.4	7.4	6.9	7.4 a	7.3	7.3	7.6 ac	7.8 cd	7.5 d	7.2	7.1	7.5 cd	7.2 cd	6.8 d	6.2
Standard deviation	2.43	2.43	2.43	2.36	2.30	2.44	2.64	2.39	2.21	2.30	2.46	2.70	2.35	2.53	2.72	3.36

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	251 6%	201 5%	50 9% a	59 5%	189 6%	52 5%	194 6%	16 4%	28 5%	26 5%	52 5%	133 5%	112 7%
2	54 1%	46 1%	8 1%	15 1%	39 1%	11 1%	43 1%	6 1%	3 1%	2 *%	11 1%	27 1%	24 1%
3	64 1%	58 2%	6 1%	14 1%	50 2%	13 1%	51 2%	5 1%	4 1%	7 1%	13 1%	33 1%	32 2%
4	104 2%	89 2%	15 3%	31 2%	71 2%	27 2%	74 2%	11 3%	10 2%	12 2%	27 2%	58 2%	44 3%
5	262 6%	225 6%	38 7%	74 6%	185 6%	64 6%	192 6%	23 5%	30 5%	20 4%	64 6%	157 6%	103 6%
6	350 8%	321 9% b	29 5%	114 9%	232 8%	96 8%	249 8%	40 10%	47 8%	48 9%	96 8%	222 9%	119 7%
7	657 15%	584 15%	72 13%	195 15%	436 15%	175 16%	456 15%	53 13%	90 16%	87 17%	175 16%	420 16%	224 13%
8	867 20%	749 20%	118 21%	244 19%	607 20%	218 19%	633 20%	72 17%	121 21%	109 21%	218 19%	538 21%	319 19%
9	661 15%	577 15%	84 15%	222 18%	435 15%	208 18% b	449 14%	76 18%	106 19%	95 18%	208 18%	396 15%	252 15%
10 - Extremely important	915 21%	776 21%	140 25%	242 19%	658 22%	225 20%	675 22%	97 23%	112 20%	103 20%	225 20%	506 20%	379 22%
Don't know	153 4%	144 4% b	8 1%	48 4%	98 3%	41 4%	103 3%	21 5%	19 3%	16 3%	41 4%	70 3%	74 4% a
NOT IMPORTANT (1-4)	473 11%	395 10%	78 14%	119 9%	348 12%	104 9%	362 12%	38 9%	46 8%	47 9%	104 9%	250 10%	212 13% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	612	545	67	187	417	160	441	63	77	69	160	379	223
	14%	14%	12%	15%	14%	14%	14%	15%	14%	13%	14%	15%	13%
IMPORTANT (7-10)	3100	2686	414	903	2137	827	2213	299	430	394	827	1860	1174
	71%	71%	73%	72%	71%	73%	71%	71%	75%	75%	73%	73%	70%
MOST NEGATIVE (1-2)	304	247	57	74	227	64	237	22	32	28	64	160	136
	7%	7%	10% a	6%	8%	6%	8%	5%	6%	5%	6%	6%	8%
MOST POSITIVE (9-10)	1576	1352	224	464	1093	433	1124	174	218	198	433	903	631
	36%	36%	39%	37%	36%	38%	36%	41%	38%	38%	38%	35%	37%
Answered	4185	3626	559	1209	2902	1090	3016	400	553	510	1090	2490	1610
Mean score	7.4	7.4	7.4	7.5	7.4	7.5	7.4	7.6	7.6	7.6	7.5	7.4	7.4
Standard deviation	2.43	2.39	2.69	2.31	2.49	2.29	2.49	2.31	2.25	2.26	2.29	2.33	2.57

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	251 6%	185 5%	160 5%	91 7%	65 8%	251 6%	75 2%	42 2%	25 1%	2 *%	101 3% cd	149 27% abcde	170 26% bc	61 6% c	20 1%
2	54 1%	46 1%	44 1%	10 1%	8 1%	54 1%	31 1%	15 1%	15 1%	3 *%	35 1%	18 3% abcde	36 6% bc	9 1%	9 *%
3	64 1%	52 1%	50 2%	15 1%	13 1%	64 1%	42 1%	11 *%	19 1%	1 *%	50 1% b	15 3% bcd	35 5% bc	20 2% c	10 *%
4	104 2%	85 2%	76 3%	27 2%	18 2%	104 2%	74 2%	37 2%	46 2%	9 2%	80 2%	24 4% abcde	38 6% c	43 4% c	22 1%
5	262 6%	218 6%	203 7%	60 5%	44 5%	262 6%	182 5%	110 5%	113 5%	20 3%	208 5%	54 10% abcde	56 9% c	134 12% c	72 3%
6	350 8%	307 9% cd	273 9% cd	77 6%	43 5%	350 8% d	297 8%	180 8%	194 9% f	39 7%	322 8%	28 5%	38 6%	149 14% ac	163 6%
7	657 15%	549 16%	474 16%	183 14%	108 13%	657 15%	568 16% f	363 16% f	373 17% f	86 15% f	617 16% f	40 7%	55 9%	202 19% a	399 15% a
8	867 20%	698 20%	601 20%	266 20%	169 20%	867 20%	792 22% f	486 22% f	505 23% f	116 20% f	834 22% f	33 6%	58 9%	188 17% a	622 24% ab
9	661 15%	527 15%	464 15%	197 15%	134 16%	661 15%	607 17% f	417 19% f	380 18% f	120 21% f	631 17% f	29 5%	27 4%	88 8% a	546 21% ab
10 - Extremely important	915 21%	731 21%	612 20%	304 23%	185 22%	915 21%	816 23% f	559 25% f	476 22% f	183 31% abcef	856 23% f	60 11%	80 13%	105 10%	730 28% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	153	87	78	75	66	153	42	26	18	3	58	95	51	77	24
	4%	2%	3%	6%	8%	4%	1%	1%	1%	1%	2%	17%	8%	7%	1%
				abe	abe							abcde	c	c	
NOT IMPORTANT (1-4)	473	369	330	143	104	473	222	105	105	15	266	207	278	133	61
	11%	11%	11%	11%	12%	11%	6%	5%	5%	3%	7%	38%	43%	12%	2%
							d				bcd	abcde	bc	c	
NEUTRAL (5-6)	612	525	476	136	87	612	479	290	307	59	530	82	94	284	235
	14%	15%	16%	10%	10%	14%	14%	13%	14%	10%	14%	15%	15%	26%	9%
		cd	cd			cd							c	ac	
IMPORTANT (7-10)	3100	2505	2151	949	595	3100	2783	1825	1734	505	2938	162	220	583	2298
	71%	72%	71%	73%	70%	71%	79%	81%	80%	87%	77%	30%	34%	54%	88%
							f	ef	f	abcef	f			a	ab
MOST NEGATIVE (1-2)	304	232	204	101	73	304	106	57	40	5	137	168	206	70	29
	7%	7%	7%	8%	9%	7%	3%	3%	2%	1%	4%	31%	32%	6%	1%
							d				cd	abcde	bc	c	
MOST POSITIVE (9-10)	1576	1258	1076	500	318	1576	1423	976	855	303	1487	89	107	193	1276
	36%	36%	35%	38%	37%	36%	40%	43%	40%	52%	39%	16%	17%	18%	49%
							f	ef	f	abcef	f				ab
Answered	4185	3399	2957	1228	786	4185	3484	2220	2146	579	3734	451	592	999	2594
Mean score	7.4	7.4	7.4	7.5	7.4	7.4	7.8	8.0	7.9	8.3	7.7	4.8	4.9	6.6	8.3
							f	ef	f	abcef	f			a	ab
Standard deviation	2.43	2.39	2.40	2.51	2.61	2.43	2.02	1.92	1.86	1.66	2.09	3.36	3.30	2.27	1.63

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all important	296	150	143	27	39	39	77	115	52	85	56	103	222	24	22	28
	7%	7%	6%	6%	5%	5%	11% bce	7%	5%	6%	7%	9% a	6%	7%	11% a	23% abc
2	59	27	30	6	5	11	12	24	20	8	8	22	42	8	4	4
	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2% b	1%	2%	2%	4% a
3	97	59	38	14	11	19	13	40	19	25	23	30	79	7	8	3
	2%	3%	2%	3%	1%	3%	2%	2%	2%	2%	3%	3%	2%	2%	4%	3%
4	126	67	56	20	21	30	18	37	23	40	25	38	106	11	5	3
	3%	3%	3%	4%	3%	4%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%
5	332	163	169	42	66	48	48	129	65	93	80	94	271	29	25	7
	8%	8%	8%	9%	9%	7%	7%	8%	6%	7%	10% a	8%	7%	8%	12% ad	5%
6	446	227	219	51	69	76	85	166	126	141	86	91	391	28	19	8
	10%	11%	10%	11%	9%	11%	12%	10%	11%	11%	11%	8%	11%	8%	9%	7%
7	646	326	317	80	104	108	104	250	150	224	118	153	547	54	31	12
	15%	16%	14%	17%	14%	15%	14%	15%	13%	17%	15%	14%	15%	15%	15%	10%
8	808	372	431	67	136	135	131	340	223	253	123	208	679	79	32	18
	19%	18%	19%	15%	18%	19%	18%	20%	20%	19%	16%	19%	19%	22% d	16%	15%
9	519	236	276	57	100	88	89	185	172	158	87	102	434	47	22	16
	12%	11%	12%	12%	14%	13%	12%	11%	15% d	12%	11%	9%	12%	13%	11%	13%
10 - Extremely important	843	395	440	62	153	127	133	368	249	252	139	204	730	66	29	19
	19%	19%	20%	14%	21% a	18%	18%	21% a	22%	19%	18%	18%	20% c	18%	14%	16%
Don't know	166	64	96	30	34	27	16	60	19	43	29	72	148	10	5	3
	4%	3%	4%	7% de	5%	4%	2%	3%	2%	3%	4% a	6% ab	4%	3%	2%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY 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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NOT IMPORTANT (1-4)	577	302	267	68	76	98	120	216	113	157	111	192	449	50	40	39
	13%	14%	12%	15%	10%	14%	17% b	13%	10%	12%	14% a	17% ab	12%	14%	19% a	32% abc
NEUTRAL (5-6)	779	389	387	92	135	124	133	295	191	234	166	186	663	57	44	15
	18%	19%	18%	20%	18%	18%	18%	17%	17%	18%	22%	17%	18% d	16%	22% d	12%
IMPORTANT (7-10)	2816	1330	1463	265	492	459	456	1143	794	887	466	667	2390	246	115	65
	65%	64%	66%	58%	67% a	65%	63%	67% a	71% cd	67% cd	60%	60%	65% cd	68% cd	56%	53%
MOST NEGATIVE (1-2)	355	176	173	33	44	49	89	139	71	93	64	124	264	32	26	32
	8%	8%	8%	7%	6%	7%	12% bce	8%	6%	7%	8%	11% ab	7%	9%	13% a	26% abc
MOST POSITIVE (9-10)	1362	631	716	119	253	215	222	553	421	410	226	305	1163	113	51	34
	31%	30%	32%	26%	34% a	30%	31%	32%	38% bcd	31%	29%	27%	32% c	31%	25%	28%
Answered	4172	2021	2117	426	703	680	709	1654	1098	1278	744	1045	3501	354	199	118
Mean score	7.1	7.0	7.2	6.8	7.3 ad	7.1	6.9	7.2	7.5 cd	7.2 d	6.9	6.8	7.2 cd	7.1 cd	6.5	5.9
Standard deviation	2.55	2.57	2.51	2.47	2.41	2.46	2.76	2.55	2.37	2.44	2.57	2.76	2.48	2.54	2.78	3.38

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 YOU PERSONALLY is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all important	296	241	56	60	234	53	240	17	26	25	53	154	138
	7%	6%	10% a	5%	8% a	5%	8% a	4%	5%	5%	5%	6%	8%
2	59	51	8	16	43	15	44	7	5	6	15	29	26
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
3	97	89	8	27	69	24	73	7	9	15	24	52	43
	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%
4	126	107	18	39	87	35	90	10	19	15	35	67	57
	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
5	332	285	48	79	249	66	260	33	32	26	66	182	142
	8%	8%	8%	6%	8%	6%	8%	8%	6%	5%	6%	7%	8%
6	446	386	60	125	311	118	318	39	53	61	118	293	147
	10%	10%	11%	10%	10%	10%	10%	9%	9%	12%	10%	11%	9%
7	646	561	85	195	428	174	449	44	91	86	174	408	230
	15%	15%	15%	16%	14%	15%	14%	11%	16%	16%	15%	16%	14%
8	808	715	92	233	567	212	585	73	123	101	212	495	302
	19%	19%	16%	19%	19%	19%	19%	17%	21%	19%	19%	19%	18%
9	519	450	69	188	322	169	340	74	75	78	169	326	181
	12%	12%	12%	15% b	11%	15% b	11%	18%	13%	15%	15%	13%	11%
10 - Extremely important	843	728	116	245	584	225	603	95	118	101	225	480	336
	19%	19%	20%	20%	19%	20%	19%	23%	21%	19%	20%	19%	20%
Don't know	166	158	8	49	109	40	118	21	22	12	40	74	80
	4%	4% b	1%	4%	4%	4%	4%	5%	4%	2%	4%	3%	5% a
NOT IMPORTANT (1-4)	577	488	90	142	432	126	447	42	59	60	126	301	264
	13%	13%	16%	11%	14%	11%	14%	10%	10%	11%	11%	12%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 YOU PERSONALLY is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	779	671	108	204	560	184	577	71	85	87	184	475	289
	18%	18%	19%	16%	19%	16%	19%	17%	15%	17%	16%	19%	17%
IMPORTANT (7-10)	2816	2454	362	862	1901	781	1978	286	407	366	781	1710	1050
	65%	65%	64%	69%	63%	69%	63%	68%	71%	70%	69%	67%	62%
				b		b						b	
MOST NEGATIVE (1-2)	355	291	64	76	276	67	284	24	31	31	67	182	165
	8%	8%	11%	6%	9%	6%	9%	6%	5%	6%	6%	7%	10%
			a		a		a						a
MOST POSITIVE (9-10)	1362	1177	185	433	905	394	943	169	193	179	394	807	518
	31%	31%	33%	34%	30%	35%	30%	40%	34%	34%	35%	32%	31%
Answered	4172	3612	560	1208	2892	1091	3002	399	551	513	1091	2486	1603
Mean score	7.1	7.1	6.9	7.3	7.0	7.4	7.0	7.5	7.4	7.3	7.4	7.2	7.0
				b		b							
Standard deviation	2.55	2.52	2.73	2.38	2.62	2.37	2.61	2.40	2.31	2.36	2.37	2.44	2.69

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 YOU PERSONALLY is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all important	296 7%	226 6%	198 7%	99 8%	71 8%	296 7%	117 3%	58 3%	54 3%	8 1%	151 4% bcd	145 27% abcde	180 28% bc	78 7% c	38 1%
2	59 1%	48 1%	42 1%	17 1%	10 1%	59 1%	36 1%	18 1%	17 1%	5 1%	38 1%	20 4% abcde	34 5% bc	14 1% c	10 *%
3	97 2%	80 2%	72 2%	25 2%	17 2%	97 2%	67 2%	28 1%	40 2%	6 1%	76 2%	21 4% abd	46 7% bc	26 2% c	24 1%
4	126 3%	110 3%	95 3%	30 2%	16 2%	126 3%	91 3%	57 3%	60 3%	12 2%	104 3%	22 4%	35 5% c	49 5% c	42 2%
5	332 8%	277 8%	238 8%	95 7%	56 7%	332 8%	246 7%	147 7%	147 7%	32 5%	277 7%	56 10% bd	59 9% c	164 15% ac	109 4%
6	446 10%	369 11%	326 11%	121 9%	78 9%	446 10%	393 11% f	221 10% f	237 11% f	52 9%	416 11% f	31 6%	46 7%	183 17% ac	217 8%
7	646 15%	513 15%	441 15%	205 16%	133 16%	646 15%	574 16% f	387 17% f	395 18% f	85 15% f	609 16% f	37 7%	37 6%	159 15% a	450 17% a
8	808 19%	677 19%	582 19%	226 17%	131 15%	808 19%	743 21% f	449 20% f	457 21% f	126 22% f	775 20% f	32 6%	47 7%	153 14% a	608 23% ab
9	519 12%	427 12%	383 13%	136 10%	91 11%	519 12%	477 14% f	335 15% f	302 14% f	87 15% f	500 13% f	18 3%	24 4%	57 5%	437 17% ab
10 - Extremely important	843 19%	655 19%	569 19%	275 21%	188 22%	843 19%	728 21% f	516 23% f	433 20% f	160 27% acef	777 20% f	66 12%	80 12%	115 11%	649 25% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	166	105	90	76	62	166	55	30	22	9	69	97	53	78	35
	4%	3%	3%	6%	7%	4%	2%	1%	1%	1%	2%	18%	8%	7%	1%
				abe	abe							abcde	c	c	
NOT IMPORTANT (1-4)	577	463	407	170	114	577	311	161	172	31	369	208	296	167	114
	13%	13%	13%	13%	13%	13%	9%	7%	8%	5%	10%	38%	46%	16%	4%
											bd	abcde	bc	c	
NEUTRAL (5-6)	779	646	563	216	133	779	639	368	383	84	692	86	105	347	326
	18%	19%	19%	17%	16%	18%	18%	16%	18%	14%	18%	16%	16%	32%	12%
														ac	
IMPORTANT (7-10)	2816	2272	1975	841	543	2816	2521	1687	1587	458	2662	154	189	484	2143
	65%	65%	65%	65%	64%	65%	72%	75%	73%	79%	70%	28%	29%	45%	82%
							f	aef	f	aef	f			a	ab
MOST NEGATIVE (1-2)	355	274	240	115	81	355	153	76	72	13	189	166	214	92	48
	8%	8%	8%	9%	9%	8%	4%	3%	3%	2%	5%	30%	33%	9%	2%
											bcd	abcde	bc	c	
MOST POSITIVE (9-10)	1362	1082	952	410	280	1362	1205	851	734	247	1278	84	104	172	1086
	31%	31%	31%	31%	33%	31%	34%	38%	34%	42%	34%	15%	16%	16%	41%
							f	aef	f	acef	f				ab
Answered	4172	3381	2945	1227	790	4172	3470	2216	2142	573	3723	449	589	999	2584
Mean score	7.1	7.1	7.1	7.1	7.1	7.1	7.5	7.6	7.5	7.9	7.4	4.8	4.7	6.3	8.0
							f	aef	f	abcef	f			a	ab
Standard deviation	2.55	2.51	2.52	2.61	2.69	2.55	2.20	2.11	2.10	1.97	2.28	3.34	3.29	2.41	1.85

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	252 6%	143 7% b	103 5%	17 4%	22 3%	31 4%	69 10% abc	113 7% b	61 5%	64 5%	50 6%	76 7%	200 5%	24 7%	21 10% a	8 7%
2	61 1%	34 2%	26 1%	4 1%	6 1%	12 2%	4 1%	34 2%	12 1%	16 1%	11 1%	22 2%	46 1%	8 2%	5 3%	2 2%
3	126 3%	61 3%	62 3%	13 3%	19 3%	24 3%	13 2%	57 3%	31 3%	26 2%	25 3%	44 4%	102 3%	11 3%	8 4%	5 4%
4	140 3%	67 3%	68 3%	23 5% e	28 4%	23 3%	23 3%	42 2%	39 3%	51 4% d	30 4% d	19 2%	117 3%	9 3%	10 5%	3 3%
5	318 7%	148 7%	167 8%	44 10%	62 8%	49 7%	59 8%	105 6%	70 6%	95 7%	66 8%	88 8%	268 7%	19 5%	25 12% abd	7 6%
6	418 10%	185 9%	231 10%	63 14% de	83 11% e	84 12% e	56 8%	132 8%	100 9%	132 10%	82 11%	104 9%	362 10%	27 7%	20 10%	9 7%
7	666 15%	339 16%	324 15%	72 16%	108 15%	107 15%	133 18%	246 14%	169 15%	236 18% d	112 14%	150 13%	574 16%	53 15%	26 13%	13 11%
8	934 22%	452 22%	477 22%	81 18%	152 21%	162 23%	159 22%	380 22%	263 24% d	311 24% d	165 21%	192 17%	788 22%	90 25% c	34 17%	23 19%
9	546 13%	273 13%	269 12%	51 11%	76 10%	93 13%	93 13%	233 14%	147 13%	139 11%	102 13%	158 14%	444 12%	54 15%	22 11%	27 22% abc
10 - Extremely well	579 13%	271 13%	305 14%	39 9%	113 15% a	81 11%	79 11%	267 16% a	188 17% bc	162 12%	80 10%	148 13%	487 13%	50 14%	24 12%	17 14%
Don t know	297 7%	111 5%	183 8% a	47 10% de	68 9% de	42 6%	35 5%	104 6%	37 3%	89 7% a	52 7% a	116 10% ab	262 7%	19 5%	8 4%	7 6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	580	306	259	58	75	90	110	247	143	157	115	161	465	52	44	19
	13%	15%	12%	13%	10%	13%	15%	14%	13%	12%	15%	14%	13%	14%	22%	15%
		b						b							ab	
NEUTRAL (5-6)	736	333	397	107	144	133	115	237	170	226	148	192	630	46	45	15
	17%	16%	18%	23%	20%	19%	16%	14%	15%	17%	19%	17%	17%	13%	22%	13%
				de	e	e									bd	
POSITIVE VIEW (7-10)	2725	1335	1374	244	450	442	464	1126	767	849	459	647	2292	247	106	80
	63%	64%	62%	53%	61%	63%	64%	66%	69%	64%	59%	58%	63%	68%	52%	66%
						a	a	a	cd	d			c	c		c
MOST NEGATIVE (1-2)	314	178	130	22	29	43	73	147	73	80	61	98	246	32	26	10
	7%	9%	6%	5%	4%	6%	10%	9%	7%	6%	8%	9%	7%	9%	13%	9%
		b					ab	b							a	
MOST POSITIVE (9-10)	1125	544	574	90	189	174	172	500	335	301	182	306	930	104	46	44
	26%	26%	26%	20%	26%	25%	24%	29%	30%	23%	24%	27%	25%	29%	23%	37%
								a	bc							ac
Answered	4041	1973	2031	409	669	665	689	1609	1080	1232	721	1001	3386	345	195	114
Mean score	7.0	6.9	7.1	6.8	7.2	7.0	6.8	7.1	7.2	7.0	6.8	6.9	7.0	7.1	6.3	7.1
					ad				cd				c	c		c
Standard deviation	2.43	2.50	2.34	2.22	2.22	2.31	2.56	2.55	2.40	2.28	2.45	2.60	2.39	2.51	2.75	2.62

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	252	205	48	41	205	36	210	10	18	18	36	125	119
	6%	5%	8% a	3%	7% a	3%	7% a	2%	3%	3%	3%	5%	7% a
2	61	52	10	13	49	11	50	1	7	4	11	25	34
	1%	1%	2%	1%	2%	1%	2%	*%	1%	1%	1%	1%	2%
3	126	109	17	30	95	25	99	10	15	10	25	65	58
	3%	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%
4	140	126	14	45	94	37	100	15	16	18	37	82	58
	3%	3%	2%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%
5	318	267	51	94	214	80	226	36	39	37	80	179	133
	7%	7%	9%	7%	7%	7%	7%	8%	7%	7%	7%	7%	8%
6	418	376	41	135	276	122	289	40	59	55	122	274	136
	10%	10%	7%	11%	9%	11%	9%	10%	10%	10%	11%	11%	8%
7	666	583	84	196	457	168	484	52	92	79	168	437	217
	15%	15%	15%	16%	15%	15%	16%	12%	16%	15%	15%	17% b	13%
8	934	822	112	277	643	255	665	89	132	130	255	577	341
	22%	22%	20%	22%	21%	23%	21%	21%	23%	25%	23%	23%	20%
9	546	472	74	166	374	155	385	60	77	69	155	326	207
	13%	13%	13%	13%	12%	14%	12%	14%	13%	13%	14%	13%	12%
10 - Extremely well	579	486	92	178	388	169	397	71	83	83	169	325	244
	13%	13%	16%	14%	13%	15%	13%	17%	15%	16%	15%	13%	14%
Don t know	297	271	26	83	207	73	217	36	34	23	73	145	137
	7%	7%	5%	7%	7%	6%	7%	9%	6%	4%	6%	6%	8% a
NEGATIVE VIEW (1-4)	580	492	88	128	442	109	459	37	56	50	109	297	268
	13%	13%	15%	10%	15% a	10%	15% a	9%	10%	10%	10%	12%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	736	644	92	229	490	202	514	76	98	92	202	452	269
	17%	17%	16%	18%	16%	18%	16%	18%	17%	17%	18%	18%	16%
POSITIVE VIEW (7-10)	2725	2363	362	817	1862	747	1930	272	384	361	747	1665	1009
	63%	63%	64%	65%	62%	66%	62%	65%	67%	69%	66%	65% b	60%
MOST NEGATIVE (1-2)	314	257	57	53	253	47	260	12	25	22	47	150	153
	7%	7%	10% a	4%	8% a	4%	8% a	3%	4%	4%	4%	6%	9% a
MOST POSITIVE (9-10)	1125	958	166	344	762	324	782	131	161	152	324	651	451
	26%	25%	29%	27%	25%	29%	25%	31%	28%	29%	29%	25%	27%
Answered	4041	3499	542	1174	2794	1058	2903	384	539	503	1058	2415	1546
Mean score	7.0	7.0	6.9	7.2 b	6.9	7.3 b	6.9	7.4	7.3	7.3	7.3	7.1	6.9
Standard deviation	2.43	2.40	2.66	2.20	2.52	2.19	2.51	2.16	2.19	2.18	2.19	2.29	2.62

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	252 6%	189 5%	161 5%	92 7%	63 7%	252 6%	122 3%	56 3%	49 2%	8 1%	148 4% bcd	104 19% abcde	211 33% bc	30 3% c	12 *%
2	61 1%	47 1%	37 1%	24 2%	15 2%	61 1%	37 1%	21 1%	20 1%	4 1%	42 1%	19 3% abcde	43 7% bc	10 1%	8 *%
3	126 3%	109 3%	98 3%	28 2%	17 2%	126 3%	76 2%	53 2%	50 2%	17 3%	90 2%	36 7% abcde	67 10% bc	40 4% c	19 1%
4	140 3%	126 4% c	115 4% cd	25 2%	14 2%	140 3%	108 3%	68 3%	69 3%	17 3%	121 3%	20 4%	44 7% c	62 6% c	34 1%
5	318 7%	269 8%	238 8%	80 6%	49 6%	318 7%	219 6%	130 6%	132 6%	26 5%	249 7%	70 13% abcde	62 10% c	165 15% ac	92 3%
6	418 10%	357 10%	318 10% c	99 8%	61 7%	418 10%	352 10%	199 9%	237 11%	43 7%	379 10%	39 7%	39 6%	195 18% ac	184 7%
7	666 15%	545 16%	472 16%	194 15%	122 14%	666 15%	592 17% f	379 17% f	384 18% f	100 17% f	633 17% f	33 6%	29 4%	195 18% a	442 17% a
8	934 22%	763 22%	655 22%	279 21%	171 20%	934 22%	866 25% f	548 24% f	540 25% f	153 26% f	904 24% f	30 6%	25 4%	148 14% a	761 29% ab
9	546 13%	425 12%	366 12%	180 14%	121 14%	546 13%	514 15% f	341 15% f	313 14% f	74 13% f	532 14% f	14 3%	10 2%	46 4% a	491 19% ab
10 - Extremely well	579 13%	457 13%	396 13%	182 14%	121 14%	579 13%	545 15% f	402 18% ef	331 15% f	129 22% acef	567 15% f	12 2%	15 2%	43 4%	521 20% ab
Don t know	297 7%	199 6%	178 6%	119 9% ab	98 12% abe	297 7%	95 3%	49 2%	40 2%	11 2%	127 3% c	170 31% abcde	99 15% c	142 13% c	56 2%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	580	471	410	170	109	580	342	198	188	46	401	179	365	142	73
	13%	14%	14%	13%	13%	13%	10%	9%	9%	8%	11%	33%	57%	13%	3%
												abcde	bc	c	
NEUTRAL (5-6)	736	626	557	179	110	736	571	330	369	69	628	108	100	360	275
	17%	18%	18%	14%	13%	17%	16%	15%	17%	12%	17%	20%	16%	33%	11%
		cd	cd						d		d	bd	c	ac	
POSITIVE VIEW (7-10)	2725	2190	1890	835	535	2725	2517	1670	1567	456	2636	89	79	432	2215
	63%	63%	62%	64%	63%	63%	71%	74%	72%	78%	70%	16%	12%	40%	85%
							f	ef	f	acef	f			a	ab
MOST NEGATIVE (1-2)	314	236	197	116	78	314	158	78	69	12	191	123	254	40	20
	7%	7%	7%	9%	9%	7%	4%	3%	3%	2%	5%	23%	39%	4%	1%
											cd	abcde	bc	c	
MOST POSITIVE (9-10)	1125	883	763	362	242	1125	1059	743	644	203	1099	26	25	89	1011
	26%	25%	25%	28%	28%	26%	30%	33%	30%	35%	29%	5%	4%	8%	39%
							f	ef	f	ef	f			a	ab
Answered	4041	3287	2857	1184	753	4041	3430	2198	2124	571	3664	377	544	934	2563
Mean score	7.0	7.0	7.0	7.1	7.1	7.0	7.3	7.5	7.4	7.7	7.3	4.3	3.4	6.2	8.0
							f	ef	f	acef	f			a	ab
Standard deviation	2.43	2.40	2.39	2.54	2.58	2.43	2.17	2.10	2.04	2.00	2.23	2.73	2.58	1.94	1.59

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	354	198	145	23	36	45	82	168	74	103	66	109	290	32	23	9
	8%	9% b	7%	5%	5%	6%	11% abc	10% abc	7%	8%	9%	10%	8%	9%	11%	7%
2	79	38	41	7	13	13	8	38	22	20	9	29	65	5	7	3
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	1%	3%	2%
3	146	72	71	17	18	23	14	74	41	38	34	32	110	18	13	5
	3%	3%	3%	4%	2%	3%	2%	4%	4%	3%	4%	3%	3%	5%	6% a	4%
4	155	89	64	15	28	28	39	45	36	46	40	34	120	16	14	5
	4%	4%	3%	3%	4%	4%	5% e	3%	3%	4%	5%	3%	3%	4%	7% a	4%
5	396	190	205	61	87	62	57	129	93	130	65	107	334	30	25	8
	9%	9%	9%	13% de	12% e	9%	8%	8%	8%	10%	8%	10%	9%	8%	12% d	6%
6	475	211	263	74	94	71	78	158	113	163	83	117	426	25	16	8
	11%	10%	12%	16% ce	13%	10%	11%	9%	10%	12%	11%	10%	12% bd	7%	8%	7%
7	619	305	308	73	92	106	112	235	159	210	104	146	525	50	31	13
	14%	15%	14%	16%	13%	15%	16%	14%	14%	16%	13%	13%	14%	14%	15%	10%
8	802	377	418	61	127	150	154	310	244	233	148	175	685	66	27	23
	18%	18%	19%	13%	17%	21% a	21% a	18%	22% d	18%	19%	16%	19% c	18%	13%	19%
9	486	251	234	40	85	71	78	211	130	139	95	121	396	50	16	23
	11%	12%	11%	9%	12%	10%	11%	12%	12%	10%	12%	11%	11%	14% c	8%	19% ac
10 - Extremely well	499	241	255	36	88	84	60	230	169	139	71	120	417	42	23	17
	12%	12%	12%	8%	12%	12%	8%	13% ad	15% bcd	11%	9%	11%	11%	12%	11%	14%
Don t know	326	112	208	48	68	53	43	114	36	101	59	127	281	30	8	8
	8%	5%	9% a	11% e	9%	8%	6%	7%	3%	8% a	8% a	11% ab	8% c	8% c	4%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

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C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	735	397	322	62	96	109	142	326	173	207	148	203	585	71	57	22
	17%	19%	15%	14%	13%	15%	20%	19%	15%	16%	19%	18%	16%	19%	28%	18%
		b					b	b							abd	
NEUTRAL (5-6)	871	401	468	135	181	134	135	287	206	293	148	225	759	55	41	16
	20%	19%	21%	30%	25%	19%	19%	17%	18%	22%	19%	20%	21%	15%	20%	13%
				cde	e								bd		d	
POSITIVE VIEW (7-10)	2405	1174	1216	211	393	412	404	987	702	721	418	562	2024	209	98	75
	55%	56%	55%	46%	53%	58%	56%	58%	63%	55%	54%	50%	55%	57%	48%	62%
						a	a	a	bcd				c	c		c
MOST NEGATIVE (1-2)	433	236	186	30	49	58	90	207	96	123	75	138	355	37	30	11
	10%	11%	8%	7%	7%	8%	12%	12%	9%	9%	10%	12%	10%	10%	15%	9%
		b					ab	abc				a			a	
MOST POSITIVE (9-10)	985	493	489	76	173	156	138	442	299	278	166	241	813	92	39	40
	23%	24%	22%	17%	24%	22%	19%	26%	27%	21%	21%	22%	22%	25%	19%	33%
								ad	bd							ac
Answered	4011	1972	2005	407	669	654	681	1600	1081	1220	714	990	3368	334	196	113
Mean score	6.6	6.5	6.7	6.4	6.8	6.8	6.4	6.6	6.9	6.6	6.5	6.4	6.6	6.6	6.0	6.9
									bcd				c	c		c
Standard deviation	2.60	2.68	2.50	2.29	2.40	2.49	2.65	2.77	2.54	2.52	2.60	2.74	2.57	2.71	2.81	2.70

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	354 8%	285 8%	69 12% a	55 4%	292 10% a	47 4%	300 10% a	16 4%	26 5%	22 4%	47 4%	168 7%	174 10% a
2	79 2%	70 2%	9 2%	20 2%	59 2%	17 1%	61 2%	5 1%	10 2%	7 1%	17 1%	39 2%	37 2%
3	146 3%	123 3%	24 4%	31 2%	114 4%	26 2%	118 4%	10 2%	13 2%	14 3%	26 2%	74 3%	68 4%
4	155 4%	142 4%	14 2%	43 3%	109 4%	35 3%	117 4%	12 3%	10 2%	21 4%	35 3%	99 4%	52 3%
5	396 9%	342 9%	55 10%	113 9%	274 9%	97 9%	288 9%	49 12%	44 8%	35 7%	97 9%	219 9%	173 10%
6	475 11%	430 11%	45 8%	161 13%	308 10%	147 13%	322 10%	42 10%	65 11%	84 16%	147 13%	318 12% b	151 9%
7	619 14%	539 14%	79 14%	176 14%	433 14%	157 14%	451 14%	48 11%	97 17%	67 13%	157 14%	399 16% b	205 12%
8	802 18%	705 19%	97 17%	268 21% b	517 17%	245 22% b	539 17%	94 22%	131 23%	111 21%	245 22%	503 20%	286 17%
9	486 11%	419 11%	67 12%	147 12%	333 11%	131 12%	349 11%	46 11%	68 12%	62 12%	131 12%	301 12%	178 11%
10 - Extremely well	499 12%	420 11%	79 14%	147 12%	342 11%	142 13%	346 11%	59 14%	69 12%	70 13%	142 13%	282 11%	207 12%
Don t know	326 8%	295 8%	31 6%	98 8%	219 7%	87 8%	230 7%	40 10%	39 7%	32 6%	87 8%	157 6%	153 9% a
NEGATIVE VIEW (1-4)	735 17%	619 16%	115 20%	148 12%	575 19% a	125 11%	596 19% a	43 10%	59 10%	64 12%	125 11%	380 15%	331 20% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	871	772	100	274	582	244	609	91	109	119	244	537	324
	20%	20%	18%	22%	19%	22%	20%	22%	19%	23%	22%	21%	19%
POSITIVE VIEW (7-10)	2405	2084	322	737	1625	675	1685	246	365	311	675	1486	876
	55%	55%	57%	59%	54%	60%	54%	59%	64%	59%	60%	58%	52%
						b						b	
MOST NEGATIVE (1-2)	433	355	78	75	351	64	360	21	35	29	64	207	211
	10%	9%	14%	6%	12%	6%	12%	5%	6%	6%	6%	8%	13%
			a		a		a						a
MOST POSITIVE (9-10)	985	839	145	293	675	273	694	105	137	132	273	583	385
	23%	22%	26%	23%	22%	24%	22%	25%	24%	25%	24%	23%	23%
Answered	4011	3475	536	1159	2781	1044	2890	380	533	493	1044	2402	1530
Mean score	6.6	6.6	6.5	6.9	6.5	7.0	6.5	7.1	7.1	7.0	7.0	6.8	6.4
				b		b						b	
Standard deviation	2.60	2.56	2.86	2.30	2.71	2.28	2.69	2.31	2.27	2.30	2.28	2.45	2.79

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	354 8%	271 8%	233 8%	121 9%	82 10%	354 8%	188 5% d	93 4%	86 4%	15 3%	224 6% bcd	129 24% abcde	266 41% bc	54 5% c	34 1%
2	79 2%	67 2%	54 2%	25 2%	13 1%	79 2%	58 2%	33 1%	30 1%	12 2%	64 2%	15 3%	40 6% bc	26 2% c	12 *%
3	146 3%	124 4%	103 3%	43 3%	23 3%	146 3%	109 3%	69 3%	74 3%	19 3%	121 3%	25 5%	59 9% bc	54 5% c	34 1%
4	155 4%	134 4%	122 4%	33 3%	22 3%	155 4%	122 3%	75 3%	66 3%	15 3%	134 4%	21 4%	38 6% c	64 6% c	54 2%
5	396 9%	330 9%	295 10%	102 8%	67 8%	396 9%	286 8%	158 7%	156 7%	31 5%	319 8%	77 14% abcde	60 9% c	190 18% ac	146 6%
6	475 11%	412 12% d	354 12% d	121 9%	63 7%	475 11% d	412 12% f	250 11% f	274 13% f	63 11% f	442 12% f	33 6%	28 4%	199 19% ac	248 9% a
7	619 14%	513 15%	453 15%	166 13%	106 12%	619 14%	569 16% f	367 16% f	376 17% f	93 16% f	591 16% f	28 5%	22 3%	166 15% a	431 16% a
8	802 18%	635 18%	549 18%	252 19%	166 20%	802 18%	728 21% f	477 21% f	455 21% f	110 19% f	779 21% f	23 4%	14 2%	115 11% a	673 26% ab
9	486 11%	380 11%	330 11%	156 12%	105 12%	486 11%	457 13% f	327 15% f	302 14% f	88 15% f	470 12% f	16 3%	9 1%	42 4% a	435 17% ab
10 - Extremely well	499 12%	412 12%	347 11%	152 12%	88 10%	499 12%	478 14% f	340 15% f	300 14% f	128 22% abcef	494 13% f	5 1%	12 2%	27 3%	460 18% ab
Don t know	326 8%	208 6%	194 6%	132 10% abe	118 14% abe	326 8%	119 3%	59 3%	46 2%	8 1%	153 4% bcd	174 32% abcde	95 15% c	140 13% c	92 4%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	735	595	512	222	139	735	476	270	255	61	544	191	403	198	134
	17%	17%	17%	17%	16%	17%	14%	12%	12%	10%	14%	35%	63%	18%	5%
												abcde	bc	c	
NEUTRAL (5-6)	871	742	649	222	129	871	698	407	430	94	761	110	88	389	394
	20%	21%	21%	17%	15%	20%	20%	18%	20%	16%	20%	20%	14%	36%	15%
		cd	cd			d								ac	
POSITIVE VIEW (7-10)	2405	1940	1680	726	465	2405	2232	1510	1433	420	2334	72	57	350	1999
	55%	56%	55%	56%	55%	55%	63%	67%	66%	72%	62%	13%	9%	32%	76%
							f	aef	ef	aef	f			a	ab
MOST NEGATIVE (1-2)	433	338	287	146	95	433	245	126	115	27	288	144	307	80	46
	10%	10%	9%	11%	11%	10%	7%	6%	5%	5%	8%	26%	48%	7%	2%
											bc	abcde	bc	c	
MOST POSITIVE (9-10)	985	792	677	308	193	985	935	666	602	216	964	21	21	69	895
	23%	23%	22%	24%	23%	23%	27%	30%	28%	37%	25%	4%	3%	6%	34%
							f	ef	f	abcef	f			a	ab
Answered	4011	3278	2841	1171	734	4011	3406	2188	2118	574	3639	373	548	937	2527
Mean score	6.6	6.6	6.6	6.6	6.6	6.6	7.0	7.2	7.1	7.5	6.9	4.0	2.9	5.8	7.7
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.60	2.57	2.56	2.71	2.72	2.60	2.39	2.30	2.26	2.26	2.44	2.67	2.43	2.09	1.85

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	189	96	86	10	20	26	58	74	45	46	44	53	155	18	11	5
	4%	5%	4%	2%	3%	4%	8% abce	4%	4%	3%	6%	5%	4%	5%	5%	5%
2	59	24	33	7	12	7	10	22	13	15	10	20	50	-	6	3
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1% b	-%	3% b	2% b
3	117	62	54	9	15	22	15	56	36	34	13	32	90	14	10	3
	3%	3%	2%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	4%	5% a	2%
4	118	62	52	15	22	24	15	41	32	32	20	34	90	15	9	4
	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%	3%	2%	4%	4%	3%
5	327	149	173	50	58	54	51	113	54	112	64	95	269	24	25	8
	8%	7%	8%	11% e	8%	8%	7%	7%	5%	8% a	8% a	9% a	7%	7%	13% abd	7%
6	417	209	205	51	82	75	74	136	111	103	91	111	376	18	16	6
	10%	10%	9%	11%	11%	11%	10%	8%	10%	8%	12% b	10%	10% bd	5%	8%	5%
7	650	334	312	85	128	122	110	205	156	224	120	149	558	47	30	15
	15%	16%	14%	19% e	17% e	17% e	15%	12%	14%	17%	16%	13%	15%	13%	15%	13%
8	891	423	466	89	141	139	158	363	259	292	155	185	737	92	39	22
	21%	20%	21%	20%	19%	20%	22%	21%	23% d	22% d	20%	17%	20%	25% a	19%	18%
9	619	298	316	42	89	98	114	276	167	191	104	156	513	63	21	22
	14%	14%	14%	9%	12%	14%	16% a	16% a	15%	14%	13%	14%	14%	17% c	10%	18% c
10 - Extremely well	703	337	363	60	111	97	95	340	214	195	109	186	590	58	30	25
	16%	16%	16%	13%	15%	14%	13%	20% acd	19% c	15%	14%	17%	16%	16%	15%	21%
Don t know	249	90	154	37	59	43	25	86	30	77	43	96	221	15	6	7
	6%	4%	7% a	8% d	8% de	6%	3%	5%	3%	6% a	6% a	9% a	6%	4%	3%	6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	483	244	224	42	69	79	98	194	126	127	87	140	385	47	35	15
	11%	12%	10%	9%	9%	11%	14%	11%	11%	10%	11%	13%	11%	13%	17% a	12%
NEUTRAL (5-6)	743	357	378	100	140	129	124	249	166	216	155	206	645	43	42	14
	17%	17%	17%	22% e	19%	18%	17%	15%	15%	16%	20% a	18%	18% bd	12%	20% bd	12%
POSITIVE VIEW (7-10)	2863	1393	1457	276	469	456	477	1184	795	902	489	675	2398	259	121	85
	66%	67%	66%	61%	64%	64%	66%	69% a	71% cd	68% d	63%	60%	66% c	71% c	59%	70% c
MOST NEGATIVE (1-2)	248	120	119	18	32	33	68	97	58	61	54	73	205	18	16	8
	6%	6%	5%	4%	4%	5%	9% abce	6%	5%	5%	7%	7%	6%	5%	8%	7%
MOST POSITIVE (9-10)	1322	635	679	102	200	195	209	616	380	386	213	342	1103	121	51	47
	30%	30%	31%	22%	27%	28%	29%	36% abcd	34% c	29%	28%	31%	30%	33% c	25%	39% ac
Answered	4089	1994	2060	419	679	664	700	1627	1086	1244	731	1021	3428	349	197	114
Mean score	7.2	7.2	7.3	7.1	7.2	7.1	7.0	7.4 ad	7.4 cd	7.3	7.1	7.1	7.2 c	7.3 c	6.7	7.4 c
Standard deviation	2.34	2.35	2.31	2.13	2.19	2.26	2.52	2.40	2.32	2.22	2.37	2.46	2.32	2.37	2.54	2.49

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	189 4%	153 4%	36 6%	36 3%	147 5% a	31 3%	152 5% a	9 2%	16 3%	14 3%	31 3%	100 4%	83 5%
2	59 1%	51 1%	8 1%	17 1%	42 1%	12 1%	46 1%	4 1%	5 1%	6 1%	12 1%	29 1%	26 2%
3	117 3%	105 3%	12 2%	27 2%	90 3%	23 2%	94 3%	7 2%	10 2%	12 2%	23 2%	53 2%	61 4% a
4	118 3%	105 3%	13 2%	32 3%	84 3%	29 3%	87 3%	17 4%	11 2%	13 2%	29 3%	69 3%	45 3%
5	327 8%	282 7%	45 8%	92 7%	232 8%	74 7%	248 8%	23 6%	40 7%	28 5%	74 7%	181 7%	141 8%
6	417 10%	369 10%	48 8%	122 10%	283 9%	112 10%	292 9%	38 9%	61 11%	52 10%	112 10%	272 11%	140 8%
7	650 15%	577 15%	73 13%	220 18% b	412 14%	200 18% b	431 14%	58 14%	104 18%	97 19%	200 18%	437 17% b	200 12%
8	891 21%	757 20%	134 24%	262 21%	614 20%	232 20%	643 21%	88 21%	118 21%	113 22%	232 20%	561 22%	314 19%
9	619 14%	537 14%	81 14%	180 14%	434 14%	172 15%	443 14%	68 16%	85 15%	77 15%	172 15%	353 14%	250 15%
10 - Extremely well	703 16%	603 16%	100 18%	195 16%	495 16%	181 16%	509 16%	74 18%	87 15%	91 17%	181 16%	385 15%	305 18%
Don t know	249 6%	231 6% b	18 3%	76 6%	166 6%	67 6%	175 6%	34 8%	34 6%	22 4%	67 6%	118 5%	118 7% a
NEGATIVE VIEW (1-4)	483 11%	414 11%	69 12%	111 9%	363 12% a	95 8%	379 12% a	37 9%	42 7%	45 8%	95 8%	251 10%	215 13% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	743	651	92	213	515	186	540	61	102	79	186	453	281
	17%	17%	16%	17%	17%	16%	17%	15%	18%	15%	16%	18%	17%
POSITIVE VIEW (7-10)	2863	2474	388	857	1956	784	2026	288	395	379	784	1737	1070
	66%	66%	68%	68%	65%	69%	65%	68%	69%	72%	69%	68% b	64%
MOST NEGATIVE (1-2)	248	204	44	53	189	43	198	13	21	20	43	130	109
	6%	5%	8%	4%	6%	4%	6% a	3%	4%	4%	4%	5%	6%
MOST POSITIVE (9-10)	1322	1141	182	375	929	353	952	142	172	168	353	738	556
	30%	30%	32%	30%	31%	31%	31%	34%	30%	32%	31%	29%	33% a
Answered	4089	3539	550	1181	2834	1065	2945	386	538	503	1065	2441	1566
Mean score	7.2	7.2	7.2	7.3	7.2	7.4 b	7.2	7.5	7.4	7.5	7.4	7.3	7.2
Standard deviation	2.34	2.32	2.48	2.16	2.41	2.13	2.41	2.13	2.09	2.12	2.13	2.23	2.49

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	189 4%	140 4%	123 4%	65 5%	49 6%	189 4%	82 2%	36 2%	32 1%	8 1%	103 3% c	86 16% abcde	156 24% bc	19 2% c	13 1%
2	59 1%	40 1%	34 1%	24 2%	19 2%	59 1%	30 1%	21 1%	14 1%	2 *%	38 1%	21 4% abcde	37 6% bc	14 1% c	7 *%
3	117 3%	100 3%	87 3%	30 2%	17 2%	117 3%	79 2%	49 2%	47 2%	10 2%	92 2%	25 4% abc	65 10% bc	34 3% c	19 1%
4	118 3%	98 3%	87 3%	31 2%	19 2%	118 3%	83 2%	49 2%	55 3%	16 3%	93 2%	25 5% ab	47 7% c	47 4% c	24 1%
5	327 8%	276 8%	241 8%	85 7%	51 6%	327 8%	216 6%	122 5%	124 6%	30 5%	250 7%	77 14% abcde	83 13% c	151 14% c	93 4%
6	417 10%	348 10%	307 10%	110 8%	69 8%	417 10%	345 10%	206 9%	217 10% d	36 6%	375 10% d	42 8%	43 7%	214 20% ac	160 6%
7	650 15%	550 16%	485 16% d	165 13%	100 12%	650 15%	571 16% f	366 16% f	394 18% f	93 16% f	612 16% f	38 7%	40 6%	200 19% a	410 16% a
8	891 21%	745 21%	635 21%	255 20%	146 17%	891 21%	812 23% f	509 23% f	506 23% f	129 22% f	848 22% f	42 8%	48 7%	158 15% a	685 26% ab
9	619 14%	466 13%	414 14%	205 16%	152 18% ab	619 14%	582 16% f	393 17% f	353 16% f	101 17% f	603 16% f	16 3%	20 3%	66 6% a	533 20% ab
10 - Extremely well	703 16%	560 16%	472 16%	231 18%	143 17%	703 16%	663 19% f	457 20% f	402 19% f	152 26% abcef	685 18% f	19 3%	20 3%	55 5%	629 24% ab
Don t know	249 6%	163 5%	147 5%	102 8% ab	87 10% abe	249 6%	62 2%	37 2%	21 1%	5 1%	92 2% c	157 29% abcde	84 13% c	120 11% c	45 2%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	483	379	333	150	104	483	275	155	148	36	326	156	305	113	64
	11%	11%	11%	12%	12%	11%	8%	7%	7%	6%	9%	29%	48%	11%	2%
												abcde	bc	c	
NEUTRAL (5-6)	743	624	548	195	119	743	561	328	340	66	625	119	126	365	252
	17%	18%	18%	15%	14%	17%	16%	15%	16%	11%	16%	22%	20%	34%	10%
							d				d	abcde	c	ac	
POSITIVE VIEW (7-10)	2863	2321	2007	856	542	2863	2627	1725	1654	475	2749	114	127	478	2257
	66%	67%	66%	66%	64%	66%	75%	77%	76%	82%	72%	21%	20%	44%	86%
							f	ef	ef	aef	f			a	ab
MOST NEGATIVE (1-2)	248	180	158	90	68	248	113	58	47	10	141	107	194	33	21
	6%	5%	5%	7%	8%	6%	3%	3%	2%	2%	4%	20%	30%	3%	1%
					ab						c	abcde	bc	c	
MOST POSITIVE (9-10)	1322	1027	886	436	296	1322	1244	849	755	253	1288	34	40	121	1162
	30%	29%	29%	33%	35%	30%	35%	38%	35%	44%	34%	6%	6%	11%	44%
					ab		f	ef	f	acef	f			a	ab
Answered	4089	3323	2887	1201	765	4089	3463	2209	2143	577	3700	389	559	956	2573
Mean score	7.2	7.2	7.2	7.3	7.3	7.2	7.6	7.7	7.6	7.9	7.5	4.8	4.2	6.5	8.2
							f	ef	f	acef	f			a	ab
Standard deviation	2.34	2.29	2.29	2.45	2.54	2.34	2.08	2.00	1.95	1.95	2.14	2.76	2.74	1.90	1.60

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	191 4%	103 5%	83 4%	10 2%	16 2%	26 4%	60 8% abce	78 5%	42 4%	44 3%	47 6%	56 5%	155 4%	18 5%	12 6%	5 5%
2	54 1%	31 2%	22 1%	6 1%	8 1%	3 *%	13 2%	24 1%	12 1%	15 1%	8 1%	19 2%	44 1%	4 1%	5 2%	2 2%
3	86 2%	45 2%	39 2%	1 *%	14 2%	21 3% a	11 2%	38 2% a	21 2%	24 2%	11 1%	29 3%	69 2%	8 2%	7 3%	2 2%
4	93 2%	45 2%	46 2%	9 2%	15 2%	17 2%	10 1%	42 2%	27 2%	21 2%	20 3%	25 2%	72 2%	7 2%	9 4% a	4 4%
5	320 7%	159 8%	156 7%	38 8%	60 8%	55 8%	49 7%	118 7%	70 6%	95 7%	60 8%	95 8%	264 7%	27 7%	20 10%	8 7%
6	418 10%	185 9%	228 10%	70 15% de	85 12% e	80 11% e	67 9%	116 7%	94 8%	132 10%	84 11%	106 9%	367 10% d	24 7%	21 10% d	6 5%
7	629 14%	343 16% b	281 13%	79 17%	110 15%	104 15%	117 16%	219 13%	146 13%	227 17% d	117 15%	138 12%	541 15%	43 12%	29 14%	15 13%
8	902 21%	420 20%	478 22%	69 15%	130 18%	158 22% a	157 22%	389 23% a	245 22%	284 22%	163 21%	210 19%	740 20%	97 27% ad	41 20%	23 19%
9	674 16%	332 16%	337 15%	68 15%	110 15%	103 15%	122 17%	271 16%	202 18%	198 15%	119 15%	155 14%	561 15%	67 18% c	24 12%	21 17%
10 - Extremely well	729 17%	333 16%	393 18%	65 14%	128 17%	100 14%	98 14%	338 20% cd	226 20% bc	206 16%	107 14%	191 17%	619 17%	56 15%	30 15%	25 21%
Don t know	243 6%	88 4%	150 7% a	40 9% de	61 8% de	41 6%	22 3%	80 5%	33 3%	75 6% a	38 5%	93 8% ac	216 6% c	13 4%	6 3%	8 7% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	424	225	190	27	53	67	93	183	102	104	86	130	340	38	32	14
	10%	11%	9%	6%	7%	10%	13% ab	11% a	9%	8%	11%	12% b	9%	10%	16% a	11%
NEUTRAL (5-6)	737	344	385	109	145	134	116	234	164	227	144	200	632	51	41	14
	17%	17%	17%	24% de	20% e	19% e	16%	14%	15%	17%	19%	18%	17% d	14%	20% bd	12%
POSITIVE VIEW (7-10)	2934	1427	1489	281	479	464	493	1217	818	915	505	694	2462	263	125	85
	68%	68%	67%	62%	65%	66%	68%	71% ab	73% cd	69% d	65%	62%	67% c	72% c	61%	70% c
MOST NEGATIVE (1-2)	245	134	105	17	24	29	73	103	54	59	54	76	199	22	17	7
	6%	6%	5%	4%	3%	4%	10% abce	6%	5%	4%	7%	7%	5%	6%	8%	6%
MOST POSITIVE (9-10)	1403	664	730	133	238	203	220	610	428	404	226	346	1180	123	54	46
	32%	32%	33%	29%	32%	29%	30%	36% c	38% bcd	31%	29%	31%	32%	34%	26%	38% c
Answered	4095	1996	2064	416	677	666	703	1634	1084	1246	735	1023	3433	351	198	113
Mean score	7.3	7.2	7.4	7.3	7.4 d	7.2	7.0	7.4 d	7.6 cd	7.4	7.1	7.2	7.3 c	7.4 c	6.8	7.5 c
Standard deviation	2.31	2.35	2.25	2.05	2.13	2.21	2.54	2.37	2.25	2.16	2.37	2.46	2.29	2.33	2.51	2.44

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	191	153	39	35	152	30	156	8	18	13	30	102	82
	4%	4%	7% a	3%	5% a	3%	5% a	2%	3%	3%	3%	4%	5%
2	54	49	5	12	41	10	43	2	2	7	10	21	29
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2%
3	86	78	7	20	65	19	66	6	10	8	19	41	44
	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%
4	93	75	17	20	68	17	71	10	11	7	17	51	40
	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
5	320	275	45	93	224	79	235	30	31	33	79	183	133
	7%	7%	8%	7%	7%	7%	8%	7%	5%	6%	7%	7%	8%
6	418	381	37	145	267	128	282	57	73	53	128	263	143
	10%	10% b	7%	12%	9%	11%	9%	13%	13%	10%	11%	10%	9%
7	629	554	75	183	424	162	445	50	87	83	162	417	202
	14%	15%	13%	15%	14%	14%	14%	12%	15%	16%	14%	16% b	12%
8	902	768	134	254	632	235	651	76	124	116	235	556	334
	21%	20%	24%	20%	21%	21%	21%	18%	22%	22%	21%	22%	20%
9	674	595	79	209	459	189	479	73	85	88	189	392	265
	16%	16%	14%	17%	15%	17%	15%	17%	15%	17%	17%	15%	16%
10 - Extremely well	729	618	111	211	507	195	521	78	99	93	195	415	301
	17%	16%	19%	17%	17%	17%	17%	18%	17%	18%	17%	16%	18%
Don t know	243	224	19	76	162	67	170	33	33	24	67	120	110
	6%	6%	3%	6%	5%	6%	5%	8%	6%	5%	6%	5%	7%
NEGATIVE VIEW (1-4)	424	355	68	87	326	77	336	25	40	36	77	215	195
	10%	9%	12%	7%	11% a	7%	11% a	6%	7%	7%	7%	8%	12% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	737	656	82	238	491	207	517	86	105	86	207	446	276
	17%	17%	14%	19%	16%	18%	17%	21%	18%	16%	18%	17%	16%
POSITIVE VIEW (7-10)	2934	2535	399	856	2022	781	2096	276	395	379	781	1779	1102
	68%	67%	70%	68%	67%	69%	67%	66%	69%	72%	69%	70%	65%
MOST NEGATIVE (1-2)	245	202	44	46	193	40	199	9	20	21	40	123	111
	6%	5%	8%	4%	6% a	4%	6% a	2%	3%	4%	4%	5%	7%
MOST POSITIVE (9-10)	1403	1214	189	420	966	383	1000	151	184	181	383	807	566
	32%	32%	33%	33%	32%	34%	32%	36%	32%	34%	34%	32%	34%
Answered	4095	3546	549	1181	2839	1064	2949	388	539	502	1064	2440	1573
Mean score	7.3	7.3	7.3	7.5	7.3	7.5 b	7.3	7.6	7.5	7.6	7.5	7.4	7.3
Standard deviation	2.31	2.28	2.49	2.11	2.38	2.10	2.38	2.03	2.09	2.09	2.10	2.20	2.45

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	191 4%	140 4%	123 4%	68 5%	51 6%	191 4%	82 2% c	35 2%	25 1%	7 1%	102 3% bc	89 16% abcde	163 25% bc	19 2% c	10 *%
2	54 1%	43 1%	31 1%	23 2%	11 1%	54 1%	27 1%	17 1%	11 1%	3 1%	31 1%	23 4% abcde	33 5% bc	16 1% c	5 *%
3	86 2%	72 2%	68 2%	18 1%	14 2%	86 2%	52 1%	30 1%	30 1%	5 1%	63 2%	23 4% abcde	57 9% bc	21 2% c	8 *%
4	93 2%	75 2%	66 2%	26 2%	17 2%	93 2%	62 2%	44 2%	39 2%	9 2%	75 2%	18 3%	37 6% c	36 3% c	20 1%
5	320 7%	267 8%	235 8%	84 6%	53 6%	320 7%	211 6%	114 5%	125 6%	23 4%	244 6%	75 14% abcde	82 13% c	162 15% c	75 3%
6	418 10%	351 10%	307 10%	111 9%	67 8%	418 10%	353 10%	196 9%	224 10%	47 8%	376 10%	42 8%	64 10% c	193 18% ac	162 6%
7	629 14%	520 15%	455 15%	174 13%	109 13%	629 14%	548 16% f	349 16% f	367 17% f	91 16% f	590 16% f	39 7%	43 7%	209 19% ac	377 14% a
8	902 21%	726 21%	631 21%	271 21%	176 21%	902 21%	822 23% f	501 22% f	495 23% f	124 21% f	858 23% f	44 8%	43 7%	152 14% a	707 27% ab
9	674 16%	539 15%	457 15%	216 17%	135 16%	674 16%	630 18% f	449 20% f	405 19% f	112 19% f	656 17% f	18 3%	20 3%	97 9% a	557 21% ab
10 - Extremely well	729 17%	591 17%	511 17%	218 17%	138 16%	729 17%	682 19% f	477 21% f	415 19% f	153 26% acef	707 19% f	22 4%	21 3%	50 5%	658 25% ab
Don t know	243 6%	163 5%	150 5%	93 7% a	80 9% abe	243 6%	57 2%	35 2%	27 1%	8 1%	89 2% c	154 28% abcde	80 13% c	122 11% c	40 2%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	424	330	288	135	94	424	223	125	105	24	271	153	290	91	43
	10%	9%	9%	10%	11%	10%	6%	6%	5%	4%	7% c	28% abcde	45% bc	8% c	2%
NEUTRAL (5-6)	737	617	542	195	120	737	563	310	349	70	621	117	145	355	237
	17%	18%	18%	15%	14%	17%	16%	14%	16%	12%	16%	21% abcde	23% c	33% ac	9%
POSITIVE VIEW (7-10)	2934	2376	2054	880	558	2934	2682	1776	1682	480	2811	123	127	509	2299
	68%	68%	68%	68%	65%	68%	76% f	79% ef	78% ef	82% aef	74% f	22%	20%	47% a	88% ab
MOST NEGATIVE (1-2)	245	183	154	91	62	245	110	52	36	10	133	112	196	34	14
	6%	5%	5%	7%	7%	6%	3% c	2%	2%	2%	4% c	21% abcde	31% bc	3% c	1%
MOST POSITIVE (9-10)	1403	1130	968	435	273	1403	1312	926	820	265	1363	40	41	147	1215
	32%	32%	32%	33%	32%	32%	37% f	41% aef	38% f	46% acef	36% f	7%	6%	14% a	46% ab
Answered	4095	3323	2885	1210	772	4095	3469	2211	2137	574	3702	393	562	955	2578
Mean score	7.3	7.3	7.3	7.3	7.3	7.3	7.7 f	7.8 aef	7.8 ef	8.1 acef	7.6 f	4.9	4.2	6.6 a	8.3 ab
Standard deviation	2.31	2.27	2.27	2.40	2.46	2.31	2.02	1.93	1.85	1.84	2.08	2.84	2.76	1.88	1.51

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	265	142	117	24	28	28	59	125	54	76	57	76	205	36	16	8
	6%	7%	5%	5%	4%	4%	8% bc	7% bc	5%	6%	7%	7%	6%	10% a	8%	6%
2	119	62	52	11	22	21	19	46	28	29	25	35	93	13	9	4
	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	4%	5%	3%
3	160	83	77	17	16	30	25	72	27	49	29	55	129	16	12	3
	4%	4%	3%	4%	2%	4%	3%	4%	2%	4%	4%	5% a	4%	4%	6%	3%
4	189	97	92	36	39	28	28	57	50	63	37	40	152	20	13	4
	4%	5%	4%	8% ce	5%	4%	4%	3%	4%	5%	5%	4%	4%	5%	6%	4%
5	412	189	218	49	68	75	71	148	94	135	83	100	334	36	32	10
	9%	9%	10%	11%	9%	11%	10%	9%	8%	10%	11%	9%	9%	10%	15% abd	8%
6	496	244	250	76	76	79	81	184	124	149	97	125	435	35	18	8
	11%	12%	11%	17% be	10%	11%	11%	11%	11%	11%	13%	11%	12% d	10%	9%	7%
7	677	319	354	75	125	106	112	260	179	219	124	155	572	60	32	14
	16%	15%	16%	16%	17%	15%	15%	15%	16%	17%	16%	14%	16%	17%	16%	11%
8	771	367	400	52	130	135	129	326	231	235	129	174	651	68	29	23
	18%	18%	18%	11%	18% a	19% a	18% a	19% a	21% d	18%	17%	16%	18%	19%	14%	19%
9	457	238	216	39	75	78	87	178	132	136	77	112	397	25	15	20
	11%	11%	10%	9%	10%	11%	12%	10%	12%	10%	10%	10%	11% b	7%	7%	16% abc
10 - Extremely well	462	216	242	24	91	71	63	214	148	127	62	125	395	30	19	19
	11%	10%	11%	5%	12% a	10% a	9%	12% a	13% c	10%	8%	11%	11%	8%	9%	16% abc
Don t know	329	126	196	52	68	55	50	105	48	105	53	119	286	25	10	8
	8%	6%	9% a	11% e	9%	8%	7%	6%	4%	8% a	7%	11% ac	8%	7%	5%	6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	733	384	337	89	105	107	131	300	159	216	148	206	579	85	50	20
	17%	18%	15%	20%	14%	15%	18%	18%	14%	16%	19% a	18%	16%	23% ad	24% ad	16%
NEUTRAL (5-6)	908	434	468	125	144	154	153	332	218	283	180	225	769	71	49	19
	21%	21%	21%	27% be	20%	22%	21%	19%	20%	21%	23%	20%	21% d	20%	24% d	15%
POSITIVE VIEW (7-10)	2368	1140	1212	189	420	390	391	977	691	717	392	566	2015	183	94	75
	55%	55%	55%	42%	57% a	55% a	54% a	57% a	62% bcd	54%	51%	51%	55% c	50%	46%	62% abc
MOST NEGATIVE (1-2)	384	204	169	36	50	49	78	171	82	105	82	111	298	49	25	12
	9%	10%	8%	8%	7%	7%	11%	10%	7%	8%	11%	10%	8%	13% a	12% a	10%
MOST POSITIVE (9-10)	919	454	458	63	166	150	150	391	280	263	138	237	792	55	34	39
	21%	22%	21%	14%	23% a	21% a	21% a	23% a	25% bc	20%	18%	21%	22% b	15%	16%	32% abc
Answered	4009	1958	2017	404	670	652	675	1609	1068	1217	720	998	3363	339	194	114
Mean score	6.6	6.5	6.7	6.1	6.8 a	6.7 a	6.5	6.6 a	6.9 bcd	6.6	6.3	6.5	6.7 bc	6.1	6.0	7.0 bc
Standard deviation	2.50	2.55	2.43	2.31	2.37	2.38	2.58	2.59	2.40	2.43	2.52	2.62	2.46	2.66	2.61	2.66

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	265	213	52	46	214	36	224	11	18	18	36	125	132
	6%	6%	9% a	4%	7% a	3%	7% a	3%	3%	3%	3%	5%	8% a
2	119	103	16	30	89	27	92	11	14	11	27	63	52
	3%	3%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	3%
3	160	138	22	42	117	34	125	15	17	12	34	78	79
	4%	4%	4%	3%	4%	3%	4%	4%	3%	2%	3%	3%	5%
4	189	171	17	46	141	36	150	17	13	14	36	119	64
	4%	5%	3%	4%	5%	3%	5%	4%	2%	3%	3%	5%	4%
5	412	353	59	113	294	100	304	34	50	43	100	235	172
	9%	9%	10%	9%	10%	9%	10%	8%	9%	8%	9%	9%	10%
6	496	441	55	144	338	121	361	34	63	67	121	313	169
	11%	12%	10%	11%	11%	11%	12%	8%	11%	13%	11%	12%	10%
7	677	599	78	198	456	182	472	64	105	84	182	423	243
	16%	16%	14%	16%	15%	16%	15%	15%	18%	16%	16%	17%	14%
8	771	660	111	247	519	228	539	79	116	115	228	485	271
	18%	18%	20%	20%	17%	20%	17%	19%	20%	22%	20%	19%	16%
9	457	398	59	138	312	129	320	58	55	52	129	289	161
	11%	11%	10%	11%	10%	11%	10%	14%	10%	10%	11%	11%	10%
10 - Extremely well	462	393	69	149	303	145	307	55	76	74	145	263	195
	11%	10%	12%	12%	10%	13%	10%	13%	13%	14%	13%	10%	12%
Don t know	329	301	28	103	218	94	227	43	44	33	94	166	144
	8%	8%	5%	8%	7%	8%	7%	10%	8%	6%	8%	6%	9%
NEGATIVE VIEW (1-4)	733	625	108	165	562	133	591	54	63	56	133	385	328
	17%	17%	19%	13%	19% a	12%	19% a	13%	11%	11%	12%	15%	19% a
NEUTRAL (5-6)	908	794	114	257	631	221	665	67	113	110	221	549	341
	21%	21%	20%	20%	21%	20%	21%	16%	20%	21%	20%	21%	20%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
POSITIVE VIEW (7-10)	2368	2050	318	733	1590	683	1637	256	352	326	683	1460	870
	55%	54%	56%	58% b	53%	60% b	52%	61%	62%	62%	60%	57% b	52%
MOST NEGATIVE (1-2)	384	316	68	76	303	63	316	22	33	30	63	188	184
	9%	8%	12% a	6%	10% a	6%	10% a	5%	6%	6%	6%	7%	11% a
MOST POSITIVE (9-10)	919	791	128	287	615	273	627	113	131	126	273	552	356
	21%	21%	23%	23%	20%	24%	20%	27%	23%	24%	24%	22%	21%
Answered	4009	3469	540	1154	2782	1037	2893	377	528	492	1037	2394	1539
Mean score	6.6	6.6	6.5	6.9 b	6.5	7.0 b	6.4	7.1	7.0	7.1	7.0	6.7 b	6.4
Standard deviation	2.50	2.47	2.69	2.32	2.56	2.28	2.56	2.33	2.26	2.25	2.28	2.37	2.66

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	265 6%	207 6%	179 6%	86 7%	57 7%	265 6%	136 4% b	54 2%	58 3%	12 2%	161 4% bc	104 19% abcde	192 30% bc	42 4% c	31 1%
2	119 3%	97 3%	86 3%	33 3%	23 3%	119 3%	73 2%	44 2%	44 2%	12 2%	88 2%	32 6% abcde	60 9% bc	33 3% c	26 1%
3	160 4%	129 4%	112 4%	49 4%	31 4%	160 4%	120 3%	64 3%	72 3%	11 2%	134 4%	26 5%	65 10% bc	62 6% c	34 1%
4	189 4%	168 5% d	148 5% d	40 3%	21 2%	189 4%	149 4%	76 3%	76 4%	19 3%	162 4%	27 5%	46 7% c	83 8% c	59 2%
5	412 9%	333 10%	289 10%	122 9%	79 9%	412 9%	303 9%	166 7%	172 8%	41 7%	333 9%	79 14% abcde	66 10% c	172 16% ac	174 7%
6	496 11%	420 12%	363 12%	133 10%	76 9%	496 11%	427 12% f	262 12% f	273 13% f	55 9%	456 12% f	40 7%	36 6%	175 16% ac	285 11% a
7	677 16%	543 16%	464 15%	213 16%	135 16%	677 16%	618 18% f	390 17% f	394 18% f	91 16% f	654 17% f	23 4%	23 4%	174 16% a	480 18% a
8	771 18%	630 18%	544 18%	227 17%	141 17%	771 18%	722 20% f	491 22% f	454 21% f	130 22% f	759 20% f	12 2%	17 3%	126 12% a	628 24% ab
9	457 11%	364 10%	320 11%	137 11%	93 11%	457 11%	436 12% f	310 14% f	282 13% f	69 12% f	448 12% f	10 2%	14 2%	45 4%	398 15% ab
10 - Extremely well	462 11%	371 11%	325 11%	137 11%	92 11%	462 11%	439 12% f	327 15% ef	288 13% f	127 22% abcef	451 12% f	11 2%	11 2%	24 2%	428 16% ab
Don t know	329 8%	225 6%	203 7%	126 10% ab	104 12% abe	329 8%	101 3%	62 3%	52 2%	14 2%	146 4% c	183 33% abcde	113 18% c	139 13% c	77 3%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	733	601	526	207	132	733	479	238	249	55	545	188	364	220	149
	17%	17%	17%	16%	16%	17%	14% b	11%	12%	10%	14% bcd	34% abcde	57% bc	20% c	6%
NEUTRAL (5-6)	908	753	653	255	155	908	730	429	445	96	789	119	102	347	459
	21%	22%	22%	20%	18%	21%	21%	19%	21%	16%	21%	22%	16%	32% ac	18%
POSITIVE VIEW (7-10)	2368	1907	1653	715	461	2368	2215	1518	1418	417	2311	57	65	370	1934
	55%	55%	54%	55%	54%	55%	63% f	68% aef	66% ef	72% aef	61% f	10%	10%	34% a	74% ab
MOST NEGATIVE (1-2)	384	304	265	118	80	384	210	98	102	25	249	135	252	75	56
	9%	9%	9%	9%	9%	9%	6%	4%	5%	4%	7% bc	25% abcde	39% bc	7% c	2%
MOST POSITIVE (9-10)	919	734	645	274	185	919	875	637	570	196	899	21	25	69	826
	21%	21%	21%	21%	22%	21%	25% f	28% aef	26% f	34% acef	24% f	4%	4%	6%	32% ab
Answered	4009	3261	2832	1177	748	4009	3424	2184	2112	568	3646	364	530	937	2542
Mean score	6.6	6.6	6.6	6.6	6.6	6.6	6.9 f	7.2 aef	7.1 ef	7.5 acef	6.9 f	4.0	3.3	5.8 a	7.6 ab
Standard deviation	2.50	2.48	2.49	2.52	2.57	2.50	2.30	2.17	2.19	2.20	2.34	2.56	2.47	2.08	1.89

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	182 4%	96 5%	78 4%	11 2%	17 2%	24 3%	57 8% abce	74 4%	34 3%	43 3%	38 5%	65 6% ab	147 4%	16 5%	12 6%	6 5%
2	77 2%	39 2%	38 2%	8 2%	9 1%	10 1%	14 2%	35 2%	16 1%	26 2%	14 2%	21 2%	57 2%	7 2%	8 4% a	4 3%
3	128 3%	67 3%	57 3%	20 4% b	11 1%	27 4%	19 3%	51 3%	32 3%	38 3%	19 2%	38 3%	101 3%	13 3%	11 6% a	3 3%
4	155 4%	80 4%	74 3%	23 5%	30 4%	26 4%	23 3%	52 3%	40 4%	45 3%	37 5%	33 3%	129 4%	11 3%	10 5%	4 3%
5	455 10%	215 10%	237 11%	64 14%	76 10%	76 11%	70 10%	168 10%	98 9%	136 10%	90 12%	131 12%	371 10%	46 13% d	30 15% ad	8 6%
6	530 12%	257 12%	267 12%	76 17% e	94 13%	83 12%	87 12%	189 11%	126 11%	170 13%	113 15%	122 11%	456 13%	36 10%	27 13%	11 9%
7	725 17%	352 17%	369 17%	73 16%	119 16%	126 18%	121 17%	287 17%	215 19% cd	243 18% d	110 14%	157 14%	635 17% d	50 14%	26 13%	14 11%
8	802 18%	400 19%	402 18%	63 14%	125 17%	122 17%	161 22% a	330 19%	210 19%	264 20%	132 17%	194 17%	669 18%	82 22% c	28 14%	23 19%
9	410 9%	196 9%	208 9%	32 7%	81 11%	77 11%	61 8%	160 9%	138 12% bd	107 8%	67 9%	97 9%	342 9%	32 9%	12 6%	24 20% abc
10 - Extremely well	384 9%	176 8%	205 9%	30 7%	87 12% a	67 9%	52 7%	148 9%	130 12% cd	115 9%	48 6%	91 8%	327 9%	26 7%	18 9%	13 11%
Don t know	491 11%	207 10%	279 13%	55 12%	89 12%	69 10%	60 8%	218 13% d	78 7%	135 10%	105 14% a	169 15% ab	416 11%	44 12%	21 10%	11 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	542	282	247	62	67	87	114	212	122	152	108	157	434	48	42	17
	12%	14%	11%	14%	9%	12%	16% b	12%	11%	12%	14%	14%	12%	13%	21% ab	14%
NEUTRAL (5-6)	985	471	504	140	171	159	157	358	224	305	203	253	827	82	57	19
	23%	23%	23%	31% bcde	23%	22%	22%	21%	20%	23%	26% a	23%	23% d	22% d	28% d	15%
POSITIVE VIEW (7-10)	2320	1124	1183	198	411	392	394	925	694	729	357	538	1972	190	83	75
	53%	54%	53%	43%	56% a	55% a	54% a	54% a	62% bcd	55% cd	46%	48%	54% c	52% c	41%	62% abc
MOST NEGATIVE (1-2)	259	134	117	19	26	34	71	109	50	69	52	86	204	24	21	10
	6%	6%	5%	4%	3%	5%	10% abc	6% b	4%	5%	7%	8% a	6%	7%	10% a	9%
MOST POSITIVE (9-10)	793	372	413	62	167	144	112	308	268	222	115	187	669	58	29	38
	18%	18%	19%	14%	23% ad	20% a	16%	18%	24% bcd	17%	15%	17%	18%	16%	14%	31% abc
Answered	3847	1877	1934	400	649	638	665	1496	1039	1187	668	948	3233	320	183	111
Mean score	6.7	6.7	6.8	6.4	7.0 ade	6.8 a	6.5	6.7	7.0 bcd	6.8 c	6.5	6.5	6.7 c	6.6 c	6.0	7.0 bc
Standard deviation	2.27	2.29	2.22	2.11	2.12	2.23	2.45	2.30	2.18	2.17	2.27	2.43	2.24	2.31	2.50	2.52

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	182 4%	143 4%	39 7% a	34 3%	143 5% a	26 2%	150 5% a	7 2%	16 3%	12 2%	26 2%	87 3%	86 5%
2	77 2%	65 2%	12 2%	17 1%	60 2%	15 1%	60 2%	5 1%	7 1%	8 1%	15 1%	40 2%	34 2%
3	128 3%	112 3%	16 3%	38 3%	90 3%	28 2%	99 3%	9 2%	12 2%	12 2%	28 2%	70 3%	56 3%
4	155 4%	137 4%	18 3%	42 3%	112 4%	36 3%	116 4%	12 3%	19 3%	20 4%	36 3%	93 4%	60 4%
5	455 10%	397 11%	59 10%	115 9%	332 11%	103 9%	343 11%	41 10%	46 8%	40 8%	103 9%	269 11%	175 10%
6	530 12%	473 13%	57 10%	148 12%	368 12%	130 11%	386 12%	44 11%	71 12%	65 12%	130 11%	330 13%	192 11%
7	725 17%	637 17%	87 15%	233 19%	476 16%	203 18%	504 16%	68 16%	116 20%	98 19%	203 18%	453 18%	263 16%
8	802 18%	692 18%	110 19%	225 18%	565 19%	212 19%	578 19%	72 17%	102 18%	108 21%	212 19%	491 19%	289 17%
9	410 9%	365 10%	45 8%	141 11%	259 9%	130 11%	270 9%	58 14%	61 11%	60 11%	130 11%	266 10% b	128 8%
10 - Extremely well	384 9%	327 9%	57 10%	139 11% b	237 8%	135 12% b	240 8%	55 13%	68 12%	62 12%	135 12%	236 9%	146 9%
Don t know	491 11%	423 11%	68 12%	126 10%	359 12%	112 10%	372 12%	48 11%	53 9%	40 8%	112 10%	225 9%	254 15% a
NEGATIVE VIEW (1-4)	542 12%	456 12%	85 15%	130 10%	405 13%	106 9%	426 14% a	34 8%	54 9%	52 10%	106 9%	289 11%	237 14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	985	869	116	263	701	233	729	85	117	105	233	598	367
	23%	23%	20%	21%	23%	21%	23%	20%	20%	20%	21%	23%	22%
POSITIVE VIEW (7-10)	2320	2021	299	739	1536	680	1593	254	348	329	680	1446	826
	53%	54%	53%	59%	51%	60%	51%	60%	61%	63%	60%	57%	49%
				b		b						b	
MOST NEGATIVE (1-2)	259	208	51	50	203	41	211	12	23	20	41	127	121
	6%	6%	9%	4%	7%	4%	7%	3%	4%	4%	4%	5%	7%
			a		a		a						a
MOST POSITIVE (9-10)	793	692	102	280	495	265	510	113	130	123	265	502	274
	18%	18%	18%	22%	17%	23%	16%	27%	23%	23%	23%	20%	16%
				b		b							
Answered	3847	3346	500	1131	2642	1019	2748	373	519	485	1019	2334	1430
Mean score	6.7	6.7	6.6	7.0	6.6	7.1	6.6	7.2	7.1	7.1	7.1	6.8	6.5
				b		b						b	
Standard deviation	2.27	2.23	2.50	2.16	2.31	2.12	2.31	2.10	2.12	2.10	2.12	2.18	2.38

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	182 4%	132 4%	111 4%	71 5%	50 6%	182 4%	81 2%	34 2%	30 1%	5 1%	94 2%	88 16% abcde	152 24% bc	18 2% c	12 *%
2	77 2%	63 2%	53 2%	24 2%	14 2%	77 2%	49 1%	26 1%	27 1%	3 1%	56 1%	21 4% abcde	43 7% bc	20 2% c	14 1%
3	128 3%	105 3%	93 3%	35 3%	23 3%	128 3%	84 2%	47 2%	41 2%	11 2%	100 3%	28 5% abce	73 11% bc	42 4% c	13 1%
4	155 4%	134 4%	118 4%	37 3%	21 2%	155 4%	117 3%	68 3%	66 3%	17 3%	128 3%	27 5%	55 9% c	55 5% c	44 2%
5	455 10%	380 11%	335 11%	121 9%	75 9%	455 10%	335 10% d	178 8%	193 9%	33 6%	379 10% d	76 14% abcde	82 13% c	223 21% ac	150 6%
6	530 12%	436 12%	380 13%	150 12%	94 11%	530 12%	455 13% f	277 12% f	282 13% f	68 12%	488 13% f	42 8%	44 7%	217 20% ac	269 10%
7	725 17%	607 17%	535 18%	190 15%	118 14%	725 17%	655 19% f	408 18% f	435 20% f	108 19% f	693 18% f	32 6%	21 3%	165 15% a	539 21% ab
8	802 18%	647 19%	555 18%	246 19%	155 18%	802 18%	759 22% f	496 22% f	487 23% f	130 22% f	784 21% f	18 3%	22 3%	97 9% a	682 26% ab
9	410 9%	332 10%	285 9%	124 10%	77 9%	410 9%	380 11% f	300 13% aef	254 12% f	75 13% f	399 11% f	11 2%	5 1%	38 4% a	366 14% ab
10 - Extremely well	384 9%	329 9%	287 9%	97 7%	55 6%	384 9%	371 11% f	282 13% ef	248 11% f	106 18% abcef	381 10% f	2 *%	4 1%	14 1%	366 14% ab
Don t know	491 11%	321 9%	284 9%	207 16% abe	170 20% abe	491 11% a	239 7% c	129 6%	101 5%	26 4%	289 8% c	202 37% abcde	141 22% c	186 17% c	164 6%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	542	435	374	168	107	542	331	176	164	36	379	163	323	136	83
	12%	12%	12%	13%	13%	12%	9%	8%	8%	6%	10% cd	30% abcde	50% bc	13% c	3%
NEUTRAL (5-6)	985	816	714	271	169	985	790	455	475	101	866	119	126	441	418
	23%	23%	24%	21%	20%	23%	22%	20%	22%	17%	23% d	22%	20%	41% ac	16%
POSITIVE VIEW (7-10)	2320	1915	1662	658	405	2320	2165	1487	1425	419	2257	63	52	314	1953
	53%	55% d	55% d	50%	48%	53% d	61% f	66% aef	66% aef	72% aef	60% f	11%	8%	29% a	75% ab
MOST NEGATIVE (1-2)	259	195	164	95	64	259	130	60	57	8	150	109	195	38	25
	6%	6%	5%	7%	7%	6%	4% d	3%	3%	1%	4% d	20% abcde	30% bc	4% c	1%
MOST POSITIVE (9-10)	793	661	572	221	132	793	751	583	503	181	780	13	9	52	732
	18%	19%	19%	17%	16%	18%	21% f	26% aef	23% f	31% acef	21% f	2%	1%	5% a	28% ab
Answered	3847	3165	2750	1096	681	3847	3286	2117	2063	556	3502	344	501	891	2454
Mean score	6.7	6.7	6.7	6.6	6.6	6.7	7.0 f	7.3 aef	7.2 aef	7.6 abcef	7.0 f	4.2	3.5	5.9 a	7.7 ab
Standard deviation	2.27	2.24	2.23	2.37	2.40	2.27	2.06	1.98	1.93	1.89	2.10	2.44	2.26	1.74	1.64

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	187	96	85	9	13	28	57	81	37	46	39	61	150	16	13	8
	4%	5%	4%	2%	2%	4%	8% abc	5% b	3%	4%	5%	5%	4%	4%	7%	6%
2	88	47	39	7	10	17	11	43	25	30	8	25	67	8	10	3
	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	2%	2%	5% a	3%
3	138	71	64	18	19	22	28	51	37	39	27	34	114	9	11	5
	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	2%	5%	4%
4	185	93	90	34	27	45	20	59	51	51	35	48	155	15	11	5
	4%	4%	4%	8% bde	4%	6% de	3%	3%	5%	4%	4%	4%	4%	4%	5%	4%
5	475	221	248	56	73	74	90	182	98	138	114	125	381	52	32	10
	11%	11%	11%	12%	10%	10%	12%	11%	9%	10%	15% ab	11%	10%	14% ad	16% ad	8%
6	552	258	289	69	102	97	77	207	136	187	97	132	478	39	23	12
	13%	12%	13%	15%	14%	14%	11%	12%	12%	14%	13%	12%	13%	11%	11%	10%
7	767	345	419	79	123	120	131	313	196	265	129	176	657	63	30	17
	18%	17%	19%	17%	17%	17%	18%	18%	18%	20%	17%	16%	18%	17%	15%	14%
8	710	367	339	56	121	109	160	264	202	241	113	153	585	74	26	25
	16%	18%	15%	12%	16%	15%	22% ace	15%	18% d	18% d	15%	14%	16%	20% c	13%	21% c
9	366	185	179	37	74	61	43	152	117	95	66	88	322	21	11	13
	8%	9%	8%	8%	10%	9%	6%	9%	10%	7%	8%	8%	9%	6%	5%	10% c
10 - Extremely well	366	174	191	37	85	68	45	131	131	107	40	86	313	25	16	13
	8%	8%	9%	8%	12% de	10%	6%	8%	12% bcd	8%	5%	8%	9%	7%	8%	11%
Don t know	505	228	271	52	91	67	64	231	86	122	106	189	429	42	22	11
	12%	11%	12%	11%	12%	9%	9%	13% cd	8%	9%	14% ab	17% ab	12%	12%	11%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	597	307	278	68	68	111	116	234	150	166	109	168	485	47	45	21
	14%	15%	13%	15% b	9%	16% b	16% b	14% b	13%	13%	14%	15%	13%	13%	22% ab	17%
NEUTRAL (5-6)	1027	479	537	125	176	171	166	389	234	325	211	257	858	91	55	22
	24%	23%	24%	28%	24%	24%	23%	23%	21%	25%	27% a	23%	24%	25%	27% d	19%
POSITIVE VIEW (7-10)	2209	1070	1127	210	403	359	378	859	647	709	348	503	1876	183	82	67
	51%	51%	51%	46%	55% a	51%	52%	50%	58% cd	54% cd	45%	45%	51% c	50% c	40%	55% c
MOST NEGATIVE (1-2)	275	144	124	16	23	44	68	124	62	76	47	86	217	24	23	11
	6%	7%	6%	3%	3%	6% b	9% ab	7% ab	6%	6%	6%	8%	6%	7%	11% ab	9%
MOST POSITIVE (9-10)	732	358	370	75	159	129	87	283	249	203	106	174	635	46	27	25
	17%	17%	17%	16%	22% de	18% d	12%	16%	22% bcd	15%	14%	16%	17% b	13%	13%	21% bc
Answered	3833	1856	1942	403	646	640	660	1483	1031	1200	668	928	3220	322	182	110
Mean score	6.6	6.6	6.6	6.5	7.0 acde	6.6	6.3	6.5	6.9 cd	6.6 c	6.3	6.4	6.6 c	6.5 c	5.9	6.6 c
Standard deviation	2.29	2.33	2.23	2.13	2.09	2.31	2.41	2.32	2.28	2.17	2.24	2.41	2.26	2.22	2.52	2.56

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	187 4%	144 4%	43 7% a	38 3%	144 5%	32 3%	151 5% a	4 1%	20 4%	16 3%	32 3%	92 4%	88 5%
2	88 2%	77 2%	11 2%	15 1%	72 2%	12 1%	74 2%	4 1%	5 1%	8 2%	12 1%	45 2%	42 2%
3	138 3%	122 3%	16 3%	44 3%	94 3%	40 4%	97 3%	17 4%	24 4%	16 3%	40 4%	83 3%	50 3%
4	185 4%	149 4%	35 6%	59 5%	124 4%	50 4%	134 4%	19 5%	23 4%	21 4%	50 4%	102 4%	78 5%
5	475 11%	423 11%	52 9%	124 10%	342 11%	109 10%	354 11%	46 11%	52 9%	46 9%	109 10%	283 11%	182 11%
6	552 13%	494 13%	58 10%	150 12%	389 13%	131 12%	406 13%	35 8%	60 10%	68 13%	131 12%	351 14%	188 11%
7	767 18%	672 18%	94 17%	211 17%	537 18%	189 17%	559 18%	72 17%	109 19%	96 18%	189 17%	471 18%	286 17%
8	710 16%	614 16%	95 17%	224 18%	474 16%	207 18%	490 16%	58 14%	104 18%	113 22% a	207 18%	458 18% b	240 14%
9	366 8%	324 9%	42 7%	131 10%	232 8%	117 10%	245 8%	60 14%	55 10%	44 8%	117 10%	231 9%	124 7%
10 - Extremely well	366 8%	315 8%	52 9%	141 11% b	217 7%	133 12% b	224 7%	58 14%	65 11%	57 11%	133 12%	229 9%	133 8%
Don t know	505 12%	435 12%	70 12%	119 9%	376 13%	110 10%	385 12%	47 11%	54 9%	40 8%	110 10%	215 8%	272 16% a
NEGATIVE VIEW (1-4)	597 14%	492 13%	105 18% a	157 12%	434 14%	135 12%	456 15%	44 11%	72 13%	61 12%	135 12%	321 13%	259 15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	1027	917	110	274	732	240	761	81	112	114	240	634	370
	24%	24%	19%	22%	24%	21%	24%	19%	20%	22%	21%	25%	22%
POSITIVE VIEW (7-10)	2209	1925	283	708	1459	646	1518	248	334	310	646	1389	783
	51%	51%	50%	56%	49%	57%	49%	59%	58%	59%	57%	54%	47%
				b		b						b	
MOST NEGATIVE (1-2)	275	222	53	53	216	44	225	8	25	25	44	137	130
	6%	6%	9%	4%	7%	4%	7%	2%	4%	5%	4%	5%	8%
			a		a		a						a
MOST POSITIVE (9-10)	732	639	94	272	448	250	469	118	120	101	250	460	257
	17%	17%	16%	22%	15%	22%	15%	28%	21%	19%	22%	18%	15%
				b		b		c					
Answered	3833	3335	498	1138	2625	1021	2735	373	518	485	1021	2344	1412
Mean score	6.6	6.6	6.4	6.9	6.4	6.9	6.4	7.1	6.9	6.9	6.9	6.7	6.4
				b		b						b	
Standard deviation	2.29	2.25	2.53	2.23	2.30	2.21	2.30	2.15	2.25	2.17	2.21	2.20	2.39

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	187 4%	138 4%	118 4%	69 5%	49 6%	187 4%	81 2%	33 1%	31 1%	6 1%	95 3%	92 17% abcde	158 25% bc	18 2% c	11 *%
2	88 2%	69 2%	58 2%	30 2%	19 2%	88 2%	61 2%	25 1%	30 1%	4 1%	70 2%	18 3% bcd	57 9% bc	18 2% c	13 *%
3	138 3%	119 3%	106 3%	32 2%	19 2%	138 3%	98 3%	57 3%	53 2%	11 2%	113 3%	25 5%	57 9% bc	45 4% c	36 1%
4	185 4%	162 5%	147 5% c	38 3%	22 3%	185 4%	134 4%	82 4%	91 4%	27 5%	149 4%	36 7% ab	54 8% c	72 7% c	58 2%
5	475 11%	395 11%	342 11%	133 10%	80 9%	475 11%	355 10% d	187 8%	194 9%	34 6%	389 10% d	86 16% abcde	85 13% c	230 21% ac	160 6%
6	552 13%	461 13%	409 13%	143 11%	91 11%	552 13%	485 14% f	273 12% f	297 14% f	60 10%	511 13% f	41 7%	47 7%	191 18% ac	314 12% a
7	767 18%	614 18%	535 18%	231 18%	153 18%	767 18%	693 20% f	454 20% f	441 20% f	115 20% f	736 19% f	31 6%	19 3%	155 14% a	593 23% ab
8	710 16%	588 17%	495 16%	214 16%	121 14%	710 16%	660 19% f	443 20% f	433 20% f	124 21% f	687 18% f	23 4%	17 3%	101 9% a	591 23% ab
9	366 8%	300 9%	260 9%	106 8%	66 8%	366 8%	349 10% f	265 12% f	241 11% f	78 13% f	362 10% f	4 1%	5 1%	29 3%	333 13% ab
10 - Extremely well	366 8%	303 9%	273 9%	93 7%	64 7%	366 8%	349 10% f	273 12% ef	229 11% f	95 16% acef	360 9% f	6 1%	5 1%	24 2%	337 13% ab
Don t know	505 12%	337 10%	291 10%	214 16% abe	167 20% abe	505 12%	261 7%	154 7%	124 6%	27 5%	319 8% cd	186 34% abcde	138 21% c	193 18% c	174 7%

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	597	488	429	168	110	597	374	197	205	49	427	171	326	154	118
	14%	14%	14%	13%	13%	14%	11%	9%	9%	8%	11%	31%	51%	14%	5%
											b	abcde	bc	c	
NEUTRAL (5-6)	1027	856	751	276	170	1027	840	460	491	95	900	127	133	420	474
	24%	25%	25%	21%	20%	24%	24%	20%	23%	16%	24%	23%	21%	39%	18%
							bd		d		bd	d		ac	
POSITIVE VIEW (7-10)	2209	1804	1564	645	404	2209	2051	1435	1344	411	2145	63	46	309	1853
	51%	52%	52%	49%	47%	51%	58%	64%	62%	71%	57%	12%	7%	29%	71%
							f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	275	207	176	98	68	275	142	58	61	10	164	110	215	36	24
	6%	6%	6%	8%	8%	6%	4%	3%	3%	2%	4%	20%	33%	3%	1%
							b				bcd	abcde	bc	c	
MOST POSITIVE (9-10)	732	602	533	199	130	732	698	538	470	172	722	10	10	53	669
	17%	17%	18%	15%	15%	17%	20%	24%	22%	30%	19%	2%	2%	5%	26%
							f	aef	f	acef	f			a	ab
Answered	3833	3148	2744	1089	684	3833	3264	2092	2040	554	3472	361	505	883	2445
Mean score	6.6	6.6	6.6	6.5	6.5	6.6	6.9	7.2	7.0	7.4	6.8	4.2	3.4	5.9	7.5
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.29	2.26	2.26	2.35	2.41	2.29	2.09	2.00	1.99	1.96	2.12	2.43	2.26	1.80	1.71

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	147 3%	70 3%	74 3%	7 1%	14 2%	24 3%	47 6% abe	56 3%	23 2%	36 3%	36 5% a	49 4% a	119 3%	14 4%	9 4%	5 4%
2	61 1%	27 1%	32 1%	8 2%	7 1%	12 2%	8 1%	26 2%	15 1%	20 2%	4 *%	20 2%	48 1%	6 2%	3 2%	3 3%
3	91 2%	53 3%	38 2%	18 4% b	8 1%	16 2%	14 2%	36 2%	25 2%	19 1%	23 3%	25 2%	77 2%	6 2%	5 2%	4 3%
4	120 3%	70 3%	50 2%	20 4% e	22 3%	23 3%	21 3%	34 2%	32 3%	31 2%	21 3%	36 3%	105 3%	9 2%	4 2%	3 2%
5	320 7%	148 7%	170 8%	49 11%	54 7%	49 7%	49 7%	118 7%	85 8%	101 8%	58 8%	77 7%	264 7%	23 6%	24 12% ab	8 7%
6	441 10%	243 12% b	195 9%	62 14% e	75 10%	76 11%	82 11%	145 8%	117 11%	122 9%	80 10%	121 11%	384 11%	30 8%	17 8%	9 7%
7	691 16%	328 16%	354 16%	77 17%	141 19% e	124 18% e	126 17%	224 13%	159 14%	227 17%	149 19% ad	155 14%	595 16% c	58 16%	23 11%	15 13%
8	783 18%	362 17%	418 19%	65 14%	137 19%	137 19%	140 19%	304 18%	218 20%	271 20% d	121 16%	172 15%	645 18%	71 19%	44 22%	23 19%
9	452 10%	209 10%	239 11%	40 9%	88 12%	81 11%	75 10%	168 10%	140 13%	139 10%	70 9%	103 9%	381 10%	34 9%	18 9%	18 15% abc
10 - Extremely well	454 10%	196 9%	253 11%	44 10%	97 13%	84 12%	63 9%	165 10%	164 15% bcd	126 10%	57 7%	107 10%	381 10%	36 10%	23 11%	14 12%
Don t know	778 18%	378 18%	391 18%	66 14%	93 13%	81 11%	99 14%	438 26% abcd	138 12%	229 17% a	154 20% a	252 23% ab	650 18%	76 21%	34 17%	18 14%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	420	220	194	53	51	75	90	152	95	107	83	130	348	35	21	15
	10%	11%	9%	12%	7%	11%	12% b	9%	9%	8%	11%	12% b	10%	10%	10%	13%
NEUTRAL (5-6)	761	390	365	112	129	126	131	263	202	223	138	197	649	54	41	17
	18%	19%	16%	25% bce	18%	18%	18%	15%	18%	17%	18%	18%	18%	15%	20%	14%
POSITIVE VIEW (7-10)	2380	1096	1264	226	464	426	404	860	681	763	397	537	2002	199	108	71
	55%	53%	57% a	50%	63% ae	60% ae	56%	50%	61% cd	58% d	51%	48%	55%	55%	53%	59%
MOST NEGATIVE (1-2)	208	96	106	15	21	35	55	82	38	56	39	70	167	20	12	9
	5%	5%	5%	3%	3%	5%	8% ab	5%	3%	4%	5%	6% a	5%	6%	6%	7%
MOST POSITIVE (9-10)	906	405	492	84	186	165	138	333	304	265	127	210	762	70	41	33
	21%	19%	22%	18%	25% e	23%	19%	19%	27% bcd	20%	16%	19%	21%	19%	20%	27% ab
Answered	3560	1706	1823	390	644	626	625	1275	979	1092	619	864	2999	288	170	104
Mean score	7.0	6.9	7.1 a	6.8	7.3 ade	7.1	6.8	7.0	7.3 cd	7.1 cd	6.8	6.8	7.0	7.0	6.9	7.0
Standard deviation	2.23	2.23	2.23	2.13	2.01	2.23	2.39	2.28	2.15	2.11	2.25	2.39	2.21	2.28	2.37	2.47

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	147 3%	113 3%	34 6% a	27 2%	116 4%	24 2%	120 4%	5 1%	13 2%	13 3%	24 2%	80 3%	62 4%
2	61 1%	51 1%	10 2%	11 1%	49 2%	8 1%	51 2%	2 1%	5 1%	4 1%	8 1%	22 1%	37 2% a
3	91 2%	79 2%	13 2%	27 2%	63 2%	20 2%	69 2%	5 1%	6 1%	15 3%	20 2%	54 2%	34 2%
4	120 3%	106 3%	14 3%	41 3%	79 3%	38 3%	82 3%	17 4%	12 2%	15 3%	38 3%	78 3%	41 2%
5	320 7%	282 7%	38 7%	78 6%	235 8%	64 6%	247 8%	24 6%	28 5%	26 5%	64 6%	200 8%	112 7%
6	441 10%	390 10%	51 9%	146 12%	284 9%	130 12%	299 10%	46 11%	70 12%	65 12%	130 12%	298 12% b	138 8%
7	691 16%	610 16%	81 14%	206 16%	466 16%	180 16%	489 16%	58 14%	103 18%	85 16%	180 16%	452 18% b	229 14%
8	783 18%	680 18%	103 18%	263 21% b	511 17%	246 22% b	527 17%	87 21%	128 22%	126 24%	246 22%	495 19%	273 16%
9	452 10%	400 11%	51 9%	176 14% b	269 9%	158 14% b	287 9%	64 15%	79 14%	58 11%	158 14%	283 11%	156 9%
10 - Extremely well	454 10%	398 11%	56 10%	170 14% b	276 9%	163 14% b	282 9%	67 16%	84 15%	80 15%	163 14%	282 11%	166 10%
Don t know	778 18%	662 18%	116 20%	112 9%	653 22% a	100 9%	665 21% a	45 11%	45 8%	39 7%	100 9%	315 12%	437 26% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEGATIVE VIEW (1-4)	420	348	72	106	308	90	322	29	36	46	90	235	174
	10%	9%	13%	8%	10%	8%	10%	7%	6%	9%	8%	9%	10%
NEUTRAL (5-6)	761	672	89	224	519	194	547	70	98	92	194	498	249
	18%	18%	16%	18%	17%	17%	18%	17%	17%	17%	17%	19% b	15%
POSITIVE VIEW (7-10)	2380	2088	292	816	1522	747	1586	276	394	348	747	1512	824
	55%	55%	51%	65% b	51%	66% b	51%	66%	69%	66%	66%	59% b	49%
MOST NEGATIVE (1-2)	208	164	44	38	166	32	171	8	18	17	32	102	99
	5%	4%	8% a	3%	6% a	3%	5% a	2%	3%	3%	3%	4%	6%
MOST POSITIVE (9-10)	906	798	107	346	545	321	570	131	163	137	321	565	322
	21%	21%	19%	28% b	18%	28% b	18%	31%	28%	26%	28%	22%	19%
Answered	3560	3108	452	1145	2348	1031	2455	375	527	486	1031	2244	1247
Mean score	7.0	7.1 b	6.8	7.3 b	6.9	7.4 b	6.9	7.6	7.5	7.3	7.4	7.1	6.9
Standard deviation	2.23	2.19	2.50	2.06	2.30	2.04	2.29	1.97	1.98	2.10	2.04	2.14	2.38

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 213

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	147 3%	107 3%	91 3%	57 4%	41 5%	147 3%	65 2%	24 1%	21 1%	3 1%	73 2%	75 14% abcde	122 19% bc	15 1% c	10 *%
2	61 1%	44 1%	37 1%	24 2%	16 2%	61 1%	39 1%	15 1%	21 1%	2 *%	43 1%	18 3% abcde	40 6% bc	9 1%	11 *%
3	91 2%	78 2%	77 3% c	14 1%	13 2%	91 2%	58 2%	36 2%	34 2%	10 2%	67 2%	25 5% abce	47 7% bc	29 3% c	16 1%
4	120 3%	102 3%	89 3%	32 2%	18 2%	120 3%	87 2%	60 3%	53 2%	9 2%	101 3%	19 4%	47 7% c	49 5% c	24 1%
5	320 7%	273 8%	245 8%	75 6%	47 6%	320 7%	235 7%	132 6%	126 6%	26 5%	258 7%	62 11% abcde	53 8% c	154 14% ac	113 4%
6	441 10%	374 11%	334 11%	107 8%	67 8%	441 10%	355 10% d	224 10% d	244 11% d	35 6%	390 10% d	50 9%	52 8%	187 17% ac	202 8%
7	691 16%	573 16%	500 16%	192 15%	118 14%	691 16%	607 17% f	351 16% f	400 19% f	87 15% f	644 17% f	47 9%	47 7%	179 17% a	466 18% a
8	783 18%	648 19%	560 18%	223 17%	135 16%	783 18%	713 20% f	475 21% f	462 21% f	116 20% f	755 20% f	28 5%	25 4%	136 13% a	622 24% ab
9	452 10%	379 11%	345 11% c	107 8%	73 9%	452 10%	418 12% f	301 13% f	291 13% f	99 17% aef	438 12% f	14 3%	18 3%	50 5%	384 15% ab
10 - Extremely well	454 10%	393 11% cd	351 12% cd	103 8%	61 7%	454 10%	428 12% f	334 15% aef	304 14% f	135 23% abcef	446 12% f	8 1%	19 3%	27 3%	407 16% ab
Don t know	778 18%	515 15%	408 13%	370 28% abe	263 31% abe	778 18% ab	521 15% cd	294 13% c	207 10%	59 10%	576 15% cd	201 37% abcde	171 27% c	242 22% c	364 14%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	420	332	293	127	88	420	249	135	130	25	283	136	256	102	62
	10%	10%	10%	10%	10%	10%	7%	6%	6%	4%	7%	25%	40%	9%	2%
											d	abcde	bc	c	
NEUTRAL (5-6)	761	647	579	182	114	761	589	356	370	61	649	112	105	341	315
	18%	19%	19%	14%	13%	18%	17%	16%	17%	11%	17%	21%	16%	32%	12%
		cd	cd			cd	d	d	d		d	d	c	ac	
POSITIVE VIEW (7-10)	2380	1993	1755	625	387	2380	2166	1461	1457	437	2284	96	110	392	1878
	55%	57%	58%	48%	45%	55%	61%	65%	67%	75%	60%	18%	17%	36%	72%
		cd	cd			cd	f	ef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	208	151	127	81	57	208	104	39	43	6	116	92	162	24	21
	5%	4%	4%	6%	7%	5%	3%	2%	2%	1%	3%	17%	25%	2%	1%
					b						bd	abcde	bc	c	
MOST POSITIVE (9-10)	906	772	696	210	134	906	846	635	595	234	884	22	38	77	791
	21%	22%	23%	16%	16%	21%	24%	28%	27%	40%	23%	4%	6%	7%	30%
		cd	cd			cd	f	aef	aef	abcef	f				ab
Answered	3560	2971	2627	933	589	3560	3004	1952	1957	523	3216	345	471	834	2255
Mean score	7.0	7.1	7.1	6.9	6.8	7.0	7.3	7.5	7.5	8.0	7.3	4.7	4.2	6.3	7.9
		d	d				f	aef	aef	abcef	f			a	ab
Standard deviation	2.23	2.19	2.19	2.34	2.42	2.23	2.02	1.93	1.89	1.83	2.04	2.61	2.73	1.78	1.63

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	169 4%	76 4%	89 4%	12 3%	15 2%	26 4%	50 7% abe	65 4%	26 2%	46 3%	36 5%	58 5% a	135 4%	18 5%	10 5%	6 5%
2	61 1%	34 2%	26 1%	9 2%	6 1%	8 1%	7 1%	31 2%	14 1%	17 1%	9 1%	21 2%	49 1%	4 1%	5 2%	3 3%
3	103 2%	56 3%	46 2%	14 3%	15 2%	18 3%	17 2%	39 2%	35 3%	25 2%	13 2%	30 3%	80 2%	12 3%	7 3%	3 3%
4	130 3%	79 4% b	50 2%	17 4%	22 3%	28 4%	26 4%	37 2%	42 4%	36 3%	23 3%	28 3%	107 3%	10 3%	10 5%	3 2%
5	374 9%	165 8%	203 9%	52 11% d	66 9%	68 10%	41 6%	146 9%	86 8%	114 9%	83 11%	91 8%	310 8%	25 7%	29 14% abd	9 7%
6	486 11%	251 12%	231 10%	74 16% ce	98 13% e	72 10%	87 12%	156 9%	126 11%	156 12%	95 12%	110 10%	429 12%	29 8%	17 8%	11 9%
7	639 15%	311 15%	323 15%	72 16%	118 16%	115 16%	123 17%	212 12%	169 15%	218 16%	105 14%	148 13%	547 15%	55 15%	25 12%	13 11%
8	684 16%	328 16%	356 16%	58 13%	122 17%	130 18%	131 18%	243 14%	178 16%	224 17%	130 17%	151 13%	574 16%	65 18% c	24 12%	21 18%
9	397 9%	188 9%	204 9%	35 8%	84 11% e	71 10%	78 11%	129 8%	146 13% bcd	103 8%	57 7%	91 8%	338 9%	21 6%	20 10%	18 15% ab
10 - Extremely well	381 9%	171 8%	206 9%	47 10%	88 12% de	73 10%	47 6%	126 7%	133 12% bcd	106 8%	52 7%	90 8%	324 9%	30 8%	14 7%	13 11%
Don t know	914 21%	423 20%	481 22%	66 15%	104 14%	98 14%	117 16%	529 31% abcd	161 14%	279 21% a	172 22% a	299 27% ab	756 21%	95 26% ad	44 21%	20 17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	462	246	210	52	59	81	100	171	117	123	80	138	372	45	31	15
	11%	12%	10%	11%	8%	11%	14% b	10%	10%	9%	10%	12%	10%	12%	15% a	13%
NEUTRAL (5-6)	860	416	433	126	164	140	129	302	212	270	177	200	739	54	46	20
	20%	20%	20%	28% cde	22%	20%	18%	18%	19%	20%	23%	18%	20% b	15%	23% b	17%
POSITIVE VIEW (7-10)	2101	998	1089	211	411	389	379	711	626	650	344	480	1783	170	83	65
	48%	48%	49%	46%	56% ae	55% ae	52% e	41%	56% bcd	49% d	44%	43%	49% c	47%	41%	54% c
MOST NEGATIVE (1-2)	230	111	115	21	21	34	57	96	40	63	45	79	184	22	14	9
	5%	5%	5%	5%	3%	5%	8% b	6% b	4%	5%	6%	7% a	5%	6%	7%	8%
MOST POSITIVE (9-10)	778	360	410	81	172	144	125	255	279	209	109	181	662	51	34	31
	18%	17%	19%	18%	23% e	20% e	17%	15%	25% bcd	16%	14%	16%	18%	14%	17%	26% abc
Answered	3423	1661	1732	389	634	609	607	1184	955	1043	601	818	2893	269	160	101
Mean score	6.8	6.7	6.9	6.7	7.1 ade	6.9	6.6	6.7	7.1 bcd	6.8	6.6	6.6	6.8 c	6.7	6.3	6.9 c
Standard deviation	2.29	2.28	2.29	2.21	2.08	2.26	2.41	2.36	2.21	2.18	2.26	2.48	2.26	2.41	2.46	2.52

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	169 4%	128 3%	41 7% a	37 3%	128 4%	30 3%	134 4%	9 2%	16 3%	16 3%	30 3%	88 3%	74 4%
2	61 1%	52 1%	9 2%	17 1%	44 1%	15 1%	46 1%	6 2%	8 1%	8 2%	15 1%	29 1%	31 2%
3	103 2%	88 2%	15 3%	31 2%	71 2%	26 2%	75 2%	10 2%	9 2%	10 2%	26 2%	64 3%	36 2%
4	130 3%	117 3%	13 2%	42 3%	84 3%	36 3%	89 3%	12 3%	10 2%	21 4%	36 3%	87 3%	40 2%
5	374 9%	329 9%	45 8%	105 8%	264 9%	89 8%	278 9%	37 9%	43 7%	41 8%	89 8%	234 9%	131 8%
6	486 11%	442 12% b	45 8%	133 11%	348 12%	117 10%	361 12%	36 9%	57 10%	65 12%	117 10%	325 13% b	155 9%
7	639 15%	562 15%	78 14%	205 16%	417 14%	186 16%	436 14%	51 12%	98 17%	82 16%	186 16%	434 17% b	197 12%
8	684 16%	596 16%	88 15%	235 19% b	430 14%	212 19% b	452 15%	76 18%	128 22%	104 20%	212 19%	431 17%	242 14%
9	397 9%	348 9%	49 9%	159 13% b	235 8%	148 13% b	246 8%	57 14%	81 14%	65 12%	148 13%	257 10%	127 8%
10 - Extremely well	381 9%	334 9%	47 8%	152 12% b	222 7%	142 13% b	231 7%	66 16%	58 10%	68 13%	142 13%	243 9%	133 8%
Don t know	914 21%	774 21%	140 25%	142 11%	758 25% a	130 11%	770 25% a	60 14%	65 11%	44 8%	130 11%	368 14%	517 31% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEGATIVE VIEW (1-4)	462	385	77	127	327	107	345	37	43	57	107	268	181
	11%	10%	14%	10%	11%	9%	11%	9%	7%	11%	9%	10%	11%
NEUTRAL (5-6)	860	771	89	237	612	206	639	73	99	105	206	559	286
	20%	20% b	16%	19%	20%	18%	20%	17%	17%	20%	18%	22% b	17%
POSITIVE VIEW (7-10)	2101	1840	261	751	1304	688	1366	250	365	320	688	1365	700
	48%	49%	46%	60% b	43%	61% b	44%	60%	64%	61%	61%	53% b	42%
MOST NEGATIVE (1-2)	230	180	49	54	172	45	180	15	24	25	45	117	105
	5%	5%	9% a	4%	6%	4%	6%	4%	4%	5%	4%	5%	6%
MOST POSITIVE (9-10)	778	682	96	311	458	290	477	123	139	133	290	500	260
	18%	18%	17%	25% b	15%	26% b	15%	29%	24%	25%	26%	20% b	15%
Answered	3423	2996	428	1115	2243	1001	2350	361	507	481	1001	2192	1166
Mean score	6.8	6.8 b	6.5	7.1 b	6.6	7.2 b	6.6	7.3	7.2	7.1	7.2	6.9	6.7
Standard deviation	2.29	2.24	2.60	2.21	2.32	2.17	2.32	2.23	2.07	2.22	2.17	2.20	2.43

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	169 4%	126 4%	111 4%	58 4%	42 5%	169 4%	80 2%	29 1%	32 1%	4 1%	93 2% b	76 14% abcde	132 20% bc	22 2% c	15 1%
2	61 1%	46 1%	39 1%	23 2%	15 2%	61 1%	37 1%	20 1%	23 1%	2 *%	43 1%	18 3% abcde	42 7% bc	10 1%	9 *%
3	103 2%	87 2%	83 3%	20 2%	16 2%	103 2%	71 2%	42 2%	34 2%	12 2%	74 2%	29 5% abcde	58 9% bc	29 3% c	15 1%
4	130 3%	116 3%	105 3%	25 2%	14 2%	130 3%	88 2%	55 2%	66 3% d	5 1%	107 3% d	22 4% d	32 5% c	60 6% c	38 1%
5	374 9%	311 9%	279 9%	94 7%	62 7%	374 9%	292 8%	149 7%	144 7%	31 5%	314 8%	59 11% bcd	64 10% c	174 16% ac	136 5%
6	486 11%	413 12%	364 12%	123 9%	73 9%	486 11%	405 11%	246 11%	272 13%	59 10%	439 12%	47 9%	48 8%	173 16% ac	265 10%
7	639 15%	526 15%	458 15%	181 14%	114 13%	639 15%	565 16% f	353 16% f	379 17% f	84 14% f	604 16% f	36 7%	33 5%	157 15% a	449 17% a
8	684 16%	589 17% d	506 17% d	178 14%	95 11%	684 16% d	621 18% f	412 18% f	427 20% f	117 20% f	657 17% f	27 5%	22 3%	105 10% a	557 21% ab
9	397 9%	326 9%	296 10%	101 8%	71 8%	397 9%	378 11% f	282 13% f	267 12% f	82 14% f	394 10% f	3 1%	6 1%	43 4% a	348 13% ab
10 - Extremely well	381 9%	334 10% cd	306 10% cd	75 6%	47 5%	381 9% cd	356 10% f	270 12% f	257 12% f	105 18% abcef	369 10% f	12 2%	17 3%	23 2%	341 13% ab
Don t know	914 21%	611 18%	488 16%	426 33% abe	304 36% abe	914 21% ab	633 18% c	389 17% c	262 12%	82 14%	698 18% c	217 40% abcde	188 29% c	280 26% c	446 17%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	462	375	337	125	87	462	276	146	155	23	317	145	264	122	77
	11%	11%	11%	10%	10%	11%	8%	7%	7%	4%	8%	27%	41%	11%	3%
							d				d	abcde	bc	c	
NEUTRAL (5-6)	860	725	643	217	135	860	697	395	416	90	753	106	112	347	401
	20%	21%	21%	17%	16%	20%	20%	18%	19%	15%	20%	19%	17%	32%	15%
		cd	cd											ac	
POSITIVE VIEW (7-10)	2101	1775	1566	535	326	2101	1920	1317	1330	388	2023	78	79	327	1695
	48%	51%	52%	41%	38%	48%	54%	59%	61%	67%	53%	14%	12%	30%	65%
		cd	cd			cd	f	aef	aef	abef	f			a	ab
MOST NEGATIVE (1-2)	230	173	149	81	57	230	117	49	55	7	136	94	174	32	24
	5%	5%	5%	6%	7%	5%	3%	2%	3%	1%	4%	17%	27%	3%	1%
							d				bd	abcde	bc	c	
MOST POSITIVE (9-10)	778	660	602	176	118	778	733	552	525	187	763	15	24	65	689
	18%	19%	20%	14%	14%	18%	21%	25%	24%	32%	20%	3%	4%	6%	26%
		cd	cd			c	f	aef	aef	abcef	f				ab
Answered	3423	2875	2547	877	548	3423	2893	1857	1902	500	3094	330	455	796	2172
Mean score	6.8	6.8	6.8	6.6	6.5	6.8	7.1	7.3	7.3	7.8	7.0	4.5	3.9	6.1	7.7
		d	d				f	aef	aef	abcef	f			a	ab
Standard deviation	2.29	2.26	2.27	2.35	2.45	2.29	2.09	1.98	1.97	1.86	2.11	2.60	2.61	1.85	1.69

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	179 4%	87 4%	86 4%	11 2%	17 2%	29 4%	50 7% ab	73 4%	34 3%	47 4%	34 4%	62 6% a	148 4%	14 4%	11 5%	6 5%
2	62 1%	38 2%	23 1%	5 1%	9 1%	12 2%	13 2%	23 1%	17 2%	18 1%	12 2%	14 1%	49 1%	5 1%	4 2%	3 3%
3	124 3%	69 3%	51 2%	15 3%	16 2%	31 4%	13 2%	49 3%	33 3%	29 2%	13 2%	49 4% bc	103 3%	9 2%	7 4%	5 4%
4	120 3%	56 3%	62 3%	24 5% e	21 3%	16 2%	25 3%	35 2%	26 2%	28 2%	34 4% b	31 3%	97 3%	13 3%	8 4%	3 2%
5	343 8%	154 7%	184 8%	50 11% e	72 10%	52 7%	56 8%	113 7%	72 6%	111 8%	71 9%	89 8%	277 8%	35 9%	22 11%	10 8%
6	450 10%	224 11%	225 10%	71 16% de	82 11%	82 12%	65 9%	151 9%	101 9%	141 11%	97 13%	111 10%	393 11%	26 7%	21 10%	11 9%
7	713 16%	364 17%	347 16%	72 16%	118 16%	126 18%	140 19%	257 15%	175 16%	235 18%	121 16%	180 16%	600 16%	60 17%	37 18%	16 13%
8	926 21%	427 21%	493 22%	69 15%	141 19%	146 21%	161 22% a	410 24% a	255 23%	290 22%	159 21%	222 20%	768 21%	96 26% acd	39 19%	23 19%
9	570 13%	286 14%	282 13%	58 13%	102 14%	80 11%	87 12%	244 14%	180 16% d	173 13%	108 14% d	108 10%	483 13%	46 13%	21 10%	20 16%
10 - Extremely well	590 14%	273 13%	311 14%	43 9%	103 14%	93 13%	90 12%	261 15% a	183 16% c	178 13%	76 10%	152 14%	503 14%	42 11%	26 13%	19 16%
Don t know	261 6%	106 5%	150 7%	38 8% d	58 8% d	41 6%	26 4%	99 6%	41 4%	71 5%	48 6%	98 9% ab	227 6%	18 5%	7 4%	8 7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	485	251	221	54	62	88	101	179	109	122	93	156	397	41	31	16
	11%	12%	10%	12%	8%	12%	14% b	10%	10%	9%	12%	14% ab	11%	11%	15% a	13%
NEUTRAL (5-6)	793	378	409	121	154	134	121	264	173	252	168	200	670	60	43	20
	18%	18%	18%	27% cde	21% e	19%	17%	15%	16%	19%	22% a	18%	18%	17%	21%	17%
POSITIVE VIEW (7-10)	2799	1350	1433	242	464	444	477	1171	793	877	464	663	2355	245	123	77
	65%	65%	65%	53%	63% a	63% a	66% a	68% a	71% cd	66% cd	60%	59%	65%	67%	60%	63%
MOST NEGATIVE (1-2)	240	125	109	15	25	41	63	96	51	64	46	76	197	19	15	9
	6%	6%	5%	3%	3%	6%	9% ab	6%	5%	5%	6%	7%	5%	5%	7%	7%
MOST POSITIVE (9-10)	1160	559	593	101	204	173	177	505	363	351	184	261	987	88	47	39
	27%	27%	27%	22%	28%	24%	24%	29% a	33% bcd	27%	24%	23%	27%	24%	23%	32% c
Answered	4077	1978	2064	418	680	666	699	1614	1076	1251	725	1019	3422	346	196	113
Mean score	7.1	7.1	7.2	6.8	7.2 a	7.0	6.9	7.3 acd	7.4 cd	7.2 d	6.9	6.9	7.1 c	7.1	6.8	7.1
Standard deviation	2.29	2.31	2.24	2.14	2.12	2.32	2.44	2.29	2.21	2.19	2.26	2.45	2.28	2.23	2.42	2.49

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	179 4%	136 4%	43 8% a	35 3%	139 5%	28 2%	147 5% a	7 2%	20 4%	10 2%	28 2%	85 3%	87 5% a
2	62 1%	56 1%	6 1%	18 1%	44 1%	17 1%	45 1%	5 1%	8 1%	8 1%	17 1%	40 2%	20 1%
3	124 3%	110 3%	13 2%	35 3%	88 3%	30 3%	91 3%	8 2%	14 3%	14 3%	30 3%	61 2%	58 3%
4	120 3%	104 3%	17 3%	33 3%	87 3%	25 2%	94 3%	16 4%	6 1%	10 2%	25 2%	73 3%	46 3%
5	343 8%	297 8%	46 8%	98 8%	240 8%	86 8%	249 8%	42 10%	39 7%	31 6%	86 8%	193 8%	146 9%
6	450 10%	391 10%	59 10%	131 10%	302 10%	117 10%	316 10%	38 9%	59 10%	60 11%	117 10%	299 12% b	139 8%
7	713 16%	618 16%	96 17%	204 16%	494 16%	187 17%	511 16%	56 13%	103 18%	98 19%	187 17%	455 18%	244 14%
8	926 21%	802 21%	124 22%	274 22%	642 21%	247 22%	669 21%	73 17%	122 21%	135 26% a	247 22%	548 21%	362 21%
9	570 13%	502 13%	68 12%	161 13%	403 13%	149 13%	415 13%	68 16%	73 13%	58 11%	149 13%	345 13%	214 13%
10 - Extremely well	590 14%	509 13%	81 14%	189 15%	387 13%	175 16%	400 13%	75 18%	94 16%	76 14%	175 16%	341 13%	241 14%
Don t know	261 6%	246 7% b	15 3%	79 6%	174 6%	70 6%	183 6%	32 8%	33 6%	26 5%	70 6%	120 5%	127 8% a
NEGATIVE VIEW (1-4)	485 11%	406 11%	79 14%	121 10%	358 12%	100 9%	376 12% a	35 8%	49 9%	42 8%	100 9%	259 10%	211 13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	793	688	105	230	542	203	565	80	98	90	203	493	284
	18%	18%	18%	18%	18%	18%	18%	19%	17%	17%	18%	19%	17%
POSITIVE VIEW (7-10)	2799	2430	369	828	1926	758	1995	273	392	367	758	1688	1061
	65%	64%	65%	66%	64%	67%	64%	65%	69%	70%	67%	66%	63%
MOST NEGATIVE (1-2)	240	192	49	53	183	44	191	12	28	18	44	125	107
	6%	5%	9% a	4%	6%	4%	6%	3%	5%	3%	4%	5%	6%
MOST POSITIVE (9-10)	1160	1010	149	350	790	324	815	143	167	134	324	686	455
	27%	27%	26%	28%	26%	29%	26%	34%	29%	25%	29%	27%	27%
Answered	4077	3524	553	1178	2826	1061	2937	389	539	499	1061	2439	1556
Mean score	7.1	7.1	6.9	7.3	7.1	7.3 b	7.0	7.4	7.3	7.3	7.3	7.2	7.1
Standard deviation	2.29	2.25	2.49	2.19	2.33	2.15	2.33	2.15	2.22	2.03	2.15	2.19	2.42

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 215

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	179 4%	125 4%	109 4%	70 5%	54 6% ab	179 4%	72 2% c	29 1%	21 1%	5 1%	90 2% bc	89 16% abcde	155 24% bc	13 1%	11 *%
2	62 1%	50 1%	45 1%	17 1%	11 1%	62 1%	34 1%	21 1%	23 1%	7 1%	45 1%	17 3% abce	46 7% bc	10 1% c	5 *%
3	124 3%	104 3%	89 3%	35 3%	19 2%	124 3%	81 2%	47 2%	49 2%	4 1%	92 2%	31 6% abcde	73 11% bc	37 3% c	13 1%
4	120 3%	103 3%	97 3%	23 2%	18 2%	120 3%	86 2%	49 2%	39 2%	9 1%	94 2%	26 5% abcde	48 8% bc	44 4% c	28 1%
5	343 8%	288 8%	250 8%	93 7%	55 6%	343 8%	240 7%	136 6%	146 7%	32 6%	269 7%	75 14% abcde	88 14% c	176 16% c	80 3%
6	450 10%	380 11% c	346 11% c	104 8%	70 8%	450 10%	366 10%	198 9%	224 10%	50 9%	396 10%	54 10%	56 9%	213 20% ac	181 7%
7	713 16%	574 16%	498 16%	215 17%	139 16%	713 16%	638 18% f	383 17% f	428 20% df	81 14% f	684 18% f	29 5%	35 5%	233 22% ac	446 17% a
8	926 21%	743 21%	633 21%	293 23%	183 21%	926 21%	858 24% f	560 25% f	513 24% f	151 26% f	897 24% f	29 5%	23 4%	135 13% a	768 29% ab
9	570 13%	468 13%	399 13%	171 13%	102 12%	570 13%	533 15% f	375 17% f	333 15% f	91 16% f	552 15% f	18 3%	13 2%	61 6% a	496 19% ab
10 - Extremely well	590 14%	488 14%	418 14%	172 13%	102 12%	590 14%	563 16% f	406 18% f	360 17% f	149 26% abcef	583 15% f	7 1%	10 2%	21 2%	558 21% ab
Don t know	261 6%	163 5%	152 5%	109 8% abe	98 11% abe	261 6%	54 2%	43 2%	29 1%	2 *%	89 2% d	172 32% abcde	97 15% c	132 12% c	32 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	485	382	339	145	103	485	273	146	132	25	322	163	322	105	57
	11%	11%	11%	11%	12%	11%	8%	7%	6%	4%	8%	30%	50%	10%	2%
							d				cd	abcde	bc	c	
NEUTRAL (5-6)	793	668	596	197	125	793	606	334	370	83	665	128	144	389	261
	18%	19%	20%	15%	15%	18%	17%	15%	17%	14%	18%	23%	22%	36%	10%
		cd	cd									abcde	c	ac	
POSITIVE VIEW (7-10)	2799	2273	1948	851	526	2799	2592	1723	1633	473	2716	83	80	450	2268
	65%	65%	64%	65%	62%	65%	74%	77%	75%	81%	72%	15%	12%	42%	87%
							f	ef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	240	175	153	87	66	240	106	50	44	12	135	105	201	24	16
	6%	5%	5%	7%	8%	6%	3%	2%	2%	2%	4%	19%	31%	2%	1%
					ab						bc	abcde	bc	c	
MOST POSITIVE (9-10)	1160	956	817	343	204	1160	1096	781	693	240	1135	25	23	82	1054
	27%	27%	27%	26%	24%	27%	31%	35%	32%	41%	30%	5%	4%	8%	40%
							f	aef	f	abcef	f			a	ab
Answered	4077	3323	2883	1194	754	4077	3471	2203	2135	580	3703	374	546	944	2586
Mean score	7.1	7.1	7.1	7.1	7.0	7.1	7.5	7.7	7.6	8.0	7.4	4.5	3.8	6.3	8.1
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.29	2.25	2.25	2.37	2.45	2.29	2.02	1.94	1.90	1.86	2.08	2.60	2.46	1.71	1.54

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	193 4%	95 5%	92 4%	11 2%	20 3%	28 4%	55 8% abc	79 5%	38 3%	58 4%	33 4%	62 6%	158 4%	19 5%	10 5%	7 6%
2	75 2%	51 2% b	23 1%	5 1%	10 1%	8 1%	15 2%	37 2%	17 2%	20 2%	11 1%	26 2%	63 2%	4 1%	6 3%	2 2%
3	119 3%	64 3%	53 2%	11 2%	17 2%	20 3%	17 2%	54 3%	31 3%	31 2%	18 2%	40 4%	95 3%	10 3%	10 5% a	4 3%
4	140 3%	59 3%	80 4%	25 5% e	20 3%	34 5%	16 2%	46 3%	30 3%	34 3%	34 4%	42 4%	113 3%	10 3%	12 6% a	5 4%
5	368 8%	162 8%	202 9%	50 11%	70 9%	60 9%	65 9%	123 7%	79 7%	130 10%	81 10%	78 7%	296 8%	32 9%	29 14% ab	11 9%
6	470 11%	216 10%	249 11%	72 16% e	86 12%	83 12%	85 12%	144 8%	117 10%	151 11%	78 10%	123 11%	405 11%	37 10%	19 9%	10 8%
7	735 17%	372 18%	356 16%	80 18%	126 17%	123 17%	131 18%	275 16%	188 17%	249 19%	130 17%	167 15%	623 17%	65 18%	32 16%	15 13%
8	879 20%	436 21%	440 20%	77 17%	143 19%	145 20%	135 19%	379 22%	234 21%	258 19%	168 22%	218 20%	727 20%	94 26% ac	32 16%	26 21%
9	512 12%	251 12%	259 12%	38 8%	78 11%	80 11%	91 13%	225 13%	149 13%	154 12%	92 12%	116 10%	436 12%	38 10%	22 11%	16 13%
10 - Extremely well	565 13%	268 13%	293 13%	50 11%	109 15%	87 12%	72 10%	246 14%	183 16% c	172 13%	71 9%	139 12%	485 13%	38 11%	23 12%	18 15%
Don t know	281 6%	109 5%	167 8% a	36 8%	59 8%	38 5%	41 6%	107 6%	50 4%	66 5%	56 7%	105 9% ab	246 7%	17 5%	10 5%	8 6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	528	270	248	52	66	90	104	215	115	143	97	170	430	43	37	17
	12%	13%	11%	11%	9%	13%	14% b	13%	10%	11%	13%	15% ab	12%	12%	18% ab	14%
NEUTRAL (5-6)	838	378	451	122	156	144	150	267	196	280	159	201	701	69	48	21
	19%	18%	20%	27% e	21% e	20% e	21%	16%	18%	21%	21%	18%	19%	19%	24%	17%
POSITIVE VIEW (7-10)	2691	1328	1348	246	457	435	429	1124	755	833	461	640	2271	235	109	75
	62%	64%	61%	54%	62%	62%	59%	66% a	68% cd	63%	60%	57%	62% c	65% c	53%	62%
MOST NEGATIVE (1-2)	268	147	115	16	30	36	70	116	54	78	45	88	221	23	15	9
	6%	7%	5%	4%	4%	5%	10% abc	7%	5%	6%	6%	8% a	6%	6%	8%	7%
MOST POSITIVE (9-10)	1077	519	552	88	187	167	163	471	333	326	163	255	921	76	45	34
	25%	25%	25%	19%	25%	24%	23%	27% a	30% cd	25%	21%	23%	25%	21%	22%	28%
Answered	4057	1976	2047	420	679	669	683	1606	1067	1256	717	1012	3402	347	194	114
Mean score	7.0	7.0	7.0	6.8	7.2 d	7.0	6.7	7.1 d	7.3 bcd	7.0	6.9	6.8	7.0 c	6.9 c	6.5	7.0 c
Standard deviation	2.33	2.36	2.28	2.11	2.17	2.26	2.49	2.39	2.25	2.27	2.25	2.48	2.32	2.28	2.47	2.50

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	193	146	47	35	154	28	161	6	18	12	28	100	88
	4%	4%	8% a	3%	5% a	2%	5% a	2%	3%	2%	2%	4%	5%
2	75	65	10	17	58	14	61	2	5	11	14	34	41
	2%	2%	2%	1%	2%	1%	2%	*%	1%	2%	1%	1%	2%
3	119	105	14	28	90	27	91	8	12	15	27	59	56
	3%	3%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%
4	140	126	14	45	92	35	102	17	16	14	35	80	58
	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%
5	368	324	44	110	256	94	269	38	43	40	94	223	141
	8%	9%	8%	9%	9%	8%	9%	9%	8%	8%	8%	9%	8%
6	470	409	61	136	318	119	333	39	56	58	119	294	163
	11%	11%	11%	11%	11%	11%	11%	9%	10%	11%	11%	12%	10%
7	735	635	100	230	482	210	502	68	111	108	210	478	240
	17%	17%	18%	18%	16%	19%	16%	16%	19%	21%	19%	19% b	14%
8	879	762	117	249	619	226	642	78	128	106	226	543	323
	20%	20%	21%	20%	21%	20%	21%	19%	22%	20%	20%	21%	19%
9	512	448	64	152	359	139	371	57	71	63	139	292	208
	12%	12%	11%	12%	12%	12%	12%	14%	12%	12%	12%	11%	12%
10 - Extremely well	565	497	68	176	378	165	389	73	77	72	165	328	228
	13%	13%	12%	14%	13%	15%	12%	17%	13%	14%	15%	13%	14%
Don t know	281	253	28	79	193	73	199	35	34	27	73	128	137
	6%	7%	5%	6%	6%	6%	6%	8%	6%	5%	6%	5%	8% a
NEGATIVE VIEW (1-4)	528	442	86	125	395	104	414	33	51	52	104	272	244
	12%	12%	15%	10%	13% a	9%	13% a	8%	9%	10%	9%	11%	14% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	838	734	105	246	574	213	602	76	99	98	213	518	304
	19%	19%	18%	20%	19%	19%	19%	18%	17%	19%	19%	20%	18%
POSITIVE VIEW (7-10)	2691	2342	349	807	1839	741	1904	276	387	349	741	1642	999
	62%	62%	61%	64%	61%	66%	61%	66%	68%	66%	66%	64% b	59%
MOST NEGATIVE (1-2)	268	211	58	52	212	42	221	8	23	23	42	133	129
	6%	6%	10% a	4%	7% a	4%	7% a	2%	4%	4%	4%	5%	8% a
MOST POSITIVE (9-10)	1077	945	132	328	738	305	760	130	148	135	305	621	436
	25%	25%	23%	26%	25%	27%	24%	31%	26%	26%	27%	24%	26%
Answered	4057	3517	540	1178	2808	1058	2921	385	538	498	1058	2431	1547
Mean score	7.0	7.0	6.7	7.2 b	6.9	7.2 b	6.9	7.4	7.2	7.2	7.2	7.1	6.9
Standard deviation	2.33	2.29	2.55	2.16	2.39	2.13	2.39	2.06	2.12	2.13	2.13	2.22	2.48

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	193 4%	140 4%	123 4%	70 5%	53 6%	193 4%	77 2%	27 1%	27 1%	3 1%	99 3% bcd	94 17% abcde	165 26% bc	17 2% c	11 *%
2	75 2%	56 2%	43 1%	32 2%	19 2%	75 2%	46 1%	27 1%	22 1%	3 *%	54 1%	21 4% abcde	48 7% bc	18 2% c	9 *%
3	119 3%	95 3%	83 3%	36 3%	24 3%	119 3%	80 2%	41 2%	38 2%	9 1%	91 2%	28 5% abcde	74 12% bc	32 3% c	13 1%
4	140 3%	129 4% cd	116 4% cd	24 2%	11 1%	140 3% d	94 3%	53 2%	59 3%	8 1%	105 3%	35 6% abcde	61 9% bc	52 5% c	27 1%
5	368 8%	311 9%	273 9%	95 7%	57 7%	368 8%	268 8%	152 7%	161 7%	33 6%	300 8%	68 13% abcde	80 12% c	196 18% ac	92 3%
6	470 11%	386 11%	350 12%	121 9%	85 10%	470 11%	393 11%	231 10%	245 11%	53 9%	427 11%	43 8%	51 8%	207 19% ac	212 8%
7	735 17%	600 17%	525 17%	210 16%	135 16%	735 17%	665 19% f	426 19% f	450 21% f	116 20% f	703 19% f	32 6%	26 4%	202 19% a	506 19% a
8	879 20%	705 20%	602 20%	277 21%	174 20%	879 20%	807 23% f	506 23% f	488 23% f	109 19% f	844 22% f	35 6%	23 4%	145 13% a	712 27% ab
9	512 12%	416 12%	348 11%	163 13%	96 11%	512 12%	475 13% f	328 15% f	301 14% f	95 16% f	502 13% f	9 2%	5 1%	50 5% a	457 17% ab
10 - Extremely well	565 13%	462 13%	402 13%	163 13%	103 12%	565 13%	538 15% f	393 17% ef	334 15% f	141 24% abcef	553 15% f	12 2%	10 2%	29 3%	526 20% ab
Don t know	281 6%	187 5%	171 6%	110 8% ab	94 11% abe	281 6%	83 2%	62 3%	41 2%	12 2%	114 3%	167 31% abcde	99 15% c	128 12% c	53 2%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	528	420	365	163	108	528	297	148	145	23	349	179	348	119	61
	12%	12%	12%	13%	13%	12%	8%	7%	7%	4%	9%	33%	54%	11%	2%
							d				bcd	abcde	bc	c	
NEUTRAL (5-6)	838	696	623	216	142	838	661	382	406	86	727	112	132	403	303
	19%	20%	21%	17%	17%	19%	19%	17%	19%	15%	19%	20%	20%	37%	12%
			c										c	ac	
POSITIVE VIEW (7-10)	2691	2183	1877	814	508	2691	2485	1653	1573	461	2602	88	64	426	2201
	62%	63%	62%	62%	60%	62%	70%	74%	73%	79%	69%	16%	10%	40%	84%
							f	ef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	268	196	165	103	72	268	123	54	49	6	153	116	213	35	20
	6%	6%	5%	8%	9%	6%	3%	2%	2%	1%	4%	21%	33%	3%	1%
				ab	ab		d				bcd	abcde	bc	c	
MOST POSITIVE (9-10)	1077	878	750	327	198	1077	1013	721	635	236	1055	21	15	79	983
	25%	25%	25%	25%	23%	25%	29%	32%	29%	41%	28%	4%	2%	7%	38%
							f	ef	f	abcef	f			a	ab
Answered	4057	3299	2864	1193	758	4057	3443	2184	2123	570	3678	379	543	948	2566
Mean score	7.0	7.0	7.0	7.0	6.9	7.0	7.3	7.5	7.4	7.9	7.3	4.4	3.6	6.2	8.0
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.33	2.29	2.28	2.43	2.48	2.33	2.06	1.95	1.92	1.81	2.12	2.65	2.36	1.79	1.58

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	161 4%	76 4%	83 4%	9 2%	15 2%	23 3%	48 7% abc	66 4%	26 2%	53 4%	32 4%	48 4%	131 4%	16 5%	8 4%	5 5%
2	57 1%	29 1%	25 1%	7 1%	7 1%	8 1%	17 2%	19 1%	16 1%	12 1%	10 1%	18 2%	47 1%	3 1%	4 2%	2 2%
3	83 2%	51 2%	31 1%	8 2%	11 1%	16 2%	14 2%	34 2%	18 2%	21 2%	21 3%	22 2%	64 2%	7 2%	8 4% a	4 3%
4	119 3%	67 3%	51 2%	12 3%	28 4%	18 3%	22 3%	39 2%	37 3%	24 2%	20 3%	38 3%	100 3%	9 2%	6 3%	5 4%
5	307 7%	143 7%	162 7%	43 10%	50 7%	50 7%	46 6%	118 7%	71 6%	101 8%	51 7%	83 7%	248 7%	29 8%	21 10% a	8 7%
6	429 10%	194 9%	229 10%	62 14% e	66 9%	100 14% be	71 10%	130 8%	94 8%	134 10%	95 12%	106 10%	373 10%	29 8%	19 9%	8 6%
7	707 16%	363 17%	340 15%	75 16%	121 16%	124 18%	118 16%	268 16%	186 17%	230 17%	126 16%	164 15%	607 17% d	52 14%	36 18% d	13 11%
8	931 21%	446 21%	477 22%	92 20%	147 20%	141 20%	157 22%	393 23%	246 22%	305 23% d	175 23%	204 18%	763 21%	102 28% ac	41 20%	25 21%
9	621 14%	294 14%	324 15%	47 10%	109 15%	88 12%	103 14%	273 16% a	193 17% b	162 12%	99 13%	167 15%	518 14%	54 15%	24 12%	24 20% ac
10 - Extremely well	665 15%	314 15%	346 16%	65 14%	119 16%	96 14%	103 14%	281 16%	193 17% c	214 16%	97 12%	162 15%	571 16%	47 13%	28 14%	19 16%
Don t know	259 6%	107 5%	146 7%	35 8% d	65 9% de	42 6%	25 3%	92 5%	36 3%	68 5%	48 6% a	104 9% ab	227 6%	17 5%	8 4%	7 6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	419	223	190	36	60	66	101	157	97	109	83	126	341	36	26	16
	10%	11%	9%	8%	8%	9%	14% abe	9%	9%	8%	11%	11%	9%	10%	13%	13% a
NEUTRAL (5-6)	735	337	391	105	115	150	117	248	165	235	146	190	622	57	41	16
	17%	16%	18%	23% be	16%	21% e	16%	14%	15%	18%	19%	17%	17%	16%	20% d	13%
POSITIVE VIEW (7-10)	2924	1417	1486	279	497	450	482	1216	818	910	496	697	2459	254	129	82
	67%	68%	67%	61%	67%	64%	67%	71% ac	73% cd	69% d	64%	62%	67%	70%	63%	67%
MOST NEGATIVE (1-2)	217	105	109	16	21	31	65	84	42	64	42	66	178	20	12	8
	5%	5%	5%	3%	3%	4%	9% abce	5%	4%	5%	5%	6%	5%	5%	6%	6%
MOST POSITIVE (9-10)	1286	608	670	112	229	184	207	554	386	376	195	329	1089	101	52	44
	30%	29%	30%	25%	31%	26%	29%	32% ac	35% bc	28%	25%	29%	30%	28%	25%	36% bc
Answered	4079	1977	2067	420	672	666	699	1621	1080	1254	725	1013	3422	347	196	114
Mean score	7.3	7.2	7.3	7.2	7.5 d	7.2	7.0	7.4 d	7.5 cd	7.3	7.1	7.2	7.3 c	7.3	7.0	7.3
Standard deviation	2.23	2.25	2.21	2.09	2.07	2.16	2.49	2.23	2.11	2.19	2.25	2.36	2.22	2.23	2.33	2.46

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	161	125	36	31	125	26	130	8	15	10	26	88	67
	4%	3%	6% a	2%	4%	2%	4%	2%	3%	2%	2%	3%	4%
2	57	49	8	16	41	13	44	3	6	5	13	27	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
3	83	71	12	24	58	21	60	7	8	13	21	48	35
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
4	119	97	22	32	84	26	88	15	11	10	26	67	50
	3%	3%	4%	3%	3%	2%	3%	4%	2%	2%	2%	3%	3%
5	307	278	28	79	221	72	227	29	37	26	72	174	129
	7%	7%	5%	6%	7%	6%	7%	7%	6%	5%	6%	7%	8%
6	429	367	62	137	280	123	294	42	62	57	123	279	138
	10%	10%	11%	11%	9%	11%	9%	10%	11%	11%	11%	11% b	8%
7	707	617	90	205	487	181	510	56	97	94	181	448	248
	16%	16%	16%	16%	16%	16%	16%	13%	17%	18%	16%	17%	15%
8	931	808	123	282	634	260	654	86	129	136	260	554	360
	21%	21%	22%	22%	21%	23%	21%	20%	22%	26%	23%	22%	21%
9	621	538	83	165	451	146	470	63	75	62	146	358	252
	14%	14%	15%	13%	15%	13%	15%	15%	13%	12%	13%	14%	15%
10 - Extremely well	665	585	80	204	452	189	466	78	94	86	189	392	261
	15%	16%	14%	16%	15%	17%	15%	19%	16%	16%	17%	15%	15%
Don t know	259	234	24	83	167	74	176	33	38	26	74	125	118
	6%	6%	4%	7%	6%	7%	6%	8%	7%	5%	7%	5%	7% a
NEGATIVE VIEW (1-4)	419	342	77	102	308	86	322	32	40	38	86	229	179
	10%	9%	14% a	8%	10%	8%	10%	8%	7%	7%	8%	9%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	735	645	90	216	501	194	521	71	99	83	194	453	266
	17%	17%	16%	17%	17%	17%	17%	17%	17%	16%	17%	18%	16%
POSITIVE VIEW (7-10)	2924	2549	376	856	2025	777	2101	284	395	378	777	1753	1121
	67%	68%	66%	68%	67%	69%	67%	67%	69%	72%	69%	68%	67%
MOST NEGATIVE (1-2)	217	174	44	46	166	39	174	11	22	15	39	114	94
	5%	5%	8%	4%	6%	3%	6%	3%	4%	3%	3%	4%	6%
			a										
MOST POSITIVE (9-10)	1286	1123	163	370	903	336	937	141	169	148	336	751	512
	30%	30%	29%	29%	30%	30%	30%	34%	30%	28%	30%	29%	30%
Answered	4079	3536	544	1175	2833	1057	2944	387	534	499	1057	2434	1566
Mean score	7.3	7.3	7.1	7.4	7.3	7.4	7.3	7.6	7.4	7.5	7.4	7.3	7.3
Standard deviation	2.23	2.20	2.44	2.11	2.28	2.08	2.28	2.09	2.08	1.99	2.08	2.17	2.31

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 217

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	161 4%	117 3%	100 3%	60 5%	44 5%	161 4%	72 2% c	27 1%	20 1%	3 1%	83 2% c	77 14% abcde	140 22% bc	11 1%	9 *%
2	57 1%	45 1%	41 1%	16 1%	12 1%	57 1%	28 1%	17 1%	16 1%	1 *%	34 1%	23 4% abcde	40 6% bc	12 1% c	4 *%
3	83 2%	70 2%	59 2%	24 2%	13 2%	83 2%	49 1%	28 1%	30 1%	4 1%	59 2%	24 4% abcde	48 7% bc	26 2% c	9 *%
4	119 3%	102 3%	92 3%	27 2%	17 2%	119 3%	83 2%	48 2%	53 2%	16 3%	92 2%	27 5% abce	50 8% c	51 5% c	18 1%
5	307 7%	246 7%	216 7%	91 7%	61 7%	307 7%	219 6% d	113 5%	117 5%	19 3%	250 7% d	57 10% abcde	84 13% c	159 15% c	64 2%
6	429 10%	365 10% c	338 11% cd	90 7%	64 7%	429 10% c	347 10%	201 9%	220 10%	46 8%	379 10%	50 9%	63 10% c	192 18% ac	173 7%
7	707 16%	583 17%	501 17%	206 16%	124 15%	707 16%	617 17% f	381 17% f	413 19% f	87 15% f	662 17% f	45 8%	46 7%	234 22% ac	427 16% a
8	931 21%	755 22%	640 21%	292 22%	176 21%	931 21%	839 24% f	538 24% f	535 25% f	145 25% f	883 23% f	48 9%	49 8%	157 15% a	725 28% ab
9	621 14%	479 14%	403 13%	218 17% b	141 17%	621 14%	584 17% f	401 18% f	343 16% f	92 16% f	610 16% f	11 2%	8 1%	53 5% a	560 21% ab
10 - Extremely well	665 15%	558 16%	487 16%	178 14%	108 13%	665 15%	627 18% f	452 20% f	397 18% f	164 28% abcef	652 17% f	13 2%	18 3%	51 5%	596 23% ab
Don t know	259 6%	167 5%	158 5%	101 8% ab	92 11% abe	259 6%	61 2%	40 2%	22 1%	5 1%	87 2% c	171 31% abcde	97 15% c	129 12% c	33 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 217

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	419	333	292	127	86	419	231	120	118	24	268	151	278	101	40
	10%	10%	10%	10%	10%	10%	7%	5%	5%	4%	7%	28%	43%	9%	2%
												abcde	bc	c	
NEUTRAL (5-6)	735	611	555	181	125	735	566	314	337	65	628	107	148	351	237
	17%	18%	18%	14%	15%	17%	16%	14%	16%	11%	17%	20%	23%	33%	9%
		c	c				d				d	bd	c	ac	
POSITIVE VIEW (7-10)	2924	2375	2031	894	549	2924	2667	1772	1688	488	2808	117	120	496	2308
	67%	68%	67%	69%	64%	67%	76%	79%	78%	84%	74%	21%	19%	46%	88%
							f	ef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	217	162	141	76	55	217	99	44	36	4	117	100	181	23	13
	5%	5%	5%	6%	7%	5%	3%	2%	2%	1%	3%	18%	28%	2%	1%
							d				cd	abcde	bc	c	
MOST POSITIVE (9-10)	1286	1037	890	396	249	1286	1211	853	740	256	1262	24	26	104	1156
	30%	30%	29%	30%	29%	30%	34%	38%	34%	44%	33%	4%	4%	10%	44%
							f	ef	f	acef	f			a	ab
Answered	4079	3319	2877	1202	760	4079	3464	2206	2142	577	3704	375	546	947	2586
Mean score	7.3	7.3	7.3	7.3	7.2	7.3	7.6	7.8	7.7	8.1	7.5	4.8	4.3	6.5	8.2
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.23	2.20	2.21	2.29	2.36	2.23	1.98	1.87	1.83	1.73	2.02	2.70	2.64	1.78	1.47

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	235 5%	117 6%	115 5%	10 2%	19 3%	35 5%	62 9% ab	109 6% ab	42 4%	70 5%	40 5%	80 7% a	186 5%	23 6%	16 8%	10 8%
2	109 3%	65 3%	43 2%	7 2%	11 2%	13 2%	15 2%	62 4%	25 2%	23 2%	24 3%	37 3%	87 2%	9 3%	9 4%	3 3%
3	179 4%	95 5%	84 4%	25 5%	19 3%	43 6% b	29 4%	64 4%	51 5%	61 5%	31 4%	35 3%	145 4%	19 5%	10 5%	6 5%
4	189 4%	98 5%	89 4%	27 6%	34 5%	36 5%	33 5%	59 3%	46 4%	58 4%	39 5%	45 4%	155 4%	12 3%	16 8% ab	5 4%
5	464 11%	230 11%	228 10%	68 15% d	79 11%	72 10%	60 8%	184 11%	106 10%	148 11%	86 11%	123 11%	368 10%	54 15% a	31 15% a	11 9%
6	529 12%	232 11%	295 13%	80 18% ce	93 13%	78 11%	100 14%	178 10%	150 13%	164 12%	93 12%	121 11%	460 13%	32 9%	26 13%	11 9%
7	677 16%	327 16%	343 15%	57 12%	126 17%	108 15%	112 16%	274 16%	188 17%	213 16%	120 15%	156 14%	585 16%	52 14%	25 12%	15 12%
8	741 17%	363 17%	374 17%	54 12%	134 18% a	137 19% a	139 19% a	278 16%	197 18%	260 20% d	123 16%	160 14%	630 17%	63 17%	26 13%	21 17%
9	352 8%	171 8%	179 8%	32 7%	58 8%	50 7%	58 8%	154 9%	116 10% b	90 7%	58 8%	88 8%	291 8%	32 9%	11 6%	17 14% ac
10 - Extremely well	369 9%	175 8%	190 9%	33 7%	83 11%	67 10%	53 7%	133 8%	129 12% bcd	103 8%	53 7%	83 7%	315 9%	24 6%	17 8%	13 11%
Don t know	495 11%	213 10%	274 12%	62 14%	82 11%	68 10%	65 9%	218 13%	66 6%	131 10% a	106 14% a	187 17% ab	427 12% d	43 12%	17 8%	8 7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 218

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	711	374	331	69	83	127	138	294	165	212	134	198	573	64	51	24
	16%	18%	15%	15%	11%	18% b	19% b	17% b	15%	16%	17%	18%	16%	17%	25% ab	20%
NEUTRAL (5-6)	993	462	523	148	172	150	160	362	256	312	179	244	828	86	56	23
	23%	22%	24%	33% bcde	23%	21%	22%	21%	23%	24%	23%	22%	23%	24%	28% d	19%
POSITIVE VIEW (7-10)	2139	1036	1086	176	400	362	362	839	630	666	354	488	1822	172	80	66
	49%	50%	49%	39%	54% a	51% a	50% a	49% a	56% bcd	50% d	46%	44%	50% c	47%	39%	54% c
MOST NEGATIVE (1-2)	344	181	157	17	30	48	77	171	67	93	64	117	273	33	25	13
	8%	9%	7%	4%	4%	7%	11% ab	10% ab	6%	7%	8%	10% ab	7%	9%	12% a	11%
MOST POSITIVE (9-10)	721	346	369	66	140	117	110	288	245	193	112	172	606	56	29	30
	17%	17%	17%	14%	19%	17%	15%	17%	22% bcd	15%	14%	15%	17%	15%	14%	25% abc
Answered	3843	1872	1940	394	655	639	660	1496	1051	1190	667	930	3222	321	187	113
Mean score	6.4	6.4	6.5	6.3	6.8 acde	6.5	6.3	6.4	6.7 bcd	6.4	6.3	6.2	6.5 c	6.3	5.9	6.5 c
Standard deviation	2.41	2.45	2.37	2.16	2.17	2.42	2.53	2.51	2.33	2.34	2.40	2.56	2.38	2.47	2.57	2.71

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	235 5%	178 5%	57 10% a	40 3%	191 6% a	33 3%	198 6% a	8 2%	24 4%	14 3%	33 3%	118 5%	110 7%
2	109 3%	89 2%	20 4%	23 2%	85 3%	21 2%	88 3%	8 2%	6 1%	10 2%	21 2%	47 2%	58 3% a
3	179 4%	156 4%	23 4%	49 4%	129 4%	46 4%	131 4%	14 3%	20 3%	19 4%	46 4%	106 4%	72 4%
4	189 4%	164 4%	25 4%	55 4%	128 4%	44 4%	138 4%	16 4%	26 4%	23 4%	44 4%	119 5%	66 4%
5	464 11%	401 11%	62 11%	119 9%	337 11%	96 8%	357 11%	39 9%	43 7%	50 9%	96 8%	261 10%	196 12%
6	529 12%	470 12%	59 10%	170 14%	346 12%	146 13%	368 12%	43 10%	70 12%	74 14%	146 13%	341 13% b	171 10%
7	677 16%	597 16%	80 14%	190 15%	476 16%	178 16%	488 16%	65 16%	102 18%	79 15%	178 16%	433 17% b	230 14%
8	741 17%	639 17%	102 18%	227 18%	496 17%	212 19%	510 16%	84 20%	112 20%	95 18%	212 19%	475 19% b	252 15%
9	352 8%	314 8%	38 7%	123 10%	228 8%	109 10%	242 8%	44 11%	51 9%	54 10%	109 10%	209 8%	134 8%
10 - Extremely well	369 9%	322 9%	48 8%	147 12% b	215 7%	143 13% b	219 7%	56 13%	69 12%	67 13%	143 13%	235 9%	131 8%
Don t know	495 11%	440 12%	55 10%	114 9%	371 12% a	103 9%	382 12%	41 10%	50 9%	41 8%	103 9%	214 8%	264 16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEGATIVE VIEW (1-4)	711	587	125	167	532	144	554	47	75	66	144	391	306
	16%	16%	22% a	13%	18% a	13%	18% a	11%	13%	13%	13%	15%	18%
NEUTRAL (5-6)	993	871	121	289	682	242	725	81	113	124	242	601	367
	23%	23%	21%	23%	23%	21%	23%	19%	20%	24%	21%	23%	22%
POSITIVE VIEW (7-10)	2139	1872	267	687	1415	642	1458	250	334	295	642	1353	747
	49%	50%	47%	55% b	47%	57% b	47%	59%	58%	56%	57%	53% b	44%
MOST NEGATIVE (1-2)	344	267	77	64	276	54	286	17	30	23	54	165	168
	8%	7%	14% a	5%	9% a	5%	9% a	4%	5%	4%	5%	6%	10% a
MOST POSITIVE (9-10)	721	636	86	270	443	252	461	100	120	121	252	444	265
	17%	17%	15%	21% b	15%	22% b	15%	24%	21%	23%	22%	17%	16%
Answered	3843	3330	513	1143	2630	1028	2738	379	522	484	1028	2345	1420
Mean score	6.4	6.5 b	6.1	6.8 b	6.3	6.9 b	6.3	7.1	6.9	6.9	6.9	6.6 b	6.2
Standard deviation	2.41	2.37	2.69	2.28	2.46	2.27	2.45	2.21	2.29	2.24	2.27	2.32	2.55

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	235 5%	173 5%	147 5%	88 7%	62 7%	235 5%	119 3% bd	40 2%	47 2%	7 1%	144 4% bcd	92 17% abcde	181 28% bc	37 3% c	17 1%
2	109 3%	86 2%	74 2%	34 3%	23 3%	109 3%	74 2%	37 2%	28 1%	8 1%	82 2%	27 5% abcde	63 10% bc	29 3% c	17 1%
3	179 4%	154 4%	139 5%	40 3%	25 3%	179 4%	128 4%	68 3%	75 3%	14 2%	145 4%	34 6% bcd	83 13% bc	64 6% c	32 1%
4	189 4%	170 5% cd	151 5% cd	38 3%	19 2%	189 4%	149 4%	81 4%	91 4%	27 5%	159 4%	30 6%	50 8% c	76 7% c	62 2%
5	464 11%	371 11%	321 11%	142 11%	92 11%	464 11%	350 10%	195 9%	204 9%	45 8%	388 10%	76 14% bcd	61 10%	193 18% ac	210 8%
6	529 12%	457 13% cd	406 13% cd	123 9%	73 9%	529 12% d	457 13% f	266 12% f	293 14% f	59 10%	489 13% f	40 7%	33 5%	182 17% ac	313 12% a
7	677 16%	557 16%	478 16%	199 15%	120 14%	677 16%	615 17% f	417 19% f	413 19% f	116 20% f	651 17% f	26 5%	28 4%	165 15% a	484 19% a
8	741 17%	620 18%	530 17%	211 16%	121 14%	741 17%	693 20% f	456 20% f	455 21% f	114 20% f	723 19% f	18 3%	13 2%	105 10% a	623 24% ab
9	352 8%	283 8%	243 8%	109 8%	69 8%	352 8%	339 10% f	249 11% f	206 10% f	57 10% f	347 9% f	5 1%	4 1%	23 2%	325 12% ab
10 - Extremely well	369 9%	305 9%	271 9%	98 8%	65 8%	369 9%	356 10% f	279 12% ef	237 11% f	109 19% abcef	368 10% f	1 *%	5 1%	20 2%	345 13% ab
Don t know	495 11%	311 9%	274 9%	221 17% abe	184 22% abe	495 11% ab	244 7%	158 7%	113 5%	25 4%	295 8% cd	199 36% abcde	122 19% c	183 17% c	189 7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	711	583	512	200	129	711	470	227	241	56	530	182	377	206	129
	16%	17%	17%	15%	15%	16%	13%	10%	11%	10%	14%	33%	59%	19%	5%
							b				bcd	abcde	bc	c	
NEUTRAL (5-6)	993	828	727	266	165	993	807	461	497	104	877	116	95	375	523
	23%	24%	24%	20%	19%	23%	23%	21%	23%	18%	23%	21%	15%	35%	20%
														ac	a
POSITIVE VIEW (7-10)	2139	1765	1523	617	375	2139	2004	1400	1312	397	2089	50	49	313	1777
	49%	51%	50%	47%	44%	49%	57%	62%	61%	68%	55%	9%	8%	29%	68%
		d	d				f	aef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	344	259	222	122	85	344	193	77	75	15	226	118	243	66	34
	8%	7%	7%	9%	10%	8%	5%	3%	3%	3%	6%	22%	38%	6%	1%
							bcd				bcd	abcde	bc	c	
MOST POSITIVE (9-10)	721	588	515	207	133	721	696	528	444	167	715	6	8	43	670
	17%	17%	17%	16%	16%	17%	20%	23%	21%	29%	19%	1%	1%	4%	26%
							f	aef	f	acef	f			a	ab
Answered	3843	3175	2761	1082	668	3843	3281	2088	2051	557	3496	347	521	894	2429
Mean score	6.4	6.5	6.5	6.4	6.3	6.4	6.8	7.1	6.9	7.3	6.7	3.9	3.2	5.6	7.4
							f	aef	aef	acef	f			a	ab
Standard deviation	2.41	2.38	2.38	2.51	2.59	2.41	2.24	2.10	2.09	2.08	2.28	2.33	2.20	1.97	1.80

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	246 6%	131 6%	110 5%	12 3%	25 3%	32 5%	62 9% abc	114 7% ab	42 4%	77 6%	44 6%	79 7% a	193 5%	29 8%	16 8%	9 7%
2	103 2%	55 3%	48 2%	8 2%	15 2%	17 2%	25 3%	38 2%	32 3%	29 2%	11 1%	30 3%	84 2%	6 2%	10 5% ab	3 2%
3	144 3%	76 4%	67 3%	19 4%	19 3%	32 4%	13 2%	61 4%	38 3%	37 3%	34 4%	35 3%	114 3%	14 4%	10 5%	6 5%
4	193 4%	95 5%	94 4%	35 8% bde	25 3%	40 6%	25 3%	68 4%	41 4%	57 4%	42 5%	54 5%	161 4%	16 4%	9 5%	6 5%
5	556 13%	267 13%	288 13%	63 14%	86 12%	88 12%	98 13%	222 13%	122 11%	172 13%	108 14%	154 14%	438 12%	68 19% ad	38 19% ad	13 10%
6	524 12%	239 11%	277 12%	82 18% de	91 12%	94 13%	84 12%	172 10%	150 13%	146 11%	95 12%	133 12%	461 13%	32 9%	20 10%	11 9%
7	706 16%	345 17%	358 16%	69 15%	101 14%	114 16%	142 20% b	280 16%	183 16%	235 18%	129 17%	158 14%	604 17%	56 15%	31 15%	16 13%
8	739 17%	353 17%	384 17%	47 10%	146 20% a	115 16% a	119 16% a	312 18% a	180 16%	256 19%	129 17%	173 15%	622 17%	69 19%	26 13%	23 19%
9	383 9%	193 9%	185 8%	40 9%	76 10%	60 8%	62 9%	146 9%	140 12% bcd	104 8%	63 8%	76 7%	329 9%	26 7%	14 7%	14 12%
10 - Extremely well	396 9%	186 9%	206 9%	32 7%	80 11%	67 9%	58 8%	158 9%	135 12% c	115 9%	47 6%	96 9%	339 9%	25 7%	17 9%	14 12% b
Don t know	348 8%	143 7%	195 9%	48 11% d	72 10% d	48 7%	37 5%	142 8%	54 5%	93 7%	69 9% a	129 12% ab	303 8%	23 6%	13 6%	8 7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	686	357	320	74	85	121	124	281	153	200	132	198	553	65	44	23
	16%	17%	14%	16%	11%	17% b	17% b	16% b	14%	15%	17%	18%	15%	18%	22% a	19%
NEUTRAL (5-6)	1080	507	565	145	177	182	182	394	272	318	203	287	899	101	58	23
	25%	24%	26%	32% be	24%	26%	25%	23%	24%	24%	26%	26%	25%	28% d	28% d	19%
POSITIVE VIEW (7-10)	2224	1078	1134	188	404	356	381	896	638	711	369	503	1894	175	88	67
	51%	52%	51%	41%	55% a	50% a	53% a	52% a	57% cd	54% d	48%	45%	52% c	48%	43%	55% c
MOST NEGATIVE (1-2)	349	185	158	21	40	49	87	151	74	107	56	109	277	34	26	11
	8%	9%	7%	5%	5%	7%	12% abc	9% ab	7%	8%	7%	10%	8%	9%	13% a	9%
MOST POSITIVE (9-10)	779	379	391	72	156	127	119	304	275	219	111	172	668	51	31	28
	18%	18%	18%	16%	21%	18%	16%	18%	25% bcd	17%	14%	15%	18%	14%	15%	23% bc
Answered	3990	1941	2018	407	666	659	688	1571	1063	1229	704	988	3345	341	191	113
Mean score	6.5	6.4	6.5	6.3	6.8 acde	6.5	6.3	6.5	6.8 bcd	6.5	6.3	6.2	6.5 bc	6.2	5.9	6.6 c
Standard deviation	2.40	2.45	2.34	2.16	2.27	2.36	2.50	2.47	2.35	2.36	2.32	2.50	2.37	2.44	2.57	2.63

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	246	191	55	44	198	37	204	12	27	17	37	121	118
	6%	5%	10% a	3%	7% a	3%	7% a	3%	5%	3%	3%	5%	7% a
2	103	88	15	33	69	31	72	10	12	13	31	63	37
	2%	2%	3%	3%	2%	3%	2%	2%	2%	3%	3%	2%	2%
3	144	130	14	32	110	26	116	7	12	11	26	79	62
	3%	3%	2%	3%	4%	2%	4%	2%	2%	2%	2%	3%	4%
4	193	163	30	53	135	40	148	12	24	18	40	117	74
	4%	4%	5%	4%	5%	4%	5%	3%	4%	3%	4%	5%	4%
5	556	483	74	154	399	134	416	59	60	62	134	317	229
	13%	13%	13%	12%	13%	12%	13%	14%	10%	12%	12%	12%	14%
6	524	475	49	165	348	145	368	43	74	69	145	327	188
	12%	13% b	9%	13%	12%	13%	12%	10%	13%	13%	13%	13%	11%
7	706	609	97	188	502	175	514	47	100	93	175	443	247
	16%	16%	17%	15%	17%	16%	16%	11%	18%	18%	16%	17%	15%
8	739	652	87	210	511	197	524	75	108	99	197	461	266
	17%	17%	15%	17%	17%	17%	17%	18%	19%	19%	17%	18%	16%
9	383	336	47	134	245	120	257	55	56	49	120	234	138
	9%	9%	8%	11%	8%	11%	8%	13%	10%	9%	11%	9%	8%
10 - Extremely well	396	339	57	145	243	138	249	63	63	59	138	240	150
	9%	9%	10%	12% b	8%	12% b	8%	15%	11%	11%	12%	9%	9%
Don t know	348	305	43	99	241	88	252	38	37	36	88	159	175
	8%	8%	8%	8%	8%	8%	8%	9%	6%	7%	8%	6%	10% a
NEGATIVE VIEW (1-4)	686	572	114	161	512	134	540	41	75	58	134	380	291
	16%	15%	20% a	13%	17% a	12%	17% a	10%	13%	11%	12%	15%	17%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	1080	958	122	319	747	279	784	101	134	131	279	643	417
	25%	25%	21%	25%	25%	25%	25%	24%	23%	25%	25%	25%	25%
POSITIVE VIEW (7-10)	2224	1935	289	678	1501	631	1544	239	327	300	631	1378	800
	51%	51%	51%	54%	50%	56%	50%	57%	57%	57%	56%	54%	48%
						b						b	
MOST NEGATIVE (1-2)	349	279	70	77	267	68	276	22	39	30	68	184	155
	8%	7%	12%	6%	9%	6%	9%	5%	7%	6%	6%	7%	9%
			a		a		a						
MOST POSITIVE (9-10)	779	674	105	279	487	258	506	117	119	108	258	474	287
	18%	18%	18%	22%	16%	23%	16%	28%	21%	21%	23%	19%	17%
				b		b							
Answered	3990	3465	525	1158	2760	1043	2868	382	535	490	1043	2401	1508
Mean score	6.5	6.5	6.3	6.8	6.3	6.8	6.3	7.1	6.8	6.8	6.8	6.6	6.3
				b		b						b	
Standard deviation	2.40	2.36	2.65	2.31	2.43	2.29	2.43	2.32	2.31	2.22	2.29	2.32	2.50

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	246 6%	184 5%	162 5%	84 6%	62 7%	246 6%	115 3% d	51 2%	43 2%	5 1%	146 4% bcd	100 18% abcde	194 30% bc	34 3% c	18 1%
2	103 2%	88 3%	79 3%	24 2%	15 2%	103 2%	65 2%	32 1%	37 2%	8 1%	75 2%	28 5% abcde	65 10% bc	24 2% c	14 1%
3	144 3%	122 3%	107 4%	37 3%	22 3%	144 3%	103 3%	53 2%	57 3%	12 2%	116 3%	28 5% bc	66 10% bc	51 5% c	27 1%
4	193 4%	168 5%	145 5%	48 4%	25 3%	193 4%	147 4%	76 3%	83 4%	12 2%	160 4%	33 6% d	57 9% c	86 8% c	49 2%
5	556 13%	457 13%	380 13%	176 14%	100 12%	556 13%	433 12%	237 11%	247 11%	48 8%	478 13% d	78 14% d	78 12%	238 22% ac	240 9%
6	524 12%	437 13%	395 13%	129 10%	87 10%	524 12%	452 13% f	275 12%	293 14% f	72 12%	479 13% f	45 8%	31 5%	205 19% ac	289 11% a
7	706 16%	577 17%	482 16%	224 17%	129 15%	706 16%	655 19% f	419 19% f	414 19% f	102 18% f	682 18% f	24 4%	32 5%	145 13% a	529 20% ab
8	739 17%	591 17%	521 17%	218 17%	148 17%	739 17%	683 19% f	451 20% f	441 20% f	124 21% f	717 19% f	22 4%	15 2%	102 9% a	622 24% ab
9	383 9%	319 9%	274 9%	109 8%	64 8%	383 9%	365 10% f	266 12% f	243 11% f	67 12% f	375 10% f	8 1%	3 *%	26 2% a	354 14% ab
10 - Extremely well	396 9%	321 9%	285 9%	111 9%	75 9%	396 9%	377 11% f	297 13% aef	256 12% f	117 20% abcef	395 10% f	1 *%	4 1%	18 2%	375 14% ab
Don t know	348 8%	222 6%	205 7%	143 11% abe	125 15% abe	348 8%	129 4% c	89 4% c	49 2%	15 3%	168 4% c	180 33% abcde	99 15% c	147 14% c	102 4%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	686	561	493	192	124	686	430	212	220	37	497	188	382	196	108
	16%	16%	16%	15%	15%	16%	12% bd	9%	10%	6%	13% bcd	34% abcde	59% bc	18% c	4%
NEUTRAL (5-6)	1080	894	775	305	187	1080	885	512	541	120	958	123	109	443	529
	25%	26%	26%	23%	22%	25%	25%	23%	25%	21%	25%	22%	17%	41% ac	20%
POSITIVE VIEW (7-10)	2224	1809	1562	662	415	2224	2081	1433	1354	410	2169	55	54	291	1879
	51%	52%	51%	51%	49%	51%	59% f	64% aef	63% ef	71% abcef	57% f	10%	8%	27% a	72% ab
MOST NEGATIVE (1-2)	349	272	241	108	77	349	180	83	80	13	221	127	259	58	32
	8%	8%	8%	8%	9%	8%	5% d	4%	4%	2%	6% bcd	23% abcde	40% bc	5% c	1%
MOST POSITIVE (9-10)	779	640	558	220	139	779	742	563	499	184	770	9	7	44	728
	18%	18%	18%	17%	16%	18%	21% f	25% aef	23% f	32% abcef	20% f	2%	1%	4% a	28% ab
Answered	3990	3264	2830	1160	727	3990	3396	2157	2115	567	3624	366	544	930	2516
Mean score	6.5	6.5	6.5	6.5	6.5	6.5	6.8 f	7.1 aef	7.0 aef	7.5 abcef	6.7 f	4.0	3.2	5.6 a	7.5 ab
Standard deviation	2.40	2.38	2.39	2.42	2.50	2.40	2.19	2.11	2.08	1.99	2.25	2.40	2.21	1.87	1.77

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	327 8%	174 8%	147 7%	19 4%	46 6%	40 6%	75 10% ac	148 9% a	64 6%	93 7%	61 8%	107 10% a	266 7%	28 8%	19 9%	14 12% a
2	114 3%	64 3%	49 2%	11 2%	16 2%	18 2%	19 3%	51 3%	20 2%	26 2%	20 3%	48 4% ab	90 2%	10 3%	9 4%	5 4%
3	166 4%	106 5% b	58 3%	23 5%	21 3%	31 4%	24 3%	68 4%	36 3%	46 4%	34 4%	49 4%	133 4%	17 5%	11 5%	4 4%
4	189 4%	99 5%	86 4%	31 7%	29 4%	34 5%	28 4%	67 4%	39 3%	64 5%	49 6% ad	37 3%	149 4%	17 5%	16 8% a	6 5%
5	418 10%	192 9%	222 10%	67 15% de	76 10%	70 10%	58 8%	147 9%	92 8%	145 11%	86 11%	94 8%	337 9%	44 12% d	29 14% ad	8 7%
6	484 11%	236 11%	244 11%	62 14%	78 11%	83 12%	86 12%	174 10%	120 11%	148 11%	82 11%	132 12%	422 12%	29 8%	19 10%	13 11%
7	691 16%	314 15%	369 17%	72 16%	103 14%	120 17%	119 16%	276 16%	181 16%	236 18%	109 14%	166 15%	604 17% cd	53 15%	23 11%	11 9%
8	761 18%	356 17%	403 18%	59 13%	137 19%	114 16%	138 19%	313 18%	234 21% d	221 17%	143 19%	159 14%	641 18%	75 21% c	26 13%	18 15%
9	472 11%	237 11%	231 10%	29 6%	78 11%	74 11%	82 11%	208 12% a	141 13%	138 10%	85 11%	109 10%	391 11%	40 11%	19 9%	21 17% abc
10 - Extremely well	483 11%	215 10%	263 12%	47 10%	110 15% de	82 12%	60 8%	184 11%	165 15% bc	138 10%	54 7%	125 11% c	414 11%	31 8%	22 11%	16 13%
Don t know	235 5%	89 4%	141 6% a	35 8%	46 6%	41 6%	35 5%	78 5%	25 2%	67 5% a	50 6% a	90 8% ab	202 6%	19 5%	10 5%	4 3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	796	444	340	84	111	122	146	334	159	229	164	241	638	73	55	29
	18%	21% b	15%	18%	15%	17%	20%	20%	14%	17%	21% a	22% a	17%	20%	27% ab	24% a
NEUTRAL (5-6)	901	428	466	129	154	153	144	321	212	294	169	227	759	73	49	21
	21%	21%	21%	28% bde	21%	22%	20%	19%	19%	22%	22%	20%	21%	20%	24%	17%
POSITIVE VIEW (7-10)	2406	1123	1266	208	427	390	400	981	721	732	391	559	2050	199	90	67
	55%	54%	57%	46%	58% a	55% a	55% a	57% a	65% bcd	55%	51%	50%	56% c	55% c	44%	55% c
MOST NEGATIVE (1-2)	441	239	196	30	61	58	94	199	84	119	81	155	355	39	28	19
	10%	11%	9%	7%	8%	8%	13% ac	12% a	7%	9%	10%	14% ab	10%	11%	14% a	16% a
MOST POSITIVE (9-10)	954	452	494	77	187	156	142	392	305	275	139	234	805	71	41	37
	22%	22%	22%	17%	25% a	22%	20%	23%	27% bcd	21%	18%	21%	22%	20%	20%	31% abc
Answered	4103	1995	2073	420	691	666	689	1636	1091	1255	723	1027	3447	345	194	117
Mean score	6.5	6.4	6.7 a	6.3	6.8 ad	6.6	6.4	6.5	7.0 bcd	6.5	6.3	6.3	6.6 c	6.4	6.0	6.4
Standard deviation	2.58	2.65	2.49	2.36	2.53	2.48	2.65	2.65	2.44	2.49	2.55	2.76	2.55	2.59	2.75	2.96

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	327 8%	258 7%	69 12% a	58 5%	265 9% a	49 4%	273 9% a	15 4%	28 5%	22 4%	49 4%	158 6%	160 9% a
2	114 3%	98 3%	16 3%	30 2%	82 3%	27 2%	85 3%	8 2%	15 3%	13 2%	27 2%	50 2%	58 3% a
3	166 4%	155 4%	11 2%	34 3%	128 4%	28 3%	134 4%	5 1%	9 2%	19 4%	28 3%	94 4%	68 4%
4	189 4%	164 4%	25 4%	45 4%	139 5%	39 3%	143 5%	21 5%	16 3%	12 2%	39 3%	104 4%	78 5%
5	418 10%	356 9%	61 11%	117 9%	295 10%	96 8%	315 10%	39 9%	49 9%	35 7%	96 8%	251 10%	157 9%
6	484 11%	433 11%	51 9%	135 11%	334 11%	123 11%	346 11%	44 10%	54 10%	69 13%	123 11%	329 13% b	149 9%
7	691 16%	604 16%	87 15%	206 16%	476 16%	186 16%	496 16%	54 13%	109 19%	94 18%	186 16%	421 16%	259 15%
8	761 18%	664 18%	97 17%	232 18%	516 17%	215 19%	531 17%	72 17%	111 19%	107 20%	215 19%	482 19%	262 16%
9	472 11%	408 11%	63 11%	146 12%	322 11%	128 11%	339 11%	50 12%	65 11%	51 10%	128 11%	280 11%	183 11%
10 - Extremely well	483 11%	414 11%	68 12%	177 14% b	294 10%	171 15% b	300 10%	80 19%	89 16%	77 15%	171 15%	287 11%	190 11%
Don t know	235 5%	216 6%	19 3%	76 6%	150 5%	68 6%	157 5%	32 8%	27 5%	27 5%	68 6%	103 4%	119 7% a
NEGATIVE VIEW (1-4)	796 18%	675 18%	121 21%	168 13%	614 20% a	144 13%	635 20% a	49 12%	68 12%	66 13%	144 13%	407 16%	364 22% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	901	789	112	253	629	219	661	83	103	104	219	580	306
	21%	21%	20%	20%	21%	19%	21%	20%	18%	20%	19%	23% b	18%
POSITIVE VIEW (7-10)	2406	2090	315	761	1607	701	1666	256	373	328	701	1470	894
	55%	55%	56%	61% b	54%	62% b	53%	61%	65%	62%	62%	57%	53%
MOST NEGATIVE (1-2)	441	356	85	88	347	77	358	23	44	35	77	208	218
	10%	9%	15% a	7%	12% a	7%	11% a	5%	8%	7%	7%	8%	13% a
MOST POSITIVE (9-10)	954	823	131	323	616	300	639	130	154	128	300	567	373
	22%	22%	23%	26% b	21%	26% b	20%	31%	27%	24%	26%	22%	22%
Answered	4103	3554	549	1181	2850	1063	2962	388	545	498	1063	2456	1564
Mean score	6.5	6.6	6.3	6.9 b	6.4	7.0 b	6.4	7.2	7.0	7.0	7.0	6.7 b	6.3
Standard deviation	2.58	2.54	2.81	2.40	2.63	2.38	2.62	2.38	2.39	2.35	2.38	2.44	2.75

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 220

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	327 8%	246 7%	215 7%	113 9%	82 10%	327 8%	154 4%	70 3%	66 3%	13 2%	190 5% bcd	137 25% abcde	243 38% bc	59 5% c	26 1%
2	114 3%	82 2%	68 2%	46 4%	32 4%	114 3%	63 2%	36 2%	34 2%	11 2%	73 2%	40 7% abcde	66 10% bc	32 3% c	16 1%
3	166 4%	140 4%	123 4%	43 3%	26 3%	166 4%	119 3%	77 3%	76 3%	14 2%	137 4%	29 5%	62 10% bc	58 5% c	46 2%
4	189 4%	157 5%	140 5%	49 4%	31 4%	189 4%	145 4%	81 4%	87 4%	15 3%	163 4%	26 5%	48 8% c	75 7% c	65 2%
5	418 10%	334 10%	295 10%	123 9%	84 10%	418 10%	308 9%	153 7%	168 8%	43 7%	340 9% b	78 14% abcde	73 11% c	192 18% ac	153 6%
6	484 11%	400 11%	351 12%	132 10%	83 10%	484 11%	424 12% df	239 11% f	264 12% df	43 7%	459 12% df	25 5%	27 4%	211 20% ac	246 9% a
7	691 16%	567 16%	478 16%	213 16%	124 15%	691 16%	632 18% f	406 18% f	406 19% f	94 16% f	667 18% f	24 4%	25 4%	160 15% a	505 19% ab
8	761 18%	630 18%	554 18%	207 16%	131 15%	761 18%	716 20% f	470 21% f	448 21% f	121 21% f	740 20% f	21 4%	20 3%	101 9% a	639 24% ab
9	472 11%	374 11%	317 10%	154 12%	97 11%	472 11%	441 12% f	317 14% f	288 13% f	86 15% f	457 12% f	15 3%	9 1%	38 4%	425 16% ab
10 - Extremely well	483 11%	398 11%	350 12%	133 10%	85 10%	483 11%	456 13% f	346 15% ef	296 14% f	132 23% abcef	473 12% f	9 2%	4 1%	30 3% a	448 17% ab
Don t know	235 5%	158 5%	145 5%	90 7% ab	77 9% abe	235 5%	67 2%	50 2%	30 1%	9 2%	93 2%	142 26% abcde	65 10% c	120 11% c	50 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	796	625	545	251	171	796	482	263	263	54	563	233	419	224	153
	18%	18%	18%	19%	20%	18%	14%	12%	12%	9%	15%	43%	65%	21%	6%
							d				bcd	abcde	bc	c	
NEUTRAL (5-6)	901	734	646	255	167	901	732	393	433	86	798	103	100	403	398
	21%	21%	21%	20%	20%	21%	21%	17%	20%	15%	21%	19%	16%	37%	15%
							bd		d		bd			ac	
POSITIVE VIEW (7-10)	2406	1968	1699	707	437	2406	2245	1540	1438	433	2337	68	59	330	2018
	55%	56%	56%	54%	51%	55%	64%	69%	66%	74%	62%	13%	9%	31%	77%
							f	aef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	441	328	283	159	113	441	217	106	100	24	264	178	309	91	42
	10%	9%	9%	12%	13%	10%	6%	5%	5%	4%	7%	32%	48%	8%	2%
					ab						bc	abcde	bc	c	
MOST POSITIVE (9-10)	954	772	667	287	182	954	896	664	584	218	930	24	13	68	873
	22%	22%	22%	22%	21%	22%	25%	30%	27%	37%	25%	4%	2%	6%	33%
							f	aef	f	abcef	f			a	ab
Answered	4103	3328	2890	1213	775	4103	3458	2196	2134	573	3699	404	577	956	2569
Mean score	6.5	6.6	6.6	6.4	6.3	6.5	6.9	7.2	7.1	7.6	6.8	3.7	3.0	5.6	7.6
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.58	2.54	2.54	2.66	2.73	2.58	2.32	2.24	2.21	2.21	2.38	2.64	2.30	2.11	1.85

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	251 6%	126 6%	119 5%	20 4%	29 4%	36 5%	52 7%	115 7%	44 4%	71 5%	60 8% a	73 7%	203 6%	22 6%	14 7%	12 10% a
2	120 3%	71 3%	47 2%	8 2%	19 3%	15 2%	20 3%	58 3%	25 2%	30 2%	22 3%	43 4%	99 3%	11 3%	6 3%	4 4%
3	163 4%	99 5% b	63 3%	12 3%	24 3%	31 4%	27 4%	68 4%	37 3%	44 3%	35 5%	47 4%	126 3%	22 6% a	10 5%	4 4%
4	200 5%	95 5%	101 5%	28 6%	26 4%	42 6%	29 4%	75 4%	55 5%	66 5%	27 3%	52 5%	167 5%	18 5%	11 5%	5 4%
5	451 10%	212 10%	238 11%	54 12%	78 11%	73 10%	79 11%	167 10%	103 9%	145 11%	84 11%	119 11%	370 10%	34 9%	36 17% abd	12 10%
6	527 12%	244 12%	277 13%	82 18% bcde	80 11%	84 12%	84 12%	198 12%	144 13%	156 12%	100 13%	127 11%	461 13% d	35 10%	23 11%	9 7%
7	721 17%	343 16%	371 17%	79 17%	113 15%	118 17%	118 16%	294 17%	178 16%	241 18%	129 17%	170 15%	616 17% d	64 17%	28 14%	14 12%
8	756 17%	350 17%	404 18%	57 12%	128 17%	129 18%	150 21% a	292 17%	222 20% d	248 19% d	132 17%	154 14%	637 17%	68 19%	31 15%	20 17%
9	445 10%	228 11%	215 10%	42 9%	76 10%	70 10%	73 10%	184 11%	131 12%	126 10%	82 11%	106 9%	360 10%	47 13%	17 9%	21 17% ac
10 - Extremely well	425 10%	205 10%	217 10%	38 8%	98 13% d	66 9%	58 8%	165 10%	132 12% c	120 9%	52 7%	121 11% c	364 10%	26 7%	20 10%	15 12%
Don t know	278 6%	112 5%	161 7%	36 8%	66 9% de	42 6%	35 5%	98 6%	46 4%	75 6%	50 6%	104 9% ab	246 7%	18 5%	9 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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	734	391	330	69	98	124	128	316	161	211	144	215	596	73	40	25
	17%	19% b	15%	15%	13%	18%	18%	18% b	14%	16%	19%	19% a	16%	20%	20%	21%
NEUTRAL (5-6)	979	456	515	136	157	157	163	365	247	301	184	247	830	69	59	21
	23%	22%	23%	30% bce	21%	22%	23%	21%	22%	23%	24%	22%	23%	19%	29% abd	17%
POSITIVE VIEW (7-10)	2347	1125	1207	215	415	384	398	935	663	734	395	551	1976	204	96	70
	54%	54%	55%	47%	56% a	54%	55%	55%	59% cd	56% d	51%	49%	54% c	56% c	47%	58% c
MOST NEGATIVE (1-2)	371	198	166	28	48	51	72	173	69	101	82	116	302	33	20	16
	9%	9%	8%	6%	6%	7%	10%	10% b	6%	8%	11% a	10% a	8%	9%	10%	13% a
MOST POSITIVE (9-10)	869	432	432	79	174	136	131	349	263	245	134	227	724	73	37	36
	20%	21%	20%	17%	24%	19%	18%	20%	24% bc	19%	17%	20%	20%	20%	18%	29% abc
Answered	4060	1973	2052	420	671	665	689	1615	1070	1247	723	1013	3403	346	195	116
Mean score	6.5	6.5	6.6	6.4	6.8 ade	6.5	6.5	6.5	6.8 cd	6.6	6.3	6.4	6.6 c	6.4	6.2	6.6
Standard deviation	2.45	2.51	2.37	2.24	2.39	2.39	2.47	2.52	2.32	2.36	2.50	2.59	2.42	2.49	2.51	2.81

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	251	196	55	47	199	38	207	17	24	15	38	125	115
	6%	5%	10% a	4%	7% a	3%	7% a	4%	4%	3%	3%	5%	7%
2	120	104	16	31	89	29	91	14	11	15	29	57	57
	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	2%	3%
3	163	138	25	49	112	46	116	18	23	20	46	87	75
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%
4	200	181	19	50	144	43	151	14	17	20	43	109	86
	5%	5%	3%	4%	5%	4%	5%	3%	3%	4%	4%	4%	5%
5	451	400	52	117	329	102	343	39	47	42	102	272	173
	10%	11%	9%	9%	11%	9%	11%	9%	8%	8%	9%	11%	10%
6	527	459	69	137	380	110	402	37	51	61	110	320	196
	12%	12%	12%	11%	13%	10%	13%	9%	9%	12%	10%	12%	12%
7	721	622	99	206	500	191	515	69	90	89	191	441	266
	17%	17%	17%	16%	17%	17%	17%	16%	16%	17%	17%	17%	16%
8	756	655	101	261	485	240	506	69	135	130	240	491	252
	17%	17%	18%	21% b	16%	21% b	16%	16%	24%	25% a	21%	19% b	15%
9	445	395	50	136	305	119	322	44	67	48	119	274	163
	10%	10%	9%	11%	10%	11%	10%	10%	12%	9%	11%	11%	10%
10 - Extremely well	425	360	65	145	266	141	270	68	72	60	141	254	166
	10%	10%	11%	12%	9%	12% b	9%	16%	13%	11%	12%	10%	10%
Don t know	278	260	18	79	191	71	197	32	34	24	71	130	134
	6%	7% b	3%	6%	6%	6%	6%	8%	6%	5%	6%	5%	8% a
NEGATIVE VIEW (1-4)	734	619	115	177	544	156	565	63	75	71	156	378	333
	17%	16%	20%	14%	18% a	14%	18% a	15%	13%	13%	14%	15%	20% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	979	858	120	253	709	212	745	76	98	103	212	592	369
	23%	23%	21%	20%	24%	19%	24% a	18%	17%	20%	19%	23%	22%
POSITIVE VIEW (7-10)	2347	2032	315	748	1557	692	1613	249	365	327	692	1459	847
	54%	54%	55%	60% b	52%	61% b	52%	59%	64%	62%	61%	57% b	50%
MOST NEGATIVE (1-2)	371	300	71	78	288	67	298	30	36	30	67	182	172
	9%	8%	13% a	6%	10% a	6%	10% a	7%	6%	6%	6%	7%	10% a
MOST POSITIVE (9-10)	869	755	115	281	572	261	592	112	140	108	261	527	329
	20%	20%	20%	22%	19%	23% b	19%	27%	24%	21%	23%	21%	20%
Answered	4060	3510	550	1179	2810	1060	2922	388	538	501	1060	2429	1549
Mean score	6.5	6.6	6.4	6.8 b	6.4	6.9 b	6.4	6.9	7.0	6.9	6.9	6.7 b	6.4
Standard deviation	2.45	2.41	2.66	2.33	2.48	2.33	2.48	2.49	2.35	2.24	2.33	2.34	2.56

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 221

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	251 6%	203 6%	170 6%	81 6%	48 6%	251 6%	130 4%	54 2%	51 2%	11 2%	152 4% bc	99 18% abcde	182 28% bc	42 4% c	26 1%
2	120 3%	92 3%	77 3%	44 3%	29 3%	120 3%	75 2%	40 2%	41 2%	10 2%	86 2%	35 6% abcde	68 11% bc	32 3% c	20 1%
3	163 4%	144 4%	122 4%	41 3%	20 2%	163 4%	115 3%	69 3%	81 4%	17 3%	132 3%	31 6% ab	72 11% bc	56 5% c	35 1%
4	200 5%	163 5%	139 5%	62 5%	37 4%	200 5%	158 4%	89 4%	85 4%	18 3%	169 4%	32 6%	43 7% c	78 7% c	79 3%
5	451 10%	363 10%	318 10%	134 10%	88 10%	451 10%	335 10%	186 8%	197 9%	41 7%	377 10%	74 14% abcd	69 11% c	195 18% ac	188 7%
6	527 12%	420 12%	359 12%	168 13%	107 13%	527 12%	459 13% f	277 12% f	273 13% f	56 10%	496 13% f	32 6%	44 7%	187 17% ac	296 11% a
7	721 17%	598 17%	507 17%	215 16%	123 14%	721 17%	656 19% f	402 18% f	410 19% f	107 18% f	690 18% f	31 6%	21 3%	190 18% a	510 19% a
8	756 17%	622 18%	559 18%	197 15%	133 16%	756 17%	697 20% f	478 21% f	475 22% f	123 21% f	728 19% f	28 5%	29 5%	103 10% a	624 24% ab
9	445 10%	360 10%	316 10%	129 10%	85 10%	445 10%	426 12% f	290 13% f	265 12% f	88 15% f	437 12% f	8 2%	5 1%	42 4% a	399 15% ab
10 - Extremely well	425 10%	342 10%	305 10%	120 9%	83 10%	425 10%	402 11% f	301 13% f	254 12% f	100 17% acef	415 11% f	10 2%	8 1%	29 3%	387 15% ab
Don t know	278 6%	179 5%	164 5%	114 9% ab	99 12% abe	278 6%	73 2%	60 3%	34 2%	11 2%	111 3% c	167 31% abcde	100 16% c	124 12% c	54 2%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	734	601	508	227	134	734	477	252	257	55	538	197	365	208	161
	17%	17%	17%	17%	16%	17%	14%	11%	12%	9%	14%	36%	57%	19%	6%
											bd	abcde	bc	c	
NEUTRAL (5-6)	979	783	677	302	195	979	794	463	471	97	873	105	113	381	484
	23%	22%	22%	23%	23%	23%	23%	21%	22%	17%	23%	19%	18%	35%	18%
							d				d			ac	
POSITIVE VIEW (7-10)	2347	1922	1686	661	424	2347	2181	1471	1403	418	2270	77	64	363	1920
	54%	55%	56%	51%	50%	54%	62%	65%	65%	72%	60%	14%	10%	34%	73%
			cd				f	ef	ef	abcef	f			a	ab
MOST NEGATIVE (1-2)	371	294	247	124	77	371	204	94	91	21	237	134	250	74	47
	9%	8%	8%	10%	9%	9%	6%	4%	4%	4%	6%	24%	39%	7%	2%
											bc	abcde	bc	c	
MOST POSITIVE (9-10)	869	701	621	249	168	869	828	590	518	188	851	18	13	71	786
	20%	20%	20%	19%	20%	20%	23%	26%	24%	32%	22%	3%	2%	7%	30%
							f	ef	f	abcef	f			a	ab
Answered	4060	3306	2871	1189	753	4060	3452	2186	2130	571	3681	379	542	953	2565
Mean score	6.5	6.5	6.6	6.4	6.5	6.5	6.9	7.1	7.0	7.4	6.8	4.1	3.4	5.8	7.5
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.45	2.44	2.43	2.48	2.47	2.45	2.26	2.16	2.14	2.12	2.29	2.59	2.39	2.04	1.86

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	323 7%	180 9% b	135 6%	19 4%	43 6%	42 6%	70 10% a	148 9% a	58 5%	91 7%	72 9% a	98 9% a	260 7%	30 8%	20 10%	12 10%
2	128 3%	69 3%	59 3%	16 3%	11 2%	24 3%	19 3%	58 3%	28 2%	38 3%	24 3%	38 3%	99 3%	12 3%	11 5% a	7 5% a
3	197 5%	105 5%	91 4%	24 5%	29 4%	39 5%	22 3%	83 5%	38 3%	53 4%	37 5%	69 6% a	152 4%	24 7%	11 6%	9 8% a
4	229 5%	111 5%	114 5%	31 7%	31 4%	42 6%	35 5%	90 5%	44 4%	74 6%	47 6%	65 6%	190 5%	19 5%	15 8%	5 4%
5	466 11%	212 10%	253 11%	59 13%	72 10%	79 11%	88 12%	167 10%	120 11%	148 11%	81 10%	116 10%	375 10%	41 11%	39 19% abd	10 9%
6	532 12%	263 13%	263 12%	79 17% bc	79 11%	77 11%	84 12%	215 13%	133 12%	179 14%	99 13%	121 11%	471 13% d	35 10%	19 9%	8 6%
7	711 16%	333 16%	370 17%	74 16%	116 16%	116 16%	134 19%	271 16%	188 17%	233 18%	126 16%	162 15%	612 17% d	60 16%	27 13%	13 11%
8	722 17%	341 16%	376 17%	61 13%	155 21% ace	108 15%	126 17%	273 16%	232 21% cd	215 16%	113 15%	162 14%	612 17% c	67 18% c	22 11%	21 17% c
9	409 9%	197 9%	211 10%	21 5%	73 10% a	73 10% a	66 9%	176 10% a	126 11%	116 9%	75 10%	92 8%	344 9%	32 9%	16 8%	17 14% ac
10 - Extremely well	372 9%	177 8%	194 9%	37 8%	78 11%	68 10%	49 7%	140 8%	112 10%	105 8%	50 6%	106 9%	316 9%	25 7%	15 8%	15 13% b
Don t know	249 6%	95 5%	149 7% a	34 7%	51 7%	40 6%	32 4%	93 5%	39 3%	69 5%	50 6% a	89 8% a	218 6%	18 5%	8 4%	4 4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	877	466	398	90	115	147	146	379	168	256	180	269	701	86	57	33
	20%	22%	18%	20%	16%	21%	20%	22%	15%	19%	23%	24%	19%	24%	28%	27%
		b						b			a	a			a	a
NEUTRAL (5-6)	998	475	516	138	150	156	172	382	253	327	179	237	845	76	58	18
	23%	23%	23%	30%	20%	22%	24%	22%	23%	25%	23%	21%	23%	21%	28%	15%
				bce									d		bd	
POSITIVE VIEW (7-10)	2214	1048	1151	193	422	365	375	860	657	669	364	521	1884	184	80	66
	51%	50%	52%	42%	57%	52%	52%	50%	59%	51%	47%	47%	52%	51%	39%	55%
					ae	a	a	a	bcd				c	c		c
MOST NEGATIVE (1-2)	451	250	194	35	55	67	89	206	86	130	96	136	360	42	31	19
	10%	12%	9%	8%	7%	9%	12%	12%	8%	10%	12%	12%	10%	12%	15%	15%
		b					b	b			a	a			a	a
MOST POSITIVE (9-10)	781	374	405	58	151	141	115	316	237	221	126	197	660	57	31	32
	18%	18%	18%	13%	20%	20%	16%	18%	21%	17%	16%	18%	18%	16%	15%	27%
					a	a		a								abc
Answered	4089	1989	2065	421	687	667	692	1621	1078	1253	724	1028	3430	346	196	117
Mean score	6.3	6.2	6.4	6.1	6.7	6.4	6.2	6.2	6.7	6.3	6.1	6.1	6.4	6.1	5.7	6.3
			a		ade				bcd				c	c		c
Standard deviation	2.53	2.60	2.45	2.30	2.42	2.53	2.54	2.61	2.37	2.45	2.59	2.68	2.50	2.58	2.64	2.95

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	323 7%	261 7%	62 11% a	60 5%	258 9% a	49 4%	269 9% a	12 3%	30 5%	24 5%	49 4%	155 6%	157 9% a
2	128 3%	111 3%	17 3%	32 3%	95 3%	28 2%	97 3%	9 2%	6 1%	19 4% b	28 2%	64 2%	58 3%
3	197 5%	168 4%	29 5%	50 4%	147 5%	45 4%	152 5%	21 5%	19 3%	16 3%	45 4%	100 4%	93 6%
4	229 5%	195 5%	34 6%	52 4%	171 6%	44 4%	178 6%	14 3%	23 4%	22 4%	44 4%	126 5%	96 6%
5	466 11%	402 11%	64 11%	132 10%	325 11%	114 10%	341 11%	39 9%	53 9%	60 11%	114 10%	298 12%	160 9%
6	532 12%	459 12%	73 13%	138 11%	383 13%	120 11%	401 13%	47 11%	56 10%	58 11%	120 11%	318 12%	204 12%
7	711 16%	623 17%	88 16%	195 16%	500 17%	177 16%	516 17%	49 12%	104 18%	91 17%	177 16%	454 18%	244 14%
8	722 17%	642 17%	80 14%	248 20% b	461 15%	228 20% b	481 15%	87 21%	120 21%	105 20%	228 20%	452 18%	256 15%
9	409 9%	363 10%	46 8%	141 11%	264 9%	131 12%	274 9%	56 13%	67 12%	46 9%	131 12%	261 10%	138 8%
10 - Extremely well	372 9%	314 8%	58 10%	136 11% b	227 8%	132 12% b	231 7%	58 14%	69 12%	61 12%	132 12%	226 9%	146 9%
Don t know	249 6%	231 6% b	18 3%	72 6%	169 6%	63 6%	177 6%	31 7%	26 5%	24 5%	63 6%	107 4%	132 8% a
NEGATIVE VIEW (1-4)	877 20%	735 20%	141 25% a	194 15%	671 22% a	166 15%	697 22% a	55 13%	77 14%	81 15%	166 15%	444 17%	404 24% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 222

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	998	860	137	270	708	234	743	86	108	117	234	616	364
	23%	23%	24%	22%	24%	21%	24%	20%	19%	22%	21%	24%	22%
POSITIVE VIEW (7-10)	2214	1943	272	721	1452	669	1503	249	360	303	669	1393	784
	51%	52%	48%	57% b	48%	59% b	48%	59%	63%	58%	59%	54% b	47%
MOST NEGATIVE (1-2)	451	372	79	92	353	76	367	21	35	44	76	218	215
	10%	10%	14% a	7%	12% a	7%	12% a	5%	6%	8%	7%	9%	13% a
MOST POSITIVE (9-10)	781	677	104	277	491	263	505	113	136	107	263	486	284
	18%	18%	18%	22% b	16%	23% b	16%	27%	24%	20%	23%	19%	17%
Answered	4089	3539	550	1185	2832	1068	2943	390	546	501	1068	2453	1552
Mean score	6.3	6.3	6.0	6.7 b	6.1	6.8 b	6.1	7.0	6.9	6.7	6.8	6.5 b	6.1
Standard deviation	2.53	2.50	2.70	2.40	2.56	2.38	2.56	2.34	2.34	2.40	2.38	2.41	2.67

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 222

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	323 7%	240 7%	203 7%	121 9% b	83 10% b	323 7%	160 5%	71 3%	67 3%	12 2%	199 5% bcd	124 23% abcde	235 37% bc	56 5% c	32 1%
2	128 3%	106 3%	95 3%	33 3%	22 3%	128 3%	71 2%	46 2%	42 2%	11 2%	84 2%	44 8% abcde	72 11% bc	40 4% c	17 1%
3	197 5%	158 5%	142 5%	54 4%	38 5%	197 5%	149 4%	81 4%	94 4%	15 3%	163 4%	34 6% d	76 12% bc	70 7% c	50 2%
4	229 5%	189 5%	168 6%	61 5%	40 5%	229 5%	178 5%	107 5%	99 5%	21 4%	194 5%	35 6%	40 6% c	97 9% c	92 4%
5	466 11%	369 11%	319 10%	147 11%	96 11%	466 11%	362 10%	187 8%	198 9%	38 7%	392 10%	73 13% bcd	68 11%	192 18% ac	206 8%
6	532 12%	439 13%	383 13%	149 11%	93 11%	532 12%	455 13% f	278 12% f	281 13% f	71 12% f	494 13% f	38 7%	28 4%	186 17% ac	318 12% a
7	711 16%	592 17%	494 16%	217 17%	119 14%	711 16%	655 19% f	401 18% f	440 20% f	95 16% f	693 18% f	18 3%	26 4%	179 17% a	507 19% a
8	722 17%	597 17%	525 17%	196 15%	125 15%	722 17%	677 19% f	452 20% f	435 20% f	134 23% f	701 18% f	21 4%	18 3%	91 8% a	614 23% ab
9	409 9%	334 10%	294 10%	115 9%	76 9%	409 9%	392 11% f	297 13% ef	253 12% f	81 14% f	403 11% f	6 1%	4 1%	22 2%	383 15% ab
10 - Extremely well	372 9%	298 9%	264 9%	108 8%	74 9%	372 9%	350 10% f	269 12% ef	218 10% f	91 16% acef	363 10% f	9 2%	7 1%	24 2%	341 13% ab
Don t know	249 6%	164 5%	149 5%	100 8% ab	85 10% abe	249 6%	76 2%	57 3%	37 2%	13 2%	105 3%	144 26% abcde	68 11% c	121 11% c	60 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	877	694	607	270	183	877	557	305	302	58	640	237	423	263	191
	20%	20%	20%	21%	21%	20%	16%	14%	14%	10%	17%	43%	66%	24%	7%
							d				bcd	abcde	bc	c	
NEUTRAL (5-6)	998	808	702	296	189	998	817	465	479	110	887	111	96	378	523
	23%	23%	23%	23%	22%	23%	23%	21%	22%	19%	23%	20%	15%	35%	20%
														ac	a
POSITIVE VIEW (7-10)	2214	1820	1577	637	395	2214	2074	1419	1346	401	2160	54	55	315	1844
	51%	52%	52%	49%	46%	51%	59%	63%	62%	69%	57%	10%	9%	29%	70%
		d					f	aef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	451	346	297	154	105	451	231	118	109	23	282	169	307	96	49
	10%	10%	10%	12%	12%	10%	7%	5%	5%	4%	7%	31%	48%	9%	2%
											bcd	abcde	bc	c	
MOST POSITIVE (9-10)	781	631	558	223	150	781	742	566	471	172	766	15	12	46	724
	18%	18%	18%	17%	18%	18%	21%	25%	22%	29%	20%	3%	2%	4%	28%
							f	aef	f	acef	f				ab
Answered	4089	3322	2886	1203	767	4089	3449	2189	2128	569	3687	402	575	956	2559
Mean score	6.3	6.3	6.4	6.2	6.1	6.3	6.7	7.0	6.8	7.3	6.6	3.7	3.0	5.5	7.4
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.53	2.49	2.49	2.61	2.68	2.53	2.31	2.25	2.20	2.13	2.36	2.49	2.27	2.07	1.90

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	293 7%	159 8%	130 6%	17 4%	40 5%	39 5%	67 9% a	131 8% a	53 5%	81 6%	56 7%	101 9% a	236 6%	29 8%	17 8%	12 10%
2	122 3%	62 3%	57 3%	18 4%	15 2%	20 3%	19 3%	50 3%	25 2%	39 3%	18 2%	40 4%	98 3%	8 2%	12 6% ab	3 2%
3	148 3%	85 4%	62 3%	17 4%	24 3%	29 4%	20 3%	58 3%	34 3%	42 3%	28 4%	45 4%	112 3%	18 5%	12 6% a	7 6% a
4	219 5%	116 6%	100 5%	31 7%	44 6%	33 5%	40 5%	71 4%	53 5%	58 4%	51 7%	57 5%	193 5%	12 3%	10 5%	4 3%
5	409 9%	190 9%	216 10%	69 15% bde	69 9%	71 10%	58 8%	142 8%	79 7%	131 10%	78 10%	121 11% a	339 9%	35 9%	25 12%	11 9%
6	498 11%	236 11%	258 12%	75 16% be	73 10%	95 13%	86 12%	169 10%	131 12%	154 12%	110 14% d	101 9%	435 12% d	35 10%	21 10%	7 6%
7	714 16%	327 16%	381 17%	62 14%	112 15%	130 18%	130 18%	280 16%	181 16%	250 19%	116 15%	166 15%	608 17%	61 17%	30 15%	15 13%
8	787 18%	384 18%	398 18%	60 13%	138 19%	119 17%	151 21% a	318 19%	229 21%	243 18%	136 18%	178 16%	654 18%	75 21%	35 17%	23 19%
9	489 11%	236 11%	250 11%	38 8%	88 12%	64 9%	60 8%	239 14% acd	159 14% bd	135 10%	85 11%	110 10%	415 11%	40 11%	18 9%	16 13%
10 - Extremely well	449 10%	215 10%	232 10%	38 8%	87 12%	73 10%	64 9%	187 11%	147 13% c	136 10%	54 7%	112 10%	375 10%	38 10%	18 9%	18 15% ac
Don t know	208 5%	75 4%	130 6% a	31 7%	46 6%	34 5%	29 4%	68 4%	26 2%	53 4%	41 5% a	86 8% ab	183 5%	15 4%	6 3%	4 4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	782	421	349	82	123	121	146	309	164	220	152	243	639	66	51	26
	18%	20% b	16%	18%	17%	17%	20%	18%	15%	17%	20%	22% ab	18%	18%	25% a	21%
NEUTRAL (5-6)	908	426	474	143	142	166	145	311	210	285	189	222	774	69	46	18
	21%	20%	21%	31% bcde	19%	23% e	20%	18%	19%	22%	24% a	20%	21% d	19%	23% d	15%
POSITIVE VIEW (7-10)	2440	1162	1261	199	426	386	405	1024	716	764	392	566	2052	214	101	73
	56%	56%	57%	44%	58% a	55% a	56% a	60% a	64% bcd	58% cd	51%	51%	56% c	59% c	50%	60% c
MOST NEGATIVE (1-2)	415	220	187	35	55	58	86	181	78	120	73	141	335	37	29	15
	10%	11%	8%	8%	7%	8%	12%	11%	7%	9%	9%	13% a	9%	10%	14% a	12%
MOST POSITIVE (9-10)	938	451	482	76	175	137	124	426	306	270	140	222	790	78	36	35
	22%	22%	22%	17%	24% ad	19%	17%	25% acd	27% bcd	20%	18%	20%	22%	21%	18%	28% ac
Answered	4129	2009	2084	425	691	673	695	1645	1091	1269	732	1031	3465	349	198	117
Mean score	6.6	6.5	6.7	6.3	6.7 a	6.5	6.4	6.6 a	7.0 bcd	6.6 d	6.3	6.3	6.6 c	6.6 c	6.1	6.6 c
Standard deviation	2.51	2.58	2.44	2.32	2.46	2.41	2.57	2.59	2.38	2.44	2.46	2.70	2.48	2.57	2.67	2.84

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	293 7%	234 6%	60 10% a	52 4%	238 8% a	44 4%	245 8% a	11 3%	28 5%	20 4%	44 4%	138 5%	146 9% a
2	122 3%	108 3%	13 2%	34 3%	84 3%	27 2%	90 3%	10 2%	11 2%	14 3%	27 2%	58 2%	60 4%
3	148 3%	129 3%	19 3%	40 3%	108 4%	31 3%	116 4%	11 3%	11 2%	13 3%	31 3%	82 3%	64 4%
4	219 5%	193 5%	26 5%	56 4%	154 5%	47 4%	160 5%	22 5%	25 4%	18 4%	47 4%	132 5%	82 5%
5	409 9%	361 10%	49 9%	112 9%	294 10%	91 8%	313 10%	38 9%	37 7%	39 7%	91 8%	231 9%	169 10%
6	498 11%	438 12%	60 11%	136 11%	355 12%	124 11%	367 12%	36 9%	57 10%	66 13%	124 11%	336 13% b	154 9%
7	714 16%	626 17%	89 16%	204 16%	497 17%	195 17%	506 16%	60 14%	110 19%	99 19%	195 17%	459 18% b	241 14%
8	787 18%	665 18%	123 22%	256 20%	515 17%	230 20%	540 17%	72 17%	122 21%	124 24%	230 20%	487 19%	282 17%
9	489 11%	442 12%	47 8%	140 11%	343 11%	129 11%	354 11%	55 13%	64 11%	45 9%	129 11%	269 11%	212 13%
10 - Extremely well	449 10%	381 10%	68 12%	158 13% b	284 9%	150 13% b	292 9%	73 17%	77 13%	62 12%	150 13%	271 11%	174 10%
Don t know	208 5%	193 5%	16 3%	71 6%	129 4%	63 6%	136 4%	32 8%	30 5%	24 5%	63 6%	98 4%	99 6% a
NEGATIVE VIEW (1-4)	782 18%	665 18%	118 21%	181 14%	583 19% a	149 13%	612 20% a	55 13%	75 13%	66 13%	149 13%	410 16%	352 21% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	908	798	109	248	649	215	680	74	95	105	215	567	323
	21%	21%	19%	20%	22%	19%	22%	18%	17%	20%	19%	22%	19%
POSITIVE VIEW (7-10)	2440	2114	326	758	1639	704	1692	260	373	331	704	1485	910
	56%	56%	57%	60% b	55%	62% b	54%	62%	65%	63%	62%	58%	54%
MOST NEGATIVE (1-2)	415	342	73	85	321	71	335	21	39	34	71	196	206
	10%	9%	13% a	7%	11% a	6%	11% a	5%	7%	6%	6%	8%	12% a
MOST POSITIVE (9-10)	938	824	114	299	627	280	646	128	141	107	280	540	387
	22%	22%	20%	24%	21%	25%	21%	30% c	25%	20%	25%	21%	23%
Answered	4129	3577	552	1186	2871	1068	2983	389	543	501	1068	2462	1585
Mean score	6.6	6.6	6.4	6.9 b	6.4	7.0 b	6.4	7.2	7.0	6.9	7.0	6.7 b	6.4
Standard deviation	2.51	2.48	2.70	2.37	2.56	2.33	2.56	2.36	2.33	2.25	2.33	2.38	2.69

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 223

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	293 7%	211 6%	183 6%	110 8% ab	82 10% ab	293 7%	117 3%	58 3%	51 2%	9 2%	159 4% bcd	134 25% abcde	227 35% bc	48 4% c	19 1%
2	122 3%	99 3%	81 3%	40 3%	23 3%	122 3%	65 2%	39 2%	33 2%	3 *%	76 2%	46 8% abcde	72 11% bc	37 3% c	12 *%
3	148 3%	125 4%	112 4%	36 3%	23 3%	148 3%	91 3%	56 2%	56 3%	9 2%	108 3%	41 7% abcde	81 13% bc	46 4% c	22 1%
4	219 5%	187 5%	169 6%	50 4%	32 4%	219 5%	158 4%	88 4%	98 5%	20 3%	170 4%	49 9% abcde	69 11% c	85 8% c	65 2%
5	409 9%	331 9%	291 10%	119 9%	78 9%	409 9%	313 9%	169 8%	178 8%	31 5%	357 9% d	53 10%	57 9% c	225 21% ac	128 5%
6	498 11%	415 12%	364 12%	134 10%	83 10%	498 11%	428 12% f	249 11% f	270 12% f	51 9%	461 12% f	37 7%	19 3%	203 19% ac	276 11% a
7	714 16%	590 17%	508 17%	206 16%	125 15%	714 16%	659 19% f	414 18% f	416 19% f	99 17% f	694 18% f	21 4%	21 3%	158 15% a	535 20% ab
8	787 18%	636 18%	550 18%	237 18%	151 18%	787 18%	743 21% f	473 21% f	477 22% f	139 24% f	769 20% f	18 3%	18 3%	112 10% a	657 25% ab
9	489 11%	386 11%	324 11%	165 13%	103 12%	489 11%	467 13% f	344 15% ef	295 14% f	98 17% f	480 13% f	9 2%	9 1%	29 3%	451 17% ab
10 - Extremely well	449 10%	370 11%	323 11%	126 10%	79 9%	449 10%	431 12% f	317 14% f	278 13% f	121 21% abcef	446 12% f	3 1%	6 1%	27 2%	416 16% ab
Don t know	208 5%	135 4%	129 4%	80 6% a	74 9% abe	208 5%	52 1% c	40 2% c	13 1%	2 *%	74 2% c	135 25% abcde	64 10% c	107 10% c	37 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 223

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	782	622	546	236	160	782	432	240	238	41	512	270	449	216	117
	18%	18%	18%	18%	19%	18%	12% d	11%	11%	7%	14% bd	49% abcde	70% bc	20% c	4%
NEUTRAL (5-6)	908	746	655	253	161	908	741	419	448	83	817	90	75	428	404
	21%	21%	22%	19%	19%	21%	21% d	19%	21% d	14%	22% d	17%	12%	40% ac	15%
POSITIVE VIEW (7-10)	2440	1982	1705	734	457	2440	2300	1547	1466	457	2388	51	54	325	2060
	56%	57%	56%	56%	54%	56%	65% f	69% aef	68% ef	78% abcef	63% f	9%	8%	30% a	79% ab
MOST NEGATIVE (1-2)	415	310	264	151	104	415	183	97	84	12	235	180	299	85	31
	10%	9%	9%	12% b	12% ab	10%	5% d	4%	4%	2%	6% bcd	33% abcde	46% bc	8% c	1%
MOST POSITIVE (9-10)	938	757	647	291	181	938	898	661	573	219	926	12	15	56	867
	22%	22%	21%	22%	21%	22%	25% f	29% aef	26% f	38% abcef	24% f	2%	2%	5% a	33% ab
Answered	4129	3351	2906	1223	778	4129	3473	2206	2151	580	3718	411	579	970	2581
Mean score	6.6	6.6	6.6	6.5	6.4	6.6	7.0 f	7.2 aef	7.1 ef	7.7 abcef	6.9 f	3.5	3.0	5.6 a	7.7 ab
Standard deviation	2.51	2.47	2.47	2.62	2.68	2.51	2.21	2.16	2.11	1.95	2.29	2.39	2.23	2.02	1.72

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1 - Not at all well	199	102	92	13	22	31	52	81	33	51	43	68	159	19	12	9
	5%	5%	4%	3%	3%	4%	7% ab	5%	3%	4%	6% a	6% a	4%	5%	6%	7% a
2	99	57	39	9	10	17	21	43	32	25	17	25	77	10	7	5
	2%	3%	2%	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%	3%	4%	4%
3	116	60	56	7	18	23	16	53	29	31	20	36	87	14	8	7
	3%	3%	3%	1%	2%	3%	2%	3%	3%	2%	3%	3%	2%	4%	4%	5% a
4	160	88	65	22	24	35	27	52	34	50	29	47	124	18	13	5
	4%	4%	3%	5%	3%	5%	4%	3%	3%	4%	4%	4%	3%	5%	7% a	4%
5	442	206	234	65	65	80	67	165	97	141	89	113	362	42	28	10
	10%	10%	11%	14% b	9%	11%	9%	10%	9%	11%	12%	10%	10%	12%	14%	9%
6	547	246	300	81	97	100	91	177	134	178	100	135	473	40	23	10
	13%	12%	14%	18% e	13%	14%	13%	10%	12%	13%	13%	12%	13%	11%	12%	8%
7	775	374	393	99	127	116	125	308	185	265	141	184	661	59	37	18
	18%	18%	18%	22%	17%	16%	17%	18%	17%	20%	18%	16%	18%	16%	18%	15%
8	799	378	417	68	127	121	152	331	222	253	141	180	682	66	29	22
	18%	18%	19%	15%	17%	17%	21%	19%	20%	19%	18%	16%	19%	18%	14%	18%
9	434	229	202	19	83	74	70	187	142	125	69	99	371	37	12	13
	10%	11%	9%	4%	11% a	10% a	10% a	11% a	13% d	9%	9%	9%	10% c	10%	6%	11%
10 - Extremely well	416	202	211	32	95	64	57	168	144	109	53	109	349	32	19	16
	10%	10%	10%	7%	13% ad	9%	8%	10%	13% bc	8%	7%	10%	10%	9%	9%	13%
Don t know	351	143	205	42	69	45	47	149	63	92	71	122	303	28	14	6
	8%	7%	9% a	9%	9%	6%	6%	9%	6%	7%	9% a	11% ab	8%	8%	7%	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEGATIVE VIEW (1-4)	574	307	251	50	74	106	115	228	128	157	109	175	447	61	40	26
	13%	15% b	11%	11%	10%	15% b	16% b	13%	12%	12%	14%	16% a	12%	17% a	20% a	21% a
NEUTRAL (5-6)	989	452	534	146	162	180	158	342	232	319	189	248	835	82	52	21
	23%	22%	24%	32% bde	22%	26% e	22%	20%	21%	24%	24%	22%	23% d	22%	25% d	17%
POSITIVE VIEW (7-10)	2424	1183	1223	217	432	376	404	994	693	753	404	572	2064	193	97	69
	56%	57%	55%	48%	59% a	53%	56%	58% a	62% cd	57%	52%	51%	57% c	53%	48%	57% c
MOST NEGATIVE (1-2)	298	159	130	22	32	48	72	124	65	76	61	93	236	29	19	14
	7%	8%	6%	5%	4%	7%	10% ab	7%	6%	6%	8%	8%	6%	8%	9%	12% a
MOST POSITIVE (9-10)	850	431	413	51	179	138	127	355	286	234	122	208	720	69	31	29
	20%	21%	19%	11%	24% ad	20% a	18% a	21% a	26% bcd	18%	16%	19%	20%	19%	15%	24% c
Answered	3986	1941	2009	413	668	662	678	1565	1053	1229	702	995	3346	336	189	115
Mean score	6.7	6.7	6.8	6.5	7.0 acd	6.6	6.5	6.8	7.0 bcd	6.7	6.5	6.5	6.8 c	6.5	6.2	6.5
Standard deviation	2.31	2.36	2.23	1.99	2.20	2.31	2.44	2.35	2.26	2.17	2.31	2.45	2.27	2.41	2.44	2.72

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1 - Not at all well	199	157	42	38	156	33	161	8	21	16	33	103	89
	5%	4%	7% a	3%	5% a	3%	5% a	2%	4%	3%	3%	4%	5%
2	99	82	17	22	77	18	80	4	9	10	18	51	45
	2%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%	2%	3%
3	116	100	15	33	81	32	82	12	15	12	32	65	48
	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%
4	160	133	27	43	116	36	122	14	19	14	36	93	61
	4%	4%	5%	3%	4%	3%	4%	3%	3%	3%	3%	4%	4%
5	442	386	57	115	318	99	332	40	42	40	99	246	186
	10%	10%	10%	9%	11%	9%	11%	10%	7%	8%	9%	10%	11%
6	547	482	64	153	380	132	399	38	68	69	132	360	178
	13%	13%	11%	12%	13%	12%	13%	9%	12%	13%	12%	14% b	11%
7	775	665	111	238	519	207	550	68	108	104	207	470	291
	18%	18%	19%	19%	17%	18%	18%	16%	19%	20%	18%	18%	17%
8	799	708	91	233	558	216	574	84	115	101	216	501	286
	18%	19%	16%	19%	19%	19%	18%	20%	20%	19%	19%	20%	17%
9	434	387	47	136	290	132	294	51	71	59	132	276	147
	10%	10%	8%	11%	10%	12%	9%	12%	12%	11%	12%	11%	9%
10 - Extremely well	416	360	55	146	260	137	269	62	65	61	137	239	170
	10%	10%	10%	12% b	9%	12% b	9%	15%	11%	12%	12%	9%	10%
Don t know	351	310	42	100	247	90	256	38	39	40	90	154	183
	8%	8%	7%	8%	8%	8%	8%	9%	7%	8%	8%	6%	11% a
NEGATIVE VIEW (1-4)	574	472	101	136	429	119	445	38	63	52	119	313	243
	13%	13%	18% a	11%	14% a	10%	14% a	9%	11%	10%	10%	12%	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
NEUTRAL (5-6)	989	868	121	268	698	231	731	78	111	109	231	606	364
	23%	23%	21%	21%	23%	20%	23%	19%	19%	21%	20%	24%	22%
POSITIVE VIEW (7-10)	2424	2120	304	754	1627	692	1688	265	359	325	692	1486	893
	56%	56%	54%	60%	54%	61%	54%	63%	63%	62%	61%	58%	53%
				b		b						b	
MOST NEGATIVE (1-2)	298	239	59	60	232	51	241	12	29	26	51	154	134
	7%	6%	10%	5%	8%	5%	8%	3%	5%	5%	5%	6%	8%
			a		a		a						
MOST POSITIVE (9-10)	850	748	102	283	550	269	563	113	136	119	269	515	316
	20%	20%	18%	22%	18%	24%	18%	27%	24%	23%	24%	20%	19%
				b		b							
Answered	3986	3460	526	1158	2754	1041	2864	382	533	485	1041	2405	1501
Mean score	6.7	6.8	6.4	7.0	6.6	7.0	6.6	7.2	7.0	7.0	7.0	6.8	6.6
		b		b		b							
Standard deviation	2.31	2.27	2.51	2.19	2.34	2.19	2.34	2.13	2.21	2.16	2.19	2.22	2.41

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1 - Not at all well	199 5%	152 4%	131 4%	68 5%	47 5%	199 5%	88 2% c	35 2%	29 1%	5 1%	103 3% bc	95 17% abcde	163 25% bc	18 2%	17 1%
2	99 2%	85 2%	71 2%	28 2%	15 2%	99 2%	59 2%	32 1%	31 1%	4 1%	74 2%	26 5% abcde	58 9% bc	29 3% c	13 *%
3	116 3%	92 3%	85 3%	31 2%	24 3%	116 3%	73 2%	55 2%	44 2%	14 2%	86 2%	30 6% abce	59 9% bc	36 3% c	20 1%
4	160 4%	140 4%	122 4%	37 3%	20 2%	160 4%	112 3%	64 3%	65 3%	17 3%	125 3%	34 6% abce	55 9% c	65 6% c	40 2%
5	442 10%	362 10%	317 10%	125 10%	80 9%	442 10%	331 9% bd	159 7%	187 9% d	28 5%	365 10% bd	78 14% abcde	96 15% c	204 19% c	143 5%
6	547 13%	470 13% cd	418 14% cd	129 10%	77 9%	547 13%	466 13% f	281 12% f	319 15% f	72 12%	505 13% f	42 8%	42 6%	213 20% ac	292 11% a
7	775 18%	641 18%	540 18%	235 18%	135 16%	775 18%	715 20% f	440 20% f	445 21% f	106 18% f	741 20% f	34 6%	31 5%	179 17% a	565 22% ab
8	799 18%	626 18%	542 18%	257 20%	173 20%	799 18%	744 21% f	502 22% f	464 21% f	123 21% f	777 21% f	22 4%	23 4%	100 9% a	676 26% ab
9	434 10%	351 10%	307 10%	127 10%	83 10%	434 10%	404 11% f	295 13% f	265 12% f	91 16% aef	423 11% f	11 2%	8 1%	47 4% a	379 14% ab
10 - Extremely well	416 10%	336 10%	298 10%	117 9%	80 9%	416 10%	395 11% f	297 13% ef	248 11% f	106 18% abcef	408 11% f	8 1%	5 1%	26 2%	384 15% ab
Don t know	351 8%	233 7%	203 7%	149 11% abe	118 14% abe	351 8%	140 4%	87 4%	66 3%	17 3%	185 5% c	166 30% abcde	104 16% c	159 15% c	88 3%

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NEGATIVE VIEW (1-4)	574	468	409	164	105	574	332	186	169	39	388	185	335	148	91
	13%	13%	13%	13%	12%	13%	9%	8%	8%	7%	10%	34%	52%	14%	3%
											c	abcde	bc	c	
NEUTRAL (5-6)	989	832	735	254	158	989	796	440	506	100	869	120	137	417	435
	23%	24%	24%	19%	18%	23%	23%	20%	23%	17%	23%	22%	21%	39%	17%
		cd	cd				d		bd		bd		c	ac	
POSITIVE VIEW (7-10)	2424	1953	1688	736	470	2424	2257	1533	1422	426	2349	75	66	352	2005
	56%	56%	56%	56%	55%	56%	64%	68%	66%	73%	62%	14%	10%	33%	77%
							f	aef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)	298	236	202	96	62	298	147	67	60	9	177	121	221	47	30
	7%	7%	7%	7%	7%	7%	4%	3%	3%	2%	5%	22%	34%	4%	1%
							d				bcd	abcde	bc	c	
MOST POSITIVE (9-10)	850	687	605	244	163	850	798	592	513	197	831	19	13	73	764
	20%	20%	20%	19%	19%	20%	23%	26%	24%	34%	22%	3%	2%	7%	29%
							f	aef	f	abcef	f			a	ab
Answered	3986	3253	2832	1154	733	3986	3385	2159	2098	565	3607	380	539	917	2531
Mean score	6.7	6.7	6.7	6.7	6.8	6.7	7.0	7.3	7.2	7.6	7.0	4.2	3.6	6.0	7.6
							f	aef	ef	abcef	f			a	ab
Standard deviation	2.31	2.29	2.29	2.35	2.39	2.31	2.07	2.00	1.94	1.91	2.12	2.53	2.34	1.84	1.67

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	451	241	209	35	93	81	54	187	171	125	58	97	382	34	24	12
	10%	12%	9%	8%	13% d	11%	7%	11%	15% bcd	9%	8%	9%	10%	9%	12%	9%
A little better than others	1112	562	539	98	191	162	194	467	355	358	174	224	958	76	53	24
	26%	27%	24%	21%	26%	23%	27%	27%	32% cd	27% d	23%	20%	26% d	21%	26%	20%
About the same as others	1759	814	932	213	285	303	281	676	384	549	346	476	1441	180	84	54
	41%	39%	42%	47% e	39%	43%	39%	39%	34%	42% a	45% a	43% a	39%	49% a	41%	45%
A little worse than others	455	204	246	50	71	67	83	183	104	145	91	115	382	33	22	18
	10%	10%	11%	11%	10%	10%	12%	11%	9%	11%	12%	10%	10%	9%	11%	15% ab
Much worse than others	305	164	137	23	34	49	77	122	71	70	61	99	257	27	12	8
	7%	8%	6%	5%	5%	7%	11% ab	7%	6%	5%	8%	9% b	7%	7%	6%	7%
Don t know	257	99	151	36	63	44	35	78	32	74	42	105	229	14	8	5
	6%	5%	7% a	8%	9% e	6%	5%	5%	3%	6% a	5% a	9% abc	6%	4%	4%	4%
BETTER THAN OTHERS	1563	804	748	133	284	243	248	654	526	483	232	321	1340	110	77	35
	36%	39% b	34%	29%	39% a	34%	34%	38% a	47% bcd	37% cd	30%	29%	37% bd	30%	38% d	29%
WORSE THAN OTHERS	760	368	382	74	105	117	160	305	175	215	152	214	639	60	35	27
	18%	18%	17%	16%	14%	17%	22% b	18%	16%	16%	20%	19%	18%	16%	17%	22%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	451	393	58	167	278	160	285	68	76	65	160	278	167
	10%	10%	10%	13%	9%	14%	9%	16%	13%	12%	14%	11%	10%
				b		b							
A little better than others	1112	974	138	326	766	299	793	106	160	141	299	682	414
	26%	26%	24%	26%	26%	26%	25%	25%	28%	27%	26%	27%	25%
About the same as others	1759	1518	241	484	1253	435	1300	146	231	215	435	1041	684
	41%	40%	42%	39%	42%	38%	42%	35%	40%	41%	38%	41%	41%
A little worse than others	455	401	54	139	306	117	325	46	47	65	117	278	166
	10%	11%	9%	11%	10%	10%	10%	11%	8%	12%	10%	11%	10%
Much worse than others	305	248	57	64	231	57	238	20	27	21	57	163	128
	7%	7%	10%	5%	8%	5%	8%	5%	5%	4%	5%	6%	8%
			a		a		a						
Don t know	257	236	21	77	165	63	178	35	31	19	63	118	124
	6%	6%	4%	6%	6%	6%	6%	8%	5%	4%	6%	5%	7%
								c					a
BETTER THAN OTHERS	1563	1367	195	492	1045	458	1078	174	236	206	458	959	581
	36%	36%	34%	39%	35%	41%	35%	41%	41%	39%	41%	37%	35%
						b							
WORSE THAN OTHERS	760	649	111	203	537	174	563	66	75	86	174	441	294
	18%	17%	19%	16%	18%	15%	18%	16%	13%	16%	15%	17%	17%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	451	389	336	115	62	451	438	353	307	146	445	6	8	27	417
	10%	11% d	11% d	9%	7%	10%	12% f	16% aef	14% f	25% abcef	12% f	1%	1%	3%	16% ab
A little better than others	1112	890	767	344	222	1112	1058	712	693	195	1088	24	34	137	940
	26%	26%	25%	26%	26%	26%	30% f	32% f	32% f	34% f	29% f	4%	5%	13% a	36% ab
About the same as others	1759	1422	1220	539	337	1759	1475	833	819	164	1588	171	167	589	1003
	41%	41%	40%	41%	40%	41%	42% bcdf	37% d	38% df	28%	42% bcdf	31%	26%	55% ac	38% a
A little worse than others	455	402	369	86	52	455	344	206	229	49	387	68	136	158	160
	10%	12% cd	12% cd	7%	6%	10% cd	10%	9%	11%	8%	10%	12%	21% bc	15% c	6%
Much worse than others	305	224	202	102	81	305	148	84	71	13	178	127	217	53	35
	7%	6%	7%	8%	9% a	7%	4%	4%	3%	2%	5%	23% abcde	34% bc	5% c	1%
Don t know	257	158	141	116	98	257	62	57	45	15	106	151	81	113	63
	6%	5%	5%	9% abe	12% abe	6%	2%	3%	2%	3%	3% a	28% abcde	13% c	11% c	2%
BETTER THAN OTHERS	1563	1279	1103	459	284	1563	1496	1066	1000	341	1533	30	42	164	1357
	36%	37%	36%	35%	33%	36%	42% f	47% aef	46% ef	59% abcef	40% f	5%	7%	15% a	52% ab
WORSE THAN OTHERS	760	627	571	188	133	760	492	290	300	62	565	195	353	211	196
	18%	18%	19% c	14%	16%	18%	14%	13%	14%	11%	15%	36% abcde	55% bc	20% c	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	445 10%	251 12% b	191 9%	39 9%	99 13% d	80 11% d	43 6%	183 11% d	182 16% bcd	122 9%	54 7%	85 8%	382 10%	29 8%	25 12%	9 8%
A little better than others	1096 25%	542 26%	544 25%	113 25%	200 27%	164 23%	201 28%	418 24%	316 28% d	352 27% d	195 25%	233 21%	948 26% d	79 22%	45 22%	23 19%
About the same as others	1755 40%	816 39%	930 42%	191 42%	276 37%	276 39%	294 41%	718 42%	408 37%	544 41%	311 40%	490 44% a	1439 39%	176 48% ac	81 40%	59 49% ac
A little worse than others	502 12%	222 11%	272 12%	61 13%	73 10%	93 13%	79 11%	196 11%	109 10%	173 13%	96 12%	124 11%	416 11%	39 11%	33 16% a	15 12%
Much worse than others	282 7%	151 7%	126 6%	21 5%	30 4%	46 6%	72 10% ab	113 7%	58 5%	68 5%	72 9% ab	81 7%	234 6%	26 7%	13 6%	9 7%
Don t know	258 6%	102 5%	150 7%	30 7%	59 8% e	49 7%	35 5%	85 5%	43 4%	63 5%	45 6%	104 9% ab	230 6%	15 4%	7 4%	6 5%
BETTER THAN OTHERS	1540 36%	793 38% b	735 33%	151 33%	299 41%	244 35%	244 34%	601 35%	498 45% bcd	474 36% d	249 32%	318 28%	1330 36% bd	108 30%	70 34%	32 27%
WORSE THAN OTHERS	785 18%	373 18%	398 18%	83 18%	103 14%	138 20% b	151 21% b	310 18%	167 15%	241 18%	168 22% a	205 18%	649 18%	66 18%	46 22%	24 20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	445	392	53	164	271	155	279	64	76	67	155	281	158
	10%	10%	9%	13% b	9%	14% b	9%	15%	13%	13%	14%	11%	9%
A little better than others	1096	961	134	341	737	305	771	105	156	158	305	702	378
	25%	25%	24%	27%	25%	27%	25%	25%	27%	30%	27%	27% b	22%
About the same as others	1755	1512	243	458	1268	415	1309	148	219	194	415	1004	718
	40%	40%	43%	36%	42% a	37%	42% a	35%	38%	37%	37%	39%	43%
A little worse than others	502	436	67	155	345	134	363	51	61	67	134	306	183
	12%	12%	12%	12%	11%	12%	12%	12%	11%	13%	12%	12%	11%
Much worse than others	282	233	49	60	216	55	221	18	26	19	55	154	118
	7%	6%	9%	5%	7% a	5%	7%	4%	5%	4%	5%	6%	7%
Don t know	258	237	21	79	165	67	176	34	35	22	67	112	128
	6%	6%	4%	6%	5%	6%	6%	8%	6%	4%	6%	4%	8% a
BETTER THAN OTHERS	1540	1353	187	505	1008	460	1051	170	232	224	460	983	536
	36%	36%	33%	40% b	34%	41% b	34%	40%	41%	43%	41%	38% b	32%
WORSE THAN OTHERS	785	669	116	215	560	189	584	69	86	85	189	459	302
	18%	18%	20%	17%	19%	17%	19%	16%	15%	16%	17%	18%	18%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 226

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	445 10%	384 11% cd	341 11% cd	104 8%	61 7%	445 10%	433 12% f	341 15% aef	307 14% f	117 20% abcef	443 12% f	2 *%	7 1%	21 2%	417 16% ab
A little better than others	1096 25%	879 25%	751 25%	344 26%	217 25%	1096 25%	1035 29% f	715 32% ef	666 31% f	191 33% f	1068 28% f	28 5%	33 5%	161 15% a	901 34% ab
About the same as others	1755 40%	1409 40%	1210 40%	545 42%	346 41%	1755 40%	1486 42% bdf	849 38% f	836 39% f	203 35%	1586 42% bdf	169 31%	158 25%	547 51% ac	1050 40% a
A little worse than others	502 12%	434 12% cd	398 13% cd	105 8%	69 8%	502 12% cd	372 11% d	211 9%	236 11% d	38 6%	422 11% d	81 15% abd	156 24% bc	192 18% c	154 6%
Much worse than others	282 7%	224 6%	196 6%	86 7%	58 7%	282 7%	135 4%	74 3%	74 3%	15 3%	167 4%	116 21% abcde	202 31% bc	44 4% c	37 1%
Don t know	258 6%	157 4%	139 5%	119 9% abe	101 12% abe	258 6% a	63 2%	57 3%	45 2%	18 3%	107 3% a	151 28% abcde	87 14% c	111 10% c	60 2%
BETTER THAN OTHERS	1540 36%	1262 36%	1092 36%	448 34%	278 33%	1540 36%	1468 42% f	1056 47% aef	973 45% ef	308 53% acef	1511 40% f	30 5%	40 6%	182 17% a	1318 50% ab
WORSE THAN OTHERS	785 18%	658 19% c	594 20% cd	191 15%	127 15%	785 18%	508 14% d	285 13%	310 14% d	53 9%	588 16% bd	196 36% abcde	358 56% bc	236 22% c	191 7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	573 13%	283 14%	288 13%	47 10%	114 15%	80 11%	73 10%	259 15% d	217 19% bcd	159 12%	86 11%	111 10%	482 13%	43 12%	34 17%	15 12%
A little better than others	1127 26%	572 27%	545 25%	121 27%	181 24%	177 25%	178 25%	470 27%	339 30% d	359 27% d	190 25%	238 21%	973 27% bd	76 21%	56 28% d	22 18%
About the same as others	1687 39%	774 37%	901 41%	188 41%	259 35%	276 39%	303 42%	660 39%	364 33%	533 40% a	317 41% a	473 42% a	1389 38%	171 47% ac	70 34%	57 47% ac
A little worse than others	435 10%	216 10%	212 10%	44 10%	97 13% e	87 12% e	67 9%	140 8%	110 10%	121 9%	85 11%	119 11%	363 10%	33 9%	25 12%	14 11%
Much worse than others	270 6%	143 7%	123 6%	15 3%	32 4%	40 6%	70 10% ab	112 7%	59 5%	79 6%	55 7%	74 7%	220 6%	30 8%	13 6%	8 6%
Don t know	245 6%	96 5%	145 7%	39 9% e	54 7% e	46 7%	33 5%	72 4%	28 3%	70 5% a	40 5% a	102 9% abc	223 6% bc	11 3%	5 3%	6 5%
BETTER THAN OTHERS	1700 39%	854 41%	833 38%	168 37%	294 40%	258 36%	251 35%	729 43% cd	556 50% bcd	518 39% d	276 36%	349 31%	1454 40% bd	119 33%	90 44% bd	38 31%
WORSE THAN OTHERS	705 16%	360 17%	335 15%	60 13%	129 18%	127 18%	137 19%	252 15%	169 15%	200 15%	140 18%	193 17%	582 16%	63 17%	38 19%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	573	500	73	189	377	174	391	80	80	78	174	354	211
	13%	13%	13%	15%	13%	15%	13%	19%	14%	15%	15%	14%	13%
A little better than others	1127	988	139	329	775	297	807	106	165	125	297	663	445
	26%	26%	25%	26%	26%	26%	26%	25%	29%	24%	26%	26%	26%
About the same as others	1687	1452	235	466	1201	419	1244	142	203	229	419	1012	641
	39%	39%	41%	37%	40%	37%	40%	34%	35%	44% a	37%	40%	38%
A little worse than others	435	386	49	145	279	129	295	42	69	53	129	270	157
	10%	10%	9%	11%	9%	11%	9%	10%	12%	10%	11%	11%	9%
Much worse than others	270	219	51	53	212	50	216	17	23	19	50	151	107
	6%	6%	9% a	4%	7% a	4%	7% a	4%	4%	4%	4%	6%	6%
Don t know	245	226	20	75	157	64	167	34	32	21	64	110	121
	6%	6%	3%	6%	5%	6%	5%	8%	6%	4%	6%	4%	7% a
BETTER THAN OTHERS	1700	1488	212	519	1152	471	1198	186	245	203	471	1017	657
	39%	39%	37%	41%	38%	42%	38%	44%	43%	39%	42%	40%	39%
WORSE THAN OTHERS	705	605	100	197	492	178	511	59	93	72	178	421	264
	16%	16%	18%	16%	16%	16%	16%	14%	16%	14%	16%	16%	16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	573	477	408	165	96	573	553	424	371	163	565	8	11	35	527
	13%	14%	13%	13%	11%	13%	16% f	19% aef	17% f	28% abcef	15% f	1%	2%	3%	20% ab
A little better than others	1127	916	772	356	212	1127	1055	710	674	195	1093	35	44	185	898
	26%	26%	25%	27%	25%	26%	30% f	32% f	31% f	34% f	29% f	6%	7%	17% a	34% ab
About the same as others	1687	1352	1178	509	336	1687	1416	779	782	157	1514	173	175	545	967
	39%	39%	39%	39%	39%	39%	40% bcdf	35% d	36% d	27%	40% bcdf	32%	27%	51% ac	37% a
A little worse than others	435	379	349	85	55	435	315	212	218	41	357	78	138	152	145
	10%	11% cd	12% cd	7%	7%	10% cd	9%	9%	10%	7%	9%	14% abde	22% bc	14% c	6%
Much worse than others	270	213	190	81	57	270	135	68	68	11	161	109	198	46	26
	6%	6%	6%	6%	7%	6%	4%	3%	3%	2%	4%	20% abcde	31% bc	4% c	1%
Don t know	245	149	138	107	96	245	51	53	50	14	101	144	77	113	55
	6%	4%	5%	8% abe	11% abe	6%	1%	2%	2%	2%	3% a	26% abcde	12% c	11% c	2%
BETTER THAN OTHERS	1700	1392	1180	521	308	1700	1609	1134	1046	358	1658	43	55	220	1425
	39%	40%	39%	40%	36%	39%	46% f	50% aef	48% ef	62% abcef	44% f	8%	9%	20% a	54% ab
WORSE THAN OTHERS	705	593	539	166	112	705	450	280	286	52	518	187	337	198	170
	16%	17% c	18% cd	13%	13%	16% c	13%	12%	13%	9%	14% d	34% abcde	52% bc	18% c	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	606	309	293	58	129	102	72	246	216	184	83	123	522	43	29	12
	14%	15%	13%	13%	17% d	14%	10%	14%	19% bcd	14%	11%	11%	14%	12%	14%	10%
A little better than others	1180	575	596	133	192	184	204	467	348	357	204	269	1012	83	59	26
	27%	28%	27%	29%	26%	26%	28%	27%	31% d	27%	26%	24%	28% d	23%	29%	21%
About the same as others	1711	814	885	178	261	270	285	718	390	547	311	463	1393	170	89	60
	39%	39%	40%	39%	35%	38%	39%	42% b	35%	41% a	40%	41% a	38%	47% a	44%	49% a
A little worse than others	338	151	182	35	66	62	59	116	68	102	80	86	279	36	11	11
	8%	7%	8%	8%	9%	9%	8%	7%	6%	8%	10% a	8%	8%	10% c	5%	9%
Much worse than others	235	133	97	14	25	38	66	92	57	58	49	69	202	18	9	7
	5%	6% b	4%	3%	3%	5%	9% abe	5%	5%	4%	6%	6%	6%	5%	4%	6%
Don t know	268	101	160	39	64	51	38	75	37	73	46	108	241	15	6	5
	6%	5%	7% a	9% e	9% e	7% e	5%	4%	3%	6%	6%	10% abc	7% c	4%	3%	4%
BETTER THAN OTHERS	1786	885	889	190	321	286	276	713	564	542	288	392	1534	126	88	38
	41%	42%	40%	42%	43%	40%	38%	42%	51% bcd	41% d	37%	35%	42% bd	35%	43% bd	31%
WORSE THAN OTHERS	573	284	280	48	91	100	126	208	125	160	129	155	481	54	20	18
	13%	14%	13%	11%	12%	14%	17% ae	12%	11%	12%	17% ab	14%	13%	15%	10%	15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	606	541	65	205	391	196	400	86	93	80	196	382	215
	14%	14%	11%	16%	13%	17% b	13%	20%	16%	15%	17%	15%	13%
A little better than others	1180	1021	159	360	804	322	842	107	177	158	322	729	437
	27%	27%	28%	29%	27%	28%	27%	26%	31%	30%	28%	28%	26%
About the same as others	1711	1472	239	435	1246	388	1291	130	196	198	388	982	688
	39%	39%	42%	35%	42% a	34%	41% a	31%	34%	38%	34%	38%	41%
A little worse than others	338	299	39	117	218	101	231	41	46	47	101	216	117
	8%	8%	7%	9%	7%	9%	7%	10%	8%	9%	9%	8%	7%
Much worse than others	235	193	43	48	181	45	183	17	23	15	45	128	96
	5%	5%	8%	4%	6% a	4%	6%	4%	4%	3%	4%	5%	6%
Don t know	268	244	23	91	161	79	172	40	38	28	79	122	130
	6%	6%	4%	7%	5%	7%	6%	9%	7%	5%	7%	5%	8% a
BETTER THAN OTHERS	1786	1562	224	565	1195	518	1241	193	270	237	518	1111	652
	41%	41%	39%	45% b	40%	46% b	40%	46%	47%	45%	46%	43% b	39%
WORSE THAN OTHERS	573	492	81	165	398	146	415	58	68	62	146	344	213
	13%	13%	14%	13%	13%	13%	13%	14%	12%	12%	13%	13%	13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	606	503	448	158	103	606	585	444	400	164	597	9	9	52	545
	14%	14%	15%	12%	12%	14%	17% f	20% aef	18% f	28% abcef	16% f	2%	1%	5% a	21% ab
A little better than others	1180	961	832	348	219	1180	1076	714	701	190	1125	55	50	219	911
	27%	28%	27%	27%	26%	27%	31% f	32% f	32% f	33% f	30% f	10%	8%	20% a	35% ab
About the same as others	1711	1381	1172	539	330	1711	1428	809	795	173	1540	172	212	547	953
	39%	40%	39%	41%	39%	39%	40% bdf	36% d	37% d	30%	41% bcdf	31%	33%	51% ac	36%
A little worse than others	338	294	273	64	43	338	245	159	158	30	277	61	122	107	109
	8%	8% cd	9% cd	5%	5%	8% c	7%	7%	7%	5%	7%	11% abcde	19% bc	10% c	4%
Much worse than others	235	180	159	76	55	235	117	58	54	11	137	98	170	33	32
	5%	5%	5%	6%	6%	5%	3%	3%	3%	2%	4%	18% abcde	26% bc	3% c	1%
Don t know	268	167	151	117	101	268	76	60	57	14	116	152	80	119	69
	6%	5%	5%	9% abe	12% abe	6%	2%	3%	3%	2%	3%	28% abcde	12% c	11% c	3%
BETTER THAN OTHERS	1786	1464	1279	507	322	1786	1661	1159	1101	354	1722	64	59	271	1456
	41%	42%	42%	39%	38%	41%	47% f	52% aef	51% ef	61% abcef	45% f	12%	9%	25% a	56% ab
WORSE THAN OTHERS	573	474	433	140	98	573	361	217	212	41	414	159	292	140	140
	13%	14%	14% c	11%	12%	13%	10%	10%	10%	7%	11%	29% abcde	45% bc	13% c	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	367	200	164	38	83	73	41	133	151	98	45	72	308	30	20	9
	8%	10%	7%	8%	11% d	10% d	6%	8%	14% bcd	7%	6%	6%	8%	8%	10%	7%
A little better than others	827	404	415	88	165	125	133	317	236	258	145	185	728	49	30	20
	19%	19%	19%	19%	22%	18%	18%	19%	21%	20%	19%	17%	20% bc	14%	15%	17%
About the same as others	1813	855	946	197	269	312	308	727	423	582	327	480	1482	180	92	59
	42%	41%	43%	43%	36%	44% b	43%	42%	38%	44% a	42%	43%	41%	49% a	45%	49% a
A little worse than others	579	287	288	62	105	80	102	229	171	177	105	126	483	51	29	16
	13%	14%	13%	14%	14%	11%	14%	13%	15%	13%	14%	11%	13%	14%	14%	13%
Much worse than others	333	165	160	25	40	55	80	132	79	86	61	103	275	28	19	11
	8%	8%	7%	6%	5%	8%	11% ab	8%	7%	7%	8%	9%	8%	8%	9%	9%
Don t know	420	174	240	46	76	61	60	176	56	120	90	150	373	26	15	6
	10%	8%	11%	10%	10%	9%	8%	10%	5%	9% a	12% a	13% ab	10% d	7%	7%	5%
BETTER THAN OTHERS	1195	604	579	125	247	198	174	450	388	356	190	257	1036	80	50	29
	28%	29%	26%	27%	34% de	28%	24%	26%	35% bcd	27%	25%	23%	28% b	22%	24%	24%
WORSE THAN OTHERS	911	452	448	88	146	135	182	361	250	263	166	230	758	78	48	27
	21%	22%	20%	19%	20%	19%	25%	21%	22%	20%	21%	21%	21%	22%	23%	22%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	367	328	39	161	197	154	204	65	72	68	154	242	121
	8%	9%	7%	13% b	7%	14% b	7%	15%	12%	13%	14%	9%	7%
A little better than others	827	729	98	285	520	253	552	92	129	116	253	533	282
	19%	19%	17%	23% b	17%	22% b	18%	22%	22%	22%	22%	21% b	17%
About the same as others	1813	1561	251	457	1336	410	1379	152	226	195	410	1083	692
	42%	41%	44%	36%	45% a	36%	44% a	36%	39%	37%	36%	42%	41%
A little worse than others	579	505	74	168	406	151	423	46	72	78	151	328	240
	13%	13%	13%	13%	14%	13%	14%	11%	13%	15%	13%	13%	14%
Much worse than others	333	265	68	75	252	69	258	25	29	29	69	182	138
	8%	7%	12% a	6%	8%	6%	8%	6%	5%	5%	6%	7%	8%
Don t know	420	382	37	111	290	94	304	42	45	40	94	191	211
	10%	10% b	7%	9%	10%	8%	10%	10%	8%	8%	8%	7%	13% a
BETTER THAN OTHERS	1195	1057	137	446	717	407	756	157	200	184	407	775	403
	28%	28%	24%	36% b	24%	36% b	24%	37%	35%	35%	36%	30% b	24%
WORSE THAN OTHERS	911	769	142	243	658	219	681	71	101	107	219	510	378
	21%	20%	25%	19%	22%	19%	22%	17%	18%	20%	19%	20%	22%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	367	311	282	85	56	367	354	286	260	107	363	4	5	18	345
	8%	9%	9%	7%	7%	8%	10%	13%	12%	18%	10%	1%	1%	2%	13%
			c				f	aef	ef	abcef	f				ab
A little better than others	827	692	607	220	135	827	772	535	524	136	802	25	26	143	659
	19%	20%	20%	17%	16%	19%	22%	24%	24%	23%	21%	5%	4%	13%	25%
							f	f	f	f	f			a	ab
About the same as others	1813	1453	1219	594	360	1813	1552	916	869	222	1647	165	146	512	1155
	42%	42%	40%	46%	42%	42%	44%	41%	40%	38%	43%	30%	23%	48%	44%
				b			f	f	f		f			a	a
A little worse than others	579	514	460	118	64	579	477	281	336	76	518	61	138	193	247
	13%	15%	15%	9%	8%	13%	14%	13%	16%	13%	14%	11%	22%	18%	9%
		cd	cd			cd			b				c	c	
Much worse than others	333	266	245	88	67	333	183	93	93	15	216	117	212	63	57
	8%	8%	8%	7%	8%	8%	5%	4%	4%	3%	6%	21%	33%	6%	2%
											d	abcde	bc	c	
Don t know	420	250	222	197	170	420	186	133	82	25	246	174	116	147	157
	10%	7%	7%	15%	20%	10%	5%	6%	4%	4%	6%	32%	18%	14%	6%
				abe	abe	ab		c			c	abcde	c	c	
BETTER THAN OTHERS	1195	1003	889	305	191	1195	1126	822	784	244	1165	30	31	161	1003
	28%	29%	29%	23%	22%	28%	32%	37%	36%	42%	31%	5%	5%	15%	38%
		cd	cd			cd	f	aef	aef	aef	f			a	ab
WORSE THAN OTHERS	911	780	705	206	131	911	660	374	429	91	734	178	351	257	304
	21%	22%	23%	16%	15%	21%	19%	17%	20%	16%	19%	33%	55%	24%	12%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	389	216	170	31	96	74	36	150	159	113	51	66	323	35	21	10
	9%	10% b	8%	7%	13% ade	11% d	5%	9% d	14% bcd	9%	7%	6%	9%	10%	11%	8%
A little better than others	989	476	501	109	165	168	167	379	281	314	163	229	854	66	48	21
	23%	23%	23%	24%	22%	24%	23%	22%	25%	24%	21%	20%	23% bd	18%	23%	17%
About the same as others	1844	872	964	189	295	284	310	767	454	574	336	481	1517	180	88	59
	43%	42%	44%	41%	40%	40%	43%	45%	41%	43%	43%	43%	42%	49% a	43%	49% a
A little worse than others	470	218	248	48	75	83	85	179	119	148	81	122	393	38	22	18
	11%	10%	11%	11%	10%	12%	12%	10%	11%	11%	11%	11%	11%	10%	11%	15%
Much worse than others	286	154	127	25	36	46	73	106	60	70	61	92	235	28	16	7
	7%	7%	6%	5%	5%	7%	10% be	6%	5%	5%	8%	8%	6%	8%	8%	6%
Don t know	359	148	203	54	72	50	52	132	44	102	81	127	327	17	8	7
	8%	7%	9%	12%	10%	7%	7%	8%	4%	8% a	11% a	11% ab	9% bc	5%	4%	6%
BETTER THAN OTHERS	1377	692	671	141	261	243	204	530	440	427	214	295	1177	101	69	30
	32%	33%	30%	31%	35%	34%	28%	31%	39% bcd	32% d	28%	26%	32% d	28%	34% d	25%
WORSE THAN OTHERS	757	372	375	73	110	130	158	285	179	219	142	214	628	66	38	25
	17%	18%	17%	16%	15%	18%	22% b	17%	16%	17%	18%	19%	17%	18%	19%	21%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	389	348	40	164	216	155	224	63	79	72	155	254	131
	9%	9%	7%	13% b	7%	14% b	7%	15%	14%	14%	14%	10%	8%
A little better than others	989	869	120	319	651	276	691	109	147	120	276	624	350
	23%	23%	21%	25%	22%	24%	22%	26%	26%	23%	24%	24%	21%
About the same as others	1844	1581	263	464	1352	424	1392	148	213	209	424	1070	735
	43%	42%	46%	37%	45% a	37%	45% a	35%	37%	40%	37%	42%	44%
A little worse than others	470	414	56	136	330	124	341	38	62	61	124	281	181
	11%	11%	10%	11%	11%	11%	11%	9%	11%	12%	11%	11%	11%
Much worse than others	286	232	54	62	219	54	227	18	25	23	54	159	116
	7%	6%	10% a	5%	7%	5%	7%	4%	4%	4%	5%	6%	7%
Don t know	359	325	34	112	233	98	244	44	47	40	98	172	171
	8%	9%	6%	9%	8%	9%	8%	11%	8%	8%	9%	7%	10% a
BETTER THAN OTHERS	1377	1217	160	482	867	431	915	172	226	192	431	878	482
	32%	32%	28%	38% b	29%	38% b	29%	41%	39%	37%	38%	34% b	29%
WORSE THAN OTHERS	757	646	110	198	549	179	569	56	87	84	179	440	297
	17%	17%	19%	16%	18%	16%	18%	13%	15%	16%	16%	17%	18%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	389	323	292	97	65	389	374	311	273	110	383	6	5	23	361
	9%	9%	10%	7%	8%	9%	11% f	14% aef	13% ef	19% abcef	10% f	1%	1%	2%	14% ab
A little better than others	989	825	713	276	163	989	914	626	603	183	957	31	27	147	815
	23%	24%	23%	21%	19%	23%	26% f	28% f	28% f	31% ef	25% f	6%	4%	14% a	31% ab
About the same as others	1844	1472	1244	601	373	1844	1584	934	903	207	1680	164	167	530	1147
	43%	42%	41%	46% b	44%	43%	45% df	42% f	42% f	36%	44% df	30%	26%	49% ac	44% a
A little worse than others	470	417	381	89	53	470	361	208	228	40	398	73	143	174	153
	11%	12% cd	13% cd	7%	6%	11% cd	10%	9%	11%	7%	10%	13% d	22% bc	16% c	6%
Much worse than others	286	228	209	77	58	286	150	71	83	20	175	111	195	53	38
	7%	7%	7%	6%	7%	7%	4%	3%	4%	3%	5%	20% abcde	30% bc	5% c	1%
Don t know	359	220	196	163	139	359	143	97	75	23	198	162	105	149	105
	8%	6%	6%	13% abe	16% abe	8% ab	4%	4%	3%	4%	5% c	30% abcde	16% c	14% c	4%
BETTER THAN OTHERS	1377	1149	1005	373	229	1377	1288	937	875	292	1340	37	32	170	1175
	32%	33% d	33% cd	29%	27%	32%	37% f	42% aef	40% aef	50% abcef	35% f	7%	5%	16% a	45% ab
WORSE THAN OTHERS	757	646	590	166	111	757	511	279	311	60	573	184	339	227	191
	17%	19% cd	19% cd	13%	13%	17% cd	14%	12%	14%	10%	15% bd	34% abcde	53% bc	21% c	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	605 14%	328 16% b	273 12%	46 10%	122 17% ac	80 11%	82 11%	275 16% ac	236 21% bcd	170 13%	86 11%	114 10%	498 14%	46 13%	37 18% a	24 20% ab
A little better than others	974 22%	484 23%	484 22%	94 21%	173 23%	170 24%	151 21%	388 23%	293 26% d	300 23%	173 22%	208 19%	839 23%	67 19%	46 23%	22 18%
About the same as others	1324 31%	632 30%	685 31%	149 33%	239 32%	226 32%	239 33%	471 27%	318 28%	445 34%	243 31%	316 28%	1088 30%	137 38% ad	65 32%	33 27%
A little worse than others	227 5%	118 6%	101 5%	29 6%	52 7% e	51 7% e	35 5%	61 4%	60 5%	58 4%	48 6%	60 5%	191 5%	21 6%	9 4%	6 5%
Much worse than others	164 4%	93 4%	67 3%	20 4%	21 3%	27 4%	45 6% be	52 3%	38 3%	40 3%	38 5%	45 4%	134 4%	17 5%	8 4%	5 4%
Don t know	1044 24%	429 21%	604 27% a	118 26% b	130 18%	154 22%	173 24%	468 27% bc	171 15%	309 23% a	184 24% a	374 34% abc	899 25% c	75 21%	38 19%	32 27% c
BETTER THAN OTHERS	1579 36%	812 39% b	756 34%	139 31%	295 40% ad	249 35%	233 32%	662 39% a	529 47% bcd	470 36% d	258 33%	322 29%	1336 37%	114 31%	83 41% b	46 38%
WORSE THAN OTHERS	391 9%	212 10% b	168 8%	49 11% e	73 10% e	78 11% e	79 11% e	113 7%	98 9%	98 7%	87 11% b	105 9%	325 9%	38 11%	17 8%	10 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	605	521	84	209	393	193	407	83	89	81	193	379	214
	14%	14%	15%	17% b	13%	17% b	13%	20%	16%	16%	17%	15%	13%
A little better than others	974	858	116	304	652	279	676	100	156	120	279	602	357
	22%	23%	20%	24%	22%	25%	22%	24%	27%	23%	25%	24%	21%
About the same as others	1324	1128	195	384	913	350	947	117	178	175	350	843	457
	31%	30%	34%	31%	30%	31%	30%	28%	31%	33%	31%	33% b	27%
A little worse than others	227	199	28	80	144	69	156	30	40	30	69	156	66
	5%	5%	5%	6%	5%	6%	5%	7%	7%	6%	6%	6% b	4%
Much worse than others	164	135	30	46	112	39	116	17	15	15	39	95	62
	4%	4%	5%	4%	4%	3%	4%	4%	3%	3%	3%	4%	4%
Don t know	1044	929	115	234	787	201	817	74	94	105	201	484	528
	24%	25%	20%	19%	26% a	18%	26% a	18%	16%	20%	18%	19%	31% a
BETTER THAN OTHERS	1579	1379	200	513	1045	472	1084	182	245	201	472	981	571
	36%	37%	35%	41% b	35%	42% b	35%	43%	43%	38%	42%	38% b	34%
WORSE THAN OTHERS	391	334	58	126	256	108	272	46	56	44	108	251	128
	9%	9%	10%	10%	9%	10%	9%	11%	10%	8%	10%	10%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	605	506	447	158	99	605	570	543	421	204	597	8	17	48	540
	14%	15%	15%	12%	12%	14%	16% f	24% acef	19% aef	35% abcef	16% f	1%	3%	4%	21% ab
A little better than others	974	803	678	296	172	974	880	739	591	180	942	32	50	205	719
	22%	23%	22%	23%	20%	22%	25% f	33% acef	27% f	31% aef	25% f	6%	8%	19% a	27% ab
About the same as others	1324	1080	954	370	244	1324	1079	692	655	134	1182	142	146	394	783
	31%	31%	31%	28%	29%	31%	31% d	31% d	30% d	23%	31% d	26%	23%	37% ac	30% a
A little worse than others	227	205	186	41	22	227	180	127	131	29	195	32	58	77	92
	5%	6% cd	6% cd	3%	3%	5% cd	5%	6%	6%	5%	5%	6%	9% c	7% c	3%
Much worse than others	164	139	124	40	25	164	88	45	50	13	100	65	113	28	23
	4%	4%	4%	3%	3%	4%	3%	2%	2%	2%	3%	12% abcde	18% bc	3% c	1%
Don t know	1044	752	646	398	291	1044	729	99	317	23	777	267	258	324	462
	24%	22%	21%	31% abe	34% abe	24%	21% bcd	4%	15% bd	4%	20% bcd	49% abcde	40% bc	30% c	18%
BETTER THAN OTHERS	1579	1309	1125	454	270	1579	1450	1283	1012	384	1539	40	67	253	1259
	36%	38% d	37%	35%	32%	36%	41% f	57% acef	47% aef	66% abcef	41% f	7%	10%	23% a	48% ab
WORSE THAN OTHERS	391	344	310	81	47	391	268	172	181	42	294	97	171	105	115
	9%	10% cd	10% cd	6%	6%	9% cd	8%	8%	8%	7%	8%	18% abcde	27% bc	10% c	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	566	312	254	43	122	77	70	255	221	163	80	102	461	47	34	25
	13%	15% b	11%	9%	16% acd	11%	10%	15% ad	20% bcd	12%	10%	9%	13%	13%	17%	20% ab
A little better than others	1033	518	503	105	176	180	158	413	289	329	184	229	887	69	56	21
	24%	25%	23%	23%	24%	25%	22%	24%	26% d	25%	24%	21%	24% d	19%	27% bd	18%
About the same as others	1365	654	702	136	250	236	245	498	333	437	257	337	1138	133	61	33
	31%	31%	32%	30%	34%	33%	34%	29%	30%	33%	33%	30%	31%	37% d	30%	27%
A little worse than others	238	113	121	39	45	37	48	69	72	56	47	63	204	19	9	6
	5%	5%	5%	9% e	6%	5%	7%	4%	6%	4%	6%	6%	6%	5%	5%	5%
Much worse than others	161	87	69	20	17	24	41	59	39	41	33	45	127	22	8	5
	4%	4%	3%	4%	2%	3%	6% b	3%	3%	3%	4%	4%	3%	6% a	4%	4%
Don t know	975	401	564	113	128	153	161	420	163	294	172	340	833	74	36	32
	22%	19%	25% a	25% b	17%	22%	22%	25% b	15%	22% a	22% a	30% abc	23%	20%	18%	26% c
BETTER THAN OTHERS	1599	830	757	148	298	257	229	668	510	492	264	331	1347	116	90	46
	37%	40% b	34%	32%	40% d	36%	32%	39% d	46% bcd	37% d	34%	30%	37%	32%	44% ab	38%
WORSE THAN OTHERS	399	199	191	59	61	61	89	128	110	98	80	108	331	41	17	11
	9%	10%	9%	13% e	8%	9%	12% e	7%	10%	7%	10%	10%	9%	11%	8%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	566	487	79	199	362	181	377	72	81	78	181	351	204
	13%	13%	14%	16% b	12%	16% b	12%	17%	14%	15%	16%	14%	12%
A little better than others	1033	903	130	301	714	267	748	101	143	112	267	640	374
	24%	24%	23%	24%	24%	24%	24%	24%	25%	21%	24%	25%	22%
About the same as others	1365	1172	193	406	934	378	962	136	205	188	378	876	466
	31%	31%	34%	32%	31%	33%	31%	32%	36%	36%	33%	34% b	28%
A little worse than others	238	214	24	72	159	66	165	25	34	28	66	154	77
	5%	6%	4%	6%	5%	6%	5%	6%	6%	5%	6%	6%	5%
Much worse than others	161	130	31	43	112	37	118	14	16	15	37	90	66
	4%	3%	5%	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%
Don t know	975	864	111	235	719	201	749	72	94	105	201	449	497
	22%	23%	20%	19%	24% a	18%	24% a	17%	16%	20%	18%	18%	29% a
BETTER THAN OTHERS	1599	1390	209	501	1076	448	1125	173	224	190	448	991	578
	37%	37%	37%	40%	36%	40%	36%	41%	39%	36%	40%	39% b	34%
WORSE THAN OTHERS	399	344	55	116	271	104	283	40	50	43	104	243	143
	9%	9%	10%	9%	9%	9%	9%	9%	9%	8%	9%	10%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	566	482	426	140	84	566	525	497	382	194	554	13	19	62	486
	13%	14%	14%	11%	10%	13%	15%	22%	18%	33%	15%	2%	3%	6%	19%
		d	cd				f	acef	ef	abcef	f				ab
A little better than others	1033	854	718	315	179	1033	939	782	635	184	1003	30	61	186	786
	24%	25%	24%	24%	21%	24%	27%	35%	29%	32%	26%	6%	10%	17%	30%
							f	acef	f	f	f			a	ab
About the same as others	1365	1106	973	391	258	1365	1123	724	683	144	1219	145	138	421	806
	31%	32%	32%	30%	30%	31%	32%	32%	32%	25%	32%	27%	21%	39%	31%
							d	d	d		d			ac	a
A little worse than others	238	214	196	43	25	238	182	131	132	31	204	35	69	78	91
	5%	6%	6%	3%	3%	5%	5%	6%	6%	5%	5%	6%	11%	7%	3%
		cd	cd			cd							c	c	
Much worse than others	161	134	114	47	26	161	87	34	32	6	95	66	113	26	22
	4%	4%	4%	4%	3%	4%	2%	2%	1%	1%	2%	12%	18%	2%	1%
												abcde	bc	c	
Don t know	975	695	608	367	280	975	669	77	300	22	718	257	244	304	427
	22%	20%	20%	28%	33%	22%	19%	3%	14%	4%	19%	47%	38%	28%	16%
				abe	abe		bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1599	1337	1144	455	263	1599	1464	1279	1017	379	1556	43	80	248	1272
	37%	38%	38%	35%	31%	37%	42%	57%	47%	65%	41%	8%	12%	23%	49%
		d	d			d	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	399	348	309	90	51	399	269	165	164	37	298	101	182	104	114
	9%	10%	10%	7%	6%	9%	8%	7%	8%	6%	8%	18%	28%	10%	4%
		cd	cd			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	608	328	280	51	119	87	72	280	237	178	91	102	503	42	39	24
	14%	16% b	13%	11%	16% d	12%	10%	16% d	21% bcd	13% d	12%	9%	14%	12%	19% ab	20% ab
A little better than others	958	493	458	94	149	166	145	404	279	296	165	218	826	61	48	23
	22%	24%	21%	21%	20%	23%	20%	24%	25% d	22%	21%	19%	23% b	17%	24% b	19%
About the same as others	1385	635	734	149	262	225	266	484	337	439	260	350	1143	146	63	33
	32%	30%	33%	33%	35% e	32%	37% e	28%	30%	33%	34%	31%	31%	40% acd	31%	27%
A little worse than others	252	141	111	31	55	50	39	77	65	83	52	50	211	26	11	5
	6%	7%	5%	7%	7% e	7%	5%	4%	6%	6%	7%	5%	6%	7%	5%	4%
Much worse than others	183	101	76	25	27	27	49	55	46	41	44	49	148	19	9	7
	4%	5%	3%	5%	4%	4%	7% e	3%	4%	3%	6%	4%	4%	5%	4%	6%
Don t know	951	387	555	105	127	152	153	414	153	284	162	348	818	69	34	30
	22%	19%	25% a	23%	17%	22%	21%	24% b	14%	21% a	21% a	31% abc	22% c	19%	17%	25% c
BETTER THAN OTHERS	1566	820	738	145	268	253	217	684	517	474	255	320	1329	104	87	47
	36%	39% b	33%	32%	36%	36%	30%	40% ad	46% bcd	36% d	33%	29%	36% b	28%	43% b	39% b
WORSE THAN OTHERS	435	242	187	56	81	77	89	132	110	124	96	99	359	45	20	11
	10%	12% b	8%	12% e	11%	11%	12% e	8%	10%	9%	12%	9%	10%	12%	10%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	608	521	87	201	405	186	417	84	83	81	186	377	219
	14%	14%	15%	16%	13%	16%	13%	20%	15%	15%	16%	15%	13%
A little better than others	958	830	128	276	661	248	688	86	136	101	248	583	360
	22%	22%	23%	22%	22%	22%	22%	20%	24%	19%	22%	23%	21%
About the same as others	1385	1194	191	418	940	382	975	136	201	189	382	889	472
	32%	32%	34%	33%	31%	34%	31%	32%	35%	36%	34%	35% b	28%
A little worse than others	252	229	23	93	154	83	165	26	47	40	83	163	85
	6%	6%	4%	7% b	5%	7%	5%	6%	8%	8%	7%	6%	5%
Much worse than others	183	151	32	48	131	40	136	19	12	14	40	108	66
	4%	4%	6%	4%	4%	4%	4%	5%	2%	3%	4%	4%	4%
Don t know	951	845	107	222	710	191	738	69	93	100	191	440	482
	22%	22%	19%	18%	24% a	17%	24% a	16%	16%	19%	17%	17%	29% a
BETTER THAN OTHERS	1566	1351	215	477	1065	435	1106	170	219	182	435	959	579
	36%	36%	38%	38%	35%	38%	35%	40%	38%	35%	38%	37%	34%
WORSE THAN OTHERS	435	380	55	141	285	123	301	45	59	54	123	271	151
	10%	10%	10%	11%	10%	11%	10%	11%	10%	10%	11%	11%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	608	510	455	153	98	608	570	541	420	214	603	5	19	64	525
	14%	15%	15%	12%	12%	14%	16% f	24% acef	19% aef	37% abcef	16% f	1%	3%	6%	20% ab
A little better than others	958	782	649	309	176	958	882	713	572	170	929	29	49	166	743
	22%	22%	21%	24%	21%	22%	25% f	32% acef	26% f	29% f	24% f	5%	8%	15% a	28% ab
About the same as others	1385	1125	985	401	260	1385	1129	740	680	139	1231	154	133	426	826
	32%	32%	32%	31%	31%	32%	32% d	33% d	31% d	24%	32% d	28%	21%	40% ac	32% a
A little worse than others	252	225	207	45	27	252	185	122	135	27	212	40	69	87	96
	6%	6% cd	7% cd	3%	3%	6% cd	5%	5%	6%	5%	6%	7%	11% c	8% c	4%
Much worse than others	183	155	136	47	28	183	101	52	57	13	108	75	122	39	23
	4%	4%	4%	4%	3%	4%	3%	2%	3%	2%	3%	14% abcde	19% bc	4% c	1%
Don t know	951	689	603	349	262	951	659	77	300	18	708	243	250	295	405
	22%	20%	20%	27% abe	31% abe	22%	19% bcd	3%	14% bd	3%	19% bcd	44% abcde	39% bc	27% c	15%
BETTER THAN OTHERS	1566	1292	1105	462	275	1566	1452	1254	991	385	1532	34	68	229	1268
	36%	37%	36%	35%	32%	36%	41% f	56% acef	46% aef	66% abcef	40% f	6%	11%	21% a	48% ab
WORSE THAN OTHERS	435	380	343	92	55	435	285	175	193	40	320	115	191	126	119
	10%	11% cd	11% cd	7%	6%	10% cd	8%	8%	9%	7%	8%	21% abcde	30% bc	12% c	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	601	323	275	47	120	95	75	265	216	184	92	109	499	45	32	25
	14%	16% b	12%	10%	16% ad	13%	10%	15% d	19% bcd	14% d	12%	10%	14%	12%	16%	20% ab
A little better than others	1002	509	486	105	188	154	164	390	297	321	170	212	870	67	46	19
	23%	24%	22%	23%	25%	22%	23%	23%	27% d	24% d	22%	19%	24% bd	18%	22%	16%
About the same as others	1444	684	750	145	250	248	253	548	353	440	273	378	1180	150	77	37
	33%	33%	34%	32%	34%	35%	35%	32%	32%	33%	35%	34%	32%	41% ad	38%	31%
A little worse than others	203	113	86	37	39	41	30	57	53	61	40	49	178	13	7	6
	5%	5%	4%	8% e	5%	6% e	4%	3%	5%	5%	5%	4%	5%	4%	3%	5%
Much worse than others	142	78	60	13	15	25	44	46	31	33	37	38	112	18	7	5
	3%	4%	3%	3%	2%	4%	6% be	3%	3%	2%	5%	3%	3%	5%	4%	4%
Don t know	945	378	557	109	127	144	159	407	166	282	162	331	810	71	34	30
	22%	18%	25% a	24% b	17%	20%	22%	24% b	15%	21% a	21% a	30% abc	22%	20%	17%	25% c
BETTER THAN OTHERS	1603	832	761	152	308	249	239	656	513	505	262	320	1369	112	78	44
	37%	40% b	34%	33%	42% ad	35%	33%	38%	46% bcd	38% d	34%	29%	38% b	31%	38%	36%
WORSE THAN OTHERS	345	191	145	49	53	66	74	103	84	94	76	88	290	31	14	10
	8%	9% b	7%	11% e	7%	9% e	10% e	6%	8%	7%	10%	8%	8%	8%	7%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	601	522	80	199	397	183	411	77	89	74	183	385	205
	14%	14%	14%	16%	13%	16%	13%	18%	16%	14%	16%	15%	12%
A little better than others	1002	862	140	294	684	263	714	92	134	125	263	650	333
	23%	23%	25%	23%	23%	23%	23%	22%	23%	24%	23%	25% b	20%
About the same as others	1444	1253	191	419	1005	384	1039	134	207	177	384	874	546
	33%	33%	34%	33%	33%	34%	33%	32%	36%	34%	34%	34%	32%
A little worse than others	203	176	28	82	114	73	122	30	36	36	73	129	69
	5%	5%	5%	7% b	4%	6% b	4%	7%	6%	7%	6%	5%	4%
Much worse than others	142	118	24	33	105	30	108	15	9	11	30	84	51
	3%	3%	4%	3%	3%	3%	3%	4%	2%	2%	3%	3%	3%
Don t know	945	840	105	230	696	198	725	72	97	102	198	437	479
	22%	22%	18%	18%	23% a	18%	23% a	17%	17%	19%	18%	17%	28% a
BETTER THAN OTHERS	1603	1384	220	494	1081	446	1125	169	223	199	446	1035	538
	37%	37%	39%	39%	36%	39%	36%	40%	39%	38%	39%	40% b	32%
WORSE THAN OTHERS	345	293	52	115	219	103	230	45	45	47	103	213	120
	8%	8%	9%	9%	7%	9%	7%	11%	8%	9%	9%	8%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	601	505	449	152	96	601	567	526	402	188	594	7	20	63	519
	14%	14%	15%	12%	11%	14%	16% f	23% acef	19% ef	32% abcef	16% f	1%	3%	6%	20% ab
A little better than others	1002	836	705	296	166	1002	907	750	617	189	961	41	59	190	753
	23%	24%	23%	23%	19%	23%	26% f	33% acef	29% f	32% aef	25% f	8%	9%	18% a	29% ab
About the same as others	1444	1156	1018	426	289	1444	1183	747	709	160	1293	151	166	435	843
	33%	33%	34%	33%	34%	33%	34% d	33%	33%	27%	34% df	28%	26%	40% ac	32% a
A little worse than others	203	187	162	41	17	203	146	104	111	18	166	38	57	65	81
	5%	5% cd	5% cd	3%	2%	5% d	4%	5%	5%	3%	4%	7% ad	9% c	6% c	3%
Much worse than others	142	121	105	37	21	142	75	33	31	5	82	60	103	18	21
	3%	3%	3%	3%	2%	3%	2%	1%	1%	1%	2%	11% abcde	16% bc	2%	1%
Don t know	945	682	595	351	263	945	647	87	294	22	697	249	238	305	402
	22%	20%	20%	27% abe	31% abe	22%	18% bcd	4%	14% bd	4%	18% bcd	46% abcde	37% bc	28% c	15%
BETTER THAN OTHERS	1603	1341	1155	448	262	1603	1474	1275	1019	377	1555	48	78	253	1271
	37%	38% d	38% d	34%	31%	37% d	42% f	57% acef	47% aef	65% abcef	41% f	9%	12%	24% a	49% ab
WORSE THAN OTHERS	345	307	267	78	38	345	221	137	142	24	247	98	160	83	102
	8%	9% cd	9% cd	6%	4%	8% d	6%	6%	7%	4%	7%	18% abcde	25% bc	8% c	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	420	232	189	34	96	81	50	159	170	102	67	81	340	36	23	21
	10%	11%	9%	7%	13% ad	11%	7%	9%	15% bcd	8%	9%	7%	9%	10%	11%	17% ab
A little better than others	795	418	371	80	166	135	114	300	244	255	148	149	690	52	32	21
	18%	20%	17%	18%	23% de	19%	16%	18%	22% d	19% d	19% d	13%	19%	14%	16%	17%
About the same as others	1542	718	813	173	242	263	274	590	366	501	271	404	1273	150	84	35
	36%	34%	37%	38%	33%	37%	38%	34%	33%	38%	35%	36%	35%	41% ad	41% ad	29%
A little worse than others	303	151	141	33	65	45	61	99	97	90	48	67	259	26	9	8
	7%	7%	6%	7%	9% e	6%	8%	6%	9%	7%	6%	6%	7%	7%	5%	7%
Much worse than others	191	101	87	18	23	32	49	71	53	45	37	53	151	22	13	5
	4%	5%	4%	4%	3%	4%	7% b	4%	5%	3%	5%	5%	4%	6%	6%	5%
Don t know	1086	464	612	118	145	152	176	495	187	329	202	363	935	78	42	31
	25%	22%	28% a	26%	20%	21%	24%	29% bc	17%	25% a	26% a	32% abc	26%	21%	21%	25%
BETTER THAN OTHERS	1215	649	559	114	262	216	164	459	414	357	215	230	1030	88	56	41
	28%	31% b	25%	25%	36% ade	31% d	23%	27%	37% bcd	27% d	28% d	21%	28%	24%	27%	34% b
WORSE THAN OTHERS	495	253	229	51	88	77	110	169	150	135	85	120	410	48	22	14
	11%	12%	10%	11%	12%	11%	15% e	10%	13%	10%	11%	11%	11%	13%	11%	12%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	420	361	59	174	240	158	256	70	67	69	158	272	142
	10%	10%	10%	14% b	8%	14% b	8%	17%	12%	13%	14%	11%	8%
A little better than others	795	698	97	265	508	249	524	95	144	102	249	541	240
	18%	19%	17%	21% b	17%	22% b	17%	23%	25%	19%	22%	21% b	14%
About the same as others	1542	1336	206	427	1092	383	1136	128	198	188	383	952	562
	36%	35%	36%	34%	36%	34%	36%	30%	35%	36%	34%	37%	33%
A little worse than others	303	259	44	89	209	80	215	28	42	40	80	187	108
	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	7%	7%	6%
Much worse than others	191	152	39	47	140	40	147	16	17	11	40	110	73
	4%	4%	7% a	4%	5%	4%	5%	4%	3%	2%	4%	4%	4%
Don t know	1086	963	123	254	811	220	842	83	103	115	220	498	558
	25%	26%	22%	20%	27% a	19%	27% a	20%	18%	22%	19%	19%	33% a
BETTER THAN OTHERS	1215	1060	156	439	748	407	780	165	211	171	407	813	382
	28%	28%	27%	35% b	25%	36% b	25%	39%	37%	33%	36%	32% b	23%
WORSE THAN OTHERS	495	412	83	136	349	120	362	45	59	51	120	297	182
	11%	11%	15%	11%	12%	11%	12%	11%	10%	10%	11%	12%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	420	363	331	89	57	420	397	384	305	151	416	4	13	45	362
	10%	10%	11%	7%	7%	10%	11%	17%	14%	26%	11%	1%	2%	4%	14%
		cd	cd			c	f	aef	aef	abcef	f				ab
A little better than others	795	685	597	199	111	795	732	606	522	177	777	18	35	120	640
	18%	20%	20%	15%	13%	18%	21%	27%	24%	30%	20%	3%	5%	11%	24%
		cd	cd			d	f	aef	aef	acef	f			a	ab
About the same as others	1542	1238	1074	469	305	1542	1295	867	778	166	1398	145	137	430	975
	36%	36%	35%	36%	36%	36%	37%	39%	36%	29%	37%	26%	21%	40%	37%
							df	df	df		df			a	a
A little worse than others	303	272	240	63	31	303	228	168	169	45	257	46	69	115	119
	7%	8%	8%	5%	4%	7%	6%	7%	8%	8%	7%	8%	11%	11%	5%
		cd	cd			d							c	c	
Much worse than others	191	164	141	50	28	191	107	53	58	12	120	72	122	42	28
	4%	5%	5%	4%	3%	4%	3%	2%	3%	2%	3%	13%	19%	4%	1%
												abcde	bc	c	
Don t know	1086	764	652	433	321	1086	765	169	332	31	823	262	267	324	494
	25%	22%	21%	33%	38%	25%	22%	8%	15%	5%	22%	48%	42%	30%	19%
				abe	abe	ab	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1215	1048	928	288	167	1215	1129	990	827	329	1194	22	48	165	1002
	28%	30%	31%	22%	20%	28%	32%	44%	38%	56%	31%	4%	7%	15%	38%
		cd	cd			cd	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	495	436	381	113	59	495	336	220	228	56	377	118	191	156	147
	11%	13%	13%	9%	7%	11%	10%	10%	11%	10%	10%	22%	30%	15%	6%
		cd	cd			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	466	268	198	33	112	76	50	195	181	132	60	93	382	37	26	21
	11%	13% b	9%	7%	15% ad	11%	7%	11% d	16% bcd	10%	8%	8%	10%	10%	13%	18% ab
A little better than others	911	441	463	94	168	136	164	349	272	272	167	199	785	61	44	21
	21%	21%	21%	21%	23%	19%	23%	20%	24% d	21%	22%	18%	22%	17%	22%	18%
About the same as others	1538	732	791	161	255	278	261	583	393	486	285	373	1276	149	76	38
	35%	35%	36%	35%	35%	39%	36%	34%	35%	37%	37%	33%	35%	41% d	37%	31%
A little worse than others	264	143	117	39	49	43	44	89	66	91	53	54	223	23	13	5
	6%	7%	5%	9%	7%	6%	6%	5%	6%	7%	7%	5%	6%	6%	6%	4%
Much worse than others	168	92	73	16	20	32	42	58	37	41	36	51	134	19	10	5
	4%	4%	3%	4%	3%	4%	6%	3%	3%	3%	5%	5%	4%	5%	5%	4%
Don t know	990	409	572	112	133	142	164	440	168	300	172	346	849	75	35	31
	23%	20%	26% a	25%	18%	20%	23%	26% bc	15%	23% a	22% a	31% abc	23% c	21%	17%	25% c
BETTER THAN OTHERS	1378	708	661	127	280	212	214	544	453	404	227	292	1167	98	70	43
	32%	34% b	30%	28%	38% acde	30%	30%	32%	41% bcd	31%	29%	26%	32%	27%	35% b	35% b
WORSE THAN OTHERS	432	235	190	56	69	75	86	147	103	132	89	105	357	42	23	10
	10%	11% b	9%	12%	9%	11%	12%	9%	9%	10%	11%	9%	10%	12%	11%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	466	402	65	184	279	172	290	86	74	71	172	290	167
	11%	11%	11%	15% b	9%	15% b	9%	20% b	13%	13%	15%	11%	10%
A little better than others	911	798	114	273	616	245	644	87	136	94	245	577	318
	21%	21%	20%	22%	21%	22%	21%	21%	24%	18%	22%	23% b	19%
About the same as others	1538	1335	202	453	1061	411	1100	131	220	212	411	975	536
	35%	35%	36%	36%	35%	36%	35%	31%	38%	40% a	36%	38% b	32%
A little worse than others	264	233	32	72	186	62	195	24	32	31	62	169	89
	6%	6%	6%	6%	6%	5%	6%	6%	6%	6%	5%	7%	5%
Much worse than others	168	132	36	47	118	43	121	18	15	18	43	97	64
	4%	3%	6% a	4%	4%	4%	4%	4%	3%	3%	4%	4%	4%
Don t know	990	871	120	229	740	197	770	73	95	101	197	451	510
	23%	23%	21%	18%	25% a	17%	25% a	17%	17%	19%	17%	18%	30% a
BETTER THAN OTHERS	1378	1199	178	457	895	417	934	173	210	164	417	867	485
	32%	32%	31%	36% b	30%	37% b	30%	41% c	37%	31%	37%	34% b	29%
WORSE THAN OTHERS	432	365	68	119	304	106	316	42	47	48	106	265	152
	10%	10%	12%	9%	10%	9%	10%	10%	8%	9%	9%	10%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 236

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	466	383	346	121	83	466	432	410	314	155	460	6	15	50	402
	11%	11%	11%	9%	10%	11%	12%	18%	14%	27%	12%	1%	2%	5%	15%
							f	acef	f	abcef	f				ab
A little better than others	911	765	646	266	147	911	837	683	591	198	884	27	41	163	708
	21%	22%	21%	20%	17%	21%	24%	30%	27%	34%	23%	5%	6%	15%	27%
		d					f	aef	aef	acef	f			a	ab
About the same as others	1538	1247	1098	439	291	1538	1284	864	769	167	1385	152	149	432	957
	35%	36%	36%	34%	34%	35%	36%	38%	36%	29%	37%	28%	23%	40%	37%
							df	df	df		df			a	a
A little worse than others	264	242	211	53	22	264	191	134	138	25	217	47	66	99	99
	6%	7%	7%	4%	3%	6%	5%	6%	6%	4%	6%	9%	10%	9%	4%
		cd	cd			d						ad	c	c	
Much worse than others	168	146	129	39	22	168	96	43	42	9	105	63	116	30	22
	4%	4%	4%	3%	3%	4%	3%	2%	2%	1%	3%	11%	18%	3%	1%
												abcde	bc	c	
Don t know	990	703	605	385	288	990	686	112	310	27	740	250	255	304	431
	23%	20%	20%	30%	34%	23%	19%	5%	14%	5%	20%	46%	40%	28%	16%
				abe	abe	ab	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1378	1148	991	386	230	1378	1269	1093	905	354	1344	34	56	212	1110
	32%	33%	33%	30%	27%	32%	36%	49%	42%	61%	35%	6%	9%	20%	42%
		d	d				f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	432	388	340	92	44	432	287	177	180	34	322	110	182	129	121
	10%	11%	11%	7%	5%	10%	8%	8%	8%	6%	9%	20%	28%	12%	5%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	404	228	174	56	112	72	46	117	178	104	53	69	337	32	23	12
	9%	11% b	8%	12% de	15% cde	10% e	6%	7%	16% bcd	8%	7%	6%	9%	9%	11%	10%
A little better than others	961	492	462	107	184	196	154	320	309	299	172	180	823	67	44	28
	22%	24%	21%	24%	25% e	28% e	21%	19%	28% d	23% d	22% d	16%	23%	18%	21%	23%
About the same as others	1589	752	825	189	265	267	319	549	406	543	273	364	1317	151	85	37
	37%	36%	37%	41% e	36%	38%	44% be	32%	36%	41% d	35%	33%	36%	42% d	42% d	30%
A little worse than others	181	93	85	24	46	38	24	50	39	64	36	42	149	18	8	6
	4%	4%	4%	5%	6% e	5% e	3%	3%	4%	5%	5%	4%	4%	5%	4%	5%
Much worse than others	146	80	61	12	24	26	44	40	47	29	32	34	124	15	5	2
	3%	4%	3%	3%	3%	4%	6% e	2%	4%	2%	4%	3%	3%	4%	2%	2%
Don t know	1057	439	607	67	106	108	138	637	137	282	207	428	899	82	39	37
	24%	21%	27% a	15%	14%	15%	19%	37% abcd	12%	21% a	27% a	38% abc	25% c	22%	19%	31% abc
BETTER THAN OTHERS	1365	720	636	164	296	268	199	437	487	403	225	250	1160	98	67	39
	31%	35% b	29%	36% de	40% de	38% de	28%	26%	44% bcd	31% d	29% d	22%	32%	27%	33%	32%
WORSE THAN OTHERS	327	173	146	36	69	64	68	90	87	93	68	76	273	33	13	8
	8%	8%	7%	8%	9% e	9% e	9% e	5%	8%	7%	9%	7%	7%	9%	6%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	404	356	48	175	220	159	232	72	75	62	159	279	123
	9%	9%	9%	14% b	7%	14% b	7%	17%	13%	12%	14%	11% b	7%
A little better than others	961	846	115	364	573	319	617	127	157	141	319	665	281
	22%	22%	20%	29% b	19%	28% b	20%	30%	27%	27%	28%	26% b	17%
About the same as others	1589	1375	214	433	1133	399	1167	123	209	210	399	1025	529
	37%	36%	38%	34%	38%	35%	37%	29%	36%	40% a	35%	40% b	31%
A little worse than others	181	165	16	61	115	51	125	22	29	20	51	119	60
	4%	4%	3%	5%	4%	4%	4%	5%	5%	4%	4%	5%	4%
Much worse than others	146	122	24	34	108	31	111	13	14	10	31	92	46
	3%	3%	4%	3%	4%	3%	4%	3%	2%	2%	3%	4%	3%
Don t know	1057	906	151	190	852	172	867	63	89	82	172	380	643
	24%	24%	27%	15%	28% a	15%	28% a	15%	16%	16%	15%	15%	38% a
BETTER THAN OTHERS	1365	1202	163	539	793	479	849	200	232	203	479	944	405
	31%	32%	29%	43% b	26%	42% b	27%	47%	41%	39%	42%	37% b	24%
WORSE THAN OTHERS	327	287	40	95	223	82	236	35	42	30	82	211	106
	8%	8%	7%	8%	7%	7%	8%	8%	7%	6%	7%	8%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	404	382	337	67	22	404	378	306	327	119	396	8	13	39	352
	9%	11%	11%	5%	3%	9%	11%	14%	15%	20%	10%	1%	2%	4%	13%
		cd	cd	d		cd	f	aef	aef	abcef	f				ab
A little better than others	961	879	760	201	82	961	892	617	722	193	936	25	35	175	750
	22%	25%	25%	15%	10%	22%	25%	27%	33%	33%	25%	5%	6%	16%	29%
		cde	cde	d		cd	f	f	abef	aef	f			a	ab
About the same as others	1589	1352	1191	398	237	1589	1322	814	903	204	1438	151	174	492	923
	37%	39%	39%	31%	28%	37%	37%	36%	42%	35%	38%	28%	27%	46%	35%
		cd	cd			cd	f	f	abdef		f			ac	a
A little worse than others	181	165	153	29	16	181	134	87	100	20	146	35	54	61	66
	4%	5%	5%	2%	2%	4%	4%	4%	5%	4%	4%	6%	8%	6%	3%
		cd	cd			cd						ae	c	c	
Much worse than others	146	123	107	39	22	146	74	40	42	8	85	61	106	19	20
	3%	4%	4%	3%	3%	3%	2%	2%	2%	1%	2%	11%	16%	2%	1%
												abcde	bc		
Don t know	1057	585	487	570	472	1057	726	381	72	38	792	265	260	291	506
	24%	17%	16%	44%	55%	24%	21%	17%	3%	7%	21%	49%	40%	27%	19%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	
BETTER THAN OTHERS	1365	1261	1097	268	104	1365	1270	923	1048	312	1331	34	48	214	1102
	31%	36%	36%	21%	12%	31%	36%	41%	48%	54%	35%	6%	8%	20%	42%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
WORSE THAN OTHERS	327	288	259	67	39	327	208	127	141	29	231	96	160	80	87
	8%	8%	9%	5%	5%	8%	6%	6%	7%	5%	6%	18%	25%	7%	3%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	428	236	186	55	116	90	49	118	191	101	62	71	357	34	26	11
	10%	11% b	8%	12% de	16% de	13% de	7%	7%	17% bcd	8%	8%	6%	10%	9%	13%	9%
A little better than others	895	438	451	118	169	157	150	300	282	295	135	182	763	67	39	24
	21%	21%	20%	26% e	23% e	22% e	21%	18%	25% cd	22% d	17%	16%	21%	19%	19%	20%
About the same as others	1606	778	816	172	273	294	317	550	414	521	306	365	1332	148	87	40
	37%	37%	37%	38%	37%	42% e	44% e	32%	37%	39% d	40% d	33%	36%	41%	43% d	33%
A little worse than others	205	104	100	34	48	35	31	58	51	72	40	43	170	18	11	7
	5%	5%	5%	7% e	6% e	5%	4%	3%	5%	5%	5%	4%	5%	5%	5%	6%
Much worse than others	150	83	65	11	20	25	43	50	40	36	38	33	123	18	6	3
	3%	4%	3%	3%	3%	3%	6% be	3%	4%	3%	5%	3%	3%	5%	3%	3%
Don t know	1054	446	596	65	112	106	135	637	139	296	193	423	904	80	35	36
	24%	21%	27% a	14%	15%	15%	19%	37% abcd	12%	22% a	25% a	38% abc	25% c	22%	17%	29% bc
BETTER THAN OTHERS	1322	674	637	173	285	247	199	418	473	396	197	253	1120	101	65	35
	30%	32%	29%	38% de	39% de	35% de	27%	24%	42% bcd	30% d	25%	23%	31%	28%	32%	29%
WORSE THAN OTHERS	355	186	165	45	67	60	74	108	91	108	77	76	293	35	16	11
	8%	9%	7%	10%	9%	8%	10% e	6%	8%	8%	10%	7%	8%	10%	8%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	428	387	40	198	214	183	229	85	93	73	183	302	124
	10%	10%	7%	16% b	7%	16% b	7%	20%	16%	14%	16%	12% b	7%
A little better than others	895	763	131	283	588	246	623	91	122	115	246	620	261
	21%	20%	23%	22%	20%	22%	20%	22%	21%	22%	22%	24% b	15%
About the same as others	1606	1406	200	481	1105	440	1146	140	231	229	440	1036	539
	37%	37%	35%	38%	37%	39%	37%	33%	40%	44% a	39%	40% b	32%
A little worse than others	205	183	22	78	125	69	134	26	33	26	69	131	68
	5%	5%	4%	6% b	4%	6%	4%	6%	6%	5%	6%	5%	4%
Much worse than others	150	125	25	36	109	30	113	16	10	11	30	91	51
	3%	3%	4%	3%	4%	3%	4%	4%	2%	2%	3%	4%	3%
Don t know	1054	905	149	182	860	162	876	62	83	71	162	380	641
	24%	24%	26%	14%	29% a	14%	28% a	15%	14%	14%	14%	15%	38% a
BETTER THAN OTHERS	1322	1151	172	481	802	430	852	176	216	188	430	922	384
	30%	31%	30%	38% b	27%	38% b	27%	42%	38%	36%	38%	36% b	23%
WORSE THAN OTHERS	355	308	47	114	234	99	247	42	43	37	99	221	119
	8%	8%	8%	9%	8%	9%	8%	10%	7%	7%	9%	9%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	428	403	360	68	25	428	401	342	350	144	420	7	9	41	377
	10%	12%	12%	5%	3%	10%	11%	15%	16%	25%	11%	1%	1%	4%	14%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
A little better than others	895	819	713	181	76	895	829	546	629	181	866	29	34	171	690
	21%	23%	24%	14%	9%	21%	24%	24%	29%	31%	23%	5%	5%	16%	26%
		cde	cde	d		cd	f	f	abef	abef	f			a	ab
About the same as others	1606	1362	1182	424	244	1606	1350	833	926	186	1453	153	166	472	968
	37%	39%	39%	33%	29%	37%	38%	37%	43%	32%	38%	28%	26%	44%	37%
		cd	cd			cd	df	f	abdef		df			ac	a
A little worse than others	205	192	179	27	13	205	145	106	126	26	175	31	68	70	68
	5%	6%	6%	2%	2%	5%	4%	5%	6%	5%	5%	6%	11%	6%	3%
		cd	cd			cd			a				bc	c	
Much worse than others	150	122	106	43	28	150	76	42	34	11	85	65	109	23	18
	3%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	12%	17%	2%	1%
												abcde	bc	c	
Don t know	1054	588	495	559	466	1054	725	377	99	34	792	262	257	300	498
	24%	17%	16%	43%	55%	24%	21%	17%	5%	6%	21%	48%	40%	28%	19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1322	1222	1073	249	100	1322	1230	888	979	325	1286	36	43	212	1067
	30%	35%	35%	19%	12%	30%	35%	40%	45%	56%	34%	7%	7%	20%	41%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	355	314	285	70	41	355	221	149	160	37	260	95	177	93	85
	8%	9%	9%	5%	5%	8%	6%	7%	7%	6%	7%	17%	27%	9%	3%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	465	260	201	62	101	82	67	153	195	123	64	83	394	34	24	12
	11%	12%	9%	14%	14%	12%	9%	9%	17%	9%	8%	7%	11%	9%	12%	10%
		b		e	e				bcd							
A little better than others	932	463	462	106	178	177	158	311	300	321	155	156	796	64	45	27
	21%	22%	21%	23%	24%	25%	22%	18%	27%	24%	20%	14%	22%	18%	22%	22%
					e	e			cd	d	d					
About the same as others	1564	741	815	167	279	274	306	538	389	502	282	390	1294	153	80	38
	36%	36%	37%	37%	38%	39%	42%	31%	35%	38%	36%	35%	35%	42%	39%	31%
					e	e	e							ad		
A little worse than others	213	106	100	34	49	45	28	56	64	64	37	46	173	19	15	6
	5%	5%	5%	7%	7%	6%	4%	3%	6%	5%	5%	4%	5%	5%	7%	5%
				e	e	e										
Much worse than others	155	88	62	16	18	25	46	50	38	34	44	35	126	20	6	3
	4%	4%	3%	4%	2%	4%	6%	3%	3%	3%	6%	3%	3%	5%	3%	3%
							be				b					
Don t know	1010	425	574	70	112	104	119	605	131	276	192	407	866	74	34	35
	23%	20%	26%	15%	15%	15%	16%	35%	12%	21%	25%	36%	24%	20%	17%	29%
			a					abcd		a	a	abc	c			bc
BETTER THAN OTHERS	1396	724	663	169	279	259	225	464	495	444	218	239	1190	99	69	39
	32%	35%	30%	37%	38%	37%	31%	27%	44%	34%	28%	21%	33%	27%	34%	32%
		b		e	e	e			bcd	d	d					
WORSE THAN OTHERS	368	194	163	50	67	70	74	106	102	99	81	80	299	39	20	9
	8%	9%	7%	11%	9%	10%	10%	6%	9%	7%	10%	7%	8%	11%	10%	7%
				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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	465	412	53	186	269	168	286	70	83	73	168	318	145
	11%	11%	9%	15% b	9%	15% b	9%	17%	14%	14%	15%	12% b	9%
A little better than others	932	810	121	305	601	275	631	101	145	131	275	633	286
	21%	21%	21%	24% b	20%	24% b	20%	24%	25%	25%	24%	25% b	17%
About the same as others	1564	1373	191	473	1070	429	1112	153	217	211	429	1019	513
	36%	36%	34%	38%	36%	38%	36%	36%	38%	40%	38%	40% b	30%
A little worse than others	213	189	24	76	133	68	141	22	35	27	68	140	66
	5%	5%	4%	6%	4%	6%	5%	5%	6%	5%	6%	5%	4%
Much worse than others	155	131	24	38	113	30	121	13	9	12	30	93	56
	4%	3%	4%	3%	4%	3%	4%	3%	2%	2%	3%	4%	3%
Don t know	1010	854	156	180	814	161	830	62	83	71	161	357	618
	23%	23%	27%	14%	27% a	14%	27% a	15%	15%	14%	14%	14%	37% a
BETTER THAN OTHERS	1396	1222	174	491	871	444	916	171	227	203	444	951	431
	32%	32%	31%	39% b	29%	39% b	29%	41%	40%	39%	39%	37% b	26%
WORSE THAN OTHERS	368	320	47	114	246	98	261	35	45	40	98	233	122
	8%	9%	8%	9%	8%	9%	8%	8%	8%	8%	9%	9%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	465	440	386	79	25	465	441	360	377	165	457	8	8	41	416
	11%	13%	13%	6%	3%	11%	13%	16%	17%	28%	12%	1%	1%	4%	16%
		cd	cd	d		cd	f	aef	aef	abcef	f			a	ab
A little better than others	932	841	729	203	90	932	852	600	683	191	899	32	40	159	732
	21%	24%	24%	16%	11%	21%	24%	27%	32%	33%	24%	6%	6%	15%	28%
		cd	cd	d		cd	f	f	abef	abef	f			a	ab
About the same as others	1564	1325	1163	401	239	1564	1320	791	868	166	1420	144	162	495	907
	36%	38%	38%	31%	28%	36%	37%	35%	40%	29%	37%	26%	25%	46%	35%
		cd	cd			cd	df	df	bdf		df			ac	a
A little worse than others	213	185	171	41	27	213	146	95	114	20	171	41	67	75	71
	5%	5%	6%	3%	3%	5%	4%	4%	5%	3%	5%	8%	10%	7%	3%
		c	c									abde	c	c	
Much worse than others	155	128	112	43	27	155	79	43	39	10	90	65	115	20	19
	4%	4%	4%	3%	3%	4%	2%	2%	2%	2%	2%	12%	18%	2%	1%
												abcde	bc	c	
Don t know	1010	565	474	536	445	1010	689	357	84	29	754	256	250	285	474
	23%	16%	16%	41%	52%	23%	20%	16%	4%	5%	20%	47%	39%	26%	18%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1396	1282	1115	281	115	1396	1293	960	1059	356	1356	40	48	201	1148
	32%	37%	37%	22%	13%	32%	37%	43%	49%	61%	36%	7%	7%	19%	44%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	368	314	283	84	54	368	224	137	153	30	261	106	182	95	90
	8%	9%	9%	6%	6%	8%	6%	6%	7%	5%	7%	19%	28%	9%	3%
			c									abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	457	256	196	55	120	76	55	152	189	127	57	83	385	34	26	12
	11%	12%	9%	12%	16%	11%	8%	9%	17%	10%	7%	7%	11%	9%	13%	10%
		b			cde				bcd							
A little better than others	1012	493	511	133	210	188	159	322	335	325	168	181	864	77	44	25
	23%	24%	23%	29%	29%	27%	22%	19%	30%	25%	22%	16%	24%	21%	22%	21%
				e	e	e			bcd	d	d					
About the same as others	1538	743	784	157	241	278	306	557	375	510	282	371	1263	148	87	40
	35%	36%	35%	34%	33%	39%	42%	32%	34%	39%	36%	33%	35%	41%	43%	33%
						e	be								ad	
A little worse than others	172	87	83	22	43	36	24	47	46	50	33	44	145	16	8	4
	4%	4%	4%	5%	6%	5%	3%	3%	4%	4%	4%	4%	4%	4%	4%	3%
					e	e										
Much worse than others	151	87	60	19	17	25	43	47	36	41	38	34	126	15	5	5
	3%	4%	3%	4%	2%	4%	6%	3%	3%	3%	5%	3%	3%	4%	2%	4%
							be									
Don t know	1008	418	580	71	106	104	138	589	137	268	196	404	865	74	33	35
	23%	20%	26%	16%	14%	15%	19%	34%	12%	20%	25%	36%	24%	20%	16%	29%
			a					abcd		a	a	abc	c			bc
BETTER THAN OTHERS	1469	750	707	187	330	264	214	473	524	452	225	264	1250	112	70	37
	34%	36%	32%	41%	45%	37%	29%	28%	47%	34%	29%	24%	34%	31%	34%	31%
				de	cde	de			bcd	d						
WORSE THAN OTHERS	323	174	143	40	60	61	67	94	81	91	70	78	271	30	13	9
	7%	8%	6%	9%	8%	9%	9%	6%	7%	7%	9%	7%	7%	8%	7%	7%
						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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	457	413	44	196	251	182	264	80	87	78	182	308	145
	11%	11%	8%	16% b	8%	16% b	8%	19%	15%	15%	16%	12% b	9%
A little better than others	1012	879	133	330	651	293	688	109	143	133	293	686	311
	23%	23%	23%	26% b	22%	26%	22%	26%	25%	25%	26%	27% b	18%
About the same as others	1538	1333	205	446	1072	406	1112	131	217	202	406	997	510
	35%	35%	36%	35%	36%	36%	36%	31%	38%	38%	36%	39% b	30%
A little worse than others	172	153	19	60	110	49	119	22	24	22	49	109	59
	4%	4%	3%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%
Much worse than others	151	130	21	40	106	37	110	15	14	15	37	95	49
	3%	3%	4%	3%	4%	3%	4%	4%	3%	3%	3%	4%	3%
Don t know	1008	861	146	184	810	165	827	63	86	76	165	364	610
	23%	23%	26%	15%	27% a	15%	27% a	15%	15%	14%	15%	14%	36% a
BETTER THAN OTHERS	1469	1292	177	527	903	475	952	189	230	211	475	994	455
	34%	34%	31%	42% b	30%	42% b	31%	45%	40%	40%	42%	39% b	27%
WORSE THAN OTHERS	323	284	40	100	216	86	229	37	38	36	86	204	108
	7%	8%	7%	8%	7%	8%	7%	9%	7%	7%	8%	8%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	457	426	381	76	31	457	430	356	363	143	448	9	12	54	391
	11%	12%	13%	6%	4%	11%	12%	16%	17%	25%	12%	2%	2%	5%	15%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
A little better than others	1012	902	788	224	110	1012	932	631	718	197	978	33	37	190	784
	23%	26%	26%	17%	13%	23%	26%	28%	33%	34%	26%	6%	6%	18%	30%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1538	1318	1144	394	220	1538	1263	759	854	181	1380	158	192	460	885
	35%	38%	38%	30%	26%	35%	36%	34%	39%	31%	36%	29%	30%	43%	34%
		cd	cd			cd	f		bdf		f			ac	
A little worse than others	172	159	147	26	14	172	131	90	94	22	140	32	55	60	58
	4%	5%	5%	2%	2%	4%	4%	4%	4%	4%	4%	6%	9%	6%	2%
		cd	cd			cd							c	c	
Much worse than others	151	126	105	46	25	151	80	44	37	6	89	62	102	25	24
	3%	4%	3%	4%	3%	3%	2%	2%	2%	1%	2%	11%	16%	2%	1%
												abcde	bc	c	
Don t know	1008	556	471	537	452	1008	691	365	98	34	756	252	244	287	476
	23%	16%	16%	41%	53%	23%	20%	16%	5%	6%	20%	46%	38%	27%	18%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1469	1328	1169	300	141	1469	1362	987	1081	340	1426	42	49	244	1176
	34%	38%	39%	23%	17%	34%	39%	44%	50%	59%	38%	8%	8%	23%	45%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	323	284	251	72	39	323	210	134	131	27	230	94	157	85	81
	7%	8%	8%	6%	5%	7%	6%	6%	6%	5%	6%	17%	24%	8%	3%
		cd	cd			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	357	204	150	40	113	68	39	96	172	85	41	58	302	24	18	12
	8%	10% b	7%	9%	15% acde	10% e	5%	6%	15% bcd	6%	5%	5%	8%	7%	9%	10%
A little better than others	705	363	335	97	145	127	135	201	216	229	123	136	614	43	27	20
	16%	17%	15%	21% e	20% e	18% e	19% e	12%	19% d	17% d	16%	12%	17% b	12%	13%	17%
About the same as others	1667	788	870	185	276	312	305	590	420	563	292	389	1374	163	90	41
	38%	38%	39%	41%	37%	44% e	42% e	34%	38%	43% d	38%	35%	38%	45% ad	44% ad	34%
A little worse than others	317	172	139	47	61	57	43	109	90	98	68	60	257	32	20	7
	7%	8%	6%	10% e	8%	8%	6%	6%	8%	7%	9% d	5%	7%	9%	10%	6%
Much worse than others	189	98	85	17	25	29	57	62	63	41	37	45	154	21	9	5
	4%	5%	4%	4%	3%	4%	8% bce	4%	6% b	3%	5%	4%	4%	6%	4%	4%
Don t know	1104	459	635	70	118	115	146	656	155	305	212	429	946	82	39	36
	25%	22%	29% a	15%	16%	16%	20%	38% abcd	14%	23% a	27% a	38% abc	26% c	23%	19%	30% c
BETTER THAN OTHERS	1061	567	485	137	258	195	174	297	388	314	164	194	916	67	46	33
	24%	27% b	22%	30% e	35% cde	28% e	24% e	17%	35% bcd	24% d	21%	17%	25% b	18%	22%	27% b
WORSE THAN OTHERS	506	270	223	64	86	85	100	171	154	139	105	105	412	52	29	12
	12%	13% b	10%	14%	12%	12%	14%	10%	14% d	11%	14% d	9%	11%	14%	14%	10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	357	318	38	176	167	170	174	77	88	64	170	268	88
	8%	8%	7%	14% b	6%	15% b	6%	18%	15%	12%	15%	10% b	5%
A little better than others	705	623	82	267	416	231	452	80	115	112	231	508	186
	16%	17%	14%	21% b	14%	20% b	14%	19%	20%	21%	20%	20% b	11%
About the same as others	1667	1451	217	471	1173	427	1215	145	216	218	427	1067	567
	38%	38%	38%	37%	39%	38%	39%	34%	38%	42%	38%	42% b	34%
A little worse than others	317	276	41	96	218	85	229	36	38	35	85	197	114
	7%	7%	7%	8%	7%	8%	7%	8%	7%	7%	8%	8%	7%
Much worse than others	189	161	28	50	136	42	142	17	17	14	42	114	66
	4%	4%	5%	4%	5%	4%	5%	4%	3%	3%	4%	4%	4%
Don t know	1104	942	162	197	890	177	907	66	97	82	177	406	662
	25%	25%	29%	16%	30% a	16%	29% a	16%	17%	16%	16%	16%	39% a
BETTER THAN OTHERS	1061	941	120	443	584	400	626	157	204	176	400	776	274
	24%	25%	21%	35% b	19%	35% b	20%	37%	36%	33%	35%	30% b	16%
WORSE THAN OTHERS	506	437	69	146	354	127	372	53	55	49	127	311	181
	12%	12%	12%	12%	12%	11%	12%	13%	10%	9%	11%	12%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	357	337	314	42	19	357	341	299	282	124	352	5	7	28	322
	8%	10%	10%	3%	2%	8%	10%	13%	13%	21%	9%	1%	1%	3%	12%
		cd	cde			cd	f	aef	aef	abcef	f				ab
A little better than others	705	645	569	135	59	705	643	454	496	148	678	26	26	124	554
	16%	19%	19%	10%	7%	16%	18%	20%	23%	26%	18%	5%	4%	12%	21%
		cd	cd			cd	f	f	aef	aef	f			a	ab
About the same as others	1667	1428	1233	435	239	1667	1421	875	988	211	1523	144	135	480	1053
	38%	41%	41%	33%	28%	38%	40%	39%	46%	36%	40%	26%	21%	45%	40%
		cd	cd			cd	f	f	abdef	f	f			a	a
A little worse than others	317	289	258	59	28	317	236	152	190	37	270	47	88	100	129
	7%	8%	8%	5%	3%	7%	7%	7%	9%	6%	7%	9%	14%	9%	5%
		cd	cd			cd			a				c	c	
Much worse than others	189	161	141	48	28	189	109	56	65	19	122	66	124	33	32
	4%	5%	5%	4%	3%	4%	3%	2%	3%	3%	3%	12%	19%	3%	1%
												abcde	bc	c	
Don t know	1104	625	520	584	479	1104	775	411	143	42	846	258	263	312	529
	25%	18%	17%	45%	56%	25%	22%	18%	7%	7%	22%	47%	41%	29%	20%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1061	983	884	177	79	1061	984	753	777	272	1030	31	33	152	876
	24%	28%	29%	14%	9%	24%	28%	34%	36%	47%	27%	6%	5%	14%	33%
		cde	cde	d		cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	506	450	398	107	56	506	345	208	255	57	392	113	211	133	161
	12%	13%	13%	8%	7%	12%	10%	9%	12%	10%	10%	21%	33%	12%	6%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Much better than others	369	210	156	46	116	58	47	101	172	97	43	57	308	29	21	11
	8%	10% b	7%	10% e	16% cde	8%	7%	6%	15% bcd	7%	6%	5%	8%	8%	10%	9%
A little better than others	787	413	370	109	148	143	136	252	235	251	152	149	686	48	30	22
	18%	20%	17%	24% e	20% e	20% e	19%	15%	21% d	19% d	20% d	13%	19% b	13%	15%	18%
About the same as others	1726	824	886	194	279	328	322	602	454	555	303	412	1417	167	101	41
	40%	40%	40%	43% e	38%	46% be	44% e	35%	41%	42%	39%	37%	39%	46% ad	50% ad	34%
A little worse than others	246	122	120	30	54	42	42	78	63	92	36	54	204	23	12	8
	6%	6%	5%	7%	7% e	6%	6%	5%	6%	7%	5%	5%	6%	6%	6%	6%
Much worse than others	151	73	73	10	21	26	42	51	42	34	37	35	125	18	5	4
	3%	4%	3%	2%	3%	4%	6% ae	3%	4%	3%	5%	3%	3%	5%	2%	3%
Don t know	1059	442	608	66	120	110	135	628	152	292	202	410	909	80	35	36
	24%	21%	27% a	15%	16%	16%	19%	37% abcd	14%	22% a	26% a	37% abc	25% c	22%	17%	30% bc
BETTER THAN OTHERS	1156	623	526	155	263	201	183	353	406	349	195	205	994	77	51	33
	27%	30% b	24%	34% de	36% cde	28% e	25%	21%	36% bcd	26% d	25% d	18%	27% b	21%	25%	27%
WORSE THAN OTHERS	397	195	193	40	75	68	85	129	105	126	73	89	329	40	17	11
	9%	9%	9%	9%	10%	10%	12% e	8%	9%	10%	9%	8%	9%	11%	8%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Much better than others	369	327	42	175	185	165	196	74	79	64	165	279	87
	8%	9%	7%	14% b	6%	15% b	6%	18%	14%	12%	15%	11% b	5%
A little better than others	787	699	88	276	488	240	523	96	117	113	240	544	236
	18%	19%	16%	22% b	16%	21% b	17%	23%	20%	21%	21%	21% b	14%
About the same as others	1726	1501	225	491	1212	446	1254	144	240	231	446	1115	574
	40%	40%	40%	39%	40%	39%	40%	34%	42%	44% a	39%	44% b	34%
A little worse than others	246	213	34	81	160	71	169	23	32	34	71	147	96
	6%	6%	6%	6%	5%	6%	5%	5%	6%	6%	6%	6%	6%
Much worse than others	151	127	24	37	109	34	113	15	11	12	34	88	54
	3%	3%	4%	3%	4%	3%	4%	4%	2%	2%	3%	3%	3%
Don t know	1059	904	156	196	847	176	865	69	94	72	176	387	636
	24%	24%	27%	16%	28% a	16%	28% a	16%	16%	14%	16%	15%	38% a
BETTER THAN OTHERS	1156	1026	130	452	672	405	719	170	196	177	405	823	323
	27%	27%	23%	36% b	22%	36% b	23%	40%	34%	34%	36%	32% b	19%
WORSE THAN OTHERS	397	340	57	118	269	104	282	38	43	45	104	235	150
	9%	9%	10%	9%	9%	9%	9%	9%	7%	9%	9%	9%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Much better than others	369	351	321	48	18	369	350	306	290	137	359	10	10	39	319
	8%	10%	11%	4%	2%	8%	10%	14%	13%	24%	9%	2%	2%	4%	12%
		cd	cde			cd	f	aef	aef	abcef	f				ab
A little better than others	787	696	611	176	91	787	730	509	573	153	769	18	26	126	635
	18%	20%	20%	14%	11%	18%	21%	23%	26%	26%	20%	3%	4%	12%	24%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1726	1481	1286	440	244	1726	1458	893	995	213	1568	158	169	504	1053
	40%	42%	42%	34%	29%	40%	41%	40%	46%	37%	41%	29%	26%	47%	40%
		cd	cd			cd	f	f	abdef		f			ac	a
A little worse than others	246	224	203	44	22	246	173	117	140	28	204	43	78	78	90
	6%	6%	7%	3%	3%	6%	5%	5%	6%	5%	5%	8%	12%	7%	3%
		cd	cd			cd						a	bc	c	
Much worse than others	151	123	105	46	28	151	77	40	37	13	87	64	105	20	26
	3%	4%	3%	4%	3%	3%	2%	2%	2%	2%	2%	12%	16%	2%	1%
												abcde	bc		
Don t know	1059	611	510	549	448	1059	738	381	129	38	805	254	255	309	495
	24%	18%	17%	42%	53%	24%	21%	17%	6%	6%	21%	46%	40%	29%	19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1156	1046	932	224	109	1156	1080	815	863	290	1128	28	36	165	955
	27%	30%	31%	17%	13%	27%	31%	36%	40%	50%	30%	5%	6%	15%	36%
		cde	cde			cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	397	347	307	90	50	397	250	157	177	41	290	107	183	98	116
	9%	10%	10%	7%	6%	9%	7%	7%	8%	7%	8%	20%	28%	9%	4%
		cd	cd			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
The BBC is not important to me	546	281	257	53	102	89	101	201	105	138	106	193	434	48	36	28
	13%	14%	12%	12%	14%	13%	14%	12%	9%	10%	14% a	17% ab	12%	13%	18% a	23% ab
2	152	80	70	17	15	23	32	66	38	42	25	47	120	18	9	5
	3%	4%	3%	4%	2%	3%	4%	4%	3%	3%	3%	4%	3%	5%	4%	4%
3	193	96	95	30	43	36	29	56	39	65	43	45	152	23	11	7
	4%	5%	4%	7% e	6% e	5%	4%	3%	3%	5%	6%	4%	4%	6%	5%	6%
4	215	107	108	37	44	40	36	57	47	75	41	52	182	16	8	8
	5%	5%	5%	8% e	6% e	6%	5%	3%	4%	6%	5%	5%	5%	4%	4%	7%
5	378	178	195	60	62	53	69	135	55	152	70	100	314	40	16	8
	9%	9%	9%	13% ce	8%	7%	9%	8%	5%	12% a	9% a	9% a	9%	11%	8%	6%
6	353	148	200	37	60	68	73	116	89	91	69	103	305	22	17	8
	8%	7%	9%	8%	8%	10%	10%	7%	8%	7%	9%	9%	8%	6%	8%	7%
7	557	240	313	72	104	112	96	173	143	179	119	114	490	36	18	12
	13%	12%	14%	16% e	14% e	16% e	13%	10%	13%	14%	15% d	10%	13% c	10%	9%	10%
8	759	351	400	85	125	147	145	256	230	217	129	179	641	61	36	20
	17%	17%	18%	19%	17%	21% e	20%	15%	21% d	16%	17%	16%	18%	17%	18%	16%
9	534	285	247	34	89	66	78	266	157	161	83	133	449	45	27	14
	12%	14%	11%	8%	12%	9%	11%	16% ac	14%	12%	11%	12%	12%	12%	13%	11%
The BBC is important to me	652	318	328	30	94	73	67	388	215	199	88	151	561	55	25	11
	15%	15%	15%	7%	13% a	10%	9%	23% abcd	19% cd	15%	11%	13%	15% d	15%	12%	9%
NOT IMPORTANT (1-4)	1106	564	530	137	204	187	197	380	229	321	215	337	889	105	64	48
	25%	27%	24%	30% e	28% e	26%	27%	22%	20%	24%	28% a	30% ab	24%	29%	32% a	40% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
NEUTRAL (5-6)	731	326	395	97	121	120	141	250	144	244	139	204	619	62	33	16
	17%	16%	18%	21%	16%	17%	20%	15%	13%	18%	18%	18%	17%	17%	16%	13%
				e						a	a	a				
IMPORTANT (7-10)	2501	1194	1288	221	412	399	386	1083	745	757	419	576	2141	198	106	57
	58%	57%	58%	49%	56%	56%	53%	63%	67%	57%	54%	52%	59%	54%	52%	47%
								abcd	bcd				cd			
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean score	6.4	6.3	6.4	5.8	6.2	6.2	6.0	6.8	6.9	6.4	6.1	6.0	6.4	6.2	5.9	5.4
								abcd	bcd	d			cd	d		
Standard deviation	2.93	3.01	2.86	2.68	2.93	2.81	2.87	3.03	2.82	2.84	2.89	3.10	2.90	3.03	3.13	3.22

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
The BBC is not important to me	546	464	82	151	383	136	398	52	72	53	136	282	243
	13%	12%	15%	12%	13%	12%	13%	12%	13%	10%	12%	11%	14% a
2	152	133	19	29	120	24	125	5	9	17	24	81	65
	3%	4%	3%	2%	4%	2%	4% a	1%	2%	3%	2%	3%	4%
3	193	169	23	57	133	50	139	20	18	24	50	113	79
	4%	4%	4%	4%	4%	4%	4%	5%	3%	5%	4%	4%	5%
4	215	196	19	64	147	52	156	15	28	22	52	138	74
	5%	5%	3%	5%	5%	5%	5%	4%	5%	4%	5%	5%	4%
5	378	342	36	90	283	78	293	28	42	37	78	229	140
	9%	9%	6%	7%	9%	7%	9%	7%	7%	7%	7%	9%	8%
6	353	311	42	106	238	98	245	37	51	42	98	219	126
	8%	8%	7%	8%	8%	9%	8%	9%	9%	8%	9%	9%	8%
7	557	481	76	181	358	159	379	57	92	77	159	376	169
	13%	13%	13%	14%	12%	14%	12%	13%	16%	15%	14%	15% b	10%
8	759	661	98	290	453	265	477	100	121	131	265	487	256
	17%	18%	17%	23% b	15%	23% b	15%	24%	21%	25%	23%	19% b	15%
9	534	465	69	140	388	127	401	48	69	56	127	309	219
	12%	12%	12%	11%	13%	11%	13%	11%	12%	11%	11%	12%	13%
The BBC is important to me	652	548	104	150	497	142	505	58	71	68	142	325	312
	15%	15%	18%	12%	17% a	13%	16% a	14%	12%	13%	13%	13%	19% a
NOT IMPORTANT (1-4)	1106	962	144	300	783	263	818	92	127	116	263	614	461
	25%	26%	25%	24%	26%	23%	26%	22%	22%	22%	23%	24%	27%
NEUTRAL (5-6)	731	653	77	195	520	176	538	65	92	78	176	448	266
	17%	17%	14%	16%	17%	16%	17%	15%	16%	15%	16%	18%	16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
IMPORTANT (7-10)	2501	2155	346	761	1697	693	1763	263	353	331	693	1497	956
	58%	57%	61%	61%	57%	61%	57%	63%	62%	63%	61%	58%	57%
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean score	6.4	6.3	6.5	6.4	6.3	6.5	6.3	6.6	6.5	6.6	6.5	6.4	6.3
Standard deviation	2.93	2.91	3.06	2.80	2.99	2.81	2.98	2.82	2.79	2.75	2.81	2.80	3.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
The BBC is not important to me	546 13%	401 12%	365 12%	181 14%	145 17% abe	546 13%	193 5%	106 5%	87 4%	16 3%	255 7% bcd	291 53% abcde	345 54% bc	151 14% c	50 2%
2	152 3%	136 4% c	124 4% cd	28 2%	16 2%	152 3%	90 3%	47 2%	52 2%	8 1%	107 3%	45 8% abcde	82 13% bc	46 4% c	23 1%
3	193 4%	162 5%	149 5%	44 3%	30 4%	193 4%	122 3%	75 3%	61 3%	16 3%	146 4%	46 8% abcde	62 10% c	80 7% c	50 2%
4	215 5%	182 5%	167 5%	48 4%	34 4%	215 5%	157 4%	95 4%	97 4%	14 2%	178 5%	38 7% d	45 7% c	115 11% c	55 2%
5	378 9%	289 8%	252 8%	126 10%	89 10%	378 9%	294 8% d	165 7% d	163 8% d	21 4%	332 9% d	46 8% d	35 5%	184 17% ac	159 6%
6	353 8%	302 9%	256 8%	96 7%	51 6%	353 8%	299 8% b	134 6%	162 7%	33 6%	312 8% b	41 7%	18 3%	158 15% ac	177 7% a
7	557 13%	483 14% cd	433 14% cd	123 9%	73 9%	557 13% cd	513 15% f	307 14% f	350 16% df	66 11% f	548 14% f	9 2%	16 2%	152 14% a	389 15% a
8	759 17%	622 18%	545 18%	213 16%	137 16%	759 17%	710 20% f	474 21% f	471 22% f	128 22% f	738 19% f	20 4%	26 4%	114 11% a	619 24% ab
9	534 12%	422 12%	354 12%	180 14%	112 13%	534 12%	520 15% f	372 17% f	345 16% f	106 18% f	530 14% f	4 1%	4 1%	38 4% a	492 19% ab
The BBC is important to me	652 15%	486 14%	390 13%	262 20% abe	166 19% abe	652 15%	626 18% f	471 21% acef	375 17% f	175 30% abcef	646 17% f	6 1%	8 1%	39 4% a	604 23% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
NOT IMPORTANT (1-4)	1106	881	804	302	225	1106	562	323	297	54	686	420	536	392	179
	25%	25%	27%	23%	26%	25%	16%	14%	14%	9%	18%	77%	83%	36%	7%
							d	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	731	591	508	222	139	731	593	299	325	53	644	87	53	342	335
	17%	17%	17%	17%	16%	17%	17%	13%	15%	9%	17%	16%	8%	32%	13%
							bd		d		bd	d		ac	a
IMPORTANT (7-10)	2501	2014	1722	779	488	2501	2370	1624	1542	475	2462	40	55	342	2104
	58%	58%	57%	60%	57%	58%	67%	72%	71%	82%	65%	7%	8%	32%	80%
							f	aef	aef	abcef	f			a	ab
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean score	6.4	6.4	6.3	6.6	6.4	6.4	7.0	7.3	7.2	7.9	6.9	2.7	2.5	5.1	7.8
				b			f	aef	ef	abcef	f			a	ab
Standard deviation	2.93	2.87	2.88	3.04	3.17	2.93	2.52	2.48	2.38	2.22	2.62	2.29	2.20	2.48	2.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Definitely agree	1428	710	715	85	195	168	205	774	456	427	208	336	1218	104	76	30
	33%	34%	32%	19%	26% a	24%	28% a	45% abcd	41% bcd	32%	27%	30%	33% d	29%	37% bd	25%
Slightly agree	1041	494	537	117	185	209	189	340	283	348	180	228	879	100	41	21
	24%	24%	24%	26%	25% e	30% e	26% e	20%	25%	26% d	23%	20%	24% d	27% cd	20%	18%
Neither agree nor disagree	669	275	384	101	142	131	113	182	140	205	127	195	568	56	25	18
	15%	13%	17% a	22% e	19% e	19% e	16% e	11%	13%	16%	16%	17% a	16%	15%	13%	15%
Slightly disagree	402	211	186	62	80	75	69	117	89	135	99	79	335	34	15	17
	9%	10%	8%	14% e	11% e	11% e	10%	7%	8%	10%	13% ad	7%	9%	9%	8%	14% ac
Definitely disagree	751	372	372	80	124	117	141	289	143	193	156	257	607	65	46	33
	17%	18%	17%	18%	17%	17%	19%	17%	13%	15%	20% ab	23% ab	17%	18%	23% a	27% ab
Don t know	47	23	20	10	11	6	8	12	5	14	4	21	41	4	*	1
	1%	1%	1%	2% e	1%	1%	1%	1%	*%	1%	*%	2% a	1%	1%	*%	1%
AGREE	2469	1204	1252	203	381	377	394	1115	739	774	388	564	2097	204	116	52
	57%	58%	57%	44%	52%	53% a	54% a	65% abcd	66% bcd	59% cd	50%	50%	57% d	56% d	57% d	43%
DISAGREE	1153	582	558	142	204	192	210	405	232	328	255	336	942	100	62	50
	27%	28%	25%	31% e	28%	27%	29%	24%	21%	25%	33% ab	30% ab	26%	27%	30%	41% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement I would miss the BBC if it wasn t there ?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Definitely agree	1428	1208	220	361	1051	342	1069	125	152	172	342	757	642
	33%	32%	39% a	29%	35% a	30%	34%	30%	27%	33%	30%	30%	38% a
Slightly agree	1041	914	127	349	673	308	713	114	162	148	308	694	326
	24%	24%	22%	28% b	22%	27% b	23%	27%	28%	28%	27%	27% b	19%
Neither agree nor disagree	669	602	67	205	451	179	476	69	102	82	179	425	235
	15%	16%	12%	16%	15%	16%	15%	16%	18%	16%	16%	17%	14%
Slightly disagree	402	352	50	125	266	112	277	37	61	52	112	272	128
	9%	9%	9%	10%	9%	10%	9%	9%	11%	10%	10%	11% b	8%
Definitely disagree	751	652	100	204	533	181	554	71	88	70	181	388	340
	17%	17%	18%	16%	18%	16%	18%	17%	15%	13%	16%	15%	20% a
Don t know	47	42	5	13	27	10	30	4	7	2	10	24	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
AGREE	2469	2122	347	710	1725	650	1782	239	314	320	650	1450	968
	57%	56%	61%	56%	57%	57%	57%	57%	55%	61%	57%	57%	57%
DISAGREE	1153	1004	149	329	799	293	832	108	149	121	293	660	468
	27%	27%	26%	26%	27%	26%	27%	26%	26%	23%	26%	26%	28%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement I would miss the BBC if it wasn t there ?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Definitely agree	1428	1099	906	522	329	1428	1384	1023	872	332	1412	16	28	113	1286
	33%	32%	30%	40% abe	39% abe	33%	39% f	46% acef	40% f	57% abcef	37% f	3%	4%	11% a	49% ab
Slightly agree	1041	888	775	267	153	1041	965	565	598	133	1011	30	46	255	740
	24%	25% cd	26% cd	20%	18%	24% d	27% f	25% f	28% f	23% f	27% f	6%	7%	24% a	28% a
Neither agree nor disagree	669	543	494	174	126	669	527	292	303	55	582	86	68	269	332
	15%	16%	16%	13%	15%	15%	15% d	13%	14% d	9%	15% d	16% d	11%	25% ac	13%
Slightly disagree	402	357	319	83	44	402	314	176	215	31	356	46	69	177	156
	9%	10% cd	11% cd	6%	5%	9% cd	9% d	8%	10% d	5%	9% d	8%	11% c	16% ac	6%
Definitely disagree	751	575	520	231	176	751	319	178	169	29	408	344	420	239	92
	17%	16%	17%	18%	21%	17%	9% d	8%	8%	5%	11% bcd	63% abcde	65% bc	22% c	4%
Don t know	47	25	21	26	23	47	16	11	9	2	23	24	12	24	12
	1%	1%	1%	2% ab	3% abe	1%	*%	1%	*%	*%	1%	4% abcde	2% c	2% c	*%
AGREE	2469	1986	1681	788	483	2469	2348	1589	1469	465	2423	46	74	368	2026
	57%	57%	55%	61% b	57%	57%	67% f	71% aef	68% ef	80% abcef	64% f	8%	12%	34% a	77% ab
DISAGREE	1153	932	839	314	221	1153	634	354	383	60	764	390	489	416	248
	27%	27%	28%	24%	26%	27%	18% d	16% d	18% d	10%	20% bd	71% abcde	76% bc	39% c	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4264	2079	2146	456	736	785	540	1747	1147	1178	772	1159	2832	525	483	424
Effective Weighted Sample	3458	1689	1736	365	607	637	452	1448	934	964	637	927	2633	493	458	405
Total	4255	2050	2166	436	723	686	714	1696	1103	1284	759	1099	3574	359	202	120
POSITIVE RESPONSES																
Entertaining/ enjoyable/ good TV/ unique	728	291	427	47	116	127	129	309	221	207	113	184	604	66	41	16
	17%	14%	20% a	11%	16%	18% a	18% a	18% a	20% c	16%	15%	17%	17%	18%	20% d	14%
BBC News/ Keeps me informed/ up to date	542	263	278	69	94	75	59	246	152	177	86	127	460	36	29	18
	13%	13%	13%	16% d	13%	11%	8%	15% d	14%	14%	11%	12%	13%	10%	14%	15%
Always been there/ a British institution	469	252	214	27	52	58	88	245	134	146	74	115	416	32	14	7
	11%	12%	10%	6%	7%	8%	12% ab	14% abc	12%	11%	10%	10%	12% cd	9%	7%	6%
BBC is good/ trusted/ reliable	406	219	186	24	74	80	67	161	161	116	42	87	359	21	18	8
	10%	11%	9%	5%	10% a	12% a	9%	10%	15% bcd	9% c	6%	8%	10% b	6%	9%	7%
Watch every day/ my first choice/ main channel	351	167	182	32	36	34	44	203	112	126	48	64	291	32	21	6
	8%	8%	8%	7%	5%	5%	6%	12% bcd	10% cd	10% d	6%	6%	8%	9%	10% d	5%
Specific mention of a TV show/ channel	230	95	135	19	37	41	34	99	46	77	42	65	179	25	15	11
	5%	5%	6%	4%	5%	6%	5%	6%	4%	6%	6%	6%	5%	7%	8%	9% a
Good variety of programmes	174	85	86	14	29	17	42	71	50	57	27	40	146	15	7	5
	4%	4%	4%	3%	4%	3%	6% c	4%	5%	4%	4%	4%	4%	4%	4%	4%
Good quality radio/ enjoy listening	116	56	60	7	10	6	26	67	30	36	24	26	95	5	8	8
	3%	3%	3%	2%	1%	1%	4% c	4% bc	3%	3%	3%	2%	3%	1%	4% b	7% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4264	2079	2146	456	736	785	540	1747	1147	1178	772	1159	2832	525	483	424
Effective Weighted Sample	3458	1689	1736	365	607	637	452	1448	934	964	637	927	2633	493	458	405
Total	4255	2050	2166	436	723	686	714	1696	1103	1284	759	1099	3574	359	202	120
Advertising free	70	36	34	-	2	4	9	55	24	18	15	13	58	4	6	2
	2%	2%	2%	-%	*%	1%	1%	3% abc	2%	1%	2%	1%	2%	1%	3%	2%
NEGATIVE RESPONSES																
I don't watch/ listen to the BBC/ only use a little	541	220	315	80	115	93	94	160	91	142	114	193	453	44	33	11
	13%	11%	15% a	18% e	16% e	13% e	13%	9%	8%	11%	15% a	18% ab	13%	12%	16% d	9%
There are other options/ channels/ plenty of choice	527	248	279	86	92	87	102	160	112	195	115	104	445	43	22	17
	12%	12%	13%	20% bce	13%	13%	14% e	9%	10%	15% ad	15% ad	9%	12%	12%	11%	15%
Negative view of the TV licence (general)	229	113	111	11	26	37	47	108	41	77	43	65	184	20	7	17
	5%	6%	5%	3%	4%	5%	7% a	6% a	4%	6%	6%	6%	5%	6%	4%	14% abc
Biased/ politically biased/ fake news	203	124	76	7	23	30	40	103	55	56	50	42	174	15	10	4
	5%	6% b	4%	2%	3%	4%	6% a	6% ab	5%	4%	7%	4%	5%	4%	5%	3%
Poor programming/ boring/ bad TV	157	79	78	7	19	26	33	72	34	37	35	52	134	13	6	5
	4%	4%	4%	2%	3%	4%	5%	4%	3%	3%	5%	5%	4%	3%	3%	4%
Not important to me/ not bothered	125	58	65	26	34	21	18	26	22	35	27	40	96	15	5	8
	3%	3%	3%	6% e	5% e	3%	2%	2%	2%	3%	4%	4%	3%	4%	2%	7% ac
Negative impression of the BBC (general)	104	60	41	7	17	27	12	40	23	32	23	25	89	8	4	3
	2%	3%	2%	2%	2%	4%	2%	2%	2%	3%	3%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4264	2079	2146	456	736	785	540	1747	1147	1178	772	1159	2832	525	483	424
Effective Weighted Sample	3458	1689	1736	365	607	637	452	1448	934	964	637	927	2633	493	458	405
Total	4255	2050	2166	436	723	686	714	1696	1103	1284	759	1099	3574	359	202	120
Not aimed at me/ not representative	81	41	38	13	14	9	8	37	14	30	12	25	66	8	4	3
	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%
Repetitive/ nothing new	62	23	37	1	5	10	8	38	13	11	10	26	50	7	3	1
	1%	1%	2%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%
Poor quality of broadcasting staff/ overpaid presenters	35	20	15	2	6	5	8	15	7	7	11	10	28	4	*	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	2%
Outdated/ old fashioned	30	14	16	2	6	4	7	11	7	11	2	9	21	5	2	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%
NEUTRAL RESPONSES																
It's OK/ neutral	33	13	19	9	6	7	4	7	12	8	7	6	31	-	1	1
	1%	1%	1%	2% e	1%	1%	*%	*%	1%	1%	1%	1%	1%	-%	*%	1%
No reason/ just my opinion	137	75	56	27	42	21	19	27	43	27	26	39	114	14	6	3
	3%	4%	3%	6% e	6% e	3%	3%	2%	4%	2%	3%	4%	3%	4%	3%	2%
Other	91	51	38	17	17	15	15	26	23	29	16	23	78	6	4	2
	2%	3%	2%	4% e	2%	2%	2%	2%	2%	2%	2%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4264	3574	690	1230	2967	1101	3088	425	580	492	1101	2434	1727
Effective Weighted Sample	3458	2925	549	974	2425	872	2521	340	458	385	872	1962	1419
Total	4255	3690	564	1221	2957	1099	3072	406	562	510	1099	2505	1657
POSITIVE RESPONSES													
Entertaining/ enjoyable/ good TV/ unique	728	620	108	214	508	203	518	72	107	94	203	461	253
	17%	17%	19%	18%	17%	18%	17%	18%	19%	18%	18%	18%	15%
BBC News/ Keeps me informed/ up to date	542	474	68	162	367	144	385	65	76	63	144	290	240
	13%	13%	12%	13%	12%	13%	13%	16%	14%	12%	13%	12%	14%
Always been there/ a British institution	469	388	81	101	366	95	370	24	49	53	95	261	199
	11%	11%	14% a	8%	12% a	9%	12% a	6%	9%	10%	9%	10%	12%
BBC is good/ trusted/ reliable	406	361	45	142	257	134	265	54	69	57	134	265	132
	10%	10%	8%	12% b	9%	12% b	9%	13%	12%	11%	12%	11%	8%
Watch every day/ my first choice/ main channel	351	301	50	66	279	56	289	25	28	24	56	176	168
	8%	8%	9%	5%	9% a	5%	9% a	6%	5%	5%	5%	7%	10% a
Specific mention of a TV show/ channel	230	200	30	57	170	50	177	24	20	26	50	131	91
	5%	5%	5%	5%	6%	5%	6%	6%	4%	5%	5%	5%	6%
Good variety of programmes	174	153	21	55	118	55	118	17	25	32	55	102	66
	4%	4%	4%	4%	4%	5%	4%	4%	4%	6%	5%	4%	4%
Good quality radio/ enjoy listening	116	96	20	24	92	22	94	9	7	16	22	59	51
	3%	3%	4%	2%	3%	2%	3%	2%	1%	3%	2%	2%	3%
Advertising free	70	52	18	11	59	9	61	1	4	5	9	27	43
	2%	1%	3% a	1%	2%	1%	2%	*%	1%	1%	1%	1%	3% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4264	3574	690	1230	2967	1101	3088	425	580	492	1101	2434	1727
Effective Weighted Sample	3458	2925	549	974	2425	872	2521	340	458	385	872	1962	1419
Total	4255	3690	564	1221	2957	1099	3072	406	562	510	1099	2505	1657
NEGATIVE RESPONSES													
I don't watch/ listen to the BBC/ only use a little	541	477	64	175	359	156	374	69	79	63	156	288	234
	13%	13%	11%	14%	12%	14%	12%	17%	14%	12%	14%	11%	14%
There are other options/ channels/ plenty of choice	527	475	53	148	372	138	382	46	81	70	138	340	178
	12%	13%	9%	12%	13%	13%	12%	11%	14%	14%	13%	14%	11%
Negative view of the TV licence (general)	229	186	43	43	183	39	187	16	24	15	39	113	111
	5%	5%	8%	4%	6% a	4%	6% a	4%	4%	3%	4%	4%	7% a
Biased/ politically biased/ fake news	203	156	46	39	159	37	160	9	14	21	37	106	89
	5%	4%	8% a	3%	5% a	3%	5%	2%	3%	4%	3%	4%	5%
Poor programming/ boring/ bad TV	157	131	26	29	122	26	126	7	13	13	26	74	77
	4%	4%	5%	2%	4%	2%	4%	2%	2%	2%	2%	3%	5% a
Not important to me/ not bothered	125	110	14	36	87	32	91	14	20	9	32	77	46
	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%
Negative impression of the BBC (general)	104	90	14	36	63	30	69	13	17	9	30	70	33
	2%	2%	2%	3%	2%	3%	2%	3%	3%	2%	3%	3%	2%
Not aimed at me/ not representative	81	68	13	21	60	16	65	5	6	8	16	39	43
	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	3%
Repetitive/ nothing new	62	48	14	14	46	14	46	4	3	10	14	25	31
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4264	3574	690	1230	2967	1101	3088	425	580	492	1101	2434	1727
Effective Weighted Sample	3458	2925	549	974	2425	872	2521	340	458	385	872	1962	1419
Total	4255	3690	564	1221	2957	1099	3072	406	562	510	1099	2505	1657
Poor quality of broadcasting staff/ overpaid presenters	35	31	4	11	23	10	25	4	5	6	10	14	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Outdated/ old fashioned	30	24	5	8	21	8	21	3	3	4	8	21	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
NEUTRAL RESPONSES													
It's OK/ neutral	33	31	2	11	21	11	21	4	9	5	11	22	11
	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
No reason/ just my opinion	137	120	16	56	71	44	83	15	23	22	44	86	45
	3%	3%	3%	5% b	2%	4%	3%	4%	4%	4%	4%	3%	3%
Other	91	82	9	36	49	29	56	8	11	17	29	63	26
	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4264	3509	3071	1193	755	4264	3423	2181	2083	591	3686	578	703	1004	2557
Effective Weighted Sample	3458	2826	2460	1000	636	3458	2795	1776	1698	480	3011	448	547	828	2084
Total	4255	3417	2978	1277	838	4255	3460	2206	2125	576	3723	532	636	1041	2578
POSITIVE RESPONSES															
Entertaining/ enjoyable/ good TV/ unique	728	618	528	200	109	728	709	453	431	132	720	8	14	100	614
	17%	18% d	18% d	16%	13%	17%	21% f	21% f	20% f	23% f	19% f	1%	2%	10% a	24% ab
BBC News/ Keeps me informed/ up to date	542	406	348	194	136	542	509	350	313	89	528	15	20	105	417
	13%	12%	12%	15% ab	16% ab	13%	15% f	16% f	15% f	15% f	14% f	3%	3%	10% a	16% ab
Always been there/ a British institution	469	369	301	168	100	469	447	292	261	90	457	12	13	59	397
	11%	11%	10%	13% b	12%	11%	13% f	13% f	12% f	16% f	12% f	2%	2%	6% a	15% ab
BBC is good/ trusted/ reliable	406	340	292	114	66	406	390	312	294	84	401	5	10	53	344
	10%	10%	10%	9%	8%	10%	11% f	14% aef	14% ef	15% f	11% f	1%	2%	5% a	13% ab
Watch every day/ my first choice/ main channel	351	256	196	155	94	351	339	234	200	65	345	5	5	44	302
	8%	7%	7%	12% abe	11% ab	8%	10% f	11% f	9% f	11% f	9% f	1%	1%	4% a	12% ab
Specific mention of a TV show/ channel	230	178	160	70	52	230	216	106	90	29	224	7	20	62	148
	5%	5%	5%	6%	6%	5%	6% cf	5% f	4% f	5% f	6% cf	1%	3%	6%	6%
Good variety of programmes	174	155	128	46	18	174	165	102	96	39	169	5	10	27	136
	4%	5% d	4%	4%	2%	4%	5% f	5% f	5% f	7% f	5% f	1%	2%	3%	5% ab
Good quality radio/ enjoy listening	116	83	71	46	34	116	96	108	59	29	116	-	9	15	93
	3%	2%	2%	4%	4%	3%	3% f	5% acef	3% f	5% af	3% f	-%	1%	1%	4% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 245

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4264	3509	3071	1193	755	4264	3423	2181	2083	591	3686	578	703	1004	2557
Effective Weighted Sample	3458	2826	2460	1000	636	3458	2795	1776	1698	480	3011	448	547	828	2084
Total	4255	3417	2978	1277	838	4255	3460	2206	2125	576	3723	532	636	1041	2578
Advertising free	70	53	44	26	17	70	70	47	33	11	70	-	*	6	64
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	-%	*%	1%	2%
							f	f	f	f	f				ab
NEGATIVE RESPONSES															
I don't watch/ listen to the BBC/ only use a little	541	401	372	169	139	541	200	113	110	10	279	262	203	237	100
	13%	12%	12%	13%	17%	13%	6%	5%	5%	2%	7%	49%	32%	23%	4%
					abe		d	d	d		abcd	abcde	bc	c	
There are other options/ channels/ plenty of choice	527	445	413	114	82	527	402	217	279	33	460	67	76	196	256
	12%	13%	14%	9%	10%	12%	12%	10%	13%	6%	12%	13%	12%	19%	10%
		c	cd			c	d	d	bd		bd	d		ac	
Negative view of the TV licence (general)	229	191	166	63	38	229	146	83	69	13	170	59	99	72	58
	5%	6%	6%	5%	5%	5%	4%	4%	3%	2%	5%	11%	16%	7%	2%
												abcde	bc	c	
Biased/ politically biased/ fake news	203	163	142	61	40	203	144	79	76	16	160	43	103	57	42
	5%	5%	5%	5%	5%	5%	4%	4%	4%	3%	4%	8%	16%	5%	2%
												abcde	bc	c	
Poor programming/ boring/ bad TV	157	122	105	52	35	157	112	54	59	12	127	30	77	41	39
	4%	4%	4%	4%	4%	4%	3%	2%	3%	2%	3%	6%	12%	4%	2%
												bcd	bc	c	
Not important to me/ not bothered	125	98	87	38	27	125	80	41	39	6	93	32	23	51	50
	3%	3%	3%	3%	3%	3%	2%	2%	2%	1%	2%	6%	4%	5%	2%
												abcde		c	
Negative impression of the BBC (general)	104	89	79	25	15	104	60	30	22	7	64	40	60	21	23
	2%	3%	3%	2%	2%	2%	2%	1%	1%	1%	2%	8%	9%	2%	1%
												abcde	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?
Base: All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4264	3509	3071	1193	755	4264	3423	2181	2083	591	3686	578	703	1004	2557
Effective Weighted Sample	3458	2826	2460	1000	636	3458	2795	1776	1698	480	3011	448	547	828	2084
Total	4255	3417	2978	1277	838	4255	3460	2206	2125	576	3723	532	636	1041	2578
Not aimed at me/ not representative	81	63	57	24	18	81	53	32	24	4	60	22	33	37	11
	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	4% abcde	5% c	4% c	*%
Repetitive/ nothing new	62	49	43	19	13	62	52	25	19	5	56	6	15	30	16
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2% c	3% c	1%
Poor quality of broadcasting staff/ overpaid presenters	35	27	22	13	8	35	22	16	10	4	26	9	23	6	6
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2% c	4% bc	1%	*%
Outdated/ old fashioned	30	23	22	8	7	30	22	10	9	3	24	5	15	12	3
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2% c	1% c	*%
NEUTRAL RESPONSES															
It's OK/ neutral	33	26	23	9	7	33	27	15	21	7	31	2	5	7	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
No reason/ just my opinion	137	116	108	28	21	137	108	86	83	27	119	17	10	50	77
	3%	3%	4%	2%	3%	3%	3%	4%	4%	5%	3%	3%	2%	5% a	3%
Other	91	71	62	28	20	91	72	57	55	11	81	10	12	30	49
	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
More than 10 times a day	121	69	49	4	35	29	18	35	50	25	20	24	99	14	7	1
	3%	3%	2%	1%	5% ae	4% ae	3%	2%	4% bd	2%	3%	2%	3%	4% d	3%	1%
Between 6 and 10 times a day	249	159	89	20	38	38	34	120	102	64	39	44	207	24	11	7
	6%	8% b	4%	4%	5%	5%	5%	7%	9% bcd	5%	5%	4%	6%	7%	5%	6%
Between 2 and 5 times a day	1628	875	748	79	195	220	260	873	460	516	265	386	1401	134	56	36
	38%	42% b	34%	17%	26% a	31% a	36% ab	51% abcd	41% cd	39%	34%	35%	38% cd	37% c	28%	30%
Once a day	1100	483	610	110	162	198	198	432	264	341	213	283	919	89	58	34
	25%	23%	28% a	24%	22%	28%	27%	25%	24%	26%	28%	25%	25%	25%	29%	28%
4-6 days a week	256	103	149	46	64	56	36	55	69	78	50	59	219	14	12	11
	6%	5%	7%	10% de	9% e	8% e	5%	3%	6%	6%	6%	5%	6%	4%	6%	9% b
2-3 days a week	281	110	168	43	74	50	49	65	49	106	52	73	238	23	14	7
	6%	5%	8% a	10% e	10% e	7% e	7% e	4%	4%	8% a	7%	7%	7%	6%	7%	5%
Once a week	174	78	95	46	40	29	27	32	39	50	45	38	146	16	7	4
	4%	4%	4%	10% bcde	5% e	4% e	4%	2%	4%	4%	6%	3%	4%	4%	3%	4%
Less often than once a week	133	51	78	34	27	23	20	29	29	43	32	28	106	17	6	4
	3%	2%	4%	8% bcde	4% e	3%	3%	2%	3%	3%	4%	3%	3%	5%	3%	4%
Less often than once a month	98	43	52	24	27	17	17	13	13	30	19	34	79	8	7	3
	2%	2%	2%	5% e	4% e	2% e	2% e	1%	1%	2%	2%	3% a	2%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Never	220	83	135	33	58	38	45	45	32	49	33	107	162	23	23	12
	5%	4%	6%	7%	8%	5%	6%	3%	3%	4%	4%	10%	4%	6%	12%	10%
			a	e	e	e	e					abc			ab	a
Don t know	78	31	42	16	17	10	20	15	10	20	5	39	73	3	2	1
	2%	1%	2%	3%	2%	1%	3%	1%	1%	2%	1%	4%	2%	1%	1%	1%
				e	e		e					abc				
FREQUENCY																
MORE THAN ONCE A DAY	1998	1102	886	103	269	286	312	1027	612	604	324	454	1706	172	74	45
	46%	53%	40%	23%	36%	41%	43%	60%	55%	46%	42%	41%	47%	47%	37%	37%
		b			a	a	a	abcd	bcd				cd	cd		
ONCE A DAY	1100	483	610	110	162	198	198	432	264	341	213	283	919	89	58	34
	25%	23%	28%	24%	22%	28%	27%	25%	24%	26%	28%	25%	25%	25%	29%	28%
			a													
LESS OFTEN	942	385	541	194	232	175	149	193	199	307	199	234	789	78	46	30
	22%	18%	24%	43%	31%	25%	21%	11%	18%	23%	26%	21%	22%	21%	23%	24%
			a	bcde	cde	e	e			a	a					
NEVER	220	83	135	33	58	38	45	45	32	49	33	107	162	23	23	12
	5%	4%	6%	7%	8%	5%	6%	3%	3%	4%	4%	10%	4%	6%	12%	10%
			a	e	e	e	e					abc			ab	a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
More than 10 times a day	121	104	17	42	76	40	78	19	17	18	40	82	34
	3%	3%	3%	3%	3%	4%	3%	5%	3%	4%	4%	3%	2%
Between 6 and 10 times a day	249	215	34	83	166	79	170	34	31	28	79	159	84
	6%	6%	6%	7%	6%	7%	5%	8%	5%	5%	7%	6%	5%
Between 2 and 5 times a day	1628	1397	231	388	1229	368	1248	126	207	176	368	883	718
	38%	37%	41%	31%	41% a	33%	40% a	30%	36%	33%	33%	35%	43% a
Once a day	1100	935	165	315	750	288	777	97	145	153	288	681	392
	25%	25%	29%	25%	25%	25%	25%	23%	25%	29%	25%	27%	23%
4-6 days a week	256	231	25	93	157	78	170	27	32	39	78	177	76
	6%	6%	4%	7%	5%	7%	5%	6%	6%	7%	7%	7% b	5%
2-3 days a week	281	251	31	103	177	90	190	32	52	38	90	176	100
	6%	7%	5%	8%	6%	8%	6%	8%	9%	7%	8%	7%	6%
Once a week	174	161	13	65	106	54	117	22	22	24	54	108	61
	4%	4%	2%	5%	4%	5%	4%	5%	4%	4%	5%	4%	4%
Less often than once a week	133	120	14	38	92	28	103	10	11	14	28	88	45
	3%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	3%	3%
Less often than once a month	98	91	7	35	60	29	65	16	19	10	29	50	45
	2%	2%	1%	3%	2%	3%	2%	4%	3%	2%	3%	2%	3%
Never	220	194	26	73	142	62	150	32	29	19	62	114	99
	5%	5%	5%	6%	5%	5%	5%	8%	5%	4%	5%	4%	6%
Don t know	78	70	7	22	46	16	51	5	7	6	16	41	30
	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
FREQUENCY													
MORE THAN ONCE A DAY	1998	1716	281	513	1470	487	1496	179	255	223	487	1124	836
	46%	46%	50%	41%	49% a	43%	48%	42%	44%	42%	43%	44%	50% a
ONCE A DAY	1100	935	165	315	750	288	777	97	145	153	288	681	392
	25%	25%	29%	25%	25%	25%	25%	23%	25%	29%	25%	27%	23%
LESS OFTEN	942	854	88	334	592	279	645	108	137	124	279	599	327
	22%	23% b	16%	27% b	20%	25%	21%	26%	24%	24%	25%	23% b	19%
NEVER	220	194	26	73	142	62	150	32	29	19	62	114	99
	5%	5%	5%	6%	5%	5%	5%	8%	5%	4%	5%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
More than 10 times a day	121 3%	114 3% cd	105 3% cd	16 1%	7 1%	121 3% cd	111 3% f	91 4% f	95 4% f	44 8% abcef	116 3% f	4 1%	24 4%	19 2%	78 3%
Between 6 and 10 times a day	249 6%	212 6%	192 6%	57 4%	36 4%	249 6%	231 7% f	183 8% f	197 9% aef	80 14% abcef	245 6% f	4 1%	26 4%	40 4%	183 7% b
Between 2 and 5 times a day	1628 38%	1217 35%	1004 33%	624 48% abe	411 48% abe	1628 38% b	1500 43% f	1033 46% ef	951 44% f	248 43% f	1570 41% f	57 11%	142 22%	318 30% a	1168 45% ab
Once a day	1100 25%	913 26%	796 26%	304 23%	187 22%	1100 25%	939 27% bf	511 23%	510 24%	137 23%	993 26% bf	107 20%	142 22%	271 25%	688 26%
4-6 days a week	256 6%	223 6% c	208 7% cd	48 4%	33 4%	256 6% c	198 6%	145 6%	125 6%	29 5%	222 6%	34 6%	34 5%	73 7%	149 6%
2-3 days a week	281 6%	242 7% c	224 7% c	58 4%	40 5%	281 6%	197 6%	113 5%	107 5%	23 4%	222 6%	59 11% abcde	54 8% c	88 8% c	140 5%
Once a week	174 4%	150 4%	139 5% c	35 3%	24 3%	174 4%	112 3%	65 3%	77 4%	10 2%	133 3%	41 8% abcde	29 5%	61 6% c	84 3%
Less often than once a week	133 3%	106 3%	95 3%	39 3%	28 3%	133 3%	71 2%	43 2%	41 2%	2 *%	91 2% d	43 8% abcde	44 7% c	51 5% c	39 1%
Less often than once a month	98 2%	85 2%	74 2%	24 2%	13 2%	98 2%	55 2%	25 1%	22 1%	5 1%	64 2%	34 6% abcde	32 5% c	40 4% c	26 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Never	220	173	159	61	47	220	72	22	23	2	89	131	98	81	41
	5%	5%	5%	5%	6%	5%	2%	1%	1%	*%	2%	24%	15%	8%	2%
							b				bcd	abcde	bc	c	
Don t know	78	51	39	39	27	78	39	16	17	3	46	31	20	34	24
	2%	1%	1%	3%	3%	2%	1%	1%	1%	1%	1%	6%	3%	3%	1%
				ab	ab							abcde	c	c	
FREQUENCY															
MORE THAN ONCE A DAY	1998	1544	1301	696	454	1998	1842	1308	1243	372	1932	66	192	377	1429
	46%	44%	43%	53%	53%	46%	52%	58%	57%	64%	51%	12%	30%	35%	55%
				abe	abe		f	aef	aef	aef	f				ab
ONCE A DAY	1100	913	796	304	187	1100	939	511	510	137	993	107	142	271	688
	25%	26%	26%	23%	22%	25%	27%	23%	24%	23%	26%	20%	22%	25%	26%
							bf				bf				
LESS OFTEN	942	805	740	203	137	942	633	389	371	68	732	211	192	313	437
	22%	23%	24%	16%	16%	22%	18%	17%	17%	12%	19%	39%	30%	29%	17%
		cd	cd			cd	d	d	d		d	abcde	c	c	
NEVER	220	173	159	61	47	220	72	22	23	2	89	131	98	81	41
	5%	5%	5%	5%	6%	5%	2%	1%	1%	*%	2%	24%	15%	8%	2%
							b				bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?
Base: Those who watch, listen to or read news

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4006	1978	1994	404	658	748	500	1696	1115	1131	738	1017	2707	495	423	381
Effective Weighted Sample	3273	1617	1627	331	552	611	417	1408	909	934	614	822	2518	465	401	364
Total	4040	1970	2037	406	662	659	660	1653	1076	1253	735	971	3414	339	179	109
BBC TV or BBC iPlayer	2341	1174	1155	154	344	340	383	1120	675	719	388	559	1983	190	99	69
	58%	60%	57%	38%	52% a	52% a	58% a	68% abcd	63% c	57%	53%	58%	58%	56%	55%	64%
BBC website or apps	1442	772	661	164	277	302	267	433	573	477	206	186	1245	106	56	35
	36%	39% b	32%	40% e	42% e	46% e	40% e	26%	53% bcd	38% cd	28% d	19%	36%	31%	32%	32%
BBC Radio or BBC Sounds	1038	573	456	92	202	164	156	424	380	302	166	190	869	85	45	39
	26%	29% b	22%	23%	30%	25%	24%	26%	35% bcd	24%	23%	20%	25%	25%	25%	36% abc
None/ Don t use the BBC for news	804	353	442	93	123	126	136	326	118	244	185	250	665	72	47	20
	20%	18%	22% a	23%	18%	19%	21%	20%	11%	20% a	25% ab	26% ab	19%	21%	26% ad	18%
Don t know	99	47	50	18	23	19	16	23	25	25	14	35	77	14	6	3
	2%	2%	2%	4% e	3% e	3%	2%	1%	2%	2%	2%	4%	2%	4%	3%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?
Base: Those who watch, listen to or read news

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4006	3357	649	1150	2800	1037	2909	391	544	475	1037	2317	1598
Effective Weighted Sample	3273	2769	520	926	2298	835	2386	320	438	377	835	1879	1326
Total	4040	3505	535	1162	2813	1053	2918	383	536	500	1053	2405	1555
BBC TV or BBC iPlayer	2341	2015	327	649	1663	608	1702	210	317	298	608	1363	938
	58%	57%	61%	56%	59%	58%	58%	55%	59%	60%	58%	57%	60%
BBC website or apps	1442	1290	153	527	897	477	945	156	234	243	477	1056	369
	36%	37% b	29%	45% b	32%	45% b	32%	41%	44%	49%	45%	44% b	24%
BBC Radio or BBC Sounds	1038	901	137	356	668	338	686	127	171	155	338	664	348
	26%	26%	26%	31% b	24%	32% b	23%	33%	32%	31%	32%	28% b	22%
None/ Don t use the BBC for news	804	688	115	184	605	162	626	63	83	70	162	419	357
	20%	20%	22%	16%	21% a	15%	21% a	16%	15%	14%	15%	17%	23% a
Don t know	99	93	6	27	65	21	71	11	11	9	21	53	44
	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?
Base: Those who watch, listen to or read news

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4006	3310	2887	1119	696	4006	3364	2178	2083	593	3605	401	564	917	2525
Effective Weighted Sample	3273	2687	2333	942	589	3273	2753	1777	1699	481	2951	323	450	761	2063
Total	4040	3262	2837	1203	778	4040	3414	2208	2124	576	3657	383	526	961	2554
BBC TV or BBC iPlayer	2341	1888	1606	735	453	2341	2303	1452	1393	425	2326	16	122	421	1799
	58%	58%	57%	61%	58%	58%	67%	66%	66%	74%	64%	4%	23%	44%	70%
							ef	f	f	abcef	f			a	ab
BBC website or apps	1442	1346	1190	253	96	1442	1309	961	1292	316	1413	29	94	308	1040
	36%	41%	42%	21%	12%	36%	38%	44%	61%	55%	39%	8%	18%	32%	41%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Radio or BBC Sounds	1038	889	780	258	149	1038	969	963	732	304	1032	6	42	166	830
	26%	27%	27%	21%	19%	26%	28%	44%	34%	53%	28%	1%	8%	17%	33%
		cd	cd			cd	f	acef	aef	abcef	f			a	ab
None/ Don t use the BBC for news	804	576	505	299	228	804	428	198	104	29	496	308	301	268	236
	20%	18%	18%	25%	29%	20%	13%	9%	5%	5%	14%	80%	57%	28%	9%
				abe	abe		bcd	cd			bcd	abcde	bc	c	
Don t know	99	78	68	31	21	99	61	35	23	4	74	25	14	31	53
	2%	2%	2%	3%	3%	2%	2%	2%	1%	1%	2%	7%	3%	3%	2%
												abcde			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Up to 2 hours per week	103	49	54	-	22	15	10	55	22	26	16	40	92	6	4	1
	2%	2%	2%	-%	3% a	2% a	1%	3% a	2%	2%	2%	4%	3%	2%	2%	1%
3 to 5 hours per week	231	86	142	23	54	36	29	90	61	58	39	73	195	16	9	11
	5%	4%	6% a	5%	7%	5%	4%	5%	5%	4%	5%	7%	5%	4%	5%	9% abc
6 to 8 hours per week	285	139	142	21	43	46	40	135	71	79	59	74	241	25	14	5
	7%	7%	6%	5%	6%	6%	6%	8%	6%	6%	8%	7%	7%	7%	7%	4%
9 to 11 hours per week	344	172	169	38	69	44	60	134	74	82	79	109	286	30	16	13
	8%	8%	8%	8%	9%	6%	8%	8%	7%	6%	10% b	10% b	8%	8%	8%	10%
12 to 15 hours per week	486	227	257	34	64	92	94	202	109	129	122	126	408	38	23	16
	11%	11%	12%	7%	9%	13% a	13% a	12%	10%	10%	16% ab	11%	11%	11%	11%	13%
16 to 22 hours per week	685	333	351	75	124	129	135	222	184	268	127	105	582	55	29	19
	16%	16%	16%	16%	17%	18% e	19% e	13%	16% d	20% d	16% d	9%	16%	15%	14%	16%
Over 22 hours per week	1735	860	856	236	331	313	324	531	555	585	238	358	1445	156	88	46
	40%	41%	39%	52% e	45% e	44% e	45% e	31%	50% cd	44% cd	31%	32%	40%	43%	43%	38%
Don t know/ unsure	46	20	22	9	4	6	10	18	3	11	3	23	43	1	1	1
	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	*%	2% ac	1%	*%	*%	*%
None	422	199	220	20	26	27	22	326	38	85	91	208	357	36	20	9
	10%	10%	10%	4%	4%	4%	3%	19% abcd	3%	6% a	12% ab	19% abc	10%	10%	10%	7%
Answered	4096	1980	2090	422	695	673	672	1633	1074	1252	745	1024	3432	352	194	118

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Mean number of hours	23.6	24.2	22.9	30.2 ce	26.8 e	26.1 e	27.0 e	18.0	27.7 cd	26.2 cd	19.2	19.1	23.6	23.1	24.1	22.0
Standard deviation	20.11	20.72	19.54	23.34	21.75	19.35	19.64	17.49	20.24	20.67	16.48	20.21	20.43	17.94	19.63	17.56

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Up to 2 hours per week	103	86	17	34	66	33	67	14	17	12	33	50	52
	2%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%
3 to 5 hours per week	231	202	29	80	147	70	156	29	24	35	70	121	109
	5%	5%	5%	6%	5%	6%	5%	7%	4%	7%	6%	5%	6%
6 to 8 hours per week	285	240	45	77	200	69	208	26	27	29	69	160	119
	7%	6%	8%	6%	7%	6%	7%	6%	5%	6%	6%	6%	7%
9 to 11 hours per week	344	287	57	101	238	89	251	37	42	42	89	199	140
	8%	8%	10%	8%	8%	8%	8%	9%	7%	8%	8%	8%	8%
12 to 15 hours per week	486	423	63	148	327	138	336	51	77	66	138	301	174
	11%	11%	11%	12%	11%	12%	11%	12%	14%	13%	12%	12%	10%
16 to 22 hours per week	685	588	97	204	468	185	485	57	98	95	185	469	208
	16%	16%	17%	16%	16%	16%	16%	14%	17%	18%	16%	18% b	12%
Over 22 hours per week	1735	1534	202	566	1142	511	1195	188	267	237	511	1175	521
	40%	41%	35%	45% b	38%	45% b	38%	45%	47%	45%	45%	46% b	31%
Don t know/ unsure	46	42	5	12	33	8	37	4	4	2	8	9	32
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	2% a
None	422	368	54	35	379	30	384	14	15	6	30	78	328
	10%	10%	9%	3%	13% a	3%	12% a	3%	3%	1%	3%	3%	19% a
Answered	4096	3553	544	1185	2845	1075	2948	396	551	501	1075	2447	1565
Mean number of hours	23.6	23.8	22.2	26.1 b	22.5	26.0 b	22.7	25.6	26.7	26.2	26.0	26.4 b	19.1
Standard deviation	20.11	20.10	20.15	19.85	20.08	19.60	20.16	19.73	19.65	19.07	19.60	19.53	20.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 248

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Up to 2 hours per week	103	74	64	39	29	103	88	54	41	14	90	13	19	24	61
	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
3 to 5 hours per week	231	187	159	72	45	231	184	139	93	35	199	32	41	66	124
	5%	5%	5%	6%	5%	5%	5%	6%	4%	6%	5%	6%	6%	6%	5%
6 to 8 hours per week	285	213	179	106	72	285	222	153	128	32	240	45	43	89	153
	7%	6%	6%	8%	8%	7%	6%	7%	6%	6%	6%	8%	7%	8%	6%
9 to 11 hours per week	344	260	228	116	84	344	287	197	171	29	304	40	42	87	215
	8%	7%	8%	9%	10%	8%	8%	9% d	8%	5%	8%	7%	7%	8%	8%
12 to 15 hours per week	486	411	333	153	75	486	406	230	256	54	435	51	65	125	295
	11%	12%	11%	12%	9%	11%	12%	10%	12%	9%	11%	9%	10%	12%	11%
16 to 22 hours per week	685	617	541	145	68	685	578	381	411	107	619	66	107	164	414
	16%	18% cd	18% cd	11%	8%	16% cd	16%	17%	19% f	18% f	16%	12%	17%	15%	16%
Over 22 hours per week	1735	1581	1415	320	154	1735	1382	869	986	289	1502	234	269	420	1046
	40%	45% cde	47% cde	25% d	18%	40% cd	39%	39%	46% abe	50% abe	40%	43%	42%	39%	40%
Don t know/ unsure	46	33	22	24	14	46	31	5	19	3	34	12	11	15	20
	1%	1%	1%	2% b	2%	1%	1% b	*%	1% b	1%	1% b	2% abe	2%	1%	1%
None	422	112	94	328	310	422	348	218	59	19	369	53	46	85	291
	10%	3%	3%	25% abe	36% abce	10% ab	10% cd	10% cd	3%	3%	10% cd	10% cd	7%	8%	11% ab
Answered	4096	3287	2880	1216	810	4096	3352	2145	2069	552	3601	495	589	998	2509
Mean number of hours	23.6	26.5 cde	26.9 cde	15.7 d	11.9	23.6 cd	23.2	23.3	26.5 abe	28.2 abe	23.4	25.2	25.0	23.4	23.3
Standard deviation	20.11	20.10	20.30	17.23	15.36	20.11	19.68	20.40	19.52	20.78	19.81	22.13	20.31	20.61	19.86

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Home broadband (perhaps using Wi-Fi)	3578	1733	1818	396	633	625	648	1276	1020	1158	629	770	2998	308	171	102
	82%	83%	82%	87%	86%	88%	89%	74%	91%	88%	81%	69%	82%	85%	84%	84%
				e	e	e	e		bcd	cd	d					
Using a mobile signal (4G/ 5G)	2273	1106	1152	314	483	454	427	594	632	757	392	488	1940	168	87	79
	52%	53%	52%	69%	66%	64%	59%	35%	57%	57%	51%	44%	53%	46%	43%	65%
				de	e	e	e		d	cd	d		bc			abc
Neither I do not go online from home	458	213	237	25	31	32	24	347	42	92	94	224	390	39	21	9
	11%	10%	11%	6%	4%	4%	3%	20%	4%	7%	12%	20%	11%	11%	10%	7%
								abcd		a	ab	abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Home broadband (perhaps using Wi-Fi)	3578	3092	486	1119	2400	1006	2507	351	511	492	1006	2295	1214
	82%	82%	86%	89%	80%	89%	80%	84%	89%	94%	89%	90%	72%
				b		b				ad		b	
Using a mobile signal (4G/ 5G)	2273	2023	250	817	1411	745	1477	275	399	355	745	1601	636
	52%	54%	44%	65%	47%	66%	47%	65%	70%	67%	66%	63%	38%
		b		b		b						b	
Neither I do not go online from home	458	401	58	40	407	34	413	16	18	6	34	86	350
	11%	11%	10%	3%	14%	3%	13%	4%	3%	1%	3%	3%	21%
					a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 250

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Home broadband (perhaps using Wi-Fi)	3578	3115	2729	849	464	3578	2936	1858	1955	526	3153	425	537	894	2147
	82%	89%	90%	65%	54%	82%	83%	83%	90%	90%	83%	78%	84%	83%	82%
		cde	cde	d		cd	f		abef	abef	f				
Using a mobile signal (4G/ 5G)	2273	2001	1800	473	272	2273	1872	1211	1345	319	2016	257	297	600	1376
	52%	57%	59%	36%	32%	52%	53%	54%	62%	55%	53%	47%	46%	56%	53%
		cde	cde			cd		f	abdef					a	a
Neither I do not go online from home	458	129	109	350	330	458	372	235	66	23	395	63	53	94	311
	11%	4%	4%	27%	39%	11%	11%	10%	3%	4%	10%	11%	8%	9%	12%
				abe	abce	ab	cd	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Man	2084	2084	-	211	354	337	355	827	608	566	446	463	1750	179	97	58
	48%	100% b	-%	46%	48%	48%	49%	48%	54% bd	43%	58% bd	41%	48%	49%	48%	48%
Woman	2213	-	2213	228	376	359	367	883	500	746	321	643	1865	181	105	62
	51%	-%	100% a	50%	51%	51%	51%	52%	45%	56% ac	42%	58% ac	51%	50%	52%	51%
Non-binary	29	-	-	11	6	8	2	2	8	8	5	8	26	3	*	*
	1%	-%	-%	2% de	1%	1% e	*%	*%	1%	1%	1%	1%	1%	1%	*%	*%
Prefer to use another term (please state - optional)	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
Prefer not to say	11	-	-	5	2	3	-	1	2	1	*	3	9	1	1	*
	*%	-%	-%	1% e	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 251

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Man	2084	1825	259	575	1465	517	1522	186	256	245	517	1318	732
	48%	48%	46%	46%	49%	46%	49%	44%	45%	47%	46%	51% b	43%
Woman	2213	1906	308	663	1517	602	1572	227	308	278	602	1223	934
	51%	51%	54%	53%	51%	53%	50%	54%	54%	53%	53%	48%	55% a
Non-binary	29	28	1	12	15	8	19	5	7	1	8	15	14
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Prefer to use another term (please state - optional)	*	*	-	-	*	-	*	-	-	-	-	-	*
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Prefer not to say	11	11	*	7	3	4	7	2	2	1	4	4	3
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 251

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Man	2084	1666	1437	647	418	2084	1695	1176	1150	322	1833	251	333	503	1248
	48%	48%	47%	50%	49%	48%	48%	52% ae	53% aef	55% aef	48%	46%	52%	47%	48%
Woman	2213	1787	1568	646	426	2213	1805	1046	997	253	1928	285	301	560	1352
	51%	51%	52%	50%	50%	51%	51% bcd	47%	46%	44%	51% bcd	52% d	47%	52%	52%
Non-binary	29	26	24	5	3	29	21	18	13	5	25	4	6	9	14
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer to use another term (please state - optional)	*	*	*	-	-	*	-	*	-	-	*	-	-	*	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%
Prefer not to say	11	6	6	5	5	11	4	5	4	2	6	5	3	4	4
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1% ae	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
16-24 years	455	211	228	455	-	-	-	-	97	187	75	92	379	40	22	15
	10%	10%	10%	100% bcde	-%	-%	-%	-%	9%	14% acd	10%	8%	10%	11%	11%	12%
25-34 years	737	354	376	-	737	-	-	-	266	208	123	140	634	53	32	18
	17%	17%	17%	-%	100% acde	-%	-%	-%	24% bcd	16%	16%	13%	17%	15%	16%	15%
35-44 years	707	337	359	-	-	707	-	-	233	193	125	153	592	61	32	22
	16%	16%	16%	-%	-%	100% abde	-%	-%	21% bd	15%	16%	14%	16%	17%	16%	18%
45-54 years	724	355	367	-	-	-	724	-	182	216	167	159	611	64	31	19
	17%	17%	17%	-%	-%	-%	100% abce	-%	16%	16%	22% abd	14%	17%	17%	15%	15%
55-64 years	694	335	358	-	-	-	-	694	124	257	128	183	585	57	33	19
	16%	16%	16%	-%	-%	-%	-%	41% abcd	11%	19% a	17% a	16% a	16%	16%	16%	15%
65-74 years	547	265	282	-	-	-	-	547	130	151	74	191	446	52	30	18
	13%	13%	13%	-%	-%	-%	-%	32% abcd	12%	11%	10%	17% abc	12%	14%	15%	15%
75 years or over	473	227	243	-	-	-	-	473	84	109	80	198	402	37	23	11
	11%	11%	11%	-%	-%	-%	-%	28% abcd	8%	8%	10%	18% abc	11%	10%	11%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
16-24 years	455	423	32	136	298	65	366	48	13	15	65	250	196
	10%	11%	6%	11%	10%	6%	12%	11%	2%	3%	6%	10%	12%
		b					a	bcd			b		
25-34 years	737	687	51	370	347	345	370	216	189	65	345	607	123
	17%	18%	9%	29%	12%	30%	12%	51%	33%	12%	30%	24%	7%
		b		b		b		bcd	c		c	b	
35-44 years	707	638	69	438	255	426	267	130	265	208	426	581	115
	16%	17%	12%	35%	9%	38%	9%	31%	46%	40%	38%	23%	7%
		b		b		b			ad			b	
45-54 years	724	606	119	251	463	246	466	24	90	200	246	573	128
	17%	16%	21%	20%	15%	22%	15%	6%	16%	38%	22%	22%	8%
			a	b		b			a	abd	ab	b	
55-64 years	694	603	91	51	634	43	642	3	11	35	43	439	224
	16%	16%	16%	4%	21%	4%	21%	1%	2%	7%	4%	17%	13%
					a		a			ab	a	b	
65-74 years	547	427	119	9	533	6	536	-	4	2	6	96	441
	13%	11%	21%	1%	18%	1%	17%	-%	1%	*%	1%	4%	26%
			a		a		a						a
75 years or over	473	387	86	2	471	-	473	-	-	-	-	13	457
	11%	10%	15%	*%	16%	-%	15%	-%	-%	-%	-%	1%	27%
			a		a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
16-24 years	455	425	400	56	30	455	312	213	240	55	362	93	66	163	226
	10%	12%	13%	4%	4%	10%	9%	9%	11%	10%	10%	17%	10%	15%	9%
		cd	cde			cd						abcde		ac	
25-34 years	737	698	674	63	40	737	571	435	440	122	622	115	89	212	437
	17%	20%	22%	5%	5%	17%	16%	19%	20%	21%	16%	21%	14%	20%	17%
		cde	cde			cd		ae	ae	a		a		a	
35-44 years	707	656	613	94	51	707	554	383	440	109	614	93	105	184	418
	16%	19%	20%	7%	6%	16%	16%	17%	20%	19%	16%	17%	16%	17%	16%
		cde	cde			cd			ae						
45-54 years	724	618	535	189	107	724	586	319	401	95	621	103	117	172	435
	17%	18%	18%	15%	13%	17%	17%	14%	19%	16%	16%	19%	18%	16%	17%
		d	d			d			b						
55-64 years	694	547	458	236	147	694	582	347	335	107	616	78	121	170	403
	16%	16%	15%	18%	17%	16%	17%	15%	15%	18%	16%	14%	19%	16%	15%
65-74 years	547	332	234	313	215	547	479	270	206	57	502	44	101	111	334
	13%	10%	8%	24%	25%	13%	14%	12%	10%	10%	13%	8%	16%	10%	13%
				abe	abe	ab	cf				cf		b		
75 years or over	473	211	121	352	262	473	441	279	102	36	454	19	45	64	365
	11%	6%	4%	27%	31%	11%	13%	12%	5%	6%	12%	4%	7%	6%	14%
		b		abe	abe	ab	cdf	cdf			cdf				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
AB	1117	608	500	97	266	233	182	339	1117	-	-	-	957	80	48	31
	26%	29%	23%	21%	36%	33%	25%	20%	100%	-%	-%	-%	26%	22%	24%	26%
		b			ade	ade			bcd							
C1	1321	566	746	187	208	193	216	517	-	1321	-	-	1111	114	65	32
	30%	27%	34%	41%	28%	27%	30%	30%	-%	100%	-%	-%	30%	31%	32%	26%
			a	bcde						acd						
C2	773	446	321	75	123	125	167	282	-	-	773	-	642	66	38	27
	18%	21%	15%	16%	17%	18%	23%	16%	-%	-%	100%	-%	18%	18%	19%	22%
		b					be				abd					
DE	1117	463	643	92	140	153	159	572	-	-	-	1117	929	104	52	31
	26%	22%	29%	20%	19%	22%	22%	33%	-%	-%	-%	100%	25%	29%	26%	26%
			a					abcd				abc				
Don't know	10	2	3	4	*	3	-	3	-	-	-	-	9	-	*	*
	*%	*%	*%	1%	*%	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
AB	1117	976	141	461	639	437	664	173	226	191	437	833	273
	26%	26%	25%	37% b	21%	39% b	21%	41%	39%	36%	39%	33% b	16%
C1	1321	1150	171	324	978	273	1027	100	143	121	273	877	431
	30%	31%	30%	26%	33% a	24%	33% a	24%	25%	23%	24%	34% b	26%
C2	773	660	113	240	508	216	528	65	100	125	216	535	229
	18%	18%	20%	19%	17%	19%	17%	15%	18%	24% a	19%	21% b	14%
DE	1117	975	142	230	868	202	894	81	103	88	202	314	746
	26%	26%	25%	18%	29% a	18%	29% a	19%	18%	17%	18%	12%	44% a
Don't know	10	10	*	2	7	2	7	2	-	-	2	-	4
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
AB	1117	1020	923	194	97	1117	979	722	776	235	1036	80	124	235	758
	26%	29%	30%	15%	11%	26%	28%	32%	36%	40%	27%	15%	19%	22%	29%
		cde	cde			cd	f	aef	aef	abef	f				ab
C1	1321	1121	976	346	200	1321	1075	674	699	185	1166	155	178	328	815
	30%	32%	32%	27%	24%	30%	30%	30%	32%	32%	31%	28%	28%	30%	31%
		cd	cd			d									
C2	773	610	530	243	164	773	613	395	337	82	662	111	127	215	431
	18%	17%	17%	19%	19%	18%	17%	18%	16%	14%	17%	20%	20%	20%	16%
DE	1117	731	602	514	385	1117	855	454	350	79	922	195	209	299	609
	26%	21%	20%	39%	45%	26%	24%	20%	16%	14%	24%	36%	33%	28%	23%
				abe	abe	ab	bcd	cd			bcd	abcde	c	c	
Don't know	10	4	4	6	6	10	3	2	3	2	5	5	5	-	5
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%
					ab							abce			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
In full time employment	1969	1150	807	170	492	494	446	367	727	696	385	160	1669	162	82	55
	45%	55% b	36%	37% e	67% ae	70% ade	62% ae	21%	65% bcd	53% d	50% d	14%	46%	45%	40%	45%
In part time employment	591	168	416	80	115	88	127	181	106	181	150	154	498	45	27	21
	14%	8%	19% a	17% e	16% e	12%	18% e	11%	9%	14% a	19% abd	14% a	14%	12%	14%	17%
Unemployed	333	162	164	43	68	78	66	78	21	19	25	264	280	27	16	10
	8%	8%	7%	9% e	9% e	11% e	9% e	5%	2%	1%	3%	24% abc	8%	7%	8%	8%
A student	174	66	99	144	22	5	2	1	23	118	11	20	133	24	12	4
	4%	3%	4%	32% bcde	3% cde	1% e	*%	*%	2%	9% acd	1%	2%	4%	7% a	6%	4%
Full-time responsibility for home/ family	177	18	159	8	32	31	50	57	28	28	42	80	152	14	8	2
	4%	1%	7% a	2%	4%	4%	7% ae	3%	2%	2%	5% ab	7% ab	4%	4%	4%	2%
Retired	1000	485	513	1	2	1	11	986	201	267	151	382	841	82	50	27
	23%	23%	23%	*%	*%	*%	1% c	58% abcd	18%	20%	19%	34% abc	23%	23%	25%	22%
Other	78	29	49	6	3	10	20	39	9	7	9	51	62	8	7	1
	2%	1%	2%	1%	*%	1%	3% b	2% b	1%	1%	1%	5% abc	2%	2%	3% d	1%
Prefer not to say	17	6	7	4	4	1	3	5	1	6	1	6	13	2	1	1
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
In full time employment	1969	1772	197	811	1122	760	1170	264	375	375	760	1969	-
	45%	47% b	35%	65% b	37%	67% b	38%	63%	65%	71%	67%	77% b	-%
In part time employment	591	497	94	213	363	190	387	71	102	81	190	591	-
	14%	13%	17%	17% b	12%	17% b	12%	17%	18%	15%	17%	23% b	-%
Unemployed	333	302	30	71	251	60	259	32	33	20	60	-	333
	8%	8%	5%	6%	8% a	5%	8% a	8%	6%	4%	5%	-%	20% a
A student	174	160	14	49	119	15	152	5	7	6	15	-	174
	4%	4%	2%	4%	4%	1%	5% a	1%	1%	1%	1%	-%	10% a
Full-time responsibility for home/ family	177	157	20	83	91	82	92	39	44	33	82	-	177
	4%	4%	3%	7% b	3%	7% b	3%	9%	8%	6%	7%	-%	11% a
Retired	1000	803	197	12	983	6	988	1	3	4	6	-	1000
	23%	21%	35% a	1%	33% a	1%	32% a	*%	1%	1%	1%	-%	59% a
Other	78	64	14	12	65	12	65	4	8	6	12	-	-
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	-%	-%
Prefer not to say	17	16	1	6	6	5	6	4	1	1	5	-	-
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	-%	-%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
In full time employment	1969	1794	1690	278	175	1969	1654	1161	1256	345	1772	196	240	490	1239
	45%	51%	56%	21%	21%	45%	47%	52%	58%	59%	47%	36%	37%	45%	47%
		cde	acde			cd	f	aef	abef	abef	f			a	a
In part time employment	591	521	453	138	70	591	469	272	288	73	505	85	86	163	341
	14%	15%	15%	11%	8%	14%	13%	12%	13%	13%	13%	16%	13%	15%	13%
		cd	cd			d									
Unemployed	333	251	194	138	81	333	199	113	109	23	231	102	83	101	149
	8%	7%	6%	11%	10%	8%	6%	5%	5%	4%	6%	19%	13%	9%	6%
				abe	b							abcde	c	c	
A student	174	166	155	18	7	174	113	74	104	19	137	37	24	72	78
	4%	5%	5%	1%	1%	4%	3%	3%	5%	3%	4%	7%	4%	7%	3%
		cd	cd			cd			a			abe		c	
Full-time responsibility for home/ family	177	137	115	62	41	177	134	64	77	15	143	34	31	45	101
	4%	4%	4%	5%	5%	4%	4%	3%	4%	3%	4%	6%	5%	4%	4%
												bcd			
Retired	1000	550	369	631	450	1000	890	527	306	98	927	73	159	178	663
	23%	16%	12%	48%	53%	23%	25%	23%	14%	17%	24%	13%	25%	17%	25%
		b		abe	abe	ab	cdf	cdf			cdf		b		b
Other	78	56	49	28	22	78	58	30	23	8	65	13	15	23	40
	2%	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%
Prefer not to say	17	10	9	9	7	17	9	4	*	-	11	6	6	5	7
	*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	*%	1%	1%	*%	*%
												abc			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Large city	1081	569	498	141	258	236	184	261	360	291	136	288	975	78	17	11
	25%	27% b	22%	31% e	35% de	33% de	25% e	15%	32% bcd	22%	18%	26% c	27% cd	21% cd	8%	9%
Smaller city or large town	972	472	489	119	182	158	167	346	240	284	168	279	852	58	36	26
	22%	23%	22%	26%	25%	22%	23%	20%	22%	22%	22%	25%	23% bc	16%	18%	21%
Medium town	958	436	518	101	148	127	159	423	205	304	216	229	836	60	41	21
	22%	21%	23%	22%	20%	18%	22%	25% c	18%	23%	28% ad	21%	23% bd	16%	20%	17%
Small town	759	349	401	63	98	117	96	386	170	271	139	178	551	119	63	27
	18%	17%	18%	14%	13%	16%	13%	23% abcd	15%	20% a	18%	16%	15%	33% ad	31% ad	22% a
Rural area	568	259	308	32	51	69	119	297	141	171	113	142	435	49	47	37
	13%	12%	14%	7%	7%	10%	16% abc	17% abc	13%	13%	15%	13%	12%	13%	23% ab	31% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Large city	1081	1081	-	439	628	411	655	155	218	185	411	762	301
	25%	29% b	-%	35% b	21%	36% b	21%	37%	38%	35%	36%	30% b	18%
Smaller city or large town	972	972	-	293	655	256	691	101	129	114	256	580	375
	22%	26% b	-%	23%	22%	23%	22%	24%	23%	22%	23%	23%	22%
Medium town	958	958	-	252	683	220	711	80	110	114	220	538	397
	22%	25% b	-%	20%	23%	19%	23%	19%	19%	22%	19%	21%	24%
Small town	759	759	-	162	585	144	602	56	74	59	144	388	349
	18%	20% b	-%	13%	19% a	13%	19% a	13%	13%	11%	13%	15%	21% a
Rural area	568	-	568	111	451	100	460	28	41	54	100	291	261
	13%	-%	100% a	9%	15% a	9%	15% a	7%	7%	10%	9%	11%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 255

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Large city	1081	906	822	258	175	1081	930	642	688	168	984	97	111	275	694
	25%	26%	27%	20%	21%	25%	26%	29%	32%	29%	26%	18%	17%	26%	27%
		cd	cd			c	f	f	aef	f	f			a	a
Smaller city or large town	972	763	658	314	209	972	762	488	493	140	839	133	146	251	576
	22%	22%	22%	24%	25%	22%	22%	22%	23%	24%	22%	24%	23%	23%	22%
Medium town	958	773	675	283	185	958	759	435	413	114	824	133	150	228	580
	22%	22%	22%	22%	22%	22%	22%	19%	19%	20%	22%	24%	23%	21%	22%
Small town	759	609	510	249	150	759	598	372	318	88	635	124	142	201	417
	18%	17%	17%	19%	18%	18%	17%	17%	15%	15%	17%	23%	22%	19%	16%
												abcde	c		
Rural area	568	435	369	199	133	568	477	309	253	71	509	59	94	122	352
	13%	12%	12%	15%	16%	13%	14%	14%	12%	12%	13%	11%	15%	11%	13%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
North East and Cumbria	236	125	107	18	37	33	38	110	66	70	47	51	236	-	-	-
	5%	6%	5%	4%	5%	5%	5%	6%	6%	5%	6%	5%	6%	-%	-%	-%
													bcd			
North-West	466	216	244	47	79	63	89	188	121	151	69	125	466	-	-	-
	11%	10%	11%	10%	11%	9%	12%	11%	11%	11%	9%	11%	13%	-%	-%	-%
													bcd			
Yorkshire & Lincolnshire	407	186	217	43	89	47	79	150	75	122	80	130	407	-	-	-
	9%	9%	10%	9%	12%	7%	11%	9%	7%	9%	10%	12%	11%	-%	-%	-%
					c						a	a	bcd			
West Midlands	431	208	216	43	60	62	78	189	118	119	82	112	431	-	-	-
	10%	10%	10%	10%	8%	9%	11%	11%	11%	9%	11%	10%	12%	-%	-%	-%
													bcd			
East Midlands	155	72	82	14	26	24	30	61	38	51	30	37	155	-	-	-
	4%	3%	4%	3%	4%	3%	4%	4%	3%	4%	4%	3%	4%	-%	-%	-%
													bcd			
East	291	133	157	29	48	54	43	117	68	80	60	81	291	-	-	-
	7%	6%	7%	6%	7%	8%	6%	7%	6%	6%	8%	7%	8%	-%	-%	-%
													bcd			
West	179	80	99	12	26	37	27	76	55	39	42	44	179	-	-	-
	4%	4%	4%	3%	4%	5%	4%	4%	5%	3%	5%	4%	5%	-%	-%	-%
													bcd			
South	344	166	178	25	70	57	49	143	105	101	69	67	344	-	-	-
	8%	8%	8%	6%	9%	8%	7%	8%	9%	8%	9%	6%	9%	-%	-%	-%
									d				bcd			
South West	119	57	60	16	14	16	15	59	18	54	20	26	119	-	-	-
	3%	3%	3%	3%	2%	2%	2%	3%	2%	4%	3%	2%	3%	-%	-%	-%
										a			bcd			
South East	154	70	83	9	16	18	25	85	30	67	25	32	154	-	-	-
	4%	3%	4%	2%	2%	3%	3%	5%	3%	5%	3%	3%	4%	-%	-%	-%
								bc		a			bcd			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
London	866	436	422	122	170	182	138	255	262	257	120	224	866	-	-	-
	20%	21%	19%	27% de	23% e	26% de	19%	15%	24% c	19%	16%	20%	24% bcd	-%	-%	-%
Wales	204	97	105	22	32	32	31	86	48	65	38	52	-	-	204	-
	5%	5%	5%	5%	4%	5%	4%	5%	4%	5%	5%	5%	-%	-%	100% abd	-%
Scotland	364	179	181	40	53	61	64	146	80	114	66	104	-	364	-	-
	8%	9%	8%	9%	7%	9%	9%	9%	7%	9%	9%	9%	-%	100% acd	-%	-%
Northern Ireland	121	58	62	15	18	22	19	48	31	32	27	31	-	-	-	121
	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	-%	-%	-%	100% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
North East and Cumbria	236	207	29	63	170	58	174	26	30	19	58	138	93
	5%	5%	5%	5%	6%	5%	6%	6%	5%	4%	5%	5%	6%
North-West	466	417	49	117	343	110	350	35	50	54	110	276	177
	11%	11%	9%	9%	11%	10%	11%	8%	9%	10%	10%	11%	11%
Yorkshire & Lincolnshire	407	372	35	120	278	106	291	49	51	41	106	212	186
	9%	10% b	6%	10%	9%	9%	9%	12%	9%	8%	9%	8%	11% a
West Midlands	431	360	71	119	307	111	314	39	55	60	111	245	179
	10%	10%	13%	9%	10%	10%	10%	9%	10%	11%	10%	10%	11%
East Midlands	155	130	25	43	110	39	114	16	13	20	39	91	63
	4%	3%	4%	3%	4%	3%	4%	4%	2%	4%	3%	4%	4%
East	291	227	64	73	199	61	211	30	30	26	61	178	105
	7%	6%	11% a	6%	7%	5%	7%	7%	5%	5%	5%	7%	6%
West	179	150	29	59	119	54	122	16	27	25	54	102	73
	4%	4%	5%	5%	4%	5%	4%	4%	5%	5%	5%	4%	4%
South	344	300	44	101	233	91	240	34	54	44	91	211	128
	8%	8%	8%	8%	8%	8%	8%	8%	10%	8%	8%	8%	8%
South West	119	91	29	27	88	22	92	7	12	11	22	57	59
	3%	2%	5% a	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%
South East	154	122	31	29	123	29	123	14	15	13	29	70	73
	4%	3%	5% a	2%	4%	3%	4%	3%	3%	3%	3%	3%	4%
London	866	837	29	328	526	297	558	99	161	140	297	586	271
	20%	22% b	5%	26% b	18%	26% b	18%	24%	28%	27%	26%	23% b	16%
Wales	204	157	47	54	148	46	155	19	22	20	46	110	86
	5%	4%	8% a	4%	5%	4%	5%	4%	4%	4%	4%	4%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Scotland	364	315	49	83	278	70	291	26	32	33	70	207	147
	8%	8%	9%	7%	9% a	6%	9% a	6%	6%	6%	6%	8%	9%
Northern Ireland	121	84	37	42	79	36	84	12	20	18	36	76	44
	3%	2%	7% a	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 256

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
North East and Cumbria	236	193	156	80	44	236	183	114	101	34	198	38	34	63	140
	5%	6%	5%	6%	5%	5%	5%	5%	5%	6%	5%	7%	5%	6%	5%
North-West	466	359	319	147	106	466	373	212	205	54	397	69	74	106	286
	11%	10%	10%	11%	12%	11%	11%	9%	9%	9%	10%	13%	12%	10%	11%
Yorkshire & Lincolnshire	407	320	274	134	87	407	291	187	166	45	328	79	94	121	192
	9%	9%	9%	10%	10%	9%	8%	8%	8%	8%	9%	15% abcde	15% c	11% c	7%
West Midlands	431	360	313	119	72	431	372	249	217	51	390	41	56	99	276
	10%	10%	10%	9%	8%	10%	11%	11%	10%	9%	10%	8%	9%	9%	11%
East Midlands	155	124	99	56	32	155	126	97	71	27	141	14	26	30	99
	4%	4%	3%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	3%	4%
East	291	235	199	92	55	291	258	141	175	43	275	16	33	67	191
	7%	7%	7%	7%	7%	7%	7% f	6% f	8% f	7% f	7% f	3%	5%	6%	7%
West	179	144	132	47	35	179	136	83	83	31	147	32	36	50	93
	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	6%	6%	5%	4%
South	344	275	239	106	69	344	289	190	185	55	306	38	34	77	233
	8%	8%	8%	8%	8%	8%	8%	8%	9%	9%	8%	7%	5%	7%	9% a
South West	119	100	80	39	20	119	95	64	50	20	101	18	18	33	68
	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%
South East	154	116	104	49	37	154	114	81	66	19	126	27	31	39	83
	4%	3%	3%	4%	4%	4%	3%	4%	3%	3%	3%	5%	5%	4%	3%
London	866	683	620	246	183	866	738	497	544	109	798	67	75	243	547
	20%	20%	20%	19%	21%	20%	21% f	22% f	25% adef	19% f	21% f	12%	12%	23% a	21% a
Wales	204	169	146	58	35	204	158	100	89	28	169	34	48	43	113
	5%	5%	5%	4%	4%	5%	4%	4%	4%	5%	4%	6%	7% bc	4%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 256

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Scotland	364	302	256	108	62	364	299	166	152	47	313	51	59	83	222
	8%	9%	8%	8%	7%	8%	8%	7%	7%	8%	8%	9%	9%	8%	8%
Northern Ireland	121	105	98	23	16	121	94	64	60	19	102	20	24	22	75
	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%	4%	2%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
English	2544	1210	1308	246	426	380	426	1065	643	783	475	638	2470	26	37	11
	59%	58%	59%	54%	58%	54%	59%	62% ac	58%	59%	61%	57%	68% bcd	7%	18% bd	9%
Welsh	166	76	88	18	21	25	20	83	40	48	31	47	46	-	120	*
	4%	4%	4%	4%	3%	4%	3%	5%	4%	4%	4%	4%	1%	-%	59% abd	*%
Scottish	377	182	192	39	60	54	73	151	86	116	60	115	79	297	-	1
	9%	9%	9%	9%	8%	8%	10%	9%	8%	9%	8%	10%	2% c	81% acd	-%	1%
Northern Irish	84	40	42	9	18	13	13	33	21	23	21	20	21	-	1	63
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	-%	*%	52% abc
British	872	440	429	100	140	164	149	318	255	268	133	214	789	27	39	17
	20%	21%	19%	22%	19%	23%	21%	19%	23% c	20%	17%	19%	22% bd	8%	19% b	14% b
Irish	46	21	25	6	5	6	9	20	15	10	9	13	21	-	1	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	20% abc
Other	222	104	117	31	63	56	33	39	53	64	44	62	201	12	6	3
	5%	5%	5%	7% e	8% e	8% e	5%	2%	5%	5%	6%	6%	6%	3%	3%	3%
Prefer not to say	27	10	13	7	4	8	3	5	5	10	1	8	22	2	1	2
	1%	*%	1%	1% e	1%	1% e	*%	*%	*%	1%	*%	1%	1%	1%	*%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
English	2544	2185	359	701	1790	635	1853	232	313	301	635	1480	1011
	59%	58%	63%	56%	60%	56%	59%	55%	55%	57%	56%	58%	60%
Welsh	166	125	41	40	123	32	130	12	15	14	32	82	76
	4%	3%	7% a	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%
Scottish	377	328	48	85	290	77	298	23	37	37	77	217	149
	9%	9%	8%	7%	10% a	7%	10%	5%	6%	7%	7%	8%	9%
Northern Irish	84	66	18	25	59	22	62	11	12	9	22	54	29
	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
British	872	795	77	287	572	266	590	104	146	122	266	540	317
	20%	21% b	14%	23%	19%	24% b	19%	25%	25%	23%	24%	21%	19%
Irish	46	35	11	11	35	10	36	3	4	6	10	27	19
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	222	209	14	90	124	75	138	29	41	34	75	146	72
	5%	6% b	2%	7% b	4%	7% b	4%	7%	7%	7%	7%	6%	4%
Prefer not to say	27	26	1	18	8	13	13	8	5	3	13	12	10
	1%	1%	*%	1% b	*%	1%	*%	2%	1%	1%	1%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
English	2544	2071	1783	761	473	2544	2099	1341	1234	359	2247	297	394	594	1556
	59%	59%	59%	58%	56%	59%	60%	60%	57%	62%	59%	54%	61%	55%	59%
Welsh	166	132	112	54	34	166	127	82	67	21	135	31	39	31	96
	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	6% c	6% bc	3%	4%
Scottish	377	319	273	104	58	377	310	165	150	45	322	54	64	88	224
	9%	9%	9%	8%	7%	9%	9%	7%	7%	8%	9%	10%	10%	8%	9%
Northern Irish	84	70	66	18	15	84	68	43	38	13	73	11	14	19	51
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
British	872	664	588	284	207	872	739	508	544	121	801	71	85	235	552
	20%	19%	19%	22%	24% ab	20%	21% f	23% f	25% aef	21% f	21% f	13%	13%	22% a	21% a
Irish	46	36	36	10	9	46	32	17	21	5	37	9	9	14	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Other	222	173	159	63	50	222	132	80	99	13	160	63	32	86	104
	5%	5%	5%	5%	6%	5%	4%	4%	5%	2%	4%	12% abcde	5%	8% c	4%
Prefer not to say	27	21	18	9	6	27	18	10	11	3	18	9	6	8	13
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	2% abe	1%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
English/ Welsh/ Scottish/ Northern Irish/ British	3245	1514	1702	266	487	467	549	1476	831	1005	586	821	2666	309	184	85
	75%	73%	77% a	58%	66%	66%	76% abc	86% abcd	74%	76%	76%	74%	73%	85% ad	90% ad	70%
Irish	69	34	33	11	9	12	9	28	17	18	16	18	42	1	-	27
	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	*%	-%	22% abc
Gypsy, Traveller or Irish Traveller	6	4	2	4	3	-	-	-	2	1	-	3	6	-	-	-
	*%	*%	*%	1% e	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	-%
Any other White background	130	51	79	14	29	38	23	26	40	37	24	27	117	9	2	2
	3%	2%	4%	3%	4% e	5% e	3%	2%	4%	3%	3%	2%	3% c	3%	1%	2%
White and Black Caribbean	45	25	20	8	7	7	14	8	7	12	9	16	43	1	1	-
	1%	1%	1%	2% e	1%	1%	2% e	*%	1%	1%	1%	1%	1%	*%	1%	-%
White and Black African	27	17	10	5	10	4	1	6	11	9	4	4	23	2	1	1
	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%
White and Asian	22	10	12	4	2	6	3	6	7	5	3	7	18	3	*	*
	1%	*%	1%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%	1%	*%	*%
Any other mixed/ multiple ethnic background	27	15	12	7	3	10	5	2	7	10	6	5	21	4	1	1
	1%	1%	1%	2% e	*%	1% e	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%
Indian	120	54	64	18	28	32	18	24	31	38	21	30	117	1	1	1
	3%	3%	3%	4% e	4% e	5% e	2%	1%	3%	3%	3%	3%	3% bcd	*%	1%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Pakistani	127	66	61	17	31	34	19	26	10	35	17	65	126	1	1	-
	3%	3%	3%	4% e	4% e	5% e	3%	2%	1%	3% a	2%	6% abc	3% bcd	*%	*%	-%
Bangladeshi	21	14	7	3	7	1	6	5	2	3	7	9	21	-	-	-
	*%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	-%	-%	-%
Chinese	27	15	12	2	7	5	9	3	11	6	6	3	23	3	1	*
	1%	1%	1%	1%	1%	1%	1% e	*%	1%	*%	1%	*%	1%	1%	*%	*%
Any other Asian background	36	15	20	15	9	8	-	4	8	16	5	6	35	-	-	*
	1%	1%	1%	3% de	1% e	1% e	-%	*%	1%	1%	1%	1%	1%	-%	-%	*%
Caribbean	83	43	41	12	5	19	11	37	18	18	19	29	82	1	-	1
	2%	2%	2%	3%	1%	3% b	1%	2%	2%	1%	2%	3%	2% bc	*%	-%	*%
African	158	105	54	25	55	41	23	14	75	39	20	24	145	7	4	2
	4%	5% b	2%	6% e	8% de	6% e	3% e	1%	7% bcd	3%	3%	2%	4% d	2%	2%	1%
Any other Black/ African/ Caribbean background	27	17	10	8	7	5	3	4	6	8	3	10	24	3	*	*
	1%	1%	*%	2% e	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	*%
Arab	13	5	7	5	3	-	2	3	5	5	3	1	11	2	*	-
	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
Any other ethnic background	11	6	5	2	4	3	2	*	*	6	2	3	9	-	2	-
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%
Prefer not to say	143	74	62	30	31	15	29	38	28	51	22	35	117	19	6	2
	3%	4%	3%	7% ce	4%	2%	4%	2%	2%	4%	3%	3%	3%	5% d	3%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
English/ Welsh/ Scottish/ Northern Irish/ British	3245	2738	507	816	2383	737	2459	243	373	358	737	1836	1335
	75%	73%	89% a	65%	79% a	65%	79% a	58%	65%	68% a	65%	72%	79% a
Irish	69	55	14	19	50	17	52	6	9	9	17	41	28
	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Gypsy, Traveller or Irish Traveller	6	6	-	5	1	5	1	4	3	1	5	4	1
	*%	*%	-%	*%	*%	*% b	*%	1%	*%	*%	*%	*%	*%
Any other White background	130	122	8	43	84	41	86	14	20	18	41	98	31
	3%	3%	1%	3%	3%	4%	3%	3%	4%	3%	4%	4% b	2%
White and Black Caribbean	45	41	4	16	28	13	31	4	10	6	13	31	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
White and Black African	27	26	1	15	11	14	13	7	7	4	14	20	7
	1%	1%	*%	1% b	*%	1% b	*%	2%	1%	1%	1%	1%	*%
White and Asian	22	19	3	8	13	7	13	5	3	2	7	12	9
	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%
Any other mixed/ multiple ethnic background	27	25	2	12	15	10	17	4	4	4	10	21	6
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
Indian	120	117	3	57	60	54	63	18	33	22	54	83	37
	3%	3% b	1%	5% b	2%	5% b	2%	4%	6%	4%	5%	3%	2%
Pakistani	127	126	1	66	54	58	61	28	33	24	58	63	63
	3%	3% b	*%	5% b	2%	5% b	2%	7%	6%	5%	5%	2%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Bangladeshi	21	21	-	11	9	11	9	6	8	9	11	14	8
	*%	1%	-%	1%	*%	1%	*%	1%	1%	2%	1%	1%	*%
Chinese	27	26	1	9	18	7	20	3	2	5	7	22	5
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%
Any other Asian background	36	33	3	14	21	10	25	4	3	6	10	21	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Caribbean	83	83	-	21	62	19	64	9	13	9	19	57	26
	2%	2% b	-%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
African	158	157	1	84	70	79	76	44	30	26	79	132	25
	4%	4% b	*%	7% b	2%	7% b	2%	11% bc	5%	5%	7%	5% b	2%
Any other Black/ African/ Caribbean background	27	27	-	12	13	11	14	7	7	2	11	16	10
	1%	1%	-%	1%	*%	1%	*%	2%	1%	*%	1%	1%	1%
Arab	13	13	-	8	5	5	8	-	1	4	5	11	2
	*%	*%	-%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%
Any other ethnic background	11	11	*	5	6	5	6	*	3	3	5	5	6
	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%
Prefer not to say	143	124	19	35	96	28	101	13	11	14	28	73	58
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
English/ Welsh/ Scottish/ Northern Irish/ British	3245	2627	2251	994	618	3245	2698	1699	1546	445	2872	373	512	737	1996
	75%	75%	74%	76%	73%	75%	77% cf	76% cf	71%	77% f	76% cf	68%	80% b	68%	76% b
Irish	69	55	54	15	14	69	52	33	35	7	57	12	10	22	36
	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%
Gypsy, Traveller or Irish Traveller	6	6	6	-	-	6	4	3	3	-	4	3	3	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%
Any other White background	130	115	110	20	15	130	84	48	63	13	98	32	16	49	65
	3%	3% c	4% c	2%	2%	3%	2%	2%	3%	2%	3%	6% abcde	2%	5% c	2%
White and Black Caribbean	45	40	30	15	5	45	37	21	24	6	39	6	10	10	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
White and Black African	27	24	24	3	3	27	24	20	20	3	26	1	1	5	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%	*%	1%
White and Asian	22	18	18	4	4	22	20	12	14	3	21	1	6	3	13
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	*%
Any other mixed/ multiple ethnic background	27	27	26	1	*	27	20	11	14	1	23	4	-	15	12
	1%	1%	1% c	*%	*%	1%	1%	*%	1%	*%	1%	1%	-%	1% ac	*%
Indian	120	89	82	38	31	120	94	69	81	12	110	10	8	35	76
	3%	3%	3%	3%	4%	3%	3%	3%	4%	2%	3%	2%	1%	3%	3%
Pakistani	127	73	69	58	54	127	84	54	55	6	97	30	19	40	68
	3%	2%	2%	4% ab	6% abe	3%	2%	2%	3%	1%	3%	6% abcde	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Bangladeshi	21	10	10	11	11	21	17	10	10	-	18	3	1	9	11
	*%	*%	*%	1%	1% ab	*%	*%	*%	*%	-%	*%	1%	*%	1%	*%
Chinese	27	23	18	9	4	27	23	13	20	5	25	2	1	13	12
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%
Any other Asian background	36	33	28	8	3	36	28	14	20	7	31	4	4	14	18
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Caribbean	83	61	56	27	23	83	62	51	56	13	77	7	8	17	58
	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	1%	2%	2%
African	158	136	123	35	22	158	140	98	115	35	144	14	8	39	111
	4%	4%	4%	3%	3%	4%	4%	4%	5%	6%	4%	3%	1%	4% a	4% a
Any other Black/ African/ Caribbean background	27	22	19	8	6	27	20	13	14	5	21	6	3	6	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Arab	13	11	11	2	2	13	11	6	9	1	11	2	*	6	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%
Any other ethnic background	11	7	5	6	4	11	4	3	5	-	7	4	2	5	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1% a	*%	*%	*%
Prefer not to say	143	111	95	48	32	143	105	67	59	22	112	31	28	49	66
	3%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	6% abce	4%	5% c	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
No religion	1574	773	784	204	293	258	308	511	367	493	307	408	1281	162	109	23
	36%	37%	35%	45% ce	40% e	36% e	43% e	30%	33%	37%	40% a	37%	35% d	44% ad	54% abd	19%
Catholic	488	246	235	36	108	110	79	155	161	119	94	114	380	53	16	38
	11%	12%	11%	8%	15% ae	16% ae	11%	9%	14% bd	9%	12%	10%	10%	15% ac	8%	32% abc
Church of England/ Scotland/ Ireland	1234	553	677	61	136	131	182	724	328	398	195	312	1071	90	36	37
	28%	27%	31% a	13%	18%	18%	25% abc	42% abcd	29%	30%	25%	28%	29% c	25% c	17%	31% c
Other Christian	402	201	200	43	63	86	53	157	119	118	71	94	347	16	23	16
	9%	10%	9%	9%	9%	12% d	7%	9%	11%	9%	9%	8%	10% b	4%	11% b	13% b
Buddhist	18	9	6	-	3	6	5	4	11	3	3	1	15	2	-	-
	*%	*%	*%	-%	*%	1%	1%	*%	1%	*%	*%	*%	*%	1%	-%	-%
Hindu	73	35	38	24	10	16	9	14	19	31	4	19	71	1	1	1
	2%	2%	2%	5% bcde	1%	2% e	1%	1%	2%	2% c	1%	2%	2% b	*%	*%	*%
Jewish	20	7	12	1	7	-	-	12	4	10	2	3	19	-	1	-
	*%	*%	1%	*%	1%	-%	-%	1%	*%	1%	*%	*%	1%	-%	*%	-%
Muslim	232	119	113	35	65	53	36	42	44	60	32	96	224	5	3	*
	5%	6%	5%	8% e	9% e	8% e	5% e	2%	4%	5%	4%	9% abc	6% bcd	1%	1%	*%
Sikh	30	15	15	2	7	11	3	7	2	3	12	12	29	-	1	-
	1%	1%	1%	*%	1%	2% e	*%	*%	*%	*%	2% ab	1%	1%	-%	*%	-%
Any other religion	46	17	28	9	10	5	5	17	13	12	13	8	38	1	5	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	3% ab	2% b
Prefer not to say	221	109	106	39	35	33	42	71	49	75	38	50	172	35	9	4
	5%	5%	5%	9% ce	5%	5%	6%	4%	4%	6%	5%	4%	5%	10% acd	5%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
No religion	1574	1360	215	424	1125	367	1178	148	158	168	367	975	564
	36%	36%	38%	34%	37%	32%	38% a	35%	28%	32%	32%	38% b	34%
Catholic	488	436	52	175	307	166	315	66	94	75	166	335	149
	11%	12%	9%	14% b	10%	15% b	10%	16%	16%	14%	15%	13% b	9%
Church of England/ Scotland/ Ireland	1234	1021	213	272	950	255	967	67	141	133	255	621	584
	28%	27%	38% a	22%	32% a	23%	31% a	16%	25% a	25% a	23% a	24%	35% a
Other Christian	402	368	35	142	254	129	267	45	59	54	129	261	136
	9%	10% b	6%	11% b	8%	11%	9%	11%	10%	10%	11%	10%	8%
Buddhist	18	15	3	7	10	5	12	2	3	4	5	13	4
	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	1%	*%
Hindu	73	70	3	30	41	27	44	9	14	12	27	53	20
	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%
Jewish	20	19	1	3	17	3	17	-	3	-	3	13	7
	*%	1%	*%	*%	1%	*%	1%	-%	1%	-%	*%	*%	*%
Muslim	232	229	3	119	104	106	115	50	59	45	106	127	102
	5%	6% b	*%	9% b	3%	9% b	4%	12%	10%	9%	9%	5%	6%
Sikh	30	30	-	16	14	16	14	6	9	7	16	17	13
	1%	1%	-%	1%	*%	1% b	*%	1%	2%	1%	1%	1%	1%
Any other religion	46	37	9	14	32	11	35	6	5	2	11	24	21
	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Prefer not to say	221	185	36	56	147	47	156	21	27	24	47	120	83
	5%	5%	6%	4%	5%	4%	5%	5%	5%	5%	4%	5%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 259

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
No religion	1574	1356	1165	409	219	1574	1218	746	764	212	1319	255	308	388	878
	36%	39% cd	38% cd	31%	26%	36% cd	35%	33%	35%	36%	35%	47% abcde	48% bc	36%	34%
Catholic	488	416	371	117	72	488	405	267	280	78	437	51	65	117	306
	11%	12% c	12% cd	9%	8%	11%	11%	12%	13%	13%	12%	9%	10%	11%	12%
Church of England/ Scotland/ Ireland	1234	924	796	437	310	1234	1088	687	560	162	1140	94	132	274	828
	28%	27%	26%	34% abe	36% abe	28%	31% cf	31% cf	26% f	28% f	30% cf	17%	21%	25%	32% ab
Other Christian	402	328	279	123	74	402	343	231	252	63	367	35	44	88	270
	9%	9%	9%	9%	9%	9%	10%	10%	12% f	11%	10%	6%	7%	8%	10%
Buddhist	18	15	13	5	3	18	13	11	13	1	16	2	2	11	5
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	1% c	*%
Hindu	73	63	62	12	10	73	62	43	53	10	69	4	1	23	49
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	*%	2% a	2% a
Jewish	20	19	18	2	1	20	17	12	11	3	17	2	6	5	9
	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%
Muslim	232	145	134	97	87	232	167	114	122	16	190	41	29	74	129
	5%	4%	4%	7% ab	10% abe	5%	5%	5%	6% d	3%	5%	8% ad	4%	7%	5%
Sikh	30	14	12	18	16	30	26	15	13	1	27	3	-	11	19
	1%	*%	*%	1% ab	2% abe	1%	1%	1%	1%	*%	1%	*%	-%	1%	1%
Any other religion	46	41	38	8	5	46	28	23	18	8	31	15	9	15	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% abce	1%	1%	1%
Prefer not to say	221	166	146	75	55	221	159	97	78	27	177	44	48	71	102
	5%	5%	5%	6%	6%	5%	5%	4%	4%	5%	5%	8% abce	7% c	7% c	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
1	1011	499	508	43	78	82	133	674	158	297	130	423	828	104	54	26
	23%	24%	23%	9%	11%	12%	18%	39%	14%	22%	17%	38%	23%	28%	26%	21%
							abc	abcd		ac		abc		a		
2	1444	698	736	91	206	150	210	788	345	470	272	355	1206	128	73	36
	33%	34%	33%	20%	28%	21%	29%	46%	31%	36%	35%	32%	33%	35%	36%	30%
					ac		ac	abcd								
3	841	381	450	144	174	176	181	165	238	276	171	153	702	73	40	26
	19%	18%	20%	32%	24%	25%	25%	10%	21%	21%	22%	14%	19%	20%	20%	22%
				be	e	e	e		d	d	d					
4	698	354	339	96	200	200	150	52	275	183	140	98	614	40	23	20
	16%	17%	15%	21%	27%	28%	21%	3%	25%	14%	18%	9%	17%	11%	11%	16%
				e	e	ade	e		bcd	d	d		bc			
5+	345	152	181	82	79	99	51	34	99	95	60	89	300	19	13	13
	8%	7%	8%	18%	11%	14%	7%	2%	9%	7%	8%	8%	8%	5%	6%	11%
				bde	e	de	e									b
Answered	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mean number of people	2.6	2.5	2.6	3.3	3.1	3.2	2.7	1.8	2.9	2.5	2.7	2.2	2.6	2.3	2.4	2.7
				bde	de	de	e		bcd	d	bd		bc			bc
Standard deviation	1.32	1.32	1.32	1.43	1.32	1.31	1.29	.89	1.27	1.29	1.28	1.37	1.34	1.18	1.27	1.37

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
1	1011	876	135	-	1011	-	1011	-	-	-	-	373	607
	23%	23%	24%	-%	34% a	-%	32% a	-%	-%	-%	-%	15%	36% a
2	1444	1230	213	97	1317	91	1323	22	40	32	91	787	632
	33%	33%	38%	8%	44% a	8%	42% a	5%	7%	6%	8%	31%	38% a
3	841	734	107	407	408	390	424	134	125	163	390	602	215
	19%	19%	19%	32% b	14%	35% b	14%	32% b	22%	31% b	35% b	24% b	13%
4	698	613	85	501	187	464	221	185	279	210	464	565	124
	16%	16%	15%	40% b	6%	41% b	7%	44%	49% cd	40%	41%	22% b	7%
5+	345	317	28	253	78	187	141	80	128	120	187	233	105
	8%	8% b	5%	20% b	3%	16% b	5%	19%	22% d	23% d	16%	9% b	6%
Answered	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Mean number of people	2.6	2.6 b	2.4	3.8 b	2.0	3.7 b	2.1	3.9	4.0 d	3.9 d	3.7	2.8 b	2.1
Standard deviation	1.32	1.34	1.24	1.07	1.02	1.00	1.15	1.03	1.06	1.03	1.00	1.28	1.27

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2024-2025. April 2024 to March 2025.

Table 260

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
1	1011	601	464	547	410	1011	799	525	350	110	866	145	174	249	588
	23%	17%	15%	42% abe	48% abe	23% ab	23% c	23% c	16%	19%	23% c	27% cd	27%	23%	22%
2	1444	1157	952	492	286	1444	1233	723	684	180	1297	147	216	325	903
	33%	33%	31%	38% abe	34%	33%	35% f	32%	32%	31%	34% f	27%	34%	30%	34%
3	841	783	716	125	58	841	674	433	496	127	737	104	115	251	476
	19%	22% cde	24% cde	10%	7%	19% cd	19%	19%	23% abe	22%	19%	19%	18%	23% c	18%
4	698	647	621	77	50	698	563	395	445	114	610	87	85	163	449
	16%	19% cde	20% cde	6%	6%	16% cd	16%	18%	21% ae	20%	16%	16%	13%	15%	17%
5+	345	297	282	63	48	345	257	170	189	52	281	64	52	90	203
	8%	9% c	9% cd	5%	6%	8% c	7%	8%	9%	9%	7%	12% abe	8%	8%	8%
Answered	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mean number of people	2.6	2.7 cde	2.8 acde	2.0	1.9	2.6 cd	2.5	2.6	2.8 abe	2.8 abe	2.5	2.7	2.5	2.6	2.6
Standard deviation	1.32	1.30	1.31	1.16	1.20	1.32	1.28	1.32	1.31	1.40	1.30	1.49	1.38	1.30	1.32

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Yes, aged 0-2	242	104	135	43	119	61	13	6	97	65	33	45	211	15	10	6
	6%	5%	6%	9% de	16% acde	9% de	2% e	*%	9% bcd	5%	4%	4%	6%	4%	5%	5%
Yes, aged 3-4	273	120	148	24	142	91	16	1	104	63	53	53	232	19	13	10
	6%	6%	7%	5% e	19% acde	13% ade	2% e	*%	9% bd	5%	7%	5%	6%	5%	6%	8%
Yes, aged 5-10	617	281	325	32	203	269	94	19	236	161	106	114	533	38	24	21
	14%	14%	15%	7% e	28% ade	38% abde	13% ae	1%	21% bcd	12%	14%	10%	15%	10%	12%	17% b
Yes, aged 11-15	599	278	312	67	73	214	201	45	206	148	137	107	509	42	25	22
	14%	13%	14%	15% e	10% e	30% abe	28% abe	3%	18% bd	11%	18% bd	10%	14%	11%	12%	19% b
ANY CHILDREN AGED UNDER 16	1257	575	663	136	370	438	251	62	461	324	240	230	1079	83	54	42
	29%	28%	30%	30% e	50% ade	62% abde	35% e	4%	41% bcd	25%	31% bd	21%	30% b	23%	26%	34% b
No children aged under 16	3001	1465	1517	298	347	255	463	1637	639	978	508	868	2495	278	148	79
	69%	70%	69%	65% bc	47% c	36%	64% bc	96% abcd	57%	74% ac	66% a	78% ac	68%	76% ad	73%	65%
Don t know	17	14	3	7	5	-	2	2	3	1	7	6	16	-	-	*
	*%	1%	*%	2% ce	1%	-%	*%	*%	*%	*%	1%	1%	*%	-%	-%	*%
Prefer not to say	63	31	31	14	15	14	8	12	12	18	19	13	59	3	1	-
	1%	1%	1%	3% e	2% e	2%	1%	1%	1%	1%	2%	1%	2% d	1%	1%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Yes, aged 0-2	242	223	19	242	-	227	13	227	54	24	227	195	43
	6%	6%	3%	19%	-%	20%	*%	54%	9%	4%	20%	8%	3%
				b		b		bcd	c		bc	b	
Yes, aged 3-4	273	256	17	273	-	254	16	254	129	33	254	214	55
	6%	7%	3%	22%	-%	22%	1%	61%	23%	6%	22%	8%	3%
		b		b		b		bcd	c		c	b	
Yes, aged 5-10	617	573	44	617	-	572	40	172	572	195	572	502	105
	14%	15%	8%	49%	-%	51%	1%	41%	100%	37%	51%	20%	6%
		b		b		b			acd		ac	b	
Yes, aged 11-15	599	537	62	599	-	525	71	51	195	525	525	489	102
	14%	14%	11%	48%	-%	46%	2%	12%	34%	100%	46%	19%	6%
				b		b			a	abd	ab	b	
ANY CHILDREN AGED UNDER 16	1257	1146	111	1257	-	1131	119	420	572	525	1131	1024	215
	29%	30%	20%	100%	-%	100%	4%	100%	100%	100%	100%	40%	13%
		b		b		b						b	
No children aged under 16	3001	2550	451	-	3001	-	3001	-	-	-	-	1485	1444
	69%	68%	79%	-%	100%	-%	96%	-%	-%	-%	-%	58%	86%
			a		a		a						a
Don t know	17	15	2	-	-	-	-	-	-	-	-	11	5
	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%
Prefer not to say	63	59	4	-	-	-	-	-	-	-	-	38	19
	1%	2%	1%	-%	-%	-%	-%	-%	-%	-%	-%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Yes, aged 0-2	242	220	219	23	22	242	184	156	150	47	208	35	30	62	151
	6%	6% cd	7% cd	2%	3%	6% cd	5%	7%	7%	8%	5%	6%	5%	6%	6%
Yes, aged 3-4	273	250	244	29	23	273	212	166	179	51	233	41	34	62	176
	6%	7% cd	8% cde	2%	3%	6% cd	6%	7%	8% ae	9%	6%	7%	5%	6%	7%
Yes, aged 5-10	617	572	553	64	44	617	500	364	392	107	540	77	80	147	389
	14%	16% cd	18% cde	5%	5%	14% cd	14%	16%	18% ae	18%	14%	14%	13%	14%	15%
Yes, aged 11-15	599	551	522	77	47	599	491	345	373	95	526	73	69	151	378
	14%	16% cd	17% cde	6%	6%	14% cd	14%	15%	17% ae	16%	14%	13%	11%	14%	14%
ANY CHILDREN AGED UNDER 16	1257	1166	1123	134	92	1257	1015	749	788	210	1097	160	162	315	780
	29%	33% cde	37% acde	10%	11%	29% cd	29%	33% ae	36% aef	36% ae	29%	29%	25%	29%	30%
No children aged under 16	3001	2252	1854	1147	748	3001	2454	1469	1340	362	2632	368	469	736	1796
	69%	65% b	61%	88% abe	88% abe	69% ab	70% bcd	65%	62%	62%	69% bcd	67%	73%	68%	69%
Don t know	17	15	15	2	2	17	13	9	10	5	14	2	-	5	11
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	*%	*%
Prefer not to say	63	53	43	20	10	63	44	19	26	5	48	15	13	20	31
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3% b	2%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: Those in a household with any children aged under 16

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	~e	a	b	c	d	a	b	c	d
Unweighted row	1262	577	665	145	379	497	182	59	462	296	247	255	850	126	133	153
Effective Weighted Sample	1002	461	524	116	305	401	152	51	374	239	198	193	785	117	124	146
Total	1257	575	663	136	370	438	251	62	461	324	240	230	1079	83	54	42
Yes	1131	517	602	65	345	426	246	**	437	273	216	202	979	70	46	36
	90%	90%	91%	48%	93%	97%	98%	**	95%	84%	90%	88%	91%	85%	86%	87%
					a	ab	a		bd							
No	119	57	55	68	23	12	3	**	24	48	20	26	94	13	7	5
	9%	10%	8%	50%	6%	3%	1%	**	5%	15%	8%	11%	9%	15%	12%	12%
				bcd						a						
Prefer not to say	7	*	6	3	2	-	2	**	-	2	3	1	6	-	1	*
	1%	*%	1%	2%	1%	-%	1%	**	-%	1%	1%	1%	1%	-%	2%	1%
				c												

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: Those in a household with any children aged under 16

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	~b	a	b	a	b	c	d	a	b
Unweighted row	1262	1123	139	1262	-	1130	124	437	591	505	1130	1000	242
Effective Weighted Sample	1002	899	106	1002	-	898	98	351	467	397	898	798	191
Total	1257	1146	111	1257	-	1131	119	420	572	525	1131	1024	215
Yes	1131	1031	100	1131	**	1131	-	420	572	525	1131	950	164
	90%	90%	90%	90%	**	100% b	-%	100%	100%	100%	100%	93% b	76%
No	119	110	9	119	**	-	119	-	-	-	-	72	47
	9%	10%	8%	9%	**	-%	100% a	-%	-%	-%	-%	7%	22% a
Prefer not to say	7	5	2	7	**	-	-	-	-	-	-	3	4
	1%	*%	2%	1%	**	-%	-%	-%	-%	-%	-%	*%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: Those in a household with any children aged under 16

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted row	1262	1192	1154	108	70	1262	992	726	749	202	1079	183	181	308	773
Effective Weighted Sample	1002	945	913	92	60	1002	798	592	614	168	868	135	133	248	621
Total	1257	1166	1123	134	92	1257	1015	749	788	210	1097	160	162	315	780
Yes	1131	1056	1015	117	**	1131	931	689	723	200	1000	131	136	279	716
	90%	91%	90%	87%	**	90%	92% f	92% f	92% f	95% f	91% f	82%	84%	88%	92% a
No	119	105	104	15	**	119	80	56	62	9	92	27	21	35	63
	9%	9%	9%	11%	**	9%	8%	8%	8%	4%	8%	17% abcde	13%	11%	8%
Prefer not to say	7	5	5	2	**	7	4	4	3	1	5	2	4	2	1
	1%	*%	*%	2%	**	1%	*%	1%	*%	1%	*%	1%	3% c	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Your husband/ wife/ partner	2351	1166	1173	88	448	476	434	905	756	716	458	418	1997	184	107	64
	54%	56%	53%	19%	61% ae	67% ae	60% ae	53% a	68% bcd	54% d	59% d	37%	55%	50%	53%	53%
Your parent/ parents	467	238	215	219	122	59	53	15	111	149	98	108	390	40	22	15
	11%	11%	10%	48% bcde	17% cde	8% e	7% e	1%	10%	11%	13%	10%	11%	11%	11%	12%
Your child/ children aged 16 or over	569	231	335	19	60	105	168	216	156	168	107	136	482	50	22	15
	13%	11%	15% a	4%	8%	15% ab	23% abce	13% ab	14%	13%	14%	12%	13%	14%	11%	12%
Your brother/s or sister/s	209	96	105	110	44	27	14	13	70	58	33	46	181	13	7	7
	5%	5%	5%	24% bcde	6% de	4% e	2%	1%	6%	4%	4%	4%	5%	4%	3%	6%
Any other relatives of yours	90	33	51	21	16	21	10	21	23	33	9	25	79	9	1	1
	2%	2%	2%	5% de	2%	3% e	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%
Your friend/s or housemates	114	64	50	41	40	17	2	14	22	62	15	16	102	6	3	2
	3%	3%	2%	9% cde	5% cde	2% de	*%	1%	2%	5% acd	2%	1%	3%	2%	2%	2%
Any other adults aged 16 or over	103	42	59	10	17	16	24	37	19	36	21	27	89	9	2	3
	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	1%	3%
None of these	1160	540	615	61	112	125	174	687	192	341	157	467	953	113	62	32
	27%	26%	28%	13%	15%	18%	24% ab	40% abcd	17%	26% a	20%	42% abc	26%	31%	30%	26%
Prefer not to say	33	19	11	12	7	5	4	5	7	8	8	8	28	2	2	1
	1%	1%	1%	3% e	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Your husband/ wife/ partner	2351	2024	327	920	1399	895	1420	349	456	414	895	1599	724
	54%	54%	58%	73% b	47%	79% b	46%	83%	80%	79%	79%	62% b	43%
Your parent/ parents	467	413	54	135	312	65	381	28	38	21	65	300	155
	11%	11%	10%	11%	10%	6%	12% a	7%	7%	4%	6%	12%	9%
Your child/ children aged 16 or over	569	483	85	233	331	214	347	66	92	119	214	385	164
	13%	13%	15%	19% b	11%	19% b	11%	16%	16%	23%	19%	15% b	10%
Your brother/s or sister/s	209	187	22	73	132	26	177	14	11	12	26	134	71
	5%	5%	4%	6%	4%	2%	6% a	3%	2%	2%	2%	5%	4%
Any other relatives of yours	90	79	10	39	47	23	63	10	9	14	23	60	28
	2%	2%	2%	3% b	2%	2%	2%	2%	2%	3%	2%	2%	2%
Your friend/s or housemates	114	105	9	12	99	7	104	3	3	4	7	68	44
	3%	3%	2%	1%	3% a	1%	3% a	1%	1%	1%	1%	3%	3%
Any other adults aged 16 or over	103	92	11	33	70	22	80	4	6	18	22	69	29
	2%	2%	2%	3%	2%	2%	3%	1%	1%	4%	2%	3%	2%
None of these	1160	1010	149	107	1041	106	1043	31	53	50	106	476	650
	27%	27%	26%	9%	35% a	9%	33% a	7%	9%	10%	9%	19%	39% a
Prefer not to say	33	31	2	6	9	2	12	2	2	-	2	15	14
	1%	1%	*%	1%	*%	*%	*%	*%	*%	-%	*%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Your husband/ wife/ partner	2351	2010	1760	591	341	2351	2013	1259	1326	340	2124	227	300	523	1528
	54%	58% cde	58% cde	45%	40%	54% cd	57% f	56% f	61% abef	58% f	56% f	42%	47%	49%	58% ab
Your parent/ parents	467	425	389	78	42	467	352	215	258	64	390	77	68	144	255
	11%	12% cd	13% cd	6%	5%	11% cd	10%	10%	12%	11%	10%	14% ab	11%	13% c	10%
Your child/ children aged 16 or over	569	499	448	121	70	569	478	287	308	92	509	60	91	134	343
	13%	14% cd	15% cd	9%	8%	13% cd	14%	13%	14%	16%	13%	11%	14%	12%	13%
Your brother/s or sister/s	209	193	187	22	15	209	167	93	121	26	182	26	34	53	122
	5%	6% cd	6% cd	2%	2%	5% cd	5%	4%	6%	4%	5%	5%	5%	5%	5%
Any other relatives of yours	90	72	67	22	18	90	58	49	39	12	70	20	18	31	41
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4% ae	3%	3%	2%
Your friend/s or housemates	114	103	95	19	11	114	80	60	69	21	100	14	9	43	62
	3%	3%	3% c	1%	1%	3%	2%	3%	3%	4%	3%	3%	1%	4% a	2%
Any other adults aged 16 or over	103	92	89	14	11	103	79	46	44	17	84	19	21	26	56
	2%	3% c	3% c	1%	1%	2% c	2%	2%	2%	3%	2%	4%	3%	2%	2%
None of these	1160	741	597	563	418	1160	899	597	427	134	981	179	204	289	667
	27%	21%	20%	43% abe	49% abe	27% ab	25% c	27% c	20%	23%	26% c	33% abcde	32% c	27%	25%
Prefer not to say	33	25	17	16	8	33	17	10	10	1	19	14	12	9	12
	1%	1%	1%	1%	1%	1%	*%	*%	*%	*%	*%	3% abcde	2% c	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
I have no formal qualifications (and I am not still studying)	418	180	233	18	37	28	46	289	16	66	76	258	332	49	26	11
	10%	9%	11%	4%	5%	4%	6%	17%	1%	5%	10%	23%	9%	14%	13%	9%
								abcd		a	ab	abc		a		
Entry level qualification such as ESOL, ELC or Skills for Life	105	52	52	11	18	10	17	48	5	11	21	68	95	5	2	3
	2%	3%	2%	3%	2%	1%	2%	3%	*%	1%	3%	6%	3%	1%	1%	3%
											ab	abc				
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades but not Maths and not English	456	186	263	59	60	78	77	182	43	115	85	211	388	37	21	10
	11%	9%	12%	13%	8%	11%	11%	11%	4%	9%	11%	19%	11%	10%	10%	8%
			a							a	a	abc				
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades including Maths or English	618	240	372	76	68	87	121	266	73	207	152	184	506	65	32	15
	14%	12%	17%	17%	9%	12%	17%	16%	7%	16%	20%	17%	14%	18%	16%	12%
			a	b			b	b		a	a	a				
Level 1-2 vocational qualification or intermediate apprenticeship	281	140	140	22	27	35	55	142	15	67	106	92	255	6	9	11
	6%	7%	6%	5%	4%	5%	8%	8%	1%	5%	14%	8%	7%	2%	4%	9%
							b	bc		a	abd	ab	b		b	bc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	437	216	216	99	77	62	50	148	103	222	43	66	373	29	22	13
	10%	10%	10%	22% bcde	10%	9%	7%	9%	9% cd	17% acd	6%	6%	10%	8%	11%	11%
Level 3 vocational qualification or advanced apprenticeship	233	135	97	15	34	54	45	84	30	80	87	36	202	14	8	9
	5%	7% b	4%	3%	5%	8% a	6%	5%	3%	6% ad	11% abd	3%	6%	4%	4%	8% b
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	289	145	140	22	43	49	50	126	67	121	56	45	235	36	13	5
	7%	7%	6%	5%	6%	7%	7%	7%	6%	9% ad	7% d	4%	6%	10% ad	7%	4%
Level 4-5 vocational qualification or higher apprenticeship	156	92	64	14	20	16	29	76	31	69	30	26	131	15	5	4
	4%	4%	3%	3%	3%	2%	4%	4%	3%	5% ad	4%	2%	4%	4%	3%	4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	737	370	365	54	179	164	139	201	388	224	59	67	627	57	31	22
	17%	18%	17%	12%	24% ae	23% ae	19% ae	12%	35% bcd	17% cd	8%	6%	17%	16%	15%	18%
Level 6 vocational qualification or degree apprenticeship	61	39	22	7	12	11	7	24	33	13	13	3	55	2	2	1
	1%	2%	1%	2%	2%	2%	1%	1%	3% bd	1%	2% d	*%	2%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
University higher degree (e.g. Masters, PhD or equivalent)	430	231	193	21	137	100	77	94	297	81	28	23	354	40	23	13
	10%	11%	9%	5%	19%	14%	11%	6%	27%	6%	4%	2%	10%	11%	11%	11%
					ade	ae	ae		bcd	d						
Still studying/ still at school	42	16	25	29	9	1	-	2	6	29	1	6	30	4	7	1
	1%	1%	1%	6%	1%	*%	-%	*%	1%	2%	*%	1%	1%	1%	4%	1%
				bcde	e					acd					abd	
Prefer not to say	56	36	18	7	16	7	9	18	7	11	11	26	50	3	1	2
	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
												a				
Don t know	18	5	14	-	-	4	3	11	3	6	4	5	16	2	-	*
	*%	*%	1%	-%	-%	1%	*%	1%	*%	*%	1%	*%	*%	1%	-%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
I have no formal qualifications (and I am not still studying)	418	348	70	55	358	50	363	17	27	24	50	83	322
	10%	9%	12%	4%	12% a	4%	12% a	4%	5%	4%	4%	3%	19% a
Entry level qualification such as ESOL, ELC or Skills for Life	105	98	8	32	67	29	71	15	14	11	29	42	64
	2%	3%	1%	3%	2%	3%	2%	3%	2%	2%	3%	2%	4% a
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades but not Maths and not English	456	403	53	131	319	112	337	39	47	56	112	263	182
	11%	11%	9%	10%	11%	10%	11%	9%	8%	11%	10%	10%	11%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades including Maths or English	618	522	95	153	452	134	470	47	63	71	134	324	275
	14%	14%	17%	12%	15%	12%	15%	11%	11%	14%	12%	13%	16% a
Level 1-2 vocational qualification or intermediate apprenticeship	281	239	42	65	214	57	223	23	25	34	57	140	137
	6%	6%	7%	5%	7%	5%	7%	6%	4%	7%	5%	5%	8% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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 row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	437	386	51	107	328	84	350	35	37	36	84	264	164
	10%	10%	9%	9%	11%	7%	11% a	8%	6%	7%	7%	10%	10%
Level 3 vocational qualification or advanced apprenticeship	233	204	29	73	156	68	162	24	42	30	68	158	68
	5%	5%	5%	6%	5%	6%	5%	6%	7%	6%	6%	6% b	4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	289	240	49	78	202	73	206	17	36	41	73	201	83
	7%	6%	9%	6%	7%	6%	7%	4%	6%	8%	6%	8% b	5%
Level 4-5 vocational qualification or higher apprenticeship	156	136	20	33	120	27	124	9	10	13	27	98	57
	4%	4%	3%	3%	4%	2%	4%	2%	2%	3%	2%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	737	655	82	268	464	252	480	98	132	116	252	557	172
	17%	17%	15%	21% b	15%	22% b	15%	23%	23%	22%	22%	22% b	10%
Level 6 vocational qualification or degree apprenticeship	61	57	4	18	41	14	45	8	8	5	14	45	16
	1%	2%	1%	1%	1%	1%	1%	2%	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
University higher degree (e.g. Masters, PhD or equivalent)	430	376	54	224	197	218	203	86	122	83	218	352	73
	10%	10%	10%	18% b	7%	19% b	7%	21%	21%	16%	19%	14% b	4%
Still studying/ still at school	42	41	1	7	31	4	34	1	3	1	4	5	35
	1%	1%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	2% a
Prefer not to say	56	55	2	11	36	9	37	4	7	3	9	20	26
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Don t know	18	11	8	1	15	1	15	-	-	1	1	7	10
	*%	*%	1% a	*%	*%	*%	*%	-%	-%	*%	*%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
I have no formal qualifications (and I am not still studying)	418	184	144	273	233	418	313	165	63	16	335	83	82	111	225
	10%	5%	5%	21% abe	27% abce	10% ab	9% cd	7% cd	3%	3%	9% cd	15% abcde	13% c	10%	9%
Entry level qualification such as ESOL, ELC or Skills for Life	105	52	49	56	53	105	87	51	34	7	93	12	10	26	69
	2%	1%	2%	4% abe	6% abe	2% a	2%	2%	2%	1%	2%	2%	2%	2%	3%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades but not Maths and not English	456	389	339	117	67	456	346	214	187	33	380	76	94	133	229
	11%	11%	11%	9%	8%	11%	10% d	10% d	9%	6%	10% d	14% abcd	15% c	12% c	9%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades including Maths or English	618	506	433	185	111	618	498	263	275	66	526	92	106	172	340
	14%	15%	14%	14%	13%	14%	14%	12%	13%	11%	14%	17% b	16%	16%	13%
Level 1-2 vocational qualification or intermediate apprenticeship	281	200	160	121	81	281	227	125	106	25	242	39	40	84	157
	6%	6%	5%	9% abe	10% abe	6%	6%	6%	5%	4%	6%	7%	6%	8%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	437	386	339	97	50	437	352	223	257	67	388	49	60	122	254
	10%	11% cd	11% cd	7%	6%	10% d	10%	10%	12%	11%	10%	9%	9%	11%	10%
Level 3 vocational qualification or advanced apprenticeship	233	196	179	54	37	233	187	113	125	16	205	28	37	63	133
	5%	6%	6%	4%	4%	5%	5%	5%	6% d	3%	5%	5%	6%	6%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	289	248	215	74	41	289	243	144	149	46	262	27	42	67	180
	7%	7%	7%	6%	5%	7%	7%	6%	7%	8%	7%	5%	7%	6%	7%
Level 4-5 vocational qualification or higher apprenticeship	156	136	108	48	20	156	136	85	86	19	142	14	24	28	104
	4%	4%	4%	4%	2%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	737	661	585	153	76	737	639	469	506	148	683	55	79	137	522
	17%	19% cd	19% cd	12%	9%	17% cd	18% f	21% f	23% aef	25% aef	18% f	10%	12%	13%	20% ab
Level 6 vocational qualification or degree apprenticeship	61	52	49	13	10	61	53	40	36	7	58	4	8	15	38
	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
University higher degree (e.g. Masters, PhD or equivalent)	430	393	364	66	37	430	373	313	306	118	398	32	33	79	318
	10%	11%	12%	5%	4%	10%	11%	14%	14%	20%	10%	6%	5%	7%	12%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Still studying/ still at school	42	40	36	7	2	42	28	16	19	7	33	10	6	19	17
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
														c	
Prefer not to say	56	32	26	30	25	56	31	17	13	5	35	22	19	16	22
	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	4%	3%	1%	1%
				ab	abe							abcde	c		
Don t know	18	11	8	10	8	18	11	7	4	2	13	5	5	5	8
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
All my life/ born in the UK	3262	1521	1714	335	482	467	518	1461	802	1039	575	841	2686	306	174	97
	75%	73%	77% a	74% b	65%	66%	71%	85% abcd	72%	79% a	74%	75%	74%	84% a	85% a	80%
Less than 6 months	20	9	11	5	9	5	-	1	5	9	3	3	19	-	*	-
	*%	*%	*%	1% e	1% e	1%	-%	*%	*%	1%	*%	*%	1%	-%	*%	-%
6 months to 1 year	30	12	16	4	12	13	-	-	5	11	11	2	25	2	2	1
	1%	1%	1%	1% e	2% de	2% de	-%	-%	*%	1%	1% d	*%	1%	1%	1%	*%
1 to 2 years	73	45	26	14	33	13	11	1	26	20	11	15	66	5	1	1
	2%	2%	1%	3% e	4% cde	2% e	2% e	*%	2%	2%	1%	1%	2%	1%	*%	1%
3 to 5 years	93	39	53	20	41	19	6	6	34	32	13	15	83	4	2	4
	2%	2%	2%	4% de	6% cde	3% e	1%	*%	3%	2%	2%	1%	2%	1%	1%	3%
6 to 10 years	118	49	69	20	37	38	14	9	34	32	22	31	107	8	2	1
	3%	2%	3%	4% e	5% e	5% de	2% e	1%	3%	2%	3%	3%	3%	2%	1%	1%
11 to 15 years	81	41	39	11	20	32	10	8	21	23	20	17	72	5	2	2
	2%	2%	2%	2% e	3% e	4% de	1%	*%	2%	2%	3%	2%	2%	1%	1%	2%
More than 15 years	620	349	265	40	91	114	157	218	179	148	109	180	557	32	20	12
	14%	17% b	12%	9%	12%	16% a	22% abe	13%	16% b	11%	14%	16% b	15% bcd	9%	10%	10%
Prefer not to say	41	19	21	5	12	7	8	9	10	8	10	12	34	2	1	3
	1%	1%	1%	1%	2% e	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	3% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
All my life/ born in the UK	3262	2776	486	810	2412	737	2482	273	367	342	737	1820	1361
	75%	74%	86% a	64%	80% a	65%	80% a	65%	64%	65%	65%	71%	81% a
Less than 6 months	20	17	3	4	14	4	14	1	3	1	4	10	10
	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%
6 months to 1 year	30	28	2	21	7	15	13	9	7	5	15	27	2
	1%	1%	*%	2% b	*%	1% b	*%	2%	1%	1%	1%	1% b	*%
1 to 2 years	73	66	7	36	33	22	47	11	7	9	22	56	16
	2%	2%	1%	3% b	1%	2%	2%	3%	1%	2%	2%	2% b	1%
3 to 5 years	93	91	3	47	46	43	51	28	18	9	43	67	25
	2%	2% b	*%	4% b	2%	4% b	2%	7% c	3%	2%	4%	3%	1%
6 to 10 years	118	113	5	60	55	54	61	20	37	15	54	84	32
	3%	3% b	1%	5% b	2%	5% b	2%	5%	6%	3%	5%	3%	2%
11 to 15 years	81	79	2	39	37	34	40	12	17	15	34	61	20
	2%	2% b	*%	3% b	1%	3% b	1%	3%	3%	3%	3%	2% b	1%
More than 15 years	620	564	56	237	369	220	383	66	114	128	220	414	200
	14%	15% b	10%	19% b	12%	19% b	12%	16%	20%	24% a	19%	16% b	12%
Prefer not to say	41	37	3	3	28	3	28	1	1	1	3	20	17
	1%	1%	1%	*%	1%	*%	1%	*%	*%	*%	*%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
All my life/ born in the UK	3262	2602	2242	1020	660	3262	2687	1688	1525	420	2876	386	507	791	1964
	75%	75%	74%	78% b	78%	75%	76% c	75% c	70%	72%	76% c	71%	79%	74%	75%
Less than 6 months	20	18	17	2	1	20	16	14	15	5	18	1	-	8	12
	*%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	-%	1%	*%
6 months to 1 year	30	26	26	4	4	30	23	23	26	6	28	2	1	14	15
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%
1 to 2 years	73	70	67	6	3	73	58	45	54	13	60	12	6	21	45
	2%	2% cd	2% cd	*%	*%	2% c	2%	2%	2%	2%	2%	2%	1%	2%	2%
3 to 5 years	93	80	74	19	13	93	60	49	58	15	78	16	6	24	64
	2%	2%	2%	1%	2%	2%	2%	2%	3%	3%	2%	3%	1%	2%	2%
6 to 10 years	118	102	98	20	16	118	86	54	64	17	94	24	9	43	66
	3%	3%	3% c	2%	2%	3%	2%	2%	3%	3%	2%	4%	1%	4% a	3%
11 to 15 years	81	68	62	19	13	81	56	32	42	8	63	18	9	30	42
	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	3% b	1%	3%	2%
More than 15 years	620	489	427	194	131	620	519	330	368	96	548	72	87	135	399
	14%	14%	14%	15%	15%	14%	15%	15%	17%	17%	14%	13%	14%	13%	15%
Prefer not to say	41	31	22	19	10	41	19	10	12	1	26	15	18	10	13
	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	3% abcde	3% bc	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Up to 199 per week / Up to 10,399p.a.	253	99	151	38	43	34	39	98	23	38	22	170	200	26	19	8
	6%	5%	7% a	8%	6%	5%	5%	6%	2%	3%	3%	15% abc	5%	7%	9% a	6%
From 200 to 299 per week / From 10,400 to 15,599p.a.	395	161	230	36	51	38	45	225	27	79	72	215	318	31	19	26
	9%	8%	10% a	8%	7%	5%	6%	13% abcd	2%	6% a	9% a	19% abc	9%	9%	10%	22% abc
From 300 to 499 per week / From 15,600 to 25,999p.a.	549	259	285	37	86	71	86	268	67	177	97	209	437	59	26	28
	13%	12%	13%	8%	12%	10%	12%	16% ac	6%	13% a	13% a	19% abc	12%	16%	13%	23% abc
From 500 to 699 per week / From 26,000 to 36,399p.a.	628	301	322	48	106	112	121	241	139	225	157	107	531	48	26	22
	14%	14%	15%	10%	14%	16%	17% a	14%	12%	17% ad	20% ad	10%	15%	13%	13%	18%
From 700 to 999 per week / From 36,400 to 51,999p.a.	573	296	275	47	114	117	111	183	200	194	125	53	491	47	23	12
	13%	14%	12%	10%	15% e	17% ae	15% e	11%	18% d	15% d	16% d	5%	13%	13%	11%	10%
From 1,000 to 1,499 per week / From 52,000 to 77,999p.a.	403	227	171	35	87	108	64	108	202	119	64	16	355	23	16	9
	9%	11% b	8%	8%	12% e	15% ade	9%	6%	18% bcd	9% d	8% d	1%	10%	6%	8%	7%
1,500 per week and above / 78,000p.a. and above	308	174	132	24	77	74	76	57	241	47	13	6	275	16	12	5
	7%	8% b	6%	5%	10% ae	10% ae	10% ae	3%	22% bcd	4% d	2%	1%	8% bd	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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Don't know	369	149	214	115	64	31	41	118	48	129	67	123	324	22	20	3
	9%	7%	10%	25%	9%	4%	6%	7%	4%	10%	9%	11%	9%	6%	10%	2%
			a	bcde	c					a	a	a	d	d	d	
Prefer not to say	860	418	434	75	108	120	142	415	170	312	157	218	718	92	42	8
	20%	20%	20%	17%	15%	17%	20%	24%	15%	24%	20%	19%	20%	25%	21%	7%
								abc		a	a		d	ad	d	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Up to 199 per week / Up to 10,399p.a.	253 6%	219 6%	34 6%	57 5%	189 6%	47 4%	199 6%	21 5%	21 4%	16 3%	47 4%	82 3%	157 9% a
From 200 to 299 per week / From 10,400 to 15,599p.a.	395 9%	341 9%	53 9%	81 6%	311 10% a	68 6%	324 10% a	35 8% c	39 7%	20 4%	68 6%	128 5%	255 15% a
From 300 to 499 per week / From 15,600 to 25,999p.a.	549 13%	476 13%	73 13%	117 9%	426 14% a	106 9%	435 14% a	36 9%	42 7%	46 9%	106 9%	300 12%	241 14%
From 500 to 699 per week / From 26,000 to 36,399p.a.	628 14%	529 14%	99 17%	191 15%	429 14%	180 16%	438 14%	67 16%	76 13%	90 17%	180 16%	425 17% b	197 12%
From 700 to 999 per week / From 36,400 to 51,999p.a.	573 13%	497 13%	76 13%	208 17% b	352 12%	193 17% b	368 12%	64 15%	104 18%	97 18%	193 17%	432 17% b	136 8%
From 1,000 to 1,499 per week / From 52,000 to 77,999p.a.	403 9%	367 10%	36 6%	179 14% b	216 7%	165 15% b	230 7%	66 16%	85 15%	68 13%	165 15%	328 13% b	67 4%
1,500 per week and above / 78,000p.a. and above	308 7%	271 7%	37 7%	176 14% b	131 4%	167 15% b	138 4%	56 13%	99 17%	87 17%	167 15%	276 11% b	30 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Don't know	369	330	39	83	278	56	304	22	28	24	56	154	204
	9%	9%	7%	7%	9%	5%	10% a	5%	5%	5%	5%	6%	12% a
Prefer not to say	860	740	120	165	668	150	684	54	79	78	150	434	396
	20%	20%	21%	13%	22% a	13%	22% a	13%	14%	15%	13%	17%	24% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Up to 199 per week / Up to 10,399p.a.	253	196	161	92	56	253	192	115	102	38	203	50	44	77	132
	6%	6%	5%	7%	7%	6%	5%	5%	5%	7%	5%	9% abce	7%	7%	5%
From 200 to 299 per week / From 10,400 to 15,599p.a.	395	265	225	170	130	395	317	195	139	32	337	58	65	107	223
	9%	8%	7%	13% abe	15% abe	9%	9% c	9%	6%	6%	9% c	11% cd	10%	10%	9%
From 300 to 499 per week / From 15,600 to 25,999p.a.	549	451	382	167	98	549	460	282	257	75	489	60	87	119	343
	13%	13%	13%	13%	12%	13%	13%	13%	12%	13%	13%	11%	14%	11%	13%
From 500 to 699 per week / From 26,000 to 36,399p.a.	628	537	467	161	91	628	528	333	345	94	560	68	103	150	375
	14%	15% d	15% d	12%	11%	14%	15%	15%	16%	16%	15%	12%	16%	14%	14%
From 700 to 999 per week / From 36,400 to 51,999p.a.	573	522	462	111	51	573	497	317	373	101	535	38	54	139	380
	13%	15% cd	15% cd	9%	6%	13% cd	14% f	14% f	17% aef	17% f	14% f	7%	8%	13% a	15% a
From 1,000 to 1,499 per week / From 52,000 to 77,999p.a.	403	373	344	59	30	403	356	258	293	79	380	23	43	85	275
	9%	11% cd	11% cde	5%	4%	9% cd	10% f	11% f	14% aef	14% f	10% f	4%	7%	8%	11% a
1,500 per week and above / 78,000p.a. and above	308	289	277	31	19	308	284	232	235	78	297	10	31	47	230
	7%	8% cd	9% cde	2%	2%	7% cd	8% f	10% aef	11% aef	13% aef	8% f	2%	5%	4%	9% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Don't know	369	270	235	134	99	369	230	130	116	19	268	101	60	132	177
	9%	8%	8%	10%	12%	9%	7%	6%	5%	3%	7%	18%	9%	12%	7%
					ab		d				d	abcde		c	
Prefer not to say	860	583	482	378	278	860	662	384	305	66	722	138	157	220	483
	20%	17%	16%	29%	33%	20%	19%	17%	14%	11%	19%	25%	24%	20%	18%
				abe	abe	ab	cd	d			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 face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Hearing? Poor hearing, partial hearing, or are D/deaf	238	126	108	11	15	17	15	181	53	60	42	82	206	16	13	4
	5%	6%	5%	2%	2%	2%	2%	11%	5%	5%	5%	7%	6%	4%	6%	3%
								abcd				b				
Eyesight? Poor vision, colour blindness, partial sight, or are blind	157	72	82	15	29	15	7	91	43	35	28	52	137	13	5	2
	4%	3%	4%	3%	4%	2%	1%	5%	4%	3%	4%	5%	4%	3%	3%	2%
					d			cd								
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	417	161	247	12	23	28	41	312	78	99	66	173	345	34	25	12
	10%	8%	11%	3%	3%	4%	6%	18%	7%	8%	9%	16%	9%	9%	12%	10%
			a					abcd				abc				
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134	56	76	3	7	21	20	81	32	27	21	54	119	7	3	4
	3%	3%	3%	1%	1%	3%	3%	5%	3%	2%	3%	5%	3%	2%	2%	4%
								ab				b				
Breathing? Breathlessness or chest pains	229	113	116	12	18	16	28	154	30	55	38	106	191	19	14	4
	5%	5%	5%	3%	2%	2%	4%	9%	3%	4%	5%	9%	5%	5%	7%	3%
								abcd				abc			d	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166	66	94	26	40	24	26	50	23	28	33	82	142	14	5	5
	4%	3%	4%	6% e	5% e	3%	4%	3%	2%	2%	4%	7% ab	4%	4%	2%	4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	107	45	56	23	37	14	20	13	22	18	19	47	87	11	4	5
	2%	2%	3%	5% ce	5% ce	2%	3% e	1%	2%	1%	3%	4% ab	2%	3%	2%	4%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	411	165	237	54	101	67	63	126	65	100	62	185	342	35	24	10
	9%	8%	11% a	12% e	14% e	9%	9%	7%	6%	8%	8%	17% abc	9%	10%	12%	8%
Difficulty with speech? e.g. due to stroke, stutter or stammer	35	16	16	4	4	9	-	18	4	7	6	17	32	1	2	1
	1%	1%	1%	1%	1%	1%	-%	1%	*%	1%	1%	2%	1%	*%	1%	*%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	217	75	141	10	27	15	37	128	28	53	35	101	181	13	16	6
	5%	4%	6% a	2%	4%	2%	5% c	7% abc	3%	4%	4%	9% abc	5%	4%	8% b	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Nothing no impairments or conditions impact or limit your daily activities or the work you can do	2682	1335	1339	286	489	519	476	911	790	881	491	515	2279	209	118	75
	62%	64%	61%	63% e	66% e	73% abde	66% e	53%	71% cd	67% d	64% d	46%	62%	57%	58%	62%
Prefer not to say	377	178	191	55	63	48	73	137	85	123	56	109	307	43	14	12
	9%	9%	9%	12% c	9%	7%	10%	8%	8%	9%	7%	10%	8%	12% c	7%	10%
Don t know	50	25	24	10	8	7	12	13	10	9	8	23	43	3	2	2
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Hearing? Poor hearing, partial hearing, or are D/deaf	238	193	45	36	201	34	203	10	13	17	34	70	163
	5%	5%	8% a	3%	7% a	3%	7% a	2%	2%	3%	3%	3%	10% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	157	137	20	43	111	35	119	14	10	16	35	68	83
	4%	4%	4%	3%	4%	3%	4%	3%	2%	3%	3%	3%	5% 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	417	342	74	58	355	47	364	14	19	22	47	82	303
	10%	9%	13% a	5%	12% a	4%	12% a	3%	3%	4%	4%	3%	18% a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134	105	29	26	108	22	112	8	9	10	22	42	81
	3%	3%	5% a	2%	4%	2%	4%	2%	1%	2%	2%	2%	5% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Breathing? Breathlessness or chest pains	229	194	35	48	179	41	185	13	21	20	41	66	148
	5%	5%	6%	4%	6%	4%	6% a	3%	4%	4%	4%	3%	9% a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166	152	14	51	115	46	120	20	21	22	46	71	80
	4%	4%	2%	4%	4%	4%	4%	5%	4%	4%	4%	3%	5% a
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	107	95	12	40	66	34	72	21	11	10	34	57	45
	2%	3%	2%	3%	2%	3%	2%	5%	2%	2%	3%	2%	3%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	411	358	53	101	306	87	319	39	32	40	87	187	200
	9%	9%	9%	8%	10%	8%	10%	9%	6%	8%	8%	7%	12% a
Difficulty with speech? e.g. due to stroke, stutter or stammer	35	34	1	10	25	10	25	5	2	3	10	12	21
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	217	173	44	31	187	28	189	9	10	15	28	62	134
	5%	5%	8% a	2%	6% a	3%	6% a	2%	2%	3%	3%	2%	8% a
Nothing no impairments or conditions impact or limit your daily activities or the work you can do	2682	2358	323	885	1764	816	1830	302	433	382	816	1867	792
	62%	63%	57%	70% b	59%	72% b	59%	72%	76%	73%	72%	73% b	47%
Prefer not to say	377	329	48	87	255	70	271	27	40	30	70	199	163
	9%	9%	8%	7%	8%	6%	9%	6%	7%	6%	6%	8%	10%
Don t know	50	45	5	20	30	17	33	5	5	8	17	28	23
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Hearing? Poor hearing, partial hearing, or are D/deaf	238	151	112	126	87	238	218	129	113	33	226	12	33	49	156
	5%	4%	4%	10% abe	10% abe	5% b	6% f	6% f	5% f	6% f	6% f	2%	5%	5%	6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	157	114	97	60	43	157	136	92	74	23	145	12	25	37	95
	4%	3%	3%	5%	5%	4%	4%	4%	3%	4%	4%	2%	4%	3%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	417	260	214	203	157	417	357	206	138	45	374	42	71	103	242
	10%	7%	7%	16% abe	18% abe	10% ab	10% c	9% c	6%	8%	10% c	8%	11%	10%	9%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134	91	75	59	43	134	110	70	53	11	115	18	32	31	70
	3%	3%	2%	4% ab	5% ab	3%	3%	3%	2%	2%	3%	3%	5% c	3%	3%
Breathing? Breathlessness or chest pains	229	151	126	103	79	229	201	130	87	29	212	17	33	45	151
	5%	4%	4%	8% abe	9% abe	5%	6%	6%	4%	5%	6%	3%	5%	4%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	166	132	123	43	34	166	110	71	70	20	127	39	33	61	73
	4%	4%	4%	3%	4%	4%	3%	3%	3%	3%	3%	7% abce	5% c	6% c	3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	107	83	76	31	24	107	70	54	55	11	85	22	31	32	44
	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	4% a	5% c	3%	2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	411	346	305	106	65	411	305	184	191	51	336	75	86	130	194
	9%	10%	10%	8%	8%	9%	9%	8%	9%	9%	9%	14% abce	13% c	12% c	7%
Difficulty with speech? e.g. due to stroke, stutter or stammer	35	19	18	17	16	35	28	22	13	4	30	5	7	7	21
	1%	1%	1%	1%	2% ab	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	217	152	133	84	65	217	160	88	76	19	179	38	49	54	114
	5%	4%	4%	6% ab	8% abe	5%	5%	4%	3%	3%	5%	7% bc	8% c	5%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these if any impact or limit your daily activities or the work you can do?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Nothing no impairments or conditions impact or limit your daily activities or the work you can do	2682	2266	2007	674	416	2682	2210	1438	1469	388	2373	308	349	647	1686
	62%	65% cde	66% cde	52%	49%	62% cd	63%	64% f	68% aef	67% f	63%	56%	54%	60%	64% a
Prefer not to say	377	287	234	143	90	377	280	163	146	36	307	70	69	116	191
	9%	8%	8%	11% ab	11%	9%	8%	7%	7%	6%	8%	13% abcde	11% c	11% c	7%
Don t know	50	39	39	11	11	50	34	19	20	8	35	15	8	19	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% abce	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Heterosexual or straight	3966	1890	2058	376	646	646	682	1617	1023	1186	715	1036	3336	334	185	111
	91%	91%	93%	82%	88%	91% a	94% ab	94% abc	92%	90%	92%	93%	91%	92%	91%	92%
Gay or lesbian	130	86	40	32	19	21	19	39	35	53	18	23	114	9	4	3
	3%	4% b	2%	7% bcde	3%	3%	3%	2%	3%	4%	2%	2%	3%	2%	2%	3%
Bisexual	106	43	50	23	33	23	11	17	28	38	16	21	87	9	7	4
	2%	2%	2%	5% de	5% de	3% e	2%	1%	3%	3%	2%	2%	2%	3%	3%	3%
Prefer to use another term (please state - optional)	17	3	11	9	5	2	-	1	2	8	2	6	15	2	-	1
	*%	*%	1%	2% cde	1%	*%	-%	*%	*%	1%	*%	*%	*%	*%	-%	*%
Prefer not to say	119	62	54	16	34	16	13	39	28	36	22	32	98	11	8	3
	3%	3%	2%	4%	5% e	2%	2%	2%	3%	3%	3%	3%	3%	3%	4%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Heterosexual or straight	3966	3428	538	1168	2732	1066	2827	392	536	503	1066	2336	1550
	91%	91%	95% a	93%	91%	94% b	91%	93%	94%	96%	94%	91%	92%
Gay or lesbian	130	118	12	18	108	10	115	3	9	3	10	85	42
	3%	3%	2%	1%	4% a	1%	4% a	1%	2%	1%	1%	3%	2%
Bisexual	106	100	6	38	66	27	76	12	16	7	27	65	39
	2%	3%	1%	3%	2%	2%	2%	3%	3%	1%	2%	3%	2%
Prefer to use another term (please state - optional)	17	17	-	9	9	6	11	4	2	3	6	9	7
	*%	*%	-%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%
Prefer not to say	119	107	12	25	87	21	90	9	9	10	21	65	46
	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Heterosexual or straight	3966	3186	2757	1208	780	3966	3259	2082	1981	513	3493	472	572	960	2434
	91%	91%	91%	93%	92%	91%	92% df	93% df	92% f	88%	92% df	86%	89%	89%	93% ab
Gay or lesbian	130	108	101	28	21	130	91	63	69	25	103	27	25	40	64
	3%	3%	3%	2%	2%	3%	3%	3%	3%	4%	3%	5% a	4%	4%	2%
Bisexual	106	97	88	18	9	106	85	48	62	25	93	14	18	25	64
	2%	3%	3% cd	1%	1%	2%	2%	2%	3%	4% b	2%	3%	3%	2%	2%
Prefer to use another term (please state - optional)	17	16	16	2	2	17	12	8	12	5	15	3	2	8	7
	*%	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%
Prefer not to say	119	79	72	47	40	119	79	46	40	14	88	31	26	43	50
	3%	2%	2%	4%	5% abe	3%	2%	2%	2%	2%	2%	6% abce	4% c	4% c	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?
Base: All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted row	4338	2113	2185	471	749	808	548	1762	1160	1207	786	1177	2890	533	487	428
Effective Weighted Sample	3520	1717	1769	378	618	657	458	1461	945	989	649	942	2687	500	462	408
Total	4338	2084	2213	455	737	707	724	1713	1117	1321	773	1117	3649	364	204	121
Yes	4239	2038	2175	431	715	688	715	1689	1097	1286	752	1094	3564	354	200	120
	98%	98%	98%	95%	97%	97%	99%	99%	98%	97%	97%	98%	98%	97%	98%	99%
							a	a								
No	60	26	23	20	13	15	4	8	14	23	12	12	53	6	1	1
	1%	1%	1%	4%	2%	2%	1%	*%	1%	2%	1%	1%	1%	2%	*%	*%
				de	e	e										
Prefer not to say	39	20	16	4	9	4	5	16	6	13	10	11	32	4	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?
Base: All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted row	4338	3642	696	1262	3007	1130	3131	437	591	505	1130	2482	1751
Effective Weighted Sample	3520	2984	554	1002	2457	898	2555	351	467	397	898	2003	1439
Total	4338	3770	568	1257	3001	1131	3120	420	572	525	1131	2559	1684
Yes	4239	3683	556	1225	2939	1111	3046	407	559	519	1111	2508	1642
	98%	98%	98%	97%	98%	98%	98%	97%	98%	99%	98%	98%	98%
No	60	56	5	25	35	16	44	10	8	6	16	37	22
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	39	31	8	7	27	5	29	3	5	1	5	14	20
	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 2024-2025. April 2024 to March 2025.

Table 270

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?
Base: All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted row	4338	3572	3124	1214	766	4338	3483	2218	2120	597	3748	590	711	1031	2596
Effective Weighted Sample	3520	2879	2505	1018	645	3520	2846	1808	1730	485	3063	457	554	852	2117
Total	4338	3486	3035	1303	852	4338	3525	2246	2164	582	3792	546	643	1076	2619
Yes	4239	3408	2967	1272	831	4239	3459	2202	2125	573	3713	526	624	1031	2584
	98%	98%	98%	98%	98%	98%	98% f	98%	98%	98%	98%	96%	97%	96%	99% ab
No	60	56	52	8	4	60	47	33	34	9	54	6	8	27	25
	1%	2%	2%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	3% c	1%
Prefer not to say	39	22	16	23	17	39	19	11	5	1	25	14	11	18	9
	1%	1%	1%	2% ab	2% ab	1%	1%	1%	*%	*%	1%	3% abcde	2% c	2% c	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c