Page	Table	Title	Base Description	Base
1	1	NATIONS. How would you describe your national identity?	Base = All respondents	4099
2	1	NATIONS. How would you describe your national identity?	Base = All respondents	4099
3	2	INTU. In the past week, how many hours have you spent using the internet? This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.	Base = All respondents	4099
4	2	INTU. In the past week, how many hours have you spent using the internet? This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.	Base = All respondents	4101
5	2	INTU. In the past week, how many hours have you spent using the internet? This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.	Base = All respondents	4099
6	2	INTU. In the past week, how many hours have you spent using the internet? This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.	Base = All respondents	4101
7	3	Sex. And now, a few questions about you. Are you:	Base = All respondents	4099
8	3	Sex. And now, a few questions about you. Are you:	Base = All respondents	4099
9	4	Age. How old are you?	Base = All respondents	4099
10	4	Age. How old are you?	Base = All respondents	4099
11	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	4099
12	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	4101
13	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	4099
14	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	4101

Page	Table	Title	Base Description	Base
51	15	A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents who have watched TV in the last 3 months	3323
52	15	A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents who have watched TV in the last 3 months	3323
53	16	A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents who have watched TV in the last 3 months	2388
54	16	A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents who have watched TV in the last 3 months	2388
55	17	A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents who have watched TV in the last 3 months	1317
56	17	A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents who have watched TV in the last 3 months	1317
57	18	A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents who have watched TV in the last 3 months	2859
58	18	A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents who have watched TV in the last 3 months	2859
59	19	A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents who have watched TV in the last 3 months	1698

Page	Table	Title	Base Description	Base
60	19	A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents who have watched TV in the last 3 months	1698
61	20	A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents who have watched TV in the last 3 months	2478
62	20	A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents who have watched TV in the last 3 months	2478
63	21	A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents who have watched TV in the last 3 months	1518
64	21	A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents who have watched TV in the last 3 months	1518
65	22	A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents who have watched TV in the last 3 months	1952
66	22	A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents who have watched TV in the last 3 months	1952
67	23	A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents who have watched TV in the last 3 months	945
68	23	A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents who have watched TV in the last 3 months	945

Page	Table	Title	Base Description	Base
69	24	A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents who have watched TV in the last 3 months	1371
70	24	A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents who have watched TV in the last 3 months	1371
71	25	A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents who have watched TV in the last 3 months	1321
72	25	A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents who have watched TV in the last 3 months	1321
73	26	A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents who have watched TV in the last 3 months	146
74	26	A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents who have watched TV in the last 3 months	146
75	27	A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents who have watched TV in the last 3 months	1286
76	27	A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents who have watched TV in the last 3 months	1286
77	28	A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents who have watched TV in the last 3 months	275

Page	Table	Title	Base Description	Base
78	28	A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents who have watched TV in the last 3 months	275
79	29	A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents who have watched TV in the last 3 months	104
80	29	A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents who have watched TV in the last 3 months	104
81	30	A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents who have watched TV in the last 3 months	409
82	30	A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents who have watched TV in the last 3 months	409
83	31	A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents who have watched TV in the last 3 months	518
84	31	A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents who have watched TV in the last 3 months	518
85	32	A1a1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. / Summary Table	Base = All Respondents	4099
86	33	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents	4099

Page	Table	Title	Base Description	Base
87	33	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents	4101
88	33	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents	4099
89	33	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC One	Base = All Respondents	4101
90	34	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents	4099
91	34	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents	4101
92	34	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents	4099
93	34	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Two	Base = All Respondents	4101
94	35	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents	4099
95	35	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents	4101

Page	Table	Title	Base Description	Base
96	35	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents	4099
97	35	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Four	Base = All Respondents	4101
98	36	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents	4099
99	36	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents	4101
100	36	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents	4099
101	36	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - ITV	Base = All Respondents	4101
102	37	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents	4099
103	37	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents	4101
104	37	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents	4099

Page	Table	Title	Base Description	Base
105	37	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	Base = All Respondents	4101
106	38	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents	4099
107	38	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents	4101
108	38	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents	4099
109	38	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 4	Base = All Respondents	4101
110	39	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents	4099
111	39	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents	4101
112	39	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents	4099
113	39	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	Base = All Respondents	4101

Page	Table	Title	Base Description	Base
114	40	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents	4099
115	40	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents	4101
116	40	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents	4099
117	40	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Channel 5	Base = All Respondents	4101
118	41	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents	4099
119	41	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents	4101
120	41	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents	4099
121	41	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any other Channel 5 channel (e.g. 5USA, 5Star)	Base = All Respondents	4101
122	42	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents	4099

Page	Table	Title	Base Description	Base
123	42	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents	4101
124	42	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents	4099
125	42	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Base = All Respondents	4101
126	43	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents	4099
127	43	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents	4101
128	43	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents	4099
129	43	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	Base = All Respondents	4101
130	44	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents	4099
131	44	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents	4101

Page	Table	Title	Base Description	Base
132	44	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents	4099
133	44	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - S4C	Base = All Respondents	4101
134	45	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents	4099
135	45	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents	4101
136	45	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents	4099
137	45	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC News Channel	Base = All Respondents	4101
138	46	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents	4099
139	46	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents	4101
140	46	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents	4099

Page	Table	Title	Base Description	Base
141	46	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Parliament	Base = All Respondents	4101
142	47	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents	4099
143	47	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents	4101
144	47	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents	4099
145	47	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - BBC Alba	Base = All Respondents	4101
146	48	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents	4099
147	48	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents	4101
148	48	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents	4099
149	48	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBBC	Base = All Respondents	4101

Page	Table	Title	Base Description	Base
150	49	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents	4099
151	49	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents	4101
152	49	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents	4099
153	49	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand. - CBeebies	Base = All Respondents	4101
154	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4099
155	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4101
156	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4101
157	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4099
158	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4101

Page	Table	Title	Base Description	Base
159	50	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .	Base = All respondents	4101
160	51	A2a. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). / Summary Table	Base = All Respondents who have listened to radio in the last 3 months	1033
161	52	A2a_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents who have listened to radio in the last 3 months	1033
162	52	A2a_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents who have listened to radio in the last 3 months	1033
163	53	A2a_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents who have listened to radio in the last 3 months	883
164	53	A2a_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents who have listened to radio in the last 3 months	883
165	54	A2a_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents who have listened to radio in the last 3 months	211
166	54	A2a_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents who have listened to radio in the last 3 months	211
167	55	A2a_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents who have listened to radio in the last 3 months	576

Page	Table	Title	Base Description	Base
168	55	A2a_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents who have listened to radio in the last 3 months	576
169	56	A2a_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents who have listened to radio in the last 3 months	402
170	56	A2a_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents who have listened to radio in the last 3 months	402
171	57	A2a_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents who have listened to radio in the last 3 months	194
172	57	A2a_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents who have listened to radio in the last 3 months	194
173	58	A2a_10. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network	Base = All Respondents who have listened to radio in the last 3 months	103
174	58	A2a_10. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network	Base = All Respondents who have listened to radio in the last 3 months	103
175	59	A2a_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents who have listened to radio in the last 3 months	470
176	59	A2a_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents who have listened to radio in the last 3 months	470

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177	60	A2a_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station	Base = All Respondents who have listened to radio in the last 3 months	204
178	60	A2a_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station	Base = All Respondents who have listened to radio in the last 3 months	204
179	61	A2a_14. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT	Base = All Respondents who have listened to radio in the last 3 months	318
180	61	A2a_14. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT	Base = All Respondents who have listened to radio in the last 3 months	318
181	62	A2a_15. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO	Base = All Respondents who have listened to radio in the last 3 months	91
182	62	A2a_15. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO	Base = All Respondents who have listened to radio in the last 3 months	91
183	63	A2a_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents who have listened to radio in the last 3 months	465
184	63	A2a_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents who have listened to radio in the last 3 months	465
185	64	A2a_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents who have listened to radio in the last 3 months	393

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186	64	A2a_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents who have listened to radio in the last 3 months	393
187	65	A2a_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents who have listened to radio in the last 3 months	560
188	65	A2a_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents who have listened to radio in the last 3 months	560
189	66	A2a_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents who have listened to radio in the last 3 months	711
190	66	A2a_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents who have listened to radio in the last 3 months	711
191	67	A2a_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents who have listened to radio in the last 3 months	352
192	67	A2a_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents who have listened to radio in the last 3 months	352
193	68	A2a_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents who have listened to radio in the last 3 months	590
194	68	A2a_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents who have listened to radio in the last 3 months	590

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195	69	A2a_22. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic	Base = All Respondents who have listened to radio in the last 3 months	488
196	69	A2a_22. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic	Base = All Respondents who have listened to radio in the last 3 months	488
197	70	A2a_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents who have listened to radio in the last 3 months	479
198	70	A2a_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents who have listened to radio in the last 3 months	479
199	71	A2a1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). / Summary Table	Base = All Respondents	4099
200	71	A2a1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).	Base = All Respondents	4099
201	72	A2a1_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents	4099
202	72	A2a1_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents	4101
203	72	A2a1_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents	4099

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204	72	A2a1_1. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1	Base = All Respondents	4101
205	73	A2a1_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents	4099
206	73	A2a1_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents	4101
207	73	A2a1_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents	4099
208	73	A2a1_3. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2	Base = All Respondents	4101
209	74	A2a1_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents	4099
210	74	A2a1_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents	4101
211	74	A2a1_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents	4099
212	74	A2a1_4. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3	Base = All Respondents	4101

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213	75	A2a1_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents	4099
214	75	A2a1_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents	4101
215	75	A2a1_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents	4099
216	75	A2a1_5. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4	Base = All Respondents	4101
217	76	A2a1_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents	4099
218	76	A2a1_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents	4101
219	76	A2a1_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents	4099
220	76	A2a1_7. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live	Base = All Respondents	4101
221	77	A2a1_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents	4099

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222	77	A2a1_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents	4101
223	77	A2a1_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents	4099
224	77	A2a1_9. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music	Base = All Respondents	4101
225	78	A2a1_10. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network	Base = All Respondents	4099
226	78	A2a1_10. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network	Base = All Respondents	4099
227	79	A2a1_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents	4099
228	79	A2a1_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents	4101
229	79	A2a1_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents	4099
230	79	A2a1_11. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations	Base = All Respondents	4101

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231	80	A2a1_14. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT	Base = All Respondents	4099
232	80	A2a1_14. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT	Base = All Respondents	4099
233	81	A2a1_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)	Base = All Respondents	4099
234	81	A2a1_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)	Base = All Respondents	4101
235	81	A2a1_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)	Base = All Respondents	4099
236	81	A2a1_25. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)	Base = All Respondents	4101
237	82	A2a1_15. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO	Base = All Respondents	4099
238	82	A2a1_15. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO	Base = All Respondents	4099

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239	83	A2a1_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents	4099
240	83	A2a1_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents	4101
241	83	A2a1_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents	4099
242	83	A2a1_16. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM	Base = All Respondents	4101
243	84	A2a1_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents	4099
244	84	A2a1_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents	4101
245	84	A2a1_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents	4099
246	84	A2a1_17. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio	Base = All Respondents	4101
247	85	A2a1_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents	4099

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248	85	A2a1_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents	4101
249	85	A2a1_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents	4099
250	85	A2a1_18. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station	Base = All Respondents	4101
251	86	A2a1_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents	4099
252	86	A2a1_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents	4101
253	86	A2a1_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents	4099
254	86	A2a1_19. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station	Base = All Respondents	4101
255	87	A2a1_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents	4099
256	87	A2a1_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents	4101

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257	87	A2a1_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents	4099
258	87	A2a1_20. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station	Base = All Respondents	4101
259	88	A2a1_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents	4099
260	88	A2a1_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents	4101
261	88	A2a1_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents	4099
262	88	A2a1_21. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss	Base = All Respondents	4101
263	89	A2a1_22. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic	Base = All Respondents	4099
264	89	A2a1_22. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic	Base = All Respondents	4101
265	89	A2a1_22. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic	Base = All Respondents	4099

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267	90	A2a1_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents	4099
268	90	A2a1_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents	4101
269	90	A2a1_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents	4099
270	90	A2a1_23. How often in the past 3 months have you listened to these radio stations? Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)	Base = All Respondents	4101
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272	91	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	4101
273	91	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	4101
274	91	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	4099

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276	91	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	4101
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279	93	A3a_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1748
280	94	A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	183
281	94	A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	183
282	95	A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	180
283	95	A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	180
284	96	A3a_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	854

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286	97	A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	56
287	97	A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	56
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289	98	A3a_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	44
290	99	A3a_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	707
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294	101	A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1367
295	101	A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1367
296	102	A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	789
297	102	A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	789
298	103	A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	376
299	103	A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	376
300	104	A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	650
301	104	A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	650
302	105	A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	185

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303	105	A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	185
304	106	A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	127
305	106	A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	127
306	107	A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	289
307	107	A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	289
308	108	A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	59
309	108	A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	59
310	109	A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	257
311	109	A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	257

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312	110	A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	427
313	110	A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	427
314	111	A3a1. How often in the past 3 months have you watched programmes using these services? / Summary Table	Base = All Respondents	4099
315	112	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	4099
316	112	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	4101
317	112	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	4099
318	112	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	4101
319	113	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	4099
320	113	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	4099
321	114	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	4099
322	114	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	4101
323	114	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	4099
324	114	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	4101

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326	115	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	4101
327	115	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	4099
328	115	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	4101
329	116	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	4099
330	116	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	4099
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332	117	A3a1_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents	4099
333	118	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	4099
334	118	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	4101
335	118	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	4099
336	118	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	4101
337	119	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	4099
338	119	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	4099

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339	120	A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents	4099
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341	120	A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents	4099
342	120	A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents	4101
343	121	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	4099
344	121	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	4101
345	121	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	4099
346	121	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	4101
347	122	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	4099
348	122	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	4101
349	122	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	4099
350	122	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	4101
351	123	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	4099
352	123	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	4101

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354	123	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	4101
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356	124	A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents	4099
357	125	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	4099
358	125	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	4099
359	126	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	4099
360	126	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	4101
361	126	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	4099
362	126	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	4101
363	127	A3a1_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents	4099
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365	128	A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents	4099
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383	135	A4a_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All respondents who have visited websites in the last 3 months	48
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386	137	A4a_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All respondents who have visited websites in the last 3 months	299
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390	139	A4a_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All respondents who have visited websites in the last 3 months	127
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395	141	A4a_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All respondents who have visited websites in the last 3 months	1253
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397	142	A4a_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather	Base = All respondents who have visited websites in the last 3 months	1026
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404	146	A4a_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All respondents who have visited websites in the last 3 months	58

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406	147	A4a_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All respondents who have visited websites in the last 3 months	87
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414	151	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	4101
415	151	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	4099
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421	153	A4a1_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv	Base = All Respondents	4099
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423	154	A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All Respondents	4099
424	154	A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All Respondents	4099
425	155	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	4099
426	155	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	4099
427	156	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	4099
428	156	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	4099
429	157	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	4099
430	157	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	4101
431	157	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	4099
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436	159	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	4101
437	159	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	4099
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441	160	A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All Respondents	4099
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447	163	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	4099
448	163	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	4099
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452	165	A4a1_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All Respondents	4099
453	166	A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All Respondents	4099
454	166	A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All Respondents	4099
455	167	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	4099
456	167	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	4101
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465	171	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels	Base = Users of each platform in the past 3 months	3458
466	171	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels	Base = Users of each platform in the past 3 months	3508
467	171	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels	Base = Users of each platform in the past 3 months	3458
468	172	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV	Base = Users of each platform in the past 3 months	2990
469	172	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV	Base = Users of each platform in the past 3 months	2929
470	172	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV	Base = Users of each platform in the past 3 months	2990
471	172	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV	Base = Users of each platform in the past 3 months	2929
472	173	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)	Base = Users of each platform in the past 3 months	2649

Page	Table	Title	Base Description	Base
473	173	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)	Base = Users of each platform in the past 3 months	2533
474	173	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)	Base = Users of each platform in the past 3 months	2649
475	173	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)	Base = Users of each platform in the past 3 months	2533
476	174	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	Base = Users of each platform in the past 3 months	2079
477	174	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	Base = Users of each platform in the past 3 months	1976
478	174	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	Base = Users of each platform in the past 3 months	2079
479	174	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	Base = Users of each platform in the past 3 months	1976
480	175	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C	Base = Users of each platform in the past 3 months	125

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481	175	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C	Base = Users of each platform in the past 3 months	106
482	175	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C	Base = Users of each platform in the past 3 months	125
483	175	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C	Base = Users of each platform in the past 3 months	106
484	176	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Base = Users of each platform in the past 3 months	1322
485	176	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Base = Users of each platform in the past 3 months	1232
486	176	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Base = Users of each platform in the past 3 months	1322
487	176	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Base = Users of each platform in the past 3 months	1232
488	177	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix	Base = Users of each platform in the past 3 months	1367

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489	177	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix	Base = Users of each platform in the past 3 months	1221
490	177	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix	Base = Users of each platform in the past 3 months	1367
491	177	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix	Base = Users of each platform in the past 3 months	1221
492	178	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video	Base = Users of each platform in the past 3 months	789
493	178	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video	Base = Users of each platform in the past 3 months	680
494	178	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video	Base = Users of each platform in the past 3 months	789
495	178	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video	Base = Users of each platform in the past 3 months	680
496	179	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV	Base = Users of each platform in the past 3 months	376
497	179	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV	Base = Users of each platform in the past 3 months	333

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498	179	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV	Base = Users of each platform in the past 3 months	376
499	179	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV	Base = Users of each platform in the past 3 months	333
500	180	B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?	Base = Users of each radio station in the past 3 months	2320
501	180	B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?	Base = Users of each radio station in the past 3 months	2237
502	181	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio	Base = Users of each radio station in the past 3 months	2320
503	181	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio	Base = Users of each radio station in the past 3 months	2237
504	181	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio	Base = Users of each radio station in the past 3 months	2320
505	181	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio	Base = Users of each radio station in the past 3 months	2237
506	182	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio	Base = Users of each radio station in the past 3 months	360

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507	182	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio	Base = Users of each radio station in the past 3 months	359
508	182	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio	Base = Users of each radio station in the past 3 months	360
509	182	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio	Base = Users of each radio station in the past 3 months	359
510	183	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM	Base = Users of each radio station in the past 3 months	407
511	183	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM	Base = Users of each radio station in the past 3 months	387
512	183	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM	Base = Users of each radio station in the past 3 months	407
513	183	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM	Base = Users of each radio station in the past 3 months	387
514	184	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart	Base = Users of each radio station in the past 3 months	631
515	184	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart	Base = Users of each radio station in the past 3 months	665

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516	184	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart	Base = Users of each radio station in the past 3 months	631
517	184	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart	Base = Users of each radio station in the past 3 months	665
518	185	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital	Base = Users of each radio station in the past 3 months	498
519	185	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital	Base = Users of each radio station in the past 3 months	515
520	185	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital	Base = Users of each radio station in the past 3 months	498
521	185	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital	Base = Users of each radio station in the past 3 months	515
522	186	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth	Base = Users of each radio station in the past 3 months	313
523	186	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth	Base = Users of each radio station in the past 3 months	349
524	186	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth	Base = Users of each radio station in the past 3 months	313

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525	186	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth	Base = Users of each radio station in the past 3 months	349
526	187	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport	Base = Users of each radio station in the past 3 months	315
527	187	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport	Base = Users of each radio station in the past 3 months	321
528	187	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport	Base = Users of each radio station in the past 3 months	315
529	187	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport	Base = Users of each radio station in the past 3 months	321
530	188	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss	Base = Users of each radio station in the past 3 months	528
531	188	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss	Base = Users of each radio station in the past 3 months	523
532	188	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss	Base = Users of each radio station in the past 3 months	528
533	188	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss	Base = Users of each radio station in the past 3 months	523

Page	Table	Title	Base Description	Base
534	189	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic	Base = Users of each radio station in the past 3 months	442
535	189	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic	Base = Users of each radio station in the past 3 months	427
536	189	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic	Base = Users of each radio station in the past 3 months	442
537	189	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic	Base = Users of each radio station in the past 3 months	427
538	190	B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?	Base = Users of each website/app in the past 3 months	2033
539	190	B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?	Base = Users of each website/app in the past 3 months	1817
540	191	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps	Base = Users of each website/app in the past 3 months	2033
541	191	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps	Base = Users of each website/app in the past 3 months	1817
542	191	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps	Base = Users of each website/app in the past 3 months	2033

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543	191	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps	Base = Users of each website/app in the past 3 months	1817
544	192	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps	Base = Users of each website/app in the past 3 months	380
545	192	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps	Base = Users of each website/app in the past 3 months	308
546	192	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps	Base = Users of each website/app in the past 3 months	380
547	192	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps	Base = Users of each website/app in the past 3 months	308
548	193	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps	Base = Users of each website/app in the past 3 months	582
549	193	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps	Base = Users of each website/app in the past 3 months	503
550	193	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps	Base = Users of each website/app in the past 3 months	582

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551	193	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps	Base = Users of each website/app in the past 3 months	503
552	194	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps	Base = Users of each website/app in the past 3 months	240
553	194	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps	Base = Users of each website/app in the past 3 months	198
554	194	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps	Base = Users of each website/app in the past 3 months	240
555	194	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps	Base = Users of each website/app in the past 3 months	198
556	195	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps	Base = Users of each website/app in the past 3 months	127
557	195	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps	Base = Users of each website/app in the past 3 months	96
558	195	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps	Base = Users of each website/app in the past 3 months	127

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559	195	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps	Base = Users of each website/app in the past 3 months	96
560	196	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps	Base = Users of each website/app in the past 3 months	71
561	196	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps	Base = Users of each website/app in the past 3 months	63
562	196	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps	Base = Users of each website/app in the past 3 months	71
563	196	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps	Base = Users of each website/app in the past 3 months	63
564	197	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps	Base = Users of each website/app in the past 3 months	48
565	197	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps	Base = Users of each website/app in the past 3 months	42
566	197	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps	Base = Users of each website/app in the past 3 months	48

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567	197	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps	Base = Users of each website/app in the past 3 months	42
568	198	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?	Base = All respondents	4099
569	198	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?	Base = All respondents	4101
570	198	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?	Base = All respondents	4099
571	198	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?	Base = All respondents	4101
572	199	C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:	Base = All respondents	4099
573	199	C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:	Base = All respondents	4101
574	200	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099

Page	Table	Title	Base Description	Base
575	200	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4101
576	200	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099
577	200	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4101
578	201	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4099
579	201	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4101
580	201	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4099
581	201	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4101
582	202	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4099

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583	202	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4101
584	202	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4099
585	202	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4101
586	203	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4099
587	203	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4101
588	203	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4099
589	203	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4101
590	204	C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	4099

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591	204	C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	4101
592	205	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099
593	205	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4101
594	205	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099
595	205	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4101
596	206	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4099
597	206	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4101
598	206	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4099

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600	207	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4099
601	207	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4101
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604	208	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4099
605	208	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4101

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607	208	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4101
608	209	C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	4099
609	209	C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	4101
610	210	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099
611	210	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4101
612	210	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.	Base = All respondents	4099
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614	211	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4099
615	211	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	Base = All respondents	4101
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618	212	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4099
619	212	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4101
620	212	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4099
621	212	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: A range of high quality, distinctive and creative content that is different to that of other providers.	Base = All respondents	4101

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623	213	C4_4. On a scale of 1 -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 accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.	Base = All respondents	4101
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626	214	Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)	Base = All respondents	4099
627	214	Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)	Base = All respondents	4099
628	215	Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)	Base = All respondents	4099
629	215	Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)	Base = All respondents	4099
630	216	Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)	Base = All respondents	4099

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631	216	Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)	Base = All respondents	4099
632	217	Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)	Base = All respondents	4099
633	217	Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)	Base = All respondents	4099
634	218	C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099
635	218	C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4101
636	219	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: News coverage that helps me understand what's going on in the world today.	Base = All respondents	4099
637	219	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: News coverage that helps me understand what's going on in the world today.	Base = All respondents	4101

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640	220	C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: News that represents a range of viewpoints.	Base = All respondents	4099
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648	222	C6_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099

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650	223	C7. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099
651	223	C7. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4101
652	224	C7_1. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are educational.	Base = All respondents	4099
653	224	C7_1. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are educational.	Base = All respondents	4101
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656	225	C7_2. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are inspirational.	Base = All respondents	4099
657	225	C7_2. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are inspirational.	Base = All respondents	4101
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660	226	C7_3. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that support children and young people with their education.	Base = All respondents	4099
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664	227	C7_4. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that helps me to learn new things.	Base = All respondents	4099
665	227	C7_4. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that helps me to learn new things.	Base = All respondents	4101
666	227	C7_4. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that helps me to learn new things.	Base = All respondents	4099
667	227	C7_4. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that helps me to learn new things.	Base = All respondents	4101

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668	228	C7_5. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are informative.	Base = All respondents	4099
669	228	C7_5. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are informative.	Base = All respondents	4101
670	228	C7_5. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are informative.	Base = All respondents	4099
671	228	C7_5. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: Programmes and content that are informative.	Base = All respondents	4101
672	229	C7_sum. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099
673	229	C7_sum. This set of statements are about the BBC supporting learning for people of all ages. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099
674	230	C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:	Base = All respondents	4099

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676	231	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides a broad mix of different types of TV, radio and online programmes and content	Base = All respondents	4099
677	231	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides a broad mix of different types of TV, radio and online programmes and content	Base = All respondents	4101
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679	231	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides a broad mix of different types of TV, radio and online programmes and content	Base = All respondents	4101

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680	232	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides high quality television, radio and online content.	Base = All respondents	4099
681	232	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides high quality television, radio and online content.	Base = All respondents	4101
682	232	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides high quality television, radio and online content.	Base = All respondents	4099
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684	233	C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides programmes and content made for UK audiences, using UK actors, writers and locations.	Base = All respondents	4099

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692	235	C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides television,radio and online content which appeals to a wide range of audiences in the UK.	Base = All respondents	4099
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700	237	C8_sum. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: (7-10)	Base = All respondents	4099

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702	238	C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:	Base = All respondents	4099
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704	239	C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	4099
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708	240	C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	4099
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724	244	C9_sum. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: (7-10)	Base = All respondents	4099
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726	245	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...	Base = All respondents	4099
727	245	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...	Base = All respondents	4101
728	246	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... (by users)	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566

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730	247	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4099
731	247	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4101
732	247	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4099

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733	247	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4101
734	248	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.	Base = All respondents	4099
735	248	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.	Base = All respondents	4101
736	248	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.	Base = All respondents	4099
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738	249	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4099
739	249	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4101
740	249	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4099
741	249	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4101

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742	250	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4099
743	250	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4101
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747	251	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4101
748	251	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4099
749	251	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4101

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750	252	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All respondents	4099
751	252	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All respondents	4101
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762	255	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
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764	255	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566

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766	256	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
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769	256	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
770	257	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
771	257	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
772	257	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566

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773	257	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
774	258	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
775	258	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
776	258	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
777	258	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521

Page	Table	Title	Base Description	Base
778	259	D1_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
779	259	D1_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
780	260	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…	Base = All respondents	4099
781	260	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…	Base = All respondents	4101
782	261	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
783	261	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
784	262	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4099
785	262	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4101
786	262	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4099
787	262	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All respondents	4101

Page	Table	Title	Base Description	Base
788	263	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All respondents	4099
789	263	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All respondents	4101
790	263	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All respondents	4099
791	263	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All respondents	4101
792	264	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4099
793	264	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4101
794	264	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4099
795	264	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All respondents	4101

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796	265	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4099
797	265	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4101
798	265	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4099
799	265	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All respondents	4101
800	266	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4099
801	266	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4101
802	266	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4099
803	266	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All respondents	4101

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804	267	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All respondents	4099
805	267	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All respondents	4101
806	267	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All respondents	4099
807	267	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All respondents	4101
808	268	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
809	268	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
810	268	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
811	268	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521

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812	269	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
813	269	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
814	269	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
815	269	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
816	270	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
817	270	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
818	270	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
819	270	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521

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820	271	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
821	271	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
822	271	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
823	271	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
824	272	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
825	272	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
826	272	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
827	272	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521

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828	273	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
829	273	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
830	273	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3566
831	273	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3521
832	274	D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television… (7-10)	Base = All respondents	4099
833	274	D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television… (7-10)	Base = All respondents	4099
834	275	D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television… (7-10)	Base = Those who have watched BBC TV	3566
835	275	D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television… (7-10)	Base = Those who have watched BBC TV	3566
836	276	D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3323
837	276	D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3291

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838	277	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC One offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	3323
839	277	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC One offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	3291
840	277	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC One offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	3323
841	277	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC One offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	3291
842	278	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Two offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	2388
843	278	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Two offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	2327
844	278	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Two offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	2388
845	278	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Two offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	2327

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846	279	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Four offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1128
847	279	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Four offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1214
848	279	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Four offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1128
849	279	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Four offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1214
850	280	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News Channel offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1089
851	280	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News Channel offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1125
852	280	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News Channel offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1089
853	280	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News Channel offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1125

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854	281	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Parliament offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	246
855	281	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Parliament offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	234
856	281	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Parliament offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	246
857	281	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Parliament offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	234
858	282	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Alba offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	95
859	282	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Alba offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	98
860	282	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Alba offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	95
861	282	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Alba offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	98

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862	283	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBBC offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	364
863	283	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBBC offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	329
864	283	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBBC offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	364
865	283	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBBC offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	329
866	284	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBeebies offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	448
867	284	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBeebies offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	443
868	284	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBeebies offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	448
869	284	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - CBeebies offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	443

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870	285	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1748
871	285	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1570
872	285	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1748
873	285	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	1570
874	286	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Three (now available only online) offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	183
875	286	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Three (now available only online) offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	141
876	286	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Three (now available only online) offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	183
877	286	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Three (now available only online) offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	141

Page	Table	Title	Base Description	Base
878	287	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer Kids offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	180
879	287	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer Kids offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	154
880	287	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer Kids offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	180
881	287	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iPlayer Kids offers me something that other television and video providers do not	Base = All who have used BBC channel/service in the last 3 months	154
882	288	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	4099
883	288	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	4101
884	289	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2297
885	289	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2211
886	290	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4099
887	290	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4101
888	290	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4099

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889	290	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4101
890	291	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All respondents	4099
891	291	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All respondents	4101
892	291	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All respondents	4099
893	291	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All respondents	4101
894	292	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All respondents	4099
895	292	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All respondents	4101
896	292	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All respondents	4099
897	292	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All respondents	4101
898	293	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4099
899	293	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4101

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900	293	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4099
901	293	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4101
902	294	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4099
903	294	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4101
904	294	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4099
905	294	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4101
906	295	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4099
907	295	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4101
908	295	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4099
909	295	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4101

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910	296	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2297
911	296	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2211
912	296	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2297
913	296	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2211
914	297	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2297
915	297	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2211
916	297	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2297
917	297	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2211
918	298	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2297
919	298	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2211
920	298	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2297
921	298	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2211

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922	299	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2297
923	299	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2211
924	299	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2297
925	299	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2211
926	300	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2297
927	300	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2211
928	300	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2297
929	300	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2211
930	301	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2297
931	301	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2211

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932	301	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2297
933	301	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2211
934	302	D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2297
935	302	D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2297
936	303	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…	Base = All respondents	4099
937	303	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…	Base = All respondents	4101
938	304	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…	Base = All who have listened to BBC radio in the past 3 months	2297
939	304	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…	Base = All who have listened to BBC radio in the past 3 months	2211
940	305	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4099
941	305	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4101
942	305	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4099

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943	305	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All respondents	4101
944	306	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All respondents	4099
945	306	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All respondents	4101
946	306	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All respondents	4099
947	306	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All respondents	4101
948	307	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All respondents	4099
949	307	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All respondents	4101
950	307	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All respondents	4099
951	307	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All respondents	4101

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952	308	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4099
953	308	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4101
954	308	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4099
955	308	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All respondents	4101
956	309	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4099
957	309	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4101
958	309	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4099
959	309	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All respondents	4101

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960	310	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4099
961	310	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4101
962	310	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4099
963	310	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All respondents	4101
964	311	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2297
965	311	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2211
966	311	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2297
967	311	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.	Base = All who have listened to BBC radio in the past 3 months	2211
968	312	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2297

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969	312	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2211
970	312	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2297
971	312	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.	Base = All who have listened to BBC radio in the past 3 months	2211
972	313	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2297
973	313	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2211
974	313	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2297
975	313	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.	Base = All who have listened to BBC radio in the past 3 months	2211
976	314	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2297
977	314	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2211

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979	314	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known	Base = All who have listened to BBC radio in the past 3 months	2211
980	315	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2297
981	315	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2211
982	315	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2297
983	315	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK	Base = All who have listened to BBC radio in the past 3 months	2211
984	316	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2297
985	316	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2211

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986	316	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2297
987	316	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.	Base = All who have listened to BBC radio in the past 3 months	2211
988	317	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)	Base = All respondents	4099
989	317	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)	Base = All respondents	4099
990	318	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)	Base = All who have listened to BBC radio in the past 3 months	2297
991	318	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)	Base = All who have listened to BBC radio in the past 3 months	2297
992	319	D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	1033
993	319	D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	933
994	320	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 1 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	1033
995	320	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 1 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	933

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996	320	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 1 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	1033
997	320	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 1 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	933
998	321	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 2 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	883
999	321	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 2 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	875
1000	321	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 2 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	883
1001	321	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 2 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	875
1002	322	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 3 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	211
1003	322	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 3 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	189

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1004	322	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 3 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	211
1005	322	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 3 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	189
1006	323	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 4 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	576
1007	323	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 4 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	587
1008	323	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 4 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	576
1009	323	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 4 offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	587
1010	324	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 5 live offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	402
1011	324	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 5 live offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	371

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1012	324	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 5 live offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	402
1013	324	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Radio 5 live offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	371
1014	325	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC 6 Music offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	194
1015	325	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC 6 Music offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	166
1016	325	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC 6 Music offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	194
1017	325	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC 6 Music offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	166
1018	326	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Asian Network offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	103
1019	326	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Asian Network offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	78

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1020	326	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Asian Network offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	103
1021	326	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Asian Network offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	78
1022	327	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC local radio stations offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	470
1023	327	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC local radio stations offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	457
1024	327	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC local radio stations offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	470
1025	327	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC local radio stations offers me something that other radio stations do not	Base = All who have listened to BBC radio in the past 3 months	457
1026	328	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - Any other BBC station	Base = All who have listened to BBC radio in the past 3 months	204
1027	328	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - Any other BBC station	Base = All who have listened to BBC radio in the past 3 months	156

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1028	328	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - Any other BBC station	Base = All who have listened to BBC radio in the past 3 months	204
1029	328	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - Any other BBC station	Base = All who have listened to BBC radio in the past 3 months	156
1030	329	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	4099
1031	329	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	4101
1032	330	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	2018
1033	330	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1800
1034	331	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All respondents	4099
1035	331	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All respondents	4101
1036	331	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All respondents	4099
1037	331	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All respondents	4101
1038	332	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All respondents	4099
1039	332	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All respondents	4101

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1040	332	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All respondents	4099
1041	332	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All respondents	4101
1042	333	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All respondents	4099
1043	333	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All respondents	4101
1044	333	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All respondents	4099
1045	333	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All respondents	4101
1046	334	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All respondents	4099
1047	334	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All respondents	4101
1048	334	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All respondents	4099
1049	334	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All respondents	4101
1050	335	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4099

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1051	335	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4101
1052	335	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4099
1053	335	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4101
1054	336	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All respondents	4099
1055	336	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All respondents	4101
1056	336	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All respondents	4099
1057	336	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All respondents	4101
1058	337	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All who have used BBC online services in the past 3 months	2018
1059	337	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All who have used BBC online services in the past 3 months	1800
1060	337	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All who have used BBC online services in the past 3 months	2018
1061	337	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have a mix of different types of content.	Base = All who have used BBC online services in the past 3 months	1800

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1062	338	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All who have used BBC online services in the past 3 months	2018
1063	338	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All who have used BBC online services in the past 3 months	1800
1064	338	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All who have used BBC online services in the past 3 months	2018
1065	338	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have high quality content.	Base = All who have used BBC online services in the past 3 months	1800
1066	339	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All who have used BBC online services in the past 3 months	2018
1067	339	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All who have used BBC online services in the past 3 months	1800
1068	339	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All who have used BBC online services in the past 3 months	2018
1069	339	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide content that other websites or apps don't provide.	Base = All who have used BBC online services in the past 3 months	1800
1070	340	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All who have used BBC online services in the past 3 months	2018
1071	340	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All who have used BBC online services in the past 3 months	1800
1072	340	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All who have used BBC online services in the past 3 months	2018
1073	340	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Present content in a unique/innovative way.	Base = All who have used BBC online services in the past 3 months	1800

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1074	341	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	2018
1075	341	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	1800
1076	341	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	2018
1077	341	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	1800
1078	342	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All who have used BBC online services in the past 3 months	2018
1079	342	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All who have used BBC online services in the past 3 months	1800
1080	342	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All who have used BBC online services in the past 3 months	2018
1081	342	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... Provide distinctive online programmes and content.	Base = All who have used BBC online services in the past 3 months	1800
1082	343	D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	2018
1083	343	D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	2018
1084	344	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	4099

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1085	344	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	4101
1086	345	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	2018
1087	345	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1800
1088	346	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All respondents	4099
1089	346	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All respondents	4101
1090	346	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All respondents	4099
1091	346	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All respondents	4101
1092	347	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All respondents	4099
1093	347	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All respondents	4101
1094	347	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All respondents	4099

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1095	347	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All respondents	4101
1096	348	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All respondents	4099
1097	348	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All respondents	4101
1098	348	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All respondents	4099
1099	348	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All respondents	4101
1100	349	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All respondents	4099
1101	349	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All respondents	4101
1102	349	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All respondents	4099
1103	349	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All respondents	4101

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1104	350	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4099
1105	350	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4101
1106	350	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4099
1107	350	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All respondents	4101
1108	351	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All respondents	4099
1109	351	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All respondents	4101
1110	351	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All respondents	4099
1111	351	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All respondents	4101

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1112	352	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All who have used BBC online services in the past 3 months	2018
1113	352	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All who have used BBC online services in the past 3 months	1800
1114	352	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All who have used BBC online services in the past 3 months	2018
1115	352	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have a mix of different types of content	Base = All who have used BBC online services in the past 3 months	1800
1116	353	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All who have used BBC online services in the past 3 months	2018
1117	353	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All who have used BBC online services in the past 3 months	1800
1118	353	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All who have used BBC online services in the past 3 months	2018
1119	353	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have high quality content	Base = All who have used BBC online services in the past 3 months	1800
1120	354	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All who have used BBC online services in the past 3 months	2018

Page	Table	Title	Base Description	Base
1121	354	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All who have used BBC online services in the past 3 months	1800
1122	354	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All who have used BBC online services in the past 3 months	2018
1123	354	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide content that other websites or apps don't provide	Base = All who have used BBC online services in the past 3 months	1800
1124	355	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All who have used BBC online services in the past 3 months	2018
1125	355	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All who have used BBC online services in the past 3 months	1800
1126	355	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All who have used BBC online services in the past 3 months	2018
1127	355	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Present content in a unique/innovative way	Base = All who have used BBC online services in the past 3 months	1800
1128	356	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	2018
1129	356	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	1800

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1130	356	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	2018
1131	356	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Have content that appeals to a wide range of different audiences across the UK	Base = All who have used BBC online services in the past 3 months	1800
1132	357	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All who have used BBC online services in the past 3 months	2018
1133	357	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All who have used BBC online services in the past 3 months	1800
1134	357	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All who have used BBC online services in the past 3 months	2018
1135	357	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... Provide distinctive online programmes and content	Base = All who have used BBC online services in the past 3 months	1800
1136	358	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All respondents	4099
1137	358	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All respondents	4099
1138	359	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	2018
1139	359	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	2018

Page	Table	Title	Base Description	Base
1140	360	D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	630
1141	360	D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	513
1142	361	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC.co.uk offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	630
1143	361	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC.co.uk offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	513
1144	361	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC.co.uk offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	630
1145	361	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC.co.uk offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	513
1146	362	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Sport offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	748
1147	362	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Sport offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	628
1148	362	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Sport offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	748
1149	362	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Sport offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	628

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1150	363	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1253
1151	363	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1089
1152	363	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1253
1153	363	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC News offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1089
1154	364	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Weather offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1026
1155	364	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Weather offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	901
1156	364	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Weather offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	1026
1157	364	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Weather offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	901

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1158	365	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Playtime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	123
1159	365	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Playtime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	103
1160	365	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Playtime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	123
1161	365	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Playtime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	103
1162	366	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Music offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	191
1163	366	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Music offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	158
1164	366	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Music offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	191
1165	366	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Music offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	158

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1166	367	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Food offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	366
1167	367	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Food offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	321
1168	367	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Food offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	366
1169	367	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Food offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	321
1170	368	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iWonder offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	58
1171	368	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iWonder offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	49
1172	368	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iWonder offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	58
1173	368	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC iWonder offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	49

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1174	369	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC+ offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	87
1175	369	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC+ offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	75
1176	369	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC+ offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	87
1177	369	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC+ offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	75
1178	370	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Bitesize offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	162
1179	370	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Bitesize offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	128
1180	370	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Bitesize offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	162
1181	370	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC Bitesize offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	128

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1182	371	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Storytime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	104
1183	371	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Storytime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	84
1184	371	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Storytime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	104
1185	371	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely? - BBC CBeebies Storytime offers me something that other websites/apps do not	Base = All who have used BBC websites/apps in the last 3 months	84
1186	372	E2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	4099
1187	373	E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Watch/access TV channels	Base = All respondents	4099
1188	373	E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Watch/access TV channels	Base = All respondents	4099
1189	374	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Watch catch up, on demand or video streaming services	Base = All respondents	4099
1190	374	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Watch catch up, on demand or video streaming services	Base = All respondents	4099

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1191	375	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Listen to radio	Base = All respondents	4099
1192	375	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Listen to radio	Base = All respondents	4101
1193	375	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Listen to radio	Base = All respondents	4099
1194	375	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Listen to radio	Base = All respondents	4101
1195	376	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Access online and apps	Base = All respondents	4099
1196	376	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Access online and apps	Base = All respondents	4101
1197	376	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Access online and apps	Base = All respondents	4099
1198	376	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content? Access online and apps	Base = All respondents	4101
1199	377	F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?	Base = All respondents	1279
1200	377	F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?	Base = All respondents	1279

Page	Table	Title	Base Description	Base
1201	378	F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?	Base = All respondents	1279
1202	378	F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?	Base = All respondents	1279
1203	379	NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).	Base = All respondents	4099
1204	379	NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).	Base = All respondents	4101
1205	379	NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).	Base = All respondents	4099
1206	379	NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).	Base = All respondents	4101
1207	380	QIA1. In which of the following locations have you accessed the internet in the past 3 months?	Base = All respondents	4099
1208	380	QIA1. In which of the following locations have you accessed the internet in the past 3 months?	Base = All respondents	4099
1209	381	DC01. How many people live in your house, including yourself?	Base = All respondents	4099
1210	381	DC01. How many people live in your house, including yourself?	Base = All respondents	4099
1211	382	DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.	Base = All respondents	4099
1212	382	DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.	Base = All respondents	4099
1213	383	DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.	Base = All who have children living in their household	1296

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1214	383	DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.	Base = All who have children living in their household	1296
1215	384	DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?	Base = All who have children living in their household	1296
1216	384	DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?	Base = All who have children living in their household	1296
1217	385	DC05. Are you a carer for someone over the age of 16?	Base = All respondents	4049
1218	385	DC05. Are you a carer for someone over the age of 16?	Base = All respondents	4049
1219	386	DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.	Base = All respondents	4099
1220	386	DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.	Base = All respondents	4099
1221	387	DC07. In which of the following income bands does your gross annual household income fall?	Base = All respondents	4099
1222	387	DC07. In which of the following income bands does your gross annual household income fall?	Base = All respondents	4099
1223	388	DC08. What is your current working status?	Base = All respondents	4099
1224	388	DC08. What is your current working status?	Base = All respondents	4101
1225	388	DC08. What is your current working status?	Base = All respondents	4099
1226	388	DC08. What is your current working status?	Base = All respondents	4101
1227	389	SOCIAL GRADE. Social grade	Base = All respondents	4099
1228	389	SOCIAL GRADE. Social grade	Base = All respondents	4101
1229	389	SOCIAL GRADE. Social grade	Base = All respondents	4099
1230	389	SOCIAL GRADE. Social grade	Base = All respondents	4101
1231	390	DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:	Base = All respondents	4099

Page	Table	Title	Base Description	Base
1232	390	DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:	Base = All respondents	4099
1233	391	DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to? (This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).	Base = All respondents	4099
1234	391	DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to? (This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).	Base = All respondents	4099
1235	392	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	4099
1236	392	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	4101
1237	392	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	4099
1238	392	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	4101
1239	393	DC17. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	4099
1240	394	DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I am satisfied with my life	Base = All respondents	4099
1241	394	DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I am satisfied with my life	Base = All respondents	4099

Page	Table	Title	Base Description	Base
1242	395	DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I feel very positive about my future	Base = All respondents	4099
1243	395	DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I feel very positive about my future	Base = All respondents	4099
1244	396	DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I don't like people to think badly of me	Base = All respondents	4099
1245	396	DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - I don't like people to think badly of me	Base = All respondents	4099
1246	397	DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - White lies are acceptable to avoid hurting people's feelings	Base = All respondents	4099
1247	397	DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response. - White lies are acceptable to avoid hurting people's feelings	Base = All respondents	4099
1248	398	BAN1. Banner 1 / Methodology / Sex	Base = All respondents	4099
1249	398	BAN1. Banner 1 / Age	Base = All respondents	4101
1250	398	BAN1. Banner 1 / Social Grade / Age With Social Grade	Base = All respondents	4101
1251	398	BAN1. Banner 1 / Working Status	Base = All respondents	4101
1252	398	BAN1. Banner 1	Base = All respondents	4101

Page	Table	Title	Base Description	Base
1253	398	BAN1. Banner 1 / Methodology / Sex	Base = All respondents	4099
1254	398	BAN1. Banner 1 / Age	Base = All respondents	4101
1255	398	BAN1. Banner 1 / Social Grade / Age With Social Grade	Base = All respondents	4101
1256	398	BAN1. Banner 1 / Working Status	Base = All respondents	4101
1257	398	BAN1. Banner 1	Base = All respondents	4101
1258	399	BAN2. Banner 2 / Nations / TV Region	Base = All respondents	4099
1259	399	BAN2. Banner 2 / Ethnicity	Base = All respondents	4101
1260	399	BAN2. Banner 2 / Disability	Base = All respondents	4101
1261	399	BAN2. Banner 2 / Nations / TV Region	Base = All respondents	4099
1262	399	BAN2. Banner 2 / Ethnicity	Base = All respondents	4101
1263	399	BAN2. Banner 2 / Disability	Base = All respondents	4101
1264	400	BAN3. Banner 3 / Religion / Sexual Orientation	Base = All respondents	4099
1265	400	BAN3. Banner 3 / Children / Education	Base = All respondents	4101

Page	Table	Title	Base Description	Base
1266	400	BAN3. Banner 3 / TV service / TV service connected to the internet / News use	Base = All respondents	4101
1267	400	BAN3. Banner 3 / Religion / Sexual Orientation	Base = All respondents	4099
1268	400	BAN3. Banner 3 / Children / Education	Base = All respondents	4101
1269	400	BAN3. Banner 3 / TV service / TV service connected to the internet / News use	Base = All respondents	4101
1270	401	BAN4. Banner 4 / Watched any BBC TV channel / Listened to any BBC radio station	Base = All respondents	4099
1271	401	BAN4. Banner 4 / Used any BBC On-demand / Used any BBC Online / Used any BBC	Base = All respondents	4101
1272	401	BAN4. Banner 4 / Used one BBC platforms / Used two BBC platforms	Base = All respondents	4101
1273	401	BAN4. Banner 4 / Used three BBC platforms	Base = All respondents	4101
1274	401	BAN4. Banner 4 / Used BBC across all 4 Platforms	Base = All respondents	4101
1275	401	BAN4. Banner 4 / Watched any BBC TV channel / Listened to any BBC radio station	Base = All respondents	4099
1276	401	BAN4. Banner 4 / Used any BBC On-demand / Used any BBC Online / Used any BBC	Base = All respondents	4101

Page	Table	Title	Base Description	Base
1277	401	BAN4. Banner 4 / Used one BBC platforms / Used two BBC platforms	Base = All respondents	4101
1278	401	BAN4. Banner 4 / Used three BBC platforms	Base = All respondents	4101
1279	401	BAN4. Banner 4 / Used BBC across all 4 Platforms	Base = All respondents	4101

Table 1
NATIONS. How would you describe your national identity?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
England	3436	1665	1769	403	662	1157	1215	331	366	865	1143	801	868	822	945	3436	-	-	-
	84%PQRg	83%	84%	85%	84%	85%	82%	81%	83%	83%	84%	85%	86%	82%	82%	100%zPQR	-	-	-
Scotland	344	169	175	31	65	117	131	37	34	86	119	64	58	95	127	-	344	-	-
	8%KLOQRS TUVWXYha bc	8%	8%	7%	8%	9%	9%	9%	8%	8%	9%	7%	6%	10%L	11%zKL	-	100%zOQR	-	-
Wales	202	107	93	25	31	55	91	22	19	53	65	52	57	52	41	-	-	202	-
	5%NOPRST UVWXYhbc f	5%	4%	5%	4%	4%	6%zE	5%	4%	5%	5%	6%	6%	5%	4%	-	-	100%zOPR	-
Northern Ireland	119	57	62	14	26	36	43	16	22	37	32	22	30	28	38	-	-	-	119
	3%OPQSTV WXYcf	3%	3%	3%	3%	3%	3%	4%	5%zJ	4%	2%	2%	3%	3%	3%	-	-	-	100%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 1
NATIONS. How would you describe your national identity?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
England	3436	298	864	151	389	212	473	224	186	113	157	368	2130	1219	2960	250
	84%PQRg	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	84%	83%	85%zg	70%
Scotland	344	-	-	-	-	-	-	-	-	-	-	-	206	130	289	40
	8%KLOQRS TUVWXYha bc	-	-	-	-	-	-	-	-	-	-	-	8%	9%	8%	11%
Wales	202	-	-	-	-	-	-	-	-	-	-	-	129	70	152	39
	5%NOPRST UVWXYhbc f	-	-	-	-	-	-	-	-	-	-	-	5%	5%	4%	11%zf
Northern Ireland	119	-	-	-	-	-	-	-	-	-	-	-	63	52	87	27
	3%OPQSTV WXYcf	-	-	-	-	-	-	-	-	-	-	-	2%	4%	2%	7%zf
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 2
INTU. In the past week, how many hours have you spent using the internet?
This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes,
films and videos, or listening to music and radio programmes online.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	HH Income Up to £10,000 (G)	HH Income £10,000-£14,999 (H)	HH Income £15,000-£29,999 (I)	HH Income £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
30+ hours	634 / 15%BFMNe	337 / 17%zB	296 / 14%	154 / 32%zDEF	170 / 22%zEF	215 / 16%F	95 / 6%	50 / 12%	51 / 12%	201 / 19%zGH	282 / 21%zGH	191 / 20%zMN	192 / 19%zMN	124 / 12%	126 / 11%	522 / 15%	56 / 16%	36 / 18%	20 / 16%
20 - 29 hours	388 / 9%BFGNe	213 / 11%zB	174 / 8%	56 / 12%F	80 / 10%F	154 / 11%zF	98 / 7%	23 / 6%	38 / 9%	105 / 10%G	198 / 15%zGHI	117 / 12%zMN	127 / 13%zMN	75 / 8%	68 / 6%	325 / 9%	33 / 10%	13 / 7%	16 / 13%zQ
15 - 19 hours	195 / 5%FNe	94 / 5%	101 / 5%	42 / 9%zDEF	43 / 5%F	75 / 6%F	35 / 2%	10 / 2%	14 / 3%	62 / 6%G	101 / 7%zGH	68 / 7%zMN	56 / 6%N	40 / 4%	32 / 3%	164 / 5%	16 / 5%	7 / 3%	8 / 7%
11 - 14 hours	430 / 10%FNe	220 / 11%	209 / 10%	71 / 15%zEF	112 / 14%zEF	140 / 10%F	107 / 7%	30 / 7%	41 / 9%	101 / 10%	169 / 12%zG	110 / 12%N	116 / 11%	104 / 10%	100 / 9%	360 / 10%	35 / 10%	21 / 10%	14 / 12%
8 - 10 hours	592 / 14%FGe	280 / 14%	311 / 15%	63 / 13%	118 / 15%F	250 / 18%zCF	161 / 11%	29 / 7%	50 / 11%	140 / 13%G	217 / 16%G	147 / 16%	161 / 16%	136 / 14%	148 / 13%	504 / 15%	45 / 13%	26 / 13%	17 / 15%
6 - 7 hours	579 / 14%CJLRYg	280 / 14%	299 / 14%	33 / 7%	125 / 16%C	220 / 16%zC	202 / 14%C	43 / 11%	64 / 15%	169 / 16%GJ	154 / 11%	139 / 15%	116 / 11%	151 / 15%	172 / 15%	504 / 15%R	40 / 12%	27 / 13%R	8 / 7%
3 - 5 hours	440 / 11%KOY	203 / 10%	237 / 11%	40 / 8%	80 / 10%	148 / 11%	173 / 12%	46 / 11%	35 / 8%	114 / 11%	133 / 10%	79 / 8%	89 / 9%	140 / 14%zKL	132 / 11%K	348 / 10%	55 / 16%zOR	27 / 13%	11 / 9%
1 - 2 hours	241 / 6%CDIJKPd	113 / 6%	128 / 6%	8 / 2%	27 / 3%	76 / 6%C	129 / 9%zCDE	31 / 8%IJ	32 / 7%I	41 / 4%	62 / 5%	39 / 4%	61 / 6%	70 / 7%K	70 / 6%	212 / 6%P	7 / 2%	16 / 8%P	5 / 4%
Less than 1 hour	133 / 3%CDEJKLd	59 / 3%	74 / 4%	3 / 1%	* / *	21 / 2%D	109 / 7%zCDE	13 / 3%J	22 / 5%J	38 / 4%J	8 / 1%	12 / 1%	18 / 2%	32 / 3%K	72 / 6%zKLM	109 / 3%	15 / 4%	8 / 4%	2 / 2%
None	468 / 11%ACDEIJKLd	199 / 10%	270 / 13%zA	4 / 1%	28 / 4%C	66 / 5%C	370 / 25%zCDE	131 / 32%zHIJ	93 / 21%zIJ	69 / 7%J	34 / 3%	38 / 4%	75 / 7%K	124 / 12%KL	231 / 20%zKLM	388 / 11%	43 / 13%	21 / 10%	16 / 14%
Don't know	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 2
INTU. In the past week, how many hours have you spent using the internet?
This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes,
films and videos, or listening to music and radio programmes online.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Less than an hour and	602	258	344	7	29	86	480	144	116	107	43	50	93	156	302	497	58	29	19
none (Net)	**15%ACDEI JKLd**	*13%*	*16%zA*	*1%*	*4%C*	*6%CD*	*32%zCDE*	*35%zHIJ*	*26%zIJ*	*10%J*	*3%*	*5%*	*9%K*	*16%KL*	*26%zKLM*	*14%*	*17%*	*14%*	*16%*
Light use (Net)	681	316	365	48	107	224	302	77	67	155	194	118	150	211	202	560	62	43	16
	17%CDJKd	*16%*	*17%*	*10%*	*14%*	*16%C*	*20%zCDE*	*19%*	*15%*	*15%*	*14%*	*13%*	*15%*	*21%zKL*	*18%K*	*16%*	*18%*	*21%zOR*	*14%*
Medium use (Net)	1796	874	920	209	398	685	505	112	170	472	641	464	450	430	452	1532	135	80	48
	44%FGNYe	*44%*	*44%*	*44%F*	*51%zCF*	*50%zCF*	*34%*	*28%*	*38%G*	*45%GH*	*47%zGH*	*49%zMN*	*44%N*	*43%*	*39%*	*45%*	*39%*	*40%*	*41%*
Heavy use (Net)	1022	550	470	209	250	369	193	73	89	307	480	308	320	199	195	847	89	50	36
	25%BFGMN Te	*28%zB*	*22%*	*44%zDEF*	*32%zEF*	*27%F*	*13%*	*18%*	*20%*	*29%zGH*	*35%zGHI*	*33%zMN*	*32%zMN*	*20%*	*17%*	*25%*	*26%*	*25%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 2
INTU. In the past week, how many hours have you spent using the internet?
This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes,
films and videos, or listening to music and radio programmes online.
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
30+ hours	634 15%BFMNe	38 13%	112 13%	26 17%	64 16%	33 15%	64 14%	63 28%zSTUV WXhbc	22 12%	18 16%	26 17%	58 16%	464 18%ze	154 10%	520 15%	59 17%
20 - 29 hours	388 9%BFGNe	30 10%	67 8%	14 9%	31 8%	19 9%	44 9%	31 14%T	18 10%	12 10%	19 12%	41 11%	283 11%ze	96 7%	327 9%	30 8%
15 - 19 hours	195 5%FNe	16 5%	36 4%	8 5%	24 6%	14 7%	16 3%	11 5%	6 3%	8 7%	6 4%	19 5%	146 6%ze	46 3%	155 4%	23 6%
11 - 14 hours	430 10%FNe	32 11%	92 11%	21 14%	31 8%	24 11%	47 10%	23 10%	17 9%	10 9%	22 14%	41 11%	312 12%ze	105 7%	355 10%	48 14%
8 - 10 hours	592 14%FGe	42 14%	138 16%b	21 14%	59 15%	21 10%	76 16%	34 15%	29 16%	23 20%Wb	13 8%	48 13%	431 17%ze	147 10%	494 14%	54 15%
6 - 7 hours	579 14%CJLRY g	47 16%Y	157 18%zWY	19 12%Y	53 14%Y	19 9%	80 17%WY	10 5%	26 14%Y	20 18%Y	26 16%Y	48 13%Y	374 15%	190 13%	527 15%zg	27 8%
3 - 5 hours	440 11%KOY	31 10%	99 11%Y	8 5%	49 12%UY	18 8%	46 10%	11 5%	31 17%zUWXYa c	6 5%	15 10%	34 9%	262 10%	167 11%	385 11%	30 8%
1 - 2 hours	241 6%CDIJKP d	28 9%zWc	53 6%	9 6%	35 9%zWc	8 4%	24 5%	14 6%	17 9%	3 3%	7 5%	15 4%	120 5%	114 8%zd	201 6%	27 8%
Less than 1 hour	133 3%CDEJKL d	9 3%	25 3%	7 4%	9 2%	14 6%zTV	13 3%	5 2%	5 3%	1 1%	7 4%	15 4%	33 1%	94 6%zd	108 3%	21 6%zf
None	468 11%ACDEIJ KLd	25 8%	86 10%	20 13%	36 9%	43 20%zSTVY hb	63 13%	23 10%	15 8%	13 11%	16 10%	49 13%	103 4%	357 24%zd	416 12%	37 10%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 2
INTU. In the past week, how many hours have you spent using the internet?
This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes,
films and videos, or listening to music and radio programmes online.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Less than an hour and none (Net)	602 **15%ACDEIJKLd**	34 *11%*	111 *13%*	27 *18%*	45 *12%*	57 **27%zSTVXYhabc**	76 *16%*	27 *12%*	20 *11%*	14 *12%*	22 *14%*	64 *17%*	136 *5%*	451 **31%zd**	524 *15%*	58 *16%*
Light use (Net)	681 **17%CDJKd**	59 **20%UYa**	152 **18%a**	16 *11%*	83 **21%zUWXYac**	26 *12%*	70 *15%*	25 *11%*	48 **26%zTUWXYabc**	9 *8%*	22 *14%*	49 *13%*	382 *15%*	281 **19%zd**	586 *17%*	57 *16%*
Medium use (Net)	1796 **44%FGNYe**	138 **46%Y**	423 **49%zWY**	69 *45%*	166 *43%*	78 *37%*	218 **46%Y**	79 *35%*	78 *42%*	60 **53%WY**	67 *43%*	156 *42%*	1264 **50%ze**	489 *33%*	1531 *44%*	152 *43%*
Heavy use (Net)	1022 **25%BFGMNTe**	68 *23%*	178 *21%*	40 *26%*	95 *24%*	52 *24%*	108 *23%*	94 **42%zSTUVWXhabc**	40 *21%*	30 *26%*	45 *29%*	98 *27%*	746 **30%ze**	250 *17%*	847 *24%*	89 *25%*

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Table 3
Sex. And now, a few questions about you. Are you:
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Male	**1999** **49%BGHL Ne**	1999 **100%zB**	-	239 *51%*	391 *50%*	676 *50%*	693 *47%*	163 *40%*	189 *43%*	475 *46%*	782 **58%zGHI**	501 **53%zLN**	432 *43%*	552 **55%zLN**	514 *45%*	1665 *48%*	169 *49%*	107 *53%*	57 *48%*
Female	**2099** **51%AJKMTd**	-	2099 **100%zA**	232 *49%*	391 *50%*	689 *50%*	787 *53%*	243 **60%zJ**	252 **57%zJ**	564 **54%J**	577 *42%*	437 *47%*	579 **57%zKM**	444 *45%*	638 **55%zKM**	1769 *51%*	175 *51%*	93 *46%*	62 *52%*
Other	**2** ***	-	-	2 **zF*	* ***	* ***	-	2 **z*	-	1 ***	-	-	2 ***	-	* ***	1 ***	1 ***	1 **zO*	-
Prefer not to say	**1** ***	-	-	* ***	1 ***	-	-	-	-	* ***	-	1 ***	-	* ***	-	1 ***	-	-	-
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 3
Sex. And now, a few questions about you. Are you:
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Male	1999 49%BGHLNe	140 47%	460 53%zWc	81 53%	191 49%	88 41%	224 47%	103 46%	84 45%	54 48%	74 47%	167 45%	1347 53%ze	604 41%	1701 49%	171 48%
Female	2099 51%AJKMTd	157 53%	404 47%	71 47%	199 51%	124 59%T	248 53%	121 54%	102 55%	59 52%	83 53%	201 55%T	1182 47%	864 59%zd	1786 51%	185 52%
Other	2 *	* *	-	-	-	-	* *	-	-	-	-	-	* *	2 *	1 *	-
Prefer not to say	1 *	1 *	-	-	-	-	* *	-	-	-	-	-	-	1 *	-	-
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 4
Age. How old are you?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
16-24	**473** 12%DEFhf	239 12%	232 11%	473 100%zDEF	- -	- -	- -	64 16%zHIJ	39 9%	107 10%	153 11%	100 11%	136 13%	105 11%	133 12%	403 12%	31 9%	25 12%	14 11%
25-34	**784** 19%CEFGH VWe	391 20%	391 19%	- -	784 100%zCEF	- -	- -	50 12%	65 15%	201 19%G	334 25%zGHI	208 22%zN	188 19%	194 19%	194 17%	662 19%	65 19%	31 15%	26 22%
35-44	**687** 17%CDFGH ae	329 16%	357 17%	- -	- -	687 50%zCDF	- -	39 10%	51 12%	177 17%GH	307 23%zGHI	158 17%	189 19%	166 17%	173 15%	590 17%	50 15%	29 15%	18 15%
45-54	**678** 17%CDFTe	346 17%	331 16%	- -	- -	678 50%zCDF	- -	54 13%	67 15%	171 16%	277 20%zGHI	161 17%	159 16%	172 17%	186 16%	567 17%	67 19%Q	26 13%	18 15%
55-64	**640** 16%CDEOT e	297 15%	343 16%	- -	- -	- -	640 43%zCDE	54 13%	68 15%	194 19%zG	207 15%	142 15%	163 16%	143 14%	192 17%	502 15%	70 20%zO	46 23%zO	22 18%
65-74	**463** 11%BCDEJ Td	254 13%zB	209 10%	- -	- -	- -	463 31%zCDE	71 18%zIJ	73 17%zIJ	123 12%J	58 4%	100 11%	95 9%	126 13%	142 12%	384 11%	41 12%	26 13%	12 10%
75+	**377** 9%ACDEIJ d	142 7%	235 11%zA	- -	- -	- -	377 25%zCDE	75 18%zIJ	79 18%zIJ	67 6%J	22 2%	72 8%	84 8%	90 9%	131 11%zKL	328 10%	21 6%	19 9%	9 8%
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 4
Age. How old are you?
Base = All respondents

GfK

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
16-24	**473** **12%DEFhf**	38 **13%h**	90 10%	24 **16%h**	51 **13%h**	33 **16%h**	59 **12%h**	25 11%	10 5%	9 8%	22 **14%h**	43 12%	268 11%	186 13%	384 11%	32 9%
25-34	**784** **19%CEFGH VWe**	42 14%	227 **26%zSVWX bc**	26 17%	55 14%	27 13%	89 19%	47 **21%W**	33 18%	25 22%	25 16%	66 18%	659 **26%ze**	108 7%	655 19%	58 16%
35-44	**687** **17%CDFGH ae**	57 **19%a**	171 **20%zWac**	34 **23%Wac**	57 15%	26 12%	84 **18%a**	42 **19%a**	27 15%	9 8%	32 **21%a**	51 14%	582 **23%ze**	91 6%	595 17%	54 15%
45-54	**678** **17%CDFTe**	50 17%	117 14%	19 12%	70 18%	33 16%	86 18%	35 16%	39 21%	20 18%	29 18%	69 19%	544 **22%ze**	113 8%	567 16%	80 **22%zf**
55-64	**640** **16%CDEOT e**	43 14%	111 13%	18 12%	70 18%	41 **20%T**	63 13%	37 17%	23 12%	21 18%	20 13%	56 15%	414 16%	205 14%	563 16%	55 15%
65-74	**463** **11%BCDEJ Td**	30 10%	74 9%	17 11%	52 **13%T**	25 12%	57 12%	18 8%	21 11%	26 **23%zSTUW XYhbc**	17 11%	46 12%	51 2%	408 **28%zd**	395 11%	45 13%
75+	**377** **9%ACDEI Jd**	40 **13%Xa**	74 9%	12 8%	34 9%	27 **13%a**	35 7%	21 9%	35 **19%zTUVXY abc**	3 3%	11 7%	37 **10%a**	11 *	360 **24%zd**	330 9%	32 9%
Total mentions	**4101** *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 5
Postcode_TV Region. Which region do you live in?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
East of England	**298** **7%PQRTUV** **WXYhabc**	140 7%	157 7%	38 8%	42 5%	107 8%	112 8%	19 5%	34 8%	73 7%	108 8%	60 6%	83 8%	65 7%	90 8%	298 **9%zPQR**	- -	- -	- -
London	**864** **21%BFGHI** **NPQRSUVW** **XYhabceg**	460 **23%zB**	404 19%	90 19%	227 **29%zCEF**	288 21%	259 18%	66 16%	67 15%	170 16%	379 **28%zGHI**	254 **27%zLMN**	222 **22%N**	200 20%	188 16%	864 **25%zPQR**	- -	- -	- -
Midlands East	**151** **4%PQRSTV** **WXYhbc**	81 4%	71 3%	24 5%	26 3%	53 4%	48 3%	20 5%	12 3%	55 **5%zJ**	40 3%	34 4%	36 4%	31 3%	50 4%	151 **4%zPQR**	- -	- -	- -
Midlands West	**389** **9%DPQRS** **TUWXYha** **bcg**	191 10%	199 9%	51 **11%D**	55 7%	127 9%	156 **11%D**	35 9%	41 9%	96 9%	132 10%	75 8%	97 10%	125 **13%zKN**	92 8%	389 **11%zPQR**	- -	- -	- -
North East and Cumbria	**212** **5%DJPQRS** **TUVXYhbc** **d**	88 4%	124 6%	33 **7%DE**	27 3%	59 4%	93 **6%D**	24 6%	35 **8%zJ**	69 **7%zJ**	45 3%	41 4%	40 4%	44 4%	86 **7%zKLM**	212 **6%zPQR**	- -	- -	- -
North West	**473** **12%JPQRS** **TUVWYhab** **cg**	224 11%	248 12%	59 12%	89 11%	170 12%	155 10%	63 **16%zHJ**	42 9%	117 **11%J**	113 8%	98 10%	110 11%	109 11%	157 **14%zK**	473 **14%zPQR**	- -	- -	- -
Scotland	**344** **8%KLOQRS** **TUVWXYha** **bc**	169 8%	175 8%	31 7%	65 8%	117 9%	131 9%	37 9%	34 8%	86 8%	119 9%	64 7%	58 6%	95 **10%L**	127 **11%zKL**	- -	344 **100%zOQR**	- -	- -
South	**224** **5%PQRSTU** **VWXhabcf**	103 5%	121 6%	25 5%	47 6%	77 6%	76 5%	16 4%	32 7%	55 5%	84 6%	59 6%	65 6%	46 5%	55 5%	224 **7%zPQR**	- -	- -	- -
South East	**186** **5%CPQRST** **UVWXYbc**	84 4%	102 5%	10 2%	33 4%	66 **5%C**	78 **5%C**	12 3%	27 6%	39 4%	65 5%	38 4%	57 6%	50 5%	42 4%	186 **5%zPQR**	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 5
Postcode_TV Region. Which region do you live in?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
South West	113 3%JPQRST VWXYcf	54 3%	59 3%	9 2%	25 3%	29 2%	50 3%	16 4%J	12 3%	53 5%zJ	17 1%	23 2%	24 2%	33 3%	33 3%	113 3%zPQR	- -	- -	- -
Ulster	119 3%OPQSTV WXYcf	57 3%	62 3%	14 3%	26 3%	36 3%	43 3%	16 4%	22 5%zJ	37 4%	32 2%	22 2%	30 3%	28 3%	38 3%	- -	- -	- -	119 100%zOPQ
Wales	202 5%NOPRST UVWXYhbc f	107 5%	93 4%	25 5%	31 4%	55 4%	91 6%zE	22 5%	19 4%	53 5%	65 5%	52 6%	57 6%	52 5%	41 4%	- -	- -	202 100%zOPR	- -
West	157 4%PQRSTU VWXYhc	74 4%	83 4%	22 5%	25 3%	61 4%	49 3%	25 6%zI	19 4%	28 3%	62 5%I	34 4%	37 4%	34 3%	52 5%	157 5%zPQR	- -	- -	- -
Yorkshire and Lincolnshire	368 9%JPQRST UVWXYhab	167 8%	201 10%	43 9%	66 8%	120 9%	139 9%	35 9%	46 10%	110 11%J	98 7%	86 9%	97 10%	85 9%	100 9%	368 11%zPQR	- -	- -	- -
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 5
Postcode_TV Region. Which region do you live in?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
East of England	298 7%PQRTUVWXYhabc	298 100%zTUVWXYhabc	-	-	-	-	-	-	-	-	-	-	185 7%	111 8%	248 7%	39 11%zf
London	864 21%BFGHINPQRSUVWXYhabceg	-	864 100%zSUVWXYhabc	-	-	-	-	-	-	-	-	-	589 23%ze	253 17%	767 22%zg	29 8%
Midlands East	151 4%PQRSTVWXYhbc	-	-	151 100%zSTVWXYhabc	-	-	-	-	-	-	-	-	80 3%	71 5%zd	127 4%	15 4%
Midlands West	389 9%DPQRSTUWXYhabcg	-	-	-	389 100%zSTUWXYhabc	-	-	-	-	-	-	-	236 9%	142 10%	352 10%zg	22 6%
North East and Cumbria	212 5%DJPQRSTUVXYhbcd	-	-	-	-	212 100%zSTUVXYhabc	-	-	-	-	-	-	102 4%	103 7%zd	171 5%	25 7%
North West	473 12%JPQRSTUVWYhabcg	-	-	-	-	-	473 100%zSTUVWYhabc	-	-	-	-	-	295 12%	153 10%	434 12%zg	7 2%
Scotland	344 8%KLOQRSTUVWXYhabc	-	-	-	-	-	-	-	-	-	-	-	206 8%	130 9%	289 8%	40 11%
South	224 5%PQRSTUVVWXhabcf	-	-	-	-	-	-	224 100%zSTUVWXhabc	-	-	-	-	153 6%	69 5%	174 5%	33 9%zf
South East	186 5%CPQRSTUVWXYbc	-	-	-	-	-	-	-	186 100%zSTUVWXYabc	-	-	-	105 4%	81 5%	150 4%	11 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 5
Postcode_TV Region. Which region do you live in?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
South West	113 3%JPQRST VWXYcf	- -	- -	- -	- -	- -	- -	- -	- -	113 100%zSTUVW XYhbc	- -	- -	67 3%	43 3%	84 2%	17 5%zf
Ulster	119 3%OPQSTV WXYcf	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	63 2%	52 4%	87 2%	27 7%zf
Wales	202 5%NOPRST UVWXYhbc f	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	129 5%	70 5%	152 4%	39 11%zf
West	157 4%PQRSTU VWXYhc	- -	- -	- -	- -	- -	- -	- -	- -	- -	157 100%zSTUVW XYhac	- -	101 4%	54 4%	142 4%	12 3%
Yorkshire and Lincolnshire	368 9%JPQRST UVWXYhab	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	368 100%zSTUVW XYhab	216 9%	140 10%	312 9%	39 11%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 6
From_Interviewer_information. Which region do you live in?
Base = All F2F Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2098**	1011	1087	191	360	665	882	260	257	465	518	473	390	477	758	1567	177	174	180
WeightedBase	2584	1216	1368	183	427	792	1182	311	312	588	630	476	538	690	881	2175	219	130	59
EffectiveBase	1455	710	747	115	233	459	651	187	175	327	344	330	270	339	544	1161	134	128	143
North East	**110** **4%DJKPQR STVXcf**	40 3%	70 5%	9 5%	7 2%	25 3%	69 **6%zDE**	10 3%	26 **8%zGJ**	34 **6%J**	8 1%	10 2%	15 3%	33 5%	52 **6%zK**	110 **5%zPQR**	- -	- -	- -
North West	**312** **12%JPQRS TUVYhabc g**	155 13%	157 11%	30 17%	54 13%	94 12%	133 11%	52 **17%zHJ**	25 8%	65 11%	45 7%	52 11%	64 12%	74 11%	121 14%	312 **14%zPQR**	- -	- -	- -
Yorks and Humber	**198** **8%MPQRST UVXYhb**	93 8%	105 8%	15 8%	34 8%	59 7%	90 8%	26 8%	21 7%	41 7%	45 7%	43 **9%M**	48 9%	35 5%	73 8%	198 **9%zPQR**	- -	- -	- -
East Midlands	**183** **7%DPQRTW Xhb**	87 7%	96 7%	13 7%	17 4%	65 **8%D**	89 7%	23 8%	20 6%	66 **11%z**	49 8%	40 8%	38 7%	43 6%	62 7%	183 **8%zPQR**	- -	- -	- -
West Midlands	**238** **9%DNPQRS TUWXYhbc g**	115 9%	123 9%	17 9%	22 5%	79 **10%D**	120 **10%D**	25 8%	30 10%	43 7%	62 10%	41 9%	41 8%	91 **13%zLN**	64 7%	238 **11%zPQR**	- -	- -	- -
Eastern	**260** **10%PQRUVW XYbc**	113 9%	147 11%	15 8%	41 10%	79 10%	125 11%	30 10%	34 11%	58 10%	71 11%	40 8%	63 12%	73 11%	84 10%	260 **12%zPQR**	- -	- -	- -
London	**370** **14%FPQRS UVWXYhab ceg**	184 15%	186 14%	27 15%	96 **23%zEF**	114 14%	132 11%	31 10%	32 10%	69 12%	115 **18%zGHI**	95 **20%zMN**	84 16%	84 12%	107 12%	370 **17%zPQR**	- -	- -	- -
South East	**321** **12%GNPQR UVWXbcf**	141 12%	180 13%	21 12%	58 14%	105 13%	136 12%	24 8%	47 **15%G**	60 10%	98 **16%zGI**	60 13%	81 **15%N**	91 13%	89 10%	321 **15%zPQR**	- -	- -	- -
South West	**183** **7%PQRSTU VWXhc**	81 7%	102 7%	9 5%	32 8%	52 7%	89 8%	38 **12%zJ**	29 9%	55 **9%J**	31 5%	28 6%	35 7%	44 6%	76 9%	183 **8%zPQR**	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 6
From_Interviewer_information. Which region do you live in?
Base = All F2F Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**2584**	1216	1368	183	427	792	1182	311	312	588	630	476	538	690	881	2175	219	130	59
EffectiveBase	1455	710	747	115	233	459	651	187	175	327	344	330	270	339	544	1161	134	128	143
Wales	**130** **5%NOPRST VWXcf**	72 *6%*	58 *4%*	10 *5%*	19 *5%*	32 *4%*	70 *6%*	13 *4%*	15 *5%*	27 *5%*	38 *6%*	34 **7%N**	30 *6%*	39 *6%*	27 *3%*	- -	- -	130 **100%zOPR**	- -
Scotland	**219** **8%LOQRST UVWXYhbc**	108 *9%*	111 *8%*	11 *6%*	36 *8%*	70 *9%*	103 *9%*	28 *9%*	20 *6%*	52 *9%*	60 *9%*	28 *6%*	30 *6%*	63 *9%*	98 **11%zKL**	- -	219 **100%zOQR**	- -	- -
Northern Ireland	**59** **2%OT**	27 *2%*	32 *2%*	5 *3%*	10 *2%*	17 *2%*	27 *2%*	10 *3%*	14 **4%J**	18 *3%*	8 *1%*	6 *1%*	8 *2%*	17 *2%*	29 *3%*	- -	- -	- -	59 **100%zOPQ**
Total mentions	**2584** *100%*	1216 *100%*	1368 *100%*	183 *100%*	427 *100%*	792 *100%*	1182 *100%*	311 *100%*	312 *100%*	588 *100%*	630 *100%*	476 *100%*	538 *100%*	690 *100%*	881 *100%*	2175 *100%*	219 *100%*	130 *100%*	59 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 6
From_Interviewer_information. Which region do you live in?
Base = All F2F Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2098**	121	442	81	174	91	221	64	86	45	73	169	1002	1016	1810	202
WeightedBase	2584	190*	591	96*	247	130*	309	98*	125*	67*	96*	228	1399	1116	2258	212
EffectiveBase	1455	90	318	60	134	75	163	49	66	34	54	123	689	749	1268	131
North East	110 4%DJKPQR STVXcf	-	-	3 3%TV	-	103 80%zSTUVX Yhabc	4 1%T	-	-	-	-	-	45 3%	61 5%zd	87 4%	17 8%zf
North West	312 12%JPQRST UVYhabcg	-	-	-	-	7 5%STVc	305 99%zSTUVW Yhabc	-	-	-	-	-	167 12%	124 11%	289 13%zg	5 2%
Yorks and Humber	198 8%MPQRST UVXYhb	-	-	-	-	19 15%zSTUVX Yhab	-	-	-	*	-	179 79%zSTUVW XYhab	105 8%	83 7%	166 7%	27 13%zf
East Midlands	183 7%DPQRT WXhb	32 17%zTVWXY hab	-	93 97%zSTVWX Yhabc	10 4%TX	-	-	-	-	-	-	49 21%zTVWXY hab	85 6%	96 9%z	171 8%	12 6%
West Midlands	238 9%DNPQRS TUWXYhbc g	-	-	-	238 96%zSTUWX Yhabc	-	-	-	-	-	-	-	124 9%	107 10%	224 10%zg	9 4%
Eastern	260 10%PQRUV WXYbc	143 75%zTUVW XYhabc	104 18%zUVWXY abc	-	-	-	-	-	13 10%UVWXYb c	-	-	-	143 10%	117 10%	238 11%	19 9%
London	370 14%FPQRSU VWXYhabce g	-	370 63%zSUVWX Yhabc	-	-	-	-	-	-	-	-	-	222 16%e	133 12%	335 15%g	-
South East	321 12%GNPQRU VWXbcf	15 8%UVWXb c	117 20%zSUVWX abc	-	-	-	-	75 77%zSTUV WXabc	112 90%zSTUVW Xabc	2 3%VX	-	-	187 13%	132 12%	265 12%	31 15%
South West	183 7%PQRSTU VWXhc	-	-	-	-	-	-	23 23%zSTUVW Xhc	-	64 96%zSTU VWXYhc	96 100%zSTUVW XYhc	-	94 7%	87 8%	158 7%	23 11%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 6
From_Interviewer_information. Which region do you live in?
Base = All F2F Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**2584**	190*	591	96*	247	130*	309	98*	125*	67*	96*	228	1399	1116	2258	212
EffectiveBase	1455	90	318	60	134	75	163	49	66	34	54	123	689	749	1268	131
Wales	130	-	-	-	-	-	-	-	-	-	-	-	80	49	94	29
5%NOPRST VWXcf		-	-	-	-	-	-	-	-	-	-	-	6%	4%	4%	14%zf
Scotland	219	-	-	-	-	-	-	-	-	-	-	-	119	97	184	28
8%LOQRST UVWXYhbc		-	-	-	-	-	-	-	-	-	-	-	8%	9%	8%	13%z
Northern Ireland	59	-	-	-	-	-	-	-	-	-	-	-	29	29	46	12
2%OT		-	-	-	-	-	-	-	-	-	-	-	2%	3%	2%	6%zf
Total mentions	2584	190	591	96	247	130	309	98	125	67	96	228	1399	1116	2258	212
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 7
NATID. How would you describe your national identity?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
English	2648 65%DPQRT	1284 64%	1362 65%	312 66%	474 60%	882 65%	980 66%D	270 66%	300 68%	679 65%	883 65%	594 63%	662 65%	660 66%	731 63%	2576 75%zPQR	30 9%	36 18%PR	5 4%
Welsh	140 3%OPRSTV WXhc	77 4%	62 3%	19 4%	22 3%	36 3%	62 4%	14 3%	12 3%	39 4%	50 4%	43 5%zN	38 4%	30 3%	29 2%	22 1%	1 *	117 58%zOPR	-
Scottish	309 8%KLOQRS TUVWXYha bc	152 8%	156 7%	26 5%	55 7%	104 8%	123 8%	30 7%	30 7%	86 8%	104 8%	54 6%	53 5%	89 9%KL	113 10%zKL	44 1%	263 76%zOQR	* *	1 1%
Northern Irish	87 2%OPTVXc f	44 2%	42 2%	11 2%	21 3%	22 2%	33 2%	10 2%	16 4%	26 3%	24 2%	16 2%	26 3%	24 2%	21 2%	5 *	1 *	1 1%	79 67%zOPQ
British	740 18%HMNPV WYc	360 18%	379 18%	87 18%	145 18%	254 19%	254 17%	65 16%	57 13%	167 16%	268 20%HI	210 22%zMN	219 22%zMN	150 15%	161 14%	623 18%P	42 12%	56 28%zOPR	19 16%
Other	294 7%FJPQWa c	143 7%	150 7%	44 9%F	88 11%zEF	107 8%F	55 4%	29 7%	33 7%	77 7%	72 5%	55 6%	58 6%	63 6%	118 10%zKLM	259 8%PQ	14 4%	4 2%	18 15%zOPQ
Total mentions	4217 103%	2060 103%	2152 103%	499 105%	806 103%	1405 103%	1507 102%	418 103%	448 102%	1075 103%	1402 103%	972 103%	1056 104%	1016 102%	1173 102%	3529 103%	351 102%	214 106%	122 103%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 7
NATID. How would you describe your national identity?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
English	2648 65%DPQRT	235 79%zT	501 58%	118 78%zT	310 80%zT	202 95%zSTUVXYhbc	344 73%zT	184 82%zTX	143 76%zT	100 89%zTXh	126 80%zT	312 85%zTX	1617 64%	965 66%	2260 65%	211 59%
Welsh	140 3%OPRSTVWXhc	1 *	6 1%	2 1%	4 1%	-	3 1%	5 2%c	-	1 1%	1 1%	-	95 4%	42 3%	109 3%	22 6%zf
Scottish	309 8%KLOQRSTUVWXYhabc	6 2%	13 2%	-	4 1%	2 1%	8 2%	1 1%	2 1%	-	1 1%	7 2%	195 8%	107 7%	259 7%	30 9%
Northern Irish	87 2%OPTVXcf	* *	-	-	1 *	1 *	3 1%	-	1 1%	-	-	-	44 2%	40 3%	64 2%	17 5%zf
British	740 18%HMNPVWYc	49 16%W	258 30%zSUVWXYhabc	22 14%W	52 13%W	10 5%	93 20%VWYc	24 11%	33 18%W	19 17%W	19 12%W	43 12%W	461 18%	260 18%	633 18%	67 19%
Other	294 7%FJPQWac	22 7%Wa	112 13%zSVWXYac	13 8%Wa	25 6%W	3 1%	34 7%Wa	12 6%	14 8%Wa	1 1%	10 7%W	13 4%	194 8%	93 6%	256 7%	18 5%
Total mentions	4217 103%	314 105%	891 103%	154 102%	395 101%	218 103%	484 102%	227 101%	193 104%	121 107%	158 101%	376 102%	2607 103%	1507 102%	3581 103%	366 103%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
English / Welsh / Scottish / Northern Irish / British	3444 **84%DENOR TUVdf**	1667 83%	1774 85%	386 82%	605 77%	1099 81%	1354 92%zCDE	346 85%	386 87%	886 85%	1142 84%	787 84%	866 85%N	854 86%N	937 81%	2831 82%	325 94%zOR	194 96%zOR	94 79%
Irish	40 **1%IO**	17 1%	23 1%	3 1%	7 1%	16 1%	15 1%	5 1%	4 1%	4 *	13 1%	7 1%	9 1%	11 1%	13 1%	21 1%	1 *	- -	18 15%zOPQ
Gypsy or Irish traveller	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other White background	171 **4%FQVce**	81 4%	90 4%	17 4%F	61 8%zCEF	69 5%F	24 2%	12 3%	19 4%	54 5%	59 4%	37 4%	37 4%	39 4%	57 5%	155 5%Q	8 2%	2 1%	6 5%PQ
White and Black Caribbean	12 *	7 *	6 *	4 1%zF	3 *	3 *	2 *	1 *	* *	3 *	6 *	2 *	3 *	4 *	4 *	11 *	- -	1 *	* *
White and Black African	6 *	4 *	2 *	1 *	1 *	3 *	1 *	* *	* *	2 *	2 *	* *	1 *	2 *	3 *	6 *	- -	- -	- -
White and Asian	19 *F	9 *	9 *	6 1%zF	6 1%F	5 *	1 *	2 *	2 *	5 *	9 1%	6 1%	6 1%	4 *	3 *	17 *	1 *	1 *	- -
Other mixed heritage background	7 *	3 *	4 *	1 *	1 *	2 *	3 *	1 *	- -	1 *	1 *	1 *	3 *	* *	3 *	6 *	1 *	* *	- -
Indian	134 **3%IPQRSW Xcg**	73 4%	61 3%	14 3%	25 3%	55 4%	40 3%	12 3%	10 2%	19 2%	48 4%I	36 4%	22 2%	25 3%	51 4%zL	131 4%zPQR	1 *	2 1%	- -
Pakistani	61 **1%Fg**	36 2%	25 1%	13 3%zF	20 3%zF	20 1%	8 1%	8 2%	5 1%	17 2%	15 1%	15 2%	15 2%	10 1%	20 2%	58 2%Q	3 1%	- -	* *
Bangladeshi	29 **1%FLe**	19 1%	9 *	2 *	6 1%	18 1%zF	3 *	3 1%	3 1%	7 1%	12 1%	7 1%	1 *	14 1%zL	6 1%	29 1%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Chinese	**14** / *F	7 / *	7 / *	5 / 1%zF	3 / *	6 / *	1 / *	3 / 1%	1 / *	3 / *	4 / *	5 / 1%	6 / 1%	2 / *	1 / *	13 / *	1 / *	1 / *	- / -
Other Asian background	**29** / 1%	11 / 1%	17 / 1%	1 / *	7 / 1%	13 / 1%	8 / 1%	3 / 1%	4 / 1%	9 / 1%	4 / *	4 / *	5 / *	6 / 1%	14 / 1%z	27 / 1%	- / -	1 / *	* / *
African	**31** / 1%F	18 / 1%	13 / 1%	7 / 1%F	11 / 1%F	9 / 1%	4 / *	5 / 1%	3 / 1%	8 / 1%	9 / 1%	11 / 1%	6 / 1%	7 / 1%	8 / 1%	30 / 1%	1 / *	- / -	* / *
Caribbean	**22** / 1%	8 / *	14 / 1%	1 / *	3 / *	9 / 1%	9 / 1%	4 / 1%	1 / *	10 / 1%J	3 / *	3 / *	6 / 1%	7 / 1%	6 / 1%	21 / 1%	1 / *	* / *	- / -
Any other Black / African / Caribbean background	**4** / *	1 / *	2 / *	2 / *	* / *	1 / *	1 / *	* / *	1 / *	1 / *	* / *	* / *	3 / *	* / *	* / *	4 / *	* / *	- / -	- / -
Arab	**41** / 1%F	22 / 1%	19 / 1%	8 / 2%F	12 / 1%F	19 / 1%F	3 / *	- / -	2 / *	6 / 1%	15 / 1%	10 / 1%	5 / 1%	7 / 1%	19 / 2%zL	41 / 1%	- / -	* / *	- / -
Other ethnic background	**13** / *	5 / *	8 / *	2 / *	5 / 1%	5 / *	2 / *	2 / 1%	- / -	3 / *	4 / *	4 / *	4 / *	1 / *	3 / *	11 / *	2 / 1%	- / -	- / -
Prefer not to say	**23** / 1%F	9 / *	14 / 1%	1 / *	8 / 1%F	12 / 1%F	2 / *	- / -	1 / *	3 / *	12 / 1%	4 / *	14 / 1%zKMN	3 / *	2 / *	23 / 1%	- / -	- / -	- / -
Total mentions	**4101** / 100%	1999 / 100%	2099 / 100%	473 / 100%	784 / 100%	1365 / 100%	1480 / 100%	407 / 100%	441 / 100%	1040 / 100%	1358 / 100%	940 / 100%	1013 / 100%	996 / 100%	1152 / 100%	3436 / 100%	344 / 100%	202 / 100%	119 / 100%
White (Net)	**3656** / 89%CDEOT UVf	1766 / 88%	1887 / 90%	406 / 86%	674 / 86%	1184 / 87%	1393 / 94%zCDE	363 / 89%	409 / 93%z	943 / 91%	1214 / 89%	832 / 88%	913 / 90%	904 / 91%	1008 / 87%	3008 / 88%	334 / 97%zO	196 / 97%zO	118 / 99%zO
Mixed/multiple ethnic group (Net)	**44** / 1%F	23 / 1%	20 / 1%	12 / 3%zEF	11 / 1%	14 / 1%	7 / *	4 / 1%	2 / *	10 / 1%	18 / 1%	9 / 1%	12 / 1%	10 / 1%	13 / 1%	41 / 1%	1 / *	1 / 1%	* / *
Asian/Asian British (Net)	**266** / 6%FPQRSW Yag	147 / 7%	120 / 6%	35 / 7%F	61 / 8%F	112 / 8%zF	59 / 4%	29 / 7%	23 / 5%	56 / 5%	83 / 6%	67 / 7%	49 / 5%	57 / 6%	93 / 8%zL	258 / 8%zPQR	4 / 1%	4 / 2%	* / *

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Black/African/ Caribbean/Black British (Net)	57 *1%*	27 *1%*	30 *1%*	9 *2%*	14 *2%*	20 *1%*	14 *1%*	9 *2%*	5 *1%*	19 *2%*	12 *1%*	14 *1%*	15 *2%*	14 *1%*	14 *1%*	54 *2%*	2 *1%*	* *	* *
Other ethnic group (Net)	54 *1%F*	27 *1%*	27 *1%*	10 *2%F*	16 *2%F*	24 *2%F*	5 *	2 *1%*	2 *	9 *1%*	19 *1%*	14 *2%*	10 *1%*	8 *1%*	22 *2%*	52 *2%*	2 *1%*	* *	-
BAME (Net)	422 **10%FPQRS** **WYag**	224 *11%*	197 *9%*	66 **14%zF**	102 **13%zF**	169 **12%zF**	84 *6%*	43 *11%*	32 *7%*	94 *9%*	133 *10%*	104 *11%*	86 *9%*	89 *9%*	142 **12%zLM**	405 **12%zPQR**	10 *3%*	6 *3%*	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 8
ETHNICITY. What is your ethnic group?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
English / Welsh / Scottish / Northern Irish / British	3444 84%DENOR TUVdf	266 89%TUV	588 68%	116 77%	307 79%T	205 97%zSTUV XYhbc	395 83%T	202 90%zTUV	167 90%TUV	111 99%zSTUV XYhbc	140 90%TUV	334 91%zTUVX	2080 82%	1281 87%zd	2895 83%	337 95%zf
Irish	40 1%IO	7 2%zVc	7 1%	- -	1 *	- -	4 1%	2 1%	- -	- -	- -	- -	24 1%	15 1%	34 1%	4 1%
Gypsy or Irish traveller	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other White background	171 4%FQVce	12 4%	85 10%zSUVWX Yabc	4 3%	7 2%	4 2%	15 3%	10 4%	8 4%	- -	4 3%	6 2%	138 5%ze	32 2%	150 4%	10 3%
White and Black Caribbean	12 *	1 *	5 1%	* *	2 *	- -	1 *	1 *	* *	- -	2 1%	1 *	9 *	3 *	10 *	* *
White and Black African	6 *	- -	3 *	- -	* *	* *	1 *	* *	1 1%	- -	- -	- -	4 *	1 *	5 *	- -
White and Asian	19 *F	1 *	9 1%	* *	1 *	* *	1 *	2 1%	1 *	- -	1 *	2 *	13 1%	5 *	14 *	1 *
Other mixed heritage background	7 *	* *	* *	* *	* *	- -	5 1%zT	- -	- -	- -	- -	- -	2 *	5 *	7 *	- -
Indian	134 3%IPQRSW Xcg	1 *	45 5%zSWXY c	16 11%zSTWX Yhac	47 12%zSTWXY habc	- -	5 1%	2 1%	3 2%	1 1%	7 4%SWXc	3 1%	88 3%	45 3%	127 4%zg	3 1%
Pakistani	61 1%Fg	2 1%	18 2%	3 2%	9 2%	- -	14 3%zW	2 1%	- -	- -	- -	10 3%W	43 2%	17 1%	55 2%g	- -
Bangladeshi	29 1%FLe	1 *	12 1%	- -	5 1%	- -	10 2%z	- -	- -	- -	* *	1 *	23 1%	5 *	25 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 8
ETHNICITY. What is your ethnic group?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Chinese	14 *F	* *	7 1%	1 1%	1 *	1 *	1 *	1 1%	-	-	-	* *	6 *	7 1%	11 *	* *
Other Asian background	29 1%	1 *	7 1%	8 5%zSTVWX Ybc	-	-	6 1%	-	5 2%zV	* *	-	1 *	19 1%	9 1%	28 1%	-
African	31 1%F	1 *	17 2%zX	* *	2 1%	1 *	1 *	* *	* *	-	1 1%	6 2%	19 1%	12 1%	28 1%	1 *
Caribbean	22 1%	1 *	10 1%	-	2 1%	-	6 1%	* *	* *	-	1 *	1 *	14 1%	7 *	21 1%	-
Any other Black / African / Caribbean background	4 *	-	1 *	-	1 *	-	1 *	-	-	-	1 1%	-	2 *	1 *	4 *	-
Arab	41 1%F	-	30 4%zSVWXY c	1 1%	2 *	-	6 1%	-	* *	-	-	3 1%	19 1%	19 1%	41 1%z	-
Other ethnic background	13 *	* *	8 1%z	-	1 *	-	* *	-	* *	* *	-	* *	9 *	4 *	13 *	-
Prefer not to say	23 1%F	2 1%	13 2%z	1 *	1 *	1 *	2 *	2 1%	-	* *	-	-	17 1%	5 *	19 1%	* *
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
White (Net)	3656 89%CDEOT UVf	286 96%zTUVX	680 79%	120 79%	314 81%	209 99%zTUVX hbc	413 87%TUV	214 95%zTUVX	175 94%TUV	111 99%zTUVX	145 92%TUV	340 93%TUV	2242 89%	1327 90%	3079 88%	350 98%zf
Mixed/multiple ethnic group (Net)	44 1%F	2 1%	17 2%z	* *	3 1%	1 *	9 2%	3 1%	2 1%	-	2 1%	2 1%	28 1%	14 1%	36 1%	1 *
Asian/Asian British (Net)	266 6%FPQRSW Yag	6 2%	88 10%zSWYh ac	29 19%zSTWX Yhabc	62 16%zSTWXY habc	1 *	35 7%SWYa	5 2%	8 4%W	1 1%	7 4%W	15 4%W	180 7%	82 6%	248 7%zg	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 8
ETHNICITY. What is your ethnic group?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Black/African/ Caribbean/Black British (Net)	**57** **1%**	2 *1%*	27 **3%zY**	* *	6 *1%*	1 *	8 *2%*	1 *	1 *	- -	3 *2%*	7 *2%*	35 *1%*	19 *1%*	52 *1%*	1 *
Other ethnic group (Net)	**54** **1%F**	* *	38 **4%zSVWXY hbc**	1 *1%*	3 *1%*	- -	6 *1%*	- -	1 *	* *	- -	3 *1%*	27 *1%*	23 *2%*	54 **2%zg**	- -
BAME (Net)	**422** **10%FPQRSW Yag**	11 *4%*	171 **20%zSWXY habc**	31 **20%zSWXY habc**	74 **19%zSWXYh abc**	2 *1%*	58 **12%SWYa**	8 *4%*	11 **6%W**	1 *1%*	12 **8%Wa**	27 **7%Wa**	270 *11%*	139 *9%*	390 **11%zg**	5 *1%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 9
RELIGION. What is your religion?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
No religion	2052 50%BFKOR TXef	1054 53%zB	995 47%	329 70%zDEF	427 54%zF	741 54%zF	554 37%	201 50%	219 50%	527 51%	725 53%z	422 45%	502 50%	539 54%zK	588 51%K	1664 48%R	230 67%zOR	121 60%zOR	36 31%
Catholic	364 9%COSa	176 9%	188 9%	27 6%	83 11%C	122 9%	132 9%	32 8%	39 9%	99 9%	137 10%	101 11%zL	77 8%	82 8%	103 9%	279 8%	40 11%Q	12 6%	33 28%zOPQ
Church of England/ Scotland/Ireland	913 22%ACDEJ KPTd	394 20%	519 25%zA	36 8%	80 10%	227 17%CD	571 39%zCDE	102 25%J	120 27%zJ	251 24%J	235 17%	187 20%	239 24%	226 23%	261 23%	800 23%zP	48 14%	42 21%P	22 18%
Other Christian	205 5%AO	83 4%	122 6%A	18 4%	45 6%	54 4%	88 6%	17 4%	25 6%	60 6%	67 5%	55 6%	57 6%	47 5%	46 4%	152 4%	9 3%	20 10%zOP	24 20%zOPQ
Buddhist	10 *	4 *	6 *	1 *	2 *	5 *	2 *	* *	1 *	2 *	5 *	3 *	3 *	2 *	1 *	10 *	* *	* *	-
Hindu	76 2%PR	38 2%	39 2%	6 1%	21 3%	30 2%	20 1%	5 1%	5 1%	14 1%	33 2%	22 2%	16 2%	12 1%	26 2%	74 2%zPR	1 *	2 1%	-
Jewish	157 4%CHIMNP QRSVWhbc eg	65 3%	92 4%	9 2%	50 6%zCEF	54 4%	43 3%	11 3%	7 1%	16 2%	56 4%HI	72 8%zMN	56 6%zMN	13 1%	16 1%	152 4%zPQR	5 1%	1 *	-
Muslim	185 5%BFPQRS WYhg	109 5%zB	77 4%	37 8%zF	57 7%zF	73 5%F	19 1%	18 4%	18 4%	44 4%	58 4%	45 5%	35 3%	42 4%	64 6%	179 5%zPQR	4 1%	2 1%	* *
Sikh	75 2%BIPQRX	50 2%zB	25 1%	4 1%	8 1%	37 3%zCD	25 2%	10 3%I	3 1%	6 1%	31 2%I	19 2%	14 1%	15 2%	27 2%	75 2%zPQR	-	-	-
Any other religion	31 1%	10 1%	21 1%	2 *	6 1%	8 1%	15 1%	5 1%	2 *	14 1%	9 1%	6 1%	7 1%	8 1%	10 1%	26 1%	1 *	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 9
RELIGION. What is your religion?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Prefer not to say	41 1%Jf	21 1%	19 1%	5 1%	8 1%	16 1%	12 1%	6 2%	3 1%	9 1%	6 *	12 1%	7 1%	10 1%	11 1%	34 1%	6 2%	* *	1 1%
Total mentions	4108 100%	2004 100%	2101 100%	474 100%	787 100%	1367 100%	1480 100%	408 100%	442 100%	1041 100%	1363 100%	944 100%	1015 100%	997 100%	1153 100%	3443 100%	344 100%	202 100%	119 100%
Christian (Net)	1477 36%ACDEJ PTUYd	649 32%	828 39%zA	81 17%	205 26%C	401 29%C	790 53%zCDE	150 37%	183 42%zJ	409 39%zJ	436 32%	340 36%	373 37%	355 36%	409 35%	1226 36%P	97 28%	74 37%P	79 67%zOPQ
Non-Christian (Net)	2585 63%BFIRW e	1329 66%zB	1252 60%	388 82%zDEF	572 73%zF	947 69%zF	677 46%	251 62%	255 58%	622 60%	917 68%zHI	589 63%	633 62%	631 63%	732 64%	2177 63%R	242 70%zOR	127 63%R	38 32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 9
RELIGION. What is your religion?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
No religion	**2052** **50%BFKOR TXef**	175 **59%zTVWX**	345 40%	81 **53%TX**	173 44%	97 46%	192 41%	148 **66%zTUVW Xc**	101 **54%TX**	62 **55%TX**	97 **62%zTVWX**	192 **52%TX**	1355 **54%ze**	646 44%	1693 49%	208 **59%zf**
Catholic	**364** **9%COSa**	14 5%	82 **9%Sa**	7 5%	32 **8%a**	25 **12%SYa**	54 **11%SYa**	11 5%	16 8%	2 1%	9 6%	29 8%	244 10%	116 8%	314 9%	28 8%
Church of England/ Scotland/Ireland	**913** **22%ACDEJ KPTd**	78 **26%T**	156 18%	28 18%	91 23%	79 **37%zSTUV XYbc**	104 22%	44 20%	50 **27%T**	32 **29%T**	37 24%	101 **27%zT**	420 17%	472 **32%zd**	787 23%	87 24%
Other Christian	**205** **5%AO**	14 5%	37 4%	5 3%	20 5%	5 2%	22 5%	9 4%	7 3%	13 **12%zSTUWX Yhbc**	3 2%	17 5%	119 5%	79 5%	173 5%	19 5%
Buddhist	**10** *	- -	6 **1%z**	* *	1 *	* *	* *	1 *	* *	* *	- -	1 *	8 *	2 *	7 *	1 *
Hindu	**76** **2%PR**	9 **3%c**	22 3%	20 **13%zSTVWX Yhabc**	7 2%	2 1%	4 1%	2 1%	4 2%	- -	1 1%	2 1%	57 2%	19 1%	73 **2%z**	2 1%
Jewish	**157** **4%CHIMNP QRSVWhbc eg**	1 *	85 **10%zSUVWY habc**	1 1%	4 1%	- -	52 **11%zSUVWY habc**	3 1%	- -	- -	- -	4 1%	117 **5%ze**	34 2%	150 **4%zg**	1 *
Muslim	**185** **5%BFPQRS WYhg**	4 1%	83 **10%zSVWYh abc**	8 **5%SWh**	19 **5%SWYh**	1 *	37 **8%zSWYha**	2 1%	1 1%	- -	5 3%	19 **5%SWYh**	124 5%	55 4%	171 **5%zg**	2 1%
Sikh	**75** **2%BIPQRX**	1 *	31 **4%zSWXYc**	* *	39 **10%zSTUWX Yhabc**	- -	- -	- -	2 1%	- -	- -	1 *	52 2%	23 2%	71 2%	1 *
Any other religion	**31** **1%**	1 *	5 1%	- -	4 1%	2 1%	4 1%	2 1%	1 *	2 2%	3 2%	2 1%	16 1%	13 1%	27 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 9
RELIGION. What is your religion?
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Prefer not to say	41 1%Jf	1 *	14 2%	1 1%	1 *	2 1%	4 1%	2 1%	5 3%V	1 1%	1 1%	1 *	24 1%	14 1%	29 1%	4 1%
Total mentions	4108 100%	298 100%	866 100%	151 100%	391 100%	212 100%	474 100%	225 100%	187 100%	113 100%	157 100%	370 101%	2535 100%	1472 100%	3495 100%	356 100%
Christian (Net)	1477 36%ACDEJ PTUYd	105 35%	273 32%	40 27%	142 37%	109 51%zSTUV XYhbc	179 38%UY	64 28%	72 39%	47 42%UY	49 31%	145 40%TUY	778 31%	666 45%zd	1269 36%	133 37%
Non-Christian (Net)	2585 63%BFIRW e	192 64%W	578 67%zW	110 73%zWXha c	247 63%W	102 48%	290 61%W	159 71%zWhac	109 58%	64 57%	106 68%W	221 60%W	1727 68%ze	791 54%	2190 63%	219 61%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 10
A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Income Up to £10,000 (G)	Income £10,000-£14,999 (H)	Income £15,000-£29,999 (I)	Income £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Freeview - free TV via an aerial and set-top box or built into the TV set	**1887** **46%DEJhd**	931 *47%*	955 *45%*	197 *42%*	308 *39%*	569 *42%*	812 *55%zCDE*	228 *56%zIJ*	214 *49%*	467 *45%*	581 *43%*	427 *45%*	454 *45%*	439 *44%*	566 *49%z*	1578 *46%*	162 *47%*	90 *45%*	57 *48%*
Cable - Virgin Media	679 *17%GNQheg*	348 *17%*	330 *16%*	85 *18%*	110 *14%*	233 *17%*	251 *17%*	41 *10%*	64 *14%*	171 *16%G*	298 *22%GHI*	176 *19%zN*	185 *18%N*	173 *17%N*	145 *13%*	598 *17%zQ*	46 *13%*	19 *10%*	16 *14%*
Satellite - from Sky for a monthly subscription	1232 *30%FGNe*	614 *31%*	618 *29%*	127 *27%*	274 *35%zCF*	488 *36%zCF*	343 *23%*	60 *15%*	120 *27%G*	328 *32%G*	505 *37%zGHI*	311 *33%zN*	300 *30%*	307 *31%*	314 *27%*	1005 *29%*	109 *32%*	82 *41%zOPR*	36 *30%*
Freesat satellite TV - via a satellite dish but with no subscription	216 *5%*	114 *6%*	102 *5%*	22 *5%*	31 *4%*	76 *6%*	87 *6%*	22 *5%*	23 *5%*	58 *6%*	69 *5%*	56 *6%*	41 *4%*	55 *6%*	64 *6%*	170 *5%*	20 *6%*	20 *10%zOR*	6 *5%*
Satellite - from someone other than Sky	145 *4%Fc*	79 *4%*	66 *3%*	21 *5%F*	48 *6%zEF*	49 *4%F*	27 *2%*	11 *3%*	8 *2%*	37 *4%*	62 *5%zH*	32 *3%*	41 *4%*	29 *3%*	42 *4%*	129 *4%*	10 *3%*	4 *2%*	2 *1%*
BT TV (formerly BT Vision)	235 *6%BFHNe*	145 *7%zB*	90 *4%*	29 *6%*	67 *9%zEF*	79 *6%*	60 *4%*	19 *5%*	12 *3%*	47 *4%*	127 *9%zGHI*	78 *8%zMN*	73 *7%N*	45 *5%*	39 *3%*	185 *5%*	28 *8%*	10 *5%*	12 *10%zOQ*
TalkTalk TV	140 *3%E*	71 *4%*	69 *3%*	23 *5%E*	39 *5%zE*	34 *2%*	44 *3%*	8 *2%*	14 *3%*	39 *4%*	56 *4%*	37 *4%*	31 *3%*	36 *4%*	37 *3%*	119 *3%*	12 *3%*	5 *3%*	4 *3%*
EE TV	31 *1%FNe*	17 *1%*	15 *1%*	8 *2%zEF*	18 *2%zEF*	6 **F*	- *-*	4 *1%*	- *-*	3 ***	20 *1%zHI*	12 *1%N*	5 ***	13 *1%N*	2 ***	30 *1%*	1 ***	- *-*	* ***
NOW TV	207 *5%FGNhe*	90 *4%*	117 *6%*	47 *10%zEF*	73 *9%zEF*	64 *5%F*	24 *2%*	9 *2%*	18 *4%*	54 *5%G*	102 *8%zGH*	59 *6%N*	63 *6%N*	51 *5%N*	34 *3%*	178 *5%*	15 *4%*	9 *4%*	5 *5%*
YouView	84 *2%BFe*	57 *3%zB*	26 *1%*	13 *3%F*	22 *3%F*	32 *2%F*	17 *1%*	8 *2%*	5 *1%*	24 *2%*	41 *3%z*	31 *3%zMN*	25 *2%*	14 *1%*	15 *1%*	69 *2%*	10 *3%*	2 *1%*	3 *3%*
No TV in household	202 *5%FJMPce*	98 *5%*	104 *5%*	33 *7%zF*	67 *9%zEF*	70 *5%F*	31 *2%*	36 *9%zHIJ*	16 *4%*	38 *4%*	41 *3%*	47 *5%M*	70 *7%zM*	26 *3%*	58 *5%M*	182 *5%P*	5 *2%*	7 *3%*	7 *6%P*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 10
A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	50 *1%K*	25 *1%*	24 *1%*	14 *3%zDEF*	9 *1%*	16 *1%*	10 *1%*	11 *3%zIJ*	5 *1%*	7 *1%*	11 *1%*	5 *	20 *2%K*	10 *1%*	16 *1%*	41 *1%*	7 *2%*	* *	2 *1%*
Total mentions	5107 *125%*	2588 *129%*	2516 *120%*	620 *131%*	1066 *136%*	1715 *126%*	1706 *115%*	457 *112%*	498 *113%*	1272 *122%*	1915 *141%*	1270 *135%*	1306 *129%*	1198 *120%*	1332 *116%*	4283 *125%*	425 *123%*	250 *124%*	149 *126%*
Pay TV (Net)	2404 *59%FGHNX eg*	1191 *60%*	1211 *58%*	290 *61%F*	503 *64%zF*	872 *64%zF*	739 *50%*	144 *35%*	232 *53%G*	643 *62%zGH*	968 *71%zGHI*	607 *65%zLN*	598 *59%N*	610 *61%N*	590 *51%*	2009 *58%*	206 *60%*	123 *61%*	67 *57%*
Non Pay TV (Net)	2029 *49%CDEJd*	997 *50%*	1030 *49%*	208 *44%*	326 *42%*	625 *46%*	870 *59%zCDE*	249 *61%zHIJ*	233 *53%J*	509 *49%*	610 *45%*	454 *48%*	478 *47%*	481 *48%*	616 *53%zKL*	1693 *49%*	169 *49%*	107 *53%*	60 *51%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Freeview - free TV via an aerial and set-top box or built into the TV set	1887 46%DEJhd	142 47%h	390 45%h	60 40%	158 41%	100 47%h	243 51%zUVh	99 44%	64 34%	64 57%UVh	73 47%	183 50%Vh	1076 43%	772 52%zd	1596 46%	185 52%z
Cable - Virgin Media	679 17%GNQheg	43 14%	163 19%ha	33 22%ha	100 26%zSTWXhac	28 13%	70 15%	41 18%h	15 8%	9 8%	29 19%h	65 18%h	462 18%ze	203 14%	636 18%zg	5 1%
Satellite - from Sky for a monthly subscription	1232 30%FGNe	90 30%	252 29%	39 26%	103 27%	75 35%	132 28%	60 27%	71 38%VX	29 26%	41 26%	113 31%	858 34%ze	349 24%	1022 29%	124 35%
Freesat satellite TV - via a satellite dish but with no subscription	216 5%	15 5%	35 4%	6 4%	14 4%	13 6%	18 4%	8 4%	26 14%zSTUVWXYac	5 4%	12 7%	19 5%	130 5%	81 6%	172 5%	32 9%zf
Satellite - from someone other than Sky	145 4%Fc	9 3%	50 6%zXc	8 5%c	17 4%	8 4%	11 2%	10 5%c	4 2%	*	6 4%	5 1%	103 4%	41 3%	129 4%	9 2%
BT TV (formerly BT Vision)	235 6%BFHNe	16 5%	51 6%	8 5%	27 7%	8 4%	18 4%	14 6%	5 3%	8 7%	11 7%	21 6%	174 7%ze	58 4%	196 6%	24 7%
TalkTalk TV	140 3%E	9 3%	33 4%	3 2%	17 4%	11 5%c	21 5%	6 3%	6 3%	2 2%	5 3%	6 2%	92 4%	41 3%	128 4%	5 2%
EE TV	31 1%FNe	1 *	13 2%z	-	5 1%	3 2%	6 1%	1 *	-	-	-	2 *	30 1%ze	2 *	26 1%	2 *
NOW TV	207 5%FGNhe	11 4%	45 5%h	10 6%h	17 4%	10 5%	32 7%h	22 10%zSTVhc	2 1%	9 8%h	7 5%	13 4%	168 7%ze	38 3%	174 5%	16 4%
YouView	84 2%BFe	7 2%	22 2%	1 1%	5 1%	4 2%	14 3%	4 2%	2 1%	2 1%	1 1%	8 2%	62 2%e	20 1%	75 2%	5 1%
No TV in household	202 5%FJMPce	14 5%	70 8%zVWc	8 5%c	10 3%	7 3%	40 8%zVWc	12 5%c	6 3%	4 4%	7 5%	5 1%	139 6%e	51 3%	180 5%	10 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 10
A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	50 1%K	2 1%	7 1%	1 1%	9 2%	* *	13 3%zT	1 *	5 3%	2 1%	* *	2 *	28 1%	20 1%	39 1%	1 *
Total mentions	5107 125%	356 119%	1130 131%	177 117%	481 124%	268 126%	617 131%	278 124%	206 110%	135 119%	193 123%	442 120%	3321 131%	1677 114%	4374 125%	417 117%
Pay TV (Net)	2404 59%FGHNX eg	165 55%	499 58%	94 62%	258 66%zSTXh a	133 63%a	251 53%	139 62%	103 55%	54 48%	90 58%	222 60%	1638 65%ze	715 49%	2078 60%zg	172 48%
Non Pay TV (Net)	2029 49%CDEJd	152 51%	413 48%	64 42%	171 44%	108 51%	254 54%UV	106 47%	86 46%	69 61%TUV	78 50%	192 52%	1150 45%	836 57%zd	1705 49%	208 59%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 11
A0a. Do you have access to the internet at home?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Yes	**3611** **88%BFGHN WXe**	1790 **90%zB**	1817 *87%*	460 **97%zEF**	748 **95%zF**	1286 **94%zF**	1117 *75%*	263 *65%*	331 **75%G**	969 **93%zGH**	1336 **98%zGHI**	889 **95%zLMN**	930 **92%zN**	890 **89%N**	902 *78%*	3033 *88%*	296 *86%*	180 *89%*	101 *85%*
No	**490** **12%ACDEI JKLVd**	209 *10%*	281 **13%zA**	13 *3%*	35 *5%*	79 **6%C**	363 **25%zCDE**	144 **35%zHIJ**	110 **25%zIJ**	72 **7%J**	22 *2%*	50 *5%*	84 **8%K**	106 **11%K**	250 **22%zKLM**	403 *12%*	48 *14%*	22 *11%*	18 *15%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 11
A0a. Do you have access to the internet at home?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Yes	3611 88%BFGHN WXe	272 91%WXc	769 89%WX	134 88%	365 94%zTWXac	174 82%	396 84%	202 90%W	170 91%WX	97 86%	144 92%WX	310 84%	2419 96%ze	1103 75%	3062 88%	318 89%
No	490 12%ACDEIJ KLVd	26 9%	95 11%V	18 12%	24 6%	38 18%zSTVYhb	77 16%zSTVhb	23 10%	16 9%	15 14%V	12 8%	57 16%SV	109 4%	368 25%zd	425 12%	38 11%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 12
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents with access to the internet at home

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3584**	1777	1801	546	738	1294	1006	273	341	965	1388	1107	832	742	903	2730	314	298	242
WeightedBase	3446	1708	1734	430	695	1227	1093	236	316	931	1309	852	869	867	857	2885	291	174	95
EffectiveBase	2423	1234	1187	369	504	891	683	183	224	661	948	780	583	503	623	1924	222	211	185
Smart TV (i.e. a TV with built-in video streaming apps)	**1149** **33%BFGHN Ue**	610 **36%zB**	539 *31%*	158 **37%F**	290 **42%zEF**	442 **36%F**	260 *24%*	53 *23%*	79 *25%*	305 **33%GH**	567 **43%zGHI**	351 **41%zLMN**	286 *33%*	272 *31%*	239 *28%*	957 *33%*	102 *35%*	59 *34%*	31 *32%*
Apple TV	**162** **5%BFGHIN e**	99 **6%zB**	63 *4%*	29 **7%F**	55 **8%zEF**	62 **5%F**	17 *2%*	3 *1%*	5 *2%*	30 *3%*	99 **8%zGHI**	57 **7%zMN**	54 **6%MN**	30 *3%*	21 *2%*	134 *5%*	15 *5%*	10 *6%*	4 *4%*
Amazon Fire	**475** **14%FHNe**	256 *15%*	218 *13%*	81 **19%zF**	135 **19%zF**	192 **16%zF**	66 *6%*	22 *9%*	27 *9%*	116 *13%*	252 **19%zGHI**	147 **17%zMN**	138 **16%MN**	100 *12%*	89 *10%*	384 *13%*	44 *15%*	27 *16%*	18 **19%zO**
Google Chromecast	**240** **7%BFGNSe**	145 **9%zB**	95 *5%*	39 **9%F**	66 **10%zF**	94 **8%F**	41 *4%*	6 *3%*	13 *4%*	69 **7%G**	133 **10%zGH**	77 **9%zMN**	70 **8%N**	51 *6%*	42 *5%*	191 *7%*	24 *8%*	14 *8%*	11 **12%zO**
Games console	**578** **17%BFHNe**	350 **20%zB**	227 *13%*	169 **39%zDEF**	178 **26%zEF**	200 **16%F**	32 *3%*	32 *13%*	28 *9%*	146 **16%H**	283 **22%zGHI**	166 **20%zN**	169 **19%zN**	133 *15%*	110 *13%*	488 *17%*	43 *15%*	28 *16%*	19 *20%*
Freeview - free TV via an aerial and set-top box or built into the TV set	**596** **17%BSe**	326 **19%zB**	271 *16%*	70 *16%*	128 *18%*	221 *18%*	177 *16%*	37 *16%*	43 *14%*	168 *18%*	258 **20%zH**	165 *19%*	152 *18%*	142 *16%*	136 *16%*	499 *17%*	53 *18%*	31 *18%*	14 *14%*
Cable - Virgin Media	**342** **10%DGNQe g**	171 *10%*	170 *10%*	41 *9%*	52 *7%*	132 **11%D**	116 *11%*	12 *5%*	24 *7%*	90 *10%*	175 **13%zGHI**	103 **12%zN**	94 **11%N**	83 *10%*	62 *7%*	301 **10%Q**	24 *8%*	9 *5%*	7 *7%*
Satellite - from Sky for a monthly subscription	**674** **20%CFGNe**	337 *20%*	337 *19%*	63 *15%*	126 *18%*	302 **25%zCDF**	182 *17%*	23 *10%*	48 *15%*	196 **21%G**	322 **25%zGH**	203 **24%zMN**	184 **21%N**	150 *17%*	137 *16%*	551 *19%*	64 *22%*	41 *24%*	17 *18%*
Freesat satellite TV - via a satellite dish but with no subscription	**93** **3%DV**	52 *3%*	41 *2%*	11 *3%*	8 *1%*	42 **3%D**	32 **3%D**	4 *2%*	7 *2%*	31 *3%*	36 *3%*	29 *3%*	19 *2%*	25 *3%*	20 *2%*	69 *2%*	10 *4%*	10 **6%zO**	3 *3%*
Satellite - from someone other than Sky	**43** **1%Fe**	24 *1%*	19 *1%*	7 **2%F**	18 **3%zF**	16 **1%F**	1 ***	4 *2%*	-	7 *1%*	28 **2%HI**	13 *1%*	11 *1%*	12 *1%*	7 *1%*	40 *1%*	1 ***	1 *1%*	1 *1%*
BT TV (formerly BT Vision)	**153** **4%BNe**	96 **6%zB**	58 *3%*	16 *4%*	41 **6%F**	60 *5%*	36 *3%*	12 *5%*	7 *2%*	33 *4%*	87 **7%zHI**	49 **6%zN**	49 **6%N**	36 *4%*	20 *2%*	117 *4%*	23 **8%zO**	6 *4%*	7 **7%zO**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 12
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents with access to the internet at home

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3446	1708	1734	430	695	1227	1093	236	316	931	1309	852	869	867	857	2885	291	174	95
EffectiveBase	2423	1234	1187	369	504	891	683	183	224	661	948	780	583	503	623	1924	222	211	185
TalkTalk TV	84 2%Eeg	44 3%	40 2%	14 3%E	22 3%	20 2%	28 3%	6 2%	7 2%	23 2%	39 3%	25 3%	18 2%	21 2%	19 2%	68 2%	9 3%	4 2%	2 2%
EE TV	19 1%Ne	10 1%	9 1%	1 *	11 2%zEF	6 *	- -	- -	- -	2 *	13 1%z	7 1%N	4 *	8 1%N	* *	18 1%	- -	- -	* *
NOW TV	154 4%AFNe	61 4%	94 5%zA	38 9%zEF	46 7%zEF	52 4%F	19 2%	6 3%	13 4%	46 5%	77 6%z	43 5%N	54 6%zN	35 4%	23 3%	134 5%	10 3%	7 4%	4 4%
YouView	59 2%e	37 2%	22 1%	7 2%	18 3%	20 2%	14 1%	3 1%	5 2%	17 2%	31 2%	23 3%zM	15 2%	10 1%	11 1%	47 2%	8 3%	2 1%	2 2%
Laptop, netbook, tablet or smartphone	1616 47%FGHNQ Seg	806 47%	808 47%	272 63%zDEF	389 56%zEF	595 49%F	360 33%	86 37%	125 40%	445 48%GH	697 53%zGHI	437 51%zN	422 49%N	396 46%	361 42%	1376 48%Q	137 47%Q	62 36%	42 44%
Other device connected to the TV	54 2%O	33 2%	21 1%	7 2%	10 1%	19 2%	19 2%	2 1%	7 2%	14 2%	24 2%	15 2%	19 2%	8 1%	12 1%	38 1%	10 4%zO	4 2%	2 2%
None of these	526 15%CDJKPd	244 14%	281 16%	27 6%	52 7%	165 13%CD	283 26%zCDE	71 30%zHIJ	64 20%zJ	139 15%J	97 7%	80 9%	132 15%K	142 16%K	172 20%zKL	449 16%P	30 10%	30 17%P	17 18%P
Don't know	30 1%K	18 1%	12 1%	5 1%	7 1%	7 1%	11 1%	1 *	1 *	3 *	10 1%	3 *	6 1%	10 1%	11 1%	23 1%	3 1%	3 2%	1 1%
Total mentions	7046 204%	3718 218%	3323 192%	1057 246%	1652 238%	2645 216%	1692 155%	383 162%	505 160%	1880 202%	3228 247%	1994 234%	1896 218%	1664 192%	1492 174%	5884 204%	610 210%	350 201%	202 213%
Connected TV Viewing (Net)	2890 84%FGNeg	1447 85%	1441 83%	399 93%zEF	636 91%zEF	1056 86%zF	800 73%	164 70%	251 79%G	789 85%G	1201 92%zGHI	770 90%zLMN	731 84%N	715 82%	674 79%	2413 84%	258 89%zOQR	142 81%	76 80%
Non-connected TV Viewing (Net)	526 15%CDJKPd	244 14%	281 16%	27 6%	52 7%	165 13%CD	283 26%zCDE	71 30%zHIJ	64 20%zJ	139 15%J	97 7%	80 9%	132 15%K	142 16%K	172 20%zKL	449 16%P	30 10%	30 17%P	17 18%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 12

A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?

Base = All respondents with access to the internet at home

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**3584**	225	681	133	328	165	359	187	144	86	123	299	2171	1295	2988	352
WeightedBase	**3446**	261	713	127*	357	169	369	190	164	93*	137*	305	2297	1067	2916	308
EffectiveBase	**2423**	153	467	100	231	125	252	139	103	61	91	212	1491	887	2030	242
Smart TV (i.e. a TV with built-in video streaming apps)	**1149** **33%BFGHNUe**	72 *28%*	245 **34%U**	27 *22%*	123 **35%U**	73 *43%zSUhc*	129 **35%U**	70 **37%U**	46 *28%*	27 *29%*	45 *33%*	98 *32%*	890 **39%ze**	236 *22%*	991 *34%*	92 *30%*
Apple TV	**162** **5%BFGHINe**	8 *3%*	57 **8%zSUWXYh**	1 *1%*	18 *5%*	4 *2%*	15 *4%*	3 *2%*	3 *2%*	3 *4%*	6 *4%*	15 *5%*	139 **6%ze**	20 *2%*	134 *5%*	11 *4%*
Amazon Fire	**475** **14%FHNe**	23 *9%*	90 *13%*	13 *10%*	36 *10%*	22 *13%*	54 *15%*	29 *15%*	29 **18%S**	12 *12%*	23 *17%*	54 **18%SV**	379 **17%ze**	88 *8%*	399 *14%*	40 *13%*
Google Chromecast	**240** **7%BFGNSe**	5 *2%*	59 **8%S**	10 **8%S**	28 **8%S**	11 **7%S**	19 *5%*	16 **8%S**	5 *3%*	7 **7%S**	11 **8%S**	21 **7%S**	185 **8%ze**	52 *5%*	202 *7%*	18 *6%*
Games console	**578** **17%BFHNe**	33 *13%*	119 *17%*	20 *16%*	60 *17%*	32 *19%*	67 *18%*	48 **25%zSTVhc**	22 *13%*	18 *19%*	20 *15%*	49 *16%*	464 **20%ze**	101 *9%*	478 *16%*	54 *18%*
Freeview - free TV via an aerial and set-top box or built into the TV set	**596** **17%BSe**	27 *10%*	120 *17%*	14 *11%*	66 **18%S**	25 *15%*	74 **20%S**	38 **20%S**	23 *14%*	24 **25%SU**	34 **25%SU**	56 **18%S**	424 **18%e**	160 *15%*	504 *17%*	56 *18%*
Cable - Virgin Media	**342** **10%DGNQeg**	24 *9%*	85 **12%a**	8 *7%*	40 *11%*	14 *8%*	34 *9%*	25 **13%a**	10 *6%*	3 *3%*	13 *10%*	45 **15%zUha**	253 **11%ze**	82 *8%*	324 **11%zg**	2 ***
Satellite - from Sky for a monthly subscription	**674** **20%CFGNe**	48 *18%*	128 *18%*	23 *18%*	61 *17%*	46 **27%zTV**	76 *21%*	33 *18%*	39 *24%*	14 *15%*	24 *17%*	60 *19%*	487 **21%ze**	176 *16%*	565 *19%*	74 *24%*
Freesat satellite TV - via a satellite dish but with no subscription	**93** **3%DV**	5 *2%*	18 *2%*	1 *1%*	3 *1%*	5 *3%*	6 *2%*	3 *1%*	11 **7%zTUVXY**	1 *1%*	8 **6%VX**	8 *3%*	69 *3%*	24 *2%*	71 *2%*	17 **5%zf**
Satellite - from someone other than Sky	**43** **1%Fe**	4 *2%*	19 **3%z**	1 *1%*	6 *2%*	1 ***	5 *1%*	1 *1%*	- -	- -	1 *1%*	2 *1%*	37 **2%e**	6 *1%*	39 *1%*	3 *1%*
BT TV (formerly BT Vision)	**153** **4%BNe**	11 *4%*	31 *4%*	4 *3%*	16 *5%*	4 *3%*	10 *3%*	9 *5%*	4 *2%*	4 *4%*	10 *7%*	15 *5%*	120 **5%ze**	30 *3%*	126 *4%*	21 *7%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 12
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents with access to the internet at home

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**3446**	261	713	127*	357	169	369	190	164	93*	137*	305	2297	1067	2916	308
EffectiveBase	2423	153	467	100	231	125	252	139	103	61	91	212	1491	887	2030	242
TalkTalk TV	84	3	16	2	11	6	15	4	3	2	3	5	65	17	78	2
	2%Eeg	1%	2%	2%	3%	3%	4%	2%	2%	2%	2%	2%	3%	2%	**3%g**	1%
EE TV	19	-	8	-	2	3	5	-	-	-	-	1	18	*	15	*
	1%Ne	-	1%	-	1%	2%	1%	-	-	-	-	*	**1%ze**	*	1%	*
NOW TV	154	8	34	9	14	7	24	14	2	7	5	8	131	23	129	13
	4%AFNe	3%	5%	**7%h**	4%	4%	**7%h**	**7%hc**	1%	**7%h**	4%	3%	**6%ze**	2%	4%	4%
YouView	59	3	17	1	3	3	10	3	1	2	-	4	47	11	53	4
	2%e	1%	2%	1%	1%	2%	3%	2%	1%	2%	-	1%	2%	1%	2%	1%
Laptop, netbook, tablet or smartphone	1616	96	370	62	189	69	185	91	64	37	62	150	1168	414	1387	124
	47%FGHNQ Seg	37%	**52%zSWh**	49%	**53%SWh**	41%	**50%S**	48%	39%	40%	45%	**49%S**	**51%ze**	39%	**48%g**	40%
Other device connected to the TV	54	2	9	2	3	3	8	5	2	1	3	2	37	16	49	3
	2%O	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%
None of these	526	53	111	20	52	31	50	31	29	16	20	36	240	272	434	64
	15%CDJKP d	**20%c**	16%	15%	15%	18%	13%	16%	18%	18%	14%	12%	10%	**25%zd**	15%	**21%zf**
Don't know	30	2	2	1	-	-	5	4	5	-	1	4	20	8	24	4
	1%K	1%	*	1%	-	-	1%	**2%TV**	**3%zTV**	-	1%	1%	1%	1%	1%	1%
Total mentions	7046	427	1536	220	730	360	791	426	297	176	288	633	5172	1735	6001	599
	204%	164%	216%	174%	204%	214%	214%	224%	181%	188%	210%	207%	225%	163%	206%	194%
Connected TV Viewing (Net)	2890	206	600	106	305	138	315	156	130	77	116	265	2037	787	2459	241
	84%FGNeg	79%	84%	84%	85%	82%	85%	82%	79%	82%	85%	87%	**89%ze**	74%	**84%g**	78%
Non-connected TV Viewing (Net)	526	53	111	20	52	31	50	31	29	16	20	36	240	272	434	64
	15%CDJKP d	**20%c**	16%	15%	15%	18%	13%	16%	18%	18%	14%	12%	10%	**25%zd**	15%	**21%zf**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 13
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Smart TV (i.e. a TV with built-in video streaming apps)	**1149** **28%BFGHN Ue**	610 **31%zB**	539 26%	158 **33%zF**	290 **37%F**	442 **32%F**	260 18%	53 13%	79 18%	305 **29%GH**	567 **42%zGHI**	351 **37%zLMN**	286 **28%N**	272 **27%N**	239 21%	957 28%	102 30%	59 29%	31 26%
Apple TV	**162** **4%BFGHNe**	99 **5%zB**	63 3%	29 **6%zF**	55 **7%zEF**	62 **5%F**	17 1%	3 1%	5 1%	30 3%	99 **7%zGHI**	57 **6%zMN**	54 **5%zMN**	30 3%	21 2%	134 4%	15 4%	10 5%	4 3%
Amazon Fire	**475** **12%FGHNe**	256 **13%zB**	218 10%	81 **17%zF**	135 **17%zF**	192 **14%zF**	66 4%	22 5%	27 6%	116 **11%GH**	252 **19%zGHI**	147 **16%zMN**	138 **14%N**	100 10%	89 8%	384 11%	44 13%	27 14%	18 **15%O**
Google Chromecast	**240** **6%BFGHNS e**	145 **7%zB**	95 5%	39 **8%zF**	66 **8%zF**	94 **7%F**	41 3%	6 2%	13 3%	69 **7%GH**	133 **10%zGHI**	77 **8%zMN**	70 **7%N**	51 5%	42 4%	191 6%	24 7%	14 7%	11 **9%zO**
Games console	**578** **14%BFGHN e**	350 **18%zB**	227 11%	169 **36%zDEF**	178 **23%zEF**	200 **15%F**	32 2%	32 8%	28 6%	146 **14%GH**	283 **21%zGHI**	166 **18%zMN**	169 **17%zN**	133 **13%N**	110 10%	488 14%	43 12%	28 14%	19 16%
Freeview - free TV via an aerial and set-top box or built into the TV set	**596** **15%BFGHN Se**	326 **16%zB**	271 13%	70 15%	128 **16%F**	221 **16%F**	177 12%	37 9%	43 10%	168 **16%GH**	258 **19%GH**	165 **18%zN**	152 15%	142 14%	136 12%	499 15%	53 15%	31 15%	14 11%
Cable - Virgin Media	**342** **8%GNQeg**	171 9%	170 8%	41 9%	52 7%	132 **10%D**	116 8%	12 3%	24 5%	90 **9%G**	175 **13%zGHI**	103 **11%zN**	94 **9%N**	83 **8%N**	62 5%	301 **9%Q**	24 7%	9 4%	7 6%
Satellite - from Sky for a monthly subscription	**674** **16%FGHNe**	337 17%	337 16%	63 13%	126 **16%F**	302 **22%zCDF**	182 12%	23 6%	48 **11%G**	196 **19%zGH**	322 **24%zGHI**	203 **22%zMN**	184 **18%N**	150 15%	137 12%	551 16%	64 19%	41 21%	17 14%
Freesat satellite TV - via a satellite dish but with no subscription	**93** **2%De**	52 3%	41 2%	11 2%	8 1%	42 **3%D**	32 2%	4 1%	7 2%	31 3%	36 3%	29 3%	19 2%	25 3%	20 2%	69 2%	10 3%	10 **5%zO**	3 3%
Satellite - from someone other than Sky	**43** **1%Fe**	24 1%	19 1%	7 **2%F**	18 **2%zF**	16 **1%F**	1 *	4 1%	- -	7 1%	28 **2%zHI**	13 1%	11 1%	12 1%	7 1%	40 1%	1 *	1 1%	1 1%
BT TV (formerly BT Vision)	**153** **4%BFHNe**	96 **5%zB**	58 3%	16 3%	41 **5%F**	60 **4%F**	36 2%	12 3%	7 2%	33 3%	87 **6%zGHI**	49 **5%zN**	49 **5%N**	36 **4%N**	20 2%	117 3%	23 **7%zO**	6 3%	7 **6%O**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
TalkTalk TV	**84** *2%eg*	44 *2%*	40 *2%*	14 *3%E*	22 *3%*	20 *1%*	28 *2%*	6 *1%*	7 *2%*	23 *2%*	39 *3%z*	25 *3%*	18 *2%*	21 *2%*	19 *2%*	68 *2%*	9 *3%*	4 *2%*	2 *2%*
EE TV	**19** **FNe*	10 ***	9 ***	1 ***	11 *1%zEF*	6 **F*	- -	- -	- -	2 ***	13 *1%z*	7 *1%N*	4 ***	8 *1%N*	***	18 *1%*	- -	- -	***
NOW TV	**154** *4%AFGNe*	61 *3%*	94 *4%A*	38 *8%zEF*	46 *6%zF*	52 *4%F*	19 *1%*	6 *1%*	13 *3%*	46 *4%G*	77 *6%zG*	43 *5%N*	54 *5%zN*	35 *3%*	23 *2%*	134 *4%*	10 *3%*	7 *4%*	4 *3%*
YouView	**59** *1%e*	37 *2%*	22 *1%*	7 *2%*	18 *2%F*	20 *1%*	14 *1%*	3 *1%*	5 *1%*	17 *2%*	31 *2%z*	23 *2%zMN*	15 *1%*	10 *1%*	11 *1%*	47 *1%*	8 *2%*	2 *1%*	2 *2%*
Laptop, netbook, tablet or smartphone	**1616** *39%FGHNQSe*	806 *40%*	808 *38%*	272 *58%zDEF*	389 *50%zEF*	595 *44%zF*	360 *24%*	86 *21%*	125 *28%G*	445 *43%zGH*	697 *51%zGHI*	437 *46%zMN*	422 *42%N*	396 *40%N*	361 *31%*	1376 *40%Q*	137 *40%Q*	62 *31%*	42 *35%*
Other device connected to the TV	**54** *1%O*	33 *2%*	21 *1%*	7 *1%*	10 *1%*	19 *1%*	19 *1%*	2 ***	7 *2%*	14 *1%*	24 *2%*	15 *2%*	19 *2%*	8 *1%*	12 *1%*	38 *1%*	10 *3%zO*	4 *2%*	2 *2%*
None of these	**526** *13%CDJKPd*	244 *12%*	281 *13%*	27 *6%*	52 *7%*	165 *12%CD*	283 *19%zCDE*	71 *17%zJ*	64 *15%J*	139 *13%J*	97 *7%*	80 *8%*	132 *13%K*	142 *14%K*	172 *15%zK*	449 *13%P*	30 *9%*	30 *15%P*	17 *14%P*
Don't know	**30** *1%*	18 *1%*	12 *1%*	5 *1%*	7 *1%*	7 *1%*	11 *1%*	1 ***	1 ***	3 ***	10 *1%*	3 ***	6 *1%*	10 *1%*	11 *1%*	23 *1%*	3 *1%*	3 *1%*	1 *1%*
No internet (A0a)	**490** *12%ACDEIJKLVd*	209 *10%*	281 *13%zA*	13 *3%*	35 *5%*	79 *6%C*	363 *25%zCDE*	144 *35%zHIJ*	110 *25%zIJ*	72 *7%J*	22 *2%*	50 *5%*	84 *8%K*	106 *11%K*	250 *22%zKLM*	403 *12%*	48 *14%*	22 *11%*	18 *15%*
Don't know if have internet (A0a)	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No TV in household (A0)	**202** *5%FJMPce*	98 *5%*	104 *5%*	33 *7%zF*	67 *9%zEF*	70 *5%F*	31 *2%*	36 *9%zHIJ*	16 *4%*	38 *4%*	41 *3%*	47 *5%M*	70 *7%zM*	26 *3%*	58 *5%M*	182 *5%P*	5 *2%*	7 *3%*	7 *6%P*
Total mentions	**7738** *189%*	4025 *201%*	3708 *177%*	1103 *233%*	1755 *224%*	2794 *205%*	2086 *141%*	563 *138%*	631 *143%*	1989 *191%*	3291 *242%*	2092 *223%*	2050 *202%*	1797 *180%*	1800 *156%*	6469 *188%*	663 *193%*	378 *187%*	227 *191%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Connected TV Viewing (Net)	2890 70%BFGHN Re	1447 72%zB	1441 69%	399 84%zEF	636 81%zF	1056 77%zF	800 54%	164 40%	251 57%G	789 76%zGH	1201 88%zGHI	770 82%zLMN	731 72%N	715 72%N	674 59%	2413 70%	258 75%R	142 70%	76 64%
Non-connected TV Viewing (Net)	1181 29%ACDEI JKVd	535 27%	645 31%zA	69 15%	141 18%	302 22%C	669 45%zCDE	242 59%zHIJ	189 43%zIJ	248 24%J	147 11%	167 18%	276 27%K	271 27%K	466 40%zKLM	1000 29%	83 24%	57 28%	41 35%zP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 13
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Smart TV (i.e. a TV with built-in video streaming apps)	**1149 28%BFGHNUe**	72 24%	245 **28%U**	27 18%	123 **32%U**	73 **35%SU**	129 27%	70 **31%U**	46 25%	27 24%	45 29%	98 27%	890 **35%ze**	236 16%	991 28%	92 26%
Apple TV	**162 4%BFGHNe**	8 3%	57 **7%zUWXYh**	1 1%	18 5%	4 2%	15 3%	3 1%	3 2%	3 3%	6 4%	15 4%	139 **5%ze**	20 1%	134 4%	11 3%
Amazon Fire	**475 12%FGHNe**	23 8%	90 10%	13 9%	36 9%	22 10%	54 11%	29 13%	29 **16%S**	12 10%	23 15%	54 **15%S**	379 **15%ze**	88 6%	399 11%	40 11%
Google Chromecast	**240 6%BFGHNSe**	5 2%	59 **7%S**	10 **6%S**	28 **7%S**	11 5%	19 4%	16 **7%S**	5 3%	7 6%	11 **7%S**	21 **6%S**	185 **7%ze**	52 4%	202 6%	18 5%
Games console	**578 14%BFGHNe**	33 11%	119 14%	20 13%	60 15%	32 15%	67 14%	48 **21%zSThc**	22 12%	18 16%	20 13%	49 13%	464 **18%ze**	101 7%	478 14%	54 15%
Freeview - free TV via an aerial and set-top box or built into the TV set	**596 15%BFGHNSe**	27 9%	120 14%	14 10%	66 **17%S**	25 12%	74 **16%S**	38 **17%S**	23 12%	24 **21%SU**	34 **21%zSTUW**	56 15%	424 **17%ze**	160 11%	504 14%	56 16%
Cable - Virgin Media	**342 8%GNQeg**	24 8%	85 **10%a**	8 6%	40 **10%a**	14 7%	34 7%	25 **11%a**	10 5%	3 3%	13 8%	45 **12%zha**	253 **10%ze**	82 6%	324 **9%zg**	2 *
Satellite - from Sky for a monthly subscription	**674 16%FGHNe**	48 16%	128 15%	23 15%	61 16%	46 **22%T**	76 16%	33 15%	39 21%	14 12%	24 15%	60 16%	487 **19%ze**	176 12%	565 16%	74 **21%z**
Freesat satellite TV - via a satellite dish but with no subscription	**93 2%De**	5 2%	18 2%	1 1%	3 1%	5 2%	6 1%	3 1%	11 **6%zTUVXY**	1 1%	8 **5%zVX**	8 2%	69 3%	24 2%	71 2%	17 **5%zf**
Satellite - from someone other than Sky	**43 1%Fe**	4 1%	19 **2%z**	1 1%	6 1%	1 *	5 1%	1 *	-	-	1 1%	2 1%	37 **1%ze**	6 *	39 1%	3 1%
BT TV (formerly BT Vision)	**153 4%BFHNe**	11 4%	31 4%	4 3%	16 4%	4 2%	10 2%	9 4%	4 2%	4 3%	10 **6%X**	15 4%	120 **5%ze**	30 2%	126 4%	21 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 13
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
TalkTalk TV	84 2%eg	3 1%	16 2%	2 1%	11 3%	6 3%	15 3%	4 2%	3 1%	2 2%	3 2%	5 1%	65 3%ze	17 1%	78 2%	2 *
EE TV	19 *FNe	- -	8 1%	- -	2 1%	3 1%	5 1%	- -	- -	- -	- -	1 *	18 1%ze	* *	15 *	* *
NOW TV	154 4%AFGNe	8 3%	34 4%	9 6%h	16 4%	7 3%	24 5%	14 6%hc	2 1%	7 6%h	5 3%	8 2%	131 5%ze	23 2%	129 4%	13 4%
YouView	59 1%e	3 1%	17 2%	1 1%	3 1%	3 1%	10 2%	3 1%	1 1%	2 1%	- -	4 1%	47 2%ze	11 1%	53 2%	4 1%
Laptop, netbook, tablet or smartphone	1616 39%FGHNQSe	96 32%	370 43%SW	62 41%	189 48%zSWXha	69 33%	185 39%	91 41%	64 34%	37 33%	62 40%	150 41%	1168 46%ze	414 28%	1387 40%	124 35%
Other device connected to the TV	54 1%O	2 1%	9 1%	2 1%	3 1%	3 2%	8 2%	5 2%	2 1%	1 1%	3 2%	2 1%	37 1%	16 1%	49 1%	3 1%
None of these	526 13%CDJKPd	53 18%Xc	111 13%	20 13%	52 13%	31 15%	50 11%	31 14%	29 16%	16 15%	20 13%	36 10%	240 10%	272 18%zd	434 12%	64 18%zf
Don't know	30 1%	2 1%	2 *	1 *	- -	- -	5 1%	4 2%TV	5 3%zTV	- -	1 1%	4 1%	20 1%	8 1%	24 1%	4 1%
No internet (A0a)	490 12%ACDEIJKLVd	26 9%	95 11%V	18 12%	24 6%	38 18%zSTVYhb	77 16%zSTVhb	23 10%	16 9%	15 14%V	12 8%	57 16%SV	109 4%	368 25%zd	425 12%	38 11%
Don't know if have internet (A0a)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No TV in household (A0)	202 5%FJMPce	14 5%	70 8%zVWc	8 5%c	10 3%	7 3%	40 8%zVWc	12 5%c	6 3%	4 4%	7 5%	5 1%	139 6%e	51 3%	180 5%	10 3%
Total mentions	7738 189%	467 156%	1701 197%	246 162%	764 196%	405 191%	908 192%	461 205%	319 171%	195 173%	308 196%	695 189%	5420 214%	2154 146%	6607 189%	646 182%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 13
A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Connected TV Viewing (Net)	2890 70%BFGHN Re	206 69%	600 69%	106 70%	305 78%zSTWX Y	138 65%	315 67%	156 69%	130 70%	77 68%	116 74%	265 72%	2037 81%ze	787 53%	2459 70%	241 68%
Non-connected TV Viewing (Net)	1181 29%ACDEI JKVd	91 30%V	263 30%V	44 29%	85 22%	74 35%V	153 32%V	65 29%	51 28%	36 32%	39 25%	99 27%	472 19%	676 46%zd	1005 29%	111 31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 14
A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC One	3291 **80%CDHNT**	1586 *79%*	1702 *81%*	334 *71%*	544 *69%*	1086 *80%CD*	1328 *90%zCDE*	325 *80%H*	317 *72%*	874 *84%zH*	1143 *84%zH*	805 **86%LMN**	813 **80%N**	809 **81%N**	865 *75%*	2751 *80%*	266 *77%*	181 **89%zOPR**	94 *79%*
BBC Two	2327 **57%BCDGHNT**	1175 **59%zB**	1150 *55%*	205 *43%*	326 *42%*	750 **55%CD**	1047 **71%zCDE**	199 *49%*	222 *50%*	599 **58%GH**	860 **63%zGHI**	635 **68%zLMN**	595 **59%N**	549 **55%N**	548 *48%*	1931 *56%*	187 *54%*	144 **71%zOPR**	66 *56%*
BBC Four	1313 **32%BCDGNP**	726 **36%zB**	585 *28%*	96 *20%*	183 *23%*	410 **30%CD**	624 **42%zCDE**	100 *25%*	125 *28%*	354 **34%G**	488 **36%zGH**	380 **40%zLMN**	345 **34%N**	316 **32%N**	273 *24%*	1099 *32%*	90 *26%*	87 **43%zOPR**	37 *31%*
ITV	2796 **68%ACDGNOT**	1304 *65%*	1489 **71%zA**	293 *62%*	471 *60%*	941 **69%CD**	1091 **74%zCDE**	254 *62%*	286 *65%*	750 **72%GH**	976 **72%GH**	679 **72%N**	687 *68%*	689 *69%*	741 *64%*	2307 *67%*	236 *69%*	163 **81%zOP**	89 **75%zO**
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	1600 **39%GNPTUbef**	756 *38%*	842 *40%*	184 *39%*	279 *36%*	565 **41%D**	573 *39%*	120 *29%*	157 *36%*	433 **42%G**	620 **46%zGH**	389 **41%N**	414 **41%N**	398 *40%*	400 *35%*	1329 **39%P**	105 *30%*	103 **51%zOP**	64 **54%zOP**
Channel 4	2372 **58%DGHNTf**	1149 *57%*	1220 *58%*	256 *54%*	413 *53%*	800 **59%D**	903 **61%zCD**	187 *46%*	224 *51%*	648 **62%zGH**	900 **66%zGH**	635 **68%LMN**	625 **62%MN**	552 **55%N**	560 *49%*	1957 *57%*	200 *58%*	136 **68%zOP**	78 **66%zO**
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	1366 **33%FNTUbe**	650 *32%*	715 *34%*	152 *32%*	241 *31%*	528 **39%zCDF**	445 *30%*	119 *29%*	126 *28%*	345 *33%*	566 **42%zGHI**	351 **37%MN**	395 **39%zMN**	319 **32%N**	301 *26%*	1128 *33%*	105 *31%*	73 *36%*	60 **50%zOPQ**
Channel 5	1862 **45%CDGNTUf**	909 *45%*	951 *45%*	157 *33%*	294 *37%*	626 **46%CD**	786 **53%zCDE**	159 *39%*	184 *42%*	517 **50%zGH**	674 **50%zGH**	470 **50%MN**	462 *46%*	442 *44%*	489 *42%*	1547 *45%*	138 *40%*	112 **55%zOP**	66 **55%zOP**
Any other Channel 5 channel (e.g. 5USA, 5Star)	826 **20%CPTUbe**	402 *20%*	423 *20%*	67 *14%*	144 *18%*	331 **24%zCDF**	283 **19%C**	71 *18%*	86 *19%*	229 *22%*	327 **24%zG**	190 *20%*	226 *22%*	196 *20%*	213 *19%*	683 *20%*	53 *15%*	48 **24%P**	41 **35%zOPQ**
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1293 **32%CDHNPTU**	650 *33%*	641 *31%*	112 *24%*	193 *25%*	477 **35%zCD**	511 **35%zCD**	110 *27%*	110 *25%*	335 **32%H**	521 **38%zGHI**	338 **36%MN**	375 **37%zMN**	281 *28%*	299 *26%*	1098 **32%P**	79 *23%*	72 **35%P**	45 **38%zP**
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1224 **30%BCFGHNTe**	657 **33%zB**	567 *27%*	116 *25%*	251 **32%CF**	506 **37%CF**	351 *24%*	55 *14%*	98 **22%G**	333 **32%GH**	542 **40%zGHI**	332 **35%zN**	317 **31%N**	302 **30%N**	274 *24%*	1009 *29%*	111 *32%*	68 *34%*	36 *30%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 14
A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
S4C	108 3%BNORSXe	69 3%zB	39 2%	7 1%	19 2%	48 3%C	35 2%	5 1%	7 2%	28 3%	54 4%zG	48 5%zLMN	26 3%	19 2%	16 1%	64 2%	5 2%	38 19%zOPR	* *
BBC News Channel	1219 30%BCDGM NRWb	676 34%zB	542 26%	97 21%	186 24%	408 30%CD	528 36%zCDE	69 17%	110 25%G	294 28%G	502 37%zGHI	377 40%zLMN	337 33%zMN	253 25%	252 22%	1038 30%R	91 27%	64 32%R	26 21%
BBC Parliament	241 6%BMN	143 7%zB	98 5%	19 4%	45 6%	84 6%	93 6%	19 5%	18 4%	51 5%	116 9%zGHI	86 9%zMN	88 9%zMN	36 4%	32 3%	196 6%	21 6%	19 9%zOR	5 4%
BBC Alba	96 2%BGMNOVe	63 3%zB	33 2%	8 2%	24 3%	37 3%	26 2%	3 1%	6 1%	16 2%	59 4%zGHI	36 4%zMN	36 4%zMN	8 1%	15 1%	63 2%	29 8%zOQR	2 1%	1 1%
CBBC	328 8%AFGNSe	137 7%	191 9%zA	39 8%F	108 14%zCEF	138 10%zF	44 3%	19 5%	24 5%	85 8%	157 12%zGHI	92 10%zN	90 9%N	86 9%N	61 5%	278 8%	21 6%	17 9%	11 9%
CBeebies	457 11%AFSe	165 8%	292 14%zA	43 9%F	165 21%zCEF	177 13%zCF	72 5%	33 8%	37 8%	133 13%G	195 14%zGH	120 13%	121 12%	100 10%	116 10%	400 12%	28 8%	15 8%	13 11%
Other	144 4%DKcd	77 4%	67 3%	9 2%	13 2%	57 4%CD	64 4%CD	16 4%	35 8%zGIJ	31 3%	37 3%	21 2%	41 4%K	30 3%	51 4%K	124 4%	11 3%	5 2%	4 3%
None of these	338 8%FJMQceg	172 9%	166 8%	56 12%zEF	115 15%zEF	112 8%F	55 4%	43 10%IJ	40 9%	70 7%	81 6%	67 7%	90 9%	61 6%	120 10%zKM	296 9%Q	25 7%	8 4%	10 8%Q
Total mentions	23201 566%	11465 574%	11712 558%	2249 475%	4014 512%	8078 592%	8859 599%	1906 469%	2211 501%	6122 589%	8817 649%	6049 644%	6081 600%	5446 547%	5625 488%	19298 562%	1803 523%	1354 671%	747 628%
Any BBC channels (Net)	3482 85%CDHNPT	1680 84%	1799 86%	372 79%	596 76%	1153 85%CD	1360 92%zCDE	340 84%	348 79%	905 87%H	1209 89%zGH	839 89%zMN	874 86%N	851 85%N	919 80%	2919 85%	277 80%	187 93%zOPR	100 84%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 14
A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC One	3291 80%CDHNT	246 82%T	617 71%	125 82%T	316 81%T	169 80%T	388 82%T	192 85%T	162 87%T	104 93%zSTVW Xb	127 81%T	306 83%T	2003 79%	1229 84%zd	2788 80%	302 85%z
BBC Two	2327 57%BCDGH NT	168 56%T	402 47%	90 60%T	237 61%T	117 55%	266 56%T	134 60%T	114 61%T	80 71%zSTWX b	84 54%	238 65%zTX	1396 55%	889 60%zd	1955 56%	247 70%zf
BBC Four	1313 32%BCDGN P	93 31%	265 31%	39 26%	130 33%	55 26%	162 34%	77 34%	64 35%	44 39%	54 34%	114 31%	782 31%	510 35%zd	1124 32%	120 34%
ITV	2796 68%ACDGN OT	221 74%Tb	484 56%	98 65%	273 70%T	157 74%Tb	339 72%Tb	155 69%T	125 67%T	90 80%zTUb	95 61%	271 74%Tb	1730 68%	1012 69%	2363 68%	273 77%zf
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	1600 39%GNPTU bef	136 46%TUb	268 31%	34 23%	155 40%TUb	91 43%TUb	233 49%TUVh b	101 45%TUb	68 37%U	45 40%Ub	39 25%	157 43%TUb	1073 42%ze	490 33%	1332 38%	164 46%zf
Channel 4	2372 58%DGHNT f	165 55%	420 49%	79 52%	241 62%T	145 68%zSTUb	279 59%T	130 58%T	111 60%T	79 70%zSTUb	82 52%	226 62%T	1499 59%	831 56%	1983 57%	244 69%zf
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	1366 33%FNTUb e	114 38%TUb	225 26%	35 23%	147 38%TUb	68 32%b	199 42%zTUWY b	72 32%b	62 33%b	45 40%TUb	27 17%	135 37%TUb	905 36%ze	428 29%	1139 33%	136 38%
Channel 5	1862 45%CDGNT Uf	119 40%	315 36%	44 29%	181 46%TU	105 49%TU	246 52%zSTUb	107 48%TU	90 48%TU	70 62%zSTUV b	59 38%	212 58%zSTUV b	1152 46%	672 46%	1552 44%	193 54%zf
Any other Channel 5 channel (e.g. 5USA, 5Star)	826 20%CPTUb e	68 23%TUb	132 15%	19 12%	82 21%Tb	39 18%b	125 26%zTUb	50 22%TUb	38 20%b	29 26%TUb	15 9%	89 24%TUb	569 22%ze	237 16%	683 20%	95 27%zf
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1293 32%CDHNP TU	136 46%zTUVW XYhbc	226 26%	34 23%	119 30%	55 26%	170 36%TUW	75 33%	62 33%	40 35%	52 33%	128 35%TU	821 32%	447 30%	1089 31%	138 39%zf
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1224 30%BCFGH NTe	98 33%	218 25%	35 23%	114 29%	80 38%zTU	136 29%	74 33%	53 29%	33 29%	46 30%	123 33%T	872 34%ze	331 22%	1027 29%	117 33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 14
A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
S4C	108 3%BNORSXe	1 *	32 4%SX	3 2%	6 1%	3 1%	3 1%	6 3%	2 1%	1 1%	2 1%	5 1%	89 4%ze	19 1%	85 2%	16 4%
BBC News Channel	1219 30%BCDGMNRWb	85 28%	288 33%zWb	37 24%	131 34%Wb	45 21%	160 34%Wb	59 26%	58 31%b	32 29%	28 18%	114 31%Wb	776 31%	423 29%	1029 29%	119 34%
BBC Parliament	241 6%BMN	16 5%	68 8%z	6 4%	16 4%	7 3%	29 6%	11 5%	8 4%	3 2%	7 4%	27 7%	154 6%	82 6%	208 6%	15 4%
BBC Alba	96 2%BGMNOVe	2 1%	36 4%zSVXbc	2 1%	1 *	3 1%	6 1%	3 1%	8 4%SVbc	1 1%	-	2 1%	72 3%ze	23 2%	81 2%	8 2%
CBBC	328 8%AFGNSe	5 2%	62 7%S	13 8%S	42 11%S	22 11%S	58 12%zST	20 9%S	12 6%S	6 5%	9 6%	28 8%S	260 10%ze	61 4%	280 8%	25 7%
CBeebies	457 11%AFSe	19 6%	88 10%	16 11%	46 12%	31 15%S	65 14%S	25 11%	19 10%	20 18%S	18 12%	53 15%S	328 13%Aze	114 8%	401 12%	31 9%
Other	144 4%DKcd	6 2%	38 4%c	4 3%	10 3%	14 7%zSXc	12 3%	17 8%zSVXc	7 4%c	3 2%	10 7%SXc	2 1%	71 3%	69 5%zd	132 4%	8 2%
None of these	338 8%FJMQceg	23 8%	111 13%zVWYhabc	11 7%	31 8%	9 4%	56 12%zWac	15 7%	10 5%	4 4%	9 6%	16 4%	226 9%e	95 6%	303 9%g	16 5%
Total mentions	23201 566%	1720 576%	4294 497%	724 478%	2277 585%	1215 573%	2933 620%	1323 590%	1074 576%	728 646%	764 488%	2246 611%	14776 584%	7959 541%	19554 561%	2269 638%
Any BBC channels (Net)	3482 85%CDHNPT	255 86%	691 80%	129 86%	336 86%T	180 85%	399 84%	199 89%T	169 91%T	106 94%zTXb	130 83%	323 88%T	2128 84%	1283 87%zd	2953 85%	315 89%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 15
A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC One
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3323**	1631	1688	424	584	1153	1162	315	323	888	1231	1029	757	678	859	2504	285	299	235
WeightedBase	3291	1586	1702	334	544	1086	1328	325	317	874	1143	805	813	809	865	2751	266	181	94
EffectiveBase	2283	1150	1134	282	411	792	824	219	221	613	850	732	540	470	602	1803	205	211	185
A few times a day	**699** *21%CENYb d*	351 *22%*	347 *20%*	46 *14%*	97 *18%*	204 *19%*	352 *27%zCDE*	70 *22%*	74 *23%*	177 *20%*	222 *19%*	173 *22%*	168 *21%*	199 *25%zN*	159 *18%*	574 *21%*	49 *19%*	48 *26%*	28 *30%zOP*
At least once every day	**1389** *42%CDRT*	670 *42%*	717 *42%*	93 *28%*	198 *36%C*	450 *41%C*	648 *49%zCDE*	118 *36%*	130 *41%*	374 *43%*	479 *42%*	352 *44%*	321 *40%*	335 *41%*	381 *44%*	1166 *42%R*	117 *44%R*	77 *43%R*	29 *31%*
About two or three times a week	**711** *22%Fe*	331 *21%*	379 *22%*	98 *30%zF*	141 *26%zF*	261 *24%zF*	210 *16%*	83 *26%*	68 *22%*	189 *22%*	262 *23%*	164 *20%*	188 *23%*	160 *20%*	199 *23%*	598 *22%*	60 *23%*	31 *17%*	22 *24%*
At least once a week	**345** *10%Fe*	161 *10%*	184 *11%*	64 *19%zEF*	80 *15%zF*	123 *11%F*	77 *6%*	32 *10%*	34 *11%*	100 *11%*	129 *11%*	87 *11%*	88 *11%*	86 *11%*	84 *10%*	289 *11%*	26 *10%*	18 *10%*	11 *12%*
At least once a month	**94** *3%FK*	43 *3%*	51 *3%*	19 *6%zF*	17 *3%*	35 *3%*	24 *2%*	10 *3%*	7 *2%*	22 *3%*	35 *3%*	13 *2%*	33 *4%K*	22 *3%*	26 *3%*	81 *3%*	6 *2%*	5 *3%*	2 *2%*
At least once in the last three months	**35** *1%F*	20 *1%*	15 *1%*	9 *3%zEF*	10 *2%F*	10 *1%*	6 ***	8 *2%z*	3 *1%*	7 *1%*	10 *1%*	12 *2%*	10 *1%*	5 *1%*	7 *1%*	30 *1%*	3 *1%*	2 *1%*	*
Don't know/can't remember	**19** *1%*	10 *1%*	9 *1%*	4 *1%*	2 ***	3 ***	11 *1%*	4 *1%*	1 ***	5 *1%*	6 *1%*	3 ***	5 *1%*	1 ***	10 *1%*	13 ***	4 *2%*	1 ***	1 *1%*
Total mentions	**3291** *100%*	1586 *100%*	1702 *100%*	334 *100%*	544 *100%*	1086 *100%*	1328 *100%*	325 *100%*	317 *100%*	874 *100%*	1143 *100%*	805 *100%*	813 *100%*	809 *100%*	865 *100%*	2751 *100%*	266 *100%*	181 *100%*	94 *100%*
Daily (Net)	**2088** *63%CDETd*	1022 *64%*	1064 *63%*	139 *42%*	295 *54%C*	654 *60%CD*	1000 *75%zCDE*	188 *58%*	204 *64%*	551 *63%*	701 *61%*	525 *65%*	489 *60%*	533 *66%*	540 *62%*	1740 *63%*	166 *62%*	125 *69%*	57 *61%*
Weekly (Net)	**3144** *96%CT*	1513 *95%*	1628 *96%*	302 *90%*	516 *95%C*	1038 *96%C*	1287 *97%zC*	303 *93%*	306 *97%*	840 *96%*	1092 *96%*	776 *96%*	766 *94%*	780 *96%*	822 *95%*	2627 *95%*	252 *95%*	174 *96%*	91 *97%*
Monthly (Net)	**3238** *98%CG*	1556 *98%*	1679 *99%*	321 *96%*	533 *98%*	1073 *99%C*	1311 *99%C*	313 *96%*	313 *99%*	862 *99%G*	1127 *99%G*	789 *98%*	798 *98%*	802 *99%*	849 *98%*	2708 *98%*	258 *97%*	178 *99%*	93 *99%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 15
A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC One
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	3323	208	577	122	288	156	348	177	137	89	112	290	1891	1346	2770	335
WeightedBase	3291	246	617	125*	316	169	388	192	162	104*	127*	306	2003	1229	2788	302
EffectiveBase	2283	144	405	91	204	118	254	128	102	64	85	212	1306	934	1913	226
A few times a day	699 21%CENYbd	49 20%Yb	121 20%Yb	17 14%	84 27%zTUYab	49 29%zTUYab	109 28%zTUYab	17 9%	32 20%Yb	14 13%	10 8%	72 23%Yb	361 18%	321 26%zd	602 22%	56 19%
At least once every day	1389 42%CDRT	97 39%	233 38%	51 41%	125 40%	70 42%	148 38%	103 54%zSTVX	79 49%T	53 51%T	61 48%	146 48%TX	855 43%	514 42%	1168 42%	143 47%
About two or three times a week	711 22%Fe	60 24%	148 24%	31 25%	58 18%	29 17%	82 21%	46 24%	35 22%	19 19%	31 24%	59 19%	460 23%e	238 19%	609 22%	56 18%
At least once a week	345 10%Fe	38 15%c	73 12%c	17 13%	29 9%	17 10%	37 9%	17 9%	13 8%	11 10%	18 14%	21 7%	242 12%ze	97 8%	283 10%	34 11%
At least once a month	94 3%FK	1 1%	31 5%zSWc	7 5%SWc	16 5%zSWc	1 1%	8 2%	5 3%	2 1%	3 3%	3 3%	3 1%	50 3%	40 3%	83 3%	8 3%
At least once in the last three months	35 1%F	* *	7 1%	1 1%	2 1%	1 1%	2 1%	4 2%	-	5 5%zSTVXh	4 3%SX	4 1%	27 1%	8 1%	27 1%	2 1%
Don't know/can't remember	19 1%	1 *	4 1%	1 1%	1 *	2 1%	2 1%	- -	1 *	- -	- -	1 *	7 *	10 1%	15 1%	2 1%
Total mentions	3291 100%	246 100%	617 100%	125 100%	316 100%	169 100%	388 100%	192 100%	162 100%	104 100%	127 100%	306 100%	2003 100%	1229 100%	2788 100%	302 100%
Daily (Net)	2088 63%CDETd	146 59%	354 57%	68 55%	210 66%T	119 71%TUb	257 66%T	120 63%	111 69%TU	67 64%	71 56%	217 71%zSTUb	1216 61%	835 68%zd	1770 63%	199 66%
Weekly (Net)	3144 96%CT	243 99%zTUVab	576 93%	116 93%	296 94%	165 98%	376 97%T	183 95%	159 98%	97 93%	119 94%	297 97%T	1919 96%	1170 95%	2662 95%	289 96%
Monthly (Net)	3238 98%CG	245 100%a	606 98%	122 98%	313 99%	166 98%	384 99%a	188 98%	162 100%	100 95%	123 97%	300 98%	1969 98%	1210 98%	2746 98%	297 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Two

Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2388**	1252	1133	262	366	812	948	198	218	622	946	818	558	462	550	1790	206	232	160
WeightedBase	2327	1175	1150	205	326	750	1047	199	222	599	860	635	595	549	548	1931	187	144	66
EffectiveBase	1661	899	768	180	267	567	668	135	152	438	666	589	400	324	395	1301	148	166	130
A few times a day	**239** **10%JYd**	130 *11%*	109 *10%*	14 *7%*	38 *12%*	64 *9%*	123 *12%*	26 *13%*	32 *14%J*	56 *9%*	72 *8%*	65 *10%*	58 *10%*	57 *10%*	59 *11%*	196 *10%*	19 *10%*	17 *12%*	7 *11%*
At least once every day	**617** **27%CEYd**	327 *28%*	289 *25%*	39 *19%*	80 *25%*	142 *19%*	356 *34%zCDE*	71 *36%zHIJ*	49 *22%*	150 *25%*	207 *24%*	170 *27%*	151 *25%*	136 *25%*	160 *29%*	514 *27%*	45 *24%*	39 *27%*	19 *29%*
About two or three times a week	**753** **32%BDb**	408 *35%zB*	344 *30%*	56 *27%*	88 *27%*	250 *33%*	359 *34%D*	51 *25%*	73 *33%*	200 *33%*	296 *34%G*	211 *33%*	185 *31%*	194 *35%*	163 *30%*	623 *32%*	64 *34%*	47 *33%*	19 *29%*
At least once a week	**484** **21%AFe**	213 *18%*	270 *24%zA*	54 *26%F*	73 *22%F*	200 *27%zF*	157 *15%*	31 *16%*	50 *23%*	139 *23%*	184 *21%*	121 *19%*	138 *23%*	116 *21%*	109 *20%*	403 *21%*	39 *21%*	27 *19%*	15 *22%*
At least once a month	**157** **7%AFe**	66 *6%*	91 *8%*	25 *12%zF*	28 *9%F*	73 *10%zF*	31 *3%*	13 *7%*	13 *6%*	33 *6%*	77 *9%zI*	50 *8%*	46 *8%*	30 *5%*	31 *6%*	133 *7%*	9 *5%*	10 *7%*	4 *6%*
At least once in the last three months	**50** **2%Fe**	21 *2%*	29 *2%*	12 *6%zEF*	14 *4%zEF*	13 *2%*	11 *1%*	2 *1%*	3 *1%*	14 *2%*	17 *2%*	12 *2%*	10 *2%*	13 *2%*	14 *3%*	43 *2%*	5 *2%*	1 *1%*	1 *2%*
Don't know/can't remember	**27** **1%**	8 *1%*	18 *2%*	5 *3%*	5 *1%*	8 *1%*	9 *1%*	4 *2%*	1 *1%*	7 *1%*	8 *1%*	5 *1%*	7 *1%*	2 ***	13 *2%zM*	18 *1%*	6 *3%zO*	2 *1%*	1 *1%*
Total mentions	**2327** *100%*	1175 *100%*	1150 *100%*	205 *100%*	326 *100%*	750 *100%*	1047 *100%*	199 *100%*	222 *100%*	599 *100%*	860 *100%*	635 *100%*	595 *100%*	549 *100%*	548 *100%*	1931 *100%*	187 *100%*	144 *100%*	66 *100%*
Daily (Net)	**856** **37%CEJSU Yd**	457 *39%*	398 *35%*	53 *26%*	118 *36%CE*	206 *28%*	479 *46%zCDE*	97 *49%zHIJ*	81 *36%*	206 *34%*	280 *32%*	236 *37%*	209 *35%*	193 *35%*	219 *40%*	710 *37%*	64 *34%*	56 *39%*	26 *39%*
Weekly (Net)	**2093** **90%BCDES d**	1079 *92%zB*	1012 *88%*	163 *79%*	279 *86%*	656 *88%C*	995 *95%zCDE*	179 *90%*	204 *92%*	545 *91%*	759 *88%*	568 *89%*	532 *89%*	503 *92%*	490 *89%*	1736 *90%*	167 *89%*	130 *91%*	60 *91%*
Monthly (Net)	**2251** **97%CDN**	1145 *97%z*	1103 *96%*	188 *92%*	307 *94%*	729 *97%CD*	1027 *98%zCD*	192 *97%*	217 *98%*	579 *97%*	836 *97%*	618 *97%*	579 *97%*	533 *97%*	521 *95%*	1869 *97%*	176 *94%*	141 *98%*	64 *97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 16
A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Two
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	2388	149	392	88	214	111	244	130	95	68	75	224	1356	972	1968	269
WeightedBase	2327	168	402	90*	237	117*	266	134*	114*	80*	84*	238	1396	889	1955	247
EffectiveBase	1661	104	284	66	149	86	182	99	70	48	57	162	946	682	1377	182
A few times a day	239 10%JYd	13 8%	55 14%zUYb	3 3%	21 9%Y	20 17%zSUVYb	27 10%Y	3 2%	15 13%UY	6 7%	4 4%	31 13%UY	123 9%	113 13%zd	206 11%	23 9%
At least once every day	617 27%CEYd	32 19%	114 28%Y	18 19%	63 27%Y	31 26%	74 28%Y	21 15%	38 33%SY	15 19%	26 31%Y	83 35%zSUYa	319 23%	283 32%zd	534 27%	52 21%
About two or three times a week	753 32%BDb	55 33%	119 29%	43 48%zSTWXhbc	86 36%b	37 31%	85 32%	60 45%zTXhbc	27 24%	26 32%	17 20%	68 29%	454 33%	291 33%	638 33%	75 30%
At least once a week	484 21%AFe	41 24%	76 19%	20 22%	45 19%	23 20%	50 19%	37 27%c	21 18%	25 32%Tc	25 30%c	40 17%	337 24%ze	135 15%	392 20%	64 26%
At least once a month	157 7%AFe	17 10%	30 7%	4 4%	15 6%	5 4%	17 6%	7 5%	13 11%	6 7%	8 10%	12 5%	110 8%ze	45 5%	129 7%	22 9%
At least once in the last three months	50 2%Fe	9 5%zc	8 2%	* *	6 3%	2 1%	6 2%	7 5%c	- -	* *	4 4%c	1 1%	40 3%ze	10 1%	39 2%	6 3%
Don't know/can't remember	27 1%	2 1%	* *	2 2%T	1 *	- -	7 2%T	1 *	1 1%	2 2%	- -	3 1%	13 1%	13 1%	19 1%	5 2%
Total mentions	2327 100%	168 100%	402 100%	90 100%	237 100%	117 100%	266 100%	134 100%	114 100%	80 100%	84 100%	238 100%	1396 100%	889 100%	1955 100%	247 100%
Daily (Net)	856 37%CEJSUYd	45 27%	169 42%zSUYa	20 23%	84 35%Y	51 43%SUYa	101 38%UY	23 17%	53 46%SUYa	21 26%	30 35%Y	113 48%zSUVYa	442 32%	396 44%zd	740 38%g	75 30%
Weekly (Net)	2093 90%BCDESd	140 84%	364 91%	84 93%	215 91%	110 94%S	237 89%	120 89%	100 88%	72 90%	72 86%	221 93%S	1233 88%	821 92%zd	1769 90%	214 87%
Monthly (Net)	2251 97%CDN	157 94%	394 98%S	88 97%	230 97%	115 99%	253 95%	127 95%	113 99%	78 97%	81 96%	233 98%	1343 96%	866 97%	1898 97%	236 95%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 17
A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Four
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1317**	744	571	115	196	435	571	101	126	356	521	477	315	253	272	985	107	137	88
WeightedBase	1313	726	585	96*	183	410	624	100*	125*	354	488	380	345	316	273	1099	90*	87*	37*
EffectiveBase	920	536	385	75	146	309	399	66	92	250	376	347	229	176	199	722	80	96	71
A few times a day	107	64	42	8	32	36	30	10	12	26	45	32	25	27	23	92	7	5	3
	8%F	9%	7%	9%	17%zEF	9%F	5%	10%	10%	7%	9%	8%	7%	9%	8%	8%	8%	6%	7%
At least once every day	226	128	97	17	33	65	111	18	25	66	69	71	49	47	59	200	11	10	6
	17%J	18%	17%	18%	18%	16%	18%	18%	20%	19%	14%	19%	14%	15%	22%L	18%	12%	12%	15%
About two or three times a week	329	192	136	24	41	87	177	27	21	87	122	101	87	81	60	263	30	24	11
	25%	26%	23%	25%	22%	21%	28%E	27%	17%	25%	25%	27%	25%	26%	22%	24%	33%	28%	29%
At least once a week	367	198	169	25	38	125	180	23	27	102	143	105	84	107	70	300	26	31	10
	28%D	27%	29%	26%	21%	30%D	29%	23%	21%	29%	29%	28%	25%	34%L	26%	27%	28%	36%	26%
At least once a month	193	94	99	16	30	69	78	17	25	53	71	45	78	38	32	167	11	11	4
	15%	13%	17%	17%	16%	17%	13%	17%	20%	15%	15%	12%	23%zKMN	12%	12%	15%	13%	12%	12%
At least once in the last three months	52	36	16	5	7	19	20	2	9	13	20	15	10	10	16	43	5	2	1
	4%	5%	3%	5%	4%	5%	3%	2%	7%	4%	4%	4%	3%	3%	6%	4%	5%	3%	4%
Don't know/can't remember	40	14	25	1	3	7	28	4	6	7	16	11	10	6	13	34	-	3	2
	3%Ad	2%	4%A	1%	2%	2%	5%zE	4%	4%	2%	3%	3%	3%	2%	5%	3%	-	4%	7%P
Total mentions	1313	726	585	96	183	410	624	100	125	354	488	380	345	316	273	1099	90	87	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	333	193	139	25	65	102	141	28	37	92	115	103	74	75	81	291	18	15	8
	25%	27%	24%	26%	35%zEF	25%	23%	28%	30%	26%	23%	27%	22%	24%	30%	27%	20%	17%	23%
Weekly (Net)	1028	582	444	74	143	314	497	77	85	281	380	309	246	262	211	855	74	70	29
	78%HLWg	80%	76%	77%	78%	77%	80%	77%	68%	79%H	78%	81%L	71%	83%L	77%	78%	82%	81%	78%
Monthly (Net)	1222	676	543	90	173	383	576	94	111	334	452	354	324	300	243	1022	86	81	33
	93%N	93%	93%	94%	94%	94%	92%	94%	89%	94%	93%	93%	94%	95%N	89%	93%	95%	93%	90%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 17
A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Four
Base = All Respondents who have watched TV in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1317	81	235	41	112	57	146	71	57	34	43	108	743	545	1113	128
WeightedBase	1313	93*	265	39*	130*	55*	162	77*	64*	44**	54*	114*	782	510	1124	120*
EffectiveBase	920	55	173	31	76	47	107	52	43	28	35	78	523	381	780	89
A few times a day	107 8%F	6 7%	38 14%zVYbc	2 6%	6 4%	8 14%Yb	12 7%	2 3%	7 11%	5 11%	- -	6 5%	73 9%	33 6%	95 8%	4 3%
At least once every day	226 17%J	9 10%	56 21%	4 11%	25 19%	6 11%	26 16%	9 12%	11 17%	9 20%	9 18%	35 31%zSUWX Y	127 16%	93 18%	202 18%	17 14%
About two or three times a week	329 25%	24 26%	60 23%	10 26%	28 21%	11 21%	38 24%	25 32%	23 36%	5 11%	15 29%	23 20%	191 24%	134 26%	282 25%	28 24%
At least once a week	367 28%D	27 29%	66 25%	10 27%	39 30%	10 19%	56 34%	20 26%	15 23%	15 34%	16 30%	26 23%	220 28%	143 28%	313 28%	34 29%
At least once a month	193 15%	16 17%	30 11%	8 21%	27 21%T	12 22%T	24 15%	14 18%	8 13%	5 12%	6 11%	16 14%	122 16%	66 13%	162 14%	22 19%
At least once in the last three months	52 4%	5 5%	13 5%	2 5%	4 3%	3 5%	2 1%	5 6%	- -	4 8%	4 7%	4 3%	33 4%	17 3%	39 3%	8 6%
Don't know/can't remember	40 3%Ad	6 7%T	3 1%	2 5%	2 1%	5 9%zTVh	3 3%	2 3%	- -	1 3%	3 6%	5 4%	16 2%	24 5%zd	30 3%	6 5%
Total mentions	1313 100%	93 100%	265 100%	39 100%	130 100%	55 100%	162 100%	77 100%	64 100%	44 100%	54 100%	114 100%	782 100%	510 100%	1124 100%	120 100%
Daily (Net)	333 25%	15 16%	94 35%zSUXY b	7 17%	30 23%	14 25%	38 23%	11 15%	18 28%	14 32%	9 18%	41 36%zSY	200 26%	125 25%	297 26%	21 18%
Weekly (Net)	1028 78%HLWg	66 71%	220 83%W	27 69%	97 75%	36 64%	132 81%W	56 73%	56 87%W	34 76%	41 77%	90 79%	611 78%	403 79%	893 79%g	84 70%
Monthly (Net)	1222 93%N	82 88%	249 94%	35 90%	124 96%	48 87%	156 96%W	70 91%	64 100%SUWYb	39 89%	47 87%	106 93%	734 94%	469 92%	1055 94%z	106 89%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 18
A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- ITV
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2859**	1367	1488	367	502	991	999	260	303	771	1049	873	643	596	747	2105	251	270	233
WeightedBase	2796	1304	1489	293	471	941	1091	254	286	750	976	679	687	689	741	2307	236	163	89
EffectiveBase	1957	956	1002	244	350	679	698	178	207	532	717	625	451	410	522	1519	183	189	186
A few times a day	**584** **21%ACJKS TUd**	244 *19%*	340 **23%zA**	35 *12%*	86 *18%C*	185 *20%C*	277 *25%zCDE*	64 *25%J*	80 *28%zJ*	170 *23%J*	148 *15%*	112 *16%*	126 *18%*	161 **23%K**	185 **25%zKL**	471 *20%*	49 *21%*	35 *22%*	28 **32%zOPQ**
At least once every day	**945** **34%CEJL**	436 *33%*	509 *34%*	83 *28%*	160 *34%*	281 *30%*	422 **39%zCE**	95 *38%*	102 *36%*	259 *34%*	294 *30%*	212 *31%*	205 *30%*	254 **37%L**	275 **37%KL**	782 *34%*	72 *31%*	60 *37%*	30 *34%*
About two or three times a week	**694** **25%FQRe**	341 *26%*	351 *24%*	83 **28%D**	100 *21%*	268 **29%zDF**	242 *22%*	57 *22%*	59 *21%*	184 *24%*	276 **28%zH**	186 **27%N**	187 *27%*	157 *23%*	164 *22%*	582 **25%QR**	67 **28%QR**	29 *18%*	16 *18%*
At least once a week	**374** **13%FGXe**	167 *13%*	206 *14%*	54 **19%zEF**	91 **19%zEF**	124 *13%F*	105 *10%*	20 *8%*	32 *11%*	94 *13%*	172 **18%zGHI**	111 **16%zMN**	100 *15%*	81 *12%*	82 *11%*	304 *13%*	35 *15%*	26 *16%*	10 *11%*
At least once a month	**136** **5%BFNX**	82 **6%zB**	54 *4%*	26 **9%zF**	25 *5%F*	58 *6%F*	27 *2%*	10 *4%*	8 *3%*	30 *4%*	61 **6%zH**	38 **6%N**	53 **8%zMN**	28 *4%*	17 *2%*	119 *5%*	8 *3%*	7 *4%*	2 *2%*
At least once in the last three months	**48** **2%**	28 *2%*	20 *1%*	8 *3%*	6 *1%*	21 *2%*	13 *1%*	4 *2%*	3 *1%*	12 *2%*	19 *2%*	15 *2%*	13 *2%*	8 *1%*	11 *2%*	37 *2%*	3 *1%*	5 *3%*	2 *3%*
Don't know/can't remember	**15** **1%f**	5 ***	10 *1%*	4 *1%*	3 *1%*	3 ***	6 *1%*	3 *1%*	1 ***	1 ***	5 *1%*	4 *1%*	3 ***	1 ***	7 *1%*	12 *1%*	3 *1%*	* ***	* ***
Total mentions	2796 *100%*	1304 *100%*	1489 *100%*	293 *100%*	471 *100%*	941 *100%*	1091 *100%*	254 *100%*	286 *100%*	750 *100%*	976 *100%*	679 *100%*	687 *100%*	689 *100%*	741 *100%*	2307 *100%*	236 *100%*	163 *100%*	89 *100%*
Daily (Net)	**1529** **55%ACEJK LSTUd**	681 *52%*	848 **57%zA**	118 *40%*	246 **52%C**	467 *50%C*	698 **64%zCDE**	159 **63%zJ**	182 **64%zJ**	429 *57%J*	442 *45%*	324 *48%*	331 *48%*	415 **60%zKL**	460 **62%zKL**	1253 *54%*	121 *51%*	95 *59%*	59 **66%zOP**
Weekly (Net)	**2597** **93%ACJLT U**	1189 *91%*	1405 **94%zA**	255 *87%*	437 **93%C**	859 *91%*	1046 **96%zCDE**	236 *93%*	274 **96%J**	707 **94%J**	890 *91%*	621 *92%*	618 *90%*	652 **95%L**	705 **95%zKL**	2139 *93%*	223 *94%*	151 *93%*	85 *95%*
Monthly (Net)	**2733** **98%CU**	1271 *97%*	1459 *98%*	281 *96%*	463 *98%*	917 *98%*	1072 **98%C**	247 *97%*	281 *99%*	737 *98%*	951 *97%*	660 *97%*	671 *98%*	680 *99%*	722 *98%*	2258 *98%*	230 *97%*	158 *97%*	86 *97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 18
A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - ITV
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	2859	190	451	95	246	145	302	147	110	78	85	256	1629	1149	2379	309
WeightedBase	2796	221	484	98*	273	157	339	155	125*	90*	95*	271	1730	1012	2363	273
EffectiveBase	1957	133	319	73	172	110	222	108	83	55	65	182	1128	792	1636	208
A few times a day	584 21%ACJKSTUd	29 13%	72 15%	9 9%	59 22%U	44 28%STUb	101 30%zSTUYb	30 19%	28 22%U	16 18%	13 14%	70 26%STU	318 18%	251 25%zd	503 21%	52 19%
At least once every day	945 34%CEJL	69 31%	150 31%	33 34%	99 36%	63 40%	129 38%	46 30%	41 33%	38 42%	30 32%	84 31%	558 32%	369 37%z	810 34%	85 31%
About two or three times a week	694 25%FQRe	75 34%zTVWX	120 25%	23 24%	64 24%	33 21%	70 21%	49 32%X	29 23%	18 20%	27 29%	72 27%	475 27%ze	210 21%	578 24%	75 27%
At least once a week	374 13%FGXe	29 13%	93 19%zVWXc	14 14%	32 12%	11 7%	26 8%	22 14%	18 14%	13 14%	18 19%WX	28 10%	253 15%e	113 11%	313 13%	41 15%
At least once a month	136 5%BFNX	14 7%X	35 7%zX	10 11%zWXc	14 5%	4 2%	6 2%	7 5%	7 6%	3 3%	6 7%X	11 4%	88 5%	44 4%	114 5%	13 5%
At least once in the last three months	48 2%	2 1%	12 2%	7 7%zSTVWXYbc	4 1%	1 1%	4 1%	1 *	2 1%	2 2%	-	3 1%	32 2%	16 2%	37 2%	4 1%
Don't know/can't remember	15 1%f	2 1%	2 *	1 1%	1 *	-	2 1%	-	1 1%	-	-	2 1%	6 *	8 1%	8 *	4 1%f
Total mentions	2796 100%	221 100%	484 100%	98 100%	273 100%	157 100%	339 100%	155 100%	125 100%	90 100%	95 100%	271 100%	1730 100%	1012 100%	2363 100%	273 100%
Daily (Net)	1529 55%ACEJKLSTUd	98 44%	222 46%	43 43%	158 58%STU	107 68%zSTUYb	230 68%zSTUVYhbc	76 49%	69 55%	54 60%	43 46%	154 57%ST	876 51%	620 61%zd	1313 56%	136 50%
Weekly (Net)	2597 93%ACJLTU	202 92%U	435 90%U	80 81%	254 93%U	152 97%TU	326 96%zTU	147 95%U	115 92%U	85 95%U	89 93%U	254 94%U	1604 93%	944 93%	2204 93%	252 92%
Monthly (Net)	2733 98%CU	217 98%U	470 97%U	90 92%	269 98%U	155 99%U	332 98%U	154 100%U	122 98%	88 98%	95 100%U	265 98%U	1692 98%	987 98%	2318 98%z	266 97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 19
A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1698**	817	878	230	309	627	532	135	173	478	666	517	396	364	421	1247	119	172	160
WeightedBase	1600	756	842	184	279	565	573	120*	157	433	620	389	414	398	400	1329	105*	103	64
EffectiveBase	1151	561	589	154	220	444	352	88	112	325	465	366	282	250	281	895	84	120	127
A few times a day	**156**	82	74	14	39	54	49	10	14	39	52	30	41	42	42	122	9	11	14
	10%	*11%*	*9%*	*8%*	*14%zF*	*10%*	*9%*	*8%*	*9%*	*9%*	*8%*	*8%*	*10%*	*11%*	*10%*	*9%*	*8%*	*11%*	***21%zOPQ***
At least once every day	**409**	187	222	48	80	128	153	33	45	122	144	85	93	118	113	342	26	22	18
	26%K	*25%*	*26%*	*26%*	*29%*	*23%*	*27%*	*28%*	*28%*	*28%*	*23%*	*22%*	*22%*	***30%K***	*28%*	*26%*	*25%*	*22%*	*29%*
About two or three times a week	**476**	229	246	63	81	152	180	37	51	128	182	118	124	113	120	395	32	30	18
	30%	*30%*	*29%*	*34%*	*29%*	*27%*	*31%*	*31%*	*33%*	*30%*	*29%*	*30%*	*30%*	*28%*	*30%*	*30%*	*31%*	*29%*	*28%*
At least once a week	**348**	159	188	33	51	142	121	19	28	91	169	89	99	90	70	287	28	25	7
	22%NRWe	*21%*	*22%*	*18%*	*18%*	*25%D*	*21%*	*16%*	*18%*	*21%*	***27%zGHI***	*23%*	*24%*	*23%*	*18%*	***22%R***	***27%R***	***25%R***	*12%*
At least once a month	**133**	64	69	13	16	61	42	9	12	36	47	38	38	24	32	115	4	9	4
	8%c	*8%*	*8%*	*7%*	*6%*	*11%zD*	*7%*	*8%*	*8%*	*8%*	*8%*	*10%*	*9%*	*6%*	*8%*	*9%*	*4%*	*9%*	*6%*
At least once in the last three months	**61**	31	30	6	12	22	21	9	6	13	22	23	17	4	17	52	4	3	2
	4%M	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*7%*	*4%*	*3%*	*4%*	*6%zM*	*4%M*	*1%*	*4%M*	*4%*	*4%*	*3%*	*2%*
Don't know/can't remember	**18**	5	13	6	1	5	6	4	2	4	5	6	2	5	6	14	1	2	1
	1%	*1%*	*2%*	*3%zDE*	***	*1%*	*1%*	*3%zJ*	*1%*	*1%*	*1%*	*1%*	***	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Total mentions	**1600**	756	842	184	279	565	573	120	157	433	620	389	414	398	400	1329	105	103	64
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	**565**	268	296	62	119	182	202	42	58	160	195	115	134	161	155	464	35	34	32
	35%JKY	*35%*	*35%*	*34%*	*43%zE*	*32%*	*35%*	*35%*	*37%*	*37%*	*32%*	*30%*	*32%*	*40%K*	*39%K*	*35%*	*33%*	*33%*	***50%zOPQ***
Weekly (Net)	**1388**	656	730	158	251	476	503	98	137	380	546	322	357	364	345	1147	95	88	58
	87%KTU	*87%*	*87%*	*86%*	*90%E*	*84%*	*88%*	*82%*	*88%*	*88%*	*88%*	*83%*	*86%*	*92%zKN*	*86%*	*86%*	*91%*	*86%*	*90%*
Monthly (Net)	**1521**	721	798	172	266	538	545	107	150	415	593	360	395	389	377	1262	99	98	62
	95%GKUe	*95%*	*95%*	*94%*	*96%*	*95%*	*95%*	*89%*	*95%*	*96%G*	*96%G*	*93%*	*95%*	*98%zKN*	*94%*	*95%*	*95%*	*95%*	*97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 19
A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
													Working		**Urbanity**	
UnweightedBase	1698	125	255	39	142	90	206	97	56	44	38	155	1042	604	1397	185
WeightedBase	1600	136*	268	34*	155*	91*	233	101*	68*	45*	39*	157	1073	490	1332	164
EffectiveBase	1151	83	177	32	96	69	154	74	42	31	32	112	724	401	948	122
A few times a day	156	10	29	4	17	10	18	6	8	2	2	16	110	41	126	18
	10%	7%	11%	13%	11%	10%	8%	6%	12%	5%	4%	10%	10%	8%	9%	11%
At least once every day	409	29	63	7	50	20	61	17	13	19	11	52	266	128	344	37
	26%K	21%	24%	21%	32%Y	22%	26%	17%	20%	42%zSTYh	28%	33%Y	25%	26%	26%	22%
About two or three times a week	476	46	68	8	45	35	75	34	19	9	10	46	318	154	406	49
	30%	34%	25%	24%	29%	39%T	32%	34%	27%	21%	25%	29%	30%	31%	31%	30%
At least once a week	348	32	60	5	27	11	50	37	16	10	9	31	249	90	282	40
	22%NRWe	23%	22%	13%	17%	12%	21%	36%zTUVWXc	24%	23%	24%	19%	23%	18%	21%	24%
At least once a month	133	14	34	5	14	7	20	5	6	3	3	6	85	42	110	16
	8%c	10%	13%zc	13%c	9%	7%	9%	5%	9%	6%	8%	4%	8%	9%	8%	10%
At least once in the last three months	61	4	13	5	1	7	5	3	5	2	4	4	35	26	49	4
	4%M	3%	5%	13%zSVXYc	*	8%VX	2%	3%	8%V	4%	11%zVXc	3%	3%	5%	4%	2%
Don't know/can't remember	18	1	2	1	2	2	6	-	-	-	-	2	9	9	14	1
	1%	*	1%	3%	1%	2%	2%					1%	1%	2%	1%	1%
Total mentions	1600	136	268	34	155	91	233	101	68	45	39	157	1073	490	1332	164
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	565	39	92	12	67	30	78	23	22	21	12	68	377	169	471	55
	35%JKY	29%	34%	33%	43%SY	33%	34%	23%	32%	47%Y	32%	43%SY	35%	34%	35%	33%
Weekly (Net)	1388	117	219	24	139	76	203	94	57	41	31	145	944	413	1159	143
	87%KTU	86%	82%	71%	90%U	83%	87%U	92%TU	84%	90%U	81%	92%TU	88%	84%	87%	87%
Monthly (Net)	1521	131	253	29	153	83	223	98	63	44	34	151	1029	455	1269	159
	95%GKUe	97%U	94%U	84%	99%UWb	91%	96%U	97%U	92%	96%	89%	96%U	96%e	93%	95%	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 20
A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Channel 4
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2478**	1233	1240	333	449	873	823	206	236	681	971	798	598	487	595	1842	217	226	193
WeightedBase	2372	1149	1220	256	413	800	903	187	224	648	900	635	625	552	560	1957	200	136	78
EffectiveBase	1716	884	834	228	317	617	576	139	160	479	680	572	425	340	415	1336	159	159	152
A few times a day	210 **9%FY**	106 9%	104 9%	33 **13%zEF**	57 **14%zEF**	59 7%	61 7%	14 8%	27 12%	59 9%	67 7%	49 8%	56 9%	47 9%	58 10%	180 9%	13 6%	8 6%	10 **12%Q**
At least once every day	642 **27%KQg**	309 27%	333 27%	67 26%	127 31%	202 25%	245 27%	64 **34%zJ**	66 30%	184 28%	225 25%	152 24%	156 25%	165 30%	170 **30%K**	547 **28%Q**	53 **27%Q**	23 17%	19 24%
About two or three times a week	735 **31%CDNW**	373 32%	361 30%	65 25%	106 26%	238 30%	326 **36%zCDE**	54 29%	63 28%	184 28%	291 32%	190 30%	204 33%	189 **34%N**	152 27%	592 30%	68 34%	51 38%	23 30%
At least once a week	542 **23%ef**	244 21%	298 24%	59 23%	79 19%	212 **26%zDF**	192 21%	36 19%	57 25%	150 23%	221 25%	180 **28%zLMN**	132 21%	107 19%	123 22%	442 23%	44 22%	37 27%	18 24%
At least once a month	171 **7%HX**	84 7%	85 7%	22 9%	33 8%	63 8%	54 6%	10 5%	6 3%	49 **8%H**	72 **8%H**	41 7%	58 9%	34 6%	38 7%	139 7%	15 7%	12 9%	6 8%
At least once in the last three months	45 **2%**	22 2%	23 2%	5 2%	8 2%	20 2%	13 1%	4 2%	2 1%	17 3%	19 2%	18 **3%M**	14 2%	4 1%	9 2%	38 2%	3 2%	3 2%	1 2%
Don't know/can't remember	26 **1%**	10 1%	16 1%	5 2%	3 1%	5 1%	12 1%	6 **3%zIJ**	2 1%	6 1%	5 1%	4 1%	5 1%	6 1%	11 **2%K**	20 1%	4 2%	2 2%	* *
Total mentions	2372 *100%*	1149 100%	1220 100%	256 100%	413 100%	800 100%	903 100%	187 100%	224 100%	648 100%	900 100%	635 100%	625 100%	552 100%	560 100%	1957 100%	200 100%	136 100%	78 100%
Daily (Net)	852 **36%EJKQY g**	415 36%	437 36%	101 39%	184 **45%zEF**	261 33%	306 34%	79 **42%J**	93 **42%J**	243 37%	292 32%	201 32%	211 34%	212 **38%K**	227 **41%zKL**	727 **37%Q**	66 **33%Q**	31 23%	28 **37%Q**
Weekly (Net)	2129 *90%*	1032 90%	1096 90%	224 88%	369 89%	711 89%	824 91%	168 90%	213 **95%zIJ**	577 89%	804 89%	571 90%	548 88%	508 **92%L**	502 90%	1761 90%	178 89%	119 87%	70 90%
Monthly (Net)	2300 **97%a**	1116 97%	1181 97%	246 96%	402 97%	775 97%	878 97%	178 95%	219 98%	626 97%	876 97%	613 97%	606 97%	542 98%	540 96%	1900 97%	193 96%	131 96%	76 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 20
A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Channel 4
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
													Working		**Urbanity**	
UnweightedBase	**2478**	154	403	81	226	133	257	126	93	71	76	222	1458	955	2050	262
WeightedBase	2372	165	420	79*	241	145	279	130*	111*	79*	82*	226	1499	831	1983	244
EffectiveBase	1716	110	283	61	157	102	193	94	70	50	56	162	1026	656	1429	181
A few times a day	**210** **9%FY**	11 *6%*	49 **12%Ya**	5 *7%*	22 **9%Y**	15 **10%Y**	21 *8%*	3 *2%*	17 **15%Ya**	1 *2%*	9 **11%Y**	27 **12%Ya**	139 *9%*	65 *8%*	184 *9%*	15 *6%*
At least once every day	**642** **27%KQg**	40 *24%*	109 *26%*	20 *25%*	70 *29%*	56 **39%zSTYbc**	99 **36%zSTYbc**	26 *20%*	33 *30%*	23 *29%*	13 *16%*	58 *26%*	392 *26%*	235 *28%*	555 **28%g**	48 *20%*
About two or three times a week	**735** **31%CDNW**	53 **32%W**	122 **29%W**	24 *30%*	74 **31%W**	27 *19%*	86 **31%W**	46 **36%W**	33 *30%*	21 *27%*	22 *27%*	83 **37%W**	446 *30%*	279 *34%*	616 *31%*	74 *30%*
At least once a week	**542** **23%ef**	37 *22%*	99 *24%*	16 *20%*	42 *17%*	34 *24%*	57 *20%*	45 **35%zSTVXhc**	20 *18%*	21 *27%*	30 **37%zSTUVXhc**	41 *18%*	373 **25%ze**	163 *20%*	430 *22%*	77 **32%zf**
At least once a month	**171** **7%HX**	19 **12%Xc**	30 *7%*	9 **11%X**	26 **11%X**	10 *7%*	9 *3%*	8 *6%*	6 *6%*	6 *7%*	4 *5%*	11 *5%*	110 *7%*	59 *7%*	137 *7%*	21 *9%*
At least once in the last three months	**45** **2%**	3 *2%*	9 *2%*	5 **6%zXY**	4 *2%*	3 *2%*	2 *1%*	1 *1%*	1 *1%*	2 *3%*	3 *4%*	4 *2%*	27 *2%*	18 *2%*	42 *2%*	3 *1%*
Don't know/can't remember	**26** **1%**	2 *1%*	2 ***	- -	3 *1%*	- -	6 *2%*	1 ***	- -	4 **6%zTWhc**	* ***	2 *1%*	11 *1%*	13 *2%*	18 *1%*	5 *2%*
Total mentions	2372 *100%*	165 *100%*	420 *100%*	79 *100%*	241 *100%*	145 *100%*	279 *100%*	130 *100%*	111 *100%*	79 *100%*	82 *100%*	226 *100%*	1499 *100%*	831 *100%*	1983 *100%*	244 *100%*
Daily (Net)	**852** **36%EJKQYg**	50 *30%*	158 **38%Y**	25 *32%*	92 **38%Y**	71 **49%zSTUYab**	120 **43%zSYb**	29 *22%*	50 **45%Yb**	24 *31%*	22 *27%*	85 **38%Y**	531 *35%*	300 *36%*	739 **37%zg**	63 *26%*
Weekly (Net)	**2129** **90%**	140 *85%*	379 *90%*	65 *82%*	208 *86%*	132 *91%*	263 **94%zSUVa**	120 **93%U**	104 *93%*	67 *84%*	74 *91%*	209 **92%SU**	1351 *90%*	742 *89%*	1785 *90%*	215 *88%*
Monthly (Net)	**2300** **97%a**	159 *97%*	409 **97%a**	74 *94%*	234 *97%*	142 *98%*	271 *97%*	128 **99%a**	110 *99%*	72 *92%*	79 *96%*	221 *97%*	1461 *97%*	801 *96%*	1923 *97%*	236 *97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 21
A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents who have watched TV in the last 3 months

	Total	Gender		Age				Household Income				Social Group				Nation			
		Male	Female	16-24	25-34	35-54	55+	Up to £10,000	£10,000 - £14,999	£15,000 - £29,999	£30,000+	AB	C1	C2	DE	England	Scotland	Wales	Northern Ireland
	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
UnweightedBase	1518	728	788	201	284	597	436	137	144	394	644	493	374	303	348	1112	128	133	145
WeightedBase	1366	650	715	152	241	528	445	119*	126*	345	566	351	395	319	301	1128	105*	73*	60
EffectiveBase	1048	520	528	132	211	425	294	89	97	278	459	362	272	211	235	808	95	91	114
A few times a day	86	40	46	13	22	26	25	7	10	28	32	24	19	25	18	67	9	2	9
	6%	6%	6%	9%	9%E	5%	6%	6%	8%	8%	6%	7%	5%	8%	6%	6%	8%	3%	15%zOQ
At least once every day	276	148	127	37	65	91	84	31	28	80	100	49	80	65	82	230	24	13	10
	20%BEKY	23%zB	18%	24%	27%zEF	17%	19%	26%	23%	23%	18%	14%	20%K	20%K	27%zK	20%	22%	18%	16%
About two or three times a week	397	189	207	46	68	153	130	29	32	92	177	110	102	100	84	320	33	23	21
	29%	29%	29%	31%	28%	29%	29%	25%	25%	27%	31%	31%	26%	31%	28%	28%	32%	31%	35%
At least once a week	371	169	202	29	52	160	130	29	34	94	161	96	120	81	74	317	22	20	12
	27%CD	26%	28%	19%	22%	30%CD	29%C	25%	27%	27%	28%	27%	30%	25%	25%	28%	21%	28%	20%
At least once a month	160	72	88	19	22	67	52	9	12	40	71	49	52	34	24	131	11	11	7
	12%N	11%	12%	12%	9%	13%	12%	7%	9%	12%	12%	14%N	13%	11%	8%	12%	10%	15%	11%
At least once in the last three months	50	24	26	6	6	22	16	5	7	9	17	18	15	7	10	41	6	1	2
	4%	4%	4%	4%	3%	4%	4%	5%	5%	3%	3%	5%	4%	2%	3%	4%	6%	1%	3%
Don't know/can't remember	26	8	18	3	5	9	8	8	2	1	8	5	6	7	8	22	1	3	-
	2%I	1%	2%	2%	2%	2%	2%	7%zIJ	2%	*	1%	1%	2%	2%	3%	2%	1%	4%	-
Total mentions	1366	650	715	152	241	528	445	119	126	345	566	351	395	319	301	1128	105	73	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	363	188	174	50	87	117	109	38	38	108	132	73	100	90	100	297	32	15	18
	27%EJKYg	29%	24%	33%E	36%zEF	22%	25%	32%	31%	31%zJ	23%	21%	25%	28%K	33%zKL	26%	31%	20%	31%
Weekly (Net)	1130	546	583	125	207	429	369	96	105	294	470	279	322	271	259	933	87	58	51
	83%Ke	84%	82%	82%	86%	81%	83%	81%	83%	85%	83%	79%	81%	85%	86%K	83%	83%	79%	86%
Monthly (Net)	1290	617	671	143	230	496	421	105	117	334	540	328	374	305	282	1065	98	69	58
	94%G	95%	94%	94%	95%	94%	95%	89%	93%	97%zG	96%G	94%	95%	96%	94%	94%	93%	95%	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 21
A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents who have watched TV in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1518	109	229	39	138	73	186	75	52	43	32	136	936	530	1248	164
WeightedBase	1366	114*	225	35*	147*	68*	199	72*	62*	45*	27**	135	905	428	1139	136
EffectiveBase	1048	77	163	32	90	59	137	61	41	32	26	100	668	348	867	113
A few times a day	86 6%	3 3%	19 8%X	2 5%	15 10%X	5 8%	5 3%	3 4%	2 3%	2 5%	1 2%	10 8%	59 7%	26 6%	80 7%z	4 3%
At least once every day	276 20%BEKY	19 16%	40 18%Y	5 15%	33 22%Y	17 25%Y	48 24%Y	5 7%	13 21%Y	12 27%Y	5 17%	34 25%Y	176 19%	91 21%	245 21%z	19 14%
About two or three times a week	397 29%	25 22%	71 32%	12 35%	30 20%	21 31%	57 28%	22 31%	21 35%	16 35%	9 33%	36 27%	270 30%	118 28%	323 28%	39 29%
At least once a week	371 27%CD	40 35%	64 28%	8 23%	37 25%	14 21%	61 30%	34 48%zTUVW Xhac	11 18%	8 18%	7 26%	32 24%	261 29%	102 24%	303 27%	45 33%
At least once a month	160 12%N	15 13%	20 9%	4 12%	22 15%	7 11%	15 7%	7 9%	14 22%zTX	5 11%	6 22%	16 12%	98 11%	59 14%	130 11%	20 15%
At least once in the last three months	50 4%	8 7%	7 3%	3 9%Y	8 5%	3 5%	5 3%	1 1%	1 1%	-	-	6 4%	26 3%	23 5%d	40 4%	6 5%
Don't know/can't remember	26 2%I	4 4%	5 2%	-	2 1%	-	8 4%z	1 1%	-	2 4%	-	1 *	16 2%	9 2%	18 2%	2 1%
Total mentions	1366 100%	114 100%	225 100%	35 100%	147 100%	68 100%	199 100%	72 100%	62 100%	45 100%	27 100%	135 100%	905 100%	428 100%	1139 100%	136 100%
Daily (Net)	363 27%EJKYg	22 19%	58 26%Y	7 20%	48 33%Y	22 33%Y	54 27%Y	8 11%	15 24%	14 32%Y	5 19%	44 33%SY	235 26%	117 27%	325 29%zg	23 17%
Weekly (Net)	1130 83%Ke	87 76%	193 86%	27 78%	115 78%	57 85%	171 86%	64 89%	47 77%	38 85%	21 78%	112 83%	766 85%ze	337 79%	951 83%	107 79%
Monthly (Net)	1290 94%G	102 89%	213 95%	32 91%	137 93%	65 95%	186 93%	71 98%S	61 99%	43 96%	27 100%	129 95%	864 95%	397 93%	1081 95%	128 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Channel 5

Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1952**	969	979	203	321	702	726	177	195	541	746	617	448	387	500	1443	156	187	166
WeightedBase	1862	909	951	157	294	626	786	159	184	517	674	470	462	442	489	1547	138	112	66
EffectiveBase	1336	680	655	137	229	485	502	118	126	369	526	440	318	269	342	1040	114	131	133
A few times a day	**142**	54	88	10	25	43	63	16	15	31	50	40	30	35	37	125	6	4	6
	8%A	6%	9%zA	7%	9%	7%	8%	10%	8%	6%	7%	9%	6%	8%	8%	8%	4%	3%	10%Q
At least once every day	**447**	208	239	25	78	144	199	43	57	131	137	91	94	106	156	374	35	24	14
	24%CJKb	23%	25%	16%	27%C	23%	25%C	27%	31%J	25%	20%	19%	20%	24%	32%zKLM	24%	25%	22%	22%
About two or three times a week	**493**	253	238	40	85	160	208	42	53	139	182	112	115	138	127	411	31	30	21
	26%	28%	25%	26%	29%	25%	26%	26%	29%	27%	27%	24%	25%	31%zK	26%	27%	23%	27%	31%
At least once a week	**478**	231	246	51	67	170	191	35	36	138	184	130	135	106	107	384	45	32	16
	26%W	25%	26%	32%D	23%	27%	24%	22%	20%	27%	27%	28%	29%N	24%	22%	25%	33%	29%	25%
At least once a month	**218**	120	98	18	32	82	86	14	21	55	85	68	59	47	44	181	13	17	7
	12%	13%	10%	11%	11%	13%	11%	9%	11%	11%	13%	15%zN	13%	11%	9%	12%	10%	15%	10%
At least once in the last three months	**60**	30	29	10	5	19	25	5	2	20	27	20	22	6	11	50	5	4	1
	3%	3%	3%	7%zD	2%	3%	3%	3%	1%	4%	4%	4%M	5%M	1%	2%	3%	4%	4%	1%
Don't know/can't remember	**25**	12	13	2	1	7	15	4	-	3	9	7	7	4	6	23	2	-	1
	1%	1%	1%	2%	*	1%	2%	3%	-	1%	1%	2%	2%	1%	1%	1%	1%	-	1%
Total mentions	**1862**	909	951	157	294	626	786	159	184	517	674	470	462	442	489	1547	138	112	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**589**	262	327	36	104	188	262	59	72	161	187	132	124	141	193	472	41	28	21
	32%ACJKL	29%	34%zA	23%	35%C	30%	33%C	37%J	39%J	31%	28%	28%	27%	32%	40%zKLM	32%	30%	25%	31%
Weekly (Net)	**1560**	747	811	127	256	517	660	136	161	438	553	374	373	385	428	1293	118	91	58
	84%KSb	82%	85%	81%	87%	83%	84%	85%	88%	85%	82%	80%	81%	87%KL	88%KL	84%	85%	82%	87%
Monthly (Net)	**1778**	867	909	144	288	599	746	151	182	493	638	442	433	432	471	1475	131	108	65
	95%CUe	95%	96%	92%	98%zC	96%	95%	94%	99%zGJ	96%	95%	94%	94%	98%zKL	96%	95%	95%	96%	98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 22
A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Channel 5
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	1952	118	315	46	162	101	214	102	76	59	53	197	1126	767	1619	203
WeightedBase	1862	119*	315	44*	181	105*	246	107*	90*	70*	59*	212	1152	672	1552	193
EffectiveBase	1336	86	226	37	111	74	156	75	56	41	41	142	782	523	1118	135
A few times a day	142 **8%A**	7 *6%*	32 *10%XY*	4 *10%*	15 *8%*	15 *14%zXYh*	11 *4%*	3 *3%*	3 *3%*	6 *8%*	6 *10%*	23 *11%XY*	86 *7%*	53 *8%*	125 *8%*	11 *6%*
At least once every day	447 **24%CJKb**	21 *17%*	72 *23%b*	7 *16%*	48 *26%b*	39 *37%zSTUX Yb*	60 *25%b*	24 *22%*	24 *27%b*	20 *29%b*	5 *8%*	54 *25%b*	273 *24%*	159 *24%*	378 *24%*	39 *20%*
About two or three times a week	493 **26%**	26 *22%*	75 *24%*	12 *28%*	44 *24%*	25 *24%*	74 *30%*	31 *29%*	29 *32%*	18 *26%*	15 *25%*	61 *29%*	316 *27%*	168 *25%*	408 *26%*	49 *25%*
At least once a week	478 **26%W**	37 *31%W*	81 *26%*	11 *25%*	39 *22%*	17 *16%*	57 *23%*	39 *36%zVWXc*	21 *23%*	17 *24%*	16 *27%*	50 *23%*	296 *26%*	173 *26%*	395 *25%*	60 *31%*
At least once a month	218 **12%**	22 *19%zWYc*	40 *13%*	4 *9%*	23 *13%*	6 *6%*	30 *12%*	8 *8%*	12 *13%*	5 *7%*	13 *22%zWYc*	19 *9%*	140 *12%*	76 *11%*	175 *11%*	28 *14%*
At least once in the last three months	60 **3%**	5 *4%*	14 *4%*	5 *11%zXYhc*	8 *4%*	3 *3%*	4 *2%*	2 *2%*	1 *2%*	2 *3%*	4 *7%Xc*	2 *1%*	30 *3%*	29 *4%*	54 *3%*	4 *2%*
Don't know/can't remember	25 **1%**	2 *1%*	1 ***	1 *1%*	3 *2%*	-	10 *4%zT*	-	*	2 *2%*	-	4 *2%*	11 *1%*	14 *2%*	17 *1%*	3 *2%*
Total mentions	1862 *100%*	119 *100%*	315 *100%*	44 *100%*	181 *100%*	105 *100%*	246 *100%*	107 *100%*	90 *100%*	70 *100%*	59 *100%*	212 *100%*	1152 *100%*	672 *100%*	1552 *100%*	193 *100%*
Daily (Net)	589 **32%ACJKL**	28 *23%*	104 *33%*	11 *26%*	63 *35%*	54 *52%zSTUV XYhbc*	65 *29%*	27 *25%*	27 *30%*	26 *37%*	11 *19%*	77 *36%Sb*	358 *31%*	212 *32%*	503 *32%*	50 *26%*
Weekly (Net)	1560 **84%KSb**	91 *76%*	260 *83%*	34 *79%*	146 *81%*	96 *92%SVb*	202 *82%*	97 *91%Sb*	77 *85%*	61 *88%*	42 *71%*	187 *88%Sb*	971 *84%*	553 *82%*	1306 *84%*	159 *82%*
Monthly (Net)	1778 **95%CUe**	113 *95%*	300 *95%*	38 *87%*	169 *94%*	102 *97%U*	232 *94%*	105 *98%U*	88 *98%U*	66 *95%*	55 *93%*	206 *97%U*	1111 *96%ze*	629 *94%*	1481 *95%*	187 *96%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 23
A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**945**	453	491	88	174	390	293	87	96	266	377	281	220	196	248	685	70	84	106
WeightedBase	826	402	423	67*	144	331	283	71*	86*	229	327	190	226	196	213	683	53*	48*	41*
EffectiveBase	653	318	334	59	124	282	196	60	60	185	278	202	162	141	164	501	52	59	87
A few times a day	40	14	27	1	6	17	16	7	4	9	13	12	7	9	12	31	4	2	4
	5%	3%	6%	2%	4%	5%	6%	10%	5%	4%	4%	6%	3%	5%	6%	4%	7%	5%	10%zO
At least once every	163	91	72	13	30	54	66	14	22	35	67	31	40	44	47	132	18	5	9
day	20%QY	23%	17%	19%	21%	16%	23%	20%	26%	15%	20%	16%	18%	23%	22%	19%	34%zOQ	10%	21%
About two or three	199	105	93	13	37	74	74	24	10	55	88	55	57	36	51	165	9	14	11
times a week	24%H	26%	22%	20%	26%	22%	26%	33%H	12%	24%H	27%H	29%M	25%	18%	24%	24%	17%	29%	26%
At least once a week	248	114	134	22	38	118	70	15	31	82	93	52	64	68	64	212	13	13	11
	30%	28%	32%	33%	27%	36%zF	25%	21%	36%	36%zG	28%	28%	28%	35%	30%	31%	25%	27%	26%
At least once a month	106	58	48	13	20	47	26	5	10	23	47	31	30	27	17	88	6	8	5
	13%N	15%	11%	19%F	14%	14%	9%	7%	12%	10%	14%	16%N	13%	14%	8%	13%	10%	16%	12%
At least once in the	36	9	27	2	8	15	10	3	4	14	12	5	13	4	13	29	1	4	1
last three months	4%A	2%	6%zA	3%	6%	5%	4%	4%	4%	6%	4%	3%	6%	2%	6%	4%	3%	9%	2%
Don't know/can't	34	10	23	3	4	5	21	2	5	12	7	4	14	8	8	27	2	3	1
remember	4%EJf	3%	5%	4%	3%	2%	8%zE	3%	5%	5%	2%	2%	6%K	4%	4%	4%	5%	6%	2%
Total mentions	826	402	423	67	144	331	283	71	86	229	327	190	226	196	213	683	53	48	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	204	105	99	14	36	72	81	22	26	44	80	43	48	53	60	163	21	7	13
	25%IQY	26%	23%	22%	25%	22%	29%	30%	31%	19%	25%	23%	21%	27%	28%	24%	41%zOQ	14%	31%Q
Weekly (Net)	650	324	326	50	112	263	226	61	67	180	262	150	168	156	175	539	44	34	34
	79%	81%	77%	74%	77%	80%	80%	85%	78%	79%	80%	79%	74%	80%	82%	79%	82%	69%	83%
Monthly (Net)	756	382	373	62	132	310	252	66	77	203	308	182	199	184	192	627	49	41	40
	92%B	95%zB	88%	93%	91%	94%	89%	92%	90%	89%	94%zI	95%zL	88%	94%	90%	92%	93%	85%	96%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 23
A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	945	66	146	19	81	43	117	49	34	26	16	88	593	319	781	109
WeightedBase	826	68*	132	19**	82*	39*	125*	50*	38**	29**	15**	89*	569	237	683	95*
EffectiveBase	653	50	107	16	60	31	84	38	24	18	14	64	423	214	549	69
A few times a day	40 5%	1 2%	5 4%	1 3%	8 10%	3 9%	6 5%	1 3%	1 4%	2 5%	- -	2 3%	27 5%	14 6%	37 5%	3 3%
At least once every day	163 20%QY	11 16%	33 25%Y	3 13%	17 21%Y	9 23%Y	26 20%Y	2 3%	6 16%	4 13%	2 14%	20 23%Y	105 19%	51 22%	145 21%z	13 14%
About two or three times a week	199 24%H	10 14%	40 30%S	2 10%	18 22%	8 21%	35 28%	14 28%	11 30%	6 19%	1 10%	20 23%	138 24%	54 23%	159 23%	18 19%
At least once a week	248 30%	34 50%zTVWXc	29 22%	9 45%	18 22%	9 24%	40 32%	18 36%	10 26%	9 31%	8 58%	27 31%	177 31%	67 28%	202 30%	40 42%zf
At least once a month	106 13%N	9 13%	21 16%	4 19%	9 11%	6 16%	11 9%	12 24%zX	2 5%	2 8%	1 6%	11 13%	80 14%	25 10%	87 13%	9 9%
At least once in the last three months	36 4%A	1 2%	2 2%	2 9%	7 9%T	2 5%	3 3%	3 6%	3 9%	1 4%	2 12%	3 3%	22 4%	13 5%	30 4%	6 6%
Don't know/can't remember	34 4%EJf	2 3%	2 1%	- -	3 4%	1 3%	4 3%	1 1%	4 11%	5 19%	- -	5 5%	20 3%	14 6%	22 3%	6 7%
Total mentions	826 100%	68 100%	132 100%	19 100%	82 100%	39 100%	125 100%	50 100%	38 100%	29 100%	15 100%	89 100%	569 100%	237 100%	683 100%	95 100%
Daily (Net)	204 25%IQY	12 18%	38 28%Y	3 16%	26 31%Y	12 32%Y	31 25%Y	3 6%	7 20%	5 19%	2 14%	23 25%Y	132 23%	65 27%	183 27%z	16 17%
Weekly (Net)	650 79%	56 82%	107 81%	14 72%	62 76%	29 76%	106 85%Y	35 69%	29 76%	20 69%	12 82%	70 79%	447 79%	185 78%	543 80%	74 78%
Monthly (Net)	756 92%B	65 95%	128 97%zV	17 91%	71 87%	35 92%	117 94%	47 93%	30 80%	22 77%	13 88%	81 92%	527 93%	210 89%	630 92%	83 87%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 24
A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1371**	711	657	140	216	531	484	116	119	371	570	443	354	261	313	1036	101	124	110
WeightedBase	1293	650	641	112	193	477	511	110*	110*	335	521	338	375	281	299	1098	79*	72*	45*
EffectiveBase	964	517	450	101	162	376	337	83	79	259	423	319	265	188	210	766	78	89	90
A few times a day	106	49	57	6	25	35	41	17	14	20	34	32	21	22	31	95	2	5	4
	8%S	8%	9%	5%	**13%zCE**	7%	8%	**16%zIJ**	**13%I**	6%	6%	9%	6%	8%	11%	9%	3%	7%	8%
At least once every day	276	155	119	22	42	89	122	24	23	85	106	58	77	78	64	231	20	13	12
	21%BKY	**24%zB**	19%	20%	22%	19%	24%	22%	21%	25%	20%	17%	20%	**28%zK**	21%	21%	25%	19%	26%
About two or three times a week	375	194	180	37	61	138	138	26	32	85	164	98	106	85	85	318	23	22	11
	29%	30%	28%	33%	31%	29%	27%	23%	29%	25%	32%	29%	28%	30%	28%	29%	29%	31%	25%
At least once a week	341	155	186	22	36	137	145	30	29	102	132	91	104	64	82	293	18	16	13
	26%D	24%	29%	20%	19%	**29%D**	**28%D**	27%	26%	30%	25%	27%	28%	23%	28%	27%	24%	22%	29%
At least once a month	139	70	69	19	20	57	42	7	9	31	62	45	46	25	23	110	10	14	4
	11%	11%	11%	**17%zF**	11%	12%	8%	6%	8%	9%	12%	**13%N**	12%	9%	8%	10%	13%	**20%zOR**	9%
At least once in the last three months	40	24	16	5	3	13	19	4	3	11	16	10	15	6	8	34	4	-	2
	3%Td	4%	3%	4%	1%	3%	4%	4%	3%	3%	3%	3%	4%	2%	3%	3%	**5%Q**	-	**3%Q**
Don't know/can't remember	16	3	13	1	6	7	3	2	-	1	6	4	5	1	6	15	1	*	-
	1%A	1%	**2%A**	1%	**3%F**	2%	1%	2%	-	*	1%	1%	1%	*	2%	1%	1%	*	-
Total mentions	1293	650	641	112	193	477	511	110	110	335	521	338	375	281	299	1098	79	72	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	382	204	177	28	67	124	163	41	37	105	139	90	98	99	95	326	22	19	15
	30%EY	31%	28%	25%	**35%E**	26%	32%	37%	33%	31%	27%	27%	26%	**35%KL**	32%	30%	28%	26%	33%
Weekly (Net)	1098	554	542	88	164	400	446	97	97	291	436	279	308	249	262	938	63	57	40
	85%	85%	85%	78%	85%	84%	**87%C**	88%	89%	87%	84%	83%	82%	88%	88%	85%	81%	79%	88%
Monthly (Net)	1237	624	612	107	184	457	489	104	106	323	498	324	354	273	285	1048	74	71	44
	96%Ue	96%	95%	95%	96%	96%	96%	94%	97%	96%	96%	96%	95%	97%	95%	95%	94%	**100%zP**	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 24
A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1371	121	219	37	111	58	155	76	56	36	46	121	818	517	1144	155
WeightedBase	1293	136*	226	34*	119*	55*	170	75*	62*	40**	52*	128*	821	447	1089	138
EffectiveBase	964	86	153	31	83	47	115	63	43	26	36	88	593	349	812	101
A few times a day	106 **8%S**	4 3%	23 10%Sb	2 7%	15 13%Sb	7 13%Sb	17 10%S	8 10%Sb	8 13%Sb	1 2%	- -	11 8%	61 7%	45 10%	91 8%	9 7%
At least once every day	276 **21%BKY**	27 20%Y	54 24%Y	6 18%Y	33 27%Y	13 24%Y	31 18%Y	3 5%	9 15%	7 17%	9 18%Y	38 30%zY	175 21%	91 20%	239 22%	25 18%
About two or three times a week	375 **29%**	43 32%	69 30%	11 33%	26 22%	18 33%	43 26%	25 33%	21 33%	8 19%	15 28%	40 31%	244 30%	128 29%	309 28%	45 33%
At least once a week	341 **26%D**	42 31%	54 24%	7 21%	24 20%	10 18%	47 27%	32 42%zTVWXc	15 25%	15 38%	21 41%zTVWc	26 20%	223 27%	109 25%	282 26%	46 33%
At least once a month	139 **11%**	11 8%	23 10%	2 6%	13 11%	6 12%	23 14%	5 6%	6 10%	6 16%	6 11%	9 7%	92 11%	43 10%	121 11%	10 7%
At least once in the last three months	40 **3%Td**	7 5%T	1 1%	5 15%zTWXYc	6 5%T	- -	3 2%	3 3%	2 4%	2 4%	2 3%	3 2%	16 2%	24 5%zd	36 3%	1 1%
Don't know/can't remember	16 **1%A**	2 1%	3 1%	- -	1 1%	- -	5 3%	- -	1 1%	1 2%	- -	2 2%	9 1%	7 1%	11 1%	2 1%
Total mentions	1293 *100%*	136 100%	226 100%	34 100%	119 100%	55 100%	170 100%	75 100%	62 100%	40 100%	52 100%	128 100%	821 100%	447 100%	1089 100%	138 100%
Daily (Net)	382 **30%EY**	31 23%	76 34%Y	9 25%	48 40%zSyb	21 37%Yb	48 28%	11 15%	17 27%	8 20%	9 18%	49 38%SYb	236 29%	135 30%	330 30%	35 25%
Weekly (Net)	1098 **85%**	116 85%	199 88%	27 80%	98 83%	49 88%	138 81%	68 91%	53 85%	31 77%	45 86%	114 89%	703 86%	373 84%	921 85%	126 91%
Monthly (Net)	1237 **96%Ue**	126 93%	222 98%SU	29 85%	111 94%	55 100%U	161 95%	73 97%U	59 95%	37 94%	51 97%	123 96%U	796 97%ze	416 93%	1042 96%	135 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 25
A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1321**	718	602	147	269	545	360	61	107	364	602	451	306	270	294	981	125	116	99
WeightedBase	1224	657	567	116	251	506	351	55*	98*	333	542	332	317	302	274	1009	111*	68*	36*
EffectiveBase	907	508	400	104	194	369	245	43	71	245	433	327	224	189	194	706	89	86	77
A few times a day	204	120	84	18	35	96	55	9	17	75	75	56	48	49	51	166	23	6	9
	17%J	18%	15%	16%	14%	19%	16%	15%	17%	23%zJ	14%	17%	15%	16%	19%	16%	21%Q	9%	26%zOQ
At least once every day	397	225	171	34	80	161	121	22	33	84	183	96	99	110	93	339	31	17	9
	32%I	34%	30%	29%	32%	32%	35%	39%	34%	25%	34%I	29%	31%	36%	34%	34%	28%	25%	25%
About two or three times a week	313	163	150	27	65	131	90	11	28	91	132	88	87	75	63	242	36	24	11
	26%Ob	25%	26%	24%	26%	26%	26%	19%	29%	27%	24%	27%	27%	25%	23%	24%	32%	36%zO	30%
At least once a week	214	94	120	21	51	87	55	8	15	60	98	62	55	52	44	178	18	12	6
	17%A	14%	21%zA	18%	20%	17%	16%	14%	15%	18%	18%	19%	17%	17%	16%	18%	16%	18%	16%
At least once a month	60	36	24	11	9	22	18	3	4	12	36	18	17	13	12	52	4	3	1
	5%	5%	4%	9%zD	3%	4%	5%	5%	5%	4%	7%z	5%	5%	4%	4%	5%	3%	5%	2%
At least once in the last three months	23	15	8	2	9	6	5	-	1	7	14	6	9	2	6	21	-	2	*
	2%f	2%	1%	2%	4%	1%	1%	-	1%	2%	3%	2%	3%	1%	2%	2%	-	3%	1%
Don't know/can't remember	14	4	10	3	3	2	6	4	-	4	4	6	3	1	5	12	-	3	-
	1%	1%	2%	3%E	1%	*	2%	7%zHIJ	-	1%	1%	2%	1%	*	2%	1%	-	4%zOP	-
Total mentions	1224	657	567	116	251	506	351	55	98	333	542	332	317	302	274	1009	111	68	36
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	601	345	255	52	115	257	177	30	50	159	258	152	146	158	144	505	54	23	18
	49%BQ	53%zB	45%	45%	46%	51%	50%	55%	51%	48%	48%	46%	46%	52%	53%	50%Q	49%	35%	51%Q
Weekly (Net)	1128	602	525	100	231	475	321	49	92	310	488	303	288	286	251	925	108	60	35
	92%CJb	92%	93%	86%	92%	94%C	92%	88%	94%	93%	90%	91%	91%	95%	92%	92%	97%Q	89%	98%Q
Monthly (Net)	1187	638	549	111	240	497	339	52	97	322	524	320	305	299	263	977	111	63	36
	97%	97%	97%	95%	95%	98%zD	97%	93%	99%	97%	97%	97%	96%	99%z	96%	97%	100%Q	94%	99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 25
A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1321	88	219	39	113	75	137	70	49	26	44	121	860	428	1103	135
WeightedBase	1224	98*	218	35*	114*	80*	136*	74*	53*	33**	46*	123*	872	331	1027	117*
EffectiveBase	907	58	154	32	87	58	98	53	38	19	35	82	605	290	760	94
A few times a day	204 *17%J*	17 *18%*	32 *15%*	4 *11%*	15 *13%*	20 *25%Y*	20 *15%*	7 *10%*	11 *21%*	5 *16%*	7 *15%*	26 *21%*	142 *16%*	59 *18%*	172 *17%*	18 *15%*
At least once every day	397 *32%I*	34 *35%*	73 *34%*	12 *34%*	48 *42%z*	22 *28%*	43 *32%*	22 *30%*	19 *36%*	12 *37%*	17 *36%*	36 *29%*	280 *32%*	105 *32%*	331 *32%*	45 *38%*
About two or three times a week	313 *26%Ob*	25 *26%*	60 *27%b*	11 *31%b*	21 *18%*	20 *25%*	31 *23%*	23 *31%b*	11 *20%*	8 *26%*	4 *9%*	28 *23%*	222 *25%*	88 *27%*	266 *26%*	26 *22%*
At least once a week	214 *17%A*	16 *17%*	32 *15%*	5 *15%*	21 *18%*	12 *15%*	28 *20%*	15 *20%*	9 *17%*	6 *17%*	10 *22%*	25 *20%*	158 *18%*	54 *16%*	187 *18%*	17 *14%*
At least once a month	60 *5%*	2 *2%*	12 *5%*	3 *7%*	7 *6%*	5 *6%*	10 *7%*	3 *4%*	* ***	1 *4%*	4 *10%*	5 *4%*	43 *5%*	15 *5%*	48 *5%*	6 *5%*
At least once in the last three months	23 *2%f*	2 *2%*	6 *3%*	1 *2%*	1 *1%*	2 *2%*	1 ***	3 *4%*	1 *1%*	- *-*	2 *4%*	3 *3%*	19 *2%*	4 *1%*	15 *1%*	4 *3%*
Don't know/can't remember	14 *1%*	1 *1%*	3 *1%*	- *-*	1 *1%*	- *-*	4 *3%*	- *-*	1 *3%*	- *-*	2 *4%*	- *-*	8 *1%*	6 *2%*	9 *1%*	3 *2%*
Total mentions	1224 *100%*	98 *100%*	218 *100%*	35 *100%*	114 *100%*	80 *100%*	136 *100%*	74 *100%*	53 *100%*	33 *100%*	46 *100%*	123 *100%*	872 *100%*	331 *100%*	1027 *100%*	117 *100%*
Daily (Net)	601 *49%BQ*	52 *53%*	106 *49%*	16 *45%*	63 *55%*	42 *52%*	64 *47%*	29 *40%*	31 *58%*	17 *53%*	24 *51%*	62 *50%*	422 *48%*	164 *50%*	503 *49%*	62 *53%*
Weekly (Net)	1128 *92%CJb*	93 *95%b*	197 *91%*	32 *90%*	105 *92%*	73 *92%*	122 *90%*	67 *91%*	51 *95%*	31 *96%*	38 *83%*	115 *93%*	802 *92%*	306 *92%*	955 *93%z*	105 *89%*
Monthly (Net)	1187 *97%*	95 *97%*	209 *96%*	34 *98%*	112 *98%*	78 *98%*	132 *97%*	71 *96%*	51 *96%*	33 *100%*	43 *92%*	120 *97%*	845 *97%*	321 *97%*	1003 *98%z*	111 *94%*

Table 26
A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - S4C
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**146**	92	54	14	27	56	49	6	13	37	72	73	31	22	20	66	8	71	1
WeightedBase	108	69*	39*	7**	19**	48*	35*	5**	7**	28**	54*	48*	26**	19**	16**	64*	5**	38*	***
EffectiveBase	101	65	35	12	19	38	35	3	9	27	53	56	21	15	13	49	6	53	1
A few times a day	**16**	10	6	2	7	5	1	-	2	2	10	8	4	1	3	11	2	2	*
	15%FQ	15%	15%	36%	36%	10%	4%	-	24%	8%	18%	16%	16%	6%	18%	17%	42%	5%	100%
At least once every day	**18**	13	5	1	3	10	4	-	1	2	12	8	6	3	1	14	*	3	-
	16%Q	19%	12%	18%	16%	21%	10%	-	12%	8%	22%	17%	22%	13%	7%	**23%Q**	8%	8%	-
About two or three times a week	**21**	10	11	*	2	13	5	4	1	5	6	8	3	5	5	12	1	7	-
	19%J	14%	28%	3%	10%	28%	16%	71%	18%	20%	12%	16%	10%	28%	35%	19%	25%	19%	-
At least once a week	**21**	13	7	1	2	6	11	*	1	8	10	9	6	2	3	9	1	10	-
	19%	19%	19%	14%	12%	13%	31%z	9%	18%	28%	19%	20%	23%	11%	21%	14%	26%	27%z	-
At least once a month	**22**	15	7	1	4	9	9	*	2	9	9	7	7	7	2	11	-	12	-
	21%	22%	18%	16%	19%	18%	26%	9%	24%	32%	16%	14%	26%	35%	15%	17%	-	31%z	-
At least once in the last three months	**10**	7	3	1	1	4	4	1	-	*	8	8	*	1	1	6	-	4	-
	9%	10%	8%	12%	4%	9%	12%	10%	-	1%	14%	16%z	1%	8%	3%	10%	-	10%	-
Don't know/can't remember	**1**	*	*	-	*	*	-	-	*	*	-	*	*	-	-	*	-	*	-
	1%	1%	1%	-	1%	1%	-	-	4%	2%	-	1%	1%	-	-	1%	-	1%	-
Total mentions	**108**	69	39	7	19	48	35	5	7	28	54	48	26	19	16	64	5	38	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**33**	23	10	4	10	15	5	-	3	5	21	16	10	4	4	25	3	5	*
	31%FQ	33%	26%	54%	53%	31%	15%	-	36%	17%	40%	33%	39%	19%	26%	**40%Q**	50%	13%	100%
Weekly (Net)	**75**	46	29	5	14	34	21	4	5	18	38	33	18	11	13	46	5	23	*
	69%Q	67%	74%	71%	75%	72%	62%	80%	72%	65%	70%	69%	72%	57%	81%	73%	100%	59%	100%
Monthly (Net)	**97**	62	36	6	18	43	30	5	7	27	47	40	25	18	15	57	5	34	*
	90%K	89%	92%	88%	95%	90%	88%	90%	96%	97%	86%	83%	98%	92%	97%	89%	100%	89%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 26
A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - S4C
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	146	2	31	1	7	6	4	6	2	2	2	3	112	32	116	20
WeightedBase	108	1**	32**	3**	6**	3**	3**	6**	2**	1**	2**	5**	89*	19**	85*	16**
EffectiveBase	101	2	25	1	6	5	3	4	2	2	2	2	80	20	82	11
A few times a day	16 15%FQ	1 59%	7 23%	- -	1 25%	- -	- -	- -	1 60%	- -	- -	- -	14 16%	1 6%	12 14%	1 8%
At least once every day	18 16%Q	- -	10 30%	- -	1 9%	1 45%	3 86%	- -	- -	- -	- -	- -	15 17%	2 12%	13 15%	2 12%
About two or three times a week	21 19%J	- -	5 15%	3 100%	- -	1 20%	- -	- -	1 40%	- -	- -	3 69%	16 18%	5 25%	14 17%	5 31%
At least once a week	21 19%	- -	2 5%	- -	2 39%	- -	- -	4 59%	- -	* 51%	- -	1 16%	16 19%	4 22%	18 22%	2 13%
At least once a month	22 21%	* 41%	5 14%	- -	- -	1 21%	* 14%	3 41%	- -	* 49%	1 49%	1 15%	17 20%	5 25%	18 21%	5 30%
At least once in the last three months	10 9%	- -	4 12%	- -	2 27%	- -	- -	- -	- -	- -	1 51%	- -	8 9%	2 9%	9 11%	1 6%
Don't know/can't remember	1 1%	- -	- -	- -	- -	* 14%	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -
Total mentions	108 100%	1 100%	32 100%	3 100%	6 100%	3 100%	3 100%	6 100%	2 100%	1 100%	2 100%	5 100%	89 100%	19 100%	85 100%	16 100%
Daily (Net)	33 31%FQ	1 59%	17 53%	- -	2 34%	1 45%	3 86%	- -	1 60%	- -	- -	- -	30 34%	3 18%	25 29%	3 20%
Weekly (Net)	75 69%Q	1 59%	24 74%	3 100%	4 73%	2 65%	3 86%	4 59%	2 100%	* 51%	- -	4 85%	63 71%	12 66%	58 68%	10 64%
Monthly (Net)	97 90%K	1 100%	28 88%	3 100%	4 73%	3 86%	3 100%	6 100%	2 100%	1 100%	1 49%	5 100%	80 90%	17 91%	75 88%	15 94%

Table 27
A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC News Channel
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1286	736	549	128	209	462	487	76	109	326	566	503	305	229	249	1009	107	107	63
WeightedBase	1219	676	542	97*	186	408	528	69*	110*	294	502	377	337	253	252	1038	91*	64*	26*
EffectiveBase	891	530	365	81	151	328	342	54	73	234	394	362	216	164	176	722	79	72	52
A few times a day	220 **18%**	122 18%	98 18%	14 14%	37 20%	75 18%	94 18%	13 19%	22 20%	49 17%	97 19%	69 18%	71 21%	37 15%	43 17%	187 18%	16 17%	11 17%	7 27%
At least once every day	409 **34%**	241 36%	166 31%	31 32%	57 31%	127 31%	194 37%	21 30%	34 31%	104 35%	157 31%	121 32%	100 30%	104 41%zKL	84 33%	352 34%	28 31%	23 36%	6 22%
About two or three times a week	234 **19%R**	121 18%	113 21%	21 22%	33 18%	86 21%	93 18%	18 26%	23 21%	55 19%	101 20%	86 23%z	55 16%	41 16%	52 21%	199 19%	23 26%R	9 14%	2 9%
At least once a week	200 **16%e**	114 17%	86 16%	17 17%	37 20%	74 18%	73 14%	7 9%	16 15%	50 17%	88 18%	63 17%	60 18%	37 15%	40 16%	164 16%	14 15%	15 23%	8 **31%zOP**
At least once a month	102 **8%A**	44 7%	58 11%zA	10 10%	18 10%	25 6%	50 9%	5 7%	12 11%	25 8%	32 6%	27 7%	36 11%	20 8%	20 8%	90 9%	6 7%	4 7%	2 8%
At least once in the last three months	28 **2%**	14 2%	14 3%	2 2%	4 2%	11 3%	12 2%	1 2%	1 1%	8 3%	14 3%	7 2%	9 3%	5 2%	8 3%	25 2%	1 1%	2 2%	* 1%
Don't know/can't remember	25 **2%**	19 3%	6 1%	3 3%D	-	10 2%	13 2%	4 6%I	1 1%	4 1%	13 3%	5 1%	7 2%	8 3%	5 2%	20 2%	4 4%	1 1%	1 2%
Total mentions	1219 *100%*	676 100%	542 100%	97 100%	186 100%	408 100%	528 100%	69 100%	110 100%	294 100%	502 100%	377 100%	337 100%	253 100%	252 100%	1038 100%	91 100%	64 100%	26 100%
Daily (Net)	629 *52%*	363 54%	265 49%	45 46%	94 51%	202 50%	288 55%	34 50%	56 51%	152 52%	253 50%	190 50%	171 51%	142 56%	127 50%	539 52%	44 48%	34 53%	13 49%
Weekly (Net)	1063 *87%*	598 89%	464 86%	83 85%	164 89%	362 89%	454 86%	59 85%	96 87%	257 88%	442 88%	339 90%	286 85%	220 87%	219 87%	902 87%	81 88%	58 90%	23 89%
Monthly (Net)	1166 *96%*	643 95%	522 96%	93 95%	182 98%	387 95%	504 95%	64 92%	108 98%	282 96%	475 95%	366 97%	321 95%	240 95%	239 95%	992 96%	87 95%	62 97%	25 96%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 27
A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC News Channel
Base = All Respondents who have watched TV in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1286	75	292	40	129	47	137	69	49	29	30	112	774	481	1075	131
WeightedBase	1219	85*	288	37**	131*	45*	160	59*	58*	32**	28**	114*	776	423	1029	119*
EffectiveBase	891	52	208	30	90	34	102	54	36	19	23	83	539	335	747	91
A few times a day	220	11	57	8	17	9	38	6	6	5	3	28	144	71	186	19
	18%	13%	20%	23%	13%	19%	24%Y	10%	10%	15%	11%	25%VY	19%	17%	18%	16%
At least once every day	409	29	91	12	50	16	50	18	23	15	5	43	246	157	348	40
	34%	34%	32%	32%	38%	36%	31%	31%	39%	47%	17%	38%	32%	37%	34%	34%
About two or three times a week	234	15	57	8	24	12	34	9	14	3	6	19	150	81	205	14
	19%R	17%	20%	21%	19%	25%	21%	15%	24%	11%	20%	16%	19%	19%	20%	12%
At least once a week	200	15	44	7	17	7	22	15	10	5	7	15	146	49	167	25
	16%e	18%	15%	18%	13%	16%	14%	26%	18%	15%	24%	13%	19%ze	12%	16%	21%
At least once a month	102	12	26	1	16	2	9	11	3	1	4	6	62	39	79	13
	8%A	14%	9%	4%	12%	4%	6%	18%zXc	5%	2%	15%	5%	8%	9%	8%	11%
At least once in the last three months	28	3	11	1	2	-	3	-	2	-	2	1	15	13	23	5
	2%	3%	4%	2%	2%		2%		4%		7%	1%	2%	3%	2%	4%
Don't know/can't remember	25	-	3	-	4	-	5	-	*	3	2	2	13	12	20	4
	2%		1%		3%		3%		1%	11%	7%	2%	2%	3%	2%	3%
Total mentions	1219	85	288	37	131	45	160	59	58	32	28	114	776	423	1029	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	629	40	147	20	67	25	88	24	29	20	8	72	390	229	534	59
	52%	47%	51%	55%	51%	55%	55%	41%	49%	62%	27%	63%zY	50%	54%	52%	49%
Weekly (Net)	1063	70	249	35	108	43	143	48	53	28	20	105	686	359	906	98
	87%	82%	86%	94%	83%	96%	89%	82%	91%	87%	71%	92%	88%	85%	88%	82%
Monthly (Net)	1166	82	274	36	124	45	152	59	56	29	24	111	747	398	985	111
	96%	97%	95%	98%	95%	100%	95%	100%	96%	89%	86%	97%	96%	94%	96%	93%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 28
A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
** - BBC Parliament**
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**275**	163	112	28	54	97	96	20	22	66	133	122	80	36	37	203	28	30	14
WeightedBase	241	143	98*	19**	45*	84*	93*	19**	18**	51*	116*	86*	88*	36**	32**	196	21**	19**	5**
EffectiveBase	198	119	79	19	41	72	68	16	16	47	99	90	63	26	26	152	21	19	12
A few times a day	18	12	6	1	9	3	6	1	-	5	11	8	5	3	2	13	3	1	1
	7%	*9%*	*6%*	*4%*	*20%zEF*	*3%*	*6%*	*5%*	*-*	*10%*	*10%*	*10%*	*6%*	*8%*	*5%*	*7%*	*14%*	*4%*	*18%*
At least once every day	63	37	26	2	14	25	22	1	7	12	32	16	25	11	10	54	3	4	1
	26%K	*26%*	*26%*	*11%*	*32%*	*29%*	*23%*	*5%*	*37%*	*23%*	*28%*	*19%*	*29%*	*31%*	*31%*	*28%*	*15%*	*20%*	*24%*
About two or three times a week	38	20	18	2	6	14	17	6	4	6	19	15	15	5	3	28	5	3	2
	16%	*14%*	*19%*	*9%*	*12%*	*16%*	*19%*	*32%*	*20%*	*13%*	*17%*	*18%*	*17%*	*13%*	*10%*	*14%*	*25%*	*17%*	*33%*
At least once a week	53	31	22	7	6	20	20	2	4	16	23	19	14	12	8	45	6	2	*
	22%	*22%*	*22%*	*35%*	*14%*	*24%*	*22%*	*11%*	*22%*	*31%*	*20%*	*22%*	*16%*	*32%*	*27%*	*23%*	*28%*	*9%*	*6%*
At least once a month	41	25	17	5	7	17	13	2	2	7	20	19	16	3	3	30	3	8	*
	17%	*17%*	*17%*	*24%*	*15%*	*20%*	*14%*	*11%*	*11%*	*14%*	*17%*	*22%*	*19%*	*7%*	*11%*	*15%*	*14%*	*43%*	*8%*
At least once in the last three months	23	15	8	2	3	6	12	4	2	4	10	5	11	3	4	20	1	2	1
	10%	*11%*	*8%*	*8%*	*7%*	*8%*	*13%*	*20%*	*10%*	*7%*	*8%*	*5%*	*13%*	*8%*	*14%*	*10%*	*3%*	*8%*	*12%*
Don't know/can't remember	5	2	2	2	-	-	3	3	-	1	1	3	1	-	1	5	-	-	-
	2%	*2%*	*2%*	*10%*	*-*	*-*	*3%*	*15%*	*-*	*1%*	*1%*	*4%*	*1%*	*-*	*3%*	*2%*	*-*	*-*	*-*
Total mentions	241	143	98	19	45	84	93	19	18	51	116	86	88	36	32	196	21	19	5
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	80	49	31	3	23	27	27	2	7	17	43	25	30	14	12	68	6	4	2
	33%	*35%*	*32%*	*14%*	**52%zEF**	*32%*	*29%*	*10%*	*37%*	*33%*	*37%*	*29%*	*34%*	*39%*	*36%*	*34%*	*30%*	*23%*	*42%*
Weekly (Net)	172	101	71	11	35	61	65	10	14	39	85	59	59	31	23	141	17	9	4
	71%	*70%*	*73%*	*58%*	*78%*	*72%*	*70%*	*53%*	*79%*	*77%*	*74%*	*69%*	*68%*	*85%*	*72%*	*72%*	*83%*	*49%*	*81%*
Monthly (Net)	213	125	88	16	42	77	78	12	16	47	105	78	76	33	26	171	20	18	5
	88%	*88%*	*89%*	*82%*	*93%*	*92%*	*84%*	*65%*	*90%*	*91%*	*90%*	*91%*	*86%*	*92%*	*83%*	*87%*	*97%*	*92%*	*88%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 28
A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Parliament
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	275	14	64	7	19	9	29	14	7	4	8	28	171	96	233	23
WeightedBase	241	16**	68*	6**	16**	7**	29**	11**	8**	3**	7**	27**	154	82*	208	15**
EffectiveBase	198	10	47	6	15	7	23	11	6	4	6	22	130	64	171	16
A few times a day	18 / 7%	* / 2%	8 / 12%	-	-	* / 3%	-	-	2 / 21%	1 / 24%	-	2 / 8%	14 / 9%	4 / 4%	15 / 7%	1 / 5%
At least once every day	63 / 26%K	2 / 14%	23 / 34%	3 / 51%	2 / 11%	2 / 33%	10 / 35%	-	2 / 25%	1 / 26%	2 / 23%	8 / 30%	41 / 26%	21 / 26%	54 / 26%	5 / 36%
About two or three times a week	38 / 16%	3 / 18%	9 / 13%	1 / 19%	3 / 18%	1 / 10%	8 / 27%	2 / 15%	1 / 13%	-	-	2 / 7%	27 / 17%	11 / 14%	35 / 17%	2 / 13%
At least once a week	53 / 22%	7 / 47%	14 / 20%	1 / 11%	5 / 30%	1 / 19%	3 / 11%	3 / 31%	2 / 20%	* / 14%	2 / 31%	7 / 26%	33 / 21%	19 / 24%	48 / 23%	1 / 10%
At least once a month	41 / 17%	3 / 19%	6 / 9%	-	3 / 18%	3 / 35%	4 / 15%	4 / 39%	1 / 9%	-	1 / 15%	5 / 18%	25 / 16%	13 / 16%	34 / 17%	4 / 29%
At least once in the last three months	23 / 10%	-	6 / 9%	1 / 19%	3 / 16%	-	2 / 6%	2 / 15%	1 / 13%	1 / 36%	2 / 31%	3 / 12%	13 / 8%	10 / 12%	17 / 8%	1 / 7%
Don't know/can't remember	5 / 2%	-	2 / 3%	-	1 / 6%	-	2 / 7%	-	-	-	-	-	2 / 1%	3 / 4%	5 / 2%	-
Total mentions	241 / 100%	16 / 100%	68 / 100%	6 / 100%	16 / 100%	7 / 100%	29 / 100%	11 / 100%	8 / 100%	3 / 100%	7 / 100%	27 / 100%	154 / 100%	82 / 100%	208 / 100%	15 / 100%
Daily (Net)	80 / 33%	2 / 16%	31 / 46%z	3 / 51%	2 / 11%	3 / 37%	10 / 35%	-	4 / 46%	1 / 50%	2 / 23%	10 / 38%	55 / 36%	25 / 30%	69 / 33%	6 / 42%
Weekly (Net)	172 / 71%	13 / 81%	54 / 79%	4 / 81%	10 / 60%	5 / 65%	21 / 72%	5 / 46%	6 / 78%	2 / 64%	4 / 55%	19 / 70%	114 / 74%	56 / 68%	152 / 73%	10 / 65%
Monthly (Net)	213 / 88%	16 / 100%	59 / 88%	4 / 81%	13 / 78%	7 / 100%	25 / 87%	9 / 85%	7 / 87%	2 / 64%	5 / 69%	23 / 88%	139 / 90%	69 / 84%	186 / 89%	14 / 93%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 29
A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Alba
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	104	68	36	12	25	40	27	3	9	23	61	46	32	9	17	62	34	5	3
WeightedBase	96*	63*	33**	8**	24**	37*	26**	3**	6**	16**	59*	36*	36**	8**	15**	63*	29**	2**	1**
EffectiveBase	78	53	25	10	20	31	19	3	7	18	49	37	24	6	15	50	25	5	3
A few times a day	15 15%	11 17%	4 12%	2 29%	5 19%	5 15%	2 8%	- -	2 37%	3 20%	9 15%	7 20%	5 14%	- -	2 15%	11 17%	4 13%	- -	- -
At least once every day	17 18%	14 22%	4 11%	- -	6 23%	10 26%	2 7%	- -	- -	* 2%	15 25%z	4 12%	9 25%	4 47%	- -	14 22%	3 11%	- -	- -
About two or three times a week	20 20%	12 18%	8 25%	1 17%	6 23%	8 23%	4 16%	- -	2 27%	5 34%	11 19%	9 27%	7 20%	* 5%	2 15%	14 22%	5 16%	* 21%	* 30%
At least once a week	11 11%	8 12%	3 10%	2 29%	3 11%	4 11%	2 6%	1 43%	1 9%	2 11%	7 12%	3 8%	3 9%	1 18%	3 20%	8 12%	3 11%	* 11%	- -
At least once a month	18 18%	14 23%	3 10%	1 12%	5 22%	7 19%	4 16%	* 20%	1 21%	2 14%	14 23%	8 22%	4 12%	1 18%	4 26%	9 15%	7 24%	1 69%	- -
At least once in the last three months	7 8%JOd	3 5%	4 12%	1 12%	* 1%	- -	6 22%	- -	- -	2 16%	2 3%	2 5%	4 11%	* 4%	1 6%	2 3%	5 16%	- -	* 34%
Don't know/can't remember	9 9%AJd	2 3%	7 21%	- -	- -	2 6%	6 25%	1 37%	* 7%	1 4%	2 4%	2 6%	3 8%	1 7%	3 19%	6 9%	2 8%	- -	* 35%
Total mentions	96 100%	63 100%	33 100%	8 100%	24 100%	37 100%	26 100%	3 100%	6 100%	16 100%	59 100%	36 100%	36 100%	8 100%	15 100%	63 100%	29 100%	2 100%	1 100%
Daily (Net)	32 33%	24 39%	7 23%	2 29%	10 43%	15 41%	4 15%	- -	2 37%	4 23%	24 40%	11 32%	14 39%	4 47%	2 15%	25 39%	7 24%	- -	- -
Weekly (Net)	62 65%	44 69%	19 57%	6 75%	19 77%	28 75%	10 37%	1 43%	5 72%	11 67%	42 71%	24 67%	25 69%	6 71%	8 49%	46 73%z	15 51%	1 31%	* 30%
Monthly (Net)	80 84%	58 92%z	22 67%	7 88%	24 99%	35 94%z	14 53%	2 63%	6 93%	13 81%	55 94%z	32 89%	29 80%	7 88%	12 75%	56 88%	22 75%	2 100%	* 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 29

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - BBC Alba
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	104	2	34	3	1	4	6	3	6	1	-	2	77	25	86	11
WeightedBase	96*	2**	36**	2**	1**	3**	6**	3**	8**	1**	-**	2**	72*	23**	81*	8**
EffectiveBase	78	2	28	3	1	3	5	3	4	1	-	2	60	18	64	9
A few times a day	15 / 15%	- / -	8 / 23%	- / -	- / -	- / -	* / 6%	- / -	1 / 13%	- / -	- / -	1 / 53%	12 / 16%	2 / 9%	11 / 13%	1 / 11%
At least once every day	17 / 18%	1 / 34%	10 / 29%	- / -	- / -	* / 9%	3 / 49%	- / -	- / -	- / -	- / -	- / -	15 / 21%	2 / 10%	17 / 21%	- / -
About two or three times a week	20 / 20%	- / -	6 / 17%	- / -	1 / 100%	2 / 66%	1 / 14%	- / -	4 / 48%	- / -	- / -	1 / 47%	16 / 23%	3 / 14%	17 / 21%	* / 5%
At least once a week	11 / 11%	1 / 66%	4 / 12%	1 / 32%	- / -	- / -	- / -	- / -	- / -	1 / 100%	- / -	- / -	8 / 11%	3 / 11%	8 / 10%	2 / 29%
At least once a month	18 / 18%	- / -	6 / 17%	- / -	- / -	1 / 25%	1 / 10%	2 / 73%	- / -	- / -	- / -	- / -	15 / 20%	3 / 13%	15 / 19%	3 / 32%
At least once in the last three months	7 / 8%JOd	- / -	1 / 2%	1 / 68%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	3 / 4%	4 / 18%	5 / 6%	1 / 18%
Don't know/can't remember	9 / 9%AJd	- / -	1 / 2%	- / -	- / -	- / -	1 / 22%	1 / 27%	3 / 38%	- / -	- / -	- / -	3 / 4%	6 / 25%	8 / 9%	* / 5%
Total mentions	96 / 100%	2 / 100%	36 / 100%	2 / 100%	1 / 100%	3 / 100%	6 / 100%	3 / 100%	8 / 100%	1 / 100%	-	2 / 100%	72 / 100%	23 / 100%	81 / 100%	8 / 100%
Daily (Net)	32 / 33%	1 / 34%	18 / 51%	- / -	- / -	* / 9%	3 / 54%	- / -	1 / 13%	- / -	- / -	1 / 53%	27 / 37%	4 / 18%	28 / 35%	1 / 11%
Weekly (Net)	62 / 65%	2 / 100%	28 / 80%	1 / 32%	1 / 100%	2 / 75%	4 / 68%	- / -	5 / 62%	1 / 100%	- / -	2 / 100%	52 / 71%z	10 / 44%	53 / 66%	4 / 45%
Monthly (Net)	80 / 84%	2 / 100%	34 / 97%	1 / 32%	1 / 100%	3 / 100%	5 / 78%	2 / 73%	5 / 62%	1 / 100%	- / -	2 / 100%	66 / 92%z	13 / 57%	68 / 84%	6 / 77%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - CBBC

Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**409**	171	238	63	129	167	50	21	36	106	202	148	93	86	82	318	32	32	27
WeightedBase	328	137	191	39*	108*	138	44*	19**	24**	85*	157	92	90*	86*	61*	278	21**	17**	11**
EffectiveBase	283	118	165	35	92	123	34	16	22	77	145	109	71	56	64	225	26	24	20
A few times a day	60	21	39	7	25	26	2	3	5	14	26	15	17	16	12	49	5	4	2
	18%F	*15%*	*21%*	*18%*	**24%F**	*19%*	*5%*	*16%*	*21%*	*17%*	*17%*	*16%*	*19%*	*18%*	*20%*	*18%*	*23%*	*21%*	*22%*
At least once every day	103	43	60	7	34	47	14	7	8	22	54	27	20	31	25	89	6	4	3
	31%L	*31%*	*31%*	*19%*	*32%*	*34%*	*31%*	*38%*	*35%*	*26%*	*34%*	*29%*	*22%*	*37%*	**41%L**	*32%*	*30%*	*23%*	*25%*
About two or three times a week	82	39	44	11	22	39	11	7	7	18	42	23	31	18	11	73	5	3	1
	25%	*28%*	*23%*	*27%*	*21%*	*28%*	*24%*	*36%*	*28%*	*22%*	*27%*	*25%*	**34%zN**	*21%*	*18%*	*26%*	*24%*	*17%*	*12%*
At least once a week	44	16	28	6	13	19	6	1	3	17	18	10	13	15	6	34	2	4	3
	13%T	*11%*	*15%*	*16%*	*12%*	*14%*	*14%*	*5%*	*14%*	*20%*	*12%*	*11%*	*14%*	*17%*	*11%*	*12%*	*12%*	*21%*	*30%*
At least once a month	21	12	9	4	8	5	4	*	*	5	9	8	5	4	4	19	2	1	-
	6%	*9%*	*5%*	*10%*	*8%*	*4%*	*10%*	*2%*	*2%*	*6%*	*6%*	*8%*	*6%*	*5%*	*7%*	*7%*	*8%*	*5%*	*-*
At least once in the last three months	10	3	7	2	3	1	4	*	-	4	4	4	4	1	1	7	-	1	1
	3%Ef	*3%*	*3%*	*5%*	*3%*	*1%*	**8%E**	*3%*	*-*	*5%*	*3%*	*4%*	*5%*	*1%*	*2%*	*3%*	*-*	*8%*	*10%*
Don't know/can't remember	8	4	4	2	2	1	3	-	-	3	3	5	-	1	1	6	1	1	*
	2%E	*3%*	*2%*	*4%*	*2%*	***	**7%E**	*-*	*-*	*4%*	*2%*	**6%zL**	*-*	*2%*	*2%*	*2%*	*4%*	*6%*	*1%*
Total mentions	328	137	191	39	108	138	44	19	24	85	157	92	90	86	61	278	21	17	11
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	163	64	99	14	59	73	16	10	13	37	80	42	37	47	37	139	11	8	5
	50%	*46%*	*52%*	*37%*	*55%*	*53%*	*36%*	*54%*	*56%*	*43%*	*51%*	*46%*	*41%*	*55%*	**61%zL**	*50%*	*53%*	*43%*	*47%*
Weekly (Net)	289	118	171	31	94	131	33	18	23	72	140	75	80	80	54	246	19	14	10
	88%FKe	*86%*	*90%*	*81%*	*88%*	**95%zCDF**	*75%*	*96%*	*98%*	*85%*	*89%*	*82%*	*90%*	**93%K**	*89%*	*88%*	*89%*	*81%*	*89%*
Monthly (Net)	310	130	180	35	102	136	37	19	24	77	150	82	86	84	59	265	20	15	10
	95%FK	*95%*	*95%*	*90%*	*95%*	**99%zCF**	*84%*	*97%*	*100%*	*91%*	*95%*	*90%*	*95%*	*97%*	*96%*	*95%*	*96%*	*86%*	*89%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 30
A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - CBBC
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	409	9	79	15	55	23	55	20	11	8	14	29	293	103	350	28
WeightedBase	328	5**	62*	13**	42*	22**	58*	20**	12**	6**	9**	28**	260	61*	280	25**
EffectiveBase	283	8	57	14	38	16	41	14	9	6	12	18	214	64	244	19
A few times a day	60 / 18%F	1 / 16%	9 / 14%	1 / 6%	11 / 26%	3 / 13%	14 / 23%	3 / 12%	2 / 16%	- / -	1 / 6%	6 / 23%	49 / 19%	11 / 18%	52 / 19%	2 / 7%
At least once every day	103 / 31%L	1 / 25%	27 / 43%z	3 / 24%	14 / 33%	5 / 24%	17 / 30%	7 / 37%	1 / 9%	1 / 16%	3 / 29%	10 / 34%	80 / 31%	21 / 34%	88 / 31%	9 / 37%
About two or three times a week	82 / 25%	2 / 30%	17 / 28%	6 / 44%	9 / 20%	7 / 33%	12 / 20%	6 / 29%	5 / 42%	2 / 28%	3 / 32%	5 / 19%	71 / 27%	10 / 17%	71 / 25%	5 / 21%
At least once a week	44 / 13%T	1 / 12%	3 / 5%	2 / 18%	4 / 9%	4 / 19%	9 / 15%	* / 2%	3 / 27%	1 / 22%	2 / 22%	5 / 18%	36 / 14%	5 / 11%	36 / 13%	4 / 16%
At least once a month	21 / 6%	1 / 16%	5 / 8%	- / -	4 / 8%	2 / 8%	5 / 9%	1 / 2%	- / -	- / -	1 / 8%	1 / 3%	14 / 5%	6 / 10%	20 / 7%	* / 1%
At least once in the last three months	10 / 3%Ef	- / -	* / 1%	- / -	1 / 3%	1 / 3%	* / 1%	3 / 14%	1 / 5%	1 / 12%	- / -	1 / 2%	6 / 2%	3 / 5%	6 / 2%	4 / 16%
Don't know/can't remember	8 / 2%E	- / -	1 / 2%	1 / 9%	- / -	- / -	1 / 2%	1 / 4%	- / -	1 / 22%	* / 2%	- / -	5 / 2%	3 / 5%	7 / 2%	1 / 3%
Total mentions	328 / 100%	5 / 100%	62 / 100%	13 / 100%	42 / 100%	22 / 100%	58 / 100%	20 / 100%	12 / 100%	6 / 100%	9 / 100%	28 / 100%	260 / 100%	61 / 100%	280 / 100%	25 / 100%
Daily (Net)	163 / 50%	2 / 42%	35 / 57%	4 / 29%	25 / 59%	8 / 37%	31 / 53%	10 / 49%	3 / 25%	1 / 16%	3 / 36%	16 / 57%	129 / 50%	32 / 52%	140 / 50%	11 / 43%
Weekly (Net)	289 / 88%FKe	4 / 84%	56 / 89%	12 / 91%	38 / 89%	20 / 89%	51 / 88%	16 / 80%	11 / 95%	4 / 66%	8 / 90%	26 / 95%	236 / 91%ze	48 / 80%	247 / 88%	20 / 81%
Monthly (Net)	310 / 95%FK	5 / 100%	61 / 98%	12 / 91%	41 / 97%	22 / 97%	56 / 97%	17 / 82%	11 / 95%	4 / 66%	9 / 98%	27 / 98%	250 / 96%	54 / 90%	267 / 95%	20 / 81%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 31
A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
  - CBeebies
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**518**	172	346	53	188	206	71	35	48	144	228	166	120	102	130	419	37	29	33
WeightedBase	457	165	292	43*	165	177	72*	33**	37*	133	195	120	121*	100*	116*	400	28**	15**	13**
EffectiveBase	358	120	240	35	131	146	48	24	32	105	157	113	89	69	92	299	26	23	27
A few times a day	139 **30%FJ**	40 24%	99 34%z	20 48%zEF	68 41%zEF	48 27%F	3 4%	13 40%	12 33%	49 37%J	45 23%	29 24%	43 36%	30 30%	37 32%	120 30%	10 33%	4 23%	6 46%
At least once every day	122 **27%**	49 30%	73 25%	8 19%	38 23%	61 34%zD	15 21%	7 22%	11 31%	33 25%	55 28%	29 24%	24 20%	31 30%	39 33%L	105 26%	8 28%	7 42%	3 23%
About two or three times a week	89 **20%D**	33 20%	57 19%	6 14%	22 13%	41 23%D	20 28%D	4 12%	7 19%	19 14%	50 26%zI	20 17%	24 20%	25 25%	20 17%	78 20%	6 23%	2 15%	2 16%
At least once a week	57 **12%**	24 15%	33 11%	3 7%	16 10%	22 13%	15 21%D	6 19%	4 10%	20 15%	23 12%	20 17%	16 14%	11 11%	10 9%	53 13%	1 4%	2 16%	1 6%
At least once a month	20 **4%E**	11 6%	9 3%	3 7%E	10 6%E	*	7 9%E	-	2 6%	5 4%	7 4%	7 6%	7 6%	1 1%	5 4%	19 5%	* 2%	-	-
At least once in the last three months	18 **4%Dd**	4 3%	13 5%	2 5%	2 1%	4 2%	10 13%zDE	3 8%	-	3 2%	9 4%	10 8%zM	3 3%	1 1%	3 3%	14 4%	2 7%	1 3%	1 9%
Don't know/can't remember	12 **3%Ed**	4 2%	8 3%	*	9 6%zE	*	2 3%	-	* 1%	4 3%	5 3%	6 5%	2 2%	1 1%	2 2%	11 3%	1 3%	-	-
Total mentions	457 *100%*	165 100%	292 100%	43 100%	165 100%	177 100%	72 100%	33 100%	37 100%	133 100%	195 100%	120 100%	121 100%	100 100%	116 100%	400 100%	28 100%	15 100%	13 100%
Daily (Net)	261 **57%FK**	89 54%	172 59%	28 67%F	106 64%F	108 61%F	18 25%	21 61%	24 64%	82 62%	100 51%	58 48%	67 55%	61 61%	76 65%K	224 56%	18 62%	10 66%	9 69%
Weekly (Net)	407 **89%FKe**	146 88%	261 90%	38 88%	144 87%F	172 97%zCDF	54 74%	31 92%	35 93%	121 91%	173 89%	97 81%	108 89%	97 96%zK	106 91%K	355 89%	25 88%	15 97%	12 91%
Monthly (Net)	427 **93%FKVe**	157 95%	270 93%	41 95%	154 93%F	173 97%zF	60 83%	31 92%	37 99%	126 95%	180 93%	104 87%	115 95%K	97 97%K	111 95%K	375 94%	26 90%	15 97%	12 91%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 31
A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
 - CBeebies
Base = All Respondents who have watched TV in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	518	23	94	18	53	29	60	24	20	20	22	56	348	149	448	39
WeightedBase	457	19**	88*	16**	46*	31**	65*	25**	19**	20**	18**	53*	328	114	401	31**
EffectiveBase	358	17	64	16	39	21	43	19	16	13	18	37	244	102	309	29
A few times a day	139 30%FJ	9 49%	21 24%	4 23%	14 30%	10 31%	23 36%	2 9%	10 54%	5 24%	4 23%	17 32%	105 32%	30 26%	118 29%	14 46%
At least once every day	122 27%	4 20%	27 31%	4 22%	12 26%	8 26%	17 26%	7 28%	3 14%	6 28%	6 31%	12 22%	92 28%	28 24%	109 27%	7 22%
About two or three times a week	89 20%D	2 10%	20 23%	7 44%	9 19%	5 16%	7 10%	8 31%	5 28%	2 10%	6 31%	8 16%	67 21%	19 17%	81 20%	4 12%
At least once a week	57 12%	2 12%	12 14%	1 4%	3 7%	5 14%	10 15%	3 12%	-	4 20%	2 11%	11 20%	40 12%	17 14%	53 13%	2 6%
At least once a month	20 4%E	-	4 5%	1 6%	1 2%	3 10%	6 9%	2 8%	-	2 8%	-	1 1%	11 3%	7 6%	17 4%	* 1%
At least once in the last three months	18 4%Dd	2 9%	-	-	3 7%T	1 2%	1 1%	2 8%	-	* 2%	1 4%	4 8%T	8 3%	8 7%zd	14 3%	3 11%
Don't know/can't remember	12 3%Ed	-	3 3%	-	4 8%z	-	1 2%	1 5%	1 4%	1 7%	* 1%	-	5 2%	5 5%	10 2%	1 2%
Total mentions	457 100%	19 100%	88 100%	16 100%	46 100%	31 100%	65 100%	25 100%	19 100%	20 100%	18 100%	53 100%	328 100%	114 100%	401 100%	31 100%
Daily (Net)	261 57%FK	13 69%	49 56%	8 46%	26 57%	18 57%	40 62%	9 37%	13 68%	10 52%	10 53%	29 55%	196 60%	57 50%	227 57%	21 68%
Weekly (Net)	407 89%FKe	17 91%	81 92%	16 94%	38 83%	27 88%	57 88%	20 80%	18 96%	16 83%	17 95%	48 91%	303 93%ze	93 82%	361 90%	26 85%
Monthly (Net)	427 93%FKVe	17 91%	85 97%V	16 100%	39 84%	31 98%	62 97%	22 87%	18 96%	18 91%	17 95%	49 92%	314 96%ze	101 88%	378 94%	27 87%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 32
A1a1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once in the last three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table															
BBC One	4099	4101	2770	699 17%	1389 34%	711 17%	345 8%	94 2%	35 1%	19 *	810 20%	4101 100%	2088 51%	3144 77%	3238 79%
BBC Two	4099	4101	2770	239 6%	617 15%	753 18%	484 12%	157 4%	50 1%	27 1%	1774 43%	4101 100%	856 21%	2093 51%	2251 55%
BBC Four	4099	4101	2770	107 3%	226 6%	329 8%	367 9%	193 5%	52 1%	40 1%	2788 68%	4101 100%	333 8%	1028 25%	1222 30%
ITV	4099	4101	2770	584 14%	945 23%	694 17%	374 9%	136 3%	48 1%	15 *	1305 32%	4101 100%	1529 37%	2597 63%	2733 67%
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	4099	4101	2770	156 4%	409 10%	476 12%	348 8%	133 3%	61 1%	18 *	2501 61%	4101 100%	565 14%	1388 34%	1521 37%
Channel 4	4099	4101	2770	210 5%	642 16%	735 18%	542 13%	171 4%	45 1%	26 1%	1729 42%	4101 100%	852 21%	2129 52%	2300 56%
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	4099	4101	2770	86 2%	276 7%	397 10%	371 9%	160 4%	50 1%	26 1%	2735 67%	4101 100%	363 9%	1130 28%	1290 31%
Channel 5	4099	4101	2770	142 3%	447 11%	493 12%	478 12%	218 5%	60 1%	25 1%	2239 55%	4101 100%	589 14%	1560 38%	1778 43%
Any other Channel 5 channel (e.g. 5USA, 5Star)	4099	4101	2770	40 1%	163 4%	199 5%	248 6%	106 3%	36 1%	34 1%	3275 80%	4101 100%	204 5%	650 16%	756 18%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	4099	4101	2770	106 3%	276 7%	375 9%	341 8%	139 3%	40 1%	16 *	2808 68%	4101 100%	382 9%	1098 27%	1237 30%
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	4099	4101	2770	204 5%	397 10%	313 8%	214 5%	60 1%	23 1%	14 *	2877 70%	4101 100%	601 15%	1128 28%	1187 29%
S4C	4099	4101	2770	16 *	18 *	21 1%	21 1%	22 1%	10 *	1 *	3993 97%	4101 100%	33 1%	75 2%	97 2%
BBC News Channel	4099	4101	2770	220 5%	409 10%	234 6%	200 5%	102 2%	28 1%	25 1%	2882 70%	4101 100%	629 15%	1063 26%	1166 28%
BBC Parliament	4099	4101	2770	18 *	63 2%	38 1%	53 1%	41 1%	23 1%	5 *	3860 94%	4101 100%	80 2%	172 4%	213 5%
BBC Alba	4099	4101	2770	15 *	17 *	20 *	11 *	18 *	7 *	9 *	4005 98%	4101 100%	32 1%	62 2%	80 2%
CBBC	4099	4101	2770	60 1%	103 3%	82 2%	44 1%	21 1%	10 *	8 *	3773 92%	4101 100%	163 4%	289 7%	310 8%
CBeebies	4099	4101	2770	139 3%	122 3%	89 2%	57 1%	20 *	18 *	12 *	3644 89%	4101 100%	261 6%	407 10%	427 10%

Table 33
A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC One
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	699 17%CDENT Ybd	351 18%	347 17%	46 10%	97 12%	204 15%C	352 24%zCDE	70 17%	74 17%	177 17%	222 16%	173 18%N	168 17%	199 20%zN	159 14%	574 17%	49 14%	48 24%zOP	28 23%zOP
At least once every day	1389 34%CDRT	670 34%	717 34%	93 20%	198 25%C	450 33%CD	648 44%zCDE	118 29%	130 30%	374 36%G	479 35%G	352 37%zL	321 32%	335 34%	381 33%	1166 34%R	117 34%R	77 38%R	29 25%
About two or three times a week	711 17%F	331 17%	379 18%	98 21%zF	141 18%	261 19%F	210 14%	83 20%	68 16%	189 18%	262 19%z	164 17%	188 19%	160 16%	199 17%	598 17%	60 17%	31 15%	22 19%
At least once a week	345 8%Fe	161 8%	184 9%	64 14%zEF	80 10%F	123 9%F	77 5%	32 8%	34 8%	100 10%	129 9%	87 9%	88 9%	86 9%	84 7%	289 8%	26 8%	18 9%	11 10%
At least once a month	94 2%K	43 2%	51 2%	19 4%zF	17 2%	35 3%	24 2%	10 3%	7 2%	22 2%	35 3%	13 1%	33 3%K	22 2%	26 2%	81 2%	6 2%	5 2%	2 2%
At least once in the last three months	35 1%F	20 1%	15 1%	9 2%zEF	10 1%	10 1%	6 *	8 2%z	3 1%	7 1%	10 1%	12 1%	10 1%	5 1%	7 1%	30 1%	3 1%	2 1%	* *
Don't know/can't remember	19 *	10 1%	9 *	4 1%	2 *	3 *	11 1%	4 1%	1 *	5 *	6 *	3 *	5 *	1 *	10 1%	13 *	4 1%	1 *	1 1%
Never	810 20%FIJKQ aeg	413 21%	396 19%	140 29%zEF	239 31%zEF	279 20%F	152 10%	82 20%	124 28%zGIJ	166 16%	216 16%	135 14%	200 20%K	187 19%K	286 25%zKLM	685 20%Q	79 23%Q	21 11%	25 21%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	2088 51%CDENT d	1022 51%	1064 51%	139 29%	295 38%C	654 48%CD	1000 68%zCDE	188 46%	204 46%	551 53%	701 52%	525 56%zLN	489 48%	533 54%N	540 47%	1740 51%	166 48%	125 62%zOPR	57 48%
Weekly (Net)	3144 77%CDHNT	1513 76%	1628 78%	302 64%	516 66%	1038 76%CD	1287 87%zCDE	303 75%	306 69%	840 81%zGH	1092 80%zGH	776 83%zLMN	766 76%	780 78%N	822 71%	2627 76%	252 73%	174 86%zOPR	91 76%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 33
A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC One
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**3238**	1556	1679	321	533	1073	1311	313	313	862	1127	789	798	802	849	2708	258	178	93
	79%CDHNT	*78%*	*80%*	*68%*	*68%*	**79%CD**	**89%zCDE**	*77%*	*71%*	**83%zGH**	**83%zGH**	**84%zLN**	**79%N**	**81%N**	*74%*	*79%*	*75%*	**88%zOPR**	*78%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 33
A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC One
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97*	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	699 17%CDENTYbd	49 16%Yb	121 14%Yb	17 11%	84 22%zTUYb	49 23%zTUYb	109 23%zTUYb	17 8%	32 17%Yb	14 12%	10 6%	72 20%Yb	361 14%	321 22%zd	602 17%	56 16%
At least once every day	1389 34%CDRT	97 32%	233 27%	51 34%	125 32%	70 33%	148 31%	103 46%zSTVWX	79 42%zTX	53 47%zSTVWX	61 39%T	146 40%TX	855 34%	514 35%	1168 33%	143 40%zf
About two or three times a week	711 17%F	60 20%	148 17%	31 20%	58 15%	29 13%	82 17%	46 21%	35 19%	19 17%	31 20%	59 16%	460 18%	238 16%	609 17%	56 16%
At least once a week	345 8%Fe	38 13%zc	73 8%	17 11%	29 7%	17 8%	37 8%	17 8%	13 7%	11 9%	18 11%	21 6%	242 10%ze	97 7%	283 8%	34 10%
At least once a month	94 2%K	1 *	31 4%zSc	7 5%SWc	16 4%zSWc	1 1%	8 2%	5 2%	2 1%	3 2%	3 2%	3 1%	50 2%	40 3%	83 2%	8 2%
At least once in the last three months	35 1%F	* *	7 1%	1 1%	2 *	1 *	2 *	4 2%	- -	5 4%zSTVWXh	4 3%S	4 1%	27 1%	8 1%	27 1%	2 1%
Don't know/can't remember	19 *	1 *	4 1%	1 1%	1 *	2 1%	2 *	- -	1 *	- -	- -	1 *	7 *	10 1%	15 *	2 1%
Never	810 20%FIJKQaeg	53 18%a	247 29%zSUVWXYhabc	27 18%	73 19%a	43 20%a	85 18%a	33 15%	24 13%	8 7%	30 19%a	62 17%	526 21%e	243 16%	700 20%	54 15%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	2088 51%CDENTd	146 49%	354 41%	68 45%	210 54%T	119 56%T	257 54%T	120 53%T	111 60%TUb	67 59%T	71 45%	217 59%zSTUb	1216 48%	835 57%zd	1770 51%	199 56%
Weekly (Net)	3144 77%CDHNT	243 82%T	576 67%	116 76%T	296 76%T	165 78%T	376 79%T	183 82%T	159 85%zTV	97 86%T	119 76%	297 81%T	1919 76%	1170 80%zd	2662 76%	289 81%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 33
A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC One
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	3238	245	606	122	313	166	384	188	162	100	123	300	1969	1210	2746	297
	79%CDHNT	82%T	70%	81%T	80%T	78%T	81%T	84%T	87%zT	88%T	78%	82%T	78%	82%zd	79%	83%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 34
A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Two
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	239 6%CYd	130 6%	109 5%	14 3%	38 5%	64 5%	123 8%zCDE	26 6%	32 7%	56 5%	72 5%	65 7%	58 6%	57 6%	59 5%	196 6%	19 5%	17 9%	7 6%
At least once every day	617 15%CDEHYd	327 16%z	289 14%	39 8%	80 10%	142 10%	356 24%zCDE	71 18%H	49 11%	150 14%	207 15%	170 18%zMN	151 15%	136 14%	160 14%	514 15%	45 13%	39 19%	19 16%
About two or three times a week	753 18%BCDGNTb	408 20%zB	344 16%	56 12%	88 11%	250 18%CD	359 24%zCDE	51 12%	73 17%	200 19%G	296 22%zG	211 22%zLN	185 18%N	194 20%N	163 14%	623 18%	64 19%	47 23%z	19 16%
At least once a week	484 12%DGNTef	213 11%	270 13%	54 11%	73 9%	200 15%zDF	157 11%	31 8%	50 11%	139 13%G	184 14%zG	121 13%N	138 14%N	116 12%	109 9%	403 12%	39 11%	27 13%	15 12%
At least once a month	157 4%FN	66 3%	91 4%	25 5%F	28 4%	73 5%zF	31 2%	13 3%	13 3%	33 3%	77 6%zI	50 5%zMN	46 5%	30 3%	31 3%	133 4%	9 3%	10 5%	4 3%
At least once in the last three months	50 1%e	21 1%	29 1%	12 3%zEF	14 2%	13 1%	11 1%	2 1%	3 1%	14 1%	17 1%	12 1%	10 1%	13 1%	14 1%	43 1%	5 1%	1 1%	1 1%
Don't know/can't remember	27 1%T	8 *	18 1%	5 1%	5 1%	8 1%	9 1%	4 1%	1 *	7 1%	8 1%	5 1%	7 1%	2 *	13 1%M	18 1%	6 2%zO	2 1%	1 1%
Never	1774 43%AFJKQaceg	824 41%	948 45%zA	268 57%zEF	458 58%zEF	615 45%F	433 29%	208 51%zIJ	219 50%zIJ	441 42%J	498 37%	304 32%	418 41%K	448 45%K	604 52%zKLM	1505 44%Q	158 46%Q	58 29%	53 44%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	856 21%BCDESYd	457 23%zB	398 19%	53 11%	118 15%	206 15%	479 32%zCDE	97 24%	81 18%	206 20%	280 21%	236 25%zLMN	209 21%	193 19%	219 19%	710 21%	64 19%	56 28%zOP	26 22%
Weekly (Net)	2093 51%BCDEGNTd	1079 54%zB	1012 48%	163 34%	279 36%	656 48%CD	995 67%zCDE	179 44%	204 46%	545 52%G	759 56%zGH	568 60%zLMN	532 53%N	503 50%N	490 43%	1736 51%	167 48%	130 65%zOPR	60 51%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Two
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	2251 55%BCDGH NTd	1145 57%zB	1103 53%	188 40%	307 39%	729 53%CD	1027 69%zCDE	192 47%	217 49%	579 56%G	836 62%zGHI	618 66%zLMN	579 57%N	533 54%N	521 45%	1869 54%	176 51%	141 70%zOPR	64 54%

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Table 34
A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Two
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	239 6%CYd	13 4%	55 6%Y	3 2%	21 5%Y	20 10%zUYb	27 6%Y	3 1%	15 8%UY	6 5%	4 2%	31 8%UYb	123 5%	113 8%zd	206 6%	23 6%
At least once every day	617 15%CDEHYd	32 11%	114 13%	18 12%	63 16%Y	31 14%	74 16%	21 9%	38 20%STY	15 13%	26 17%	83 22%zSTUX Y	319 13%	283 19%zd	534 15%	52 15%
About two or three times a week	753 18%BCDGN Tb	55 18%	119 14%	43 29%zSTWX hbc	86 22%Tb	37 17%	85 18%	60 27%zTWXh b	27 14%	26 23%Tb	17 11%	68 18%	454 18%	291 20%	638 18%	75 21%
At least once a week	484 12%DGNTe f	41 14%	76 9%	20 13%	45 12%	23 11%	50 11%	37 16%T	21 11%	25 23%zTVWX hc	25 16%T	40 11%	337 13%ze	135 9%	392 11%	64 18%zf
At least once a month	157 4%FN	17 6%	30 3%	4 3%	15 4%	5 2%	17 4%	7 3%	13 7%	6 5%	8 5%	12 3%	110 4%	45 3%	129 4%	22 6%z
At least once in the last three months	50 1%e	9 3%zc	8 1%	* *	6 2%	2 1%	6 1%	7 3%c	- -	* *	4 2%	1 *	40 2%e	10 1%	39 1%	6 2%
Don't know/can't remember	27 1%T	2 1%	* *	2 1%T	1 *	- -	7 1%T	1 *	1 *	2 1%T	- -	3 1%T	13 1%	13 1%	19 1%	5 1%
Never	1774 43%AFJKQ aceg	130 44%a	462 53%zSUVX Yhac	61 40%	153 39%	95 45%a	207 44%ac	90 40%	72 39%	33 29%	72 46%a	130 35%	1133 45%e	582 40%	1532 44%g	108 30%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	856 21%BCDES Yd	45 15%	169 20%Y	20 14%	84 22%Y	51 24%SUY	101 21%Y	23 10%	53 28%zSTUY	21 18%	30 19%Y	113 31%zSTUV XYab	442 17%	396 27%zd	740 21%	75 21%
Weekly (Net)	2093 51%BCDEG NTd	140 47%	364 42%	84 55%T	215 55%T	110 52%T	237 50%T	120 53%T	100 54%T	72 64%zSTXb	72 46%	221 60%zSTXb	1233 49%	821 56%zd	1769 51%	214 60%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 34
A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Two
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**2251**	157	394	88	230	115	253	127	113	78	81	233	1343	866	1898	236
	55%BCDGH NTd	*53%*	*46%*	**58%T**	**59%T**	*54%*	**54%T**	**57%T**	**61%T**	**69%zSTWX b**	*52%*	**63%zSTXb**	*53%*	**59%zd**	*54%*	**66%zf**

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Table 35
A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Four
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**107** 3%	64 3%zB	42 2%	8 2%	32 4%zCF	36 3%	30 2%	10 2%	12 3%	26 3%	45 3%	32 3%	25 2%	27 3%	23 2%	92 3%	7 2%	5 2%	3 2%
At least once every day	**226** 6%B	128 6%zB	97 5%	17 4%	33 4%	65 5%	111 7%zCDE	18 4%	25 6%	66 6%	69 5%	71 8%zLMN	49 5%	47 5%	59 5%	200 6%	11 3%	10 5%	6 5%
About two or three times a week	**329** 8%BCDEH N	192 10%zB	136 6%	24 5%	41 5%	87 6%	177 12%zCDE	27 7%	21 5%	87 8%H	122 9%H	101 11%zN	87 9%N	81 8%N	60 5%	263 8%	30 9%	24 12%O	11 9%
At least once a week	**367** 9%CDGN	198 10%	169 8%	25 5%	38 5%	125 9%zCD	180 12%zCDE	23 6%	27 6%	102 10%G	143 11%zGH	105 11%zN	84 8%	107 11%N	70 6%	300 9%	26 7%	31 15%zOPR	10 8%
At least once a month	**193** 5%N	94 5%	99 5%	16 3%	30 4%	69 5%	78 5%	17 4%	25 6%	53 5%	71 5%	45 5%N	78 8%zKMN	38 4%	32 3%	167 5%	11 3%	11 5%	4 4%
At least once in the last three months	**52** 1%B	36 2%zB	16 1%	5 1%	7 1%	19 1%	20 1%	2 1%	9 2%	13 1%	20 1%	15 2%	10 1%	10 1%	16 1%	43 1%	5 1%	2 1%	1 1%
Don't know/can't remember	**40** 1%d	14 1%	25 1%	1 *	3 *	7 1%	28 2%zCDE	4 1%	6 1%	7 1%	16 1%	11 1%	10 1%	6 1%	13 1%	34 1%	- -	3 2%P	2 2%P
Never	**2788** 68%AFJKQ e	1273 64%	1514 72%zA	377 80%zEF	601 77%zEF	955 70%F	855 58%	307 75%zIJ	317 72%J	686 66%	871 64%	560 60%	669 66%K	680 68%K	879 76%zKLM	2337 68%Q	254 74%zQ	115 57%	82 69%Q
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**333** 8%BC	193 10%zB	139 7%	25 5%	65 8%	102 7%	141 10%C	28 7%	37 8%	92 9%	115 8%	103 11%zLMN	74 7%	75 7%	81 7%	291 8%	18 5%	15 7%	8 7%
Weekly (Net)	**1028** 25%BCDGH NW	582 29%zB	444 21%	74 16%	143 18%	314 23%CD	497 34%zCDE	77 19%	85 19%	281 27%GH	380 28%zGH	309 33%zLMN	246 24%N	262 26%N	211 18%	855 25%	74 22%	70 35%zOPR	29 24%

Table 35
A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Four
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1222** 30%BCDGN W	676 **34%zB**	543 *26%*	90 *19%*	173 *22%*	383 **28%CD**	576 **39%zCDE**	94 *23%*	111 *25%*	334 **32%GH**	452 **33%zGH**	354 **38%zLMN**	324 **32%N**	300 **30%N**	243 *21%*	1022 *30%*	86 *25%*	81 **40%zOPR**	33 *28%*

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Table 35
A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Four
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**107** **3%**	6 *2%*	38 *4%zVYbc*	2 *1%*	6 *1%*	8 *4%b*	12 *3%*	2 *1%*	7 *4%*	5 *4%b*	-	6 *2%*	73 *3%*	33 *2%*	95 *3%*	4 *1%*
At least once every day	**226** **6%B**	9 *3%*	56 *6%*	4 *3%*	25 *6%*	6 *3%*	26 *5%*	9 *4%*	11 *6%*	9 *8%*	9 *6%*	35 *10%zSUWY*	127 *5%*	93 *6%*	202 *6%*	17 *5%*
About two or three times a week	**329** **8%BCDEHN**	24 *8%*	60 *7%*	10 *7%*	28 *7%*	11 *5%*	38 *8%*	25 *11%*	23 *12%W*	5 *4%*	15 *10%*	23 *6%*	191 *8%*	134 *9%*	282 *8%*	28 *8%*
At least once a week	**367** **9%CDGN**	27 *9%*	66 *8%*	10 *7%*	39 *10%*	10 *5%*	56 *12%TW*	20 *9%*	15 *8%*	15 *13%W*	16 *10%*	26 *7%*	220 *9%*	143 *10%*	313 *9%*	34 *10%*
At least once a month	**193** **5%N**	16 *5%*	30 *3%*	8 *5%*	27 *7%T*	12 *6%*	24 *5%*	14 *6%*	8 *5%*	5 *5%*	6 *4%*	16 *4%*	122 *5%*	66 *5%*	162 *5%*	22 *6%*
At least once in the last three months	**52** **1%B**	5 *2%*	13 *1%*	2 *1%*	4 *1%*	3 *1%*	2 **	5 *2%*	-	4 *3%X*	4 *2%*	4 *1%*	33 *1%*	17 *1%*	39 *1%*	8 *2%*
Don't know/can't remember	**40** **1%d**	6 *2%T*	3 **	2 *1%*	2 **	5 *2%T*	4 *1%*	2 *1%*	-	1 *1%*	3 *2%*	5 *1%*	16 *1%*	24 *2%zd*	30 *1%*	6 *2%*
Never	**2788** **68%AFJKQe**	205 *69%*	599 *69%*	112 *74%*	260 *67%*	157 *74%*	311 *66%*	147 *66%*	122 *65%*	68 *61%*	103 *66%*	253 *69%*	1747 *69%e*	962 *65%*	2364 *68%*	236 *66%*
Total mentions	**4101** **100%**	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Daily (Net)	**333** **8%BC**	15 *5%*	94 *11%zSUY*	7 *4%*	30 *8%*	14 *6%*	38 *8%*	11 *5%*	18 *10%*	14 *12%S*	9 *6%*	41 *11%SUY*	200 *8%*	125 *9%*	297 *9%*	21 *6%*
Weekly (Net)	**1028** **25%BCDGHNW**	66 *22%*	220 *25%W*	27 *18%*	97 *25%*	36 *17%*	132 *28%UW*	56 *25%*	56 *30%UW*	34 *30%W*	41 *26%*	90 *25%*	611 *24%*	403 *27%z*	893 *26%*	84 *24%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 35
A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Four
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1222	82	249	35	124	48	156	70	64	39	47	106	734	469	1055	106
	30%BCDGNW	28%	29%	23%	32%W	23%	33%W	31%	35%W	35%	30%	29%	29%	32%z	30%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 36
A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- ITV
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	584	244	340	35	86	185	277	64	80	170	148	112	126	161	185	471	49	35	28
	14%ACDJK TUd	*12%*	**16%zA**	*7%*	*11%*	**14%C**	**19%zCDE**	**16%J**	**18%zJ**	**16%J**	*11%*	*12%*	*12%*	**16%K**	**16%KL**	*14%*	*14%*	*17%*	**24%zOP**
At least once every day	945	436	509	83	160	281	422	95	102	259	294	212	205	254	275	782	72	60	30
	23%CELT	*22%*	*24%*	*17%*	*20%*	*21%*	**28%zCDE**	*23%*	*23%*	*25%*	*22%*	*23%*	*20%*	**25%L**	*24%*	*23%*	*21%*	**30%zOP**	*26%*
About two or three times a week	694	341	351	83	100	268	242	57	59	184	276	186	187	157	164	582	67	29	16
	17%DNTe	*17%*	*17%*	**17%D**	*13%*	**20%zD**	*16%*	*14%*	*13%*	*18%*	**20%zGH**	**20%MN**	**18%N**	*16%*	*14%*	*17%*	*19%*	*14%*	*14%*
At least once a week	374	167	206	54	91	124	105	20	32	94	172	111	100	81	82	304	35	26	10
	9%FGNXe	*8%*	*10%*	**11%F**	**12%zF**	*9%*	*7%*	*5%*	*7%*	**9%G**	**13%zGHI**	**12%MN**	*10%*	*8%*	*7%*	*9%*	*10%*	**13%zO**	*8%*
At least once a month	136	82	54	26	25	58	27	10	8	30	61	38	53	28	17	119	8	7	2
	3%BFNX	**4%zB**	*3%*	**5%zF**	*3%*	**4%zF**	*2%*	*3%*	*2%*	*3%*	**5%zH**	**4%N**	**5%MN**	*3%*	*1%*	*3%*	*2%*	*4%*	*1%*
At least once in the last three months	48	28	20	8	6	21	13	4	3	12	19	15	13	8	11	37	3	5	2
	1%	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
Don't know/can't remember	15	5	10	4	3	3	6	3	1	1	5	4	3	1	7	12	3	*	*
	*f	***	***	*1%*	***	***	***	*1%*	***	***	***	***	***	***	*1%*	***	*1%*	***	***
Never	1305	694	610	180	312	424	389	153	155	290	383	261	326	307	411	1129	108	39	30
	32%BFIJK QRag	**35%zB**	*29%*	**38%zEF**	**40%zEF**	**31%F**	*26%*	**38%zIJ**	**35%IJ**	*28%*	*28%*	*28%*	*32%*	*31%*	**36%zK**	**33%zQR**	**31%Q**	*19%*	*25%*
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	1529	681	848	118	246	467	698	159	182	429	442	324	331	415	460	1253	121	95	59
	37%ACDEJ KLTUbd	*34%*	**40%zA**	*25%*	**31%C**	**34%C**	**47%zCDE**	**39%J**	**41%J**	**41%zJ**	*33%*	*34%*	*33%*	**42%zKL**	**40%KL**	*36%*	*35%*	**47%zOP**	**49%zOP**
Weekly (Net)	2597	1189	1405	255	437	859	1046	236	274	707	890	621	618	652	705	2139	223	151	85
	63%ACDOT U	*59%*	**67%zA**	*54%*	*56%*	**63%CD**	**71%zCDE**	*58%*	*62%*	**68%zG**	**65%G**	**66%zLN**	*61%*	*65%*	*61%*	*62%*	*65%*	**75%zOP**	**71%zO**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 36
A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- ITV
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	2733 67%ACDGNOT	1271 64%	1459 70%zA	281 59%	463 59%	917 67%CD	1072 72%zCDE	247 61%	281 64%	737 71%zGH	951 70%zGH	660 70%zN	671 66%	680 68%N	722 63%	2258 66%	230 67%	158 78%zOP	86 73%zO

Table 36
A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- ITV
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	584 14%ACDJK TUd	29 10%	72 8%	9 6%	59 15%TU	44 21%zSTUb	101 21%zSTUY b	30 13%	28 15%TU	16 14%	13 8%	70 19%zSTUb	318 13%	251 17%zd	503 14%	52 15%
At least once every day	945 23%CELT	69 23%	150 17%	33 22%	99 25%T	63 29%T	129 27%T	46 21%	41 22%	38 34%zTYb	30 19%	84 23%	558 22%	369 25%z	810 23%	85 24%
About two or three times a week	694 17%DNTe	75 25%zTVWX	120 14%	23 15%	64 17%	33 16%	70 15%	49 22%T	29 16%	18 16%	27 17%	72 20%T	475 19%ze	210 14%	578 17%	75 21%
At least once a week	374 9%FGNXe	29 10%	93 11%X	14 9%	32 8%	11 5%	26 6%	22 10%	18 10%	13 11%	18 12%X	28 8%	253 10%e	113 8%	313 9%	41 12%
At least once a month	136 3%BFNX	14 5%X	35 4%X	10 7%zWX	14 4%	4 2%	6 1%	7 3%	7 4%	3 3%	6 4%	11 3%	88 3%	44 3%	114 3%	13 4%
At least once in the last three months	48 1%	2 1%	12 1%	7 5%zSTVWX Ybc	4 1%	1 1%	4 1%	1 *	2 1%	2 1%	- -	3 1%	32 1%	16 1%	37 1%	4 1%
Don't know/can't remember	15 *f	2 1%	2 *	1 1%	1 *	- -	2 *	- -	1 *	- -	- -	2 1%	6 *	8 1%	8 *	4 1%f
Never	1305 32%BFIJK QRag	77 26%	380 44%zSVWX Yhac	53 35%a	116 30%	55 26%	134 28%	70 31%	61 33%	23 20%	62 39%SWXac	96 26%	799 32%	459 31%	1124 32%g	82 23%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	1529 37%ACDEJ KLTUbd	98 33%	222 26%	43 28%	158 41%TUb	107 50%zSTUY hb	230 49%zSTUY hb	76 34%T	69 37%T	54 48%STUYb	43 28%	154 42%TUb	876 35%	620 42%zd	1313 38%	136 38%
Weekly (Net)	2597 63%ACDOT U	202 68%TU	435 50%	80 53%	254 65%TU	152 71%zTUb	326 69%zTUb	147 66%TU	115 62%T	85 76%zTUb	89 57%	254 69%TUb	1604 63%	944 64%	2204 63%	252 71%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 36
A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- ITV
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**2733**	217	470	90	269	155	332	154	122	88	95	265	1692	987	2318	266
	67%ACDGNOT	**73%TUb**	*54%*	*59%*	**69%T**	**73%TUb**	**70%TU**	**69%T**	**66%T**	**78%zTUb**	*61%*	**72%TUb**	*67%*	*67%*	*66%*	**75%zf**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 37
A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	156 **4%e**	82 4%	74 4%	14 3%	39 5%	54 4%	49 3%	10 2%	14 3%	39 4%	52 4%	30 3%	41 4%	42 4%	42 4%	122 4%	9 3%	11 6%	14 **12%zOPQ**
At least once every day	409 **10%T**	187 9%	222 11%	48 10%	80 10%	128 9%	153 10%	33 8%	45 10%	122 12%	144 11%	85 9%	93 9%	118 12%	113 10%	342 10%	26 8%	22 11%	18 **15%OP**
About two or three times a week	476 **12%TU**	229 11%	246 12%	63 13%	81 10%	152 11%	180 12%	37 9%	51 12%	128 12%	182 **13%zG**	118 13%	124 12%	113 11%	120 10%	395 12%	32 9%	30 15%	18 **15%P**
At least once a week	348 **8%GNUe**	159 8%	188 9%	33 7%	51 6%	142 **10%D**	121 8%	19 5%	28 6%	91 **9%G**	169 **12%zGHI**	89 **9%N**	99 **10%N**	90 **9%N**	70 6%	287 8%	28 8%	25 **13%zOR**	7 6%
At least once a month	133 **3%P**	64 3%	69 3%	13 3%	16 2%	61 **4%zD**	42 3%	9 2%	12 3%	36 3%	47 3%	38 4%	38 4%	24 2%	32 3%	115 3%	4 1%	9 **5%P**	4 3%
At least once in the last three months	61 **1%M**	31 2%	30 1%	6 1%	12 1%	22 2%	21 1%	9 2%	6 1%	13 1%	22 2%	23 **2%zM**	17 **2%M**	4 *	17 1%	52 2%	4 1%	3 1%	2 1%
Don't know/can't remember	18 *	5 *	13 1%	6 **1%zD**	1 *	5 *	6 *	4 1%	2 *	4 *	5 *	6 1%	2 *	5 *	6 1%	14 *	1 *	2 1%	1 *
Never	2501 **61%JQRXdg**	1242 62%	1257 60%	290 61%	505 **64%E**	799 59%	907 61%	287 **71%zIJ**	284 **64%J**	607 58%	738 54%	551 59%	600 59%	599 60%	752 **65%zKL**	2107 **61%QR**	240 **70%zOQR**	99 49%	55 46%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	565 **14%Te**	268 13%	296 14%	62 13%	119 15%	182 13%	202 14%	42 10%	58 13%	160 **15%G**	195 14%	115 12%	134 13%	161 **16%K**	155 13%	464 14%	35 10%	34 **17%P**	32 **27%zOPQ**
Weekly (Net)	1388 **34%GNPTUbe**	656 33%	730 35%	158 33%	251 32%	476 35%	503 34%	98 24%	137 31%	380 **37%G**	546 **40%zGH**	322 34%	357 **35%N**	364 **37%N**	345 30%	1147 33%	95 28%	88 **44%zOP**	58 **49%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 37
A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	1521 37%GNPTUbe	721 36%	798 38%	172 36%	266 34%	538 39%D	545 37%	107 26%	150 34%	415 40%G	593 44%zGH	360 38%N	395 39%N	389 39%N	377 33%	1262 37%P	99 29%	98 48%zOP	62 52%zOP

Table 37
A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	156 4%e	10 3%	29 3%	4 3%	17 4%	10 5%	18 4%	6 3%	8 5%	2 2%	2 1%	16 4%	110 4%e	41 3%	126 4%	18 5%
At least once every day	409 10%T	29 10%	63 7%	7 5%	50 13%TU	21 10%	61 13%TU	17 8%	13 7%	19 17%TUYhb	11 7%	52 14%zTUY	266 11%	128 9%	344 10%	37 10%
About two or three times a week	476 12%TU	46 15%TUb	68 8%	8 5%	45 12%	35 17%zTUb	75 16%zTUb	34 15%TUb	19 10%	9 8%	10 6%	46 13%TU	318 13%	154 10%	406 12%	49 14%
At least once a week	348 8%GNUe	32 11%U	60 7%	5 3%	27 7%	11 5%	50 11%U	37 16%zTUVWbc	16 9%	10 9%	9 6%	31 8%	249 10%ze	90 6%	282 8%	40 11%
At least once a month	133 3%P	14 5%	34 4%	5 3%	14 4%	7 3%	20 4%	5 2%	6 3%	3 2%	3 2%	6 2%	85 3%	42 3%	110 3%	16 4%
At least once in the last three months	61 1%M	4 1%	13 1%	5 3%V	1 *	7 3%V	5 1%	3 1%	5 3%V	2 1%	4 3%V	4 1%	35 1%	26 2%	49 1%	4 1%
Don't know/can't remember	18 *	1 *	2 *	1 1%	2 *	2 1%	6 1%	-	-	-	-	2 1%	9 *	9 1%	14 *	1 *
Never	2501 61%JQRXdg	163 54%	596 69%zSVWXYc	117 77%zSVWXYhac	234 60%X	121 57%	240 51%	123 55%	118 63%X	68 60%	118 75%zSVWXYac	210 57%	1456 58%	981 67%zd	2156 62%zg	191 54%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	565 14%Te	39 13%	92 11%	12 8%	67 17%TUb	30 14%	78 17%TUb	23 10%	22 12%	21 19%TUb	12 8%	68 19%zTUYb	377 15%ze	169 11%	471 13%	55 15%
Weekly (Net)	1388 34%GNPTUbe	117 39%TUb	219 25%U	24 16%	139 36%TUb	76 36%TUb	203 43%zTUhb	94 42%zTUb	57 31%U	41 36%Ub	31 20%	145 40%TUb	944 37%ze	413 28%	1159 33%	143 40%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 37
A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1521	131	253	29	153	83	223	98	63	44	34	151	1029	455	1269	159
	37%GNPTUbe	44%TUb	29%U	19%	39%TUb	39%TUb	47%zTUhb	44%TUb	34%U	39%Ub	22%	41%TUb	41%ze	31%	36%	45%zf

Table 38
A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 4
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	210	106	104	33	57	59	61	14	27	59	67	49	56	47	58	180	13	8	10
	5%Y	5%	5%	**7%EF**	**7%zEF**	4%	4%	4%	6%	6%	5%	5%	6%	5%	5%	5%	4%	4%	**8%zPQ**
At least once every day	642	309	333	67	127	202	245	64	66	184	225	152	156	165	170	547	53	23	19
	16%Tb	15%	16%	14%	16%	15%	17%	16%	15%	18%	17%	16%	15%	17%	15%	16%	16%	11%	16%
About two or three times a week	735	373	361	65	106	238	326	54	63	184	291	190	204	189	152	592	68	51	23
	18%CDGNT	19%	17%	14%	14%	**17%D**	**22%zCDE**	13%	14%	18%	**21%zGH**	**20%zN**	**20%N**	**19%N**	13%	17%	20%	**25%zO**	20%
At least once a week	542	244	298	59	79	212	192	36	57	150	221	180	132	107	123	442	44	37	18
	13%DGMNef	12%	14%	12%	10%	**16%zD**	13%	9%	13%	**14%G**	**16%zG**	**19%zLMN**	13%	11%	11%	13%	13%	**18%zO**	16%
At least once a month	171	84	85	22	33	63	54	10	6	49	72	41	58	34	38	139	15	12	6
	4%HX	4%	4%	5%	4%	5%	4%	2%	1%	**5%H**	**5%GH**	4%	**6%zN**	3%	3%	4%	4%	6%	5%
At least once in the last three months	45	22	23	5	8	20	13	4	2	17	19	18	14	4	9	38	3	3	1
	1%M	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	**2%zMN**	1%	*	1%	1%	1%	1%	1%
Don't know/can't remember	26	10	16	5	3	5	12	6	2	6	5	4	5	6	11	20	4	2	*
	1%	1%	1%	1%	*	*	1%	**1%J**	1%	1%	*	*	*	1%	1%	1%	1%	1%	*
Never	1729	850	879	217	371	565	576	219	217	392	459	305	389	444	592	1479	144	66	41
	42%FIJKL QRWag	43%	42%	**46%F**	**47%zEF**	41%	39%	**54%zIJ**	**49%zIJ**	38%	34%	32%	**38%K**	**45%KL**	**51%zKLM**	**43%QR**	**42%Q**	32%	34%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	852	415	437	101	184	261	306	79	93	243	292	201	211	212	227	727	66	31	28
	21%QY	21%	21%	21%	**23%E**	19%	21%	19%	21%	**23%z**	21%	21%	21%	21%	20%	**21%Q**	19%	15%	**24%Q**
Weekly (Net)	2129	1032	1096	224	369	711	824	168	213	577	804	571	548	508	502	1761	178	119	70
	52%CDGNT	52%	52%	47%	47%	52%	**56%zCD**	41%	48%	**55%zGH**	**59%zGH**	**61%zLMN**	**54%N**	**51%N**	44%	51%	52%	**59%zO**	**59%zO**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 38
A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 4
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**2300**	1116	1181	246	402	775	878	178	219	626	876	613	606	542	540	1900	193	131	76
	56%DGHNT f	*56%*	*56%*	*52%*	*51%*	**57%D**	**59%zCD**	*44%*	*50%*	**60%zGH**	**64%zGH**	**65%zLMN**	**60%zN**	**54%N**	*47%*	*55%*	*56%*	**65%zOP**	**64%zO**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 38
A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 4
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	210 5%Y	11 4%	49 6%Y	5 4%	22 6%Y	15 7%Y	21 4%	3 1%	17 9%Ya	1 1%	9 6%	27 7%Y	139 6%	65 4%	184 5%	15 4%
At least once every day	642 16%Tb	40 13%	109 13%	20 13%	70 18%Tb	56 27%zSTUV Ybc	99 21%zSTYb	26 11%	33 18%b	23 20%b	13 8%	58 16%	392 16%	235 16%	555 16%	48 14%
About two or three times a week	735 18%CDGNT	53 18%	122 14%	24 16%	74 19%	27 13%	86 18%	46 21%	33 18%	21 19%	22 14%	83 23%TW	446 18%	279 19%	616 18%	74 21%
At least once a week	542 13%DGMNe f	37 12%	99 11%	16 10%	42 11%	34 16%	57 12%	45 20%zTUVX hc	20 11%	21 19%	30 19%TVc	41 11%	373 15%ze	163 11%	430 12%	77 22%zf
At least once a month	171 4%HX	19 6%X	30 4%	9 6%X	26 7%zTX	10 4%	9 2%	8 4%	6 3%	6 5%	4 3%	11 3%	110 4%	59 4%	137 4%	21 6%
At least once in the last three months	45 1%M	3 1%	9 1%	5 3%zX	4 1%	3 2%	2 *	1 *	1 1%	2 2%	3 2%	4 1%	27 1%	18 1%	42 1%	3 1%
Don't know/can't remember	26 1%	2 1%	2 *	- -	3 1%	- -	6 1%	1 *	- -	4 4%zTUVWY hc	* *	2 1%	11 *	13 1%	18 1%	5 1%
Never	1729 42%FIJKL QRWag	134 45%Wa	444 51%zVWXY hac	72 48%Wa	148 38%	67 32%	194 41%	95 42%	75 40%	34 30%	75 48%Wa	141 38%	1029 41%	640 44%	1505 43%zg	111 31%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	852 21%QY	50 17%	158 18%	25 17%	92 24%Yb	71 34%zSTUV Ybc	120 25%zSTYb	29 13%	50 27%STYb	24 22%	22 14%	85 23%Y	531 21%	300 20%	739 21%	63 18%
Weekly (Net)	2129 52%CDGNT	140 47%	379 44%	65 43%	208 53%T	132 62%zSTUb	263 56%TU	120 54%T	104 56%T	67 59%TU	74 47%	209 57%STU	1351 53%	742 50%	1785 51%	215 60%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 38
A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 4
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	2300	159	409	74	234	142	271	128	110	72	79	221	1461	801	1923	236
	56%DGHNT f	53%	47%	49%	60%TU	67%zSTUb	57%T	57%T	59%T	64%TU	50%	60%T	58%z	54%	55%	66%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 39
A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**86** 2%	40 2%	46 2%	13 3%	22 3%	26 2%	25 2%	7 2%	10 2%	28 3%	32 2%	24 3%	19 2%	25 2%	18 2%	67 2%	9 3%	2 1%	9 **7%zOPQ**
At least once every day	**276** **7%KTY**	148 7%	127 6%	37 8%	65 8%	91 7%	84 6%	31 8%	28 6%	80 8%	100 7%	49 5%	80 **8%K**	65 7%	82 7%	230 7%	24 7%	13 6%	10 8%
About two or three times a week	**397** **10%Ne**	189 9%	207 10%	46 10%	68 9%	153 11%	130 9%	29 7%	32 7%	92 9%	177 **13%zGHI**	110 **12%zN**	102 10%	100 10%	84 7%	320 9%	33 10%	23 11%	21 **18%zOPQ**
At least once a week	**371** **9%CDNe**	169 8%	202 10%	29 6%	52 7%	160 **12%zCDF**	130 9%	29 7%	34 8%	94 9%	161 **12%zG**	96 **10%N**	120 **12%zMN**	81 8%	74 6%	317 9%	22 6%	20 10%	12 10%
At least once a month	**160** **4%NT**	72 4%	88 4%	19 4%	22 3%	67 5%	52 3%	9 2%	12 3%	40 4%	71 **5%zG**	49 **5%N**	52 **5%N**	34 3%	24 2%	131 4%	11 3%	11 6%	7 6%
At least once in the last three months	**50** 1%	24 1%	26 1%	6 1%	6 1%	22 2%	16 1%	5 1%	7 2%	9 1%	17 1%	18 **2%z**	15 1%	7 1%	10 1%	41 1%	6 2%	1 *	2 2%
Don't know/can't remember	**26** **1%I**	8 *	18 1%	3 1%	5 1%	9 1%	8 1%	8 **2%zIJ**	2 1%	1 *	8 1%	5 1%	6 1%	7 1%	8 1%	22 1%	1 *	3 1%	- -
Never	**2735** **67%EJKLR Xd**	1349 68%	1384 66%	321 **68%E**	542 **69%E**	837 61%	1035 **70%zE**	288 **71%J**	316 **72%J**	695 **67%J**	793 58%	589 63%	618 61%	677 **68%KL**	851 **74%zKLM**	2308 **67%R**	239 **69%R**	129 **64%R**	59 50%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**363** **9%TYb**	188 9%	174 8%	50 10%	87 **11%zF**	117 9%	109 7%	38 9%	38 9%	108 10%	132 10%	73 8%	100 10%	90 9%	100 9%	297 9%	32 9%	15 7%	18 **15%zOPQ**
Weekly (Net)	**1130** **28%FNTUbe**	546 27%	583 28%	125 26%	207 26%	429 **31%zDF**	369 25%	96 24%	105 24%	294 28%	470 **35%zGHI**	279 **30%N**	322 **32%zN**	271 **27%N**	259 22%	933 27%	87 25%	58 29%	51 **43%zOPQ**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 39
A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1290**	617	671	143	230	496	421	105	117	334	540	328	374	305	282	1065	98	69	58
	31%FGNTU *be*	*31%*	*32%*	*30%*	*29%*	*36%zCDF*	*28%*	*26%*	*26%*	*32%*	*40%zGHI*	*35%zN*	*37%zMN*	*31%N*	*25%*	*31%*	*28%*	*34%*	*49%zOPQ*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 39
A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	86 _2%_	3 _1%_	19 _2%_	2 _1%_	15 **4%zX**	5 _2%_	5 _1%_	3 _1%_	2 _1%_	2 _2%_	1 _*_	10 _3%_	59 _2%_	26 _2%_	80 _2%_	4 _1%_
At least once every day	276 **7%KTY**	19 _6%_	40 _5%_	5 _4%_	33 **8%TY**	17 **8%Y**	48 **10%zTUYb**	5 _2%_	13 _7%_	12 **11%TYb**	5 _3%_	34 **9%TYb**	176 _7%_	91 _6%_	245 _7%_	19 _5%_
About two or three times a week	397 **10%Ne**	25 _8%_	71 _8%_	12 _8%_	30 _8%_	21 _10%_	57 _12%_	22 _10%_	21 _12%_	16 _14%_	9 _6%_	36 _10%_	270 **11%ze**	118 _8%_	323 _9%_	39 _11%_
At least once a week	371 **9%CDNe**	40 **14%TUWhb**	64 _7%_	8 _5%_	37 _10%_	14 _7%_	61 **13%zTUb**	34 **15%zTUWhb c**	11 _6%_	8 _7%_	7 _5%_	32 _9%_	261 **10%ze**	102 _7%_	303 _9%_	45 **13%zf**
At least once a month	160 **4%NT**	15 _5%_	20 _2%_	4 _3%_	22 **6%T**	7 _3%_	15 _3%_	7 _3%_	14 **7%T**	5 _4%_	6 _4%_	16 _4%_	98 _4%_	59 _4%_	130 _4%_	20 _6%_
At least once in the last three months	50 _1%_	8 _3%_	7 _1%_	3 _2%_	8 _2%_	3 _1%_	5 _1%_	1 _*_	1 _*_	-	-	6 _2%_	26 _1%_	23 _2%_	40 _1%_	6 _2%_
Don't know/can't remember	26 **1%I**	4 _1%_	5 _1%_	-	2 _*_	-	8 **2%z**	1 _*_	-	2 _1%_	-	1 _*_	16 _1%_	9 _1%_	18 _1%_	2 _1%_
Never	2735 **67%EJKLR Xd**	185 _62%_	639 **74%zSVXa c**	117 **77%zSVXa c**	242 _62%_	144 **68%X**	274 _58%_	152 **68%X**	125 _67%_	68 _60%_	129 **83%zSVWX Yhac**	233 _63%_	1623 _64%_	1043 **71%zd**	2348 _67%_	220 _62%_
Total mentions	4101 _100%_	298 _100%_	864 _100%_	151 _100%_	389 _100%_	212 _100%_	473 _100%_	224 _100%_	186 _100%_	113 _100%_	157 _100%_	368 _100%_	2529 _100%_	1471 _100%_	3488 _100%_	356 _100%_
Daily (Net)	363 **9%TYb**	22 _7%_	58 _7%_	7 _5%_	48 **12%zTUYb**	22 **11%Yb**	54 **11%TUYb**	8 _3%_	15 _8%_	14 **13%Yb**	5 _3%_	44 **12%TUYb**	235 _9%_	117 _8%_	325 **9%z**	23 _7%_
Weekly (Net)	1130 **28%FNTUb e**	87 **29%Ub**	193 **22%b**	27 _18%_	115 **30%TUb**	57 **27%b**	171 **36%zTUhb**	64 **29%b**	47 **25%b**	38 **34%TUb**	21 _14%_	112 **31%TUb**	766 **30%ze**	337 _23%_	951 _27%_	107 _30%_

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Table 39
A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other 4 channel (e.g. E4, Film4, More4, 4Seven)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1290	102	213	32	137	65	186	71	61	43	27	129	864	397	1081	128
	31%FGNTUbe	34%TUb	25%	21%	35%TUb	31%b	39%zTUb	31%b	33%Ub	38%TUb	17%	35%TUb	34%ze	27%	31%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 40
A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 5
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	142	54	88	10	25	43	63	16	15	31	50	40	30	35	37	125	6	4	6
	3%A	*3%*	*4%zA*	*2%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*2%*	*2%*	**5%PQ**
At least once every day	447	208	239	25	78	144	199	43	57	131	137	91	94	106	156	374	35	24	14
	11%CTUb	*10%*	*11%*	*5%*	**10%C**	**11%C**	**13%zC**	*11%*	*13%*	*13%*	*10%*	*10%*	*9%*	*11%*	**14%zKL**	*11%*	*10%*	*12%*	*12%*
About two or three times a week	493	253	238	40	85	160	208	42	53	139	182	112	115	138	127	411	31	30	21
	12%CT	*13%*	*11%*	*8%*	*11%*	*12%*	**14%zC**	*10%*	*12%*	*13%*	*13%*	*12%*	*11%*	*14%*	*11%*	*12%*	*9%*	**15%P**	**17%zOP**
At least once a week	478	231	246	51	67	170	191	35	36	138	184	130	135	106	107	384	45	32	16
	12%DHN	*12%*	*12%*	*11%*	*9%*	**12%D**	**13%D**	*9%*	*8%*	**13%GH**	**14%zGH**	**14%zN**	**13%N**	*11%*	*9%*	*11%*	*13%*	**16%zO**	*14%*
At least once a month	218	120	98	18	32	82	86	14	21	55	85	68	59	47	44	181	13	17	7
	5%N	*6%*	*5%*	*4%*	*4%*	*6%*	*6%*	*4%*	*5%*	*5%*	*6%*	**7%zMN**	*6%*	*5%*	*4%*	*5%*	*4%*	**8%zP**	*6%*
At least once in the last three months	60	30	29	10	5	19	25	5	2	20	27	20	22	6	11	50	5	4	1
	1%	*1%*	*1%*	**2%D**	*1%*	*1%*	*2%*	*1%*	***	*2%*	*2%*	**2%MN**	**2%M**	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*
Don't know/can't remember	25	12	13	2	1	7	15	4	-	3	9	7	7	4	6	23	2	-	1
	1%	*1%*	*1%*	*1%*	***	*1%*	**1%D**	*1%*	-	***	*1%*	*1%*	*1%*	***	*1%*	*1%*	***	-	*1%*
Never	2239	1090	1148	316	490	739	693	247	257	524	684	470	551	554	663	1889	207	90	53
	55%FIJKQ RXacg	*55%*	*55%*	**67%zEF**	**63%zEF**	**54%F**	*47%*	**61%zIJ**	**58%IJ**	*50%*	*50%*	*50%*	*54%*	**56%K**	**58%zK**	**55%QR**	**60%QR**	*45%*	*45%*
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	589	262	327	36	104	188	262	59	72	161	187	132	124	141	193	499	41	28	21
	14%CSUb	*13%*	*16%*	*8%*	**13%C**	**14%C**	**18%zCDE**	*15%*	*16%*	*16%*	*14%*	*14%*	*12%*	*14%*	**17%zL**	*15%*	*12%*	*14%*	*17%*
Weekly (Net)	1560	747	811	127	256	517	660	136	161	438	553	374	373	385	428	1293	118	91	58
	38%CDSTUb	*37%*	*39%*	*27%*	*33%*	**38%CD**	**45%zCDE**	*33%*	*37%*	**42%zG**	**41%zG**	*40%*	*37%*	*39%*	*37%*	*38%*	*34%*	**45%zOP**	**49%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 5
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	1778	867	909	144	288	599	746	151	182	493	638	442	433	432	471	1475	131	108	65
	43%CDGTUf	43%	43%	30%	37%C	44%CD	50%zCDE	37%	41%	47%zG	47%zG	47%zN	43%	43%	41%	43%	38%	53%zOP	54%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 40
A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 5
Base = All Respondents

						England Regions								Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**142**	7	32	4	15	15	11	3	3	6	6	23	86	53	125	11
	3%A	*2%*	*4%*	*3%*	*4%*	*7%zSXYh*	*2%*	*1%*	*1%*	*5%*	*4%*	*6%zXYh*	*3%*	*4%*	*4%*	*3%*
At least once every day	**447**	21	72	7	48	39	60	24	24	20	5	54	273	159	378	39
	11%CTUb	*7%*	*8%*	*5%*	*12%Ub*	*18%zSTUb*	*13%STUb*	*11%b*	*13%Ub*	*18%STUb*	*3%*	*15%STUb*	*11%*	*11%*	*11%*	*11%*
About two or three times a week	**493**	26	75	12	44	25	74	31	29	18	15	61	316	168	408	49
	12%CT	*9%*	*9%*	*8%*	*11%*	*12%*	*16%zST*	*14%*	*16%T*	*16%T*	*10%*	*16%zSTU*	*12%*	*11%*	*12%*	*14%*
At least once a week	**478**	37	81	11	39	17	57	39	21	17	16	50	296	173	395	60
	12%DHN	*12%*	*9%*	*7%*	*10%*	*8%*	*12%*	*17%zTUVW*	*11%*	*15%*	*10%*	*13%*	*12%*	*12%*	*11%*	*17%zf*
At least once a month	**218**	22	40	4	23	6	30	8	12	5	13	19	140	76	175	28
	5%N	*7%*	*5%*	*2%*	*6%*	*3%*	*6%*	*4%*	*6%*	*4%*	*8%*	*5%*	*6%*	*5%*	*5%*	*8%f*
At least once in the last three months	**60**	5	14	5	8	3	4	2	1	2	4	2	30	29	54	4
	1%	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*
Don't know/can't remember	**25**	2	1	1	3	-	10	-	*	2	-	4	11	14	17	3
	1%	*1%*	***	***	*1%*		*2%zT*	-	***	*1%*		*1%*	***	*1%*	*1%*	*1%*
Never	**2239**	179	549	108	209	107	227	117	96	43	98	156	1376	799	1936	162
	55%FIJKQ RXacg	*60%Xac*	*64%zVWXY hac*	*71%zVWXY hac*	*54%ac*	*51%*	*48%*	*52%*	*52%*	*38%*	*62%Xac*	*42%*	*54%*	*54%*	*56%zg*	*46%*
Total mentions	**4101**	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	**589**	28	104	11	63	54	71	27	27	26	11	77	358	212	503	50
	14%CSUb	*9%*	*12%*	*7%*	*16%SUb*	*25%zSTUV XYhb*	*15%Ub*	*12%*	*14%*	*23%zSTUYb*	*7%*	*21%zSTUY b*	*14%*	*14%*	*14%*	*14%*
Weekly (Net)	**1560**	91	260	34	146	96	202	97	77	61	42	187	971	553	1306	159
	38%CDSTU b	*30%*	*30%*	*23%*	*38%TU*	*45%STUb*	*43%STUb*	*43%STUb*	*41%TUb*	*54%zSTUV b*	*27%*	*51%zSTUV b*	*38%*	*38%*	*37%*	*45%zf*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 40
A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Channel 5
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1778	113	300	38	169	102	232	105	88	66	55	206	1111	629	1481	187
	43%CDGTU f	38%U	35%	25%	44%TU	48%TUb	49%zSTUb	47%TU	47%TU	59%zSTUV b	35%	56%zSTUV b	44%	43%	42%	52%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 41
A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**40** 1%	14 1%	27 1%	1 *	6 1%	17 1%	16 1%	7 2%	4 1%	9 1%	13 1%	12 1%	7 1%	9 1%	12 1%	31 1%	4 1%	2 1%	4 **3%zOP**
At least once every day	**163** **4%Y**	91 5%	72 3%	13 3%	30 4%	54 4%	66 4%	14 4%	22 5%	35 3%	67 5%	31 3%	40 4%	44 4%	47 4%	132 4%	18 5%	5 2%	9 **7%zOQ**
About two or three times a week	**199** **5%CHe**	105 5%	93 4%	13 3%	37 5%	74 **5%C**	74 5%	24 **6%H**	10 2%	55 **5%H**	88 **7%zH**	55 6%	57 6%	36 4%	51 4%	165 5%	9 3%	14 **7%P**	11 **9%zOP**
At least once a week	**248** **6%FTe**	114 6%	134 6%	22 5%	38 5%	118 **9%zCDF**	70 5%	15 4%	31 7%	82 **8%zG**	93 7%	52 6%	64 6%	68 7%	64 6%	212 6%	13 4%	13 6%	11 **9%zP**
At least once a month	**106** **3%FNe**	58 3%	48 2%	13 3%	20 3%	47 **3%zF**	26 2%	5 1%	10 2%	23 2%	47 **3%z**	31 **3%N**	30 3%	27 3%	17 2%	88 3%	6 2%	8 4%	5 **4%P**
At least once in the last three months	**36** **1%A**	9 *	27 **1%zA**	2 *	8 1%	15 1%	10 1%	3 1%	4 1%	14 1%	12 1%	5 1%	13 1%	4 *	13 1%	29 1%	1 *	4 **2%z**	1 1%
Don't know/can't remember	**34** **1%f**	10 1%	23 1%	3 1%	4 1%	5 *	21 **1%zE**	2 1%	5 1%	12 1%	7 1%	4 *	14 **1%K**	8 1%	8 1%	27 1%	2 1%	3 1%	1 1%
Never	**3275** **80%EJRXdg**	1597 80%	1675 80%	406 **86%zEF**	639 **82%E**	1034 76%	1196 **81%E**	335 **82%J**	355 81%	811 78%	1031 76%	749 80%	787 78%	800 80%	938 81%	2753 **80%R**	291 **85%zQR**	154 **76%R**	78 65%
Total mentions	**4101** **100%**	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**204** **5%Y**	105 5%	99 5%	14 3%	36 5%	72 5%	81 5%	22 5%	26 6%	44 4%	80 6%	43 5%	48 5%	53 5%	60 5%	163 5%	21 6%	7 3%	13 **11%zOQ**
Weekly (Net)	**650** **16%CTUbe**	324 16%	326 16%	50 10%	112 14%	263 **19%zCDF**	226 **15%C**	61 15%	67 15%	180 17%	262 **19%z**	150 16%	168 17%	156 16%	175 15%	539 16%	44 13%	34 17%	34 **29%zOPQ**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	756	382	373	62	132	310	252	66	77	203	308	182	199	184	192	627	49	41	40
	18%CTUbe	19%	18%	13%	17%	23%zCDF	17%	16%	18%	20%	23%zG	19%	20%	18%	17%	18%	14%	20%	33%zOPQ

Table 41
A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	40 1%	1 *	5 1%	1 *	8 2%T	3 2%	6 1%	1 1%	1 1%	2 1%	- -	2 1%	27 1%	14 1%	37 1%	3 1%
At least once every day	163 4%Y	11 4%	33 4%	3 2%	17 4%Y	9 4%	26 5%Y	2 1%	6 3%	4 3%	2 1%	20 6%Y	105 4%	51 3%	145 4%	13 4%
About two or three times a week	199 5%CHe	10 3%	40 5%	2 1%	18 5%	8 4%	35 7%zUb	14 6%b	11 6%b	6 5%	1 1%	20 6%b	138 5%e	54 4%	159 5%	18 5%
At least once a week	248 6%FTe	34 11%zTVW	29 3%	9 6%	18 5%	9 4%	40 8%T	18 8%T	10 5%	9 8%	8 5%	27 7%T	177 7%ze	67 5%	202 6%	40 11%zf
At least once a month	106 3%FNe	9 3%	21 2%	4 2%	9 2%	6 3%	11 2%	12 5%zhb	2 1%	2 2%	1 1%	11 3%	80 3%ze	25 2%	87 2%	9 3%
At least once in the last three months	36 1%A	1 *	2 *	2 1%	7 2%T	2 1%	3 1%	3 1%	3 2%T	1 1%	2 1%	3 1%	22 1%	13 1%	30 1%	6 2%
Don't know/can't remember	34 1%f	2 1%	2 *	- -	3 1%	1 1%	4 1%	1 *	4 2%T	5 5%zSTUVW XYb	- -	5 1%	20 1%	14 1%	22 1%	6 2%f
Never	3275 80%EJRXdg	230 77%	732 85%zSVXYac	133 88%zSXYac	308 79%	173 82%	348 74%	174 78%	149 80%	83 74%	142 91%zSVWXYhac	279 76%	1960 78%	1235 84%zd	2805 80%g	261 73%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	204 5%Y	12 4%	38 4%	3 2%	26 7%Yb	12 6%Y	31 7%Yb	3 1%	7 4%	5 5%	2 1%	23 6%Y	132 5%	65 4%	183 5%	16 4%
Weekly (Net)	650 16%CTUbe	56 19%TUb	107 12%	14 9%	62 16%b	29 14%	106 22%zTUWb	35 15%	29 15%	20 18%b	12 8%	70 19%TUb	447 18%ze	185 13%	543 16%	74 21%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 41
A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any other Channel 5 channel (e.g. 5USA, 5Star)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**756** **18%CTUbe**	65 **22%TUb**	128 *15%*	17 *11%*	71 **18%b**	35 *17%*	117 **25%zTUb**	47 **21%Ub**	30 *16%*	22 **20%b**	13 *8%*	81 **22%TUb**	527 **21%ze**	210 *14%*	630 *18%*	83 **23%zf**

Table 42
A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**106** 3%P	49 2%	57 3%	6 1%	25 3%	35 3%	41 3%	17 4%I	14 3%	20 2%	34 2%	32 3%	21 2%	22 2%	31 3%	95 3%P	2 1%	5 3%	4 3%P
At least once every day	**276** 7%BY	155 8%zB	119 6%	22 5%	42 5%	89 6%	122 8%zCD	24 6%	23 5%	85 8%	106 8%	58 6%	77 8%	78 8%	64 6%	231 7%	20 6%	13 7%	12 10%
About two or three times a week	**375** 9%N	194 10%	180 9%	37 8%	61 8%	138 10%	138 9%	26 6%	32 7%	85 8%	164 12%zGHI	98 10%N	106 10%N	85 9%	85 7%	318 9%	23 7%	22 11%	11 10%
At least once a week	**341** 8%CDT	155 8%	186 9%	22 5%	36 5%	137 10%zCD	145 10%CD	30 7%	29 7%	102 10%	132 10%z	91 10%M	104 10%zMN	64 6%	82 7%	293 9%	18 5%	16 8%	13 11%P
At least once a month	**139** 3%N	70 3%	69 3%	19 4%	20 3%	57 4%	42 3%	7 2%	9 2%	31 3%	62 5%zG	45 5%zMN	46 5%N	25 3%	23 2%	110 3%	10 3%	14 7%zOP	3 3%
At least once in the last three months	**40** 1%Td	24 1%	16 1%	5 1%	3 *	13 1%	19 1%	4 1%	3 1%	11 1%	16 1%	10 1%	15 2%	6 1%	8 1%	34 1%	4 1%	- -	2 1%Q
Don't know/can't remember	**16** *A	3 *	13 1%	1 *	6 1%	7 1%	3 *	2 1%	- -	1 *	6 *	4 *	5 1%	1 *	6 1%	15 *	1 *	* *	- -
Never	**2808** 68%EFJKL RSg	1348 67%	1458 69%	361 76%zEF	591 75%zEF	887 65%	969 65%	297 73%J	331 75%zIJ	706 68%J	838 62%	602 64%	638 63%	715 72%KL	853 74%zKL	2338 68%	266 77%zOQR	130 65%	74 62%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**382** 9%C	204 10%	177 8%	28 6%	67 9%	124 9%	163 11%zC	41 10%	37 8%	105 10%	139 10%	90 10%	98 10%	99 10%	95 8%	326 10%	22 6%	19 9%	15 13%P
Weekly (Net)	**1098** 27%CDNPT U	554 28%	542 26%	88 19%	164 21%	400 29%zCD	446 30%zCD	97 24%	97 22%	291 28%	436 32%zGH	279 30%zN	308 30%zMN	249 25%	262 23%	938 27%P	63 18%	57 28%P	40 33%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 42
A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1237**	624	612	107	184	457	489	104	106	323	498	324	354	273	285	1048	74	71	44
	30%CDHNP TU	*31%*	*29%*	*23%*	*24%*	**33%zCD**	**33%zCD**	*25%*	*24%*	**31%H**	**37%zGHI**	**34%zMN**	**35%zMN**	*27%*	*25%*	**31%P**	*21%*	**35%P**	**37%zOP**

Table 42
A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**106** **3%P**	4 *1%*	23 *3%*	2 *1%*	15 *4%b*	7 *3%*	17 *4%*	8 *4%*	8 *4%b*	1 *1%*	- *-*	11 *3%*	61 *2%*	45 *3%*	91 *3%*	9 *3%*
At least once every day	**276** **7%BY**	27 *9%Y*	54 *6%Y*	6 *4%*	33 *8%Y*	13 *6%Y*	31 *7%Y*	3 *2%*	9 *5%*	7 *6%*	9 *6%*	38 *10%zTY*	175 *7%*	91 *6%*	239 *7%*	25 *7%*
About two or three times a week	**375** **9%N**	43 *14%zTV*	69 *8%*	11 *8%*	26 *7%*	18 *9%*	43 *9%*	25 *11%*	21 *11%*	8 *7%*	15 *9%*	40 *11%*	244 *10%*	128 *9%*	309 *9%*	45 *13%zf*
At least once a week	**341** **8%CDT**	42 *14%zTUVWc*	54 *6%*	7 *5%*	24 *6%*	10 *5%*	47 *10%*	32 *14%zTUVWc*	15 *8%*	15 *13%TUW*	21 *14%zTUVW*	26 *7%*	223 *9%*	109 *7%*	282 *8%*	46 *13%zf*
At least once a month	**139** **3%N**	11 *4%*	23 *3%*	2 *1%*	13 *3%*	6 *3%*	23 *5%*	5 *2%*	6 *3%*	6 *6%*	6 *4%*	9 *3%*	92 *4%*	43 *3%*	121 *3%*	10 *3%*
At least once in the last three months	**40** **1%Td**	7 *2%zT*	1 ***	5 ***	6 *3%zTWX*	- ***	3 *1%*	3 *1%*	2 *1%*	2 *1%*	2 *1%*	3 *1%*	16 *1%*	24 *2%zd*	36 *1%*	1 ***
Don't know/can't remember	**16** ***A**	2 *1%*	3 ***	- *-*	1 ***	- *-*	5 *1%z*	- *-*	1 ***	1 *1%*	- *-*	2 *1%*	9 ***	7 ***	11 ***	2 *1%*
Never	**2808** **68%EFJKL RSg**	163 *54%*	638 *74%zSXc*	117 *77%zSXc*	271 *70%S*	157 *74%SX*	303 *64%S*	149 *67%S*	125 *67%S*	73 *65%*	104 *67%S*	239 *65%S*	1708 *68%*	1025 *70%*	2399 *69%g*	217 *61%*
Total mentions	**4101** **100%**	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Daily (Net)	**382** **9%C**	31 *10%*	76 *9%*	9 *6%*	48 *12%Y*	21 *10%*	48 *10%*	11 *5%*	17 *9%*	8 *7%*	9 *6%*	49 *13%zUYb*	236 *9%*	135 *9%*	330 *9%*	35 *10%*
Weekly (Net)	**1098** **27%CDNPTU**	116 *39%zTUVWX*	199 *23%*	27 *18%*	98 *25%*	49 *23%*	138 *29%TU*	68 *30%U*	53 *28%*	31 *27%*	45 *29%*	114 *31%TU*	703 *28%*	373 *25%*	921 *26%*	126 *35%zf*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 42
A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**1237**	126	222	29	111	55	161	73	59	37	51	123	796	416	1042	135
	30%CDHNP TU	**42%zTUVW**	*26%*	*19%*	*29%*	*26%*	**34%TU**	**32%U**	**32%U**	**33%U**	**32%U**	**34%TU**	*31%*	*28%*	*30%*	**38%zf**

Table 43
A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	204 5%BFGe	120 6%zB	84 4%	18 4%	35 4%	96 7%zCDF	55 4%	9 2%	17 4%	75 7%zGH	75 6%G	56 6%	48 5%	49 5%	51 4%	166 5%	23 7%	6 3%	9 8%zOQ
At least once every day	397 10%BGe	225 11%zB	171 8%	34 7%	80 10%	161 12%zCF	121 8%	22 5%	33 8%	84 8%	183 13%zGHI	96 10%	99 10%	110 11%	93 8%	339 10%	31 9%	17 8%	9 8%
About two or three times a week	313 8%FGNOe	163 8%	150 7%	27 6%	65 8%	131 10%zCF	90 6%	11 3%	28 6%G	91 9%G	132 10%zG	88 9%zN	87 9%N	75 8%	63 5%	242 7%	36 10%	24 12%zO	11 9%
At least once a week	214 5%FGNe	94 5%	120 6%	21 4%	51 7%F	87 6%zF	55 4%	8 2%	15 3%	60 6%G	98 7%zGH	62 7%zN	55 5%	52 5%	44 4%	178 5%	18 5%	12 6%	6 5%
At least once a month	60 1%	36 2%	24 1%	11 2%	9 1%	22 2%	18 1%	3 1%	4 1%	12 1%	36 3%zI	18 2%	17 2%	13 1%	12 1%	52 2%	4 1%	3 2%	1 1%
At least once in the last three months	23 1%f	15 1%	8 *	2 *	9 1%	6 *	5 *	- -	1 *	7 1%	14 1%z	6 1%	9 1%	2 *	6 1%	21 1%	- -	2 1%	* *
Don't know/can't remember	14 *	4 *	10 *	3 1%	3 *	2 *	6 *	4 1%	- -	4 *	4 *	6 1%	3 *	1 *	5 *	12 *	- -	3 1%zOP	- -
Never	2877 70%AEJKWd	1342 67%	1532 73%zA	357 75%zDE	532 68%	859 63%	1129 76%zDE	351 86%zHIJ	343 78%zIJ	707 68%J	816 60%	608 65%	697 69%	694 70%	878 76%zKLM	2427 71%	233 68%	134 66%	83 70%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	601 15%BCFGNe	345 17%zB	255 12%	52 11%	115 15%	257 19%zCDF	177 12%	30 7%	50 11%	159 15%G	258 19%zGHI	152 16%N	146 14%	158 16%	144 13%	505 15%	54 16%	23 12%	18 16%
Weekly (Net)	1128 28%BCFGHNTe	602 30%zB	525 25%	100 21%	231 30%CF	475 35%zCDF	321 22%	49 12%	92 21%G	310 30%GH	488 36%zGHI	303 32%zN	288 28%N	286 29%N	251 22%	925 27%	108 31%	60 30%	35 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1187** 29%BCFGH NTe	638 **32%zB**	549 *26%*	111 *23%*	240 **31%CF**	497 **36%zCDF**	339 *23%*	52 *13%*	97 **22%G**	322 **31%GH**	524 **39%zGHI**	320 **34%zN**	305 **30%N**	299 **30%N**	263 *23%*	977 *28%*	111 *32%*	63 *31%*	36 *30%*

Table 43
A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	204 5%BFGe	17 6%	32 4%	4 3%	15 4%	20 9%zTUVXY	20 4%	7 3%	11 6%	5 5%	7 4%	26 7%T	142 6%	59 4%	172 5%	18 5%
At least once every day	397 10%BGe	34 12%	73 8%	12 8%	48 12%	22 10%	43 9%	22 10%	19 10%	12 11%	17 11%	36 10%	280 11%ze	105 7%	331 9%	45 13%
About two or three times a week	313 8%FGNOe	25 8%	60 7%	11 7%	21 5%	20 10%b	31 6%	23 10%b	11 6%	8 7%	4 3%	28 8%	222 9%ze	88 6%	266 8%	26 7%
At least once a week	214 5%FGNe	16 5%	32 4%	5 3%	21 5%	12 6%	28 6%	15 7%	9 5%	6 5%	10 7%	25 7%	158 6%ze	54 4%	187 5%	17 5%
At least once a month	60 1%	2 1%	12 1%	3 2%	7 2%	5 2%	10 2%	3 1%	* *	1 1%	4 3%	5 1%	43 2%	15 1%	48 1%	6 2%
At least once in the last three months	23 1%f	2 1%	6 1%	1 1%	1 *	2 1%	1 *	3 1%	1 *	- -	2 1%	3 1%	19 1%	4 *	15 *	4 1%
Don't know/can't remember	14 *	1 *	3 *	-	1 *	-	4 1%	-	1 1%	-	2 1%	-	8 *	6 *	9 *	3 1%
Never	2877 70%AEJKWd	201 67%	646 75%zWc	116 77%W	276 71%	132 62%	337 71%	150 67%	133 71%	80 71%	110 70%	245 67%	1657 66%	1140 78%zd	2461 71%	238 67%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	601 15%BCFGNe	52 17%	106 12%	16 10%	63 16%	42 20%TU	64 13%	29 13%	31 16%	17 15%	24 15%	62 17%	422 17%ze	164 11%	503 14%	62 18%
Weekly (Net)	1128 28%BCFGHNTe	93 31%T	197 23%	32 21%	105 27%	73 35%zTU	122 26%	67 30%	51 27%	31 28%	38 24%	115 31%T	802 32%ze	306 21%	955 27%	105 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 43
A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1187	95	209	34	112	78	132	71	51	33	43	120	845	321	1003	111
	29%BCFGH NTe	32%T	24%	23%	29%	37%zTU	28%	31%	27%	29%	27%	33%T	33%ze	22%	29%	31%

Table 44
A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- S4C
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**16**	10	6	2	7	5	1	-	2	2	10	8	4	1	3	11	2	2	*
	***e**	1%	*	1%	1%F	*	*	-	*	*	1%	1%z	*	*	*	*	1%	1%	*
At least once every day	**18**	13	5	1	3	10	4	-	1	2	12	8	6	3	1	14	*	3	-
	***e**	1%	*	*	*	1%	*	-	*	*	1%z	1%zN	1%	*	*	*	*	1%zO	-
About two or three times a week	**21**	10	11	*	2	13	5	4	1	5	6	8	3	5	5	12	1	7	-
	1%O	*	1%	*	*	1%z	*	1%	*	1%	*	1%	*	1%	*	*	*	4%OPR	-
At least once a week	**21**	13	7	1	2	6	11	*	1	8	10	9	6	2	3	9	1	10	-
	1%O	1%	*	*	*	*	1%	*	*	1%	1%	1%z	1%	*	*	*	*	5%zOPR	-
At least once a month	**22**	15	7	1	4	9	9	*	2	9	9	7	7	7	2	11	-	12	-
	1%O	1%	*	*	*	1%	1%	*	*	1%	1%	1%	1%	1%	*	*	-	6%zOPR	-
At least once in the last three months	**10**	7	3	1	1	4	4	1	-	*	8	8	*	1	1	6	-	4	-
	*****	*	*	*	*	*	*	*	-	*	1%z	1%zLN	*	*	*	*	-	2%zOP	-
Don't know/can't remember	**1**	*	*	-	*	*	-	-	*	*	-	*	*	-	-	*	-	*	-
	*****	*	*	-	*	*	-	-	*	*	-	*	*	-	-	*	-	*	-
Never	**3993**	1929	2060	466	764	1317	1445	402	434	1013	1304	892	988	977	1136	3372	339	163	118
	97%AJKQd	97%	98%zA	99%E	98%	97%	98%	99%J	98%	97%	96%	95%	97%K	98%K	99%zK	98%zQ	98%Q	81%	100%zQ
Total mentions	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**33**	23	10	4	10	15	5	-	3	5	21	16	10	4	4	25	3	5	*
	1%BFe	1%	*	1%	1%F	1%	*	-	1%	*	2%zGI	2%zMN	1%	*	*	1%	1%	2%zO	*
Weekly (Net)	**75**	46	29	5	14	34	21	4	5	18	38	33	18	11	13	46	5	23	*
	2%Oe	2%	1%	1%	2%	3%	1%	1%	1%	2%	3%z	4%zLMN	2%	1%	1%	1%	2%	11%zOPR	*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 44
A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- S4C
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**97**	62	36	6	18	43	30	5	7	27	47	40	25	18	15	57	5	34	*
	2%BNORXe	**3%zB**	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	**3%zG**	**4%zMN**	*2%*	*2%*	*1%*	*2%*	*2%*	**17%zOPR**	*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 44
A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- S4C
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	16 *e	1 *	7 1%	-	1 *	-	-	-	1 1%	-	-	-	14 1%e	1 *	12 *	1 *
At least once every day	18 *e	-	10 1%z	-	1 *	1 1%	3 1%	-	-	-	-	-	15 1%	2 *	13 *	2 1%
About two or three times a week	21 1%O	-	5 1%	3 2%VX	-	1 *	-	-	1 1%	-	-	3 1%	16 1%	5 *	14 *	5 1%f
At least once a week	21 1%O	-	2 *	-	2 1%	-	-	4 2%zTX	-	*	-	1 *	16 1%	4 *	18 1%	2 1%
At least once a month	22 1%O	*	5 1%	-	-	1 *	*	3 1%	-	*	1 1%	1 *	17 1%	5 *	18 1%	5 1%
At least once in the last three months	10 *	-	4 *	-	2 *	-	-	-	-	-	1 1%	-	8 *	2 *	9 *	1 *
Don't know/can't remember	1 *	-	-	-	-	*	-	-	-	-	-	-	1 *	-	1 *	-
Never	3993 97%AJKQd	297 100%zT	832 96%	149 98%	384 99%	209 99%	470 99%zT	218 97%	184 99%	112 99%	155 99%	363 99%	2440 96%	1453 99%zd	3402 98%	340 96%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	33 1%BFe	1 *	17 2%zc	-	2 *	1 1%	3 1%	-	1 1%	-	-	-	30 1%ze	3 *	25 1%	3 1%
Weekly (Net)	75 2%Oe	1 *	24 3%SX	3 2%	4 1%	2 1%	3 1%	4 2%	2 1%	*	-	4 1%	63 2%ze	12 1%	58 2%	10 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 44
A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- S4C
Base = All Respondents

| | | England Regions | | | | | | | | | | | Working | | Urbanity | |
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	97	1	28	3	4	3	3	6	2	1	1	5	80	17	75	15
	2%BNORXe	*	3%SX	2%	1%	1%	1%	3%	1%	1%	1%	1%	3%ze	1%	2%	4%f

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 45
A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC News Channel
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	220	122	98	14	37	75	94	13	22	49	97	69	71	37	43	187	16	11	7
	5%CMN	6%	5%	3%	5%	6%C	6%C	3%	5%	5%	7%zGI	7%zMN	7%zMN	4%	4%	5%	5%	5%	6%
At least once every day	409	241	166	31	57	127	194	21	34	104	157	121	100	104	84	352	28	23	6
	10%BCDGN Rb	12%zB	8%	7%	7%	9%	13%zCDE	5%	8%	10%G	12%zG	13%zN	10%	10%N	7%	10%R	8%	11%R	5%
About two or three times a week	234	121	113	21	33	86	93	18	23	55	101	86	55	41	52	199	23	9	2
	6%R	6%	5%	4%	4%	6%	6%	4%	5%	5%	7%z	9%zLMN	5%	4%	5%	6%R	7%R	4%	2%
At least once a week	200	114	86	17	37	74	73	7	16	50	88	63	60	37	40	164	14	15	8
	5%GNe	6%zB	4%	4%	5%	5%	5%	2%	4%	5%G	6%zG	7%zMN	6%N	4%	3%	5%	4%	7%	7%
At least once a month	102	44	58	10	18	25	50	5	12	25	32	27	36	20	20	90	6	4	2
	2%	2%	3%	2%	2%	2%	3%E	1%	3%	2%	2%	3%	4%N	2%	2%	3%	2%	2%	2%
At least once in the last three months	28	14	14	2	4	11	12	1	1	8	14	7	9	5	8	25	1	2	*
	1%	1%	1%	*	*	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	*	1%	*
Don't know/can't remember	25	19	6	3	-	10	13	4	1	4	13	5	7	8	5	20	4	1	1
	1%B	1%zB	*	1%	-	1%D	1%D	1%	*	*	1%	1%	1%	1%	*	1%	1%	*	*
Never	2882	1323	1556	376	598	957	951	338	331	746	856	562	677	743	900	2398	253	138	93
	70%AFJKL T	66%	74%zA	79%zEF	76%zEF	70%F	64%	83%zHIJ	75%J	72%J	63%	60%	67%K	75%zKL	78%zKL	70%	73%	68%	79%zOQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	629	363	265	45	94	202	288	34	56	152	253	190	171	142	127	539	44	34	13
	15%BCDGN Rb	18%zB	13%	10%	12%	15%C	19%zCDE	8%	13%	15%G	19%zGHI	20%zMN	17%N	14%	11%	16%R	13%	17%	11%
Weekly (Net)	1063	598	464	83	164	362	454	59	96	257	442	339	286	220	219	902	81	58	23
	26%BCDGM NRb	30%zB	22%	18%	21%	27%CD	31%zCDE	14%	22%G	25%G	33%zGHI	36%zLMN	28%MN	22%	19%	26%R	23%	29%R	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 45
A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC News Channel
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	1166	643	522	93	182	387	504	64	108	282	475	366	321	240	239	992	87	62	25
	28%BCDGM NRWb	32%zB	25%	20%	23%	28%CD	34%zCDE	16%	24%G	27%G	35%zGHI	39%zLMN	32%zMN	24%	21%	29%R	25%	31%R	21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 45
A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC News Channel
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	220 5%CMN	11 4%	57 7%	8 5%	17 4%	9 4%	38 8%zYb	6 3%	6 3%	5 4%	3 2%	28 8%Yb	144 6%	71 5%	186 5%	19 5%
At least once every day	409 10%BCDGN Rb	29 10%b	91 11%b	12 8%	50 13%b	16 8%	50 10%b	18 8%	23 12%b	15 14%b	5 3%	43 12%b	246 10%	157 11%	348 10%	40 11%
About two or three times a week	234 6%R	15 5%	57 7%	8 5%	24 6%	12 5%	34 7%	9 4%	14 7%	3 3%	6 4%	19 5%	150 6%	81 6%	205 6%	14 4%
At least once a week	200 5%GNe	15 5%	44 5%	7 4%	17 4%	7 3%	22 5%	15 7%	10 6%	5 4%	7 4%	15 4%	146 6%ze	49 3%	167 5%	25 7%
At least once a month	102 2%	12 4%	26 3%	1 1%	16 4%	2 1%	9 2%	11 5%W	3 2%	1 1%	4 3%	6 2%	62 2%	39 3%	79 2%	13 4%
At least once in the last three months	28 1%	3 1%	11 1%	1 1%	2 1%	- -	3 1%	- -	2 1%	- -	2 1%	1 *	15 1%	13 1%	23 1%	5 1%
Don't know/can't remember	25 1%B	- -	3 *	- -	4 1%	- -	5 1%	- -	* *	* *	3 3%zSTWY	2 1%	13 1%	12 1%	20 1%	4 1%
Never	2882 70%AFJKL T	214 72%	576 67%	115 76%	259 66%	167 79%zTVXc	312 66%	165 74%	128 69%	80 71%	128 82%zTVXh c	253 69%	1753 69%	1049 71%	2459 71%	236 66%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	629 15%BCDGN Rb	40 13%b	147 17%b	20 13%b	67 17%b	25 12%	88 19%Yb	24 11%	29 15%b	20 18%b	8 5%	72 19%WYb	390 15%	229 16%	534 15%	59 16%
Weekly (Net)	1063 26%BCDGM NRb	70 23%b	249 29%Wb	35 23%	108 28%b	43 21%	143 30%Wb	48 22%	53 28%b	28 25%b	20 13%	105 29%b	686 27%	359 24%	906 26%	98 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC News Channel
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1166	82	274	36	124	45	152	59	56	29	24	111	747	398	985	111
	28%BCDGM NRWb	27%b	32%Wb	24%	32%Wb	21%	32%Wb	26%b	30%b	26%	15%	30%b	30%	27%	28%	31%

Table 46
A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Parliament
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**18** *	12 1%	6 *	1 *	9 1%zE	3 *	6 *	1 *	- -	5 *	11 1%z	8 1%zN	5 *	3 *	2 *	13 *	3 1%	1 *	1 1%
At least once every day	**63** **2%C**	37 2%	26 1%	2 *	14 2%	25 2%	22 1%	1 *	7 2%	12 1%	32 2%zG	16 2%	25 2%zN	11 1%	10 1%	54 2%	3 1%	4 2%	1 1%
About two or three times a week	**38** **1%N**	20 1%	18 1%	2 *	6 1%	14 1%	17 1%	6 2%	4 1%	6 1%	19 1%	15 2%zMN	15 2%N	5 *	3 *	28 1%	5 2%	3 2%	2 1%
At least once a week	**53** **1%**	31 2%	22 1%	7 1%	6 1%	20 1%	20 1%	2 1%	4 1%	16 2%	23 2%	19 2%zN	14 1%	12 1%	8 1%	45 1%	6 2%	2 1%	* *
At least once a month	**41** **1%MN**	25 1%	17 1%	5 1%	7 1%	17 1%	13 1%	2 1%	2 *	7 1%	20 1%	19 2%zMN	16 2%MN	3 *	3 *	30 1%	3 1%	8 4%zOPR	* *
At least once in the last three months	**23** **1%**	15 1%	8 *	2 *	3 *	6 *	12 1%	4 1%	2 *	4 *	10 1%	5 *	11 1%z	3 *	4 *	20 1%	1 *	2 1%	1 1%
Don't know/can't remember	**5** *	2 *	2 *	2 *E	- -	- -	3 *	3 1%z	- -	1 *	1 *	3 *	1 *	- -	1 *	5 *	- -	- -	- -
Never	**3860** **94%AJKLQT**	1856 93%	2000 95%zA	454 96%	739 94%	1281 94%	1386 94%	388 95%J	423 96%J	989 95%J	1243 91%	854 91%	926 91%	960 96%zKL	1120 97%zKL	3240 94%Q	324 94%	183 91%	114 96%Q
Total mentions	**4101** *100%*	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**80** **2%CGN**	49 2%	31 1%	3 1%	23 3%C	27 2%	27 2%	2 *	7 2%	17 2%	43 3%zGI	25 3%N	30 3%zN	14 1%	12 1%	68 2%	6 2%	4 2%	2 2%
Weekly (Net)	**172** **4%BCN**	101 5%zB	71 3%	11 2%	35 4%	61 4%	65 4%	10 2%	14 3%	39 4%	85 6%zGHI	59 6%zMN	59 6%zMN	31 3%	23 2%	141 4%	17 5%	9 5%	4 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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GfK

Table 46
A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Parliament
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**213**	125	88	16	42	77	78	12	16	47	105	78	76	33	26	171	20	18	5
	5%BMN	6%zB	4%	3%	5%	6%	5%	3%	4%	5%	8%zGHI	8%zMN	7%zMN	3%	2%	5%	6%	9%zOR	4%

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Table 46
A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Parliament
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	18	*	8	-	-	*	-	-	2	1	-	2	14	4	15	1
	*	*	1%	-	-	*	-	-	1%	1%	-	1%	1%	*	*	*
At least once every day	63	2	23	3	2	2	10	-	2	1	2	8	41	21	54	5
	2%C	1%	3%zVY	2%	*	1%	2%	-	1%	1%	1%	2%	2%	1%	2%	2%
About two or three times a week	38	3	9	1	3	1	8	2	1	-	-	2	27	11	35	2
	1%N	1%	1%	1%	1%	*	2%	1%	1%	-	-	*	1%	1%	1%	1%
At least once a week	53	7	14	1	5	1	3	3	2	*	2	7	33	19	48	1
	1%	2%	2%	*	1%	1%	1%	2%	1%	*	1%	2%	1%	1%	1%	*
At least once a month	41	3	6	-	3	3	4	4	1	-	1	5	25	13	34	4
	1%MN	1%	1%	-	1%	1%	1%	2%	*	-	1%	1%	1%	1%	1%	1%
At least once in the last three months	23	-	6	1	3	-	2	2	1	1	2	3	13	10	17	1
	1%	-	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	*	*
Don't know/can't remember	5	-	2	-	1	-	2	-	-	-	-	-	2	3	5	-
	*	-	*	-	*	-	*	-	-	-	-	-	*	*	*	-
Never	3860	283	797	146	373	205	444	213	179	110	150	341	2374	1390	3279	341
	94%AJKLQT	95%	92%	96%	96%	97%	94%	95%	96%	98%	96%	93%	94%	94%	94%	96%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	80	2	31	3	2	3	10	-	4	1	2	10	55	25	69	6
	2%CGN	1%	4%zVY	2%	*	1%	2%	-	2%	1%	1%	3%VY	2%	2%	2%	2%
Weekly (Net)	172	13	54	4	10	5	21	5	6	2	4	19	114	56	152	10
	4%BCN	4%	6%zV	3%	3%	2%	4%	2%	3%	2%	2%	5%	5%	4%	4%	3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 46
A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Parliament
Base = All Respondents

| | Total (z) | England Regions | | | | | | | | | | | Working | | Urbanity | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**213**	16	59	4	13	7	25	9	7	2	5	23	139	69	186	14
5%BMN	**5%**	5%	7%V	3%	3%	3%	5%	4%	4%	2%	3%	6%	6%	5%	5%	4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 47
A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Alba
Base = All Respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	15	11	4	2	5	5	2	-	2	3	9	7	5	-	2	11	4	-	-
	*	1%	*	1%	1%	*	*	-	1%	*	1%	1%zM	1%	-	*	*	1%zO	-	-
At least once every day	17	14	4	-	6	10	2	-	-	*	15	4	9	4	-	14	3	-	-
	*Ble	1%zB	*	-	1%	1%F	*	-	-	*	1%zI	*N	1%zN	*	-	*	1%	-	-
About two or three times a week	20	12	8	1	6	8	4	-	2	5	11	9	7	*	2	14	5	*	*
	*	1%	*	*	1%	1%	*	-	*	1%	1%	1%zMN	1%	*	*	*	1%zO	*	*
At least once a week	11	8	3	2	3	4	2	1	1	2	7	3	3	1	3	8	3	*	-
	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*	*	1%O	*	-
At least once a month	18	14	3	1	5	7	4	*	1	2	14	8	*	1	4	9	7	1	-
	*BO	1%zB	*	*	1%	1%	*	*	*	*	1%zI	1%z	*	*	*	*	2%zO	1%	-
At least once in the last three months	7	3	4	1	*	-	6	-	-	2	2	2	4	*	1	2	5	-	*
	*O	*	*	*	*	-	*	-	-	*	*	*	*	*	*	*	1%zO	-	*
Don't know/can't remember	9	2	7	-	-	2	6	1	*	1	2	2	3	1	3	6	2	-	*
	*	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	1%	-	*
Never	4005	1936	2066	465	759	1328	1454	404	435	1024	1299	904	977	988	1136	3373	315	200	118
	98%AJKLP Td	97%	98%zA	98%	97%	97%	98%	99%zJ	99%J	98%J	96%	96%	96%	99%zKL	99%zKL	98%zP	92%	99%P	99%P
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	32	24	7	2	10	15	4	-	2	4	24	11	14	4	2	25	7	-	-
	1%BFNe	1%zB	*	1%	1%F	1%F	*	-	1%	*	2%zGI	1%N	1%zN	*	*	1%	2%zOQ	-	-
Weekly (Net)	62	44	19	6	19	28	10	1	5	11	42	24	25	6	8	46	15	1	*
	2%BFMNe	2%zB	1%	1%	2%F	2%F	1%	*	1%	1%	3%zGI	3%zMN	2%zMN	1%	1%	1%	4%zOQR	*	*

A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Alba
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**80** **2%BFGMNO** Ve	58 **3%zB**	22 1%	7 2%	24 **3%zF**	35 **3%F**	14 1%	2 *	6 1%	13 1%	55 **4%zGHI**	32 **3%zMN**	29 **3%MN**	7 1%	12 1%	56 2%	22 **6%zOQR**	2 1%	* *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 47
A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Alba
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	15 *	- -	8 1%z	- -	- -	- -	* *	- -	1 1%	- -	- -	1 *	12 *	2 *	11 *	1 *
At least once every day	17 *Ble	1 *	10 1%z	- -	- -	* *	3 1%	- -	- -	- -	- -	- -	15 1%	2 *	17 *	- -
About two or three times a week	20 *	- -	6 1%	- -	1 *	2 1%	1 *	- -	4 2%zX	- -	- -	1 *	16 1%	3 *	17 *	* *
At least once a week	11 *	1 *	4 *	1 *	- -	- -	- -	- -	- -	1 1%X	- -	- -	8 *	3 *	8 *	2 1%
At least once a month	18 *BO	- -	6 1%	- -	- -	1 *	1 *	2 1%	- -	- -	- -	- -	15 1%	3 *	15 *	3 1%
At least once in the last three months	7 *O	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 *	4 *	5 *	1 *
Don't know/can't remember	9 *	- -	1 *	- -	- -	- -	1 *	1 *	3 2%zTV	- -	- -	- -	3 *	6 *	8 *	* *
Never	4005 98%AJKLPTd	297 99%Th	828 96%	149 99%	389 100%zTh	209 99%	467 99%T	222 99%	179 96%	111 99%	157 100%Th	365 99%Th	2456 97%	1449 98%zd	3407 98%	347 98%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	32 1%BFNe	1 *	18 2%zV	- -	- -	* *	3 1%	- -	1 1%	- -	- -	1 *	27 1%e	4 *	28 1%	1 *
Weekly (Net)	62 2%BFMNe	2 1%	28 3%zVXYc	1 *	1 *	2 1%	4 1%	- -	5 3%V	1 1%	- -	2 1%	52 2%ze	10 1%	53 2%	4 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 47
A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- BBC Alba
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	80	2	34	1	1	3	5	2	5	1	-	2	66	13	68	6
	2%BFGMNO Ve	1%	4%zSVXbc	*	*	1%	1%	1%	3%V	1%	-	1%	3%ze	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 48
A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBBC
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**60**	21	39	7	25	26	2	3	5	14	26	15	17	16	12	49	5	4	2
	1%AFe	1%	2%	1%F	3%zF	2%F	*	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%
At least once every day	**103**	43	60	7	34	47	14	7	8	22	54	27	20	31	25	89	6	4	3
	3%Fe	2%	3%	2%	4%zCF	3%zF	1%	2%	2%	2%	4%zI	3%	2%	3%	2%	3%	2%	2%	2%
About two or three times a week	**82**	39	44	11	22	39	11	7	7	18	42	23	31	18	11	73	5	3	1
	2%FNe	2%	2%	2%F	3%F	3%zF	1%	2%	2%	2%	3%z	2%N	3%zN	2%	1%	2%	1%	1%	1%
At least once a week	**44**	16	28	6	13	19	6	1	3	17	18	10	13	15	6	34	2	4	3
	1%FTe	1%	1%	1%	2%F	1%F	*	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	3%zOP
At least once a month	**21**	12	9	4	8	5	4	*	*	5	9	8	5	4	4	19	2	1	-
	1%	1%	*	1%	1%	*	*	*	*	1%	1%	1%	1%	*	*	1%	1%	*	-
At least once in the last three months	**10**	3	7	2	3	1	4	*	-	4	4	4	4	1	1	7	-	1	1
	*f	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	-	1%	1%zOP
Don't know/can't remember	**8**	4	4	2	2	1	3	-	-	3	3	5	-	1	1	6	1	1	*
	*	*	*	*	*	*	*	-	-	*	*	1%zL	-	*	*	*	*	1%	*
Never	**3773**	1862	1908	434	676	1227	1435	388	417	955	1202	848	924	910	1091	3158	323	184	108
	92%BDEJK Xd	93%zB	91%	92%D	86%	90%D	97%zCDE	95%zJ	95%zJ	92%zJ	88%	90%	91%	91%	95%zKLM	92%	94%	91%	91%
Total mentions	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**163**	64	99	14	59	73	16	10	13	37	80	42	37	47	37	139	11	8	5
	4%AFSe	3%	5%A	3%F	8%zCF	5%zF	1%	3%	3%	4%	6%zGI	4%	4%	5%	3%	4%	3%	4%	4%
Weekly (Net)	**289**	118	171	31	94	131	33	18	23	72	140	75	80	80	54	246	19	14	10
	7%AFNSe	6%	8%zA	7%F	12%zCF	10%zF	2%	4%	5%	7%	10%zGHI	8%N	8%N	8%N	5%	7%	5%	7%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 48
A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBBC
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**310**	130	180	35	102	136	37	19	24	77	150	82	86	84	59	265	20	15	10
	8%AFGNSe	6%	9%zA	7%F	13%zCF	10%zF	3%	5%	5%	7%	11%zGHI	9%N	8%N	8%N	5%	8%	6%	7%	8%

Table 48
A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBBC
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	60 1%AFe	1 *	9 1%	1 *	11 3%ST	3 1%	14 3%zST	3 1%	2 1%	- -	1 *	6 2%	49 2%ze	11 1%	52 2%	2 *
At least once every day	103 3%Fe	1 *	27 3%S	3 2%	14 4%S	5 2%	17 4%S	7 3%S	1 1%	1 1%	3 2%	10 3%	80 3%ze	21 1%	88 3%	9 3%
About two or three times a week	82 2%FNe	2 1%	17 2%	6 4%S	9 2%	7 3%S	12 3%	6 3%	5 3%	2 1%	3 2%	5 1%	71 3%ze	10 1%	71 2%	5 1%
At least once a week	44 1%FTe	1 *	3 *	2 1%	4 1%	4 2%T	9 2%T	* *	3 2%	1 1%	2 1%	5 1%	36 1%ze	6 *	36 1%	4 1%
At least once a month	21 1%	1 *	5 1%	- -	4 1%	2 1%	5 1%	1 *	- -	- -	1 *	1 *	14 1%	6 *	20 1%	* *
At least once in the last three months	10 *f	- -	* *	- -	1 *	1 *	* *	3 1%zT	1 *	1 1%	- -	1 *	6 *	3 *	6 *	4 1%zf
Don't know/can't remember	8 *	- -	1 *	1 1%	- -	- -	1 *	1 *	- -	1 1%	* *	- -	5 *	3 *	7 *	1 *
Never	3773 92%BDEJK Xd	293 98%zTUVW XYhc	802 93%X	139 92%	347 89%	190 89%	415 88%	204 91%	175 94%	107 95%	148 94%	340 92%	2268 90%	1411 96%zd	3208 92%	331 93%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	163 4%AFSe	2 1%	35 4%S	4 2%	25 6%zSh	8 4%S	31 7%zSh	10 4%S	3 2%	1 1%	3 2%	16 4%S	129 5%ze	32 2%	140 4%	11 3%
Weekly (Net)	289 7%AFNSe	4 1%	56 6%S	12 8%S	38 10%S	20 9%S	51 11%zST	16 7%S	11 6%S	4 3%	8 5%	26 7%S	236 9%ze	48 3%	247 7%	20 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 48
A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBBC
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	310	5	61	12	41	22	56	17	11	4	9	27	250	54	267	20
	8%AFGNSe	2%	7%S	8%S	11%S	10%S	12%zSTa	7%S	6%S	3%	6%	7%S	10%ze	4%	8%	6%

A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBeebies
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**139** 3%AFe	40 2%	99 5%zA	20 4%F	68 9%zCEF	48 4%F	3 *	13 3%	12 3%	49 5%z	45 3%	29 3%	43 4%	30 3%	37 3%	120 3%	10 3%	4 2%	6 5%Q
At least once every day	**122** 3%Fe	49 2%	73 3%	8 2%	38 5%zCF	61 4%zCF	15 1%	7 2%	11 3%	33 3%	55 4%z	29 3%	24 2%	31 3%	39 3%	105 3%	8 2%	7 3%	3 2%
About two or three times a week	**89** 2%AFe	33 2%	57 3%	6 1%	22 3%	41 3%F	20 1%	4 1%	7 2%	19 2%	50 4%zGI	20 2%	24 2%	25 3%	20 2%	78 2%	6 2%	2 1%	2 2%
At least once a week	**57** 1%	24 1%	33 2%	3 1%	16 2%	22 2%	15 1%	6 2%	4 1%	20 2%	23 2%	20 2%zN	16 2%	11 1%	10 1%	53 2%	1 *	2 1%	1 1%
At least once a month	**20** *E	11 1%	9 *	3 1%E	10 1%zE	* *	7 *	- -	2 1%	5 1%	7 1%	7 1%	7 1%	1 *	5 *	19 1%	* *	- -	- -
At least once in the last three months	**18** *	4 *	13 1%	2 *	2 *	4 *	10 1%	3 1%	- -	3 *	9 1%	10 1%zM	3 *	1 *	3 *	14 *	2 1%	1 *	1 1%
Don't know/can't remember	**12** *E	4 *	8 *	* *	9 1%zCEF	* *	2 *	- -	* *	4 *	5 *	6 1%z	2 *	1 *	2 *	11 *	1 *	- -	- -
Never	**3644** 89%BDEJd	1834 92%zB	1807 86%	430 91%DE	618 79%	1188 87%D	1407 95%zCDE	373 92%IJ	404 92%J	907 87%	1164 86%	820 87%	893 88%	896 90%	1035 90%	3036 88%	316 92%	186 92%	106 89%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**261** 6%AFe	89 4%	172 8%zA	28 6%F	106 14%zCEF	108 8%zF	18 1%	21 5%	24 5%	82 8%	100 7%	58 6%	67 7%	61 6%	76 7%	224 7%	18 5%	10 5%	9 7%
Weekly (Net)	**407** 10%AFe	146 7%	261 12%zA	38 8%F	144 18%zCEF	172 13%zCF	54 4%	31 8%	35 8%	121 12%	173 13%zGH	97 10%	108 11%	97 10%	106 9%	355 10%	25 7%	15 7%	12 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 49
A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBeebies
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**427**	157	270	41	154	173	60	31	37	126	180	104	115	97	111	375	26	15	12
	10%AFSe	*8%*	*13%zA*	*9%F*	*20%zCEF*	*13%zCF*	*4%*	*8%*	*8%*	*12%G*	*13%zGH*	*11%*	*11%*	*10%*	*10%*	*11%*	*7%*	*7%*	*10%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 49
A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBeebies
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	139 3%AFe	9 3%	21 2%	4 3%	14 4%	10 5%	23 5%Y	2 1%	10 5%Y	5 4%	4 3%	17 5%Y	105 4%ze	30 2%	118 3%	14 4%
At least once every day	122 3%Fe	4 1%	27 3%	4 2%	12 3%	8 4%	17 4%	7 3%	3 1%	6 5%	6 4%	12 3%	92 4%ze	28 2%	109 3%	7 2%
About two or three times a week	89 2%AFe	2 1%	20 2%	7 5%SX	9 2%	5 2%	7 1%	8 4%	5 3%	2 2%	6 4%	8 2%	67 3%e	19 1%	81 2%	4 1%
At least once a week	57 1%	2 1%	12 1%	1 *	3 1%	5 2%	10 2%	3 1%	-	4 4%h	2 1%	11 3%z	40 2%	17 1%	53 2%	2 *
At least once a month	20 *E	- -	4 *	1 1%	1 *	3 2%	6 1%	2 1%	-	2 1%	-	1 *	11 *	7 1%	17 *	* *
At least once in the last three months	18 *	2 1%	- -	-	3 1%T	1 *	1 *	2 1%T	-	* *	1 *	4 1%T	8 *	8 1%	14 *	3 1%
Don't know/can't remember	12 *E	-	3 *	-	4 1%	-	1 *	1 1%	1 *	1 1%	*	-	5 *	5 *	10 *	1 *
Never	3644 89%BDEJd	279 94%zWXac	776 90%	135 89%	344 88%	181 85%	408 86%	199 89%	168 90%	93 82%	139 88%	314 85%	2201 87%	1357 92%zd	3086 88%	325 91%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	261 6%AFe	13 4%	49 6%	8 5%	26 7%	18 8%	40 9%	9 4%	13 7%	10 9%	10 6%	29 8%	196 8%ze	57 4%	227 7%	21 6%
Weekly (Net)	407 10%AFe	17 6%	81 9%	16 10%	38 10%	27 13%S	57 12%S	20 9%	18 10%	16 14%S	17 11%	48 13%S	303 12%ze	93 6%	361 10%	26 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 49
A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.
- CBeebies
Base = All Respondents

| | Total (z) | England Regions | | | | | | | | | | | Working | | Urbanity | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	427	17	85	16	39	31	62	22	18	18	17	49	314	101	378	27
	10%AFSe	6%	10%	11%	10%	14%S	13%S	10%	10%	16%S	11%	13%S	12%ze	7%	11%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC Radio 1	933 23%FGHNPe	459 23%	473 23%	205 43%zEF	299 38%zEF	308 23%F	120 8%	54 13%	61 14%	249 24%GH	448 33%zGHI	277 29%zLMN	247 24%N	231 23%N	178 15%	806 23%P	57 17%	46 23%	23 20%
BBC Radio 2	875 21%CDGNTef	457 23%z	417 20%	62 13%	131 17%	314 23%CD	368 25%zCD	44 11%	75 17%G	212 20%G	388 29%zGHI	268 29%zMN	245 24%zN	219 22%N	143 12%	722 21%	71 21%	62 31%zOPR	20 17%
BBC Radio 3	189 5%BGMNRe	112 6%zB	76 4%	19 4%	44 6%	49 4%	77 5%	5 1%	18 4%G	42 4%G	94 7%zGI	77 8%zMN	58 6%MN	18 2%	36 3%	161 5%	14 4%	12 6%R	2 2%
BBC Radio 4	587 14%CDGHIMNPRWf	288 14%	299 14%	29 6%	70 9%	185 14%CD	302 20%zCDE	26 6%	40 9%	125 12%G	274 20%zGHI	244 26%zLMN	174 17%zMN	108 11%N	61 5%	508 15%PR	34 10%	35 17%PR	10 9%
BBC Radio 5 live	371 9%BCGHIMNe	279 14%zB	92 4%	22 5%	56 7%	176 13%zCDF	117 8%C	16 4%	21 5%	70 7%	210 15%zGHI	132 14%zMN	117 12%zMN	66 7%	55 5%	321 9%	28 8%	13 6%	10 8%
BBC 6 Music	166 4%BFHNe	111 6%zB	56 3%	19 4%F	37 5%F	89 7%zF	21 1%	11 3%	5 1%	33 3%	106 8%zGHI	73 8%zLMN	51 5%MN	27 3%	16 1%	143 4%	11 3%	9 4%	4 3%
BBC Asian Network	78 2%FGQRe	45 2%	32 2%	11 2%F	25 3%zF	33 2%F	8 1%	1 *	3 1%	15 1%	47 3%zGHI	30 3%zMN	23 2%	10 1%	15 1%	74 2%QR	3 1%	*	-
BBC local radio stations	457 11%CDHNPQT	243 12%	214 10%	30 6%	57 7%	174 13%CD	195 13%zCD	31 8%	34 8%	120 12%	211 16%zGHI	135 14%zMN	133 13%N	102 10%	87 8%	412 12%zPQ	21 6%	11 6%	13 11%Q
Any other BBC station (including digital BBC stations)	426 10%BGHNOSe	280 14%zB	146 7%	64 14%zEF	84 11%	134 10%	144 10%	25 6%	28 6%	90 9%	216 16%zGHI	156 17%zLMN	117 12%N	86 9%N	67 6%	326 10%	44 13%	28 14%O	28 24%zOPQ
TalkSPORT	295 7%BFGHNeg	251 13%zB	44 2%	31 7%	62 8%F	127 9%zF	75 5%	12 3%	14 3%	65 6%G	167 12%zGHI	84 9%N	84 8%N	80 8%N	47 4%	244 7%	19 6%	23 11%zOP	9 7%
TalkRADIO	76 2%BFHNe	57 3%zB	19 1%	6 1%	23 3%F	36 3%zF	11 1%	4 1%	1 *	17 2%	49 4%zGHI	31 3%zMN	25 2%N	12 1%	8 1%	63 2%	8 2%	2 1%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Classic FM	397 10%BGMNPc	223 11%zB	173 8%	39 8%	66 8%	119 9%	174 12%zDE	19 5%	30 7%	92 9%G	185 14%zGHI	148 16%zMN	148 15%zMN	47 5%	54 5%	341 10%P	19 6%	25 13%P	11 10%
Absolute Radio	363 9%BFGHNe	225 11%zB	138 7%	50 11%F	78 10%F	190 14%zDF	45 3%	21 5%	17 4%	78 7%H	211 16%zGHI	99 11%zN	106 10%N	92 9%N	66 6%	317 9%	28 8%	11 6%	7 6%
Any Capital Radio station	519 13%FGHNR Saeg	238 12%	281 13%	121 26%zDEF	155 20%zEF	184 13%F	59 4%	31 8%	37 8%	133 13%G	261 19%zGHI	140 15%zN	130 13%N	140 14%N	109 9%	437 13%R	48 14%R	27 13%R	6 5%
Any Heart Radio station	681 17%AFGNP RUXce	268 13%	413 20%zA	100 21%zDF	125 16%F	308 23%zDF	148 10%	40 10%	72 16%G	208 20%zG	296 22%zGH	148 16%	197 19%zN	176 18%N	159 14%	590 17%PR	37 11%	47 23%zOPR	7 6%
Any Smooth Radio station	356 9%ADRYbeg	147 7%	207 10%zA	32 7%	50 6%	123 9%	150 10%D	28 7%	36 8%	95 9%	135 10%	95 10%	89 9%	87 9%	86 7%	310 9%R	28 8%R	16 8%R	3 2%
Kiss	536 13%FGHNPce	274 14%	261 12%	142 30%zDEF	177 23%zEF	174 13%F	43 3%	36 9%	40 9%	133 13%	267 20%zGHI	128 14%	151 15%N	134 13%	123 11%	479 14%zP	23 7%	22 11%	12 10%
Magic	443 11%FMNQUVe	217 11%	225 11%	49 10%F	104 13%zF	190 14%zF	99 7%	34 8%	39 9%	98 9%	218 16%zGHI	132 14%zMN	127 13%MN	82 8%	103 9%	392 11%zQ	27 8%	12 6%	12 10%
Other local Radio station (e.g. a local station that has advertising)	437 11%OTh	214 11%	224 11%	43 9%	79 10%	160 12%	155 10%	47 11%	49 11%	110 11%	157 12%	89 9%	121 12%	106 11%	122 11%	331 10%	52 15%zO	19 10%	34 29%zOPQ
None of these	1064 26%AEJKL QSd	486 24%	577 27%	115 24%	225 29%E	316 23%	407 28%E	157 39%zIJ	147 33%zIJ	264 25%J	187 14%	153 16%	230 23%K	245 25%K	435 38%zKLM	895 26%	99 29%Q	41 20%	28 24%
Total mentions	9249 226%	4874 244%	4368 208%	1191 252%	1948 249%	3390 248%	2720 184%	641 158%	766 174%	2250 216%	4129 304%	2641 281%	2573 254%	2065 207%	1969 171%	7873 229%	671 195%	462 229%	242 203%
BBC Radio (Net)	2237 55%BGHNP Tef	1153 58%zB	1082 52%	265 56%	401 51%	721 53%	849 57%zDE	155 38%	194 44%	565 54%GH	917 68%zGHI	647 69%zLMN	606 60%zN	545 55%N	438 38%	1885 55%P	164 48%	123 61%zP	65 55%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC National (Net)	2094	1101	991	263	394	688	749	136	172	523	883	618	580	510	386	1755	157	120	62
	51%BGHNT Wef	55%zB	47%	56%	50%	50%	51%	33%	39%	50%GH	65%zGHI	66%zLMN	57%zMN	51%N	34%	51%	46%	59%zOP	53%
BBC local (Net)	457	243	214	30	57	174	195	31	34	120	211	135	133	102	87	412	21	11	13
	11%CDHNP QT	12%	10%	6%	7%	13%CD	13%zCD	8%	8%	12%	16%zGHI	14%zMN	13%N	10%	8%	12%zPQ	6%	6%	11%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC Radio 1	933 23%FGHNPe	64 22%	182 21%	28 19%	99 26%	40 19%	116 25%	67 30%zTUW	46 25%	33 30%	33 21%	97 26%	733 29%ze	185 13%	774 22%	75 21%
BBC Radio 2	875 21%CDGNTef	71 24%T	137 16%	28 19%	88 23%T	37 18%	100 21%	58 26%T	51 27%T	31 27%T	26 16%	96 26%TWb	604 24%ze	264 18%	717 21%	100 28%zf
BBC Radio 3	189 5%BGMNRe	14 5%	59 7%zWc	5 3%	16 4%	5 2%	20 4%	10 4%	11 6%	5 4%	7 4%	9 3%	135 5%ze	52 4%	158 5%	14 4%
BBC Radio 4	587 14%CDGHI MNPRWf	48 16%W	153 18%zWX	16 10%	68 17%WX	14 6%	52 11%	43 19%WX	35 19%WX	17 15%W	17 11%	46 13%	361 14%	216 15%	476 14%	70 20%zf
BBC Radio 5 live	371 9%BCGHIM Ne	18 6%	80 9%	17 11%	38 10%	13 6%	53 11%a	23 10%	14 7%	4 3%	14 9%	47 13%zSWa	276 11%ze	90 6%	330 9%	31 9%
BBC 6 Music	166 4%BFHNe	5 2%	56 7%zS	4 3%	15 4%	6 3%	23 5%	8 4%	8 4%	1 1%	4 3%	12 3%	137 5%ze	28 2%	144 4%	12 4%
BBC Asian Network	78 2%FGQRe	2 1%	28 3%z	6 4%S	16 4%zSX	2 1%	7 1%	2 1%	2 1%	* *	1 1%	8 2%	66 3%ze	12 1%	71 2%	1 *
BBC local radio stations	457 11%CDHNP QT	49 16%zTV	52 6%	19 12%T	33 8%	31 14%T	49 10%T	33 15%TV	24 13%T	18 16%T	25 16%TV	81 22%zTUVX h	306 12%	150 10%	395 11%	45 13%
Any other BBC station (including digital BBC stations)	426 10%BGHNOS e	16 5%	104 12%SW	24 16%SWXYa	35 9%	13 6%	38 8%	17 8%	17 9%	5 4%	14 9%	44 12%S	300 12%ze	121 8%	365 10%	31 9%
TalkSPORT	295 7%BFGHNe g	18 6%	76 9%	10 7%	28 7%	8 4%	33 7%	13 6%	13 7%	2 2%	12 7%	30 8%	240 10%ze	49 3%	268 8%zg	15 4%
TalkRADIO	76 2%BFHNe	6 2%	23 3%	1 1%	8 2%	2 1%	11 2%	1 1%	4 2%	- -	- -	7 2%	69 3%ze	6 *	67 2%	6 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Classic FM	397 10%BGMNPc	36 12%c	109 13%zc	11 7%	39 10%	19 9%	41 9%	25 11%	12 6%	10 9%	17 11%	21 6%	252 10%	139 9%	324 9%	41 12%
Absolute Radio	363 9%BFGHNe	19 6%	107 12%zSWXh	13 9%	49 13%zSWXh	13 6%	31 7%	25 11%h	8 4%	9 8%	11 7%	30 8%	302 12%ze	58 4%	303 9%	39 11%
Any Capital Radio station	519 13%FGHNRSaeg	12 4%	136 16%zShab	19 12%Sa	49 13%Sa	32 15%Sa	55 12%Sa	26 12%Sa	14 7%	4 3%	12 8%	78 21%zSUVXYhab	400 16%ze	112 8%	451 13%g	28 8%
Any Heart Radio station	681 17%AFGNPRUXce	102 34%zTUVWXYbc	120 14%U	10 6%	71 18%UXc	38 18%UXc	47 10%	54 24%zTUXc	45 24%zTUXc	30 27%zTUXc	34 22%TUXc	39 11%	542 21%ze	131 9%	589 17%	66 19%
Any Smooth Radio station	356 9%ADRYbeg	16 5%	80 9%Yb	14 9%Yb	35 9%Yb	36 17%zSTVYhabc	79 17%zSTVYhabc	5 2%	8 5%	7 6%	2 2%	25 7%Yb	242 10%e	97 7%	315 9%g	15 4%
Kiss	536 13%FGHNPce	77 26%zTUVWXYhac	159 18%zUVWXhc	12 8%	46 12%	22 10%	47 10%	33 15%	13 7%	13 12%	27 17%UXhc	31 8%	439 17%ze	87 6%	449 13%	39 11%
Magic	443 11%FMNQUVe	26 9%	158 18%zSUVWXbc	6 4%	28 7%	19 9%	48 10%	29 13%U	25 13%U	11 10%	12 7%	31 9%	330 13%ze	103 7%	383 11%	27 8%
Other local Radio station (e.g. a local station that has advertising)	437 11%OTh	27 9%	51 6%	18 12%Th	48 12%Th	22 10%h	54 11%Th	37 17%zSThc	6 3%	15 13%Th	22 14%Th	30 8%	277 11%	150 10%	374 11%	36 10%
None of these	1064 26%AEJKLQSd	43 14%	250 29%Sa	54 36%zSVYa	98 25%S	60 28%Sa	139 29%Sa	48 21%	48 26%S	18 16%	40 26%S	98 27%S	506 20%	516 35%zd	922 26%	83 23%
Total mentions	9249 226%	668 224%	2119 245%	315 208%	905 232%	433 204%	1045 221%	557 249%	404 217%	233 207%	330 211%	863 235%	6518 258%	2568 175%	7876 226%	774 218%
BBC Radio (Net)	2237 55%BGHNPTef	171 57%T	403 47%	80 53%	222 57%T	99 47%	262 55%T	141 63%zTW	115 62%TW	84 74%zSTUVWXbc	90 58%T	216 59%TW	1485 59%ze	716 49%	1871 54%	214 60%f

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 50
A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC National (Net)	**2094** **51%BGHNT Wef**	151 **51%W**	396 *46%*	73 *48%*	217 **56%TW**	83 *39%*	247 **52%W**	136 **61%zTUW**	104 **56%W**	71 **63%zTW**	76 *49%*	200 **54%TW**	1424 **56%ze**	636 *43%*	1744 *50%*	204 **57%zf**
BBC local (Net)	**457** **11%CDHNP QT**	49 **16%zTV**	52 *6%*	19 **12%T**	33 *8%*	31 **14%T**	49 **10%T**	33 **15%TV**	24 **13%T**	18 **16%T**	25 **16%TV**	81 **22%zTUVX h**	306 *12%*	150 *10%*	395 *11%*	45 *13%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 51
A2a. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).
Base = All Respondents who have listened to radio in the last 3 months

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table														
BBC Radio 1	1033	933	702	171 18%	279 30%	212 23%	145 16%	80 9%	33 4%	13 1%	933 100%	450 48%	807 86%	887 95%
BBC Radio 2	883	875	606	150 17%	277 32%	220 25%	121 14%	75 9%	20 2%	12 1%	875 100%	428 49%	768 88%	843 96%
BBC Radio 3	211	189	142	34 18%	69 37%	27 14%	34 18%	16 9%	5 2%	4 2%	189 100%	103 55%	164 87%	180 95%
BBC Radio 4	576	587	382	136 23%	200 34%	111 19%	84 14%	35 6%	12 2%	10 2%	587 100%	336 57%	530 90%	565 96%
BBC Radio 5 live	402	371	296	44 12%	109 29%	106 28%	61 16%	34 9%	15 4%	2 1%	371 100%	153 41%	320 86%	354 95%
BBC 6 Music	194	166	143	26 15%	48 29%	44 26%	27 16%	17 10%	4 3%	1 *	166 100%	73 44%	144 87%	162 97%
BBC Asian Network	103	78	76	14 18%	35 46%	15 19%	9 12%	3 4%	1 2%	* *	78 100%	49 63%	73 94%	76 98%
BBC local radio stations	470	457	325	62 14%	152 33%	90 20%	86 19%	47 10%	12 3%	8 2%	457 100%	214 47%	390 85%	437 96%
Any other BBC station	204	156	126	33 21%	52 33%	32 20%	19 12%	15 9%	3 2%	4 2%	156 100%	84 54%	135 87%	149 96%
TalkSPORT	318	295	223	47 16%	72 24%	76 26%	58 19%	35 12%	5 2%	3 1%	295 100%	119 40%	253 86%	287 97%
TalkRADIO	91	76	68	8 11%	26 34%	20 26%	16 21%	4 5%	1 1%	* 1%	76 100%	34 45%	70 93%	75 98%
Classic FM	465	397	294	55 14%	93 23%	96 24%	68 17%	52 13%	26 7%	8 2%	397 100%	148 37%	312 78%	364 92%
Absolute Radio	393	363	282	51 14%	98 27%	104 29%	61 17%	34 9%	10 3%	4 1%	363 100%	149 41%	314 87%	348 96%
Any Capital Radio station	560	519	378	62 12%	159 31%	153 29%	88 17%	43 8%	11 2%	3 1%	519 100%	221 43%	462 89%	504 97%
Any Heart Radio station	711	681	476	90 13%	193 28%	199 29%	127 19%	49 7%	19 3%	3 *	681 100%	284 42%	610 90%	659 97%
Any Smooth Radio station	352	356	241	57 16%	93 26%	94 26%	64 18%	40 11%	7 2%	2 *	356 100%	149 42%	307 86%	347 98%
Kiss	590	536	392	80 15%	131 24%	158 29%	100 19%	51 10%	12 2%	5 1%	536 100%	211 39%	469 87%	520 97%
Magic	488	443	335	51 12%	100 23%	134 30%	88 20%	51 12%	13 3%	6 1%	443 100%	151 34%	373 84%	424 96%
Other local Radio station (e.g. a local station that has advertising)	479	437	328	68 16%	144 33%	118 27%	65 15%	32 7%	5 1%	5 1%	437 100%	212 48%	395 90%	427 98%

Table 52
A2a_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents who have listened to radio in the last 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1033**	501	532	261	334	335	103	63	67	277	497	380	238	214	201	811	76	85	61
WeightedBase	933	459	473	205	299	308	120*	54*	61*	249	448	277	247	231	178	806	57*	46*	23*
EffectiveBase	702	351	350	173	241	226	71	47	42	193	347	270	166	146	142	571	58	62	46
A few times a day	171	79	92	31	66	57	16	9	13	43	82	50	35	50	36	148	11	7	5
	18%e	*17%*	*19%*	*15%*	*22%*	*19%*	*14%*	*17%*	*21%*	*17%*	*18%*	*18%*	*14%*	*22%*	*20%*	*18%*	*20%*	*15%*	*21%*
At least once every day	279	139	141	51	88	98	42	13	23	71	140	83	73	74	49	248	16	14	2
	30%R	*30%*	*30%*	*25%*	*29%*	*32%*	*35%*	*23%*	*37%*	*28%*	*31%*	*30%*	*30%*	*32%*	*27%*	**31%R**	**28%R**	**31%R**	*8%*
About two or three times a week	212	108	104	49	74	66	23	17	8	58	108	76	59	47	30	176	15	12	8
	23%c	*24%*	*22%*	*24%*	*25%*	*21%*	*19%*	*31%*	*13%*	*23%*	*24%*	**27%zN**	*24%*	*20%*	*17%*	*22%*	*27%*	*27%*	*32%*
At least once a week	145	68	77	38	41	50	16	7	11	44	63	37	36	34	39	126	9	6	4
	16%	*15%*	*16%*	*19%*	*14%*	*16%*	*13%*	*13%*	*18%*	*18%*	*14%*	*13%*	*14%*	*15%*	**22%zK**	*16%*	*15%*	*13%*	*16%*
At least once a month	80	43	37	24	20	23	12	6	3	21	33	21	28	15	16	69	3	4	4
	9%	*9%*	*8%*	*12%*	*7%*	*8%*	*10%*	*11%*	*5%*	*9%*	*7%*	*8%*	*11%*	*6%*	*9%*	*9%*	*6%*	*8%*	**18%zOP**
At least once every three months	33	20	14	9	5	10	9	1	2	8	18	7	13	9	4	29	1	2	1
	4%D	*4%*	*3%*	*5%*	*2%*	*3%*	*7%D*	*2%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*2%*	*4%*	*1%*	*5%*	*5%*
Don't know/can't remember	13	3	9	2	5	3	2	2	1	4	4	2	4	3	5	10	2	1	-
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*3%*	*2%*	-
Total mentions	933	459	473	205	299	308	120	54	61	249	448	277	247	231	178	806	57	46	23
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	450	217	233	82	154	155	58	22	35	114	222	133	109	124	85	395	27	21	7
	48%CRe	*47%*	*49%*	*40%*	**52%C**	**50%C**	*49%*	*41%*	*58%*	*46%*	*50%*	*48%*	*44%*	*54%*	*47%*	**49%R**	*48%*	*45%*	*28%*
Weekly (Net)	807	393	414	169	269	272	97	46	55	215	393	246	203	204	154	698	51	39	18
	86%e	*86%*	*87%*	*83%*	**90%CF**	*88%*	*81%*	*84%*	*89%*	*86%*	*88%*	**89%L**	*82%*	*89%*	*86%*	*87%*	*90%*	*85%*	*77%*
Monthly (Net)	887	437	450	194	289	295	109	52	58	237	426	267	231	219	169	767	55	43	22
	95%	*95%*	*95%*	*94%*	**97%F**	*96%*	*91%*	*95%*	*94%*	*95%*	*95%*	*97%*	*93%*	*95%*	*95%*	*95%*	*96%*	*93%*	*95%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 52
A2a_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1033	62	184	36	96	47	110	67	42	35	36	96	748	260	846	92
WeightedBase	933	64*	182	28*	99*	40*	116*	67*	46**	33**	33**	97*	733	185	774	75*
EffectiveBase	702	43	131	30	63	40	78	49	29	28	27	65	521	174	582	68
A few times a day	171 18%e	16 25%	26 14%	5 18%	20 20%	6 16%	21 18%	8 12%	10 22%	4 13%	2 5%	29 30%zTY	144 20%e	24 13%	152 20%	9 12%
At least once every day	279 30%R	14 22%	50 27%	5 18%	30 30%	13 33%	40 34%	23 35%	15 33%	9 27%	13 41%	35 36%	228 31%	50 27%	223 29%	21 28%
About two or three times a week	212 23%c	18 28%	47 26%c	6 22%	16 16%	11 27%	19 16%	19 28%c	13 28%	6 17%	10 29%	12 13%	162 22%	48 26%	174 23%	21 29%
At least once a week	145 16%	12 19%	30 16%	5 18%	16 16%	5 13%	23 20%	8 13%	3 6%	7 22%	4 11%	13 14%	112 15%	29 16%	122 16%	12 16%
At least once a month	80 9%	3 5%	18 10%	5 17%c	12 12%	2 4%	8 7%	6 9%	4 8%	5 15%	2 5%	5 5%	54 7%	22 12%	64 8%	6 8%
At least once every three months	33 4%D	1 1%	7 4%	2 6%	6 6%	1 2%	5 4%	1 1%	2 4%	2 6%	2 6%	2 2%	24 3%	9 5%	27 3%	4 6%
Don't know/can't remember	13 1%	- -	4 2%	* 1%	1 1%	2 5%	* *	1 1%	- -	- -	1 3%	1 1%	9 1%	3 2%	13 2%	* *
Total mentions	933 100%	64 100%	182 100%	28 100%	99 100%	40 100%	116 100%	67 100%	46 100%	33 100%	33 100%	97 100%	733 100%	185 100%	774 100%	75 100%
Daily (Net)	450 48%CRe	30 47%	75 41%	10 36%	50 50%	20 49%	61 52%	32 47%	26 55%	13 40%	15 46%	64 66%zTUY	372 51%ze	74 40%	375 48%	30 41%
Weekly (Net)	807 86%e	60 94%U	152 83%	22 77%	81 82%	36 90%	103 88%	59 88%	41 88%	26 79%	29 87%	90 93%U	646 88%ze	151 82%	671 87%	64 85%
Monthly (Net)	887 95%	63 99%	170 94%	26 93%	93 93%	37 94%	111 95%	65 98%	45 96%	31 94%	30 92%	94 97%	700 96%	173 94%	735 95%	70 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 53
A2a_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**883**	474	408	87	138	344	314	48	67	227	407	343	219	172	149	657	75	110	41
WeightedBase	875	457	417	62*	131	314	368	44*	75*	212	388	268	245	219	143	722	71*	62*	20*
EffectiveBase	606	328	278	66	101	238	218	35	50	161	281	243	163	119	104	471	53	81	31
A few times a day	150	85	65	3	29	51	66	6	16	33	74	47	42	35	26	123	14	11	2
	17%C	19%	16%	5%	22%C	16%C	18%C	13%	21%	15%	19%	18%	17%	16%	18%	17%	20%	18%	11%
At least once every day	277	146	131	17	43	99	118	13	27	55	132	75	76	83	43	226	27	17	8
	32%	32%	31%	28%	33%	31%	32%	30%	36%	26%	34%	28%	31%	38%	30%	31%	37%	28%	41%
About two or three times a week	220	112	107	13	33	86	89	8	14	61	85	72	64	50	34	185	19	13	4
	25%V	24%	26%	21%	25%	27%	24%	18%	19%	29%	22%	27%	26%	23%	24%	26%	26%	21%	18%
At least once a week	121	55	66	11	13	47	50	7	8	39	53	38	37	24	22	98	7	12	3
	14%	12%	16%	18%	10%	15%	14%	17%	11%	18%	14%	14%	15%	11%	15%	14%	10%	20%	15%
At least once a month	75	39	36	8	11	20	35	7	5	19	30	25	20	15	15	65	3	5	2
	9%c	8%	9%	13%	9%	6%	10%	16%	7%	9%	8%	9%	8%	7%	11%	9%	4%	8%	10%
At least once every three months	20	12	8	9	1	6	5	3	4	2	9	8	5	5	2	17	2	1	1
	2%	3%	2%	15%zDEF	1%	2%	1%	7%I	6%I	1%	2%	3%	2%	2%	2%	2%	2%	2%	4%
Don't know/can't remember	12	8	3	1	1	5	5	-	*	3	6	4	2	5	*	10	-	2	-
	1%	2%	1%	1%	1%	2%	1%	-	*	1%	1%	1%	1%	2%	*	1%	-	3%	-
Total mentions	875	457	417	62	131	314	368	44	75	212	388	268	245	219	143	722	71	62	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	428	232	196	20	73	150	184	19	43	88	207	122	118	118	69	348	41	29	10
	49%CI	51%	47%	32%	56%C	48%C	50%C	43%	57%	42%	53%zI	46%	48%	54%	48%	48%	57%	46%	52%
Weekly (Net)	768	398	369	44	118	283	323	34	65	188	344	232	218	193	125	631	67	54	17
	88%CGe	87%	88%	71%	90%C	90%C	88%C	77%	87%	89%	89%	86%	89%	88%	87%	87%	94%	87%	86%
Monthly (Net)	843	437	405	52	129	303	358	41	70	208	374	257	238	208	140	695	70	59	19
	96%C	96%	97%	84%	99%C	97%C	97%C	93%	94%	98%	96%	96%	97%	95%	98%	96%	98%	95%	96%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A2a_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**883**	64	125	26	80	36	91	60	40	25	23	87	581	291	717	110
WeightedBase	875	71*	137*	28**	88*	37**	100*	58*	51*	31**	26**	96*	604	264	717	100*
EffectiveBase	606	44	92	19	53	27	66	44	31	20	16	61	398	206	498	73
A few times a day	150 17%C	8 12%	22 16%	6 23%	19 22%	7 19%	11 11%	11 18%	16 32%zSX	5 17%	2 7%	14 15%	111 18%	35 13%	123 17%	18 18%
At least once every day	277 32%	19 27%	52 38%	6 22%	33 38%	15 40%	30 30%	21 36%	14 27%	7 23%	3 10%	26 27%	197 33%	80 30%	236 33%	26 26%
About two or three times a week	220 25%V	22 31%V	30 22%	6 23%	10 11%	10 28%	32 32%V	13 23%	14 27%	8 27%	8 30%	32 33%V	153 25%	66 25%	178 25%	25 25%
At least once a week	121 14%	9 13%	15 11%	4 13%	13 15%	4 11%	13 13%	8 14%	5 9%	2 5%	9 36%	16 17%	79 13%	40 15%	90 13%	21 21%
At least once a month	75 9%c	8 11%	17 12%c	3 12%	9 10%	* 1%	12 12%c	2 4%	2 3%	8 25%	3 10%	2 2%	46 8%	29 11%	65 9%	6 6%
At least once every three months	20 2%	1 2%	* *	2 6%	2 2%	1 2%	2 2%	2 3%	1 1%	1 2%	2 6%	4 4%	11 2%	9 3%	16 2%	2 2%
Don't know/can't remember	12 1%	3 4%	* *	1 2%	2 3%	-	-	1 2%	-	-	-	2 2%	7 1%	5 2%	10 1%	2 2%
Total mentions	875 100%	71 100%	137 100%	28 100%	88 100%	37 100%	100 100%	58 100%	51 100%	31 100%	26 100%	96 100%	604 100%	264 100%	717 100%	100 100%
Daily (Net)	428 49%CI	27 38%	74 54%	13 45%	52 60%S	22 58%	42 42%	31 54%	30 59%	13 41%	5 18%	40 41%	308 51%	115 44%	359 50%	44 44%
Weekly (Net)	768 88%CGe	59 83%	119 87%	23 80%	75 86%	36 97%	86 86%	53 92%	48 95%	22 73%	21 83%	88 91%	540 89%e	221 84%	627 87%	90 90%
Monthly (Net)	843 96%C	66 94%	137 99%Sc	26 92%	84 96%	36 98%	98 98%	55 95%	50 99%	30 98%	24 94%	90 93%	586 97%	250 95%	692 96%	96 96%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 54
A2a_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**211**	122	88	31	49	65	66	8	18	49	110	105	54	17	35	165	21	20	5
WeightedBase	189	112*	76*	19**	44*	49*	77*	5**	18**	42*	94*	77*	58*	18**	36**	161	14**	12**	2**
EffectiveBase	142	86	55	23	39	47	44	6	8	35	82	77	37	13	23	115	13	13	5
A few times a day	**34** **18%K**	22 19%	12 16%	2 12%	8 17%	10 20%	14 19%	- -	2 12%	7 16%	14 15%	9 12%	14 25%	2 11%	8 23%	31 19%	3 24%	-	-
At least once every day	**69** **37%BI**	48 43%B	20 27%	6 33%	19 42%	22 45%	23 30%	3 48%	7 38%	7 16%	45 48%zI	30 39%	16 27%	12 70%	11 31%	57 36%	5 37%	6 54%	1 34%
About two or three times a week	**27** **14%**	12 11%	14 19%	5 25%	9 20%	6 12%	7 9%	* 8%	2 12%	6 13%	15 16%	11 14%	10 16%	* 2%	6 17%	21 13%	3 20%	2 19%	1 22%
At least once a week	**34** **18%EJ**	16 14%	18 23%	3 18%	4 9%	4 8%	22 29%zDE	1 14%	6 31%	16 38%zJ	8 8%	14 19%	8 14%	3 18%	8 22%	32 20%	1 5%	* 4%	* 17%
At least once a month	**16** **9%**	9 8%	7 10%	2 12%	1 3%	6 13%	7 9%	1 19%	* 2%	5 13%	8 9%	8 11%	7 12%	-	1 3%	13 8%	1 5%	2 16%	1 28%
At least once every three months	**5** **2%f**	3 2%	2 2%	-	2 5%	* 1%	2 3%	-	1 5%	-	3 4%	4 5%	-	-	1 2%	3 2%	1 9%	* 3%	-
Don't know/can't remember	**4** **2%**	2 1%	2 3%	-	2 4%	1 1%	2 2%	1 10%	-	2 5%	2 2%	-	4 6%	-	1 1%	4 2%	-	1 4%	-
Total mentions	**189** **100%**	112 100%	76 100%	19 100%	44 100%	49 100%	77 100%	5 100%	18 100%	42 100%	94 100%	77 100%	58 100%	18 100%	36 100%	161 100%	14 100%	12 100%	2 100%
Daily (Net)	**103** **55%BI**	70 63%zB	32 43%	9 45%	26 60%	32 65%	37 48%	3 48%	9 51%	14 32%	59 63%zI	40 52%	30 52%	14 80%	19 54%	88 55%	9 62%	6 54%	1 34%
Weekly (Net)	**164** **87%**	98 88%	64 85%	17 88%	39 89%	41 85%	67 86%	4 71%	17 93%	35 83%	81 86%	65 84%	48 82%	18 100%	33 93%	141 88%	12 86%	9 76%	2 72%
Monthly (Net)	**180** **95%**	108 96%	71 94%	19 100%	40 91%	48 98%	73 95%	5 90%	17 95%	41 95%	89 95%	73 95%	55 94%	18 100%	34 96%	154 96%	13 91%	11 93%	2 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 54
A2a_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	211	15	49	9	19	7	23	11	11	4	6	11	143	64	176	17
WeightedBase	189	14**	59*	5**	16**	5**	20**	10**	11**	5**	7**	9**	135*	52*	158	14**
EffectiveBase	142	13	32	8	12	6	18	9	9	3	5	9	96	46	117	15
A few times a day	34 18%K	1 4%	18 30%	1 26%	1 7%	1 27%	* 1%	3 33%	- -	1 27%	- -	4 40%	27 20%	6 12%	26 17%	1 9%
At least once every day	69 37%BI	5 36%	22 37%	* 4%	5 32%	2 45%	8 41%	1 12%	5 42%	- -	4 62%	5 48%	52 39%	17 33%	60 38%	5 36%
About two or three times a week	27 14%	1 8%	6 11%	2 37%	2 12%	1 20%	5 27%	2 21%	1 9%	- -	1 9%	- -	18 13%	8 16%	22 14%	2 17%
At least once a week	34 18%EJ	6 41%	11 18%	1 15%	3 18%	* 8%	3 14%	2 16%	1 13%	4 73%	1 11%	1 13%	20 15%	13 25%	31 20%	1 5%
At least once a month	16 9%	1 7%	2 4%	1 18%	3 20%	- -	3 17%	1 5%	2 18%	- -	- -	- -	10 7%	7 13%	14 9%	2 14%
At least once every three months	5 2%f	1 4%	- -	- -	- -	- -	- -	1 12%	- -	- -	1 18%	- -	4 3%	- -	2 1%	3 19%
Don't know/can't remember	4 2%	- -	- -	- -	2 10%	- -	- -	- -	2 17%	- -	- -	- -	4 3%	1 1%	2 2%	- -
Total mentions	189 100%	14 100%	59 100%	5 100%	16 100%	5 100%	20 100%	10 100%	11 100%	5 100%	7 100%	9 100%	135 100%	52 100%	158 100%	14 100%
Daily (Net)	103 55%BI	6 40%	39 67%	1 30%	6 40%	4 72%	9 42%	4 45%	5 42%	1 27%	4 62%	8 87%	80 59%	24 45%	86 55%	6 45%
Weekly (Net)	164 87%	13 88%	56 96%	4 82%	11 70%	5 100%	17 83%	8 83%	7 64%	5 100%	5 82%	9 100%	118 88%	45 86%	139 88%	9 67%
Monthly (Net)	180 95%	14 96%	59 100%	5 100%	14 90%	5 100%	20 100%	9 88%	9 83%	5 100%	5 82%	9 100%	128 95%	52 99%	153 97%z	12 81%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 55
A2a_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	576	304	272	42	77	198	259	29	33	124	283	288	141	83	64	446	48	58	24
WeightedBase	587	288	299	29*	70*	185	302	26**	40**	125*	274	244	174*	108*	61*	508	34*	35*	10**
EffectiveBase	382	217	172	31	53	146	168	21	20	86	189	201	97	55	45	309	36	42	20
A few times a day	136	69	67	3	15	41	77	5	11	25	68	57	46	22	10	113	12	7	4
	23%	24%	22%	10%	21%	22%	26%	22%	28%	20%	25%	23%	27%	20%	17%	22%	36%	20%	40%
At least once every day	200	85	115	9	22	54	115	9	14	38	87	90	57	35	18	180	8	10	3
	34%Ad	30%	38%	30%	32%	29%	38%	34%	36%	30%	32%	37%	33%	33%	29%	35%	22%	29%	26%
About two or three times a week	111	58	53	7	10	40	54	1	6	32	48	44	23	28	16	94	9	7	1
	19%f	20%	18%	24%	15%	22%	18%	4%	16%	26%	18%	18%	14%	26%	26%	19%	26%	19%	10%
At least once a week	84	38	46	7	14	29	34	5	6	21	38	37	24	14	9	72	3	7	1
	14%e	13%	15%	23%	20%	16%	11%	21%	14%	17%	14%	15%	14%	13%	15%	14%	9%	20%	11%
At least once a month	35	25	10	1	3	13	18	3	3	10	18	10	17	2	5	30	2	3	1
	6%B	9%zB	3%	3%	5%	7%	6%	10%	6%	8%	6%	4%	10%	2%	8%	6%	5%	8%	6%
At least once every three months	12	4	8	3	3	1	5	2	-	-	6	5	4	-	3	10	1	1	1
	2%	1%	3%	9%zEF	4%E	*	2%	6%	-	-	2%	2%	2%	-	4%	2%	2%	1%	6%
Don't know/can't remember	10	9	1	-	2	8	-	1	-	-	9	1	2	7	-	9	-	1	-
	2%BK	3%zB	*	-	3%F	4%zF	-	3%	-	-	3%z	*	1%	7%zK	-	2%	-	2%	-
Total mentions	587	288	299	29	70	185	302	26	40	125	274	244	174	108	61	508	34	35	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	336	154	182	12	37	95	192	14	26	62	155	148	103	57	28	292	20	17	7
	57%Cd	54%	61%	40%	53%	51%	64%zCE	55%	64%	50%	57%	60%	59%	53%	47%	58%	58%	49%	66%
Weekly (Net)	530	250	280	26	62	163	280	21	37	115	242	228	151	98	53	459	32	30	9
	90%A	87%	94%zA	88%	88%	88%	93%	80%	94%	92%	88%	93%z	87%	91%	87%	90%	94%	88%	87%
Monthly (Net)	565	275	290	27	65	176	298	23	40	125	259	238	168	101	58	489	33	33	10
	96%	96%	97%	91%	93%	95%	98%zCD	91%	100%	100%J	95%	98%	97%	93%	96%	96%	98%	96%	94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 55
A2a_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	576	38	117	21	55	14	55	42	29	14	14	47	338	228	458	82
WeightedBase	587	48**	153*	16**	68*	14**	52*	43**	35**	17**	17**	46*	361	216	476	70*
EffectiveBase	382	24	85	17	37	10	41	27	21	9	11	37	226	151	301	63
A few times a day	136 23%	9 18%	36 24%	3 18%	14 21%	4 30%	12 23%	11 27%	11 31%	4 22%	2 9%	7 16%	81 22%	55 25%	113 24%	15 22%
At least once every day	200 34%Ad	13 28%	53 35%	3 18%	27 40%	7 52%	24 47%	9 22%	15 42%	9 51%	3 18%	16 35%	104 29%	89 41%zd	168 35%	20 28%
About two or three times a week	111 19%f	10 20%	22 14%	4 28%	10 14%	- -	8 15%	14 34%	5 14%	1 6%	10 57%	11 24%	74 20%	36 17%	79 17%	19 28%f
At least once a week	84 14%e	7 14%	30 20%	2 10%	9 13%	- -	6 12%	5 11%	2 7%	2 11%	1 8%	8 18%	62 17%e	21 10%	71 15%	9 13%
At least once a month	35 6%B	2 4%	8 5%	4 26%	3 4%	2 18%	1 1%	2 5%	2 7%	2 10%	- -	3 8%	23 6%	11 5%	26 5%	5 8%
At least once every three months	12 2%	4 8%	3 2%	- -	1 1%	- -	* 1%	1 2%	- -	- -	1 6%	- -	8 2%	4 2%	11 2%	1 1%
Don't know/can't remember	10 2%BK	3 7%	- -	- -	5 7%zT	- -	1 2%	- -	- -	- -	* 2%	- -	10 3%e	- -	8 2%	* *
Total mentions	587 100%	48 100%	153 100%	16 100%	68 100%	14 100%	52 100%	43 100%	35 100%	17 100%	17 100%	46 100%	361 100%	216 100%	476 100%	70 100%
Daily (Net)	336 57%Cd	22 46%	90 59%	6 36%	41 60%	11 82%	36 70%	21 49%	25 73%	12 73%	5 27%	24 51%	186 51%	144 67%zd	281 59%	35 50%
Weekly (Net)	530 90%A	38 81%	141 93%	12 74%	60 88%	11 82%	50 96%	40 93%	32 93%	15 90%	16 92%	43 92%	321 89%	201 93%	431 91%	64 91%
Monthly (Net)	565 96%	41 85%	150 98%	16 100%	62 92%	14 100%	51 98%	42 98%	35 100%	17 100%	16 92%	46 100%	344 95%	212 98%	457 96%	69 99%

England Regions spans columns (S) through (c). **Working** spans (d) and (e). **Urbanity** spans (f) and (g).

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 56
A2a_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	402	296	106	28	63	189	122	17	24	88	228	171	108	63	60	321	36	23	22
WeightedBase	371	279	92*	22**	56*	176	117*	16**	21**	70*	210	132	117*	66*	55*	321	28**	13**	10**
EffectiveBase	296	229	68	16	48	143	90	11	17	70	175	134	81	48	42	246	24	16	20
A few times a day	44	29	15	1	6	21	16	2	2	5	26	18	10	12	4	39	2	1	2
	12%	11%	16%	3%	11%	12%	13%	15%	11%	7%	12%	14%	8%	18%	7%	12%	9%	9%	20%
At least once every day	109	84	25	10	12	47	40	3	1	28	52	42	29	19	19	89	10	6	4
	29%J	30%	27%	48%	22%	27%	34%	21%	6%	40%zJ	25%	32%	25%	29%	35%	28%	37%	43%	39%
About two or three times a week	106	84	22	2	16	58	30	6	8	15	70	29	51	15	11	94	7	2	3
	28%K	30%	23%	11%	28%	33%	25%	35%	37%	22%	33%z	22%	44%zKMN	23%	20%	29%	24%	15%	31%
At least once a week	61	47	14	4	11	26	19	1	6	13	33	23	15	12	11	50	6	3	1
	16%	17%	16%	20%	20%	15%	16%	9%	29%	18%	16%	17%	13%	18%	19%	16%	23%	26%	11%
At least once a month	34	26	9	2	8	16	8	2	3	8	21	16	8	5	5	31	2	1	-
	9%	9%	9%	9%	15%	9%	7%	13%	13%	11%	10%	12%	7%	7%	8%	10%	7%	7%	-
At least once every three months	15	8	7	1	3	7	4	1	1	1	6	2	3	4	6	15	-	-	-
	4%f	3%	7%	4%	5%	4%	4%	8%	4%	2%	3%	2%	3%	6%	10%zK	5%	-	-	-
Don't know/can't remember	2	1	2	1	-	1	1	-	-	-	1	1	1	-	-	2	-	-	-
	1%	*	2%	4%	-	*	1%	-	-	-	*	1%	1%	-	-	1%	-	-	-
Total mentions	371	279	92	22	56	176	117	16	21	70	210	132	117	66	55	321	28	13	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	153	113	40	11	18	68	55	6	3	33	78	60	39	31	23	128	13	7	6
	41%	41%	43%	51%	33%	39%	47%	35%	17%	47%	37%	46%	33%	46%	42%	40%	46%	52%	58%
Weekly (Net)	320	244	76	18	45	153	104	13	17	61	182	112	105	58	45	272	26	12	10
	86%	88%	82%	83%	80%	87%	89%	80%	83%	87%	87%	85%	89%	87%	81%	85%	93%	93%	100%
Monthly (Net)	354	270	84	20	53	169	112	15	20	68	203	128	113	62	50	304	28	13	10
	95%	97%zB	91%	92%	95%	96%	96%	92%	96%	98%	97%	97%	97%	94%	90%	95%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 56
A2a_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	402	21	81	19	36	16	48	23	13	4	13	47	293	104	354	35
WeightedBase	371	18**	80*	17**	38**	13**	53*	23**	14**	4**	14**	47*	276	90*	330	31**
EffectiveBase	296	17	64	15	25	13	35	19	10	3	12	37	222	70	260	27
A few times a day	44 12%	4 20%	15 19%	* 3%	4 11%	- -	5 10%	1 4%	2 15%	- -	2 13%	6 12%	30 11%	13 14%	42 13%	2 6%
At least once every day	109 29%J	6 31%	19 23%	6 35%	9 23%	4 28%	22 42%	5 20%	2 12%	1 34%	4 27%	13 28%	79 29%	28 31%	99 30%	8 26%
About two or three times a week	106 28%K	6 31%	20 25%	3 18%	14 36%	5 35%	10 19%	10 43%	5 35%	- -	3 23%	19 40%	85 31%	21 23%	95 29%	5 18%
At least once a week	61 16%	- -	16 20%	1 3%	9 24%	3 23%	7 12%	5 24%	2 12%	1 30%	1 8%	6 12%	42 15%	17 19%	53 16%	6 20%
At least once a month	34 9%	3 18%	9 11%	2 12%	2 6%	1 5%	3 6%	2 10%	3 25%	1 36%	1 9%	3 6%	29 10%	5 6%	28 9%	5 16%
At least once every three months	15 4%f	- -	1 2%	4 24%	- -	1 9%	5 10%	- -	- -	- -	3 20%	- -	11 4%	4 5%	10 3%	5 15%
Don't know/can't remember	2 1%	- -	- -	1 5%	- -	- -	1 1%	- -	- -	- -	- -	1 1%	1 *	2 2%	2 1%	- -
Total mentions	371 100%	18 100%	80 100%	17 100%	38 100%	13 100%	53 100%	23 100%	14 100%	4 100%	14 100%	47 100%	276 100%	90 100%	330 100%	31 100%
Daily (Net)	153 41%	9 51%	34 42%	6 38%	13 34%	4 28%	27 51%	6 24%	4 27%	1 34%	5 40%	19 40%	109 40%	41 45%	141 43%	10 31%
Weekly (Net)	320 86%	15 82%	70 87%	10 59%	36 94%	12 86%	44 83%	21 90%	10 75%	2 64%	10 71%	43 92%	236 85%	79 87%	289 88%z	21 69%
Monthly (Net)	354 95%	18 100%	79 98%	12 70%	38 100%	12 91%	47 89%	23 100%	14 100%	4 100%	11 80%	46 99%	265 96%	84 93%	318 96%	26 85%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 57
A2a_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	194	122	72	25	44	102	23	12	6	40	123	97	48	27	22	152	17	16	9
WeightedBase	166	111*	56*	19**	37**	89*	21**	11**	5**	33**	106*	73*	51*	27**	16**	143	11**	9**	4**
EffectiveBase	143	91	52	18	29	81	15	9	4	27	93	77	37	18	17	115	14	12	8
A few times a day	26	17	9	3	7	14	2	3	1	2	18	14	7	1	3	24	-	1	*
	15%	15%	16%	16%	19%	15%	10%	27%	18%	7%	17%	20%	13%	4%	21%	17%	-	16%	13%
At least once every day	48	34	14	6	13	23	4	3	3	6	34	14	19	13	1	41	3	3	1
	29%K	31%	24%	34%	35%	26%	22%	26%	59%	19%	32%	19%	38%K	48%	9%	28%	27%	35%	20%
About two or three times a week	44	31	13	5	7	27	5	1	1	11	27	23	10	5	6	38	3	1	2
	26%	28%	23%	24%	19%	31%	22%	12%	23%	33%	25%	31%	20%	18%	38%	27%	28%	12%	47%
At least once a week	27	19	8	3	6	13	5	1	-	8	16	12	9	4	3	20	4	3	*
	16%	17%	15%	18%	16%	15%	22%	12%	-	25%	15%	17%	17%	15%	16%	14%	40%	29%	12%
At least once a month	17	8	10	2	4	7	5	3	-	5	7	6	6	3	3	16	1	*	-
	10%J	7%	17%	9%	10%	8%	23%	23%	-	15%	7%	8%	12%	12%	16%	12%	5%	4%	-
At least once every three months	4	2	2	-	1	3	*	-	-	*	4	3	-	1	-	4	-	*	*
	3%d	2%	4%	-	2%	4%	2%	-	-	1%	3%	5%	-	3%	-	3%	-	4%	8%
Don't know/can't remember	1	1	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-
	*	1%	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	*	-	-	-
Total mentions	166	111	56	19	37	89	21	11	5	33	106	73	51	27	16	143	11	9	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	73	51	23	10	20	37	6	6	4	9	52	28	26	14	5	64	3	5	1
	44%	46%	40%	50%	54%	42%	31%	53%	77%	26%	49%	39%	51%	53%	30%	45%	27%	51%	33%
Weekly (Net)	144	100	44	18	33	78	16	9	5	28	95	63	45	23	13	122	10	8	3
	87%	91%B	79%	91%	89%	87%	75%	77%	100%	84%	89%	87%	88%	85%	84%	85%	95%	92%	92%
Monthly (Net)	162	108	54	19	37	85	20	11	5	33	102	69	51	26	16	139	11	9	3
	97%	98%	96%	100%	98%	96%	98%	100%	100%	99%	96%	95%	100%	97%	100%	97%	100%	96%	92%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 57
A2a_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	194	5	55	6	17	8	23	8	8	1	4	17	159	34	167	14
WeightedBase	166	5**	56*	4**	15**	6**	23**	8**	8**	1**	4**	12**	137	28**	144	12**
EffectiveBase	143	4	42	4	10	6	19	8	6	1	3	14	121	22	121	11
A few times a day	26 / 15%	- / -	11 / 20%	1 / 17%	1 / 8%	1 / 19%	2 / 10%	3 / 35%	2 / 21%	- / -	1 / 32%	1 / 12%	20 / 15%	5 / 19%	23 / 16%	2 / 12%
At least once every day	48 / 29%K	2 / 51%	22 / 38%	- / -	5 / 31%	* / 4%	9 / 39%	- / -	- / -	- / -	* / 8%	3 / 21%	43 / 32%	4 / 16%	41 / 28%	4 / 34%
About two or three times a week	44 / 26%	- / -	12 / 21%	2 / 52%	4 / 25%	3 / 55%	3 / 13%	3 / 41%	4 / 48%	1 / 100%	2 / 37%	4 / 32%	38 / 28%	5 / 19%	36 / 25%	3 / 22%
At least once a week	27 / 16%	2 / 49%	6 / 11%	- / -	1 / 4%	1 / 9%	6 / 26%	1 / 13%	2 / 30%	- / -	- / -	1 / 6%	20 / 15%	5 / 19%	22 / 15%	3 / 27%
At least once a month	17 / 10%J	- / -	2 / 4%	1 / 22%	5 / 33%	1 / 14%	3 / 11%	1 / 11%	- / -	- / -	1 / 23%	3 / 23%	12 / 9%	5 / 19%	17 / 12%	1 / 5%
At least once every three months	4 / 3%d	- / -	3 / 6%	* / 9%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	2 / 1%	2 / 8%	4 / 3%	- / -
Don't know/can't remember	1 / *	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	1 / 6%	1 / 1%	- / -	1 / *	- / -
Total mentions	166 / 100%	5 / 100%	56 / 100%	4 / 100%	15 / 100%	6 / 100%	23 / 100%	8 / 100%	8 / 100%	1 / 100%	4 / 100%	12 / 100%	137 / 100%	28 / 100%	144 / 100%	12 / 100%
Daily (Net)	73 / 44%	2 / 51%	33 / 58%z	1 / 17%	6 / 39%	1 / 23%	12 / 50%	3 / 35%	2 / 21%	- / -	2 / 40%	4 / 33%	63 / 46%	10 / 35%	64 / 44%	6 / 46%
Weekly (Net)	144 / 87%	5 / 100%	51 / 90%	3 / 69%	10 / 67%	5 / 86%	21 / 89%	7 / 89%	8 / 100%	1 / 100%	3 / 77%	9 / 71%	122 / 89%z	20 / 73%	122 / 85%	12 / 95%
Monthly (Net)	162 / 97%	5 / 100%	53 / 94%	4 / 91%	15 / 100%	6 / 100%	23 / 100%	8 / 100%	8 / 100%	1 / 100%	4 / 100%	12 / 94%	134 / 98%	26 / 92%	139 / 97%	12 / 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 58
A2a_10. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	103	55	48	19	33	43	8	2	5	24	59	45	27	14	17	96	6	1	-
WeightedBase	78*	45*	32*	11**	25**	33*	8**	1**	3**	15**	47*	30*	23**	10**	15**	74*	3**	***	-**
EffectiveBase	76	40	37	15	27	31	6	2	3	19	45	34	20	10	14	71	4	1	-
A few times a day	14	11	3	1	6	6	-	-	1	3	10	7	2	1	4	13	1	-	-
	18%B	25%	8%	13%	25%	18%	-	-	17%	20%	22%	23%	8%	14%	24%	18%	25%	-	-
At least once every day	35	21	14	1	10	18	7	-	2	4	22	14	13	3	5	33	2	-	-
	46%	47%	43%	9%	40%	53%	84%	-	64%	27%	47%	47%	53%	36%	37%	45%	65%	-	-
About two or three times a week	15	8	6	3	6	6	*	-	1	3	9	5	4	3	2	15	-	-	-
	19%	19%	19%	23%	22%	19%	4%	-	19%	21%	20%	17%	19%	32%	13%	20%	-	-	-
At least once a week	9	3	7	5	1	3	1	-	-	5	3	1	4	1	3	9	-	-	-
	12%J	6%	21%z	44%	4%	9%	7%	-	-	30%	6%	5%	18%	9%	20%	13%	-	-	-
At least once a month	3	*	2	1	1	-	*	1	-	*	1	1	*	1	1	2	*	-	-
	4%d	1%	8%	12%	5%	-	4%	100%	-	3%	3%	3%	1%	8%	6%	3%	10%	-	-
At least once every three months	1	1	*	-	1	*	-	-	-	-	1	1	-	-	-	1	-	-	-
	2%	2%	1%	-	3%	1%	-	-	-	-	2%	4%	-	-	-	2%	-	-	-
Don't know/can't remember	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-
	*	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	100%	-
Total mentions	78	45	32	11	25	33	8	1	3	15	47	30	23	10	15	74	3	*	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Daily (Net)	49	33	17	2	16	24	7	-	3	7	33	21	14	5	9	46	3	-	-
	63%B	72%	51%	22%	65%	71%	84%	-	81%	46%	69%	70%	62%	51%	61%	63%	90%	-	-
Weekly (Net)	73	44	29	10	23	33	8	-	3	15	45	28	23	9	14	71	3	-	-
	94%	97%	91%	88%	91%	99%	96%	-	100%	97%	95%	92%	99%	92%	94%	95%	90%	-	-
Monthly (Net)	76	44	32	11	24	33	8	1	3	15	46	29	23	10	15	73	3	-	-
	98%	98%	99%	100%	96%	99%	100%	100%	100%	100%	98%	95%	100%	100%	100%	98%	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 58
A2a_10. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	103	3	32	9	19	3	11	3	2	1	2	11	82	20	92	1
WeightedBase	78*	2**	28**	6**	16**	2**	7**	2**	2**	***	1**	8**	66*	12**	71*	1**
EffectiveBase	76	3	22	7	15	2	9	3	2	1	2	9	63	12	68	1
A few times a day	14 18%B	- -	6 21%	- -	5 31%	- -	* 6%	1 36%	- -	- -	- -	1 14%	13 20%	1 7%	11 16%	- -
At least once every day	35 46%	1 39%	15 54%	3 45%	5 32%	* 13%	2 30%	1 32%	2 79%	- -	- -	5 64%	31 47%	5 40%	33 47%	1 100%
About two or three times a week	15 19%	1 39%	3 11%	1 20%	3 21%	2 87%	3 48%	- -	- -	- -	* 50%	1 10%	13 20%	1 13%	13 18%	- -
At least once a week	9 12%J	* 22%	2 6%	2 30%	2 14%	- -	1 15%	1 32%	* 21%	- -	- -	1 11%	6 10%	3 27%	9 13%	- -
At least once a month	3 4%d	- -	1 3%	* 5%	* 2%	- -	- -	- -	- -	* 100%	* 50%	- -	1 2%	2 14%	3 4%	- -
At least once every three months	1 2%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -
Don't know/can't remember	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	* *	- -
Total mentions	78 100%	2 100%	28 100%	6 100%	16 100%	2 100%	7 100%	2 100%	2 100%	* 100%	1 100%	8 100%	66 100%	12 100%	71 100%	1 100%
Daily (Net)	49 63%B	1 39%	21 75%	3 45%	10 63%	* 13%	2 37%	2 68%	2 79%	- -	- -	6 79%	44 66%	6 47%	44 63%	1 100%
Weekly (Net)	73 94%	2 100%	26 93%	6 95%	16 98%	2 100%	7 100%	2 100%	2 100%	- -	* 50%	8 100%	63 96%	10 86%	66 94%	1 100%
Monthly (Net)	76 98%	2 100%	27 96%	6 100%	16 100%	2 100%	7 100%	2 100%	2 100%	* 100%	1 100%	8 100%	64 98%	12 100%	69 98%	1 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 59
A2a_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**470**	265	205	40	70	178	182	26	34	130	226	179	120	92	79	386	30	25	29
WeightedBase	457	243	214	30**	57*	174	195	31**	34**	120*	211	135	133*	102*	87*	412	21**	11**	13**
EffectiveBase	325	186	141	29	55	120	127	18	20	93	160	131	93	62	52	278	25	21	24
A few times a day	62	36	26	2	6	26	28	4	8	20	24	22	13	23	5	54	4	1	3
	14%	15%	12%	5%	11%	15%	14%	14%	23%	17%	11%	16%	10%	22%zLN	6%	13%	21%	11%	22%
At least once every day	152	84	68	8	21	45	78	17	11	39	63	39	47	27	39	138	7	4	4
	33%E	35%	32%	26%	37%	26%	40%zE	54%	32%	33%	30%	29%	35%	27%	45%KM	33%	31%	35%	29%
About two or three times a week	90	53	37	9	10	38	33	4	7	18	45	27	35	20	8	81	5	2	2
	20%N	22%	17%	29%	17%	22%	17%	13%	22%	15%	21%	20%	26%N	20%	9%	20%	23%	22%	14%
At least once a week	86	37	49	6	12	43	25	2	3	22	50	24	19	26	18	79	3	3	2
	19%F	15%	23%	21%	21%	25%F	13%	5%	9%	19%	24%z	18%	14%	25%	21%	19%	12%	26%	12%
At least once a month	47	24	22	3	7	15	22	4	*	19	23	19	12	6	10	41	3	*	3
	10%	10%	10%	10%	12%	9%	11%	14%	1%	16%	11%	14%	9%	6%	11%	10%	13%	3%	22%
At least once every three months	12	5	7	2	1	6	3	-	*	1	5	3	5	*	3	11	-	*	-
	3%	2%	3%	7%	2%	3%	1%	-	1%	1%	2%	3%	4%	*	4%	3%	-	3%	-
Don't know/can't remember	8	3	5	*	-	1	6	-	4	1	1	2	2	-	4	8	-	-	-
	2%J	1%	2%	1%	-	1%	3%	-	12%	1%	*	1%	2%	-	5%	2%	-	-	-
Total mentions	457	243	214	30	57	174	195	31	34	120	211	135	133	102	87	412	21	11	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	214	120	94	10	27	71	106	21	18	59	88	61	59	50	44	192	11	5	6
	47%	49%	44%	31%	48%	41%	54%zE	68%	55%	50%	41%	45%	45%	49%	51%	46%	52%	46%	51%
Weekly (Net)	390	210	180	25	49	152	164	27	29	99	182	112	113	95	70	352	18	10	10
	85%	87%	84%	81%	86%	88%	84%	86%	86%	83%	86%	83%	85%	94%zKN	81%	85%	87%	94%	78%
Monthly (Net)	437	235	202	28	56	167	186	31	29	118	206	130	125	102	80	393	21	11	13
	96%	97%	95%	91%	98%	96%	95%	100%	86%	98%	97%	96%	94%	100%N	92%	95%	100%	97%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A2a_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	470	43	48	21	36	30	49	33	20	14	21	71	303	164	391	59
WeightedBase	457	49**	52*	19**	33**	31**	49*	33**	24**	18**	25**	81*	306	150	395	45*
EffectiveBase	325	28	35	15	24	21	37	26	17	9	16	53	210	114	271	46
A few times a day	62	4	7	1	7	1	8	2	5	2	*	16	42	20	51	11
	14%	8%	14%	8%	21%	4%	16%	7%	21%	10%	2%	20%	14%	13%	13%	24%zf
At least once every day	152	11	16	10	5	9	18	7	10	6	10	35	93	59	134	13
	33%E	23%	31%	54%	16%	28%	38%	21%	41%	36%	38%	44%	30%	39%	34%	29%
About two or three times a week	90	7	9	3	8	6	11	13	6	3	4	10	61	29	79	7
	20%N	15%	18%	15%	23%	19%	22%	41%	27%	16%	17%	13%	20%	20%	20%	16%
At least once a week	86	12	11	3	9	10	7	4	2	2	8	14	65	21	77	6
	19%F	24%	21%	13%	28%	31%	14%	11%	7%	9%	32%	17%	21%	14%	19%	14%
At least once a month	47	12	5	2	3	5	5	4	-	-	2	4	30	17	37	8
	10%	24%	9%	10%	9%	15%	10%	12%	-	-	10%	5%	10%	11%	9%	17%
At least once every three months	12	3	1	-	1	1	*	3	1	1	*	-	10	1	10	-
	3%	7%	2%	-	3%	2%	1%	8%	4%	5%	1%	-	3%	1%	3%	-
Don't know/can't remember	8	-	2	-	-	-	*	-	-	4	-	1	6	2	8	-
	2%J	-	4%	-	-	-	1%	-	-	24%	-	1%	2%	2%	2%	-
Total mentions	457	49	52	19	33	31	49	33	24	18	25	81	306	150	395	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	214	15	23	11	12	10	26	9	15	8	10	51	135	79	184	24
	47%	30%	45%	61%	37%	33%	53%	28%	62%	46%	40%	64%z	44%	53%	47%	53%
Weekly (Net)	390	34	43	17	29	25	44	26	23	13	23	75	261	129	340	37
	85%	69%	84%	90%	88%	83%	89%	80%	96%	71%	89%	93%	85%	86%	86%	83%
Monthly (Net)	437	45	48	19	32	30	48	30	23	13	25	80	290	146	377	45
	96%	93%	93%	100%	97%	98%	98%	92%	96%	71%	99%	99%	95%	98%	95%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 60
A2a_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	204	121	83	20	25	72	87	21	14	53	85	82	46	33	43	85	34	28	57
WeightedBase	156	94*	62*	10**	21**	51*	74*	16**	10**	39*	66*	51*	45**	35**	25*	82*	32**	18**	24*
EffectiveBase	126	79	48	17	20	54	47	16	4	38	57	62	27	21	33	56	23	23	47
A few times a day	33 / 21%	20 / 21%	13 / 21%	1 / 11%	7 / 35%	10 / 19%	15 / 20%	2 / 15%	2 / 21%	8 / 19%	15 / 23%	10 / 20%	11 / 24%	6 / 16%	7 / 27%	18 / 22%	7 / 22%	* / 2%	7 / 30%
At least once every day	52 / 33%	37 / 39%	15 / 24%	3 / 29%	5 / 25%	19 / 37%	25 / 34%	5 / 33%	2 / 15%	11 / 29%	22 / 34%	19 / 37%	10 / 22%	14 / 39%	10 / 38%	23 / 28%	15 / 47%	6 / 36%	7 / 29%
About two or three times a week	32 / 20%N	16 / 17%	15 / 25%	2 / 18%	4 / 17%	8 / 15%	18 / 25%	2 / 14%	5 / 46%	11 / 29%	12 / 19%	10 / 20%N	14 / 32%	6 / 17%	1 / 5%	21 / 26%	2 / 6%	5 / 26%	4 / 15%
At least once a week	19 / 12%	10 / 11%	9 / 14%	2 / 18%	3 / 14%	6 / 12%	8 / 11%	5 / 29%	1 / 13%	4 / 9%	7 / 10%	6 / 13%	4 / 9%	3 / 8%	6 / 22%	9 / 11%	2 / 8%	4 / 22%	3 / 12%
At least once a month	15 / 9%	9 / 9%	6 / 9%	2 / 19%	2 / 9%	6 / 12%	5 / 7%	1 / 9%	-	5 / 13%	5 / 8%	4 / 8%	5 / 10%	5 / 14%	1 / 3%	8 / 9%	1 / 5%	2 / 14%	3 / 13%
At least once every three months	3 / 2%	1 / 1%	2 / 3%	* / 5%	-	2 / 4%	-	-	* / 5%	-	2 / 3%	1 / 2%	2 / 4%	-	-	-	2 / 7%	-	* / 1%
Don't know/can't remember	4 / 2%	1 / 2%	2 / 4%	-	-	1 / 1%	3 / 4%	-	-	-	2 / 4%	* / 1%	-	2 / 6%	1 / 5%	2 / 2%	2 / 5%	-	-
Total mentions	156 / 100%	94 / 100%	62 / 100%	10 / 100%	21 / 100%	51 / 100%	74 / 100%	16 / 100%	10 / 100%	39 / 100%	66 / 100%	51 / 100%	45 / 100%	35 / 100%	25 / 100%	82 / 100%	32 / 100%	18 / 100%	24 / 100%
Daily (Net)	84 / 54%	57 / 60%	28 / 45%	4 / 40%	12 / 60%	28 / 56%	40 / 54%	8 / 48%	4 / 36%	19 / 49%	37 / 56%	29 / 56%	20 / 45%	19 / 55%	16 / 65%	41 / 51%	22 / 69%	7 / 38%	14 / 58%
Weekly (Net)	135 / 87%	83 / 88%	52 / 84%	8 / 76%	19 / 91%	42 / 83%	66 / 89%	15 / 91%	10 / 95%	34 / 87%	56 / 85%	45 / 89%	38 / 86%	28 / 80%	23 / 91%	72 / 88%	27 / 83%	16 / 86%	20 / 86%
Monthly (Net)	149 / 96%	92 / 98%	58 / 94%	9 / 95%	21 / 100%	48 / 95%	71 / 96%	16 / 100%	10 / 95%	39 / 100%	61 / 93%	50 / 98%	43 / 96%	33 / 94%	24 / 95%	80 / 98%	28 / 88%	18 / 100%	23 / 99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 60
A2a_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	204	3	25	5	10	6	12	2	3	3	9	7	114	88	170	22
WeightedBase	156	1**	28**	8**	8**	4**	11**	1**	4**	3**	8**	6**	103*	52*	134	13**
EffectiveBase	126	3	14	3	7	5	10	2	3	3	8	6	74	56	104	17
A few times a day	33 / 21%	1 / 39%	6 / 22%	- / -	* / 4%	1 / 17%	- / -	- / -	3 / 77%	1 / 45%	3 / 35%	3 / 53%	21 / 20%	12 / 22%	28 / 21%	3 / 25%
At least once every day	52 / 33%	- / -	9 / 31%	1 / 19%	4 / 51%	1 / 24%	4 / 39%	1 / 45%	1 / 23%	1 / 34%	2 / 19%	- / -	36 / 35%	16 / 30%	45 / 33%	3 / 23%
About two or three times a week	32 / 20%N	- / -	8 / 27%	4 / 58%	2 / 22%	1 / 16%	4 / 36%	- / -	- / -	- / -	1 / 16%	2 / 30%	23 / 22%	9 / 17%	29 / 22%	2 / 18%
At least once a week	19 / 12%	* / 22%	3 / 9%	2 / 24%	- / -	2 / 42%	1 / 11%	- / -	- / -	- / -	2 / 23%	- / -	10 / 10%	9 / 17%	15 / 11%	2 / 15%
At least once a month	15 / 9%	- / -	1 / 5%	- / -	2 / 23%	- / -	2 / 15%	1 / 55%	- / -	1 / 21%	1 / 7%	1 / 17%	9 / 9%	6 / 11%	12 / 9%	2 / 17%
At least once every three months	3 / 2%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	2 / 2%	* / 1%	3 / 2%	- / -
Don't know/can't remember	4 / 2%	1 / 39%	1 / 5%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	2 / 2%	1 / 3%	2 / 2%	* / 3%
Total mentions	156 / 100%	1 / 100%	28 / 100%	8 / 100%	8 / 100%	4 / 100%	11 / 100%	1 / 100%	4 / 100%	3 / 100%	8 / 100%	6 / 100%	103 / 100%	52 / 100%	134 / 100%	13 / 100%
Daily (Net)	84 / 54%	1 / 39%	15 / 54%	1 / 19%	4 / 55%	2 / 42%	4 / 39%	1 / 45%	4 / 100%	2 / 79%	4 / 54%	3 / 53%	57 / 55%	27 / 52%	73 / 54%	6 / 47%
Weekly (Net)	135 / 87%	1 / 61%	25 / 90%	8 / 100%	6 / 77%	4 / 100%	9 / 85%	1 / 45%	4 / 100%	2 / 79%	8 / 93%	5 / 83%	89 / 87%	45 / 86%	117 / 87%	10 / 80%
Monthly (Net)	149 / 96%	1 / 61%	27 / 95%	8 / 100%	8 / 100%	4 / 100%	11 / 100%	1 / 100%	4 / 100%	3 / 100%	8 / 100%	6 / 100%	98 / 96%	50 / 97%	129 / 96%	12 / 97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 61
A2a_14. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**318**	262	56	36	68	139	75	14	20	73	174	114	79	68	57	240	24	35	19
WeightedBase	295	251	44*	31**	62*	127*	75*	12**	14**	65*	167	84*	84*	80*	47*	244	19**	23**	9**
EffectiveBase	223	187	36	22	53	100	50	11	16	55	122	86	55	49	44	175	15	25	17
A few times a day	**47**	43	4	2	14	19	11	-	1	11	33	15	8	18	6	39	2	4	1
	16%e	17%	10%	6%	23%	15%	15%	-	4%	16%	19%	18%	10%	22%	12%	16%	11%	20%	13%
At least once every day	**72**	66	6	6	10	31	25	2	*	19	44	20	15	26	10	59	6	6	1
	24%	26%	13%	20%	16%	25%	33%	20%	2%	29%	26%	24%	18%	33%	22%	24%	31%	28%	9%
About two or three times a week	**76**	65	12	10	15	33	18	5	3	23	34	22	25	14	15	59	7	6	4
	26%J	26%	26%	33%	23%	26%	24%	41%	21%	35%J	20%	26%	30%	17%	32%	24%	37%	28%	41%
At least once a week	**58**	45	12	10	11	24	12	3	7	7	32	14	24	9	11	49	2	5	2
	19%I	18%	28%	33%	18%	19%	16%	26%	47%	10%	19%	17%	28%M	11%	23%	20%	11%	23%	18%
At least once a month	**35**	27	8	2	10	17	5	1	2	4	22	9	10	12	3	31	2	-	2
	12%	11%	19%	8%	16%	13%	7%	10%	16%	6%	13%	11%	12%	15%	6%	13%	11%	-	18%
At least once every three months	**5**	4	1	-	1	2	2	-	1	*	3	2	1	1	*	5	-	*	-
	2%	2%	3%	-	2%	2%	2%	-	10%	1%	2%	3%	1%	2%	1%	2%	-	2%	-
Don't know/can't remember	**3**	2	*	-	-	*	2	*	-	2	-	1	-	-	2	3	-	-	-
	1%d	1%	1%	-	-	*	3%	3%	-	2%	-	1%	-	-	3%	1%	-	-	-
Total mentions	**295**	251	44	31	62	127	75	12	14	65	167	84	84	80	47	244	19	23	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**119**	109	10	8	24	50	36	2	1	29	76	35	23	44	16	98	8	11	2
	40%BL	43%zB	23%	26%	39%	40%	48%	20%	6%	45%	46%	42%	28%	55%zL	34%	40%	42%	47%	23%
Weekly (Net)	**253**	219	34	29	50	107	66	10	10	59	142	71	73	67	42	206	17	23	7
	86%	87%	78%	92%	81%	85%	88%	87%	74%	91%	85%	85%	86%	83%	89%	84%	89%	98%	82%
Monthly (Net)	**287**	245	42	31	61	124	71	12	13	63	164	81	83	79	45	237	19	23	9
	97%	98%	96%	100%	98%	98%	95%	97%	90%	97%	98%	96%	99%	98%	96%	97%	100%	98%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 61
A2a_14. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	318	18	73	8	31	13	32	14	9	2	9	31	250	59	281	18
WeightedBase	295	18**	76*	10**	28**	8**	33**	13**	13**	2**	12**	30**	240	49*	268	15**
EffectiveBase	223	15	54	5	24	12	22	12	6	2	6	25	176	41	197	14
A few times a day	47 / 16%e	2 / 10%	17 / 23%	1 / 5%	5 / 17%	1 / 13%	3 / 10%	2 / 14%	4 / 28%	- / -	- / -	5 / 16%	45 / 19%ze	1 / 1%	40 / 15%	3 / 18%
At least once every day	72 / 24%	6 / 34%	15 / 19%	5 / 49%	10 / 35%	2 / 22%	5 / 14%	1 / 11%	2 / 15%	1 / 57%	7 / 62%	5 / 16%	58 / 24%	13 / 27%	70 / 26%	- / -
About two or three times a week	76 / 26%J	5 / 28%	15 / 20%	2 / 22%	4 / 14%	3 / 36%	13 / 38%	3 / 22%	3 / 20%	1 / 43%	- / -	10 / 35%	60 / 25%J	16 / 33%	69 / 26%	5 / 31%
At least once a week	58 / 19%I	3 / 18%	13 / 17%	2 / 24%	7 / 24%	2 / 24%	9 / 27%	6 / 44%	1 / 5%	- / -	2 / 19%	4 / 13%	46 / 19%	9 / 19%	50 / 19%	5 / 36%
At least once a month	35 / 12%	* / 2%	13 / 16%	- / -	3 / 11%	* / 4%	2 / 7%	1 / 9%	4 / 30%	- / -	1 / 12%	6 / 20%	27 / 11%	7 / 14%	31 / 12%	2 / 15%
At least once every three months	5 / 2%	1 / 8%	3 / 4%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	3 / 1%	1 / 3%	5 / 2%	- / -
Don't know/can't remember	3 / 1%d	- / -	- / -	- / -	- / -	- / -	1 / 4%	- / -	* / 4%	- / -	1 / 7%	- / -	* / *	2 / 3%d	3 / 1%	- / -
Total mentions	295 / 100%	18 / 100%	76 / 100%	10 / 100%	28 / 100%	8 / 100%	33 / 100%	13 / 100%	13 / 100%	2 / 100%	12 / 100%	30 / 100%	240 / 100%	49 / 100%	268 / 100%	15 / 100%
Daily (Net)	119 / 40%BL	8 / 44%	32 / 42%	6 / 54%	14 / 51%	3 / 36%	8 / 24%	3 / 25%	6 / 42%	1 / 57%	7 / 62%	10 / 32%	104 / 43%	14 / 28%	109 / 41%	3 / 18%
Weekly (Net)	253 / 86%	16 / 90%	60 / 79%	10 / 100%	25 / 89%	8 / 96%	30 / 89%	12 / 91%	9 / 67%	2 / 100%	9 / 81%	24 / 80%	210 / 87%	39 / 80%	228 / 85%	13 / 85%
Monthly (Net)	287 / 97%	16 / 92%	73 / 96%	10 / 100%	28 / 100%	8 / 100%	32 / 96%	13 / 100%	13 / 96%	2 / 100%	11 / 93%	30 / 100%	237 / 98%z	46 / 94%	260 / 97%	15 / 100%

A2a_15. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	91	65	26	11	26	38	16	5	4	26	54	45	22	11	13	69	12	4	6
WeightedBase	76*	57*	19**	6**	23**	36**	11**	4**	1**	17**	49*	31*	25**	12**	8**	63*	8**	2**	3**
EffectiveBase	68	49	19	9	20	28	13	5	3	21	44	37	18	7	10	52	10	2	5
A few times a day	8	5	3	1	4	2	2	-	*	2	6	5	1	2	*	7	-	1	1
	11%	9%	17%	11%	18%	5%	16%	-	14%	11%	13%	16%	5%	17%	2%	11%	-	27%	28%
At least once every day	26	21	5	1	9	15	1	-	*	9	17	10	11	4	1	22	4	*	1
	34%	37%	26%	14%	39%	42%	12%	-	18%	49%	36%	32%	44%	36%	13%	34%	44%	12%	22%
About two or three times a week	20	19	1	1	3	13	3	2	*	2	12	5	6	4	5	16	4	-	*
	26%Kf	33%	6%	24%	12%	37%	22%	62%	21%	13%	25%	16%	23%	33%	66%	25%	46%	-	14%
At least once a week	16	7	9	2	6	3	5	-	*	3	11	10	5	1	*	13	*	1	1
	21%A	13%	45%	36%	26%	10%	40%	-	47%	18%	22%	33%z	20%	5%	6%	21%	6%	61%	37%
At least once a month	4	3	1	1	1	1	1	2	-	1	2	1	2	-	1	4	*	-	-
	5%	6%	3%	16%	5%	4%	6%	38%	-	6%	3%	4%	9%	-	8%	6%	4%	-	-
At least once every three months	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	1%	2%	-	-	-	3%	-	-	-	-	2%	-	-	9%	-	2%	-	-	-
Don't know/can't remember	*	-	*	-	-	-	*	-	-	*	-	-	-	-	*	*	-	-	-
	1%	-	2%	-	-	-	4%	-	-	3%	-	-	-	-	6%	1%	-	-	-
Total mentions	76	57	19	6	23	36	11	4	1	17	49	31	25	12	8	63	8	2	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	34	26	8	1	13	17	3	-	*	11	24	15	12	6	1	29	4	1	1
	45%	46%	43%	24%	57%	47%	28%	-	31%	61%	48%	47%	49%	53%	15%	45%	44%	39%	50%
Weekly (Net)	70	52	18	5	22	34	10	2	1	16	46	30	23	11	7	58	8	2	3
	93%	92%	94%	84%	95%	93%	90%	62%	100%	91%	95%	96%	91%	91%	86%	92%	96%	100%	100%
Monthly (Net)	75	56	19	6	23	35	11	4	1	17	48	31	25	11	8	61	8	2	3
	98%	98%	98%	100%	100%	97%	96%	100%	100%	97%	98%	100%	100%	91%	94%	98%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 62
A2a_15. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	91	6	22	3	10	3	12	2	4	-	-	7	78	12	80	6
WeightedBase	76*	6**	23**	1**	8**	2**	11**	1**	4**	-**	-**	7**	69*	6**	67*	6**
EffectiveBase	68	5	18	3	9	3	10	2	3	-	-	4	59	9	63	3
A few times a day	8 / 11%	-	2 / 11%	1 / 45%	1 / 17%	-	-	-	-	-	-	3 / 36%	8 / 12%	* / 2%	8 / 11%	* / 7%
At least once every day	26 / 34%	1 / 24%	10 / 42%	* / 17%	1 / 13%	1 / 64%	3 / 28%	1 / 100%	3 / 69%	-	-	1 / 14%	26 / 37%	* / 4%	24 / 36%	1 / 14%
About two or three times a week	20 / 26%Kf	1 / 9%	7 / 31%	* / 38%	4 / 47%	1 / 36%	-	-	-	-	-	4 / 49%	16 / 23%	4 / 60%	15 / 22%	5 / 79%
At least once a week	16 / 21%A	4 / 67%	2 / 9%	-	-	-	6 / 58%	-	1 / 20%	-	-	-	14 / 21%	2 / 26%	15 / 22%	-
At least once a month	4 / 5%	-	2 / 7%	-	1 / 9%	-	2 / 14%	-	-	-	-	-	3 / 5%	-	4 / 6%	-
At least once every three months	1 / 1%	-	-	-	1 / 14%	-	-	-	-	-	-	-	1 / 2%	-	1 / 2%	-
Don't know/can't remember	* / 1%	-	-	-	-	-	-	-	* / 11%	-	-	-	-	* / 7%	* / 1%	-
Total mentions	76 / 100%	6 / 100%	23 / 100%	1 / 100%	8 / 100%	2 / 100%	11 / 100%	1 / 100%	4 / 100%	-	-	7 / 100%	69 / 100%	6 / 100%	67 / 100%	6 / 100%
Daily (Net)	34 / 45%	1 / 24%	12 / 53%	1 / 62%	2 / 30%	1 / 64%	3 / 28%	1 / 100%	3 / 69%	-	-	4 / 51%	34 / 49%	* / 6%	31 / 47%	1 / 21%
Weekly (Net)	70 / 93%	6 / 100%	21 / 93%	1 / 100%	6 / 77%	2 / 100%	10 / 86%	1 / 100%	4 / 89%	-	-	7 / 100%	65 / 93%	6 / 93%	61 / 92%	6 / 100%
Monthly (Net)	75 / 98%	6 / 100%	23 / 100%	1 / 100%	7 / 86%	2 / 100%	11 / 100%	1 / 100%	4 / 89%	-	-	7 / 100%	68 / 98%	6 / 93%	65 / 98%	6 / 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 63
A2a_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**465**	255	209	67	83	151	164	29	31	109	224	204	144	50	67	359	30	49	27
WeightedBase	397	223	173	39*	66*	119	174*	19**	30**	92*	185	148	148*	47*	54*	341	19**	25*	11**
EffectiveBase	294	175	119	49	66	103	100	20	16	77	140	135	89	35	45	235	23	35	20
A few times a day	55	36	20	9	13	13	19	3	4	13	27	16	19	7	13	49	3	1	2
	14%	16%	11%	24%zEF	20%	11%	11%	14%	13%	14%	14%	11%	13%	15%	23%K	14%	13%	6%	15%
At least once every day	93	53	39	4	11	28	51	5	11	21	37	36	29	17	12	77	8	5	3
	23%Cd	24%	22%	9%	17%	23%C	29%C	26%	35%	22%	20%	24%	19%	36%L	21%	23%	41%	20%	22%
About two or three times a week	96	60	35	8	14	41	33	3	4	25	51	42	32	14	9	80	6	8	2
	24%	27%	20%	21%	21%	35%zF	19%	16%	14%	27%	28%	28%	21%	29%	16%	23%	31%	31%	21%
At least once a week	68	36	32	8	14	21	25	6	2	17	29	21	28	4	15	58	2	6	2
	17%	16%	19%	20%	22%	18%	14%	30%	6%	19%	16%	14%	19%	9%	28%zKM	17%	9%	24%	16%
At least once a month	52	20	31	5	6	10	32	2	9	7	24	22	24	2	4	46	1	4	1
	13%A	9%	18%zA	12%	9%	8%	18%E	9%	29%	7%	13%	15%	16%	4%	7%	14%	6%	14%	7%
At least once every three months	26	12	14	2	7	4	13	1	1	5	13	8	14	3	1	23	-	1	2
	7%	6%	8%	4%	10%	4%	8%	5%	3%	5%	7%	6%	9%	6%	2%	7%	-	4%	19%
Don't know/can't remember	8	6	2	3	1	2	1	-	-	5	3	3	2	*	2	7	-	*	-
	2%	2%	1%	9%zEF	2%	1%	1%	-	-	5%z	1%	2%	2%	1%	3%	2%	-	2%	-
Total mentions	397	223	173	39	66	119	174	19	30	92	185	148	148	47	54	341	19	25	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	148	89	58	13	24	41	70	8	15	33	64	52	48	24	24	127	11	7	4
	37%	40%	34%	33%	37%	34%	40%	40%	48%	36%	35%	35%	33%	51%	45%	37%	54%	26%	37%
Weekly (Net)	312	185	126	29	52	103	127	16	21	76	145	114	108	42	48	265	18	20	8
	78%	83%zB	73%	74%	79%	87%zF	73%	87%	68%	82%	78%	77%	73%	89%	89%L	78%	94%	81%	74%
Monthly (Net)	364	205	157	34	58	113	159	18	29	82	169	137	132	44	52	311	19	24	9
	92%	92%	91%	87%	88%	95%	92%	95%	97%	89%	91%	92%	89%	93%	95%	91%	100%	95%	81%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 63
A2a_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents who have listened to radio in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	465	36	109	15	33	22	47	29	14	9	19	26	277	178	383	49
WeightedBase	397	36**	109*	11**	39**	19**	41*	25**	12**	10**	17**	21**	252	139	324	41*
EffectiveBase	294	29	65	11	21	15	34	20	10	5	15	20	177	112	240	38
A few times a day	55 14%	3 8%	16 14%	1 12%	8 20%	2 10%	5 11%	4 16%	2 16%	1 7%	2 10%	7 33%	41 16%	14 10%	45 14%	5 13%
At least once every day	93 23%Cd	7 20%	24 22%	4 33%	4 9%	3 17%	12 30%	8 33%	3 22%	2 17%	5 31%	5 24%	49 19%	42 31%zd	74 23%	9 23%
About two or three times a week	96 24%	12 34%	20 18%	3 28%	10 25%	5 26%	10 25%	4 16%	3 28%	2 21%	4 20%	6 30%	64 25%	31 22%	77 24%	12 30%
At least once a week	68 17%	8 21%	18 17%	1 6%	4 11%	6 33%	10 24%	6 23%	* 4%	* 3%	4 25%	- -	42 16%	24 18%	55 17%	9 23%
At least once a month	52 13%A	6 17%	17 15%	1 12%	8 21%	- -	3 8%	2 10%	1 10%	4 38%	1 3%	3 12%	33 13%	17 12%	44 14%	3 8%
At least once every three months	26 7%	- -	10 9%	1 7%	3 8%	3 14%	- -	1 3%	2 20%	1 14%	2 9%	- -	20 8%	6 5%	22 7%	1 3%
Don't know/can't remember	8 2%	- -	4 4%	* 2%	2 5%	- -	* 1%	- -	- -	- -	* 1%	- -	4 2%	3 2%	7 2%	- -
Total mentions	397 100%	36 100%	109 100%	11 100%	39 100%	19 100%	41 100%	25 100%	12 100%	10 100%	17 100%	21 100%	252 100%	139 100%	324 100%	41 100%
Daily (Net)	148 37%	10 28%	40 37%	5 45%	12 29%	5 27%	17 41%	12 49%	4 38%	2 24%	7 41%	12 57%	89 35%	56 41%	118 36%	15 36%
Weekly (Net)	312 78%	30 83%	78 72%	9 79%	26 65%	17 86%	38 91%T	22 87%	8 70%	5 48%	15 86%	19 88%	195 77%	112 81%	251 77%	36 88%
Monthly (Net)	364 92%	36 100%	95 87%	10 91%	34 86%	17 86%	41 99%	24 97%	9 80%	8 86%	16 89%	21 100%	228 91%	129 93%	295 91%	40 97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 64
A2a_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	393	237	156	66	86	196	45	23	22	88	224	139	105	79	70	318	33	24	18
WeightedBase	363	225	138	50*	78*	190	45*	21**	17**	78*	211	99*	106*	92*	66*	317	28**	11**	7**
EffectiveBase	282	173	109	50	65	141	30	16	16	67	162	99	80	58	53	234	26	20	15
A few times a day	51	36	15	4	15	28	3	2	4	14	23	12	12	20	8	44	3	3	1
	14%	16%	11%	8%	19%	15%	8%	10%	24%	18%	11%	12%	11%	21%	12%	14%	11%	22%	16%
At least once every day	98	70	28	6	23	58	11	2	2	20	67	24	33	23	18	86	8	3	1
	27%BC	31%	21%	13%	30%C	30%C	24%	10%	14%	25%	32%	24%	31%	25%	27%	27%	28%	27%	12%
About two or three times a week	104	62	43	14	15	55	19	9	7	21	64	35	25	28	16	90	8	2	3
	29%	27%	31%	29%	19%	29%	43%D	45%	41%	26%	30%	35%	24%	31%	24%	29%	31%	18%	45%
At least once a week	61	35	26	13	15	26	7	4	2	13	34	18	21	8	15	52	6	3	1
	17%	16%	19%	27%zE	19%	13%	16%	18%	11%	17%	16%	18%	20%	9%	22%M	16%	21%	26%	12%
At least once a month	34	18	16	10	7	13	4	1	2	8	15	7	10	11	6	31	2	*	1
	9%	8%	12%	19%zE	9%	7%	9%	5%	10%	10%	7%	7%	10%	12%	9%	10%	7%	1%	14%
At least once every three months	10	4	6	2	1	7	-	-	-	2	8	4	3	1	3	9	*	1	-
	3%	2%	5%	4%	2%	4%	-	-	-	3%	4%	4%	2%	1%	4%	3%	2%	6%	-
Don't know/can't remember	4	1	3	-	1	3	-	3	-	1	1	1	3	-	1	4	-	-	-
	1%d	*	2%	-	1%	2%	-	12%	-	1%	*	1%	2%	-	1%	1%	-	-	-
Total mentions	363	225	138	50	78	190	45	21	17	78	211	99	106	92	66	317	28	11	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	149	106	43	10	38	86	14	4	6	34	89	36	45	43	26	130	11	6	2
	41%BC	47%zB	31%	21%	49%C	45%C	31%	20%	38%	43%	42%	36%	42%	47%	39%	41%	39%	49%	29%
Weekly (Net)	314	202	112	38	68	167	41	17	15	68	188	88	91	79	56	272	25	11	6
	87%BC	90%zB	81%	76%	88%	88%	91%	83%	90%	87%	89%	89%	85%	87%	85%	86%	91%	93%	86%
Monthly (Net)	348	220	128	48	76	180	45	18	17	75	202	95	101	90	62	303	27	11	7
	96%e	98%zB	93%	96%	97%	95%	100%	88%	100%	96%	96%	96%	95%	99%	94%	96%	98%	94%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 64
A2a_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents who have listened to radio in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	393	20	99	12	53	16	32	26	7	8	11	34	308	79	329	38
WeightedBase	363	19**	107*	13**	49*	13**	31**	25**	8**	9**	11**	30**	302	58*	303	39**
EffectiveBase	282	16	70	8	39	13	23	20	6	7	9	26	227	52	241	26
A few times a day	51 14%	1 3%	17 16%	1 9%	13 27%z	4 28%	3 10%	- -	- -	- -	3 24%	3 10%	43 14%	7 13%	45 15%	3 8%
At least once every day	98 27%BC	5 27%	30 28%	2 14%	15 31%	4 33%	9 28%	11 42%	2 26%	- -	2 21%	6 20%	87 29%	10 18%	84 28%	8 21%
About two or three times a week	104 29%	2 8%	31 29%	6 47%	10 21%	4 30%	7 21%	7 29%	3 42%	3 32%	4 35%	13 43%	83 27%	20 35%	86 28%	10 26%
At least once a week	61 17%	8 40%	22 20%	* 1%	6 12%	1 4%	5 15%	5 21%	* 6%	2 27%	1 11%	1 5%	54 18%	7 13%	49 16%	9 24%
At least once a month	34 9%	3 15%	7 6%	2 17%	4 8%	1 5%	3 8%	2 8%	2 27%	2 26%	1 9%	5 16%	27 9%	7 12%	26 9%	6 15%
At least once every three months	10 3%	1 7%	1 1%	2 12%	1 1%	- -	3 9%	- -	- -	1 15%	- -	1 3%	7 2%	3 6%	9 3%	2 4%
Don't know/can't remember	4 1%d	- -	- -	- -	- -	- -	3 8%	- -	- -	- -	- -	1 5%	1 *	3 4%zd	3 1%	1 2%
Total mentions	363 100%	19 100%	107 100%	13 100%	49 100%	13 100%	31 100%	25 100%	8 100%	9 100%	11 100%	30 100%	302 100%	58 100%	303 100%	39 100%
Daily (Net)	149 41%BC	6 30%	47 44%	3 23%	28 57%z	8 61%	12 38%	11 42%	2 26%	- -	5 45%	9 30%	131 43%	18 31%	129 43%	11 29%
Weekly (Net)	314 87%BC	15 78%	100 93%z	10 71%	44 90%	13 95%	23 74%	23 92%	6 73%	5 59%	10 91%	23 77%	267 88%e	46 78%	265 87%	31 79%
Monthly (Net)	348 96%e	18 93%	107 99%	12 88%	48 99%	13 100%	26 82%	25 100%	8 100%	8 85%	11 100%	28 93%	294 97%ze	52 90%	290 96%	36 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A2a_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	560	242	318	164	158	189	49	39	39	152	273	189	130	124	117	442	51	54	13
WeightedBase	519	238	281	121	155	184	59*	31**	37**	133	261	140	130*	140*	109*	437	48*	27*	6**
EffectiveBase	378	162	217	113	107	129	36	26	27	108	184	139	90	83	80	307	34	40	11
A few times a day	62	22	41	15	25	15	7	4	11	11	24	17	14	13	19	53	4	3	2
	12%	9%	14%	13%	16%E	8%	12%	13%	29%	8%	9%	12%	11%	9%	17%	12%	9%	12%	33%
At least once every day	159	73	86	31	51	57	20	8	12	52	74	34	41	51	34	134	18	5	1
	31%KT	31%	30%	25%	33%	31%	33%	25%	31%	39%z	28%	24%	31%	36%	31%	31%	37%	20%	25%
About two or three times a week	153	76	77	36	46	58	13	9	6	46	79	48	36	45	23	126	21	6	*
	29%c	32%	28%	30%	30%	31%	22%	29%	16%	34%	30%	34%N	28%	32%	21%	29%	43%Q	20%	7%
At least once a week	88	43	45	21	23	36	9	7	6	15	55	23	26	18	21	78	4	6	*
	17%	18%	16%	17%	15%	19%	14%	21%	15%	11%	21%zl	16%	20%	13%	20%	18%	8%	22%	5%
At least once a month	43	21	22	13	9	14	7	1	2	7	23	13	11	10	9	35	1	5	2
	8%	9%	8%	10%	6%	8%	12%	2%	4%	6%	9%	9%	8%	7%	9%	8%	2%	18%zOP	31%
At least once every three months	11	3	8	5	1	2	4	2	1	2	5	5	3	1	3	8	1	2	-
	2%	1%	3%	4%	1%	1%	6%	6%	4%	2%	2%	3%	2%	1%	2%	2%	1%	8%zO	-
Don't know/can't remember	3	1	3	*	-	3	-	1	-	*	2	1	-	2	-	3	-	-	-
	1%	*	1%	*	-	2%	-	3%	-	*	1%	1%	-	2%	-	1%	-	-	-
Total mentions	519	238	281	121	155	184	59	31	37	133	261	140	130	140	109	437	48	27	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	221	95	126	46	77	72	27	12	22	62	97	51	54	64	52	187	22	9	3
	43%J	40%	45%	38%	49%	39%	45%	39%	60%	47%	37%	36%	42%	46%	48%	43%	46%	32%	57%
Weekly (Net)	462	213	248	103	145	165	48	28	34	123	231	122	116	127	97	391	47	20	4
	89%Q	90%	88%	85%	94%CF	90%	82%	89%	92%	93%	88%	87%	90%	91%	89%	89%Q	97%Q	74%	69%
Monthly (Net)	504	234	270	115	154	179	55	28	36	130	254	135	127	136	106	426	48	25	6
	97%Q	98%	96%	95%	99%	98%	94%	91%	96%	98%	97%	96%	98%	98%	98%	97%	99%	92%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 65
A2a_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents who have listened to radio in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	560	13	127	25	49	37	54	26	14	4	16	77	388	162	475	39
WeightedBase	519	12**	136*	19**	49*	32**	55*	26**	14**	4**	12**	78*	400	112	451	28*
EffectiveBase	378	9	84	21	35	27	36	21	10	3	14	54	270	111	328	33
A few times a day	62 12%	- -	20 15%	- -	5 10%	4 11%	5 8%	1 2%	- -	1 36%	3 21%	15 19%	50 12%	12 10%	53 12%	2 7%
At least once every day	159 31%KT	4 32%	28 20%	3 14%	19 39%T	14 43%	14 25%	10 39%	7 49%	1 39%	2 13%	33 42%T	126 32%	31 27%	136 30%	11 41%
About two or three times a week	153 29%c	4 30%	42 31%	12 65%	10 20%	5 17%	20 36%c	7 26%	6 45%	1 25%	6 50%	13 16%	118 30%	33 29%	131 29%	10 35%
At least once a week	88 17%	5 38%	23 17%	4 21%	5 9%	9 29%	13 24%	4 15%	* 3%	- -	2 16%	13 17%	65 16%	21 19%	80 18%	4 13%
At least once a month	43 8%	- -	16 12%	- -	10 20%zXc	- -	2 3%	4 17%	- -	- -	- -	3 4%	31 8%	11 10%	40 9%	1 4%
At least once every three months	11 2%	- -	6 4%	- -	1 2%	- -	1 2%	- -	* 2%	- -	- -	1 1%	7 2%	5 4%	8 2%	- -
Don't know/can't remember	3 1%	- -	1 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	1 1%	3 1%	- -	3 1%	- -
Total mentions	519 100%	12 100%	136 100%	19 100%	49 100%	32 100%	55 100%	26 100%	14 100%	4 100%	12 100%	78 100%	400 100%	112 100%	451 100%	28 100%
Daily (Net)	221 43%J	4 32%	48 35%	3 14%	24 49%	17 54%	18 33%	11 41%	7 49%	3 75%	4 34%	48 61%zTX	176 44%	42 37%	189 42%	13 47%
Weekly (Net)	462 89%Q	12 100%	113 83%	19 100%	39 79%	32 100%	51 93%	22 83%	13 98%	4 100%	12 100%	74 94%V	360 90%	96 86%	400 89%	26 96%
Monthly (Net)	504 97%Q	12 100%	130 95%	19 100%	48 98%	32 100%	53 96%	26 100%	13 98%	4 100%	12 100%	77 98%	390 98%	108 96%	440 98%	28 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 66
A2a_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**711**	292	419	132	145	309	125	49	65	209	317	207	190	149	165	566	44	87	14
WeightedBase	681	268	413	100*	125	308	148*	40*	72*	208	296	148	197	176	159	590	37*	47*	7**
EffectiveBase	476	201	276	89	109	207	84	36	41	140	219	149	129	103	113	388	35	63	12
A few times a day	90 *13%Fe*	39 *15%*	51 *12%*	8 *8%*	18 *14%*	54 *18%zCF*	10 *7%*	4 *10%*	10 *14%*	28 *14%*	40 *14%*	22 *15%*	26 *13%*	23 *13%*	20 *13%*	78 *13%*	5 *15%*	6 *14%*	* *5%*
At least once every day	193 *28%*	72 *27%*	121 *29%*	30 *30%*	35 *28%*	81 *26%*	48 *32%*	10 *26%*	19 *26%*	59 *28%*	83 *28%*	44 *30%*	46 *23%*	56 *32%*	48 *30%*	172 *29%*	7 *20%*	12 *26%*	1 *17%*
About two or three times a week	199 *29%*	80 *30%*	119 *29%*	25 *25%*	39 *31%*	99 *32%*	36 *24%*	15 *38%*	24 *34%*	63 *30%*	83 *28%*	38 *25%*	58 *29%*	52 *30%*	51 *32%*	169 *29%*	16 *44%*	13 *28%*	1 *17%*
At least once a week	127 *19%*	46 *17%*	81 *20%*	24 *24%*	24 *19%*	50 *16%*	30 *20%*	4 *9%*	12 *16%*	34 *16%*	69 *23%z*	28 *19%*	39 *20%*	35 *20%*	25 *16%*	111 *19%*	6 *17%*	10 *20%*	* *6%*
At least once a month	49 *7%*	21 *8%*	28 *7%*	9 *9%*	9 *7%*	17 *6%*	14 *10%*	5 *12%*	5 *7%*	13 *6%*	16 *6%*	11 *8%*	21 *11%M*	6 *4%*	10 *7%*	41 *7%*	1 *4%*	4 *9%*	3 *38%*
At least once every three months	19 *3%Jd*	8 *3%*	11 *3%*	4 *4%*	1 *1%*	7 *2%*	7 *5%*	1 *4%*	2 *3%*	9 *4%*	4 *1%*	5 *3%*	6 *3%*	4 *2%*	4 *2%*	16 *3%*	* *1%*	1 *3%*	1 *18%*
Don't know/can't remember	3 ***	1 *1%*	2 ***	- -	- -	- -	3 *2%zE*	1 *1%*	- -	2 *1%*	1 ***	- -	2 *1%*	- -	1 *1%*	3 *1%*	- -	- -	- -
Total mentions	681 *100%*	268 *100%*	413 *100%*	100 *100%*	125 *100%*	308 *100%*	148 *100%*	40 *100%*	72 *100%*	208 *100%*	296 *100%*	148 *100%*	197 *100%*	176 *100%*	159 *100%*	590 *100%*	37 *100%*	47 *100%*	7 *100%*
Daily (Net)	284 *42%*	111 *42%*	172 *42%*	39 *39%*	53 *42%*	135 *44%*	58 *39%*	14 *36%*	29 *40%*	87 *42%*	123 *42%*	66 *44%*	71 *36%*	79 *45%*	68 *43%*	251 *43%*	13 *34%*	19 *40%*	2 *22%*
Weekly (Net)	610 *90%Fe*	238 *89%*	372 *90%*	88 *87%*	116 *92%*	284 *92%F*	123 *83%*	33 *83%*	65 *90%*	185 *89%*	275 *93%z*	132 *89%*	168 *85%*	166 *94%L*	143 *90%*	530 *90%*	35 *95%*	42 *89%*	3 *45%*
Monthly (Net)	659 *97%he*	258 *96%*	400 *97%*	96 *96%*	124 *99%F*	301 *98%*	138 *93%*	38 *95%*	70 *97%*	198 *95%*	292 *98%zl*	143 *97%*	189 *96%*	173 *98%*	154 *97%*	570 *97%*	37 *99%*	46 *97%*	6 *82%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 66
A2a_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	711	86	112	13	68	40	50	54	42	27	33	41	514	180	601	70
WeightedBase	681	102*	120*	10**	71*	38**	47*	54*	45*	30**	34**	39**	542	131	589	66*
EffectiveBase	476	59	74	12	46	26	37	40	31	17	23	30	355	120	402	50
A few times a day	90 13%Fe	18 17%	9 8%	2 25%	10 14%	2 5%	10 22%T	9 17%	5 12%	5 18%	5 14%	3 7%	80 15%e	10 7%	75 13%	11 16%
At least once every day	193 28%	24 23%	33 27%	2 16%	26 36%	12 32%	13 29%	11 20%	11 25%	17 56%	12 37%	12 30%	157 29%	36 27%	172 29%	16 24%
About two or three times a week	199 29%	32 31%	38 31%	3 29%	16 23%	11 29%	15 32%	16 30%	13 30%	5 16%	11 32%	9 22%	158 29%	37 28%	168 28%	26 39%
At least once a week	127 19%	20 20%	26 22%	1 14%	10 14%	9 22%	8 16%	15 28%	8 19%	1 3%	4 13%	8 20%	101 19%	25 19%	114 19%	9 13%
At least once a month	49 7%	6 5%	12 10%	2 16%	5 8%	3 7%	* *	3 6%	1 3%	1 5%	1 2%	7 17%	35 6%	13 10%	40 7%	4 6%
At least once every three months	19 3%Jd	3 3%	2 2%	- -	3 4%	2 5%	1 1%	- -	3 6%	- -	1 2%	2 4%	7 1%	10 8%zd	18 3%	* 1%
Don't know/can't remember	3 *	- -	- -	- -	- -	- -	- -	- -	2 5%zT	1 3%	- -	- -	3 1%	1 *	3 *	1 1%
Total mentions	681 100%	102 100%	120 100%	10 100%	71 100%	38 100%	47 100%	54 100%	45 100%	30 100%	34 100%	39 100%	542 100%	131 100%	589 100%	66 100%
Daily (Net)	284 42%	42 41%	42 35%	4 41%	36 50%	14 37%	24 50%	20 37%	17 37%	22 74%	17 50%	14 37%	237 44%	46 35%	247 42%	27 40%
Weekly (Net)	610 90%Fe	94 92%	106 88%	8 84%	62 88%	34 88%	46 98%	51 94%	38 86%	28 93%	32 95%	31 79%	496 92%ze	108 82%	529 90%	61 92%
Monthly (Net)	659 97%he	100 97%	118 98%h	10 100%	68 96%	36 95%	46 99%	54 100%h	40 89%	29 97%	33 98%	37 96%	531 98%ze	120 92%	569 97%	65 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 67
A2a_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	352	163	188	41	58	135	118	30	35	87	148	115	84	69	84	294	26	26	6
WeightedBase	356	147	207	32*	50*	123*	150*	28**	36**	95*	135	95*	89*	87*	86*	310	28**	16**	3**
EffectiveBase	241	110	131	31	46	92	82	24	21	61	101	78	60	50	56	206	18	17	6
A few times a day	57	29	28	3	3	26	24	6	4	17	13	14	13	14	14	47	5	5	*
	16%DJ	*19%*	*13%*	*10%*	*6%*	*21%D*	*16%*	*20%*	*10%*	*18%*	*9%*	*15%*	*15%*	*17%*	*17%*	*15%*	*18%*	*29%*	*13%*
At least once every day	93	35	58	7	17	31	38	5	11	17	41	29	19	25	20	83	5	4	1
	26%	*24%*	*28%*	*22%*	*35%*	*25%*	*25%*	*17%*	*31%*	*18%*	*30%*	*31%*	*22%*	*29%*	*23%*	*27%*	*18%*	*26%*	*20%*
About two or three times a week	94	45	49	5	11	24	54	9	12	28	31	23	19	24	28	79	12	2	1
	26%E	*31%*	*23%*	*16%*	*22%*	*19%*	*36%zCE*	*31%*	*33%*	*30%*	*23%*	*24%*	*21%*	*28%*	*33%*	*26%*	*43%*	*14%*	*22%*
At least once a week	64	27	37	10	9	31	14	5	3	23	33	15	19	20	10	57	3	3	*
	18%F	*18%*	*18%*	*30%F*	*19%*	*25%zF*	*9%*	*19%*	*9%*	*24%*	*24%z*	*16%*	*21%*	*23%*	*12%*	*19%*	*11%*	*21%*	*12%*
At least once a month	40	10	30	7	5	10	19	2	4	11	14	9	17	2	12	36	2	1	*
	11%AM	*6%*	*15%A*	*21%E*	*10%*	*8%*	*12%*	*6%*	*12%*	*11%*	*10%*	*10%*	*19%zM*	*2%*	*14%M*	*12%*	*9%*	*8%*	*17%*
At least once every three months	7	1	5	*	3	1	2	1	1	-	3	3	2	1	1	6	-	*	*
	2%	*1%*	*2%*	*1%*	*7%zE*	*1%*	*1%*	*4%*	*4%*	*-*	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	*-*	*3%*	*17%*
Don't know/can't remember	2	1	1	-	1	1	-	1	-	-	1	1	-	1	-	2	-	-	-
	*	*	*	*-*	*1%*	*1%*	*-*	*3%*	*-*	*-*	*1%*	*1%*	*-*	*1%*	*-*	*1%*	*-*	*-*	*-*
Total mentions	356	147	207	32	50	123	150	28	36	95	135	95	89	87	86	310	28	16	3
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	149	63	86	10	21	57	62	10	15	33	54	44	32	40	34	130	10	9	1
	42%	*43%*	*41%*	*32%*	*41%*	*46%*	*41%*	*37%*	*42%*	*35%*	*40%*	*46%*	*36%*	*46%*	*40%*	*42%*	*36%*	*55%*	*33%*
Weekly (Net)	307	136	172	25	41	112	130	24	30	84	118	82	70	83	72	266	25	14	2
	86%	*92%zB*	*83%*	*79%*	*82%*	*91%*	*86%*	*87%*	*84%*	*89%*	*87%*	*86%*	*79%*	*96%zLN*	*84%*	*86%*	*91%*	*90%*	*67%*
Monthly (Net)	347	145	202	32	46	121	148	26	34	95	132	91	87	85	84	302	28	15	2
	98%D	*99%*	*97%*	*99%*	*92%*	*98%D*	*99%D*	*93%*	*96%*	*100%*	*98%*	*96%*	*98%*	*98%*	*99%*	*98%*	*100%*	*97%*	*83%*

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Table 67
A2a_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	352	19	68	15	35	32	75	7	9	4	4	26	227	102	308	20
WeightedBase	356	16**	80*	14**	35**	36**	79*	5**	8**	7**	2**	25**	242	97**	315	15**
EffectiveBase	241	15	49	12	26	21	51	6	7	3	3	21	154	72	211	16
A few times a day	57 16%DJ	1 8%	8 10%	3 20%	6 17%	3 7%	16 21%	3 55%	- -	- -	* 17%	6 23%	40 16%	13 13%	49 15%	3 21%
At least once every day	93 26%	4 25%	20 25%	3 21%	10 27%	13 37%	20 26%	1 12%	4 46%	4 57%	- -	4 17%	61 25%	28 29%	84 27%	2 14%
About two or three times a week	94 26%E	3 17%	27 34%	1 10%	13 36%	9 25%	21 27%	1 27%	1 12%	* 5%	- -	2 10%	61 25%	29 29%	86 27%	5 30%
At least once a week	64 18%F	5 29%	9 12%	5 33%	4 10%	10 27%	11 14%	* 6%	3 39%	- -	2 83%	9 35%	48 20%	14 15%	57 18%	5 30%
At least once a month	40 11%AM	1 6%	13 17%	2 16%	3 9%	1 3%	8 10%	- -	- -	3 38%	- -	4 15%	28 12%	11 11%	31 10%	1 6%
At least once every three months	7 2%	2 14%	2 2%	- -	- -	- -	1 2%	- -	* 3%	- -	- -	- -	2 1%	3 3%	6 2%	- -
Don't know/can't remember	2 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	2 1%	- -	2 *	- -
Total mentions	356 100%	16 100%	80 100%	14 100%	35 100%	36 100%	79 100%	5 100%	8 100%	7 100%	2 100%	25 100%	242 100%	97 100%	315 100%	15 100%
Daily (Net)	149 42%	5 33%	28 35%	6 41%	16 44%	16 45%	37 47%	3 67%	4 46%	4 57%	* 17%	10 40%	101 42%	40 42%	133 42%	5 35%
Weekly (Net)	307 86%	13 79%	64 80%	12 84%	32 91%	35 97%	68 87%	5 100%	8 97%	5 62%	2 100%	22 85%	210 87%	83 86%	276 88%	14 94%
Monthly (Net)	347 98%D	14 86%	78 97%	14 100%	35 100%	36 100%	76 97%	5 100%	8 97%	7 100%	2 100%	25 100%	238 98%	94 97%	307 98%	15 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 68
A2a_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	590	288	301	170	192	189	39	45	47	146	290	185	143	129	133	484	28	48	30
WeightedBase	536	274	261	142	177	174	43**	36**	40*	133	267	128	151	134*	123*	479	23**	22*	12**
EffectiveBase	392	198	193	107	130	129	26	28	31	102	195	131	101	86	88	332	23	38	24
A few times a day	**80**	48	32	25	32	23	-	9	4	18	39	25	16	18	21	72	3	4	2
	15%e	18%	12%	18%	18%	13%	-	24%	9%	13%	15%	20%	11%	13%	17%	15%	13%	17%	16%
At least once every day	**131**	69	61	28	56	39	7	7	10	30	71	34	43	27	27	117	6	6	2
	24%	25%	23%	20%	31%zC	23%	17%	19%	25%	23%	27%	27%	29%	20%	22%	24%	26%	28%	19%
About two or three times a week	**158**	85	73	39	49	54	15	9	19	45	75	32	34	53	38	141	8	5	4
	29%	31%	28%	27%	28%	31%	36%	25%	49%zJ	34%	28%	25%	23%	39%zKL	31%	30%	34%	21%	36%
At least once a week	**100**	46	54	26	25	37	13	7	3	25	50	19	43	19	19	89	4	6	1
	19%	17%	21%	18%	14%	21%	29%	18%	8%	19%	19%	15%	28%zKMN	14%	15%	19%	19%	25%	7%
At least once a month	**51**	21	30	17	13	14	8	3	2	11	29	15	11	13	12	45	2	2	2
	10%	8%	11%	12%	7%	8%	18%	8%	5%	8%	11%	12%	7%	10%	9%	9%	9%	8%	19%
At least once every three months	**12**	4	7	7	2	3	-	2	1	3	3	2	3	2	4	12	-	-	-
	2%d	2%	3%	5%z	1%	2%	-	4%	3%	3%	1%	2%	2%	2%	3%	2%	-	-	-
Don't know/can't remember	**5**	*	4	-	-	5	-	*	-	*	-	*	*	2	2	4	-	*	*
	1%	*	2%	-	-	3%z	-	1%	-	*	-	*	*	1%	2%	1%	-	2%	3%
Total mentions	**536**	274	261	142	177	174	43	36	40	133	267	128	151	134	123	479	23	22	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**211**	117	93	53	88	62	7	15	13	48	110	59	60	44	48	188	9	10	4
	39%	43%	36%	38%	50%zE	36%	17%	43%	34%	36%	41%	46%	39%	33%	39%	39%	38%	45%	35%
Weekly (Net)	**469**	248	220	118	162	153	35	31	36	118	234	111	137	116	105	419	21	20	9
	87%e	91%	84%	83%	92%	88%	82%	87%	91%	89%	88%	86%	90%	87%	86%	87%	91%	90%	78%
Monthly (Net)	**520**	269	250	135	175	167	43	34	38	129	263	126	148	130	116	464	23	22	11
	97%e	98%	96%	95%	99%	96%	100%	95%	97%	97%	99%z	98%	98%	97%	95%	97%	100%	98%	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 68
A2a_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	590	67	168	13	44	23	40	32	17	14	31	35	439	135	488	45
WeightedBase	536	77*	159	12**	46*	22**	47**	33**	13**	13**	27**	31**	439	87*	449	39*
EffectiveBase	392	43	115	11	32	16	27	26	12	11	24	23	300	92	323	33
A few times a day	80	9	33	2	5	*	6	3	-	2	3	8	73	5	66	4
	15%e	12%	21%	14%	11%	2%	13%	10%	-	12%	10%	27%	17%e	6%	15%	12%
At least once every day	131	27	43	2	13	3	5	5	4	2	7	7	108	21	112	9
	24%	35%	27%	17%	27%	15%	10%	14%	27%	14%	26%	23%	25%	24%	25%	22%
About two or three times a week	158	21	41	2	15	10	21	12	5	2	8	5	133	24	131	14
	29%	28%	26%	21%	32%	44%	44%	37%	37%	13%	30%	15%	30%	28%	29%	35%
At least once a week	100	17	24	4	9	5	11	3	3	3	4	7	81	17	88	5
	19%	23%	15%	31%	19%	22%	24%	9%	21%	22%	16%	21%	18%	20%	19%	14%
At least once a month	51	2	15	1	4	*	3	8	2	3	3	4	38	11	40	7
	10%	2%	9%	12%	9%	2%	6%	23%	12%	22%	13%	14%	9%	13%	9%	17%
At least once every three months	12	-	2	1	1	2	1	2	*	2	1	-	4	7	9	-
	2%d	-	1%	5%	2%	7%	3%	5%	2%	17%	5%	-	1%	8%zd	2%	-
Don't know/can't remember	5	-	2	-	-	2	-	-	*	-	-	-	2	*	3	-
	1%	-	1%	-	-	9%	-	-	1%	-	-	-	1%	1%	1%	-
Total mentions	536	77	159	12	46	22	47	33	13	13	27	31	439	87	449	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	211	36	76	4	18	4	11	8	4	3	10	15	181	27	178	13
	39%	48%	48%z	31%	39%	17%	24%	24%	27%	26%	36%	50%	41%	31%	40%	34%
Weekly (Net)	469	75	140	10	41	18	43	23	11	8	22	27	395	68	396	32
	87%e	98%z	89%	83%	90%	82%	92%	71%	85%	61%	82%	86%	90%ze	78%	88%	83%
Monthly (Net)	520	77	155	11	45	18	46	31	13	11	26	31	433	79	437	39
	97%e	100%	98%	95%	98%	84%	97%	95%	97%	83%	95%	100%	99%ze	91%	97%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 69
A2a_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	488	241	246	71	116	211	90	43	45	113	233	174	116	84	114	398	32	27	31
WeightedBase	443	217	225	49*	104*	190	99*	34*	39**	98*	218	132	127*	82*	103*	392	27**	12**	12**
EffectiveBase	335	167	167	42	87	148	62	31	29	80	160	125	82	57	79	281	26	21	25
A few times a day	51 12%	31 14%	20 9%	3 7%	15 14%	21 11%	12 13%	5 14%	8 20%	11 11%	23 10%	23 18%zL	9 7%	9 12%	10 10%	46 12%	2 9%	1 8%	2 20%
At least once every day	100 23%	52 24%	48 21%	7 15%	25 24%	49 26%	18 19%	4 11%	8 21%	20 20%	51 23%	32 24%	26 20%	19 23%	23 22%	86 22%	8 30%	3 22%	3 26%
About two or three times a week	134 30%B	76 35%	57 25%	15 31%	29 28%	54 28%	35 35%	10 30%	11 27%	31 32%	69 31%	42 32%	36 28%	25 31%	31 30%	121 31%	8 29%	2 20%	3 25%
At least once a week	88 20%K	36 17%	52 23%	8 16%	20 19%	42 22%	17 17%	7 21%	6 14%	19 20%	46 21%	15 11%	34 27%K	19 23%K	21 20%	77 20%	6 24%	3 27%	1 11%
At least once a month	51 12%A	16 8%	35 16%zA	12 24%zDE	11 10%	18 10%	11 11%	3 9%	5 13%	12 12%	23 11%	15 11%	16 13%	7 9%	13 13%	47 12%	2 8%	1 10%	1 12%
At least once every three months	13 3%d	5 2%	8 4%	2 5%	4 4%	3 2%	3 3%	2 7%	2 5%	3 3%	6 3%	3 3%	5 4%	2 3%	3 3%	13 3%	- -	* 3%	* 1%
Don't know/can't remember	6 1%	1 1%	5 2%	1 3%	- -	3 1%	2 2%	2 6%zJ	- -	2 2%	1 1%	1 1%	2 2%	1 1%	2 2%	4 1%	- -	1 11%	1 5%
Total mentions	443 100%	217 100%	225 100%	49 100%	104 100%	190 100%	99 100%	34 100%	39 100%	98 100%	218 100%	132 100%	127 100%	82 100%	103 100%	392 100%	27 100%	12 100%	12 100%
Daily (Net)	151 34%	83 38%	68 30%	11 21%	40 38%	70 37%	31 31%	9 26%	16 41%	31 32%	73 34%	55 42%zL	35 27%	28 34%	33 32%	132 34%	10 39%	4 29%	5 46%
Weekly (Net)	373 84%BC	195 90%zB	177 79%	34 68%	90 86%C	166 87%C	83 84%	26 77%	32 82%	82 83%	187 86%	112 85%	104 82%	72 88%	85 82%	329 84%	24 92%	9 76%	9 82%
Monthly (Net)	424 96%G	211 97%	212 94%	46 92%	100 96%	184 97%	94 95%	29 86%	37 95%	93 95%	211 97%G	127 96%	121 95%	79 96%	97 95%	376 96%	27 100%	11 86%	11 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 69
A2a_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	488	25	158	9	28	22	43	30	21	12	13	37	339	131	419	30
WeightedBase	443	26**	158	6**	28**	19**	48*	29**	25**	11**	12**	31**	330	103*	383	27**
EffectiveBase	335	14	111	7	18	17	31	25	16	10	9	28	236	89	289	18
A few times a day	51	2	18	1	4	*	5	3	3	-	-	10	38	13	42	4
	12%	9%	11%	11%	13%	1%	10%	11%	13%	-	-	33%	12%	13%	11%	15%
At least once every day	100	4	43	-	8	3	9	4	7	1	2	6	80	16	83	8
	23%	16%	27%	-	27%	16%	18%	15%	28%	5%	16%	19%	24%	16%	22%	29%
About two or three times a week	134	8	46	1	9	9	17	10	3	*	6	9	103	30	115	10
	30%B	32%	29%	22%	34%	47%	36%	35%	12%	3%	53%	30%	31%	29%	30%	36%
At least once a week	88	7	24	1	4	4	13	7	10	3	3	2	64	21	79	3
	20%K	28%	15%	15%	14%	19%	27%	23%	41%	31%	22%	5%	19%	20%	21%	10%
At least once a month	51	2	20	2	3	3	4	4	-	5	*	3	35	14	45	2
	12%A	8%	13%	39%	10%	17%	8%	14%	-	48%	4%	8%	11%	14%	12%	9%
At least once every three months	13	2	6	1	*	-	-	1	-	1	1	1	5	8	12	*
	3%d	7%	4%	13%	1%	-	-	3%	-	12%	5%	3%	1%	7%zd	3%	1%
Don't know/can't remember	6	-	1	-	-	-	1	-	2	-	-	1	5	1	5	-
	1%	-	*	-	-	-	2%	-	8%	-	-	2%	1%	1%	1%	-
Total mentions	443	26	158	6	28	19	48	29	25	11	12	31	330	103	383	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	151	6	61	1	11	3	13	7	10	1	2	16	118	29	126	12
	34%	25%	38%	11%	41%	18%	28%	25%	40%	5%	16%	52%	36%	28%	33%	45%
Weekly (Net)	373	22	131	3	25	16	44	24	23	4	11	27	285	81	320	24
	84%BC	86%	83%	48%	88%	83%	91%	84%	92%	40%	91%	87%	86%	78%	84%	91%
Monthly (Net)	424	24	151	5	28	19	48	28	23	10	11	30	320	95	366	26
	96%G	93%	96%	87%	99%	100%	98%	97%	92%	88%	95%	95%	97%ze	92%	95%	99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 70
A2a_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	479	229	250	62	86	181	150	46	60	130	176	124	115	98	142	309	54	35	81
WeightedBase	437	214	224	43*	79*	160	155	47*	49*	110*	157	89*	121*	106*	122*	331	52*	19**	34*
EffectiveBase	328	161	167	47	58	121	107	33	40	90	126	93	82	69	95	226	42	25	66
A few times a day	68 16%D	28 13%	40 18%	9 20%	6 7%	22 14%	32 20%D	6 14%	11 22%	22 20%	18 12%	10 11%	18 15%	14 14%	26 21%	47 14%	7 14%	4 21%	10 29%zO
At least once every day	144 33%	74 35%	70 31%	11 26%	24 31%	54 34%	54 35%	13 28%	13 27%	31 28%	64 41%z	28 32%	50 41%N	33 31%	33 27%	109 33%	19 36%	5 25%	11 32%
About two or three times a week	118 27%	54 25%	64 29%	13 31%	28 35%F	44 28%	32 21%	17 36%	12 24%	31 28%	37 24%	25 28%	35 29%	24 23%	33 27%	86 26%	18 35%	6 29%	8 24%
At least once a week	65 15%	33 15%	32 15%	4 9%	15 18%	30 19%	17 11%	4 9%	12 25%	15 14%	24 15%	16 18%	11 9%	18 17%	20 16%	53 16%	7 14%	2 11%	4 10%
At least once a month	32 7%f	20 9%	12 5%	5 12%	6 7%	7 4%	14 9%	4 9%	-	8 7%	10 7%	7 8%	4 3%	10 9%	11 9%	29 9%	1 2%	1 6%	1 2%
At least once every three months	5 1%	1 1%	4 2%	* 1%	1 1%	2 1%	3 2%	2 4%	1 1%	2 1%	1 1%	2 2%	2 2%	1 1%	-	5 1%	-	1 3%	-
Don't know/can't remember	5 1%	4 2%	1 1%	1 1%	-	1 1%	4 2%	-	-	-	2 1%	* *	-	5 5%zN	-	4 1%	-	1 5%	1 2%
Total mentions	437 100%	214 100%	224 100%	43 100%	79 100%	160 100%	155 100%	47 100%	49 100%	110 100%	157 100%	89 100%	121 100%	106 100%	122 100%	331 100%	52 100%	19 100%	34 100%
Daily (Net)	212 48%	102 48%	110 49%	20 45%	30 38%	76 48%	86 55%D	20 42%	24 49%	54 49%	82 52%	38 43%	68 56%	47 45%	58 48%	156 47%	26 50%	9 46%	21 61%zO
Weekly (Net)	395 90%	189 88%	206 92%	37 86%	73 92%	151 94%	135 87%	41 87%	48 99%z	100 91%	144 91%	79 89%	115 95%M	90 85%	111 91%	294 89%	51 98%	17 86%	33 96%
Monthly (Net)	427 98%	208 97%	218 98%	42 97%	78 99%	158 98%	148 96%	45 96%	48 99%	108 99%	154 98%	86 97%	119 98%	100 94%	122 100%M	323 97%	52 100%	18 92%	34 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 70
A2a_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	479	22	45	19	44	25	51	36	7	12	17	31	276	186	408	42
WeightedBase	437	27**	51**	18**	48*	22**	54*	37**	6**	15**	22**	30**	277	150	374	36**
EffectiveBase	328	15	30	14	32	21	38	29	6	11	12	24	195	124	279	29
A few times a day	68 16%D	1 3%	7 13%	3 15%	10 21%	1 4%	15 27%z	3 8%	2 27%	2 15%	- -	4 12%	39 14%	27 18%	58 16%	4 11%
At least once every day	144 33%	6 21%	18 36%	4 22%	21 43%	8 35%	21 39%	11 30%	2 29%	3 22%	7 29%	9 29%	91 33%	48 32%	130 35%	7 21%
About two or three times a week	118 27%	17 63%	10 20%	4 24%	7 15%	9 39%	11 20%	7 19%	2 37%	2 14%	7 33%	9 29%	73 26%	44 29%	98 26%	14 38%
At least once a week	65 15%	1 2%	10 20%	3 19%	5 11%	4 17%	3 6%	10 28%	- -	6 39%	7 31%	3 10%	46 17%	18 12%	56 15%	6 16%
At least once a month	32 7%f	3 10%	5 10%	4 20%	3 6%	1 4%	2 3%	5 13%	* 7%	1 9%	1 5%	5 15%	22 8%	10 6%	21 6%	5 15%
At least once every three months	5 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	* 2%	1 5%	3 1%	2 1%	5 1%	- -
Don't know/can't remember	5 1%	- -	- -	- -	2 5%	- -	1 2%	- -	- -	- -	- -	* 1%	2 1%	3 2%	5 1%	- -
Total mentions	437 100%	27 100%	51 100%	18 100%	48 100%	22 100%	54 100%	37 100%	6 100%	15 100%	22 100%	30 100%	277 100%	150 100%	374 100%	36 100%
Daily (Net)	212 48%	7 25%	25 49%	7 37%	31 64%	9 40%	36 66%z	14 38%	4 56%	6 37%	7 29%	12 40%	130 47%	75 50%	188 50%	12 32%
Weekly (Net)	395 90%	24 90%	46 89%	15 80%	43 89%	21 96%	50 93%	31 85%	6 93%	14 91%	21 93%	24 79%	250 90%	136 91%	342 92%	31 85%
Monthly (Net)	427 98%	27 100%	51 99%	18 100%	46 95%	22 100%	52 96%	36 97%	6 100%	15 100%	22 98%	28 94%	272 98%	146 97%	363 97%	36 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 71
A2a1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table															
BBC Radio 1	4099	4101	2770	171 4%	279 7%	212 5%	145 4%	80 2%	33 1%	13 *	3168 77%	4101 100%	450 11%	807 20%	887 22%
BBC Radio 2	4099	4101	2770	150 4%	277 7%	220 5%	121 3%	75 2%	20 *	12 *	3226 79%	4101 100%	428 10%	768 19%	843 21%
BBC Radio 3	4099	4101	2770	34 1%	69 2%	27 1%	34 1%	16 *	5 *	4 *	3912 95%	4101 100%	103 3%	164 4%	180 4%
BBC Radio 4	4099	4101	2770	136 3%	200 5%	111 3%	84 2%	35 1%	12 *	10 *	3514 86%	4101 100%	336 8%	530 13%	565 14%
BBC Radio 5 live	4099	4101	2770	44 1%	109 3%	106 3%	61 1%	34 1%	15 *	2 *	3730 91%	4101 100%	153 4%	320 8%	354 9%
BBC 6 Music	4099	4101	2770	26 1%	48 1%	44 1%	27 1%	17 *	4 *	1 *	3935 96%	4101 100%	73 2%	144 4%	162 4%
BBC Asian Network	4099	4101	2770	14 *	35 1%	15 *	9 *	3 *	1 *	* *	4023 98%	4101 100%	49 1%	73 2%	76 2%
BBC local radio stations	4099	4101	2770	62 2%	152 4%	90 2%	86 2%	47 1%	12 *	8 *	3644 89%	4101 100%	214 5%	390 10%	437 11%
Any other BBC station (including digital BBC stations)	4099	4101	2770	75 2%	132 3%	122 3%	96 2%	40 1%	13 *	9 *	3675 90%	4162 101%	194 5%	377 9%	408 10%
TalkSPORT	4099	4101	2770	47 1%	72 2%	76 2%	58 1%	35 1%	5 *	3 *	3806 93%	4101 100%	119 3%	253 6%	287 7%
TalkRADIO	4099	4101	2770	8 *	26 1%	20 *	16 *	4 *	1 *	* *	4025 98%	4101 100%	34 1%	70 2%	75 2%
Classic FM	4099	4101	2770	55 1%	93 2%	96 2%	68 2%	52 1%	26 1%	8 *	3704 90%	4101 100%	148 4%	312 8%	364 9%
Absolute Radio	4099	4101	2770	51 1%	98 2%	104 3%	61 1%	34 1%	10 *	4 *	3738 91%	4101 100%	149 4%	314 8%	348 8%
Any Capital Radio station	4099	4101	2770	62 2%	159 4%	153 4%	88 2%	43 1%	11 *	3 *	3582 87%	4101 100%	221 5%	462 11%	504 12%
Any Heart Radio station	4099	4101	2770	90 2%	193 5%	199 5%	127 3%	49 1%	19 *	3 *	3420 83%	4101 100%	284 7%	610 15%	659 16%
Any Smooth Radio station	4099	4101	2770	57 1%	93 2%	94 2%	64 2%	40 1%	7 *	2 *	3745 91%	4101 100%	149 4%	307 7%	347 8%
Kiss	4099	4101	2770	80 2%	131 3%	158 4%	100 2%	51 1%	12 *	5 *	3565 87%	4101 100%	211 5%	469 11%	520 13%
Magic	4099	4101	2770	51 1%	100 2%	134 3%	88 2%	51 1%	13 *	6 *	3658 89%	4101 100%	151 4%	373 9%	424 10%

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Table 71
A2a1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Other local Radio station (e.g. a local station that has advertising)	4099	4101	2770	68 2%	144 4%	118 3%	65 2%	32 1%	5 *	5 *	3664 89%	4101 100%	212 5%	395 10%	427 10%

Table 72
A2a1_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	171	79	92	31	66	57	16	9	13	43	82	50	35	50	36	148	11	7	5
	4%Fe	4%	4%	7%zF	8%zEF	4%F	1%	2%	3%	4%	6%zGH	5%N	3%	5%	3%	4%	3%	3%	4%
At least once every day	279	139	141	51	88	98	42	13	23	71	140	83	73	74	49	248	16	14	2
	7%FGNRef	7%	7%	11%EF	11%zEF	7%F	3%	3%	5%	7%G	10%zGHI	9%zN	7%N	7%N	4%	7%R	5%	7%R	1%
About two or three times a week	212	108	104	49	74	66	23	17	8	58	108	76	59	47	30	176	15	12	8
	5%FHNe	5%	5%	10%EF	9%zEF	5%F	2%	4%	2%	6%H	8%zGH	8%zMN	6%N	5%N	3%	5%	4%	6%	6%
At least once a week	145	68	77	38	41	50	16	7	11	44	63	37	36	34	39	126	9	6	4
	4%Fe	3%	4%	8%zEF	5%zF	4%F	1%	2%	2%	4%	5%zG	4%	4%	3%	3%	4%	3%	3%	3%
At least once a month	80	43	37	24	20	23	12	6	3	21	33	21	28	15	16	69	3	4	4
	2%F	2%	2%	5%zDEF	3%F	2%	1%	1%	1%	2%	2%	2%	3%	1%	1%	2%	1%	2%	4%P
At least once every three months	33	20	14	9	5	10	9	1	2	8	18	7	13	9	4	29	1	2	1
	1%	1%	1%	2%zEF	1%	1%	1%	*	1%	1%	1%z	1%	1%	1%	*	1%	*	1%	1%
Don't know/can't remember	13	3	9	2	5	3	2	2	1	4	4	2	4	3	5	10	2	1	-
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	-
Never	3168	1539	1625	268	484	1057	1359	353	380	791	911	663	766	766	973	2630	287	156	95
	77%CDJKYd	77%	77%	57%	62%	77%CD	92%zCDE	87%zIJ	86%zIJ	76%J	67%	71%	76%K	77%K	85%KLM	77%	83%zO	77%	80%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	450	217	233	82	154	155	58	22	35	114	222	133	109	124	85	395	27	21	7
	11%FGNRe	11%	11%	17%zEF	20%zEF	11%F	4%	5%	8%	11%G	16%zGHI	14%zLN	11%N	12%N	7%	12%R	8%	10%	6%
Weekly (Net)	807	393	414	169	269	272	97	46	55	215	393	246	203	204	154	698	51	39	18
	20%FGHNPe	20%	20%	36%zEF	34%zEF	20%F	7%	11%	12%	21%GH	29%zGHI	26%zLMN	20%N	21%N	13%	20%P	15%	20%	15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 72
A2a1_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**887**	437	450	194	289	295	109	52	58	237	426	267	231	219	169	767	55	43	22
	22%FGHNP e	*22%*	*21%*	**41%zEF**	**37%zEF**	**22%F**	*7%*	*13%*	*13%*	**23%GH**	**31%zGHI**	**28%zLMN**	**23%N**	**22%N**	*15%*	**22%P**	*16%*	*21%*	*19%*

Table 72
A2a1_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	171 4%Fe	16 5%	26 3%	5 3%	20 5%	6 3%	21 5%	8 4%	10 5%	4 4%	2 1%	29 8%zTb	144 6%ze	24 2%	152 4%	9 3%
At least once every day	279 7%FGNRef	14 5%	50 6%	5 3%	30 8%	13 6%	40 8%	23 10%TU	15 8%	9 8%	13 9%	35 9%U	228 9%ze	50 3%	223 6%	21 6%
About two or three times a week	212 5%FHNe	18 6%	47 5%	6 4%	16 4%	11 5%	19 4%	19 9%Xc	13 7%	6 5%	10 6%	12 3%	162 6%ze	48 3%	174 5%	21 6%
At least once a week	145 4%Fe	12 4%	30 3%	5 3%	16 4%	5 2%	23 5%	8 4%	3 1%	7 6%	4 2%	13 4%	112 4%ze	29 2%	122 3%	12 3%
At least once a month	80 2%F	3 1%	18 2%	5 3%	12 3%	2 1%	8 2%	6 3%	4 2%	5 4%	2 1%	5 1%	54 2%	22 2%	64 2%	6 2%
At least once every three months	33 1%	1 *	7 1%	2 1%	6 1%	1 *	5 1%	1 *	2 1%	2 2%	2 1%	2 *	24 1%	9 1%	27 1%	4 1%
Don't know/can't remember	13 *	- -	4 *	* *	1 *	2 1%	* *	1 *	- -	- -	1 1%	1 *	9 *	3 *	13 *	* *
Never	3168 77%CDJKYd	234 78%	683 79%Y	123 81%Y	290 74%	172 81%Y	356 75%	157 70%	140 75%	79 70%	123 79%	271 74%	1796 71%	1286 87%zd	2714 78%	281 79%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	450 11%FGNRe	30 10%	75 9%	10 7%	50 13%	20 9%	61 13%	32 14%T	26 14%	13 12%	15 10%	64 17%zSTUW	372 15%ze	74 5%	375 11%	30 9%
Weekly (Net)	807 20%FGHNPe	60 20%	152 18%	22 14%	81 21%	36 17%	103 22%	59 26%zTUW	41 22%	26 23%	29 18%	90 24%TU	646 26%ze	151 10%	671 19%	64 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 72
A2a1_1. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	887	63	170	26	93	37	111	65	45	31	30	94	700	173	735	70
	22%FGHNP e	21%	20%	17%	24%	18%	24%	**29%zTUW**	24%	28%	19%	26%	**28%ze**	12%	21%	20%

Table 73
A2a1_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	150 4%CGNe	85 4%	65 3%	3 1%	29 4%C	51 4%C	66 4%C	6 1%	16 4%	33 3%	74 5%zGI	47 5%zN	42 4%N	35 3%	26 2%	123 4%	14 4%	11 6%R	2 2%
At least once every day	277 7%CGNbe	146 7%	131 6%	17 4%	43 6%	99 7%C	118 8%C	13 3%	27 6%	55 5%	132 10%zGI	75 8%N	76 8%N	83 8%N	43 4%	226 7%	27 8%	17 9%	8 7%
About two or three times a week	220 5%CGNTV	112 6%	107 5%	13 3%	33 4%	86 6%C	89 6%C	8 2%	14 3%	61 6%G	85 6%G	72 8%zN	64 6%N	50 5%N	34 3%	185 5%	19 5%	13 6%	4 3%
At least once a week	121 3%DNf	55 3%	66 3%	11 2%	13 2%	47 3%D	50 3%	7 2%	8 2%	39 4%	53 4%z	38 4%zN	37 4%N	24 2%	22 2%	98 3%	7 2%	12 6%zOP	3 3%
At least once a month	75 2%	39 2%	36 2%	8 2%	11 1%	20 1%	35 2%	7 2%	5 1%	19 2%	30 2%	25 3%z	20 2%	15 2%	15 1%	65 2%	3 1%	5 3%	2 2%
At least once every three months	20 *	12 1%	8 *	9 2%zDEF	1 *	6 *	5 *	3 1%	4 1%	2 *	9 1%	8 1%	5 *	5 1%	2 *	17 *	2 *	1 *	1 1%
Don't know/can't remember	12 *	8 *	3 *	1 *	1 *	5 *	5 *	- -	* *	3 *	6 *	4 *	2 *	5 1%	* *	10 *	- -	2 1%	- -
Never	3226 79%AFJKL Qdg	1542 77%	1682 80%	411 87%zEF	652 83%zEF	1051 77%	1112 75%	363 89%zHIJ	367 83%J	828 80%J	970 71%	672 71%	768 76%	777 78%K	1009 88%KLM	2714 79%Q	273 79%Q	140 69%	99 83%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	428 10%CGINbe	232 12%z	196 9%	20 4%	73 9%C	150 11%C	184 12%zC	19 5%	43 10%G	88 8%G	207 15%zGHI	122 13%zN	118 12%N	118 12%N	69 6%	348 10%	41 12%	29 14%	10 9%
Weekly (Net)	768 19%CDGNT ef	398 20%	369 18%	44 9%	118 15%C	283 21%CD	323 22%zCD	34 8%	65 15%G	188 18%G	344 25%zGHI	232 25%zMN	218 22%zN	193 19%N	125 11%	631 18%	67 19%	54 27%zOR	17 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 73
A2a1_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	843 21%CDGHN Tef	437 22%	405 19%	52 11%	129 17%C	303 22%CD	358 24%zCD	41 10%	70 16%G	208 20%G	374 28%zGHI	257 27%zMN	238 23%zN	208 21%N	140 12%	695 20%	70 20%	59 29%zOPR	19 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 73
A2a1_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	150 4%CGNe	8 3%	22 3%	6 4%	19 5%	7 3%	11 2%	11 5%	16 9%zSTXb	5 5%	2 1%	14 4%	111 4%ze	35 2%	123 4%	18 5%
At least once every day	277 7%CGNbe	19 6%	52 6%	6 4%	33 9%b	15 7%	30 6%	21 9%b	14 7%	7 6%	3 2%	26 7%b	197 8%ze	80 5%	236 7%	26 7%
About two or three times a week	220 5%CGNTV	22 7%TV	30 3%	6 4%	10 3%	10 5%	32 7%TV	13 6%	14 7%V	8 7%	8 5%	32 9%zTV	153 6%	66 5%	178 5%	25 7%
At least once a week	121 3%DNf	9 3%	15 2%	4 2%	13 3%	4 2%	13 3%	8 4%	5 3%	2 1%	9 6%T	16 4%T	79 3%	40 3%	90 3%	21 6%zf
At least once a month	75 2%	8 3%	17 2%	3 2%	9 2%	* *	12 2%	2 1%	2 1%	8 7%zTWYhc	3 2%	2 1%	46 2%	29 2%	65 2%	6 2%
At least once every three months	20 *	1 *	* *	2 1%T	2 *	1 *	2 *	2 1%	1 *	1 1%	2 1%T	4 1%T	11 *	9 1%	16 *	2 1%
Don't know/can't remember	12 *	3 1%T	* *	1 *	2 1%	- -	- -	1 *	- -	- -	- -	2 1%	7 *	5 *	10 *	2 1%
Never	3226 79%AFJKL Qdg	228 76%	727 84%zSVYhac	123 81%	302 77%	175 82%c	373 79%	166 74%	136 73%	82 73%	131 84%c	271 74%	1924 76%	1207 82%zd	2771 79%zg	256 72%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	428 10%CGINbe	27 9%	74 9%b	13 8%	52 13%Tb	22 10%b	42 9%b	31 14%Tb	30 16%zTXb	13 11%b	5 3%	40 11%b	308 12%ze	115 8%	359 10%	44 12%
Weekly (Net)	768 19%CDGNTef	59 20%	119 14%	23 15%	75 19%T	36 17%	86 18%	53 24%T	48 26%zTUb	22 20%	21 14%	88 24%zTb	540 21%ze	221 15%	627 18%	90 25%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 73
A2a1_3. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	843	66	137	26	84	36	98	55	50	30	24	90	586	250	692	96
	21%CDGHN Tef	22%	16%	17%	22%T	17%	21%	25%T	27%Tb	27%T	15%	24%T	23%ze	17%	20%	27%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 74
A2a1_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**34** 1%Me	22 1%	12 1%	2 *	8 1%	10 1%	14 1%	- -	2 1%	7 1%	14 1%	9 1%	14 1%M	2 *	8 1%	31 1%	3 1%	- -	- -
At least once every day	**69** 2%BIN	48 2%zB	20 1%	6 1%	19 2%	22 2%	23 2%	3 1%	7 2%	7 1%	45 3%GI	30 3%LMN	16 2%	12 1%	11 1%	57 2%	5 2%	6 3%	1 1%
About two or three times a week	**27** 1%M	12 1%	14 1%	5 1%	9 1%	6 *	7 *	* *	2 *	6 1%	15 1%	11 1%M	10 1%M	* *	6 1%	21 1%	3 1%	2 1%	1 *
At least once a week	**34** 1%E	16 1%	18 1%	3 1%	4 *	4 *	22 1%zE	1 *	6 1%	16 2%zJ	8 1%	14 2%zM	8 1%	3 *	8 1%	32 1%	1 *	* *	* *
At least once a month	**16** *	9 *	7 *	2 *	1 *	6 *	7 *	1 *	* *	5 1%	8 1%	8 1%zMN	7 1%M	- -	1 *	13 *	1 *	2 1%	1 1%
At least once every three months	**5** *f	3 *	2 *	- -	2 *	* *	2 *	- -	1 *	- -	3 *	4 *z	- -	- -	1 *	3 *	1 *	* *	- -
Don't know/can't remember	**4** *	2 *	2 *	- -	2 *	1 *	2 *	1 *	- -	2 *	2 *	- -	4 *	- -	1 *	4 *	- -	1 *	- -
Never	**3912** 95%AJKTd	1887 94%	2023 96%zA	454 96%	740 94%	1316 96%	1402 95%	402 99%zHIJ	423 96%	998 96%J	1265 93%	863 92%	955 94%	978 98%zKL	1116 97%zKL	3275 95%	330 96%	190 94%	117 98%zQ
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**103** 3%BGIe	70 4%zB	32 2%	9 2%	26 3%	32 2%	37 3%	3 1%	9 2%	14 1%	59 4%zGI	40 4%zMN	30 3%	14 1%	19 2%	88 3%	9 3%	6 3%	1 1%
Weekly (Net)	**164** 4%BGMRe	98 5%zB	64 3%	17 4%	39 5%	41 3%	67 4%	4 1%	17 4%G	35 3%G	81 6%zGI	65 7%zMN	48 5%M	18 2%	33 3%	141 4%R	12 4%	9 4%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 74
A2a1_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**180**	108	71	19	40	48	73	5	17	41	89	73	55	18	34	154	13	11	2
	4%BGMN	**5%zB**	*3%*	*4%*	*5%*	*4%*	*5%*	*1%*	**4%G**	**4%G**	**7%zGI**	**8%zMN**	**5%MN**	*2%*	*3%*	*4%*	*4%*	*5%*	*2%*

Table 74
A2a1_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	34 1%Me	1 *	18 2%zX	1 1%	1 *	1 1%	* *	3 1%	- -	1 1%	- -	4 1%	27 1%	6 *	26 1%	1 *
At least once every day	69 2%BIN	5 2%	22 3%	* *	5 1%	2 1%	8 2%	1 1%	5 3%	- -	4 3%	5 1%	52 2%	17 1%	60 2%	5 1%
About two or three times a week	27 1%M	1 *	6 1%	2 1%	2 *	1 *	5 1%	2 1%	1 1%	- -	1 *	- -	18 1%	8 1%	22 1%	2 1%
At least once a week	34 1%E	6 2%	11 1%	1 *	3 1%	* *	3 1%	2 1%	1 1%	4 3%zc	1 *	1 *	20 1%	13 1%	31 1%	1 *
At least once a month	16 *	1 *	2 *	1 1%	3 1%	- -	3 1%	1 *	2 1%	- -	- -	- -	10 *	7 *	14 *	2 1%
At least once every three months	5 *f	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%T	- -	4 *	- -	2 *	3 1%zf
Don't know/can't remember	4 *	- -	- -	- -	2 *	- -	- -	- -	2 1%zT	- -	- -	- -	4 *	1 *	2 *	- -
Never	3912 95%AJKTd	284 95%	805 93%	147 97%	374 96%	207 98%T	453 96%	215 96%	175 94%	108 96%	150 96%	358 97%T	2394 95%	1419 96%zd	3330 95%	341 96%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	103 3%BGIe	6 2%	39 5%zVX	1 1%	6 2%	4 2%	9 2%	4 2%	5 3%	1 1%	4 3%	8 2%	80 3%ze	24 2%	86 2%	6 2%
Weekly (Net)	164 4%BGMRe	13 4%	56 7%zVc	4 3%	11 3%	5 2%	17 4%	8 4%	7 4%	5 4%	5 3%	9 3%	118 5%ze	45 3%	139 4%	9 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A2a1_4. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**180**	14	59	5	14	5	20	9	9	5	5	9	128	52	153	12
4%BGMN	5%	7%zWc	3%	4%	2%	4%	4%	5%	4%	3%	3%		5%	4%	4%	3%

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Table 75
A2a1_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	136	69	67	3	15	41	77	5	11	25	68	57	46	22	10	113	12	7	4
	3%CDGN	3%	3%	1%	2%	3%C	5%zCDE	1%	3%	2%	5%zGI	6%zMN	5%zMN	2%	1%	3%	4%	3%	3%
At least once every day	200	85	115	9	22	54	115	9	14	38	87	90	57	35	18	180	8	10	3
	5%CDGNPd	4%	5%	2%	3%	4%	8%zCDE	2%	3%	4%	6%zGHI	10%zLMN	6%N	4%N	2%	5%P	2%	5%	2%
About two or three times a week	111	58	53	7	10	40	54	1	6	32	48	44	23	28	16	94	9	7	1
	3%DGNWf	3%	3%	2%	1%	3%D	4%zCD	*	1%	3%G	4%G	5%LN	2%	3%	1%	3%	3%	3%	1%
At least once a week	84	38	46	7	14	29	34	5	6	21	38	37	24	14	9	72	3	7	1
	2%Ne	2%	2%	1%	2%	2%	2%	1%	1%	2%	3%z	4%zMN	2%N	1%	1%	2%	1%	3%P	1%
At least once a month	35	25	10	1	3	13	18	3	3	10	18	10	17	2	5	30	2	3	1
	1%B	1%zB	*	*	*	1%	1%	1%	1%	1%	1%	1%	2%zMN	*	*	1%	*	1%	1%
At least once every three months	12	4	8	3	3	1	5	2	-	-	6	5	4	-	3	10	1	1	1
	*	*	*	1%E	*	*	*	*	-	-	*	1%	*	-	*	*	*	*	1%
Don't know/can't remember	10	9	1	-	2	8	-	1	-	-	9	1	2	7	-	9	-	1	-
	*B	*zB	*	-	*	1%zF	-	*	-	-	1%zI	*	*	1%zN	-	*	-	*	-
Never	3514	1711	1800	444	714	1180	1177	381	401	916	1084	696	840	888	1091	2928	310	167	109
	86%FJKLTg	86%	86%	94%zEF	91%zEF	86%F	80%	94%zIJ	91%zJ	88%zJ	80%	74%	83%K	89%zKL	95%zKLM	85%	90%zOQ	83%	91%zOQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	336	154	182	12	37	95	192	14	26	62	155	148	103	57	28	292	20	17	7
	8%CDGIMNb	8%	9%	2%	5%	7%C	13%zCDE	3%	6%	6%	11%zGHI	16%zLMN	10%zMN	6%N	2%	9%	6%	8%	6%
Weekly (Net)	530	250	280	26	62	163	280	21	37	115	242	228	151	98	53	459	32	30	9
	13%CDGHMNRWf	13%	13%	5%	8%	12%CD	19%zCDE	5%	8%	11%G	18%zGHI	24%zLMN	15%MN	10%N	5%	13%R	9%	15%PR	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	565 14%CDGHM NPRWf	275 14%	290 14%	27 6%	65 8%	176 13%CD	298 20%zCDE	23 6%	40 9%	125 12%G	259 19%zGHI	238 25%zLMN	168 17%zMN	101 10%N	58 5%	489 14%PR	33 10%	33 17%PR	10 8%

Table 75
A2a1_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	136 3%CDGN	9 3%	36 4%	3 2%	14 4%	4 2%	12 2%	11 5%	11 6%	4 3%	2 1%	7 2%	81 3%	55 4%	113 3%	15 4%
At least once every day	200 5%CDGNPd	13 4%	53 6%	3 2%	27 7%	7 3%	24 5%	9 4%	15 8%U	9 8%	3 2%	16 4%	104 4%	89 6%zd	168 5%	20 6%
About two or three times a week	111 3%DGNWf	10 3%W	22 3%	4 3%W	10 3%	- -	8 2%	14 6%zTWX	5 3%	1 1%	10 6%zTWX	11 3%W	74 3%	36 2%	79 2%	19 5%zf
At least once a week	84 2%Ne	7 2%	30 3%zW	2 1%	9 2%	- -	6 1%	5 2%	2 1%	2 2%	1 1%	8 2%	62 2%	21 1%	71 2%	9 3%
At least once a month	35 1%B	2 1%	8 1%	4 3%zX	3 1%	2 1%	1 *	2 1%	2 1%	2 1%	- -	3 1%	23 1%	11 1%	26 1%	5 1%
At least once every three months	12 *	4 1%z	3 *	- -	1 *	- -	* *	1 *	- -	- -	1 1%	- -	8 *	4 *	11 *	1 *
Don't know/can't remember	10 *B	3 1%zT	- -	- -	5 1%zT	- -	1 *	- -	- -	- -	* -	- -	10 *e	- -	8 *	* *
Never	3514 86%FJKLTg	251 84%	712 82%	136 90%	322 83%	198 94%zSTVYha	421 89%TVYh	181 81%	152 81%	96 85%	139 89%	321 87%	2168 86%	1255 85%	3012 86%zg	286 80%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	336 8%CDGIMNb	22 7%	90 10%zUb	6 4%	41 10%Ub	11 5%	36 8%	21 9%b	25 14%zUWbc	12 11%b	5 3%	24 6%	186 7%	144 10%zd	281 8%	35 10%
Weekly (Net)	530 13%CDGHMNRWf	38 13%W	141 16%zUWX	12 8%	60 15%UW	11 5%	50 11%	40 18%UWX	32 17%UW	15 14%W	16 10%	43 12%W	321 13%	201 14%	431 12%	64 18%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 75
A2a1_5. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	565 14%CDGHM NPRWf	41 14%W	150 17%zWX	16 10%	62 16%W	14 6%	51 11%	42 19%WX	35 19%WX	17 15%W	16 10%	46 13%	344 14%	212 14%	457 13%	69 19%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 76
A2a1_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**44** **1%BCIN**	29 1%B	15 1%	1 *	6 1%	21 2%C	16 1%	2 1%	2 1%	5 *	26 2%zI	18 2%N	10 1%	12 1%	4 *	39 1%	2 1%	1 1%	2 2%
At least once every day	**109** **3%BGHNe**	84 4%zB	25 1%	10 2%	12 2%	47 3%D	40 3%	3 1%	1 *	28 3%H	52 4%zGH	42 4%zMN	29 3%	19 2%	19 2%	89 3%	10 3%	6 3%	4 3%
About two or three times a week	**106** **3%BCINe**	84 4%zB	22 1%	2 1%	16 2%	58 4%zCDF	30 2%	6 1%	8 2%	15 1%	70 5%zGHI	29 3%N	51 5%zMN	15 1%	11 1%	94 3%	7 2%	2 1%	3 3%
At least once a week	**61** **1%B**	47 2%zB	14 1%	4 1%	11 1%	26 2%	19 1%	1 *	6 1%	13 1%	33 2%zG	23 2%zN	15 2%	12 1%	11 1%	50 1%	6 2%	3 2%	1 1%
At least once a month	**34** **1%Be**	26 1%zB	9 *	2 1%	8 1%	16 1%	8 1%	2 *	3 1%	8 1%	21 2%z	16 2%zMN	8 1%	5 *	5 *	31 1%	2 1%	1 *	-
At least once every three months	**15** *****	8 *	7 *	1 *	3 *	7 *	4 *	1 *	1 *	1 *	6 *	2 *	3 *	4 *	6 1%	15 *	-	-	-
Don't know/can't remember	**2** *****	1 *	2 *	1 *	-	1 *	1 *	-	-	-	1 *	1 *	1 *	-	-	2 *	-	-	-
Never	**3730** **91%AEJKLcd**	1720 86%	2006 96%zA	451 95%zEF	728 93%E	1189 87%	1362 92%E	391 96%zJ	421 95%zJ	970 93%zJ	1149 85%	808 86%	896 88%	930 93%zKL	1096 95%zKL	3115 91%	317 92%	189 94%	109 92%
Total mentions	**4101** **100%**	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**153** **4%BDGHNe**	113 6%zB	40 2%	11 2%	18 2%	68 5%zCD	55 4%	6 1%	3 1%	33 3%H	78 6%zGHI	60 6%zLMN	39 4%N	31 3%	23 2%	128 4%	13 4%	7 3%	6 5%
Weekly (Net)	**320** **8%BCDGHIMNe**	244 12%zB	76 4%	18 4%	45 6%	153 11%zCDF	104 7%C	13 3%	17 4%	61 6%	182 13%zGHI	112 12%zMN	105 10%zMN	58 6%	45 4%	272 8%	26 7%	12 6%	10 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 76
A2a1_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	354	270	84	20	53	169	112	15	20	68	203	128	113	62	50	304	28	13	10
	9%BCGHI MNe	14%zB	4%	4%	7%	12%zCDF	8%C	4%	4%	7%	15%zGHI	14%zMN	11%zMN	6%	4%	9%	8%	6%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 76
A2a1_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	44 1%BCIN	4 1%	15 2%	* *	4 1%	- -	5 1%	1 *	2 1%	- -	2 1%	6 2%	30 1%	13 1%	42 1%	2 *
At least once every day	109 3%BGHNe	6 2%	19 2%	6 4%	9 2%	4 2%	22 5%zT	5 2%	2 1%	1 1%	4 2%	13 4%	79 3%e	28 2%	99 3%	8 2%
About two or three times a week	106 3%BCINe	6 2%	20 2%	3 2%	14 3%	5 2%	10 2%	10 4%	5 3%	- -	3 2%	19 5%zT	85 3%ze	21 1%	95 3%	5 2%
At least once a week	61 1%B	- -	16 2%	1 *	3 2%S	3 1%	7 1%	5 2%S	2 1%	1 1%	1 1%	6 2%	42 2%	17 1%	53 2%	6 2%
At least once a month	34 1%Be	3 1%	9 1%	2 1%	2 1%	1 *	3 1%	2 1%	3 2%	1 1%	1 1%	3 1%	29 1%e	5 *	28 1%	5 1%
At least once every three months	15 *	- -	1 *	4 3%zSTVYc	- -	1 1%	5 1%z	- -	- -	- -	- -	3 2%zTVc	11 *	4 *	10 *	5 1%zf
Don't know/can't remember	2 *	- -	- -	1 1%z	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	2 *	2 *	- -
Never	3730 91%AEJKLcd	280 94%c	784 91%	135 89%	352 90%	199 94%c	420 89%	201 90%	173 93%	109 97%Xc	143 91%	321 87%	2252 89%	1381 94%zd	3157 91%	325 91%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	153 4%BDGHNe	9 3%	34 4%	6 4%	13 3%	4 2%	27 6%	6 2%	4 2%	1 1%	5 3%	19 5%	109 4%e	41 3%	141 4%	10 3%
Weekly (Net)	320 8%BCDGHIMNe	15 5%	70 8%	10 6%	36 9%a	12 5%	44 9%a	21 9%a	10 6%	2 2%	10 6%	43 12%zSWa	236 9%ze	79 5%	289 8%z	21 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 76
A2a1_7. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	354	18	79	12	38	12	47	23	14	4	11	46	265	84	318	26
	9%BCGHIM Ne	6%	9%	8%	10%	6%	10%	10%	7%	3%	7%	13%zSWa	10%ze	6%	9%z	7%

Table 77
A2a1_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**26** **1%F**	17 *1%*	9 *	3 *1%*	7 *1%F*	14 *1%F*	2 *	3 *1%*	1 *	2 *	18 *1%zI*	14 *2%zMN*	7 *1%*	1 *	3 *	24 *1%*	- -	1 *1%*	* *
At least once every day	**48** **1%BFNe**	34 *2%zB*	14 *1%*	6 *1%F*	13 *2%F*	23 *2%F*	4 *	3 *1%*	3 *1%*	6 *1%*	34 *3%zI*	14 *1%N*	19 *2%N*	13 *1%N*	1 *	41 *1%*	3 *1%*	3 *2%*	1 *1%*
About two or three times a week	**44** **1%BFe**	31 *2%zB*	13 *1%*	5 *1%*	7 *1%*	27 *2%zF*	5 *	1 *	1 *	11 *1%*	27 *2%zH*	23 *2%zLMN*	10 *1%*	5 *	6 *1%*	38 *1%*	3 *1%*	1 *1%*	2 *1%*
At least once a week	**27** **1%N**	19 *1%*	8 *	3 *1%*	6 *1%*	13 *1%*	5 *	1 *	- -	8 *1%*	16 *1%z*	12 *1%zN*	9 *1%*	4 *	3 *	20 *1%*	4 *1%*	3 *1%*	* *
At least once a month	**17** *	8 *	10 *	2 *	4 *	7 *	5 *	3 *1%*	- -	5 *	7 *1%*	6 *1%*	6 *1%*	3 *	3 *	16 *	1 *	* *	- -
At least once every three months	**4** *	2 *	2 *	- -	1 *	3 *	* *	- -	- -	* *	4 *	3 * *z*	- -	1 *	- -	4 *	- -	* *	* *
Don't know/can't remember	**1** *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -
Never	**3935** **96%AEJKT d**	1888 *94%*	2043 *97%zA*	454 *96%*	746 *95%*	1276 *93%*	1459 *99%zCDE*	396 *97%J*	436 *99%zJ*	1007 *97%J*	1252 *92%*	867 *92%*	963 *95%K*	969 *97%KL*	1136 *99%zKL*	3293 *96%*	333 *97%*	193 *96%*	115 *97%*
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Daily (Net)	**73** **2%BFINe**	51 *3%zB*	23 *1%*	10 *2%F*	20 *3%F*	37 *3%zF*	6 *	6 *1%*	4 *1%*	9 *1%*	52 *4%zGHI*	28 *3%zMN*	26 *3%N*	14 *1%N*	5 *	64 *2%*	3 *1%*	5 *2%*	1 *1%*
Weekly (Net)	**144** **4%BFHNe**	100 *5%zB*	44 *2%*	18 *4%F*	33 *4%F*	78 *6%zF*	16 *1%*	9 *2%*	5 *1%*	28 *3%*	95 *7%zGHI*	63 *7%zMN*	45 *4%MN*	23 *2%*	13 *1%*	122 *4%*	10 *3%*	8 *4%*	3 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 77
A2a1_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**162**	108	54	19	37	85	20	11	5	33	102	69	51	26	16	139	11	9	3
	4%BFHNe	**5%zB**	*3%*	**4%F**	**5%F**	**6%zF**	*1%*	*3%*	*1%*	*3%*	**8%zGHI**	**7%zMN**	**5%MN**	*3%*	*1%*	*4%*	*3%*	*4%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 77
A2a1_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	26	-	11	1	1	1	2	3	2	-	1	1	20	5	23	2
	1%F	-	1%z	*	*	1%	1%	1%	1%	-	1%	*	1%	*	1%	*
At least once every day	48	2	22	-	5	*	9	-	-	-	*	3	43	4	41	4
	1%BFNe	1%	2%z	-	1%	*	2%	-	-	-	*	1%	2%ze	*	1%	1%
About two or three times a week	44	-	12	2	4	3	3	3	4	1	2	4	38	5	36	3
	1%BFe	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%ze	*	1%	1%
At least once a week	27	2	6	-	1	1	6	1	2	-	-	1	20	5	22	3
	1%N	1%	1%	-	*	*	1%	*	1%	-	-	*	1%	*	1%	1%
At least once a month	17	-	2	1	5	1	3	1	-	-	1	3	12	5	17	1
	*	-	*	1%	1%z	*	1%	*	-	-	1%	1%	*	*	*	*
At least once every three months	4	-	3	*	-	-	-	-	-	-	-	-	2	2	4	-
	*	-	*	*	-	-	-	-	-	-	-	-	*	*	*	-
Don't know/can't remember	1	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-
Never	3935	294	808	147	374	206	450	216	179	111	152	355	2392	1443	3343	343
	96%AEJKTd	98%T	93%	97%	96%	97%	95%	96%	96%	99%	97%	97%	95%	98%zd	96%	96%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	73	2	33	1	6	1	12	3	2	-	2	4	63	10	64	6
	2%BFINe	1%	4%zSc	*	1%	1%	2%	1%	1%	-	1%	1%	3%ze	1%	2%	2%
Weekly (Net)	144	5	51	3	10	5	21	7	8	1	3	9	122	20	122	12
	4%BFHNe	2%	6%zSVc	2%	3%	2%	4%	3%	4%	1%	2%	2%	5%ze	1%	4%	3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A2a1_9. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music
Base = All Respondents

| | Total (z) | England Regions | | | | | | | | | | | Working | | Urbanity | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**162**	5	53	4	15	6	23	8	8	1	4	12	134	26	139	12
	4%BFHNe	2%	6%zS	3%	4%	3%	5%	4%	4%	1%	3%	3%	5%ze	2%	4%	4%

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Table 78
A2a1_10. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**14** *Be	11 1%B	3 *	1 *	6 1%F	6 *F	-	-	1 *	3 *	10 1%z	7 1%z	2 *	1 *	4 *	13 *	1 *	-	-
At least once every day	**35** 1%e	21 1%	14 1%	1 *	10 1%	18 1%	7 *	-	2 *	4 *	22 2%GI	14 1%zMN	13 1%	3 *	5 *	33 1%	2 1%	-	-
About two or three times a week	**15** *Fe	8 *	6 *	3 1%F	6 1%F	6 *	*	-	1 *	3 *	9 1%z	5 1%	4 *	3 *	2 *	15 *	-	-	-
At least once a week	**9** *	3 *	7 *	5 1%zEF	1 *	3 *	1 *	-	-	5 *	3 *	1 *	4 *	1 *	3 *	9 *	-	-	-
At least once a month	**3** *	* *	2 *	1 *	1 *	-	* *	1 *	-	* *	1 *	1 *	* *	1 *	1 *	2 *	* *	-	-
At least once every three months	**1** *	1 *	* *	-	1 *	* *	-	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-
Don't know/can't remember	***** *	* *	-	-	* *	-	-	-	-	-	-	* *	-	-	-	-	-	*zO	-
Never	**4023** 98%DJKTVd	1953 98%	2066 98%	462 98%	758 97%	1331 98%	1472 99%zCDE	406 100%zJ	438 99%J	1025 99%J	1311 97%	910 97%	990 98%	987 99%K	1137 99%K	3362 98%	341 99%	201 100%zO	119 100%zO
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**49** 1%BFe	33 2%zB	17 1%	2 1%	16 2%zCF	24 2%F	7 *	-	3 1%	7 1%	33 2%zGI	21 2%zMN	14 1%	5 *	9 1%	46 1%	3 1%	-	-
Weekly (Net)	**73** 2%FGQRe	44 2%	29 1%	10 2%F	23 3%zF	33 2%F	8 1%	-	3 1%	15 1%G	45 3%GHI	28 3%zMN	23 2%	9 1%	14 1%	71 2%zQR	3 1%	-	-
Monthly (Net)	**76** 2%FGQRe	44 2%	32 2%	11 2%F	24 3%zF	33 2%F	8 1%	1 *	3 1%	15 1%	46 3%zGHI	29 3%zMN	23 2%	10 1%	15 1%	73 2%zQR	3 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 78
A2a1_10. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	14 *Be	- -	6 1%	- -	5 1%z	- -	* *	1 *	- -	- -	- -	1 *	13 1%e	1 *	11 *	- -
At least once every day	35 1%e	1 *	15 2%z	3 2%	5 1%	* *	2 *	1 *	2 1%	- -	- -	5 1%	31 1%ze	5 *	33 1%	1 *
About two or three times a week	15 *Fe	1 *	3 *	1 1%	3 1%	2 1%	3 1%	- -	- -	- -	* *	1 *	13 1%	1 *	13 *	- -
At least once a week	9 *	* *	2 *	2 *	2 1%z	- -	1 *	1 *	* *	- -	- -	1 *	6 *	3 *	9 *	- -
At least once a month	3 *	- -	1 *	* *	* *	- -	- -	- -	- -	* *	* *	- -	1 *	2 *	3 *	- -
At least once every three months	1 *	- -	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Don't know/can't remember	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
Never	4023 98%DJKTVd	296 99%UV	836 97%	145 96%	373 96%	210 99%	466 99%V	222 99%	184 99%	112 100%	156 99%	360 98%	2463 97%	1459 99%zd	3417 98%	354 100%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	49 1%BFe	1 *	21 2%zX	3 2%	10 3%zX	* *	2 1%	2 1%	2 1%	- -	- -	6 2%	44 2%ze	6 *	44 1%	1 *
Weekly (Net)	73 2%FGQRe	2 1%	26 3%z	6 4%S	16 4%zS	1 *	7 1%	2 1%	2 1%	- -	* *	8 2%	63 2%ze	10 1%	66 2%	1 *
Monthly (Net)	76 2%FGQRe	2 1%	27 3%z	6 4%S	16 4%zSX	2 1%	7 1%	2 1%	2 1%	* *	1 1%	8 2%	64 3%ze	12 1%	69 2%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 79
A2a1_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	62 2%CN	36 2%	26 1%	2 *	6 1%	26 2%C	28 2%C	4 1%	8 2%	20 2%	24 2%	22 2%zN	13 1%	23 2%N	5 *	54 2%	4 1%	1 1%	3 2%
At least once every day	152 4%CTV	84 4%	68 3%	8 2%	21 3%	45 3%	78 5%zCDE	17 4%	11 2%	39 4%	63 5%	39 4%	47 5%	27 3%	39 3%	138 4%	7 2%	4 2%	4 3%
About two or three times a week	90 2%NT	53 3%	37 2%	9 2%	10 1%	38 3%D	33 2%	4 1%	7 2%	18 2%	45 3%zGI	27 3%N	35 3%zN	20 2%N	8 1%	81 2%	5 1%	2 1%	2 2%
At least once a week	86 2%Ge	37 2%	49 2%	6 1%	12 2%	43 3%zF	25 2%	2 *	3 1%	22 2%G	50 4%zGH	24 3%	19 2%	26 3%	18 2%	79 2%	3 1%	3 1%	2 1%
At least once a month	47 1%	24 1%	22 1%	3 1%	7 1%	15 1%	22 1%	4 1%	* *	19 2%H	23 2%zH	19 2%zMN	12 1%	6 1%	10 1%	41 1%	3 1%	* *	3 2%Q
At least once every three months	12 *	5 *	7 *	2 *	1 *	6 *	3 *	- -	* *	1 *	5 *	3 *	5 *	* *	3 *	11 *	- -	* *	- -
Don't know/can't remember	8 *	3 *	5 *	* *	- -	1 *	6 *	- -	4 1%zIJ	* *	1 *	2 *	2 *	- -	4 *	8 *	- -	- -	- -
Never	3644 89%FJKOSc	1756 88%	1885 90%	443 94%zEF	726 93%zEF	1191 87%	1284 87%	376 92%J	407 92%zJ	920 88%J	1147 84%	805 86%	881 87%	894 90%K	1064 92%KL	3024 88%	324 94%zO	191 94%zOR	106 89%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	214 5%CDNQT	120 6%	94 4%	10 2%	27 4%	71 5%C	106 7%zCD	21 5%	18 4%	59 6%	88 6%z	61 6%N	59 6%	50 5%	44 4%	192 6%Q	11 3%	5 3%	6 5%
Weekly (Net)	390 10%CDNPQT	210 11%	180 9%	25 5%	49 6%	152 11%zCD	164 11%CD	27 7%	29 7%	99 10%	182 13%zGHI	112 12%zN	113 11%N	95 10%N	70 6%	352 10%zPQ	18 5%	10 5%	10 8%

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Table 79
A2a1_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**437** **11%CDHNP QT**	235 *12%*	202 *10%*	28 *6%*	56 *7%*	167 *12%zCD*	186 *13%zCD*	31 *8%*	29 *7%*	118 *11%H*	206 *15%zGHI*	130 *14%zMN*	125 *12%N*	102 *10%N*	80 *7%*	393 *11%zPQ*	21 *6%*	11 *5%*	13 *11%Q*

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Table 79
A2a1_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	62 2%CN	4 1%	7 1%	1 1%	7 2%	1 1%	8 2%	2 1%	5 3%	2 2%	* *	16 4%zTWb	42 2%	20 1%	51 1%	11 3%zf
At least once every day	152 4%CTV	11 4%	16 2%	10 7%TV	5 1%	9 4%	18 4%	7 3%	10 5%TV	6 6%V	10 6%TV	35 10%zSTVWX Y	93 4%	59 4%	134 4%	13 4%
About two or three times a week	90 2%NT	7 2%	9 1%	3 2%	8 2%	6 3%	11 2%	13 6%zTVX	6 3%	3 3%	4 3%	10 3%	61 2%	29 2%	79 2%	7 2%
At least once a week	86 2%Ge	12 4%T	11 1%	3 2%	9 2%	10 5%zTX	7 1%	4 2%	2 1%	2 1%	8 5%zTX	14 4%T	65 3%e	21 1%	77 2%	6 2%
At least once a month	47 1%	12 4%zTVXh	5 1%	2 1%	3 1%	5 2%	5 1%	4 2%	-	-	2 2%	4 1%	30 1%	17 1%	37 1%	8 2%
At least once every three months	12 *	3 1%	1 *	- -	1 *	1 *	* *	3 1%z	1 1%	1 1%	* *	- -	10 *	1 *	10 *	- -
Don't know/can't remember	8 *	- -	2 *	- -	- -	- -	* *	- -	- -	4 4%zSTVWX Yhc	- -	1 *	6 *	2 *	8 *	- -
Never	3644 89%FJKOS c	250 84%	813 94%zSUWX Yhabc	133 88%c	357 92%SYbc	181 86%	424 90%c	191 85%	162 87%c	95 84%	131 84%	287 78%	2222 88%	1322 90%	3092 89%	311 87%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	214 5%CDNQT	15 5%	23 3%	11 8%T	12 3%	10 5%	26 6%T	9 4%	15 8%TV	8 7%T	10 6%	51 14%zSTVWX Yb	135 5%	79 5%	184 5%	24 7%
Weekly (Net)	390 10%CDNPQ T	34 11%T	43 5%	17 11%T	29 7%	25 12%T	44 9%T	26 12%T	23 13%T	13 11%T	23 14%TV	75 21%zSTUV WXY	261 10%	129 9%	340 10%	37 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_11. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	437 11%CDHNP QT	45 15%TV	48 6%	19 12%T	32 8%	30 14%T	48 10%T	30 13%T	23 13%T	13 11%	25 16%TV	80 22%zTUVX Yh	290 11%	146 10%	377 11%	45 13%

Table 80
A2a1_14. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**47** 1%BNe	43 2%zB	4 *	2 *	14 2%	19 1%	11 1%	- -	1 *	11 1%	33 2%zGHI	15 2%N	8 1%	18 2%N	6 *	39 1%	2 1%	4 2%	1 1%
At least once every day	**72** 2%BHNeg	66 3%zB	6 *	6 1%	10 1%	31 2%	25 2%	2 1%	* *	19 2%H	44 3%zGH	20 2%N	15 2%	26 3%N	10 1%	59 2%	6 2%	6 3%	1 1%
About two or three times a week	**76** 2%Be	65 3%zB	12 1%	10 2%	15 2%	33 2%	18 1%	5 1%	3 1%	23 2%	34 2%	22 2%	25 3%	14 1%	15 1%	59 2%	7 2%	6 3%	4 3%
At least once a week	**58** 1%BFle	45 2%zB	12 1%	10 2%F	11 1%	24 2%	12 1%	3 1%	7 1%	7 1%	32 2%zI	14 1%	24 2%zMN	9 1%	11 1%	49 1%	2 1%	5 3%	2 1%
At least once a month	**35** 1%BFN	27 1%zB	8 *	2 *	10 1%F	17 1%F	5 *	1 *	2 1%	4 *	22 2%zI	9 1%	10 1%	12 1%N	3 *	31 1%	2 1%	- -	2 1%Q
At least once every three months	**5** *	4 *	1 *	- -	1 *	2 *	2 *	- -	1 *	* *	3 *	2 *	1 *	1 *	* *	5 *	- -	* *	- -
Don't know/can't remember	**3** *	2 *	* *	- -	- -	* *	2 *	* *	- -	2 *	- -	1 *	- -	- -	2 *	3 *	- -	- -	- -
Never	**3806** 93%AEJKQdf	1747 87%	2055 98%zA	442 93%	721 92%	1238 91%	1404 95%zDE	395 97%zlIJ	427 97%zJ	975 94%J	1191 88%	856 91%	929 92%	916 92%	1105 96%zKLM	3192 93%Q	325 94%Q	179 89%	110 93%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**119** 3%BGHNeg	109 5%zB	10 *	8 2%	24 3%	50 4%	36 2%	2 1%	1 *	29 3%GH	76 6%zGHI	35 4%N	23 2%	44 4%zLN	16 1%	98 3%	8 2%	11 5%zOR	2 2%
Weekly (Net)	**253** 6%BFGHNe	219 11%zB	34 2%	29 6%	50 6%	107 8%zF	66 4%	10 3%	10 2%	59 6%GH	142 10%zGHI	71 8%zN	73 7%N	67 7%N	42 4%	206 6%	17 5%	23 11%zOP	7 6%
Monthly (Net)	**287** 7%BFGHNe	245 12%zB	42 2%	31 7%	61 8%F	124 9%zF	71 5%	12 3%	13 3%	63 6%GH	164 12%zGHI	81 9%zN	83 8%N	79 8%N	45 4%	237 7%	19 6%	23 11%zOP	9 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_14. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	47	2	17	1	5	1	3	2	4	-	-	5	45	1	40	3
	1%BNe	1%	2%z	*	1%	1%	1%	1%	2%	-	-	1%	2%ze	*	1%	1%
At least once every day	72	6	15	5	10	2	5	1	2	1	7	5	58	13	70	-
	2%BHNeg	2%	2%	3%	2%	1%	1%	1%	1%	1%	5%zXY	1%	2%ze	1%	2%zg	-
About two or three times a week	76	5	15	2	4	3	13	3	3	1	-	10	60	16	69	5
	2%Be	2%	2%	1%	1%	1%	3%	1%	1%	1%	-	3%	2%ze	1%	2%	1%
At least once a week	58	3	13	2	7	2	9	6	1	-	2	4	46	9	50	5
	1%BFIe	1%	1%	2%	2%	1%	2%	3%	*	-	1%	1%	2%ze	1%	1%	2%
At least once a month	35	*	13	-	3	*	2	1	4	-	1	6	27	7	31	2
	1%BFN	*	1%	-	1%	*	*	1%	2%	-	1%	2%	1%	*	1%	1%
At least once every three months	5	1	3	-	-	-	-	-	-	-	-	-	3	1	5	-
	*	*	*	-	-	-	-	-	-	-	-	-	*	*	*	-
Don't know/can't remember	3	-	-	-	-	-	1	-	*	-	1	-	*	2	3	-
	*	-	-	-	-	-	*	-	*	-	1%	-	*	*	*	-
Never	3806	281	788	141	362	204	440	211	173	110	145	338	2288	1422	3220	341
	93%AEJKQdf	94%	91%	93%	93%	96%	93%	94%	93%	98%	93%	92%	90%	97%zd	92%	96%zf
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	119	8	32	6	14	3	8	3	6	1	7	10	104	14	109	3
	3%BGHNeg	3%	4%	4%	4%	1%	2%	1%	3%	1%	5%	3%	4%ze	1%	3%g	1%
Weekly (Net)	253	16	60	10	25	8	30	12	9	2	9	24	210	39	228	13
	6%BFGHNe	5%	7%	7%	6%	4%	6%	5%	5%	2%	6%	7%	8%ze	3%	7%	4%
Monthly (Net)	287	16	73	10	28	8	32	13	13	2	11	30	237	46	260	15
	7%BFGHNe	5%	8%	7%	7%	4%	7%	6%	7%	2%	7%	8%	9%ze	3%	7%z	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 81
A2a1_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	75 2%Be	50 2%B	25 1%	7 2%	25 3%zE	19 1%	24 2%	4 1%	6 1%	16 2%	38 3%z	27 3%MN	20 2%	12 1%	16 1%	54 2%	10 3%	2 1%	9 7%zOPQ
At least once every day	132 3%BHNO	94 5%zB	39 2%	14 3%	30 4%	43 3%	46 3%	7 2%	4 1%	25 2%	75 6%zGHI	51 5%zMN	34 3%N	31 3%	17 1%	96 3%	21 6%zO	7 3%	9 7%zO
About two or three times a week	122 3%BNSe	82 4%zB	40 2%	19 4%	23 3%	47 3%	33 2%	7 2%	11 2%	29 3%	63 5%zGI	48 5%zMN	37 4%N	22 2%	15 1%	103 3%	7 2%	9 4%	5 4%
At least once a week	96 2%BHN	70 3%zB	27 1%	14 3%	13 2%	36 3%	33 2%	6 2%	1 *	18 2%	53 4%zHI	34 4%zMN	35 3%zMN	13 1%	14 1%	76 2%	6 2%	8 4%	7 6%zOP
At least once a month	40 1%	26 1%	13 1%	9 2%	7 1%	10 1%	14 1%	3 1%	4 1%	10 1%	16 1%	13 1%N	11 1%	10 1%	5 *	29 1%	4 1%	3 1%	4 3%zO
At least once every three months	13 *	5 *	8 *	3 1%	1 *	4 *	5 *	1 *	5 1%zI	1 *	6 *	7 1%zM	4 *	- -	2 *	9 *	3 1%	* *	* *
Don't know/can't remember	9 *	3 *	5 *	3 1%	- -	3 *	3 *	- -	* *	1 *	4 *	1 *	1 *	4 *	2 *	7 *	2 *	- -	* *
Never	3675 90%ACJKRd	1719 86%	1952 93%zA	409 86%	699 89%	1230 90%C	1336 90%C	382 94%zJ	413 94%zJ	950 91%J	1142 84%	784 83%	896 88%K	910 91%K	1085 94%zKLM	3109 90%zQR	300 87%R	174 86%R	90 76%
Total mentions	4162 101%	2049 103%	2110 101%	478 101%	798 102%	1392 102%	1494 101%	410 101%	444 101%	1051 101%	1398 103%	966 103%	1038 102%	1002 101%	1156 100%	3483 101%	353 103%	203 100%	124 104%
Daily (Net)	194 5%BHNOe	132 7%zB	62 3%	21 4%	49 6%	57 4%	67 5%	11 3%	10 2%	39 4%	102 8%zGHI	73 8%zLMN	47 5%	41 4%	33 3%	140 4%	29 8%zO	9 5%	16 14%zOPQ
Weekly (Net)	377 9%BGHNOSae	255 13%zB	122 6%	52 11%	77 10%	123 9%	125 8%	21 5%	22 5%	80 8%	194 14%zGHI	140 15%zLMN	103 10%N	74 7%	59 5%	288 8%	39 11%	25 12%O	25 21%zOPQ

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Table 81
A2a1_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	408	274	134	60	83	129	136	24	24	88	207	149	112	83	64	312	40	28	28
	10%BGHNO Se	14%zB	6%	13%	11%	9%	9%	6%	6%	8%	15%zGHI	16%zLMN	11%N	8%N	6%	9%	12%	14%zO	24%zOPQ

Table 81
A2a1_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	75 2%Be	1 *	26 3%zV	1 1%	2 *	1 1%	6 1%	2 1%	4 2%	1 1%	3 2%	8 2%	59 2%ze	15 1%	63 2%	4 1%
At least once every day	132 3%BHNO	9 3%	36 4%	3 2%	10 3%	3 1%	10 2%	6 3%	4 2%	1 1%	3 2%	11 3%	94 4%	38 3%	113 3%	8 2%
About two or three times a week	122 3%BNSe	1 *	33 4%S	10 7%zSVWYa	8 2%	4 2%	14 3%	2 1%	7 4%S	* *	3 2%	18 5%SY	97 4%ze	23 2%	108 3%	9 2%
At least once a week	96 2%BHN	4 1%	24 3%	8 5%zSzac	14 4%	4 2%	8 2%	5 2%	3 2%	- -	2 1%	3 1%	64 3%	32 2%	83 2%	6 2%
At least once a month	40 1%	1 *	5 1%	* *	3 1%	- -	5 1%	4 2%	1 1%	1 1%	2 1%	6 2%	25 1%	14 1%	31 1%	7 2%
At least once every three months	13 *	1 *	3 *	2 *	- -	2 1%	- -	- -	- -	1 1%	1 1%	- -	7 *	5 *	11 *	2 *
Don't know/can't remember	9 *	1 *	3 *	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	6 *	3 *	7 *	1 *
Never	3675 90%ACJKRd	282 95%zTUc	760 88%	128 84%	355 91%	199 94%TU	435 92%U	207 92%U	169 91%	108 96%U	143 91%	324 88%	2228 88%	1350 92%zd	3122 90%	324 91%
Total mentions	4162 101%	300 100%	889 103%	153 101%	394 101%	213 100%	478 101%	227 101%	189 101%	113 100%	157 100%	370 101%	2579 102%	1481 101%	3539 101%	359 101%
Daily (Net)	194 5%BHNOe	10 3%	54 6%W	4 3%	12 3%	4 2%	16 3%	7 3%	8 4%	2 2%	6 4%	19 5%	141 6%ze	52 4%	166 5%	11 3%
Weekly (Net)	377 9%BGHNOSae	15 5%	95 11%SWYa	21 14%SWYa	30 8%	12 5%	35 8%	12 6%	17 9%	3 2%	11 7%	38 10%Sa	271 11%ze	101 7%	327 9%	23 7%

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Table 81
A2a1_25. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	408	15	98	21	33	12	38	17	17	4	13	44	290	113	350	30
	10%BGHNOSe	5%	11%SWa	14%SWa	9%	5%	8%	8%	9%	4%	8%	12%SWa	11%ze	8%	10%	9%

Table 82
A2a1_15. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	8 *e	5 *	3 *	1 *	4 1%	2 *	2 *	- -	* *	2 *	6 *	5 1%zN	1 *	2 *	* *	7 *	- -	1 *	1 1%
At least once every day	26 1%BFNe	21 1%zB	5 *	1 *	9 1%F	15 1%zF	1 *	- -	* *	9 1%	17 1%z	10 1%N	11 1%N	4 *	1 *	22 1%	4 1%	* *	1 *
About two or three times a week	20 *B	19 1%zB	1 *	1 *	3 *	13 1%zF	3 *	2 1%	* *	2 *	12 1%z	5 1%	6 1%	4 *	5 *	16 *	4 1%	- -	* *
At least once a week	16 *Ne	7 *	9 *	2 *	6 1%	3 *	5 *	- -	* *	3 *	11 1%z	10 1%zMN	5 *	1 *	* *	13 *	* *	1 1%	1 1%
At least once a month	4 *	3 *	1 *	1 *	1 *	1 *	1 *	2 *	- -	1 *	2 *	1 *	2 *	- -	1 *	4 *	* *	- -	- -
At least once every three months	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -
Don't know/can't remember	* *	- -	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -
Never	4025 98%AEJKd	1942 97%	2079 99%zA	467 99%	761 97%	1329 97%	1468 99%zDE	403 99%J	440 100%zJ	1023 98%J	1310 96%	909 97%	989 98%	984 99%K	1143 99%zKL	3373 98%	336 98%	200 99%	116 98%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	34 1%BFNe	26 1%zB	8 *	1 *	13 2%zF	17 1%F	3 *	- -	* *	11 1%	24 2%zGH	15 2%zN	12 1%N	6 1%	1 *	29 1%	4 1%	1 *	1 1%
Weekly (Net)	70 2%BFHNe	52 3%zB	18 1%	5 1%	22 3%F	34 2%zF	10 1%	2 1%	1 *	16 2%	46 3%zGHI	30 3%zMN	23 2%N	11 1%	7 1%	58 2%	8 2%	2 1%	3 2%
Monthly (Net)	75 2%BFHNe	56 3%zB	19 1%	6 1%	23 3%zF	35 3%zF	11 1%	4 1%	1 *	17 2%	48 4%zGHI	31 3%zMN	25 2%N	11 1%	8 1%	61 2%	8 2%	2 1%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 82
A2a1_15. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	8 *e	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	3 1%	8 *	* *	8 *	* *
At least once every day	26 1%BFNe	1 *	10 1%	* *	1 *	1 1%	3 1%	1 1%	3 2%	- -	- -	1 *	26 1%ze	* *	24 1%	1 *
About two or three times a week	20 *B	1 *	7 1%	* *	4 1%	1 *	- -	- -	- -	- -	- -	4 1%	16 1%	4 *	15 *	5 1%
At least once a week	16 *Ne	4 1%	2 *	- -	- -	- -	6 1%z	- -	1 *	- -	- -	- -	14 1%	2 *	15 *	- -
At least once a month	4 *	- -	2 *	- -	1 *	- -	2 *	- -	- -	- -	- -	- -	3 *	- -	4 *	- -
At least once every three months	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Don't know/can't remember	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -
Never	4025 98%AEJKd	293 98%	841 97%	150 99%	382 98%	210 99%	462 98%	223 99%	182 98%	113 100%	157 100%	360 98%	2460 97%	1465 100%zd	3421 98%	350 98%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	34 1%BFNe	12 *	1%	1 *	2 1%	1 1%	3 1%	1 1%	3 2%	- -	- -	4 1%	34 1%ze	* *	31 1%	1 *
Weekly (Net)	70 2%BFHNe	6 2%	21 2%	1 1%	6 2%	2 1%	10 2%	1 1%	4 2%	- -	- -	7 2%	65 3%ze	6 *	61 2%	6 2%
Monthly (Net)	75 2%BFHNe	6 2%	23 3%	1 1%	7 2%	2 1%	11 2%	1 1%	4 2%	- -	- -	7 2%	68 3%ze	6 *	65 2%	6 2%

Table 83
A2a1_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**55** 1%	36 2%	20 1%	9 2%	13 2%	13 1%	19 1%	3 1%	4 1%	13 1%	27 2%z	16 2%	19 2%	7 1%	13 1%	49 1%	3 1%	1 1%	2 1%
At least once every day	**93** 2%CN	53 3%	39 2%	4 1%	11 1%	28 2%	51 3%zCD	5 1%	11 2%	21 2%	37 3%	36 4%zMN	29 3%N	17 2%	12 1%	77 2%	8 2%	5 3%	3 2%
About two or three times a week	**96** 2%BN	60 3%zB	35 2%	8 2%	14 2%	41 3%	33 2%	3 1%	4 1%	25 2%	51 4%zGH	42 4%zMN	32 3%MN	14 1%	9 1%	80 2%	6 2%	8 4%	2 2%
At least once a week	**68** 2%Mc	36 2%	32 2%	8 2%	14 2%	21 2%	25 2%	6 1%	2 *	17 2%	29 2%H	21 2%M	28 3%zM	4 *	15 1%	58 2%	2 1%	6 3%P	2 2%
At least once a month	**52** 1%EMN	20 1%	31 1%	5 1%	6 1%	10 1%	32 2%zDE	* *	9 2%	7 1%	24 2%I	22 2%zMN	24 2%zMN	2 *	4 *	46 1%	1 *	4 2%	1 1%
At least once every three months	**26** 1%N	12 1%	14 1%	2 *	7 1%	4 *	13 1%	1 *	1 *	5 *	13 1%	8 1%N	14 1%zMN	3 *	1 *	23 1%	- -	1 *	2 2%zOP
Don't know/can't remember	**8** *	6 *	2 *	3 1%zEF	1 *	2 *	1 *	- -	- -	5 *	3 *	3 *	2 *	* *	2 *	7 *	- -	* *	- -
Never	**3704** 90%AFJKLT	1776 89%	1926 92%zA	434 92%	718 92%F	1246 91%F	1306 88%	388 95%zIJ	411 93%J	948 91%J	1174 86%	792 84%	866 85%	949 95%zKL	1097 95%zKL	3095 90%	325 94%zOQ	177 87%	107 90%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**148** 4%BN	89 4%zB	58 3%	13 3%	24 3%	41 3%	70 5%z	8 2%	15 3%	33 3%	64 5%zG	52 6%zMN	48 5%MN	24 2%	24 2%	127 4%	11 3%	7 3%	4 4%
Weekly (Net)	**312** 8%BGHMN	185 9%zB	126 6%	29 6%	52 7%	103 8%	127 9%	16 4%	21 5%	76 7%	145 11%zGHI	114 12%zMN	108 11%zMN	42 4%	48 4%	265 8%	18 5%	20 10%P	8 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 83
A2a1_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**364**	205	157	34	58	113	159	18	29	82	169	137	132	44	52	311	19	24	9
	9%BGMN	10%zB	7%	7%	7%	8%	11%zCD	4%	7%	8%	12%zGHI	15%zMN	13%zMN	4%	4%	9%	6%	12%P	8%

Table 83
A2a1_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	55	3	16	1	8	2	5	4	2	1	2	7	41	14	45	5
	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%
At least once every day	93	7	24	4	4	3	12	8	3	2	5	5	49	42	74	9
	2%CN	2%	3%	2%	1%	2%	3%	4%	1%	1%	3%	1%	2%	3%	2%	3%
About two or three times a week	96	12	20	3	10	5	10	4	3	2	4	6	64	31	77	12
	2%BN	4%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%
At least once a week	68	8	18	1	4	6	10	6	*	*	4	-	42	24	55	9
	2%Mc	3%c	2%c	*	1%	3%c	2%c	2%c	*	*	3%c	-	2%	2%	2%	3%
At least once a month	52	6	17	1	8	-	3	2	1	4	1	3	33	17	44	3
	1%EMN	2%	2%	1%	2%	-	1%	1%	1%	3%W	*	1%	1%	1%	1%	1%
At least once every three months	26	-	10	1	3	3	-	1	2	1	2	-	20	6	22	1
	1%N	-	1%	*	1%	1%X	-	*	1%	1%	1%	-	1%	*	1%	*
Don't know/can't remember	8	-	4	*	2	-	*	-	-	-	*	-	4	3	7	-
	*	-	*	*	1%	-	*	-	-	-	*	-	*	*	*	-
Never	3704	262	755	140	350	193	432	200	175	103	139	346	2277	1333	3163	315
	90%AFJKLT	88%	87%	93%	90%	91%	91%	89%	94%	91%	89%	94%zST	90%	91%	91%	88%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	148	10	40	5	12	5	17	12	4	2	7	12	89	56	118	15
	4%BN	3%	5%	3%	3%	2%	4%	5%	2%	2%	5%	3%	4%	4%	3%	4%
Weekly (Net)	312	30	78	9	26	17	38	22	8	5	15	19	195	112	251	36
	8%BGHMN	10%	9%	6%	7%	8%	8%	10%	4%	4%	10%	5%	8%	8%	7%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 83
A2a1_16. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	364	36	95	10	34	17	41	24	9	8	16	21	228	129	295	40
	9%BGMN	12%hc	11%c	7%	9%	8%	9%	11%	5%	7%	10%	6%	9%	9%	8%	11%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	51 1%BFe	36 2%zB	15 1%	4 1%	15 2%F	28 2%zF	3 *	2 *	4 1%	14 1%	23 2%	12 1%	12 1%	20 2%N	8 1%	44 1%	3 1%	3 1%	1 1%
At least once every day	98 2%BFGHe	70 3%zB	28 1%	6 1%	23 3%F	58 4%zCF	11 1%	2 1%	2 1%	20 2%	67 5%zGHI	24 3%	33 3%N	23 2%	18 2%	86 3%	8 2%	3 2%	1 1%
About two or three times a week	104 3%FNe	62 3%	43 2%	14 3%F	15 2%	55 4%zDF	19 1%	9 2%	7 2%	21 2%	64 5%zHI	35 4%N	25 2%	28 3%	16 1%	90 3%	8 2%	2 1%	3 3%
At least once a week	61 1%Fe	35 2%	26 1%	13 3%zF	15 2%F	26 2%F	7 *	4 1%	2 *	13 1%	34 3%zH	18 2%	21 2%	8 1%	15 1%	52 2%	6 2%	3 1%	1 1%
At least once a month	34 1%F	18 1%	16 1%	10 2%zF	7 1%	13 1%	4 *	1 *	2 *	8 1%	15 1%	7 1%	10 1%	11 1%	6 1%	31 1%	2 1%	* *	1 1%
At least once every three months	10 *	4 *	6 *	2 *F	1 *	7 1%F	- -	- -	- -	2 *	8 1%z	4 *	3 *	1 *	3 *	9 *	* *	1 *	- -
Don't know/can't remember	4 *	1 *	3 *	- -	1 *	3 *	- -	3 1%zJ	- -	1 *	1 *	1 *	3 *	- -	1 *	4 *	- -	- -	- -
Never	3738 91%AEJKT Vd	1774 89%	1960 93%zA	423 89%	706 90%E	1175 86%	1435 97%zCDE	386 95%zJ	425 96%zIJ	962 93%J	1147 84%	840 89%	907 90%	905 91%	1086 94%zKLM	3119 91%	317 92%	190 94%	112 94%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	149 4%BFGHNe	106 5%zB	43 2%	10 2%	38 5%CF	86 6%zCF	14 1%	4 1%	6 1%	34 3%G	89 7%zGHI	36 4%	45 4%N	43 4%N	26 2%	130 4%	11 3%	6 3%	2 2%
Weekly (Net)	314 8%BFGHN e	202 10%zB	112 5%	38 8%F	68 9%F	167 12%zCDF	41 3%	17 4%	15 3%	68 6%	188 14%zGHI	88 9%zN	91 9%N	79 8%N	56 5%	272 8%	25 7%	11 5%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 84
A2a1_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**348**	220	128	48	76	180	45	18	17	75	202	95	101	90	62	303	27	11	7
	8%BFGHN	**11%zB**	6%	**10%F**	**10%F**	**13%zDF**	3%	4%	4%	**7%H**	**15%zGHI**	**10%zN**	**10%N**	**9%N**	5%	9%	8%	5%	6%
	Xe																		

Table 84
A2a1_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	51 1%BFe	1 *	17 2%	1 1%	13 3%zSXYh	4 2%	3 1%	- -	- -	- -	3 2%	3 1%	43 2%ze	7 1%	45 1%	3 1%
At least once every day	98 2%BFGHe	5 2%	30 3%	2 1%	15 4%	4 2%	9 2%	11 5%	2 1%	- -	2 1%	6 2%	87 3%ze	10 1%	84 2%	8 2%
About two or three times a week	104 3%FNe	2 1%	31 4%S	6 4%S	10 3%	4 2%	7 1%	7 3%	3 2%	3 3%	4 2%	13 4%S	83 3%ze	20 1%	86 2%	10 3%
At least once a week	61 1%Fe	8 3%	22 3%zc	* *	6 2%	1 *	5 1%	5 2%	* *	2 2%	1 1%	1 *	54 2%ze	7 1%	49 1%	9 3%
At least once a month	34 1%F	3 1%	7 1%	2 1%	4 1%	1 *	3 1%	2 1%	2 1%	2 2%	1 1%	5 1%	27 1%	7 *	26 1%	6 2%
At least once every three months	10 *	1 *	1 *	2 1%T	1 *	- -	3 1%	- -	- -	- -	1 1%T	1 *	7 *	3 *	9 *	2 *
Don't know/can't remember	4 *	- -	- -	- -	- -	- -	3 1%z	- -	- -	- -	- -	1 *	1 *	3 *	3 *	1 *
Never	3738 91%AEJKTVd	279 94%TV	757 88%	138 91%	340 87%	199 94%TV	442 93%TV	199 89%	179 96%TVY	104 92%	146 93%	337 92%	2227 88%	1413 96%zd	3185 91%	317 89%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	149 4%BFGHNe	6 2%	47 5%zXha	3 2%	28 7%zSXhac	8 4%	12 3%	11 5%	2 1%	- -	5 3%	9 2%	131 5%ze	18 1%	129 4%	11 3%
Weekly (Net)	314 8%BFGHNe	15 5%	100 12%zSWXhc	10 6%	44 11%zSXh	13 6%	23 5%	23 10%Xh	6 3%	5 5%	10 6%	23 6%	267 11%ze	46 3%	265 8%	31 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 84
A2a1_17. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	348	18	107	12	48	13	26	25	8	8	11	28	294	52	290	36
	8%BFGHNXe	6%	12%zSWXh	8%	12%zSXh	6%	5%	11%Xh	4%	7%	7%	8%	12%ze	4%	8%	10%

A2a1_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	62 2%AFe	22 1%	41 2%	15 3%zEF	25 3%zEF	15 1%	7 *	4 1%	11 2%	11 1%	24 2%	17 2%	14 1%	13 1%	19 2%	53 2%	4 1%	3 2%	2 2%
At least once every day	159 4%FRe	73 4%	86 4%	31 6%zF	51 7%zEF	57 4%F	20 1%	8 2%	12 3%	52 5%G	74 5%zG	34 4%	41 4%	51 5%N	34 3%	134 4%R	18 5%R	5 3%	1 1%
About two or three times a week	153 4%FHNRe	76 4%	77 4%	36 8%zEF	46 6%zF	58 4%F	13 1%	9 2%	6 1%	46 4%H	79 6%zGH	48 5%zN	36 4%	45 5%N	23 2%	126 4%R	21 6%zR	6 3%	*
At least once a week	88 2%FRe	43 2%	45 2%	21 4%zF	23 3%F	36 3%F	9 1%	7 2%	6 1%	15 1%	55 4%zGHI	23 2%	26 3%	18 2%	21 2%	78 2%R	4 1%	6 3%R	*
At least once a month	43 1%F	21 1%	22 1%	13 3%zEF	9 1%	14 1%	7 *	1 *	2 *	7 1%	23 2%z	13 1%	11 1%	10 1%	9 1%	35 1%	1 *	5 2%zP	2 1%
At least once every three months	11 *	3 *	8 *	5 1%zDEF	1 *	2 *	4 *	2 *	1 *	2 *	5 *	5 *	3 *	1 *	3 *	8 *	1 *	2 1%zO	-
Don't know/can't remember	3 *	1 *	3 *	*	-	3 *	-	1 *	-	*	2 *	1 *	-	2 *	-	3 *	-	-	-
Never	3582 87%CDJKT cd	1761 88%	1818 87%	352 74%	628 80%C	1181 87%CD	1421 96%zCDE	376 92%zIJ	404 92%zJ	907 87%J	1097 81%	799 85%	883 87%	856 86%	1043 91%zKLM	2998 87%	296 86%	175 87%	113 95%zOPQ
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	221 5%FSe	95 5%	126 6%	46 10%zEF	77 10%zEF	72 5%F	27 2%	12 3%	22 5%	62 6%	97 7%zG	51 5%	54 5%	64 6%	52 5%	187 5%	22 6%	9 4%	3 3%
Weekly (Net)	462 11%FGHNR Saeg	213 11%	248 12%	103 22%zEF	145 19%zEF	165 12%F	48 3%	28 7%	34 8%	123 12%G	231 17%zGHI	122 13%N	116 11%N	127 13%N	97 8%	391 11%R	47 14%R	20 10%R	4 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 85
A2a1_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	504	234	270	115	154	179	55	28	36	130	254	135	127	136	106	426	48	25	6
	12%FGHNR Saeg	12%	13%	24%zEF	20%zEF	13%F	4%	7%	8%	13%GH	19%zGHI	14%zN	13%N	14%N	9%	12%R	14%R	12%R	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 85
A2a1_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
		England Regions											Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	62	-	20	-	5	4	5	1	-	1	3	15	50	12	53	2
	2%AFe	-	2%S	-	1%	2%	1%	*	-	1%	2%	4%zSUXYh	2%ze	1%	2%	1%
At least once every day	159	4	28	3	19	14	14	10	7	1	2	33	126	31	136	11
	4%FRe	1%	3%	2%	5%S	6%Sb	3%	5%	4%	1%	1%	9%zSTUXab	5%ze	2%	4%	3%
About two or three times a week	153	4	42	12	10	5	20	7	6	1	6	13	118	33	131	10
	4%FHNRe	1%	5%S	8%zSVWa	3%	3%	4%	3%	3%	1%	4%	3%	5%ze	2%	4%	3%
At least once a week	88	5	23	4	5	9	13	4	*	-	2	13	65	21	80	4
	2%FRe	2%	3%	3%	1%	4%Vh	3%	2%	*	-	1%	4%	3%e	1%	2%	1%
At least once a month	43	-	16	-	10	-	2	4	-	-	-	3	31	11	40	1
	1%F	-	2%z	-	2%zSX	-	*	2%	-	-	-	1%	1%	1%	1%	*
At least once every three months	11	-	6	-	1	-	1	-	*	-	-	1	7	5	8	-
	*	-	1%	-	*	-	*	-	*	-	-	*	*	*	*	-
Don't know/can't remember	3	-	1	-	-	-	1	-	-	-	-	1	3	-	3	-
	*	-	*	-	-	-	*	-	-	-	-	*	*	-	*	-
Never	3582	286	728	133	341	180	418	198	173	109	144	289	2128	1359	3036	328
	87%CDJKTcd	96%zTUVWXYc	84%	88%c	87%c	85%	88%c	88%c	93%Tc	97%zTUVWXYc	92%Tc	79%	84%	92%zd	87%	92%zf
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	221	4	48	3	24	17	18	11	7	3	4	48	176	42	189	13
	5%FSe	1%	6%S	2%	6%S	8%SU	4%	5%	4%	3%	3%	13%zSTUVXYhab	7%ze	3%	5%	4%
Weekly (Net)	462	12	113	19	39	32	51	22	13	4	12	74	360	96	400	26
	11%FGHNRSaeg	4%	13%Sa	12%Sa	10%S	15%Sha	11%S	10%S	7%	3%	8%	20%zSTVXYhab	14%ze	7%	11%g	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 85
A2a1_18. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	504 12%FGHNRS aeg	12 4%	130 15%zSha	19 12%Sa	48 12%Sa	32 15%Sha	53 11%S	26 12%Sa	13 7%	4 3%	12 8%	77 21%zSTVX Yhab	390 15%ze	108 7%	440 13%g	28 8%

Table 86
A2a1_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	90 2%FRTe	39 2%	51 2%	8 2%F	18 2%F	54 4%zCF	10 1%	4 1%	10 2%	28 3%	40 3%	22 2%	26 3%	23 2%	20 2%	78 2%R	5 2%	6 3%R	* *
At least once every day	193 5%AFPRe	72 4%	121 6%zA	30 6%F	35 4%	81 6%zF	48 3%	10 3%	19 4%	59 6%G	83 6%zG	44 5%	46 4%	56 6%	48 4%	172 5%PR	7 2%	12 6%PR	1 1%
About two or three times a week	199 5%AFRe	80 4%	119 6%A	25 5%F	39 5%F	99 7%zF	36 2%	15 4%	24 6%	63 6%	83 6%z	38 4%	58 6%	52 5%	51 4%	169 5%R	16 5%R	13 7%R	1 1%
At least once a week	127 3%AFGRe	46 2%	81 4%zA	24 5%zF	24 3%	50 4%F	30 2%	4 1%	12 3%	34 3%G	69 5%zG	28 3%	39 4%	35 3%	25 2%	111 3%R	6 2%	10 5%R	* *
At least once a month	49 1%X	21 1%	28 1%	9 2%	9 1%	17 1%	14 1%	5 1%	5 1%	13 1%	16 1%	11 1%	21 2%zM	6 1%	10 1%	41 1%	1 *	4 2%	3 2%P
At least once every three months	19 *	8 *	11 1%	4 1%	1 *	7 1%	7 *	1 *	2 *	9 1%	4 *	5 1%	6 1%	4 *	4 *	16 *	* *	1 1%	1 1%
Don't know/can't remember	3 *	1 *	2 *	- -	- -	- -	3 *	1 *	- -	2 *	1 *	- -	2 *	- -	1 *	3 *	- -	- -	- -
Never	3420 83%BCEIJ LQSYhad	1731 87%zB	1686 80%	373 79%	658 84%CE	1057 77%	1332 90%zCDE	367 90%zHIJ	369 84%J	832 80%	1062 78%	791 84%	816 81%	820 82%	993 86%zLM	2846 83%Q	307 89%zOQ	155 77%	112 94%zOQ
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	284 7%AFGPRT ce	111 6%	172 8%zA	39 8%F	53 7%F	135 10%zDF	58 4%	14 4%	29 7%	87 8%G	123 9%zG	66 7%	71 7%	79 8%	68 6%	251 7%PR	13 4%	19 9%PR	2 1%
Weekly (Net)	610 15%AFGNP RUXce	238 12%	372 18%zA	88 18%zF	116 15%F	284 21%zDF	123 8%	33 8%	65 15%G	185 18%zG	275 20%zGH	132 14%	168 17%N	166 17%N	143 12%	530 15%PR	35 10%R	42 21%zOPR	3 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 86
A2a1_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	659	258	400	96	124	301	138	38	70	198	292	143	189	173	154	570	37	46	6
	16%AFGNP RUXce	13%	19%zA	20%zF	16%F	22%zDF	9%	9%	16%G	19%zG	21%zGH	15%	19%zN	17%N	13%	17%PR	11%R	23%zOPR	5%

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Table 86
A2a1_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
England Regions													**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	90 2%FRTe	18 6%zTWXc	9 1%	2 2%	10 3%	2 1%	10 2%	9 4%Tc	5 3%	5 5%Tc	5 3%	3 1%	80 3%ze	10 1%	75 2%	11 3%
At least once every day	193 5%AFPRe	24 8%zTUXc	33 4%	2 1%	26 7%UX	12 6%U	13 3%	11 5%	11 6%	17 15%zTUVWXYhc	12 8%UXc	12 3%	157 6%ze	36 2%	172 5%	16 4%
About two or three times a week	199 5%AFRe	32 11%zTUVXc	38 4%	3 2%	16 4%	11 5%	15 3%	16 7%c	13 7%c	5 4%	11 7%c	9 2%	158 6%ze	37 3%	168 5%	26 7%
At least once a week	127 3%AFGRe	20 7%zTUVXc	26 3%	1 1%	10 3%	9 4%	8 2%	15 7%zTUVXc	8 4%	1 1%	4 3%	8 2%	101 4%ze	25 2%	114 3%	9 2%
At least once a month	49 1%X	6 2%X	12 1%	2 1%	5 1%	3 1%	* *	3 1%X	1 1%	1 1%	1 1%	7 2%X	35 1%	13 1%	40 1%	4 1%
At least once every three months	19 *	3 1%	2 *	- -	3 1%	2 1%	1 *	- -	3 1%	- -	1 1%	2 *	7 *	10 1%	18 1%	* *
Don't know/can't remember	3 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%zT	1 1%T	- -	3 *	1 *	3 *	1 *
Never	3420 83%BCEIJLQSYhad	196 66%	744 86%SYhab	142 94%zSTVWYhab	319 82%S	174 82%S	426 90%zSVWYhab	170 76%S	142 76%	83 73%	123 78%S	329 89%zSVWYhab	1987 79%	1340 91%zd	2898 83%	290 81%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	284 7%AFGPRTce	42 14%zTUWXc	42 5%	4 3%	36 9%TUc	14 7%	24 5%	20 9%Uc	17 9%U	22 20%zTUVWXYhc	17 11%TUXc	14 4%	237 9%ze	46 3%	247 7%	27 7%
Weekly (Net)	610 15%AFGNPRUXce	94 32%zTUVWXhc	106 12%U	8 5%	62 16%UXc	34 16%Uc	46 10%	51 23%zTUXc	38 20%TUXc	28 25%zTUXc	32 21%TUXc	31 8%	496 20%ze	108 7%	529 15%	61 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 86
A2a1_19. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	659	100	118	10	68	36	46	54	40	29	33	37	531	120	569	65
	16%AFGNP RUXce	33%zTUVW Xhbc	14%U	6%	17%UXc	17%UXc	10%	24%zTUXc	21%TUXc	26%zTUXc	21%TUXc	10%	21%ze	8%	16%	18%

Table 87
A2a1_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	57	29	28	3	3	26	24	6	4	17	13	14	13	14	14	47	5	5	*
	1%De	1%	1%	1%	*	2%D	2%D	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	*
At least once every day	93	35	58	7	17	31	38	5	11	17	41	29	19	25	20	83	5	4	1
	2%g	2%	3%	2%	2%	2%	3%	1%	3%	2%	3%	3%	2%	3%	2%	2%	1%	2%	*
About two or three times a week	94	45	49	5	11	24	54	9	12	28	31	23	19	24	28	79	12	2	1
	2%	2%	2%	1%	1%	2%	4%zCDE	2%	3%	3%	2%	2%	2%	2%	2%	2%	4%R	1%	1%
At least once a week	64	27	37	10	9	31	14	5	3	23	33	15	19	20	10	57	3	3	*
	2%Ne	1%	2%	2%	1%	2%zF	1%	1%	1%	2%	2%z	2%	2%	2%	1%	2%	1%	2%	*
At least once a month	40	10	30	7	5	10	19	2	4	11	14	9	17	2	12	36	2	1	*
	1%AM	*	1%zA	1%	1%	1%	1%	*	1%	1%	1%	1%M	2%M	*	1%M	1%	1%	1%	*
At least once every three months	7	1	5	*	3	1	2	1	1	-	3	3	2	1	1	6	-	*	*
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	-	*	*
Don't know/can't remember	2	1	1	-	1	1	-	1	-	-	1	1	-	1	-	2	-	-	-
	*	*	*	-	*	*	-	*	-	-	*	*	-	*	-	*	-	-	-
Never	3745	1852	1891	441	734	1241	1329	379	405	945	1223	845	925	910	1066	3126	317	186	116
	91%BWX	93%zB	90%	93%	94%zF	91%	90%	93%	92%	91%	90%	90%	91%	91%	93%	91%	92%	92%	98%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	149	63	86	10	21	57	62	10	15	33	54	44	32	40	34	130	10	9	1
	4%Reg	3%	4%	2%	3%	4%	4%	3%	3%	3%	4%	5%	3%	4%	3%	4%R	3%	4%R	1%
Weekly (Net)	307	136	172	25	41	112	130	24	30	84	118	82	70	83	72	266	25	14	2
	7%DRYbeg	7%	8%	5%	5%	8%D	9%CD	6%	7%	8%	9%	9%	7%	8%	6%	8%R	7%R	7%R	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 87
A2a1_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	347 8%ADRYbeg	145 7%	202 10%zA	32 7%	46 6%	121 9%D	148 10%zD	26 6%	34 8%	95 9%	132 10%	91 10%	87 9%	85 9%	84 7%	302 9%R	28 8%R	15 8%R	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 87
A2a1_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	57 1%De	1 *	8 1%	3 2%	6 2%	3 1%	16 3%zSTh	3 1%	- -	- -	* *	6 2%	40 2%	13 1%	49 1%	3 1%
At least once every day	93 2%g	4 1%	20 2%	3 2%	10 2%	13 6%zSTVYbc	20 4%zYbc	1 *	4 2%	4 4%Y	- -	4 1%	61 2%	28 2%	84 2%	2 1%
About two or three times a week	94 2%	3 1%	27 3%c	1 1%	13 3%c	9 4%SYbc	21 4%SYhbc	1 1%	1 1%	* *	- -	2 1%	61 2%	29 2%	86 2%	5 1%
At least once a week	64 2%Ne	5 2%	9 1%	5 3%Y	4 1%	10 5%zTVY	11 2%	* *	3 2%	- -	2 1%	9 2%	48 2%	14 1%	57 2%	5 1%
At least once a month	40 1%AM	1 *	13 2%	2 2%	3 1%	1 1%	8 2%	- -	- -	3 2%	- -	4 1%	28 1%	11 1%	31 1%	1 *
At least once every three months	7 *	2 1%	2 *	- -	- -	- -	1 *	- -	* *	- -	- -	- -	2 *	3 *	6 *	- -
Don't know/can't remember	2 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 *	- -	2 *	- -
Never	3745 91%BWX	282 95%WX	784 91%WX	137 91%	354 91%WX	176 83%	394 83%	219 98%zTUVWXc	178 95%WX	105 94%WX	154 98%zTUVWXc	342 93%WX	2286 90%	1374 93%zd	3173 91%	340 96%zf
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	149 4%Reg	5 2%	28 3%	6 4%	16 4%	16 8%zSTYhbc	37 8%zSTYhbc	3 2%	4 2%	4 4%	* *	10 3%	101 4%	40 3%	133 4%	5 1%
Weekly (Net)	307 7%DRYbeg	13 4%	64 7%Yb	12 8%Yb	32 8%Yb	35 16%zSTUVYhabc	68 14%zSTVYhabc	5 2%	8 4%	5 4%	2 2%	22 6%	210 8%e	83 6%	276 8%g	14 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 87
A2a1_20. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	347	14	78	14	35	36	76	5	8	7	2	25	238	94	307	15
	8%ADRYbeg	5%	9%Yb	9%Yb	9%Yb	17%zSTVYhabc	16%zSTVYhabc	2%	4%	6%	2%	7%Yb	9%ze	6%	9%g	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	80 2%Fe	48 2%	32 2%	25 5%zEF	32 4%zEF	23 2%F	- -	9 2%	4 1%	18 2%	39 3%zH	25 3%	16 2%	18 2%	21 2%	72 2%	3 1%	4 2%	2 2%
At least once every day	131 3%FXe	69 3%	61 3%	28 6%zEF	56 7%zEF	39 3%F	7 *	7 2%	10 2%	30 3%	71 5%zGHI	34 4%	43 4%N	27 3%	27 2%	117 3%	6 2%	6 3%	2 2%
About two or three times a week	158 4%Fce	85 4%	73 3%	39 8%zEF	49 6%zEF	54 4%F	15 1%	9 2%	19 4%	45 4%	75 6%zG	32 3%	34 3%	53 5%	38 3%	141 4%	8 2%	5 2%	4 3%
At least once a week	100 2%FHe	46 2%	54 3%	26 5%zEF	25 3%F	37 3%F	13 1%	7 2%	3 1%	25 2%	50 4%zH	19 2%	43 4%zKMN	19 2%	19 2%	89 3%	4 1%	6 3%	1 1%
At least once a month	51 1%F	21 1%	30 1%	17 4%zEF	13 2%F	14 1%	8 1%	3 1%	2 *	11 1%	29 2%z	15 2%	11 1%	13 1%	12 1%	45 1%	2 1%	2 1%	2 2%
At least once every three months	12 *	4 *	7 *	7 1%zDEF	2 *	3 *	- -	2 *	1 *	3 *	3 *	2 *	3 *	2 *	4 *	12 *	- -	- -	- -
Don't know/can't remember	5 *	* *	4 *	- -	- -	5 *z	- -	* *	- -	* *	- -	* *	* *	2 *	2 *	4 *	- -	* *	* *
Never	3565 87%CDJOSTd	1725 86%	1837 88%	332 70%	606 77%C	1191 87%CD	1436 97%zCDE	371 91%zJ	402 91%zJ	907 87%J	1092 80%	812 86%	862 85%	863 87%	1029 89%zL	2957 86%	322 93%zO	179 89%	107 90%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	211 5%FPWXe	117 6%	93 4%	53 11%zEF	88 11%zEF	62 5%F	7 *	15 4%	13 3%	48 5%	110 8%zGHI	59 6%	60 6%	44 4%	48 4%	188 5%P	9 3%	10 5%	4 3%
Weekly (Net)	469 11%FGNPce	248 12%	220 10%	118 25%zEF	162 21%zEF	153 11%F	35 2%	31 8%	36 8%	118 11%	234 17%zGHI	111 12%	137 13%N	116 12%	105 9%	419 12%zPR	21 6%	20 10%	9 8%

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GfK

Table 88
A2a1_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**520** **13%FGHNP** ce	269 *13%*	250 *12%*	135 **28%zDEF**	175 **22%zEF**	167 **12%F**	43 *3%*	34 *8%*	38 *9%*	129 *12%*	263 **19%zGHI**	126 **13%N**	148 **15%N**	130 *13%*	116 *10%*	464 **13%zP**	23 *7%*	22 *11%*	11 *9%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 88
A2a1_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
							England Regions						**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	80 2%Fe	9 3%	33 4%zWXh	2 1%	5 1%	* *	6 1%	3 1%	- -	2 1%	3 2%	8 2%	73 3%ze	5 *	66 2%	4 1%
At least once every day	131 3%FXe	27 9%zUVWXY hac	43 5%zXc	2 1%	13 3%	3 2%	5 1%	5 2%	4 2%	2 2%	7 4%X	7 2%	108 4%ze	21 1%	112 3%	9 2%
About two or three times a week	158 4%Fce	21 7%zUc	41 5%c	2 2%	15 4%	10 5%c	21 4%c	12 5%c	5 3%	2 1%	8 5%c	5 1%	133 5%ze	24 2%	131 4%	14 4%
At least once a week	100 2%FHe	17 6%zYc	24 3%	4 2%	9 2%	5 2%	11 2%	3 1%	3 1%	3 3%	4 3%	7 2%	81 3%ze	17 1%	88 3%	5 2%
At least once a month	51 1%F	2 1%	15 2%	1 1%	4 1%	* *	3 1%	8 3%zSWX	2 1%	3 3%	3 2%	4 1%	38 2%	11 1%	40 1%	7 2%
At least once every three months	12 *	- -	2 *	1 *	1 *	2 1%	1 *	2 1%	* *	2 2%zTc	1 1%	- -	4 *	7 *	9 *	- -
Don't know/can't remember	5 *	- -	2 *	- -	- -	2 1%z	- -	- -	* *	- -	- -	- -	2 *	* *	3 *	- -
Never	3565 87%CDJOS Td	222 74%	705 82%S	140 92%STb	344 88%ST	190 90%ST	426 90%STb	191 85%S	173 93%STb	100 88%S	130 83%	336 92%zSTb	2089 83%	1385 94%zd	3039 87%	317 89%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	211 5%FPWXe	36 12%zUVWXY hac	76 9%zUVWXY hc	4 2%	18 5%	4 2%	11 2%	8 4%	4 2%	3 3%	10 6%	15 4%	181 7%ze	27 2%	178 5%	13 4%
Weekly (Net)	469 11%FGNPc e	75 25%zTUVW XYhabc	140 16%zUVWXh ac	10 6%	41 11%	18 9%	43 9%	23 10%	11 6%	8 7%	22 14%hc	27 7%	395 16%ze	68 5%	396 11%	32 9%

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Table 88
A2a1_21. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	520	77	155	11	45	18	46	31	13	11	26	31	433	79	437	39
	13%FGHNP ce	26%zTUVW XYhac	18%zUVWXh c	7%	12%	9%	10%	14%	7%	10%	16%Uhc	8%	17%ze	5%	13%	11%

Table 89
A2a1_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**51** 1%	31 2%	20 1%	3 1%	15 2%	21 2%	12 1%	5 1%	8 2%	11 1%	23 2%	23 2%LMN	9 1%	9 1%	10 1%	46 1%	2 1%	1 *	2 2%
At least once every day	**100** 2%Fe	52 3%	48 2%	7 2%	25 3%F	49 4%zCF	18 1%	4 1%	8 2%	20 2%	51 4%zGI	32 3%z	26 3%	19 2%	23 2%	86 3%	8 2%	3 1%	3 3%
About two or three times a week	**134** 3%e	76 4%	57 3%	15 3%	29 4%	54 4%	35 2%	10 3%	11 2%	31 3%	69 5%zI	42 4%zMN	36 4%	25 3%	31 3%	121 4%	8 2%	2 1%	3 2%
At least once a week	**88** 2%Fe	36 2%	52 2%	8 2%	20 3%F	42 3%zF	17 1%	7 2%	6 1%	19 2%	46 3%z	15 2%	34 3%zK	19 2%	21 2%	77 2%	6 2%	3 2%	1 1%
At least once a month	**51** 1%A	16 1%	35 2%A	12 3%zF	11 1%	18 1%	11 1%	3 1%	5 1%	12 1%	23 2%	15 2%	16 2%	7 1%	13 1%	47 1%	2 1%	1 1%	1 1%
At least once every three months	**13** *	5 *	8 *	2 *	4 1%	3 *	3 *	2 1%	2 *	3 *	6 *	3 *	5 *	2 *	3 *	13 *	- -	* *	* *
Don't know/can't remember	**6** *	1 *	5 *	1 *	- -	3 *	2 *	2 1%	- -	2 *	1 *	1 *	2 *	1 *	2 *	4 *	- -	1 1%zO	1 1%
Never	**3658** 89%DEJKO Td	1782 89%	1874 89%	424 90%	679 87%	1175 86%	1380 93%zCDE	373 92%J	402 91%J	942 91%J	1141 84%	808 86%	886 87%	915 92%zKL	1049 91%zKL	3043 89%	318 92%	189 94%zO	107 90%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**151** 4%Fe	83 4%	68 3%	11 2%	40 5%CF	70 5%zCF	31 2%	9 2%	16 4%	31 3%	73 5%zGI	55 6%zLMN	35 3%	28 3%	33 3%	132 4%	10 3%	4 2%	5 4%
Weekly (Net)	**373** 9%FNQUe	195 10%	177 8%	34 7%	90 11%zCF	166 12%zCF	83 6%	26 6%	32 7%	82 8%	187 14%zGHI	112 12%zMN	104 10%	72 7%	85 7%	329 10%Q	24 7%	9 5%	9 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A2a1_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	424 10%FMNQUe	211 11%	212 10%	46 10%F	100 13%zF	184 13%zF	94 6%	29 7%	37 8%	93 9%	211 16%zGHI	127 14%zMN	121 12%MN	79 8%	97 8%	376 11%zQ	27 8%	11 5%	11 9%

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Table 89
A2a1_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**51** **1%**	2 *1%*	18 *2%*	1 ***	4 *1%*	* ***	5 *1%*	3 *1%*	3 *2%*	- *-*	- *-*	10 *3%z*	38 *1%*	13 *1%*	42 *1%*	4 *1%*
At least once every day	**100** **2%Fe**	4 *1%*	43 *5%zSUVXc*	- *-*	8 *2%*	3 *1%*	9 *2%*	4 *2%*	7 *4%*	1 *1%*	2 *1%*	6 *2%*	80 *3%ze*	16 *1%*	83 *2%*	8 *2%*
About two or three times a week	**134** **3%e**	8 *3%*	46 *5%zU*	1 *1%*	9 *2%*	9 *4%*	17 *4%*	10 *5%*	3 *2%*	* ***	6 *4%*	9 *3%*	103 *4%ze*	30 *2%*	115 *3%*	10 *3%*
At least once a week	**88** **2%Fe**	7 *2%*	24 *3%c*	1 *1%*	4 *1%*	4 *2%*	13 *3%c*	7 *3%c*	3 *2%*	3 *3%*	3 *2%*	2 ***	64 *3%e*	21 *1%*	79 *2%*	3 *1%*
At least once a month	**51** **1%A**	2 *1%*	20 *2%z*	2 *2%*	3 *1%*	3 *1%*	4 *1%*	4 *2%*	- *-*	5 *5%zSVXhbc*	* ***	3 *1%*	35 *1%*	14 *1%*	45 *1%*	2 *1%*
At least once every three months	**13** *****	2 *1%*	6 *1%*	1 *1%*	* ***	- *-*	- *-*	1 ***	- *-*	1 *1%*	1 ***	1 ***	5 ***	8 *1%*	12 ***	* ***
Don't know/can't remember	**6** *****	- *-*	1 ***	- *-*	- *-*	- *-*	1 ***	- *-*	2 *1%z*	- *-*	- *-*	1 ***	5 ***	1 ***	5 ***	- *-*
Never	**3658** **89%DEJKOTd**	273 *91%T*	706 *82%*	145 *96%zTYh*	362 *93%zT*	193 *91%T*	425 *90%T*	195 *87%*	162 *87%*	102 *90%*	145 *93%T*	336 *91%T*	2199 *87%*	1368 *93%zd*	3104 *89%*	329 *92%*
Total mentions	**4101** **100%**	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Daily (Net)	**151** **4%Fe**	6 *2%*	61 *7%zSUVWXab*	1 ***	11 *3%*	3 *2%*	13 *3%*	7 *3%*	10 *5%U*	1 *1%*	2 *1%*	16 *4%*	118 *5%ze*	29 *2%*	126 *4%*	12 *3%*
Weekly (Net)	**373** **9%FNQUe**	22 *7%*	131 *15%zSUVWXabc*	3 *2%*	25 *6%*	16 *7%U*	44 *9%U*	24 *11%U*	23 *12%U*	4 *4%*	11 *7%*	27 *7%U*	285 *11%ze*	81 *5%*	320 *9%*	24 *7%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 89
A2a1_22. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	424	24	151	5	28	19	48	28	23	10	11	30	320	95	366	26
	10%FMNQUe	8%	17%zSUVWX bc	4%	7%	9%	10%U	13%U	12%U	9%	7%	8%	13%ze	6%	10%	7%

Table 90
A2a1_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	68 2%O	28 1%	40 2%	9 2%	6 1%	22 2%	32 2%D	6 2%	11 2%	22 2%	18 1%	10 1%	18 2%	14 1%	26 2%	47 1%	7 2%	4 2%	10 8%zOPQ
At least once every day	144 4%T	74 4%	70 3%	11 2%	24 3%	54 4%	54 4%	13 3%	13 3%	31 3%	64 5%z	28 3%	50 5%zN	33 3%	33 3%	109 3%	19 5%	5 2%	11 9%zOQ
About two or three times a week	118 3%OT	54 3%	64 3%	13 3%	28 4%	44 3%	32 2%	17 4%	12 3%	31 3%	37 3%	25 3%	35 3%	24 2%	33 3%	86 2%	18 5%zO	6 3%	8 7%zOQ
At least once a week	65 2%	33 2%	32 2%	4 1%	15 2%	30 2%	17 1%	4 1%	12 3%	15 1%	24 2%	16 2%	11 1%	18 2%	20 2%	53 2%	7 2%	2 1%	4 3%
At least once a month	32 1%f	20 1%	12 1%	5 1%	6 1%	7 1%	14 1%	4 1%	-	8 1%	10 1%	7 1%	4 *	10 1%	11 1%	29 1%	1 *	1 1%	1 1%
At least once every three months	5 *	1 *	4 *	* *	1 *	2 *	3 *	2 *	1 *	2 *	1 *	2 *	2 *	1 *	-	5 *	-	1 *	-
Don't know/can't remember	5 *	4 *	1 *	1 *	-	1 *	4 *	-	-	-	2 *	* *	-	1%z	-	4 *	-	1 1%	1 1%
Never	3664 89%PRY	1785 89%	1875 89%	430 91%	704 90%	1204 88%	1325 90%	360 89%	392 89%	931 89%	1201 88%	851 91%	892 88%	891 89%	1030 89%	3104 90%zPR	292 85%R	182 90%R	84 71%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	212 5%OT	102 5%	110 5%	20 4%	30 4%	76 6%	86 6%	20 5%	24 5%	54 5%	82 6%	38 4%	68 7%zK	47 5%	58 5%	156 5%	26 7%O	9 4%	21 18%zOPQ
Weekly (Net)	395 10%OTh	189 9%	206 10%	37 8%	73 9%	151 11%	135 9%	41 10%	48 11%	100 10%	144 11%	79 8%	115 11%	90 9%	111 10%	294 9%	51 15%zOQ	17 8%	33 28%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 90
A2a1_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	427	208	218	42	78	158	148	45	48	108	154	86	119	100	122	323	52	18	34
	10%OTh	10%	10%	9%	10%	12%	10%	11%	11%	10%	11%	9%	12%	10%	11%	9%	15%zOQ	9%	28%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 90
A2a1_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	68 2%O	1 *	7 1%	3 2%	10 3%T	1 *	15 3%ST	3 1%	2 1%	2 2%	- -	4 1%	39 2%	27 2%	58 2%	4 1%
At least once every day	144 4%T	6 2%	18 2%	4 3%	21 5%Th	8 4%	21 4%	11 5%	2 1%	3 3%	7 4%	9 2%	91 4%	48 3%	130 4%	7 2%
About two or three times a week	118 3%OT	17 6%zTV	10 1%	4 3%	7 2%	9 4%T	11 2%	7 3%	2 1%	2 2%	7 5%T	9 2%	73 3%	44 3%	98 3%	14 4%
At least once a week	65 2%	1 *	10 1%	3 2%	5 1%	4 2%	3 1%	10 5%zSTVXhc	-	6 5%zSTVXhc	7 4%zSTXhc	3 1%	46 2%	18 1%	56 2%	6 2%
At least once a month	32 1%f	3 1%	5 1%	4 2%X	3 1%	1 *	2 *	5 2%	* *	1 1%	1 1%	5 1%	22 1%	10 1%	21 1%	5 2%
At least once every three months	5 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	* *	1 *	3 *	2 *	5 *	- -
Don't know/can't remember	5 *	- -	- -	- -	2 1%	- -	1 *	- -	- -	- -	- -	* *	2 *	3 *	5 *	- -
Never	3664 89%PRY	272 91%Y	813 94%zUVXYab	133 88%	341 88%	190 90%	419 89%	187 83%	180 97%zUVWXYab	98 87%	134 86%	338 92%Y	2252 89%	1321 90%	3114 89%	319 90%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	212 5%OT	7 2%	25 3%	7 5%	31 8%zSThc	9 4%	36 8%SThc	14 6%	4 2%	6 5%	7 4%	12 3%	130 5%	75 5%	188 5%	12 3%
Weekly (Net)	395 10%OTh	24 8%	46 5%	15 10%h	43 11%Th	21 10%Th	50 11%Th	31 14%Thc	6 3%	14 12%Th	21 13%Thc	24 6%	250 10%	136 9%	342 10%	31 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 90
A2a1_23. How often in the past 3 months have you listened to these radio stations?
Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	427	27	51	18	46	22	52	36	6	15	22	28	272	146	363	36
	10%OTh	9%	6%	12%Th	12%Th	10%h	11%Th	16%zSThc	3%	13%Th	14%Th	8%	11%	10%	10%	10%

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Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC iPlayer	1570 **38%FGHNTUe**	755 *38%*	815 *39%*	214 **45%zF**	306 **39%F**	610 **45%zDF**	441 *30%*	83 *20%*	110 *25%*	408 **39%GH**	708 **52%zGHI**	485 **52%zLMN**	452 **45%zMN**	378 **38%N**	255 *22%*	1304 *38%*	120 *35%*	100 **50%zOPR**	46 *39%*
BBC Three (now available only online)	141 **3%FNe**	77 *4%*	64 *3%*	32 **7%zEF**	52 **7%zEF**	46 **3%F**	11 *1%*	9 *2%*	8 *2%*	30 *3%*	85 **6%zGHI**	58 **6%zLMN**	39 **4%N**	28 *3%*	17 *1%*	115 *3%*	11 *3%*	9 *5%*	5 *5%*
BBC iPlayer Kids	154 **4%AFNSeg**	60 *3%*	94 **4%A**	20 **4%F**	49 **6%zF**	66 **5%zF**	18 *1%*	9 *2%*	8 *2%*	45 *4%*	79 **6%zGH**	52 **6%zMN**	50 **5%MN**	25 *3%*	27 *2%*	133 *4%*	9 *3%*	6 *3%*	5 *5%*
ITV Hub or ITV Hub+ [formerly ITV player]	756 **18%AFGNPTe**	328 *16%*	427 **20%zA**	89 **19%F**	150 **19%F**	305 **22%zF**	211 *14%*	39 *10%*	63 *14%*	196 **19%G**	345 **25%zGHI**	224 **24%zMN**	225 **22%zMN**	170 **17%N**	137 *12%*	653 **19%P**	34 *10%*	46 **23%P**	23 **19%P**
STV Player	39 **1%OT**	18 *1%*	21 *1%*	4 *1%*	10 *1%*	13 *1%*	13 *1%*	2 ***	4 *1%*	10 *1%*	23 **2%z**	14 *1%*	7 *1%*	7 *1%*	12 *1%*	1 ***	38 **11%zOQR**	* ***	- -
S4C Clic	38 **1%MNe**	25 *1%*	13 *1%*	6 *1%*	14 **2%zF**	11 *1%*	7 ***	- -	- -	10 *1%*	26 **2%zGH**	17 **2%zMN**	16 **2%MN**	2 ***	3 ***	29 *1%*	3 *1%*	5 **3%zO**	1 *1%*
All 4 (formerly 4OD)	595 **15%FGNPe**	290 *14%*	306 *15%*	115 **24%zDEF**	135 **17%zF**	236 **17%zF**	109 *7%*	34 *8%*	55 *12%*	158 **15%G**	289 **21%zGHI**	170 **18%N**	189 **19%N**	135 **14%N**	102 *9%*	506 **15%P**	35 *10%*	31 *15%*	23 **20%zOP**
My5 (formerly Demand 5)	319 **8%FGNef**	159 *8%*	159 *8%*	33 *7%*	75 **10%F**	136 **10%zF**	75 *5%*	17 *4%*	45 **10%G**	84 **8%G**	149 **11%zGI**	83 **9%N**	96 **9%N**	78 *8%*	61 *5%*	274 *8%*	18 *5%*	18 *9%*	8 *7%*
Netflix	1221 **30%AFGHNThe**	558 *28%*	661 **32%A**	281 **59%zDEF**	359 **46%zEF**	419 **31%F**	163 *11%*	68 *17%*	89 *20%*	324 **31%GH**	549 **40%zGHI**	328 **35%zMN**	357 **35%zMN**	295 **30%N**	242 *21%*	1005 *29%*	113 *33%*	60 *30%*	44 **37%zO**
Amazon Prime/Amazon Video	680 **17%FGHMNe**	351 *18%*	328 *16%*	138 **29%zEF**	189 **24%zF**	272 **20%zF**	81 *5%*	29 *7%*	37 *8%*	160 **15%GH**	382 **28%zGHI**	231 **25%zMN**	207 **20%zMN**	133 **13%N**	109 *9%*	564 *16%*	60 *17%*	37 *18%*	19 *16%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Now TV	333 8%FNe	148 7%	185 9%	74 16%zEF	112 14%zEF	107 8%F	40 3%	22 6%	23 5%	97 9%GH	156 11%zGH	92 10%zN	107 11%zN	78 8%N	56 5%	279 8%	25 7%	19 10%	10 9%
Sky On Demand (Sky Go)	585 14%FGHNe	312 16%zB	273 13%	71 15%F	154 20%zF	236 17%zF	124 8%	25 6%	31 7%	157 15%GH	288 21%zGHI	169 18%zMN	162 16%N	137 14%N	117 10%	485 14%	57 17%	28 14%	15 13%
UKTV Play	168 4%BFNe	99 5%zB	68 3%	22 5%	43 5%F	58 4%	45 3%	8 2%	10 2%	47 5%	83 6%zGH	59 6%zMN	48 5%N	31 3%	30 3%	139 4%	12 4%	10 5%	6 5%
Disney Life	112 3%FNe	58 3%	54 3%	17 4%F	50 6%zEF	39 3%F	5 *	7 2%	6 1%	31 3%	62 5%zGH	41 4%zMN	39 4%N	19 2%	14 1%	99 3%	8 2%	3 1%	2 2%
Virgin TV Catch-up/ Virgin Media Anywhere	283 7%GNeg	138 7%	145 7%	31 7%	59 8%	106 8%	87 6%	12 3%	24 5%	75 7%	144 11%zGHI	73 8%N	94 9%zN	72 7%N	44 4%	250 7%	18 5%	9 5%	5 4%
Hayu	46 1%FNe	24 1%	22 1%	11 2%zF	18 2%zF	16 1%F	2 *	* *	3 1%	9 1%	31 2%zGI	19 2%zMN	16 2%N	7 1%	4 *	40 1%	6 2%	1 *	- -
A BBC YouTube Channel	208 5%BFGNe	129 6%zB	79 4%	50 11%zEF	62 8%zF	76 6%F	19 1%	10 2%	18 4%	56 5%G	107 8%zGHI	74 8%zMN	54 5%N	44 4%	35 3%	175 5%	13 4%	13 6%	7 6%
Other YouTube Channel	346 8%FGMNe	182 9%	164 8%	105 22%zDEF	76 10%F	121 9%F	44 3%	21 5%	38 9%	96 9%G	145 11%zG	109 12%zMN	109 11%zMN	61 6%	68 6%	294 9%	23 7%	15 7%	15 12%zP
Other streaming service	26 1%e	11 1%	15 1%	2 1%	6 1%	13 1%	5 *	1 *	1 *	7 1%	10 1%	7 1%	3 *	9 1%	7 1%	23 1%	- -	- -	2 2%zOPQ
None of these	1471 36%CDEIJ KLQYd	724 36%	745 36%	50 11%	165 21%C	420 31%CD	836 57%zCDE	251 62%zHIJ	230 52%zIJ	328 31%J	249 18%	226 24%	277 27%	366 37%KL	603 52%zKLM	1254 36%Q	118 34%	59 29%	40 34%
Total mentions	9093 222%	4447 222%	4638 221%	1367 289%	2083 266%	3305 242%	2337 158%	647 159%	802 182%	2328 224%	3911 288%	2529 269%	2546 251%	2074 208%	1943 169%	7623 222%	721 209%	470 233%	279 235%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC iPlayer (including BBC 3) (Net)	**1630** **40%FGHNTe**	783 *39%*	846 *40%*	227 **48%zF**	328 **42%F**	628 **46%zF**	447 *30%*	88 *22%*	112 *25%*	430 **41%GH**	730 **54%zGHI**	502 **53%zLMN**	469 **46%zMN**	390 **39%N**	269 *23%*	1361 *40%*	120 *35%*	102 **51%zOPR**	47 *40%*
BBC (Net)	**1697** **41%FGHNPTe**	831 *42%*	865 *41%*	246 **52%zDF**	345 **44%F**	650 **48%zF**	456 *31%*	96 *24%*	120 *27%*	453 **44%GH**	753 **55%zGHI**	521 **55%zLMN**	485 **48%zMN**	405 **41%N**	286 *25%*	1423 *41%*	122 *35%*	105 **52%zOPR**	47 *40%*

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Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC iPlayer	1570 38%FGHNTUe	115 38%U	279 32%	41 27%	171 44%TU	75 36%	180 38%U	120 54%zSTUWXhabc	68 37%	41 36%	62 39%	152 41%TU	1140 45%ze	401 27%	1328 38%	131 37%
BBC Three (now available only online)	141 3%FNe	4 1%	32 4%	7 5%	14 4%	8 4%	21 4%	6 3%	5 3%	6 5%	4 3%	8 2%	113 4%ze	27 2%	116 3%	12 3%
BBC iPlayer Kids	154 4%AFNSeg	2 1%	48 6%zSc	8 5%S	22 6%Sc	9 4%S	20 4%S	7 3%	3 2%	8 7%Sbc	2 1%	6 2%	122 5%ze	29 2%	132 4%	5 2%
ITV Hub or ITV Hub+ [formerly ITV player]	756 18%AFGNPTe	55 18%	130 15%	27 18%	86 22%T	39 18%	100 21%T	64 29%zSTUWb	37 20%	18 16%	23 15%	74 20%	539 21%ze	202 14%	634 18%	73 21%
STV Player	39 1%OT	- -	- -	- -	* *	- -	- -	- -	- -	1 1%	- -	- -	29 1%	9 1%	29 1%	7 2%
S4C Clic	38 1%MNe	- -	19 2%zS	- -	1 *	1 1%	3 1%	- -	3 1%	* *	1 1%	1 *	32 1%ze	6 *	31 1%	4 1%
All 4 (formerly 4OD)	595 15%FGNPe	34 12%	110 13%	26 17%	65 17%	34 16%	62 13%	53 24%zSTXc	26 14%	18 16%	24 16%	52 14%	445 18%ze	140 9%	489 14%	65 18%
My5 (formerly Demand 5)	319 8%FGNef	16 5%	56 7%	10 7%	40 10%	20 10%	30 6%	33 15%zSTUXb	15 8%	11 10%	9 6%	32 9%	234 9%ze	77 5%	256 7%	35 10%
Netflix	1221 30%AFGHNThe	92 31%h	225 26%	41 27%	121 31%h	65 31%h	132 28%	86 38%zTXh	36 19%	34 30%	52 33%h	122 33%Th	952 38%ze	242 16%	1024 29%	110 31%
Amazon Prime/Amazon Video	680 17%FGHMNe	51 17%	149 17%	17 11%	60 15%	37 18%	62 13%	62 28%zSTUVWXhbc	22 12%	22 20%	27 17%	55 15%	548 22%ze	124 8%	560 16%	72 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Now TV	333 8%FNe	20 7%	57 7%	14 9%	26 7%	18 9%	48 10%	39 17%zSTVWX habc	12 6%	8 7%	11 7%	25 7%	269 11%ze	61 4%	279 8%	30 8%
Sky On Demand (Sky Go)	585 14%FGHNe	45 15%	103 12%	15 10%	48 12%	37 18%	65 14%	42 19%TU	39 21%zTUV	15 13%	23 14%	53 14%	447 18%ze	132 9%	480 14%	58 16%
UKTV Play	168 4%BFNe	5 2%	36 4%	5 4%	12 3%	11 5%	24 5%	10 4%	7 4%	6 5%	12 8%S	13 4%	137 5%ze	28 2%	147 4%	13 4%
Disney Life	112 3%FNe	3 1%	38 4%zSc	2 1%	11 3%	7 3%	18 4%	5 2%	4 2%	1 1%	6 4%	5 1%	99 4%ze	12 1%	96 3%	5 1%
Virgin TV Catch-up/ Virgin Media Anywhere	283 7%GNeg	20 7%	76 9%h	8 5%	39 10%zh	16 7%	33 7%	16 7%	6 3%	3 3%	11 7%	22 6%	203 8%ze	74 5%	264 8%zg	2 1%
Hayu	46 1%FNe	2 1%	17 2%	1 *	4 1%	3 1%	6 1%	2 1%	2 1%	* *	-	3 1%	40 2%ze	6 *	39 1%	3 1%
A BBC YouTube Channel	208 5%BFGNe	6 2%	54 6%S	10 7%Sa	19 5%	10 5%	22 5%	10 4%	8 4%	1 1%	15 10%zSa	20 5%	168 7%ze	36 2%	171 5%	19 5%
Other YouTube Channel	346 8%FGMNe	21 7%	87 10%	12 8%	35 9%	17 8%	37 8%	27 12%h	9 5%	12 11%	12 8%	25 7%	249 10%ze	89 6%	290 8%	37 10%
Other streaming service	26 1%e	1 *	5 1%	-	5 1%	1 *	5 1%	1 1%	-	-	1 1%	5 1%	19 1%	4 *	20 1%	5 1%
None of these	1471 36%CDEIJ KLQYd	92 31%Y	361 42%zSVYb	67 44%SVYb	119 30%Y	91 43%SVYb	177 37%Y	46 21%	79 42%SVY	42 38%Y	47 30%	132 36%Y	607 24%	824 56%zd	1267 36%	125 35%
Total mentions	9093 222%	583 195%	1883 218%	310 205%	900 231%	500 236%	1043 221%	629 280%	381 204%	248 220%	341 218%	807 219%	6392 253%	2523 171%	7653 219%	811 228%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 91
A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC iPlayer (including BBC 3) (Net)	**1630** **40%FGHNTe**	116 *39%*	298 *34%*	48 *32%*	180 **46%zTU**	80 *38%*	186 *39%*	123 **55%zSTUW Xhabc**	69 *37%*	45 *40%*	62 *39%*	156 **42%T**	1184 **47%ze**	414 *28%*	1380 *40%*	132 *37%*
BBC (Net)	**1697** **41%FGHNP Te**	117 *39%*	319 *37%*	52 *34%*	184 **47%zTU**	80 *38%*	194 *41%*	123 **55%zSTUW Xha**	73 *39%*	45 *40%*	70 *44%*	165 **45%T**	1236 **49%ze**	429 *29%*	1433 *41%*	142 *40%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 92
A3a. How often in the past 3 months have you watched programmes using these services?
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table														
BBC iPlayer	1748	1570	1185	85 5%	210 13%	404 26%	508 32%	288 18%	65 4%	9 1%	1570 100%	296 19%	1208 77%	1497 95%
BBC Three (now available only online)	183	141	134	15 10%	33 24%	31 22%	24 17%	31 22%	6 4%	1 *	141 100%	48 34%	103 73%	134 95%
BBC iPlayer Kids	180	154	129	22 14%	44 29%	39 26%	33 21%	11 7%	5 3%	* *	154 100%	66 43%	138 89%	148 96%
ITV Hub or ITV Hub+ [formerly ITV player]	854	756	572	41 5%	61 8%	194 26%	267 35%	148 20%	39 5%	6 1%	756 100%	102 14%	563 75%	711 94%
STV Player	56	39	45	2 6%	6 14%	11 28%	8 20%	11 27%	1 3%	* 1%	39 100%	8 21%	27 68%	38 96%
S4C Clic	44	38	31	9 23%	11 30%	8 22%	6 16%	3 8%	1 2%	- -	38 100%	20 53%	34 91%	37 98%
All 4 (formerly 4OD)	707	595	497	31 5%	44 7%	105 18%	200 34%	154 26%	52 9%	8 1%	595 100%	75 13%	380 64%	535 90%
My5 (formerly Demand 5)	380	319	268	16 5%	23 7%	56 18%	101 32%	94 30%	26 8%	2 1%	319 100%	39 12%	196 61%	290 91%
Netflix	1367	1221	917	191 16%	333 27%	388 32%	199 16%	89 7%	19 2%	3 *	1221 100%	524 43%	1110 91%	1199 98%
Amazon Prime/Amazon Video	789	680	557	81 12%	125 18%	197 29%	168 25%	85 12%	19 3%	6 1%	680 100%	206 30%	571 84%	656 96%
Now TV	376	333	256	50 15%	68 20%	85 26%	77 23%	32 10%	17 5%	3 1%	333 100%	118 36%	281 84%	313 94%
Sky On Demand (Sky Go)	650	585	452	69 12%	112 19%	167 28%	152 26%	61 10%	19 3%	6 1%	585 100%	182 31%	500 85%	561 96%
UKTV Play	185	168	128	17 10%	23 14%	34 20%	56 33%	28 17%	9 5%	1 *	168 100%	40 24%	130 77%	158 94%
Disney Life	127	112	96	23 21%	38 34%	23 20%	14 12%	9 8%	3 3%	2 2%	112 100%	61 55%	98 87%	107 96%
Virgin TV Catch-up/ Virgin Media Anywhere	289	283	198	25 9%	67 24%	88 31%	64 23%	23 8%	11 4%	5 2%	283 100%	93 33%	245 86%	267 94%
Hayu	59	46	45	7 16%	19 42%	3 7%	7 16%	5 11%	4 9%	- -	46 100%	27 58%	37 80%	42 91%
A BBC YouTube Channel	257	208	184	23 11%	40 19%	53 26%	53 25%	29 14%	7 3%	4 2%	208 100%	63 30%	169 81%	197 95%
Other YouTube Channel	427	346	283	80 23%	86 25%	79 23%	60 17%	26 8%	14 4%	1 *	346 100%	166 48%	304 88%	331 96%

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Table 93
A3a_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1748	850	897	283	339	678	448	115	128	459	788	637	458	344	309	1302	155	178	113
WeightedBase	1570	755	815	214	306	610	441	83*	110*	408	708	485	452	378	255	1304	120	100	46*
EffectiveBase	1185	600	587	184	238	486	288	86	89	319	550	440	319	232	224	917	119	123	88
A few times a day	85	46	39	13	33	21	19	3	5	31	40	35	23	13	14	71	8	3	4
	5%Ee	6%	5%	6%	11%zEF	3%	4%	3%	4%	7%	6%	7%z	5%	4%	5%	5%	7%	3%	9%Q
At least once every day	210	98	113	41	47	79	43	5	15	58	103	69	52	57	33	187	11	7	6
	13%FGQ	13%	14%	19%zEF	15%	13%	10%	6%	14%	14%G	15%G	14%	11%	15%	13%	14%Q	9%	7%	12%
About two or three times a week	404	195	209	47	67	170	119	15	39	101	190	139	110	82	73	341	24	27	11
	26%	26%	26%	22%	22%	28%	27%	18%	36%zGI	25%	27%	29%M	24%	22%	28%	26%	20%	27%	24%
At least once a week	508	246	262	49	109	204	147	31	26	124	223	142	154	136	77	412	44	42	11
	32%CRU	33%	32%	23%	36%C	33%C	33%C	37%	23%	30%	32%	29%	34%	36%	30%	32%	36%R	42%zOR	23%
At least once a month	288	137	151	52	38	106	93	24	22	77	121	78	91	76	44	239	27	11	11
	18%DQ	18%	18%	24%zDE	12%	17%	21%D	29%zIJ	20%	19%	17%	16%	20%	20%	17%	18%Q	23%Q	11%	24%Q
At least once every three months	65	32	34	11	9	29	16	6	3	17	27	19	19	15	13	48	4	10	3
	4%c	4%	4%	5%	3%	5%	4%	7%	2%	4%	4%	4%	4%	4%	5%	4%	4%	10%zO	7%
Don't know/can't remember	9	1	7	1	3	1	4	-	-	1	4	3	3	-	2	6	2	-	1
	1%AE	*	1%	1%	1%	*	1%	-	-	*	1%	1%	1%	-	1%	*	2%	-	1%
Total mentions	1570	755	815	214	306	610	441	83	110	408	708	485	452	378	255	1304	120	100	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	296	144	152	54	80	100	62	8	20	88	143	104	75	70	46	258	19	10	10
	19%FGQ	19%	19%	25%zEF	26%zEF	16%	14%	9%	18%	22%G	20%G	21%	17%	19%	18%	20%Q	16%	10%	21%Q
Weekly (Net)	1208	585	623	150	256	474	328	53	85	312	557	386	339	287	196	1011	86	79	32
	77%CGRe	78%	76%	70%	84%zCF	78%C	74%	64%	77%	77%G	79%G	79%	75%	76%	77%	78%R	72%	79%	68%
Monthly (Net)	1497	722	774	202	294	580	421	77	107	390	677	463	430	363	240	1250	114	90	43
	95%Q	96%	95%	94%	96%	95%	95%	93%	98%	96%	96%	96%	95%	96%	94%	96%Q	95%	90%	92%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 93
A3a_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1748	106	292	47	161	81	179	114	65	43	59	155	1145	555	1452	167
WeightedBase	1570	115*	279	41*	171	75*	180	120*	68*	41*	62*	152	1140	401	1328	131
EffectiveBase	1185	69	197	35	109	62	133	84	45	31	43	115	806	362	984	124
A few times a day	85 5%Ee	8 7%	19 7%	1 2%	14 8%	1 1%	11 6%	2 2%	5 7%	1 4%	1 2%	8 5%	68 6%e	13 3%	75 6%	5 4%
At least once every day	210 13%FGQ	11 10%	41 15%	8 19%	27 16%	9 13%	36 20%za	15 13%	8 12%	2 4%	11 18%	18 12%	160 14%	50 13%	174 13%	16 12%
About two or three times a week	404 26%	29 25%	57 20%	13 31%	52 30%T	20 27%	47 26%	35 29%	22 32%	10 24%	13 21%	44 29%	292 26%	106 26%	339 26%	42 32%
At least once a week	508 32%CRU	41 36%U	97 35%U	6 16%	41 24%	20 27%	52 29%	43 36%U	23 34%	16 39%U	18 29%	54 35%U	374 33%	125 31%	435 33%	36 28%
At least once a month	288 18%DQ	20 17%	56 20%	10 24%	22 13%	20 26%Vh	29 16%	23 19%	7 11%	9 23%	15 24%	28 18%	196 17%	88 22%z	241 18%	25 19%
At least once every three months	65 4%c	5 5%	8 3%	3 8%Yc	12 7%Yc	4 6%c	5 3%	1 1%	3 4%	3 6%c	3 5%	1 1%	46 4%	17 4%	58 4%	5 4%
Don't know/can't remember	9 1%AE	1 1%	2 1%	-	2 1%	-	1 1%	-	-	-	-	-	5 *	3 1%	6 *	2 1%
Total mentions	1570 100%	115 100%	279 100%	41 100%	171 100%	75 100%	180 100%	120 100%	68 100%	41 100%	62 100%	152 100%	1140 100%	401 100%	1328 100%	131 100%
Daily (Net)	296 19%FGQ	19 17%	60 22%	8 21%	41 24%a	10 14%	46 26%za	18 15%	13 19%	3 7%	13 21%	26 17%	228 20%	63 16%	249 19%	21 16%
Weekly (Net)	1208 77%CGRe	89 77%	214 77%	28 68%	135 79%	51 68%	145 81%	96 80%	58 85%W	29 71%	44 71%	124 81%W	893 78%	293 73%	1024 77%	99 76%
Monthly (Net)	1497 95%Q	109 95%	270 97%	37 92%	157 92%	71 94%	174 97%	119 99%UV	66 96%	38 94%	58 95%	151 99%zSUVW a	1089 96%	381 95%	1264 95%	124 95%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 94
A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	183	96	87	49	60	58	16	13	8	42	107	86	44	29	24	137	16	18	12
WeightedBase	141	77*	64*	32*	52*	46*	11**	9**	8**	30*	85*	58*	39*	28**	17**	115	11**	9**	5**
EffectiveBase	134	72	62	36	45	43	11	8	6	33	81	62	33	24	16	102	14	15	10
A few times a day	15	9	5	1	11	3	-	-	1	*	13	6	6	1	1	12	1	1	-
	10%l	12%	8%	3%	21%zCE	6%	-	-	13%	2%	15%zl	11%	15%	5%	7%	11%	10%	13%	-
At least once every day	33	16	18	7	13	13	1	*	4	12	17	16	9	5	4	26	5	2	1
	24%	20%	28%	21%	25%	28%	6%	4%	51%	40%zJ	20%	27%	23%	18%	21%	22%	43%	23%	16%
About two or three times a week	31	21	10	9	10	11	*	3	-	4	21	13	9	5	4	27	1	3	*
	22%	27%	16%	30%	20%	24%	1%	34%	-	14%	25%	22%	24%	19%	24%	23%	7%	29%	8%
At least once a week	24	12	12	8	5	6	4	3	1	3	15	12	3	5	4	18	3	2	1
	17%d	16%	19%	25%	11%	14%	38%	34%	17%d	10%	18%	21%	9%	19%	22%	16%	32%	21%	14%
At least once a month	31	16	15	5	9	11	6	2	1	8	15	9	8	10	4	28	*	1	2
	22%	20%	24%	15%	17%	24%	56%	22%	19%	27%	18%	16%	21%	37%	22%	24%	4%	7%	34%
At least once every three months	6	3	3	2	2	1	-	-	-	2	4	1	3	1	1	4	1	1	1
	4%d	4%	5%	7%	5%	3%	-	-	-	7%	4%	3%	8%	3%	5%	3%	5%	7%	27%
Don't know/can't remember	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-
	*	-	1%	-	1%	-	-	6%	-	-	-	1%	-	-	-	*	-	-	-
Total mentions	141	77	64	32	52	46	11	9	8	30	85	58	39	28	17	115	11	9	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	48	25	23	7	24	16	1	*	5	13	30	22	15	6	5	38	6	3	1
	34%e	32%	36%	23%	46%zC	34%	6%	4%	65%	42%	35%	38%	38%	22%	28%	33%	53%	36%	16%
Weekly (Net)	103	58	45	25	40	33	5	6	6	20	66	47	27	17	12	83	10	8	2
	73%e	75%	70%	78%	77%	73%	44%	72%	81%	66%	78%	81%	70%	60%	74%	72%	91%	86%	38%
Monthly (Net)	134	74	60	30	49	44	11	8	8	28	81	56	36	27	16	111	10	9	4
	95%e	96%	95%	93%	94%	97%	100%	94%	100%	93%	96%	96%	92%	97%	95%	96%	95%	93%	73%

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Table 94
A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	183	7	36	7	18	10	21	10	6	6	6	10	132	49	150	17
WeightedBase	141	4**	32**	7**	14**	8**	21**	6**	5**	6**	4**	8**	113*	27*	116	12**
EffectiveBase	134	6	26	6	13	8	15	9	5	5	4	7	100	37	111	13
A few times a day	15	-	8	-	2	*	1	-	-	-	-	*	15	-	11	-
	10%l	-	26%	-	16%	5%	4%	-	-	-	-	3%	13%e	-	9%	-
At least once every day	33	2	6	1	-	*	10	1	-	1	2	2	29	4	26	4
	24%	38%	18%	20%	-	3%	50%	16%	-	27%	35%	29%	26%	14%	23%	31%
About two or three times a week	31	1	8	-	6	2	5	2	*	2	1	1	27	4	25	3
	22%	20%	25%	-	45%	28%	22%	29%	5%	29%	18%	8%	24%	13%	21%	26%
At least once a week	24	1	4	2	1	2	2	1	2	-	*	1	15	9	21	3
	17%d	21%	14%	30%	10%	18%	11%	22%	51%	-	10%	14%	13%	32%zd	18%	24%
At least once a month	31	1	4	4	4	4	2	1	2	2	2	4	24	7	28	2
	22%	15%	14%	50%	25%	46%	11%	9%	44%	34%	37%	46%	21%	24%	24%	14%
At least once every three months	6	*	1	-	1	-	*	1	-	1	-	-	2	4	5	1
	4%d	6%	3%	-	4%	-	2%	14%	-	11%	-	-	2%	16%zd	4%	5%
Don't know/can't remember	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	-	-	-	-	-	9%	-	-	-	-	*	-	*	-
Total mentions	141	7	32	7	14	8	21	6	5	6	4	8	113	27	116	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	48	2	14	1	2	1	11	1	-	1	2	3	44	4	37	4
	34%e	38%	44%	20%	16%	8%	54%	16%	-	27%	35%	32%	39%ze	14%	32%	31%
Weekly (Net)	103	3	26	4	10	5	18	4	3	3	3	4	87	16	83	10
	73%e	79%	83%	50%	71%	54%	87%	68%	56%	56%	63%	54%	76%e	59%	71%	81%
Monthly (Net)	134	4	31	7	14	8	20	5	5	5	4	8	111	23	110	11
	95%e	94%	97%	100%	96%	100%	98%	78%	100%	89%	100%	100%	98%ze	84%	95%	95%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	180	74	106	27	60	78	15	8	15	52	90	69	47	28	36	144	15	11	10
WeightedBase	154	60*	94*	20**	49*	66*	18**	9**	8**	45*	79*	52*	50*	25**	27**	133	9**	6**	5**
EffectiveBase	129	56	74	20	48	57	9	6	12	33	68	48	36	19	27	105	12	9	9
A few times a day	22	11	11	5	10	6	-	3	1	5	11	7	8	4	3	18	2	1	1
	14%	18%	11%	26%	21%	9%	-	32%	7%	11%	15%	13%	16%	15%	12%	13%	17%	16%	23%
At least once every day	44	20	24	5	15	22	2	3	4	12	22	9	14	9	11	35	4	3	2
	29%K	34%	25%	25%	30%	34%	11%	40%	48%	26%	29%	18%	29%	36%	42%	26%	47%	47%	29%
About two or three times a week	39	18	21	6	12	20	2	-	2	11	24	15	11	6	7	34	2	1	2
	26%	31%	22%	28%	24%	30%	11%	-	23%	24%	30%	30%	23%	24%	24%	26%	24%	13%	39%
At least once a week	33	7	26	1	8	15	9	1	*	11	16	15	10	6	2	31	1	1	-
	21%A	11%	28%A	7%	16%	22%	50%	11%	3%	25%	21%	29%	19%	23%	7%	23%	7%	11%	-
At least once a month	11	3	8	-	4	3	4	1	1	5	4	3	4	1	3	10	-	1	-
	7%d	4%	9%	-	8%	5%	20%	7%	13%	11%	5%	6%	7%	2%	12%	8%	-	12%	-
At least once every three months	5	*	5	3	1	-	1	1	*	1	1	2	3	-	-	5	*	-	-
	3%Jd	1%	5%	14%	2%	-	7%	10%	6%	2%	1%	4%	6%	-	-	3%	5%	-	-
Don't know/can't remember	*	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*
	*	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	2%	-	-	-	9%
Total mentions	154	60	94	20	49	66	18	9	8	45	79	52	50	25	27	133	9	6	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	66	31	35	10	25	28	2	6	4	16	34	16	22	13	14	53	6	4	3
	43%K	52%	37%	51%	50%	43%	11%	72%	55%	36%	43%	31%	45%	51%	54%	40%	64%	63%	52%
Weekly (Net)	138	56	81	17	45	63	13	7	7	39	74	47	44	25	23	119	9	5	5
	89%	94%	87%	86%	90%	94%	72%	83%	81%	86%	94%	90%	87%	98%	86%	89%	95%	88%	91%
Monthly (Net)	148	59	89	17	48	66	17	8	8	43	78	50	47	25	26	129	9	6	5
	96%	98%	95%	86%	98%	99%	93%	90%	94%	97%	99%z	96%	94%	100%	98%	97%	95%	100%	91%

Table 95
A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	180	3	49	9	21	8	22	9	4	7	3	9	142	34	150	9
WeightedBase	154	2**	48*	8**	22**	9**	20**	7**	3**	8**	2**	6**	122	29**	132	5**
EffectiveBase	129	2	36	7	15	6	18	7	4	4	2	7	105	21	107	8
A few times a day	22	-	7	1	3	*	3	-	1	1	1	1	20	1	16	1
	14%	-	15%	16%	16%	3%	13%	-	20%	8%	53%	22%	16%	4%	12%	24%
At least once every day	44	-	13	2	6	5	3	2	1	-	-	3	36	8	37	2
	29%K	-	28%	21%	29%	57%	16%	24%	36%	-	-	51%	29%	28%	28%	31%
About two or three times a week	39	1	15	2	2	2	10	1	1	-	*	1	34	4	37	1
	26%	45%	31%	22%	8%	22%	49%	20%	28%	-	8%	15%	28%	15%	28%	15%
At least once a week	33	1	8	1	9	2	3	2	*	5	1	1	23	8	28	1
	21%A	55%	16%	9%	40%	18%	15%	27%	16%	61%	39%	13%	19%	27%	22%	22%
At least once a month	11	-	5	2	1	-	1	-	-	1	-	-	6	4	10	-
	7%d	-	10%	32%	3%	-	4%	-	-	19%	-	-	5%	14%	8%	-
At least once every three months	5	-	-	-	1	-	1	2	-	1	-	-	2	3	4	-
	3%Jd	-	-	-	4%	-	3%	29%	-	12%	-	-	2%	10%	3%	-
Don't know/can't remember	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	9%
Total mentions	154	2	48	8	22	9	20	7	3	8	2	6	122	29	132	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	66	-	20	3	10	5	6	2	2	1	1	4	56	10	52	3
	43%K	-	43%	37%	45%	59%	29%	24%	56%	8%	53%	73%	46%	33%	40%	55%
Weekly (Net)	138	2	43	5	20	9	18	5	3	5	2	6	113	22	117	5
	89%	100%	90%	68%	93%	100%	93%	71%	100%	69%	100%	100%	93%z	76%	89%	91%
Monthly (Net)	148	2	48	8	21	9	19	5	3	7	2	6	119	26	128	5
	96%	100%	100%	100%	96%	100%	97%	71%	100%	88%	100%	100%	98%z	90%	97%	91%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A3a_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	854	373	481	125	167	343	219	57	76	235	379	303	217	161	173	661	46	89	58
WeightedBase	756	328	427	89*	150	305	211	39*	63*	196	345	224	225	170	137	653	34*	46*	23*
EffectiveBase	572	258	315	81	113	243	141	42	51	161	262	217	148	108	117	461	39	67	47
A few times a day	41	17	24	7	21	9	4	4	4	12	20	16	15	3	7	35	3	1	1
	5%EFMe	*5%*	*6%*	*8%EF*	*14%zEF*	*3%*	*2%*	*11%*	*6%*	*6%*	*6%*	*7%M*	*7%*	*2%*	*5%*	*5%*	*10%*	*3%*	*4%*
At least once every day	61	30	32	8	21	19	14	*	8	16	27	22	12	11	16	52	5	2	3
	8%	*9%*	*7%*	*8%*	*14%zEF*	*6%*	*7%*	*1%*	*12%*	*8%*	*8%*	*10%*	*5%*	*7%*	*12%*	*8%*	*15%Q*	*4%*	*12%*
About two or three times a week	194	73	121	30	38	76	50	10	19	52	81	66	45	43	39	173	5	12	4
	26%V	*22%*	*28%*	*34%*	*25%*	*25%*	*24%*	*24%*	*29%*	*26%*	*23%*	*30%L*	*20%*	*26%*	*28%*	*27%*	*14%*	*25%*	*18%*
At least once a week	267	122	145	27	40	122	78	13	20	68	126	66	95	59	47	230	10	20	7
	35%DK	*37%*	*34%*	*30%*	*27%*	*40%zD*	*37%*	*34%*	*32%*	*35%*	*37%*	*29%*	*42%zK*	*35%*	*35%*	*35%*	*30%*	*44%*	*30%*
At least once a month	148	69	79	15	27	56	51	7	10	39	64	35	49	46	18	126	7	9	5
	20%NXd	*21%*	*18%*	*17%*	*18%*	*18%*	*24%*	*19%*	*16%*	*20%*	*19%*	*16%*	*22%*	*27%zKN*	*13%*	*19%*	*21%*	*20%*	*23%*
At least once every three months	39	14	25	3	3	20	13	4	3	8	22	16	9	4	10	32	2	2	3
	5%	*4%*	*6%*	*4%*	*2%*	*7%*	*6%*	*11%*	*5%*	*4%*	*6%*	*7%*	*4%*	*3%*	*7%*	*5%*	*7%*	*4%*	*13%zO*
Don't know/can't remember	6	4	1	-	1	3	2	-	-	1	5	3	-	3	-	5	1	*	-
	1%	*1%*	***	-	*1%*	*1%*	*1%*	-	-	***	*1%*	*1%*	-	*2%*	-	*1%*	*2%*	*1%*	-
Total mentions	756	328	427	89	150	305	211	39	63	196	345	224	225	170	137	653	34	46	23
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	102	46	56	15	42	28	18	5	11	28	47	38	28	14	23	87	8	3	4
	14%EFY	*14%*	*13%*	*16%*	*28%zEF*	*9%*	*8%*	*12%*	*18%*	*14%*	*14%*	*17%M*	*12%*	*8%*	*17%*	*13%*	*25%zOQ*	*7%*	*16%*
Weekly (Net)	563	241	322	71	120	226	146	27	50	148	254	170	167	117	109	490	23	35	15
	75%e	*73%*	*75%*	*80%*	*80%*	*74%*	*69%*	*70%*	*79%*	*75%*	*74%*	*76%*	*74%*	*69%*	*80%*	*75%*	*70%*	*76%*	*64%*
Monthly (Net)	711	310	401	86	146	282	197	35	60	187	318	206	216	162	127	617	31	44	20
	94%RS	*94%*	*94%*	*96%*	*98%zE*	*92%*	*93%*	*89%*	*95%*	*95%*	*92%*	*92%*	*96%*	*96%*	*93%*	*94%R*	*91%*	*95%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 96
A3a_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	854	52	129	30	82	46	96	59	36	23	26	82	539	289	694	97
WeightedBase	756	55*	130*	27**	86*	39*	100*	64*	37**	18**	23**	74*	539	202	634	73*
EffectiveBase	572	33	91	22	50	37	68	44	27	19	20	60	377	190	462	70
A few times a day	41 5%EFMe	2 4%	11 9%Y	2 7%	6 7%	* 1%	7 7%	- -	- -	- -	- -	7 10%Y	36 7%	5 3%	34 5%	2 3%
At least once every day	61 8%	5 9%	6 5%	2 9%	17 19%zTY	2 6%	11 11%	2 3%	- -	2 9%	1 3%	5 6%	45 8%	15 8%	48 8%	7 9%
About two or three times a week	194 26%V	13 24%	29 22%	6 21%	12 13%	14 37%V	36 36%zV	22 34%V	6 16%	6 30%	8 33%	22 30%V	142 26%	49 24%	162 26%	19 26%
At least once a week	267 35%DK	20 37%	45 34%	8 28%	28 33%	14 35%	29 29%	28 44%	20 53%	7 36%	7 33%	24 33%	190 35%	69 34%	230 36%	22 29%
At least once a month	148 20%NXd	5 9%	34 26%SX	9 31%	21 25%X	7 19%	9 9%	10 16%	8 21%	2 10%	6 26%	15 20%	89 17%	57 28%zd	123 19%	20 27%
At least once every three months	39 5%	8 14%zTYc	5 4%	1 4%	2 3%	1 3%	5 5%	1 2%	4 10%	3 15%	1 5%	1 1%	32 6%	7 3%	33 5%	3 4%
Don't know/can't remember	6 1%	1 2%	- -	- -	- -	- -	3 3%z	1 1%	- -	- -	- -	- -	6 1%	- -	4 1%	1 2%
Total mentions	756 100%	55 100%	130 100%	27 100%	86 100%	39 100%	100 100%	64 100%	37 100%	18 100%	23 100%	74 100%	539 100%	202 100%	634 100%	73 100%
Daily (Net)	102 14%EFY	7 13%	17 13%	4 16%	22 26%zWY	2 6%	18 18%Y	2 3%	- -	2 9%	1 3%	12 16%Y	81 15%	21 10%	82 13%	9 12%
Weekly (Net)	563 75%e	41 75%	91 70%	18 65%	62 72%	30 78%	82 83%	52 82%	26 69%	14 75%	16 69%	58 79%	413 77%e	138 69%	474 75%	49 67%
Monthly (Net)	711 94%RS	46 84%	125 96%S	26 96%	84 97%S	38 97%	91 92%	62 97%	34 90%	16 85%	22 95%	73 99%S	502 93%	195 97%	597 94%	69 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 97
A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	56	27	29	7	11	19	19	3	5	13	33	24	9	9	14	2	53	1	-
WeightedBase	39*	18**	21**	4**	10**	13**	13**	2**	4**	10**	23**	14**	7**	7**	12**	1**	38*	***	-**
EffectiveBase	45	23	22	6	8	16	17	3	5	11	25	20	8	8	11	2	43	1	-
A few times a day	2	2	1	-	2	1	-	-	-	1	2	-	1	1	1	1	2	-	-
	6%Pf	10%	3%	-	18%	5%	-	-	-	7%	8%	-	10%	9%	9%	64%	5%	-	-
At least once every day	6	1	5	1	1	3	*	-	1	2	3	3	2	-	1	-	6	-	-
	14%	7%	21%	36%	6%	26%	3%	-	16%	23%	12%	21%	28%	-	8%	-	15%	-	-
About two or three times a week	11	5	6	2	3	3	3	1	-	3	7	2	1	2	5	*	11	-	-
	28%	29%	26%	48%	34%	20%	24%	30%	-	25%	31%	17%	19%	30%	43%	36%	27%	-	-
At least once a week	8	5	2	*	2	3	3	-	2	1	5	2	2	3	1	-	8	*	-
	20%	30%	12%	4%	21%	25%	20%	-	44%	13%	20%	14%	26%	46%	9%	-	20%	100%	-
At least once a month	11	3	7	*	2	2	6	1	1	3	6	5	1	1	3	-	11	-	-
	27%	19%	35%	12%	21%	19%	45%	37%	40%	26%	27%	40%	17%	14%	27%	-	28%	-	-
At least once every three months	1	1	1	-	-	1	1	1	-	1	-	1	-	-	1	-	1	-	-
	3%	4%	3%	-	-	5%	5%	33%	-	6%	-	5%	-	-	5%	-	3%	-	-
Don't know/can't remember	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	*	-	-
	1%	2%	-	-	-	-	3%	-	-	-	2%	3%	-	-	-	-	1%	-	-
Total mentions	39	18	21	4	10	13	13	2	4	10	23	14	7	7	12	1	38	*	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Daily (Net)	8	3	5	1	2	4	*	-	1	3	5	3	3	1	2	1	7	-	-
	21%	16%	24%	36%	24%	31%	3%	-	16%	30%	20%	21%	38%	9%	17%	64%	20%	-	-
Weekly (Net)	27	14	13	3	8	10	6	1	2	7	16	7	5	6	8	1	26	*	-
	68%	76%	62%	88%	79%	76%	47%	30%	60%	67%	72%	52%	83%	86%	68%	100%	67%	100%	-
Monthly (Net)	38	17	21	4	10	12	12	1	4	9	22	13	7	7	11	1	37	*	-
	96%	94%	97%	100%	100%	95%	92%	67%	100%	94%	98%	92%	100%	100%	95%	100%	96%	100%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	56	-	-	-	1	-	-	-	-	1	-	-	37	16	42	9
WeightedBase	39*	-**	-**	-**	***	-**	-**	-**	-**	1**	-**	-**	29**	9**	29*	7**
EffectiveBase	45	-	-	-	1	-	-	-	-	1	-	-	30	14	33	8
A few times a day	2	-	-	-	-	-	-	-	-	1	-	-	2	-	1	-
	6%Pf	-	-	-	-	-	-	-	-	100%	-	-	8%	-	2%	-
At least once every day	6	-	-	-	-	-	-	-	-	-	-	-	5	*	5	1
	14%	-	-	-	-	-	-	-	-	-	-	-	18%	5%	18%	8%
About two or three times a week	11	-	-	-	*	-	-	-	-	-	-	-	8	1	7	3
	28%	-	-	-	100%	-	-	-	-	-	-	-	29%	14%	23%	43%
At least once a week	8	-	-	-	-	-	-	-	-	-	-	-	6	2	7	1
	20%	-	-	-	-	-	-	-	-	-	-	-	21%	17%	24%	10%
At least once a month	11	-	-	-	-	-	-	-	-	-	-	-	7	4	9	2
	27%	-	-	-	-	-	-	-	-	-	-	-	23%	45%	31%	25%
At least once every three months	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	3%	-	-	-	-	-	-	-	-	-	-	-	-	14%	2%	9%
Don't know/can't remember	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
	1%	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	6%
Total mentions	39	-	-	-	*	-	-	-	-	1	-	-	29	9	29	7
	100%	-	-	-	100%	-	-	-	-	100%	-	-	100%	100%	100%	100%
Daily (Net)	8	-	-	-	-	-	-	-	-	1	-	-	8	*	6	1
	21%	-	-	-	-	-	-	-	-	100%	-	-	27%	5%	20%	8%
Weekly (Net)	27	-	-	-	*	-	-	-	-	1	-	-	22	3	20	4
	68%	-	-	-	100%	-	-	-	-	100%	-	-	77%	37%	67%	61%
Monthly (Net)	38	-	-	-	*	-	-	-	-	1	-	-	29	7	29	6
	96%	-	-	-	100%	-	-	-	-	100%	-	-	100%	82%	98%	86%

Table 98
A3a_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	44	29	15	8	17	13	6	-	-	10	29	23	16	2	3	28	3	11	2
WeightedBase	38*	25**	13**	6**	14**	11**	7**	-**	-**	10**	26**	17**	16**	2**	3**	29**	3**	5**	1**
EffectiveBase	31	22	9	6	13	10	4	-	-	6	23	17	11	2	3	21	3	9	2
A few times a day	9 23%	6 23%	3 24%	3 45%	4 31%	2 17%	- -	- -	- -	2 25%	6 25%	5 28%	2 14%	- -	2 66%	7 23%	2 77%	- -	- -
At least once every day	11 30%	9 35%	2 19%	1 16%	7 46%	4 34%	- -	- -	- -	2 18%	9 37%	5 29%	5 30%	2 78%	- -	9 33%	1 23%	1 20%	- -
About two or three times a week	8 22%d	5 20%	3 25%	1 12%	3 20%	2 23%	2 31%	- -	- -	2 19%	6 23%	5 31%	2 13%	- -	1 34%	8 26%	- -	* 8%	* 45%
At least once a week	6 16%d	3 11%	3 25%	1 13%	- -	2 19%	3 46%	- -	- -	4 38%	2 6%	1 7%	4 28%	* 22%	- -	5 17%	- -	1 15%	* 55%
At least once a month	3 8%	3 11%	* 2%	1 14%	* 3%	- -	2 23%	- -	- -	- -	2 6%	1 6%	2 12%	- -	- -	1 2%	- -	2 43%	- -
At least once every three months	1 2%	- -	1 5%	- -	- -	1 6%	- -	- -	- -	- -	1 3%	- -	1 4%	- -	- -	- -	- -	1 13%	- -
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	38 100%	25 100%	13 100%	6 100%	14 100%	11 100%	7 100%	- -	- -	10 100%	26 100%	17 100%	16 100%	2 100%	3 100%	29 100%	3 100%	5 100%	1 100%
Daily (Net)	20 53%	14 58%	6 43%	4 61%	11 77%	5 51%	- -	- -	- -	4 43%	16 62%	9 56%	7 43%	2 78%	2 66%	16 55%	3 100%	1 20%	- -
Weekly (Net)	34 91%	22 89%	12 93%	5 86%	14 97%	10 94%	6 77%	- -	- -	10 100%	24 91%	16 94%	14 84%	2 100%	3 100%	28 98%	3 100%	2 44%	1 100%
Monthly (Net)	37 98%	25 100%	13 95%	6 100%	14 100%	10 94%	7 100%	- -	- -	10 100%	25 97%	17 100%	15 96%	2 100%	3 100%	29 100%	3 100%	5 87%	1 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 98
A3a_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**44**	-	16	-	2	3	2	-	2	1	1	1	39	5	36	5
WeightedBase	**38***	-**	19**	-**	1**	1**	3**	-**	3**	***	1**	1**	32*	6**	31**	4**
EffectiveBase	**31**	-	12	-	2	3	2	-	2	1	1	1	30	3	25	4
A few times a day	**9** **23%**	-	3 18%	-	-	* 33%	-	-	2 61%	-	-	1 100%	9 27%z	-	6 21%	1 26%
At least once every day	**11** **30%**	-	6 30%	-	1 100%	-	3 100%	-	-	-	-	-	11 35%z	-	11 35%	* 11%
About two or three times a week	**8** **22%d**	-	4 24%	-	-	1 67%	-	-	1 39%	-	1 100%	-	6 19%	2 39%	6 20%	-
At least once a week	**6** **16%d**	-	4 24%	-	-	-	-	-	-	* 100%	-	-	3 9%	3 56%	6 20%	-
At least once a month	**3** **8%**	-	1 3%	-	-	-	-	-	-	-	-	-	3 8%	* 4%	1 4%	2 45%
At least once every three months	**1** **2%**	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	1 19%
Don't know/can't remember	**-** **-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	**38** **100%**	-	19 100%	-	1 100%	1 100%	3 100%	-	3 100%	* 100%	1 100%	1 100%	32 100%	6 100%	31 100%	4 100%
Daily (Net)	**20** **53%**	-	9 49%	-	1 100%	* 33%	3 100%	-	2 61%	-	-	1 100%	20 62%z	-	17 56%	1 36%
Weekly (Net)	**34** **91%**	-	18 97%	-	1 100%	1 100%	3 100%	-	3 100%	* 100%	1 100%	1 100%	29 90%	5 96%	30 96%	1 36%
Monthly (Net)	**37** **98%**	-	19 100%	-	1 100%	1 100%	3 100%	-	3 100%	* 100%	1 100%	1 100%	32 98%	6 100%	31 100%	3 81%

Table 99
A3a_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	707	345	362	149	167	280	111	52	61	197	329	248	187	140	132	545	50	64	48
WeightedBase	595	290	306	115	135	236	109*	34*	55*	158	289	170	189	135	102	506	35*	31*	23*
EffectiveBase	497	251	246	100	118	215	71	42	42	149	227	186	127	103	100	393	41	51	38
A few times a day	31 5%BEe	23 8%zB	9 3%	8 7%E	16 12%zEF	5 2%	3 3%	- -	1 1%	13 8%	16 6%	15 9%z	7 4%	6 5%	3 3%	27 5%	3 7%	1 3%	1 5%
At least once every day	44 7%	20 7%	25 8%	8 7%	17 13%zF	17 7%	2 2%	1 3%	5 8%	13 8%	23 8%	13 8%	10 5%	10 7%	12 11%	39 8%	3 10%	1 3%	1 5%
About two or three times a week	105 18%	44 15%	61 20%	18 16%	25 19%	46 20%	15 14%	8 23%	11 20%	26 17%	50 17%	30 18%	36 19%	18 13%	20 20%	91 18%	4 13%	8 24%	2 10%
At least once a week	200 34%	101 35%	100 33%	46 40%	40 29%	81 34%	34 31%	15 43%	20 37%	53 34%	98 34%	57 33%	51 27%	59 44%zL	34 33%	168 33%	11 30%	12 40%	10 41%
At least once a month	154 26%Kd	72 25%	82 27%	23 20%	28 21%	56 24%	48 44%zCDE	7 20%	14 25%	39 25%	73 25%	34 20%	64 34%zK	31 23%	26 26%	132 26%	11 31%	6 20%	5 22%
At least once every three months	52 9%	29 10%	23 8%	11 9%	9 6%	28 12%z	5 4%	2 7%	5 8%	13 9%	25 9%	17 10%	18 9%	11 8%	7 7%	42 8%	3 9%	3 8%	4 18%z
Don't know/can't remember	8 1%	2 1%	6 2%	2 1%	* *	4 2%	3 2%	1 4%I	- -	- -	3 1%	5 3%	3 2%	1 1%	- -	8 2%	- -	1 2%	- -
Total mentions	595 100%	290 100%	306 100%	115 100%	135 100%	236 100%	109 100%	34 100%	55 100%	158 100%	289 100%	170 100%	189 100%	135 100%	102 100%	506 100%	35 100%	31 100%	23 100%
Daily (Net)	75 13%EFGYe	42 15%	33 11%	16 14%	33 24%zCEF	21 9%	5 5%	1 3%	5 10%	26 17%G	39 14%	28 16%	17 9%	16 12%	14 14%	66 13%	6 17%	2 6%	2 10%
Weekly (Net)	380 64%FLe	187 64%	194 63%	80 69%F	98 73%zF	148 63%F	54 50%	23 69%	37 67%	105 67%	187 65%	115 68%L	104 55%	93 69%L	69 67%	324 64%	21 60%	22 70%	14 60%
Monthly (Net)	535 90%E	259 89%	276 90%	103 89%	126 93%	204 87%	102 93%	30 89%	51 92%	144 91%	261 90%	149 87%	168 89%	124 92%	95 93%	456 90%	32 91%	28 90%	19 82%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 99
A3a_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	707	39	123	29	66	38	65	54	28	20	27	56	482	207	575	80
WeightedBase	595	34**	110*	26**	65*	34*	62*	53*	26**	18**	24**	52*	445	140	489	65*
EffectiveBase	497	30	91	23	39	31	45	41	21	17	22	40	346	145	399	63
A few times a day	31 5%BEe	3 8%	10 9%Y	2 8%	5 7%	* 1%	1 1%	- -	- -	- -	1 5%	6 11%Y	30 7%ze	2 1%	24 5%	4 6%
At least once every day	44 7%	2 7%	12 11%	2 8%	2 3%	3 7%	6 10%	1 2%	3 10%	1 5%	1 3%	6 11%	38 8%	6 4%	34 7%	5 7%
About two or three times a week	105 18%	8 23%	18 16%	2 9%	8 12%	6 19%	14 22%	16 30%zV	2 8%	3 19%	3 14%	10 18%	80 18%	24 17%	90 18%	9 14%
At least once a week	200 34%	12 36%	33 30%	6 25%	20 31%	12 34%	26 42%	23 44%	10 40%	5 29%	6 27%	12 24%	152 34%	42 30%	166 34%	20 31%
At least once a month	154 26%Kd	6 19%	24 22%	9 33%	25 39%Y	12 34%	13 21%	9 17%	5 21%	5 31%	6 27%	17 32%	100 22%	53 38%zd	126 26%	19 30%
At least once every three months	52 9%	* 1%	10 9%	4 14%	5 8%	2 5%	2 3%	3 5%	6 22%	3 16%	6 26%	2 4%	41 9%	11 8%	41 8%	8 12%
Don't know/can't remember	8 1%	2 7%	2 2%	1 3%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	5 1%	3 2%	7 1%	* 1%
Total mentions	595 100%	34 100%	110 100%	26 100%	65 100%	34 100%	62 100%	53 100%	26 100%	18 100%	24 100%	52 100%	445 100%	140 100%	489 100%	65 100%
Daily (Net)	75 13%EFGYe	5 15%	22 20%zY	4 16%	7 10%	3 9%	7 11%	1 2%	3 10%	1 5%	2 7%	11 22%Y	67 15%ze	8 6%	58 12%	8 13%
Weekly (Net)	380 64%FLe	25 73%	74 67%	13 50%	35 53%	21 61%	46 75%V	40 75%V	15 58%	10 54%	12 47%	33 64%	300 67%ze	73 52%	315 64%	38 57%
Monthly (Net)	535 90%E	32 92%	97 88%	22 83%	60 92%	33 95%	60 96%	49 93%	21 78%	15 84%	18 74%	50 96%	399 90%	126 90%	441 90%	57 87%

Table 100
A3a_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**380**	188	191	51	82	169	78	27	48	107	173	123	95	77	85	302	24	36	18
WeightedBase	319	159	159	33*	75*	136	75*	17**	45*	84*	149	83*	96*	78*	61*	274	18**	18**	8**
EffectiveBase	268	130	139	40	55	129	52	21	31	79	127	94	67	59	60	219	17	27	16
A few times a day	**16**	10	6	1	10	3	2	-	1	3	12	7	4	5	*	13	2	1	1
	5%Ee	6%	4%	3%	14%zEF	2%	2%	-	2%	3%	8%	8%N	4%	6%	1%	5%	9%	6%	11%
At least once every day	**23**	13	9	2	7	11	3	1	2	5	14	10	5	5	2	19	1	1	2
	7%	8%	6%	6%	10%	8%	4%	3%	4%	6%	9%	12%z	6%	6%	3%	7%	7%	5%	18%
About two or three times a week	**56**	29	27	6	14	29	7	2	12	13	27	14	14	10	18	49	4	2	1
	18%	18%	17%	17%	19%	21%	10%	10%	27%	16%	18%	17%	14%	13%	29%zLM	18%	22%	13%	8%
At least once a week	**101**	42	59	10	17	47	27	9	20	29	38	21	30	32	18	85	7	7	2
	32%J	27%	37%	32%	23%	34%	36%	51%	44%J	34%	25%	25%	31%	41%	29%	31%	37%	37%	26%
At least once a month	**94**	45	49	9	21	36	28	4	8	26	44	21	29	24	20	86	3	4	1
	30%	28%	31%	28%	28%	26%	38%	25%	18%	31%	30%	25%	31%	31%	33%	31%	17%	24%	7%
At least once every three months	**26**	18	9	5	4	10	8	1	2	8	14	8	13	3	2	20	2	2	2
	8%	11%	6%	15%	6%	7%	10%	8%	5%	9%	9%	10%	14%	4%	3%	7%	9%	14%	29%
Don't know/can't remember	**2**	2	1	-	1	1	-	1	-	1	*	1	*	-	1	2	-	*	-
	1%	1%	*	-	1%	1%	-	3%	-	1%	*	1%	*	-	2%	1%	-	1%	-
Total mentions	**319**	159	159	33	75	136	75	17	45	84	149	83	96	78	61	274	18	18	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**39**	23	15	3	18	14	5	1	3	8	26	17	9	10	2	32	3	2	2
	12%Ne	15%	10%	9%	24%zEF	10%	6%	3%	6%	9%	17%z	21%zN	10%	12%	4%	12%	15%	10%	29%
Weekly (Net)	**196**	95	101	19	49	89	39	11	35	50	91	53	53	51	38	166	14	11	5
	61%e	60%	63%	57%	65%	66%	52%	64%	78%z	59%	61%	64%	56%	66%	62%	60%	74%	61%	63%
Monthly (Net)	**290**	140	150	28	70	125	67	15	43	76	135	73	83	76	58	252	17	16	6
	91%	88%	94%	85%	93%	92%	90%	89%	95%	90%	90%	89%	86%	96%	95%	92%	91%	85%	71%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A3a_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	380	21	64	9	43	25	35	33	17	11	10	34	253	112	304	41
WeightedBase	319	16**	56*	10**	40**	20**	30**	33**	15**	11**	9**	32**	234	77*	256	35*
EffectiveBase	268	17	49	7	26	20	25	26	13	9	9	23	185	76	212	31
A few times a day	16	2	5	-	2	1	-	-	-	-	-	2	16	*	11	2
	5%Ee	10%	10%	-	5%	7%	-	-	-	-	-	7%	7%e	*	4%	5%
At least once every day	23	1	8	1	*	1	3	-	-	-	1	4	19	3	18	1
	7%	5%	14%	12%	1%	2%	11%	-	-	-	12%	13%	8%	4%	7%	4%
About two or three times a week	56	3	8	2	5	5	9	2	1	4	2	7	45	10	46	5
	18%	22%	14%	21%	13%	25%	30%	6%	9%	32%	19%	22%	19%	13%	18%	14%
At least once a week	101	3	16	1	11	7	11	18	7	3	3	6	73	23	84	9
	32%J	21%	28%	13%	28%	32%	36%	54%	45%	25%	35%	17%	31%	30%	33%	26%
At least once a month	94	5	17	3	15	6	5	10	5	3	3	13	62	30	76	14
	30%	35%	30%	31%	37%	31%	16%	32%	34%	28%	28%	41%	27%	39%zd	30%	39%
At least once every three months	26	*	2	2	7	1	2	3	2	2	-	-	16	10	20	4
	8%	2%	3%	23%	17%	3%	7%	9%	12%	14%	-	-	7%	13%	8%	12%
Don't know/can't remember	2	1	1	-	-	-	-	-	-	-	1	-	2	-	1	-
	1%	4%	2%	-	-	-	-	-	-	-	6%	-	1%	-	*	-
Total mentions	319	16	56	10	40	20	30	33	15	11	9	32	234	77	256	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	2	13	1	2	2	3	-	-	-	1	6	35	4	29	3
	12%Ne	16%	23%z	12%	6%	9%	11%	-	-	-	12%	19%	15%ze	5%	11%	9%
Weekly (Net)	196	9	37	5	19	13	23	20	8	6	6	19	153	37	159	17
	61%e	59%	66%	46%	46%	66%	77%	60%	54%	57%	66%	59%	65%ze	48%	62%	49%
Monthly (Net)	290	15	54	8	33	20	28	30	14	9	9	32	215	67	235	30
	91%	94%	95%	77%	83%	97%	93%	91%	88%	86%	94%	100%	92%	87%	92%	88%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 101
A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1367	624	739	366	394	450	157	86	106	359	618	453	359	263	292	1018	132	112	105
WeightedBase	1221	558	661	281	359	419	163	68*	89*	324	549	328	357	295	242	1005	113*	60*	44*
EffectiveBase	917	435	481	252	262	311	103	54	69	249	435	321	251	173	206	710	96	76	77
A few times a day	**191**	82	110	62	64	46	19	10	14	59	74	62	43	45	42	162	15	8	6
	16%Ef	15%	17%	22%zEF	18%E	11%	12%	15%	16%	18%	14%	19%L	12%	15%	17%	16%	13%	14%	14%
At least once every day	**333**	157	175	82	116	102	33	18	22	97	155	86	91	85	71	271	31	18	12
	27%	28%	26%	29%	32%zEF	24%	20%	27%	25%	30%	28%	26%	26%	29%	29%	27%	28%	31%	27%
About two or three times a week	**388**	189	198	91	102	141	55	18	32	98	179	111	113	83	80	312	41	20	14
	32%	34%	30%	32%	28%	34%	34%	27%	35%	30%	33%	34%	32%	28%	33%	31%	37%	33%	33%
At least once a week	**199**	84	114	32	58	88	21	14	15	37	96	42	74	51	31	171	17	4	7
	16%CIKQef	15%	17%	11%	16%	21%zC	13%	21%	17%	11%	17%l	13%	21%zKN	17%	13%	17%Q	15%	7%	15%
At least once a month	**89**	29	60	9	18	34	27	7	3	24	36	21	32	19	16	71	7	7	4
	7%AC	5%	9%zA	3%	5%	8%C	17%zCDE	10%	4%	7%	7%	7%	9%	6%	7%	7%	6%	11%	9%
At least once every three months	**19**	14	5	5	1	6	7	-	3	7	7	5	3	9	1	15	2	2	-
	2%BD	2%B	1%	2%D	*	1%	5%zD	-	3%	2%	1%	2%	1%	3%	1%	1%	2%	4%	-
Don't know/can't remember	**3**	3	*	1	-	2	1	-	-	1	1	1	-	2	*	2	-	-	1
	*****	1%	*	*	-	*	*	-	-	*	*	*	-	1%	*	*	-	-	3%zOP
Total mentions	**1221**	558	661	281	359	419	163	68	89	324	549	328	357	295	242	1005	113	60	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**524**	239	284	144	180	148	52	28	37	156	230	147	134	130	112	433	46	27	18
	43%EFLS	43%	43%	51%zEF	50%zEF	35%	32%	41%	41%	48%	42%	45%	38%	44%	46%	43%	41%	45%	41%
Weekly (Net)	**1110**	513	596	266	340	377	127	61	83	291	505	301	321	264	224	917	104	51	39
	91%F	92%	90%	95%zEF	95%zEF	90%F	78%	90%	93%	90%	92%	92%	90%	90%	93%	91%	92%	85%	88%
Monthly (Net)	**1199**	542	656	275	358	410	155	68	86	316	541	322	353	283	240	988	110	58	43
	98%AFM	97%	99%zA	98%	100%zCEF	98%	95%	100%	97%	97%	98%	98%	99%M	96%	99%M	98%	98%	96%	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 101
A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**1367**	82	232	48	118	66	133	87	38	34	51	129	947	373	1133	126
WeightedBase	1221	92*	225	41*	121*	65*	132*	86*	36**	34**	52*	122*	952	242	1024	110*
EffectiveBase	917	55	157	37	77	51	93	64	29	26	37	90	660	251	756	90
A few times a day	191 16%Ef	7 7%	43 19%SX	8 19%	15 12%	9 13%	13 10%	26 31%zSVWXb	2 5%	12 37%	6 11%	21 18%	154 16%	33 14%	149 15%	22 20%
At least once every day	333 27%	21 23%	75 33%W	9 22%	33 27%	11 18%	33 25%	22 25%	9 27%	8 25%	15 29%	35 28%	251 26%	72 30%	283 28%	26 24%
About two or three times a week	388 32%	38 41%Tc	58 26%	10 25%	34 28%	24 37%	49 37%	26 30%	10 29%	6 19%	25 48%zTVc	31 25%	298 31%	82 34%	338 33%	34 31%
At least once a week	199 16%CIKQef	21 23%	33 14%	8 20%	23 19%	13 20%	21 16%	10 12%	6 18%	6 17%	6 11%	25 21%	166 17%e	29 12%	155 15%	21 19%
At least once a month	89 7%AC	5 5%	12 5%	3 8%	12 10%	7 11%Y	16 12%Yb	2 2%	8 22%	-	* 1%	6 5%	67 7%	20 8%	78 8%	5 5%
At least once every three months	19 2%BD	-	4 2%	2 6%zSXY	3 2%	1 1%	-	-	-	1 2%	-	4 3%	13 1%	7 3%	18 2%	1 1%
Don't know/can't remember	3 *	-	-	-	2 1%	-	-	-	-	-	-	*	2 *	*	3 *	-
Total mentions	1221 100%	92 100%	225 100%	41 100%	121 100%	65 100%	132 100%	86 100%	36 100%	34 100%	52 100%	122 100%	952 100%	242 100%	1024 100%	110 100%
Daily (Net)	524 43%EFLS	28 30%	118 52%zSWX	17 42%	48 39%	20 31%	46 35%	48 56%zSWX	11 32%	21 62%	21 41%	56 46%	406 43%	104 43%	432 42%	49 44%
Weekly (Net)	1110 91%F	87 95%	209 93%	35 87%	105 86%	57 88%	116 88%	84 98%zUVWX	28 78%	33 98%	51 99%UVWX	112 92%	869 91%	215 89%	925 90%	104 94%
Monthly (Net)	1199 98%AFM	92 100%U	221 98%	38 94%	117 96%	64 99%	132 100%U	86 100%U	36 100%	33 98%	52 100%	118 96%	937 98%	235 97%	1003 98%	109 99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 102
A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	789	402	385	175	204	318	92	38	51	187	429	320	211	132	126	593	74	74	48
WeightedBase	680	351	328	138	189	272	81*	29**	37*	160	382	231	207	133*	109*	564	60*	37*	19*
EffectiveBase	557	290	266	117	147	228	66	29	37	133	311	241	155	90	88	436	55	55	38
A few times a day	81	43	38	16	35	25	5	1	7	26	38	29	22	19	11	69	6	3	3
	12%ef	12%	12%	12%	19%zEF	9%	6%	2%	19%	17%	10%	12%	11%	15%	10%	12%	10%	8%	13%
At least once every day	125	74	51	27	38	50	10	8	5	30	71	35	32	35	23	99	16	6	4
	18%	21%	16%	20%	20%	18%	12%	30%	13%	19%	19%	15%	16%	26%zKL	21%	18%	27%	15%	23%
About two or three times a week	197	112	86	34	49	90	24	5	8	50	114	77	55	29	36	167	15	10	5
	29%	32%	26%	25%	26%	33%	30%	17%	21%	31%	30%	33%M	26%	22%	33%	30%	25%	26%	28%
At least once a week	168	84	84	25	50	70	23	5	11	35	100	55	55	37	21	147	10	7	3
	25%	24%	26%	18%	26%	26%	29%	19%	31%	22%	26%	24%	27%	28%	19%	26%	17%	19%	17%
At least once a month	85	30	54	29	10	32	14	4	6	11	50	27	35	12	11	66	9	7	2
	12%ADIW	9%	16%zA	21%zDE	5%	12%D	17%D	13%	16%	7%	13%	12%	17%	9%	11%	12%	16%	20%	10%
At least once every three months	19	7	11	7	5	4	2	3	-	5	8	7	8	*	3	12	1	4	2
	3%d	2%	3%	5%	2%	2%	3%	10%	-	3%	2%	3%	4%	*	3%	2%	2%	10%zO	8%zO
Don't know/can't remember	6	1	5	-	2	*	3	3	-	2	1	2	-	-	4	3	2	*	-
	1%A	*	2%	-	1%	*	3%zE	9%	-	1%	*	1%	-	-	4%zL	1%	3%zO	1%	-
Total mentions	680	351	328	138	189	272	81	29	37	160	382	231	207	133	109	564	60	37	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	206	117	89	43	73	75	15	9	12	56	109	64	55	54	34	168	22	9	7
	30%F	33%	27%	31%	39%zEF	28%	19%	32%	32%	35%	29%	28%	26%	41%zKL	31%	30%	37%	24%	37%
Weekly (Net)	571	312	258	102	172	235	63	19	31	141	323	195	164	121	91	483	48	25	16
	84%BCQe	89%zB	79%	74%	91%zCF	86%C	77%	68%	84%	88%	85%	85%	79%	91%zL	83%	86%zQ	79%	69%	82%
Monthly (Net)	656	342	312	131	182	267	76	23	37	152	373	222	199	133	102	549	57	33	17
	96%Qe	98%	95%	95%	96%	98%z	94%	81%	100%	95%	98%	96%	96%	100%N	94%	97%zQR	94%	89%	92%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 102
A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**789**	52	145	22	58	41	74	60	27	24	31	59	567	203	646	84
WeightedBase	680	51*	149	17**	60*	37*	62*	62*	22**	22**	27**	55*	548	124	560	72*
EffectiveBase	557	39	103	16	42	31	58	45	20	20	26	43	416	147	454	64
A few times a day	81 12%ef	9 18%	25 17%	1 3%	4 7%	3 9%	4 6%	11 18%	* 2%	4 20%	1 5%	5 10%	75 14%ze	5 4%	58 10%	16 22%zf
At least once every day	125 18%	6 12%	27 18%	3 20%	8 14%	10 27%	8 13%	13 21%	5 25%	1 3%	9 33%	8 14%	99 18%	25 20%	108 19%	8 11%
About two or three times a week	197 29%	18 34%	37 25%	3 21%	18 29%	13 34%	22 36%	16 26%	9 40%	6 25%	7 26%	19 35%	164 30%	31 25%	166 30%	18 25%
At least once a week	168 25%	14 28%	39 26%	3 16%	14 24%	7 19%	20 33%	17 28%	4 20%	5 23%	8 29%	16 29%	136 25%	29 23%	143 26%	17 23%
At least once a month	85 12%ADIW	4 8%	17 11%	5 28%	16 26%zSTWXY	* 1%	6 9%	3 4%	2 9%	6 28%	2 7%	6 11%	62 11%	23 18%zd	68 12%	10 14%
At least once every three months	19 3%d	- -	4 2%	1 7%	- -	1 4%	2 3%	2 3%	1 4%	- -	- -	1 2%	10 2%	8 7%zd	12 2%	4 5%
Don't know/can't remember	6 1%A	- -	- -	1 4%	- -	2 5%zT	- -	1 1%	- -	- -	- -	- -	3 1%	3 2%	6 1%	- -
Total mentions	680 100%	51 100%	149 100%	17 100%	60 100%	37 100%	62 100%	62 100%	22 100%	22 100%	27 100%	55 100%	548 100%	124 100%	560 100%	72 100%
Daily (Net)	206 30%F	15 30%	53 35%X	4 23%	13 21%	14 37%	12 19%	24 39%X	6 27%	5 23%	10 38%	13 24%	173 32%	31 25%	166 30%	24 33%
Weekly (Net)	571 84%BCQe	47 92%V	129 86%	10 60%	45 74%	33 90%	54 88%	57 92%V	19 87%	16 72%	25 93%	47 87%	473 86%ze	91 73%	475 85%	59 81%
Monthly (Net)	656 96%Qe	51 100%	146 98%	15 88%	60 100%W	34 91%	60 97%	60 96%	21 96%	22 100%	27 100%	53 98%	535 98%ze	113 91%	543 97%	68 95%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	376	173	202	92	118	130	36	25	24	110	182	134	97	78	67	285	30	37	24
WeightedBase	333	148	185	74*	112*	107*	40**	22**	23**	97*	156	92	107*	78*	56*	279	25**	19**	10**
EffectiveBase	256	127	131	66	79	93	23	16	13	80	131	104	71	51	45	200	23	27	20
A few times a day	50	28	23	2	29	13	7	4	-	15	24	14	9	17	10	41	5	2	1
	15%C	19%	12%	2%	26%zCE	12%C	18%	18%	-	15%	16%	15%	8%	22%L	18%	15%	22%	12%	11%
At least once every day	68	31	37	19	27	16	6	7	5	19	35	21	23	16	8	54	8	5	1
	20%	21%	20%	26%	24%	15%	15%	30%	22%	19%	22%	22%	22%	20%	15%	19%	34%	24%	8%
About two or three times a week	85	33	52	22	27	29	8	5	4	19	43	27	32	19	8	72	6	4	4
	26%N	22%	28%	30%	24%	27%	19%	24%	16%	19%	27%	29%N	30%	24%	14%	26%	22%	19%	38%
At least once a week	77	34	43	18	18	31	10	4	10	25	31	16	25	13	24	65	3	6	2
	23%T	23%	23%	24%	16%	29%	25%	17%	44%	26%	20%	17%	23%	17%	42%zKLM	23%	14%	32%	21%
At least once a month	32	10	22	12	6	10	5	1	3	14	13	9	11	8	5	29	-	2	1
	10%	7%	12%	16%D	5%	9%	12%	2%	12%	15%	9%	10%	10%	10%	8%	10%	-	12%	12%
At least once every three months	17	12	5	1	5	8	2	-	1	5	9	5	7	5	-	16	-	*	1
	5%	8%	3%	2%	5%	8%	5%	-	5%	6%	6%	5%	7%	6%	-	6%	-	1%	10%
Don't know/can't remember	3	1	2	*	-	-	3	2	-	*	1	1	-	*	2	1	2	-	-
	1%Od	*	1%	*	-	-	7%	9%	-	*	*	1%	-	*	4%	*	8%	-	-
Total mentions	333	148	185	74	112	107	40	22	23	97	156	92	107	78	56	279	25	19	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	118	59	60	21	56	29	13	11	5	34	59	35	32	33	18	96	14	7	2
	36%E	40%	32%	28%	50%zCE	27%	32%	48%	22%	35%	38%	38%	30%	43%	32%	34%	56%	36%	20%
Weekly (Net)	281	126	155	61	101	89	30	20	19	78	133	78	89	65	50	233	23	17	8
	84%	85%	84%	82%	90%	83%	76%	89%	83%	80%	85%	84%	83%	84%	88%	84%	92%	87%	78%
Monthly (Net)	313	136	178	73	107	99	35	20	22	92	146	87	100	73	54	262	23	19	9
	94%	92%	96%	98%	95%	92%	88%	91%	95%	94%	94%	94%	93%	93%	96%	94%	92%	99%	90%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 103
A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	376	22	60	15	26	20	51	34	14	8	10	25	281	87	308	36
WeightedBase	333	20**	57*	14**	26**	18**	48*	39**	12**	8**	11**	25**	269	61*	279	30**
EffectiveBase	256	15	41	12	20	15	38	25	11	4	7	17	194	63	209	27
A few times a day	50 15%C	1 7%	17 29%z	3 21%	1 2%	3 18%	6 12%	3 9%	2 13%	- -	2 20%	4 15%	43 16%	7 12%	44 16%	2 5%
At least once every day	68 20%	4 19%	11 19%	4 27%	4 15%	5 25%	6 12%	8 20%	5 45%	2 25%	2 14%	5 19%	57 21%	11 18%	57 20%	7 23%
About two or three times a week	85 26%N	8 39%	14 24%	3 24%	8 32%	3 19%	14 29%	9 23%	1 8%	1 13%	6 53%	5 21%	71 27%	13 22%	72 26%	10 33%
At least once a week	77 23%T	6 31%	6 10%	3 23%	6 24%	1 5%	15 31%T	10 25%	4 34%	5 62%	1 12%	8 32%	57 21%	18 30%	61 22%	8 26%
At least once a month	32 10%	* 1%	6 10%	1 5%	3 12%	3 15%	8 16%	7 18%	-	-	-	2 7%	26 9%	6 10%	30 11%	1 4%
At least once every three months	17 5%	1 3%	5 8%	-	4 15%	3 19%	-	2 4%	-	-	-	2 6%	14 5%	3 5%	12 4%	3 9%
Don't know/can't remember	3 1%Od	- -	- -	- -	- -	- -	* *	1 2%	- -	- -	- -	- -	1 *	2 3%zd	3 1%	- -
Total mentions	333 100%	20 100%	57 100%	14 100%	26 100%	18 100%	48 100%	39 100%	12 100%	8 100%	11 100%	25 100%	269 100%	61 100%	279 100%	30 100%
Daily (Net)	118 36%E	5 26%	28 48%X	7 48%	4 17%	8 43%	11 24%	11 29%	7 58%	2 25%	4 34%	8 34%	100 37%	18 30%	101 36%	9 29%
Weekly (Net)	281 84%	19 95%	47 82%	13 95%	19 73%	12 66%	40 83%	30 77%	12 100%	8 100%	11 100%	22 87%	229 85%	50 82%	234 84%	26 88%
Monthly (Net)	313 94%	19 97%	53 92%	14 100%	22 85%	15 81%	48 100%	37 94%	12 100%	8 100%	11 100%	23 94%	255 95%	56 92%	264 95%	28 91%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 104
A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**650**	353	296	98	161	267	124	26	43	166	327	240	156	126	128	492	63	55	40
WeightedBase	585	312	273	71*	154	236	124*	25**	31**	157	288	169	162	137*	117*	485	57*	28*	15*
EffectiveBase	452	251	201	72	119	183	83	18	27	110	242	172	117	90	87	361	41	40	32
A few times a day	69	36	34	7	31	23	9	-	10	19	36	24	20	12	13	60	4	4	2
	12%	*11%*	*12%*	*10%*	*20%zEF*	*10%*	*7%*	-	*32%*	*12%*	*13%*	*14%*	*12%*	*9%*	*11%*	*12%*	*7%*	*14%*	*12%*
At least once every day	112	62	51	11	35	48	19	7	3	29	63	38	21	33	20	92	13	6	2
	19%L	*20%*	*19%*	*15%*	*23%*	*20%*	*15%*	*29%*	*10%*	*19%*	*22%*	*23%L*	*13%*	*24%L*	*17%*	*19%*	*22%*	*20%*	*14%*
About two or three times a week	167	96	71	19	43	64	41	4	7	46	80	49	49	36	32	139	18	5	4
	28%	*31%*	*26%*	*27%*	*28%*	*27%*	*33%*	*17%*	*24%*	*29%*	*28%*	*29%*	*30%*	*26%*	*28%*	*29%*	*31%*	*18%*	*29%*
At least once a week	152	81	71	14	37	66	34	9	7	38	69	41	44	34	33	125	16	7	4
	26%V	*26%*	*26%*	*20%*	*24%*	*28%*	*28%*	*34%*	*21%*	*24%*	*24%*	*24%*	*27%*	*25%*	*28%*	*26%*	*28%*	*25%*	*24%*
At least once a month	61	30	31	14	7	24	15	2	3	18	27	10	25	15	12	50	3	5	3
	10%DKd	*10%*	*11%*	*20%zDE*	*5%*	*10%*	*12%*	*7%*	*9%*	*11%*	*9%*	*6%*	*15%K*	*11%*	*10%*	*10%*	*5%*	*18%*	*18%*
At least once every three months	19	7	12	3	1	10	4	1	1	6	11	6	3	6	3	16	1	1	*
	3%	*2%*	*4%*	*5%*	*1%*	*4%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*2%*	*5%*	*3%*	*3%*	*2%*	*4%*	*3%*
Don't know/can't remember	6	2	4	2	-	1	2	2	-	1	2	1	-	1	4	3	2	-	-
	1%	***	*2%*	*4%zDE*	-	***	*2%*	*10%*	-	*1%*	*1%*	*1%*	-	*1%*	*3%*	*1%*	*4%zO*	-	-
Total mentions	585	312	273	71	154	236	124	25	31	157	288	169	162	137	117	485	57	28	15
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	182	97	84	18	66	71	27	7	13	48	99	62	41	45	33	152	17	10	4
	31%Fe	*31%*	*31%*	*25%*	*43%zCEF*	*30%*	*22%*	*29%*	*42%*	*31%*	*34%*	*37%L*	*25%*	*33%*	*28%*	*31%*	*29%*	*34%*	*26%*
Weekly (Net)	500	274	226	51	146	201	103	21	27	132	249	153	134	115	98	416	51	22	12
	85%Ce	*88%*	*83%*	*72%*	*94%zCEF*	*85%C*	*83%*	*81%*	*87%*	*84%*	*86%*	*90%z*	*83%*	*84%*	*84%*	*86%*	*88%*	*78%*	*79%*
Monthly (Net)	561	304	257	65	153	225	118	22	30	150	276	162	159	130	110	466	54	27	14
	96%	*97%*	*94%*	*92%*	*99%zC*	*95%*	*95%*	*88%*	*96%*	*95%*	*96%*	*96%*	*98%*	*95%*	*94%*	*96%*	*94%*	*96%*	*97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 104
A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	650	48	108	17	53	39	70	38	31	13	19	56	454	183	534	66
WeightedBase	585	45**	103*	15**	48*	37**	65*	42**	39**	15**	23**	53*	447	132	480	58*
EffectiveBase	452	30	78	14	41	29	52	29	25	11	15	40	328	120	373	43
A few times a day	69 / 12%	3 / 7%	23 / 23%zV	1 / 4%	4 / 8%	5 / 13%	7 / 11%	3 / 8%	5 / 12%	2 / 14%	- / -	6 / 12%	58 / 13%	10 / 8%	54 / 11%	7 / 12%
At least once every day	112 / 19%L	5 / 11%	15 / 15%	2 / 13%	9 / 19%	8 / 20%	15 / 23%	8 / 19%	7 / 18%	3 / 19%	9 / 40%	11 / 21%	92 / 20%	18 / 14%	88 / 18%	18 / 32%zf
About two or three times a week	167 / 28%	10 / 23%	30 / 29%	4 / 26%	21 / 44%z	12 / 33%	19 / 29%	14 / 32%	10 / 26%	4 / 29%	1 / 3%	14 / 27%	121 / 27%	44 / 33%	142 / 30%	12 / 20%
At least once a week	152 / 26%V	19 / 43%	22 / 22%	4 / 29%	4 / 9%	8 / 20%	18 / 27%V	11 / 26%	11 / 29%	5 / 32%	11 / 49%	11 / 21%	122 / 27%	29 / 22%	125 / 26%	11 / 18%
At least once a month	61 / 10%DKd	5 / 12%	10 / 9%	- / -	6 / 13%	4 / 10%	5 / 8%	4 / 10%	4 / 10%	- / -	2 / 8%	9 / 18%	39 / 9%	21 / 16%zd	50 / 10%	8 / 14%
At least once every three months	19 / 3%	1 / 3%	2 / 2%	3 / 21%	3 / 7%	- / -	1 / 2%	2 / 5%	2 / 5%	1 / 5%	- / -	1 / 1%	12 / 3%	7 / 5%	17 / 4%	1 / 3%
Don't know/can't remember	6 / 1%	- / -	1 / 1%	1 / 7%	- / -	1 / 3%	- / -	- / -	- / -	- / -	- / -	- / -	3 / 1%	2 / 2%	5 / 1%	1 / 2%
Total mentions	585 / 100%	45 / 100%	103 / 100%	15 / 100%	48 / 100%	37 / 100%	65 / 100%	42 / 100%	39 / 100%	15 / 100%	23 / 100%	53 / 100%	447 / 100%	132 / 100%	480 / 100%	58 / 100%
Daily (Net)	182 / 31%Fe	8 / 19%	38 / 37%	3 / 18%	13 / 27%	12 / 34%	22 / 34%	11 / 27%	12 / 31%	5 / 34%	9 / 40%	17 / 33%	150 / 33%e	29 / 22%	142 / 29%	26 / 44%
Weekly (Net)	500 / 85%Ce	38 / 85%	90 / 87%	11 / 73%	39 / 80%	32 / 87%	59 / 90%	36 / 85%	33 / 86%	14 / 95%	21 / 92%	43 / 81%	393 / 88%ze	102 / 77%	409 / 85%	48 / 82%
Monthly (Net)	561 / 96%	43 / 97%	100 / 97%	11 / 73%	45 / 93%	36 / 97%	64 / 98%	40 / 95%	37 / 95%	14 / 95%	23 / 100%	53 / 99%	432 / 97%	123 / 93%	458 / 95%	56 / 96%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 105
A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**185**	108	76	26	47	68	44	11	13	56	87	71	43	34	37	135	19	19	12
WeightedBase	168	99*	68*	22**	43*	58*	45**	8**	10**	47*	83*	59*	48**	31**	30**	139*	12**	10**	6**
EffectiveBase	128	80	49	19	38	50	26	7	9	41	60	53	27	26	28	98	16	12	10
A few times a day	17	14	3	3	7	5	2	-	1	2	13	8	5	2	3	13	4	*	1
	10%	14%	5%	14%	17%	8%	5%	-	9%	5%	16%	13%	10%	5%	11%	9%	30%	4%	10%
At least once every day	23	15	8	1	13	5	4	-	-	6	15	7	9	5	2	21	2	*	*
	14%	15%	12%	6%	30%zE	8%	9%	-	-	13%	18%	12%	18%	17%	7%	15%	13%	3%	5%
About two or three times a week	34	18	16	4	5	13	11	3	1	10	15	12	7	8	7	29	3	1	1
	20%	18%	23%	19%	12%	22%	25%	30%	11%	21%	18%	21%	14%	25%	22%	21%	27%	9%	9%
At least once a week	56	35	20	6	8	23	19	3	6	13	26	20	15	11	10	47	1	6	2
	33%D	36%	30%	28%	19%	39%	42%	30%	55%	28%	32%	34%	31%	35%	33%	34%	8%	59%	38%
At least once a month	28	10	18	4	8	10	6	3	2	13	9	9	9	4	6	23	1	2	2
	17%A	10%	26%zA	17%	18%	18%	14%	40%	15%	28%zJ	11%	15%	18%	13%	21%	16%	11%	16%	38%
At least once every three months	9	7	2	3	1	3	2	-	1	2	4	2	3	2	2	7	1	1	-
	5%	7%	4%	15%	3%	5%	4%	-	9%	5%	5%	3%	6%	5%	8%	5%	11%	10%	-
Don't know/can't remember	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*	-	1%	-	2%	-	-	-	-	-	-	-	2%	-	-	1%	-	-	-
Total mentions	168	99	68	22	43	58	45	8	10	47	83	59	48	31	30	139	12	10	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	40	29	11	4	20	9	7	-	1	8	28	15	13	7	5	33	5	1	1
	24%	29%	16%	20%	46%zE	16%	15%	-	9%	18%	34%z	26%	28%	22%	17%	24%	43%	7%	15%
Weekly (Net)	130	82	47	15	33	45	37	5	8	32	70	48	35	25	22	109	10	8	4
	77%e	83%z	69%	67%	77%	77%	82%	60%	76%	67%	84%	81%	74%	82%	72%	78%	78%	75%	62%
Monthly (Net)	158	93	65	18	41	55	43	8	9	45	79	57	44	29	28	132	11	9	6
	94%	93%	95%	85%	95%	95%	96%	100%	91%	95%	95%	97%	92%	95%	92%	95%	89%	90%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 105
A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	185	7	36	5	10	11	21	11	4	5	8	17	136	44	159	17
WeightedBase	168	5**	36**	5**	12**	11**	24**	10**	7**	6**	12**	13**	137*	28*	147	13**
EffectiveBase	128	5	29	4	5	9	15	10	3	4	7	16	97	33	111	12
A few times a day	17 / 10%	- / -	7 / 20%	- / -	2 / 14%	* / 2%	1 / 2%	1 / 9%	- / -	- / -	1 / 12%	1 / 7%	16 / 11%	1 / 3%	13 / 9%	1 / 10%
At least once every day	23 / 14%	1 / 12%	8 / 22%	1 / 27%	- / -	1 / 13%	2 / 9%	- / -	1 / 15%	2 / 27%	1 / 10%	4 / 27%	20 / 14%	3 / 10%	22 / 15%	1 / 4%
About two or three times a week	34 / 20%	1 / 33%	6 / 15%	- / -	1 / 12%	2 / 16%	9 / 39%	4 / 39%	- / -	1 / 12%	* / 3%	5 / 35%	29 / 21%	5 / 16%	33 / 22%	1 / 8%
At least once a week	56 / 33%D	1 / 15%	11 / 31%	2 / 43%	8 / 65%	3 / 25%	5 / 20%	1 / 6%	6 / 85%	4 / 61%	6 / 50%	2 / 13%	46 / 34%	9 / 31%	48 / 33%	6 / 44%
At least once a month	28 / 17%A	2 / 40%	3 / 7%	- / -	* / 3%	4 / 40%	5 / 21%	4 / 38%	- / -	- / -	3 / 25%	2 / 17%	19 / 14%	8 / 29%z	24 / 16%	3 / 23%
At least once every three months	9 / 5%	- / -	2 / 5%	2 / 30%	1 / 6%	1 / 5%	1 / 6%	1 / 8%	- / -	- / -	- / -	- / -	6 / 4%	3 / 10%	8 / 5%	1 / 10%
Don't know/can't remember	1 / *	- / -	- / -	- / -	- / -	- / -	1 / 3%	- / -	- / -	- / -	- / -	- / -	1 / 1%	- / -	- / -	- / -
Total mentions	168 / 100%	5 / 100%	36 / 100%	5 / 100%	12 / 100%	11 / 100%	24 / 100%	10 / 100%	7 / 100%	6 / 100%	12 / 100%	13 / 100%	137 / 100%	28 / 100%	147 / 100%	13 / 100%
Daily (Net)	40 / 24%	1 / 12%	15 / 42%	1 / 27%	2 / 14%	2 / 15%	3 / 11%	1 / 9%	1 / 15%	2 / 27%	3 / 22%	5 / 34%	35 / 26%	4 / 13%	35 / 24%	2 / 14%
Weekly (Net)	130 / 77%e	3 / 60%	32 / 88%	4 / 70%	11 / 91%	6 / 55%	17 / 70%	5 / 54%	7 / 100%	6 / 100%	9 / 75%	11 / 83%	110 / 81%e	17 / 61%	115 / 78%	9 / 67%
Monthly (Net)	158 / 94%	5 / 100%	34 / 95%	4 / 70%	11 / 94%	10 / 95%	22 / 91%	9 / 92%	7 / 100%	6 / 100%	12 / 100%	13 / 100%	130 / 95%	25 / 90%	140 / 95%	12 / 90%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 106
A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**127**	61	66	20	57	45	5	9	9	36	67	55	33	21	18	104	12	6	5
WeightedBase	**112***	58*	54*	17**	50*	39*	5**	7**	6**	31**	62*	41*	39**	19**	14**	99*	8**	3**	2**
EffectiveBase	96	49	48	15	45	34	3	6	8	26	52	42	26	16	15	81	10	5	4
A few times a day	**23** **21%E**	13 22%	10 19%	4 26%	15 30%zE	3 9%	- -	1 9%	2 31%	7 21%	12 19%	10 24%	4 10%	4 22%	5 36%	17 17%	5 66%	1 20%	- -
At least once every day	**38** **34%**	21 36%	17 32%	2 11%	19 38%	16 40%	1 24%	2 26%	2 37%	13 43%	19 31%	12 29%	12 31%	9 46%	6 41%	32 33%	3 34%	1 43%	2 71%
About two or three times a week	**23** **20%**	15 26%	8 15%	2 9%	7 14%	14 35%zD	* 6%	1 21%	* 3%	2 6%	18 29%z	8 19%	13 35%	* 2%	2 11%	23 23%	- -	- -	* 12%
At least once a week	**14** **12%J**	5 8%	9 17%	7 41%	4 7%	2 6%	1 18%	3 38%	2 28%	5 17%	4 6%	6 14%	4 11%	3 13%	1 9%	12 12%	- -	1 37%	* 16%
At least once a month	**9** **8%d**	2 4%	7 13%	2 11%	3 5%	2 5%	3 53%	* 6%	- -	3 9%	5 8%	2 4%	5 13%	2 11%	* 3%	9 9%	- -	- -	- -
At least once every three months	**3** **3%**	2 3%	1 2%	* 2%	2 4%	1 2%	- -	- -	- -	- -	3 5%	3 7%	- -	* 2%	- -	3 3%	- -	- -	- -
Don't know/can't remember	**2** **2%**	1 1%	1 2%	- -	1 2%	1 3%	- -	- -	- -	1 3%	1 2%	1 3%	- -	1 4%	- -	2 2%	- -	- -	- -
Total mentions	**112** **100%**	58 100%	54 100%	17 100%	50 100%	39 100%	5 100%	7 100%	6 100%	31 100%	62 100%	41 100%	39 100%	19 100%	14 100%	99 100%	8 100%	3 100%	2 100%
Daily (Net)	**61** **55%**	34 58%	27 51%	6 37%	34 68%z	19 49%	1 24%	2 35%	4 69%	20 64%	31 50%	22 54%	16 41%	13 68%	10 76%	50 50%	8 100%	2 63%	2 71%
Weekly (Net)	**98** **87%**	53 91%	45 83%	15 87%	45 90%	35 90%	3 47%	7 94%	6 100%	27 88%	53 85%	35 86%	34 87%	16 83%	13 97%	85 86%	8 100%	3 100%	2 100%
Monthly (Net)	**107** **96%**	56 95%	51 96%	16 98%	48 95%	37 95%	5 100%	7 100%	6 100%	30 97%	58 93%	37 90%	39 100%	18 94%	14 100%	94 95%	8 100%	3 100%	2 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 106
A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life
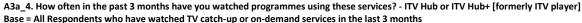Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	127	4	35	4	11	7	19	4	4	3	5	8	110	16	108	6
WeightedBase	112*	3**	38**	2**	11**	7**	18**	5**	4**	1**	6**	5**	99*	12**	96*	5**
EffectiveBase	96	4	27	3	9	5	15	4	3	3	5	7	87	9	81	5
A few times a day	23 21%E	- -	7 18%	- -	3 23%	1 10%	4 23%	1 21%	- -	1 41%	1 25%	* 6%	20 21%	2 16%	18 19%	4 70%
At least once every day	38 34%	- -	14 36%	1 25%	2 18%	3 41%	7 39%	- -	3 67%	- -	- -	4 84%	35 36%	3 21%	32 34%	1 17%
About two or three times a week	23 20%	3 100%	11 29%	1 42%	4 36%	3 40%	1 7%	- -	- -	- -	- -	- -	22 22%	1 10%	18 18%	1 12%
At least once a week	14 12%J	- -	4 10%	1 33%	- -	1 9%	3 18%	1 22%	* 12%	- -	2 35%	1 10%	11 11%	3 22%	14 14%	- -
At least once a month	9 8%d	- -	3 8%	- -	2 22%	- -	1 5%	1 16%	- -	1 59%	1 21%	- -	6 6%	3 27%	9 9%	- -
At least once every three months	3 3%	- -	- -	- -	- -	- -	1 7%	2 41%	- -	- -	- -	- -	3 3%	* 3%	3 3%	- -
Don't know/can't remember	2 2%	- -	- -	- -	- -	- -	- -	- -	1 21%	- -	1 19%	- -	2 2%	- -	2 2%	- -
Total mentions	112 100%	3 100%	38 100%	2 100%	11 100%	7 100%	18 100%	5 100%	4 100%	1 100%	6 100%	5 100%	99 100%	12 100%	96 100%	5 100%
Daily (Net)	61 55%	- -	20 53%	1 25%	5 42%	3 51%	11 62%	1 21%	3 67%	1 41%	1 25%	4 90%	56 56%	5 38%	51 53%	4 88%
Weekly (Net)	98 87%	3 100%	35 92%	2 100%	9 78%	7 100%	16 88%	2 43%	3 79%	1 41%	3 59%	5 100%	88 89%	9 70%	82 86%	5 100%
Monthly (Net)	107 96%	3 100%	38 100%	2 100%	11 100%	7 100%	16 93%	3 59%	3 79%	1 100%	5 81%	5 100%	94 95%	12 97%	91 95%	5 100%

Table 107
A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	289	148	140	39	67	110	73	11	23	80	147	95	82	64	48	242	18	16	13
WeightedBase	283	138	145*	31**	59*	106*	87*	12**	24**	75*	144*	73*	94*	72*	44*	250	18**	9**	5**
EffectiveBase	198	109	91	27	50	80	47	9	15	56	99	75	55	45	34	170	13	10	11
A few times a day	25	13	12	3	12	8	2	1	-	7	13	4	13	5	3	21	2	2	*
	9%F	9%	8%	9%	21%zEF	7%	2%	5%	-	10%	9%	5%	14%	7%	7%	9%	10%	18%	8%
At least once every day	67	37	30	9	20	24	14	4	9	14	36	21	15	17	14	63	2	1	*
	24%f	27%	21%	28%	34%zF	23%	16%	30%	36%	19%	25%	29%	15%	24%	32%	25%	14%	13%	3%
About two or three times a week	88	45	43	8	15	36	29	3	8	26	46	23	30	20	14	72	9	4	3
	31%T	32%	29%	26%	25%	34%	34%	29%	34%	34%	32%	32%	32%	28%	32%	29%	50%	40%	49%
At least once a week	64	28	36	9	10	24	22	3	2	19	29	15	25	16	7	56	4	3	2
	23%	20%	25%	28%	17%	23%	25%	27%	10%	25%	20%	21%	27%	23%	16%	22%	20%	27%	34%
At least once a month	23	9	14	1	1	10	10	1	2	6	12	5	7	7	3	21	1	-	*
	8%D	6%	10%	3%	2%	10%	12%	9%	10%	8%	8%	7%	7%	10%	8%	8%	6%	-	5%
At least once every three months	11	3	8	2	1	2	6	-	-	2	8	1	4	6	-	11	-	-	-
	4%	2%	5%	6%	1%	2%	7%	-	-	3%	5%	1%	4%	8%	-	4%	-	-	-
Don't know/can't remember	5	3	2	-	-	2	3	-	2	1	*	3	*	-	2	5	-	*	-
	2%Jd	2%	2%	-	-	2%	4%	-	9%	1%	*	5%	*	-	4%	2%	-	3%	-
Total mentions	283	138	145	31	59	106	87	12	24	75	144	73	94	72	44	250	18	9	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	93	50	42	12	33	32	16	4	9	21	49	25	28	22	18	85	4	3	1
	33%F	36%	29%	38%	55%zEF	30%	18%	35%	36%	28%	34%	34%	29%	31%	40%	34%	23%	30%	12%
Weekly (Net)	245	123	121	28	58	92	67	11	19	66	124	64	83	59	39	213	17	9	5
	86%F	89%	84%	91%	97%zF	87%	77%	91%	81%	88%	86%	88%	88%	82%	88%	85%	94%	97%	95%
Monthly (Net)	267	132	135	29	59	102	77	12	22	71	136	68	90	66	42	235	18	9	5
	94%	95%	93%	94%	99%	96%	89%	100%	91%	95%	94%	94%	95%	92%	96%	94%	100%	97%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 107
A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	289	18	72	10	32	16	32	19	4	5	10	24	204	77	263	3
WeightedBase	283	20**	76*	8**	39**	16**	33**	16**	6**	3**	11**	22**	203	74*	264	2**
EffectiveBase	198	13	54	8	19	11	24	16	4	5	7	19	144	48	180	2
A few times a day	25 9%F	2 8%	10 13%	- -	4 9%	1 4%	2 7%	* 3%	- -	1 19%	* 4%	2 7%	21 10%	4 5%	24 9%	* 19%
At least once every day	67 24%f	3 15%	19 24%	2 30%	9 22%	4 24%	12 37%	2 12%	2 30%	2 68%	3 29%	6 26%	51 25%	15 20%	58 22%	* 11%
About two or three times a week	88 31%T	3 16%	15 20%	3 38%	21 53%	4 27%	11 33%	4 25%	1 24%	* 13%	2 22%	7 32%	65 32%	22 29%	85 32%	- -
At least once a week	64 23%	6 30%	20 26%	1 14%	6 15%	3 20%	5 14%	7 42%	2 45%	- -	1 5%	6 28%	45 22%	19 25%	61 23%	- -
At least once a month	23 8%D	6 32%	5 7%	1 17%	* 1%	3 18%	1 4%	2 14%	- -	- -	- -	2 7%	16 8%	6 8%	20 8%	1 70%
At least once every three months	11 4%	- -	5 7%	- -	- -	- -	* 1%	1 5%	- -	- -	4 40%	- -	5 3%	5 7%	11 4%	- -
Don't know/can't remember	5 2%Jd	- -	2 3%	- -	- -	1 7%	2 5%	- -	- -	- -	- -	- -	* *	3 4%d	5 2%	- -
Total mentions	283 100%	20 100%	76 100%	8 100%	39 100%	16 100%	33 100%	16 100%	6 100%	3 100%	11 100%	22 100%	203 100%	74 100%	264 100%	2 100%
Daily (Net)	93 33%F	4 22%	29 38%	2 30%	12 32%	4 29%	15 44%	2 15%	2 30%	3 87%	4 33%	8 34%	71 35%	19 26%	82 31%	1 30%
Weekly (Net)	245 86%F	14 68%	63 83%	7 83%	38 99%	12 75%	30 90%	13 81%	6 100%	3 100%	7 60%	21 93%	181 89%z	59 80%	228 86%	1 30%
Monthly (Net)	267 94%	20 100%	69 90%	8 100%	39 100%	15 93%	31 94%	15 95%	6 100%	3 100%	7 60%	22 100%	197 97%ze	65 88%	248 94%	2 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 108
A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	59	27	32	17	22	17	3	1	3	12	38	25	18	10	6	49	8	2	-
WeightedBase	46*	24**	22**	11**	18**	16**	2**	***	3**	9**	31**	19**	16**	7**	4**	40*	6**	1**	-**
EffectiveBase	45	20	27	13	18	13	3	1	3	11	27	20	13	8	6	38	7	2	-
A few times a day	7	3	4	2	1	5	-	-	1	4	2	3	4	-	1	6	2	-	-
	16%	13%	20%	17%	6%	29%	-	-	29%	41%	8%	15%	23%	-	18%	14%	31%	-	-
At least once every day	19	14	5	2	10	7	1	-	-	3	17	8	8	2	1	18	1	-	-
	42%	60%	22%	19%	54%	43%	43%	-	-	27%	55%	45%	47%	32%	20%	45%	23%	-	-
About two or three times a week	3	1	3	1	2	-	-	*	-	1	2	1	1	1	1	3	-	-	-
	7%	2%	12%	11%	11%	-	-	100%	-	8%	5%	4%	5%	13%	16%	8%	-	-	-
At least once a week	7	1	6	2	4	1	*	-	-	1	5	1	2	3	1	6	1	*	-
	16%	4%	28%	22%	22%	5%	15%	-	-	13%	17%	5%	15%	37%	31%	14%	22%	72%	-
At least once a month	5	2	3	2	-	3	-	-	2	*	2	4	1	-	-	4	1	-	-
	11%	8%	14%	21%	-	17%	-	-	71%	5%	6%	22%	5%	-	-	11%	13%	-	-
At least once every three months	4	3	1	1	1	1	1	-	-	1	3	2	1	1	1	3	1	*	-
	9%	13%	4%	10%	8%	6%	42%	-	-	7%	9%	8%	4%	18%	14%	8%	10%	28%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	46	24	22	11	18	16	2	*	3	9	31	19	16	7	4	40	6	1	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Daily (Net)	27	17	9	4	11	11	1	-	1	6	19	11	11	2	2	24	3	-	-
	58%	72%	42%	36%	60%	72%	43%	-	29%	68%	62%	60%	71%	32%	38%	59%	54%	-	-
Weekly (Net)	37	19	18	8	17	12	1	*	1	8	26	13	15	6	4	32	5	*	-
	80%	79%	82%	69%	92%	77%	58%	100%	29%	88%	84%	69%	90%	82%	86%	81%	77%	72%	-
Monthly (Net)	42	21	21	10	17	15	1	*	3	9	28	17	15	6	4	37	5	*	-
	91%	87%	96%	90%	92%	94%	58%	100%	100%	93%	91%	92%	96%	82%	86%	92%	90%	72%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 108
A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	59	4	16	1	5	5	8	2	3	1	-	4	48	11	51	4
WeightedBase	46*	2**	17**	1**	4**	3**	6**	2**	2**	***	-**	3**	40*	6**	39*	3**
EffectiveBase	45	3	12	1	4	4	6	2	3	1	-	4	37	9	39	3
A few times a day	7 16%	1 23%	1 9%	1 100%	1 21%	* 14%	1 14%	- -	- -	- -	- -	1 34%	7 17%	1 13%	7 17%	- -
At least once every day	19 42%	1 49%	12 69%	- -	1 19%	2 57%	2 29%	- -	- -	- -	- -	1 30%	19 46%	1 12%	15 39%	1 40%
About two or three times a week	3 7%	- -	- -	- -	1 25%	- -	1 15%	- -	1 32%	- -	- -	1 21%	2 4%	2 26%	3 7%	1 23%
At least once a week	7 16%	1 28%	* 1%	- -	1 36%	- -	1 15%	1 45%	1 37%	* 100%	- -	* 15%	7 17%	* 6%	6 15%	1 31%
At least once a month	5 11%	- -	2 11%	- -	- -	1 29%	* 8%	1 55%	- -	- -	- -	- -	4 10%	1 14%	5 13%	- -
At least once every three months	4 9%	- -	2 9%	- -	- -	- -	1 19%	- -	1 31%	- -	- -	- -	2 6%	2 30%	4 10%	* 6%
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	46 100%	2 100%	17 100%	1 100%	4 100%	3 100%	6 100%	2 100%	2 100%	* 100%	-	3 100%	40 100%	6 100%	39 100%	3 100%
Daily (Net)	27 58%	2 72%	13 78%	1 100%	2 39%	2 71%	2 43%	- -	- -	- -	- -	2 65%	25 63%	1 24%	22 56%	1 40%
Weekly (Net)	37 80%	2 100%	13 79%	1 100%	4 100%	2 71%	4 73%	1 45%	2 69%	* 100%	- -	3 100%	34 84%	3 56%	30 77%	3 94%
Monthly (Net)	42 91%	2 100%	15 91%	1 100%	4 100%	3 100%	4 81%	2 100%	2 69%	* 100%	- -	3 100%	38 94%	4 70%	35 90%	3 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 109
A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**257**	158	99	74	72	90	21	13	22	66	135	109	62	44	42	196	20	24	17
WeightedBase	208	129	79*	50*	62*	76*	19**	10**	18**	56*	107	74*	54*	44**	35**	175	13**	13**	7**
EffectiveBase	184	114	70	51	59	63	13	10	16	47	101	84	48	29	30	144	16	18	14
A few times a day	**23**	14	8	2	15	5	-	1	1	9	10	11	5	3	3	17	3	1	1
	11%	*11%*	*11%*	*5%*	*24%zCE*	*7%*	-	*5%*	*7%*	*16%*	*10%*	*15%*	*9%*	*8%*	*8%*	*10%*	*25%*	*11%*	*15%*
At least once every day	**40**	27	14	8	10	21	2	4	4	9	24	11	12	10	7	35	3	1	1
	19%	*21%*	*17%*	*16%*	*16%*	*27%*	*10%*	*38%*	*22%*	*16%*	*22%*	*15%*	*22%*	*24%*	*19%*	*20%*	*24%*	*7%*	*20%*
About two or three times a week	**53**	35	18	9	21	19	4	1	7	13	26	19	10	15	9	47	3	1	2
	26%	*27%*	*23%*	*18%*	*34%*	*25%*	*18%*	*11%*	*38%*	*23%*	*24%*	*26%*	*18%*	*34%*	*25%*	*27%*	*23%*	*7%*	*30%*
At least once a week	**53**	31	21	18	10	19	5	2	3	14	31	18	20	9	6	45	3	3	1
	25%D	*24%*	*27%*	*36%zD*	*16%*	*25%*	*28%*	*19%*	*20%*	*25%*	*29%*	*24%*	*37%z*	*20%*	*17%*	*26%*	*22%*	*27%D*	*12%*
At least once a month	**29**	15	13	9	4	9	7	3	2	9	10	9	8	2	10	23	-	5	1
	14%D	*12%*	*17%*	*18%D*	*6%*	*12%*	*37%*	*26%*	*13%*	*17%*	*10%*	*12%*	*14%*	*5%*	*28%*	*13%*	-	*37%*	*13%*
At least once every three months	**7**	3	3	3	1	1	1	-	-	*	4	4	-	3	*	4	1	1	1
	3%	*2%*	*4%*	*6%*	*2%*	*1%*	*7%*	-	-	***	*4%*	*5%*	-	*6%*	*1%*	*2%*	*6%*	*11%*	*10%*
Don't know/can't remember	**4**	3	1	1	1	2	-	-	-	2	1	1	-	1	1	4	-	-	-
	2%	*2%*	*1%*	*1%*	*1%*	*3%*	-	-	-	*4%*	*1%*	*2%*	-	*3%*	*2%*	*2%*	-	-	-
Total mentions	**208**	129	79	50	62	76	19	10	18	56	107	74	54	44	35	175	13	13	7
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	**63**	41	22	10	25	26	2	4	5	18	34	23	17	14	9	52	6	2	2
	30%e	*32%*	*28%*	*21%*	*40%C*	*34%*	*10%*	*43%*	*29%*	*32%*	*32%*	*31%*	*31%*	*31%*	*27%*	*30%*	*49%*	*18%*	*35%*
Weekly (Net)	**169**	107	61	37	56	64	11	7	15	44	92	60	47	38	24	145	12	7	5
	81%e	*83%*	*78%*	*74%*	*91%zC*	*85%*	*56%*	*74%*	*87%*	*79%*	*85%*	*81%*	*86%*	*86%*	*69%*	*83%*	*94%*	*52%*	*77%C*
Monthly (Net)	**197**	123	75	47	60	73	18	10	18	53	102	69	54	40	34	168	12	12	6
	95%	*95%*	*95%*	*93%*	*97%*	*96%*	*93%*	*100%*	*100%*	*96%*	*95%*	*93%*	*100%*	*91%*	*97%*	*96%*	*94%*	*89%*	*90%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 109
A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**257**	9	56	13	19	11	24	12	11	1	14	26	191	63	218	18
WeightedBase	208	6**	54*	10**	19**	10**	22**	10**	8**	1**	15**	20**	168	36*	171	19**
EffectiveBase	184	7	42	11	13	8	16	9	9	1	12	18	140	46	160	11
A few times a day	23 / 11%	- / -	7 / 13%	1 / 5%	2 / 9%	* / 4%	4 / 16%	1 / 13%	- / -	- / -	- / -	3 / 13%	19 / 11%	2 / 6%	17 / 10%	1 / 7%
At least once every day	40 / 19%	2 / 37%	13 / 24%	- / -	3 / 16%	1 / 12%	10 / 44%	1 / 11%	2 / 21%	- / -	- / -	3 / 16%	36 / 22%	4 / 11%	31 / 18%	6 / 33%
About two or three times a week	53 / 26%	1 / 13%	13 / 25%	4 / 41%	3 / 17%	4 / 40%	2 / 11%	3 / 30%	5 / 55%	1 / 100%	5 / 32%	6 / 31%	46 / 27%	7 / 20%	44 / 26%	4 / 20%
At least once a week	53 / 25%D	3 / 45%	9 / 17%	3 / 34%	6 / 31%	3 / 34%	4 / 18%	4 / 37%	1 / 15%	- / -	8 / 51%	4 / 21%	41 / 25%	10 / 29%	47 / 27%	3 / 14%
At least once a month	29 / 14%D	* / 4%	10 / 19%	2 / 20%	2 / 13%	1 / 9%	2 / 8%	1 / 9%	1 / 8%	- / -	2 / 13%	2 / 10%	19 / 12%	9 / 26%zd	25 / 15%	3 / 14%
At least once every three months	7 / 3%	- / -	- / -	- / -	2 / 11%	- / -	1 / 3%	- / -	- / -	- / -	- / -	1 / 5%	4 / 2%	3 / 8%	4 / 3%	2 / 9%
Don't know/can't remember	4 / 2%	- / -	1 / 2%	- / -	1 / 4%	- / -	- / -	- / -	- / -	- / -	1 / 5%	1 / 4%	3 / 2%	- / -	3 / 2%	1 / 4%
Total mentions	208 / 100%	6 / 100%	54 / 100%	10 / 100%	19 / 100%	10 / 100%	22 / 100%	10 / 100%	8 / 100%	1 / 100%	15 / 100%	20 / 100%	168 / 100%	36 / 100%	171 / 100%	19 / 100%
Daily (Net)	63 / 30%e	2 / 37%	19 / 36%	1 / 5%	5 / 25%	2 / 17%	13 / 60%	2 / 24%	2 / 21%	- / -	- / -	6 / 29%	55 / 33%e	6 / 17%	48 / 28%	8 / 40%
Weekly (Net)	169 / 81%e	6 / 96%	42 / 79%	8 / 80%	14 / 72%	9 / 91%	20 / 89%	9 / 91%	8 / 92%	1 / 100%	12 / 82%	16 / 82%	143 / 85%ze	24 / 66%	139 / 81%	14 / 74%
Monthly (Net)	197 / 95%	6 / 100%	53 / 98%	10 / 100%	16 / 86%	10 / 100%	22 / 97%	10 / 100%	8 / 100%	1 / 100%	14 / 95%	18 / 91%	162 / 96%	34 / 92%	164 / 96%	16 / 87%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 110
A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	427	225	202	141	92	144	50	30	39	124	180	156	117	59	95	325	34	30	38
WeightedBase	346	182	164	105*	76*	121	44**	21**	38**	96*	145	109	109*	61*	68*	294	23**	15**	15**
EffectiveBase	283	172	117	93	60	104	29	24	22	96	129	116	74	39	69	223	29	23	27
A few times a day	80 23%EJKf	51 28%zB	29 18%	36 35%zE	22 29%E	18 15%	3 8%	5 21%	4 11%	37 38%zJ	23 16%	18 17%	24 22%	16 26%	23 33%zK	66 22%	6 28%	3 20%	5 31%
At least once every day	86 25%	46 25%	40 25%	26 25%	21 28%	30 25%	8 19%	6 30%	10 28%	23 25%	36 25%	25 23%	27 25%	21 35%	14 20%	72 25%	8 35%	2 13%	4 31%
About two or three times a week	79 23%I	38 21%	41 25%	22 21%	15 19%	30 25%	12 26%	5 21%	11 29%	12 13%	39 27%I	23 21%	24 22%	14 23%	18 27%	69 24%	2 11%	4 28%	3 19%
At least once a week	60 17%Ne	30 17%	29 18%	16 15%	13 17%	24 20%	6 14%	4 17%	3 8%	16 17%	30 21%	29 26%zN	17 16%	8 14%	5 8%	51 17%	4 20%	3 20%	1 9%
At least once a month	26 8%C	14 8%	12 7%	3 3%	4 5%	11 9%	9 20%	2 9%	3 7%	5 6%	15 10%	14 13%z	5 5%	2 3%	5 8%	23 8%	1 4%	3 19%	* 1%
At least once every three months	14 4%ACIK	3 2%	11 7%A	1 1%	1 2%	6 5%	5 12%	1 2%	7 18%	1 1%	2 2%	1 1%	10 10%zKM	-	3 4%	12 4%	1 3%	-	1 10%
Don't know/can't remember	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 *	-	-	-
Total mentions	346 100%	182 100%	164 100%	105 100%	76 100%	121 100%	44 100%	21 100%	38 100%	96 100%	145 100%	109 100%	109 100%	61 100%	68 100%	294 100%	23 100%	15 100%	15 100%
Daily (Net)	166 48%EJK	97 53%z	69 42%	63 60%zE	43 57%E	48 40%	12 27%	11 51%	15 39%	60 63%zJ	36 40%	43 39%	50 46%	37 61%K	36 54%	138 47%	14 62%	5 33%	9 62%
Weekly (Net)	304 88%	165 91%	139 85%	101 96%zE	71 94%	102 84%	30 68%	19 89%	28 75%	88 92%	128 88%	94 86%	91 84%	59 97%zKL	60 88%	258 88%	21 93%	12 81%	13 89%
Monthly (Net)	331 96%L	179 98%zB	152 93%	104 99%zE	75 98%	113 94%	39 88%	21 98%	31 82%	94 98%	143 98%z	108 99%zL	97 89%	61 100%L	65 96%	281 96%	22 97%	15 100%	13 90%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 110
A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	427	27	86	16	39	22	34	29	11	13	13	35	264	149	353	43
WeightedBase	346	21**	87*	12**	35**	17**	37**	27**	9**	12**	12**	25**	249	89	290	37**
EffectiveBase	283	16	56	13	29	20	22	21	9	10	10	27	182	106	235	28
A few times a day	80 23%EJKf	2 8%	14 16%	5 44%	9 24%	4 25%	9 24%	6 22%	2 26%	7 57%	3 24%	6 25%	54 22%	24 28%	59 20%	13 36%
At least once every day	86 25%	6 29%	24 27%	3 22%	9 25%	2 13%	9 24%	7 28%	* 5%	2 14%	4 35%	6 25%	63 25%	22 25%	75 26%	5 14%
About two or three times a week	79 23%I	7 35%	19 22%	2 16%	8 22%	6 37%	13 35%	6 24%	2 20%	* 3%	2 16%	3 14%	56 23%	22 24%	70 24%	7 18%
At least once a week	60 17%Ne	1 4%	17 20%	2 14%	9 26%	3 20%	4 10%	3 10%	2 22%	3 26%	2 15%	6 23%	46 18%	10 11%	47 16%	9 24%
At least once a month	26 8%C	2 8%	7 8%	- -	1 2%	* 2%	2 6%	4 16%	1 11%	- -	1 11%	4 14%	18 7%	8 10%	23 8%	3 7%
At least once every three months	14 4%ACIK	3 16%	6 7%	1 4%	1 1%	1 4%	1 2%	- -	- -	* 1%	- -	- -	11 5%	2 3%	14 5%	- -
Don't know/can't remember	1 *	- -	- -	- -	- -	- -	- -	- -	1 16%	- -	- -	- -	1 1%	- -	1 *	- -
Total mentions	346 100%	21 100%	87 100%	12 100%	35 100%	17 100%	37 100%	27 100%	9 100%	12 100%	12 100%	25 100%	249 100%	89 100%	290 100%	37 100%
Daily (Net)	166 48%EJK	8 37%	37 43%	8 66%	17 49%	6 38%	17 47%	13 50%	3 31%	8 70%	7 58%	13 50%	117 47%	46 52%	135 46%	19 51%
Weekly (Net)	304 88%	16 76%	74 85%	12 96%	34 96%	16 94%	34 92%	22 84%	6 73%	12 99%	11 89%	22 86%	219 88%	78 88%	251 87%	34 93%
Monthly (Net)	331 96%L	18 84%	81 93%	12 96%	35 99%	16 96%	36 98%	27 100%	7 84%	12 99%	12 100%	25 100%	237 95%	86 97%	274 95%	37 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 111
A3a1. How often in the past 3 months have you watched programmes using these services?
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table															
BBC iPlayer	4099	4101	2770	85 2%	210 5%	404 10%	508 12%	288 7%	65 2%	9 *	2531 62%	4101 100%	296 7%	1208 29%	1497 36%
BBC Three (now available only online)	4099	4101	2770	15 *	33 1%	31 1%	24 1%	31 1%	6 *	1 *	3960 97%	4101 100%	48 1%	103 3%	134 3%
BBC iPlayer Kids	4099	4101	2770	22 1%	44 1%	39 1%	33 1%	11 *	5 *	*	3947 96%	4101 100%	66 2%	138 3%	148 4%
ITV Hub or ITV Hub+ [formerly ITV player]	4099	4101	2770	41 1%	61 1%	194 5%	267 7%	148 4%	39 1%	6 *	3345 82%	4101 100%	102 2%	563 14%	711 17%
STV Player	4099	4101	2770	2 *	6 *	11 *	8 *	11 *	1 *	*	4062 99%	4101 100%	8 *	27 1%	38 1%
S4C Clic	4099	4101	2770	9 *	11 *	8 *	6 *	3 *	1 *	- -	4063 99%	4101 100%	20 *	34 1%	37 1%
All 4 (formerly 4OD)	4099	4101	2770	31 1%	44 1%	105 3%	200 5%	154 4%	52 1%	8 *	3506 85%	4101 100%	75 2%	380 9%	535 13%
My5 (formerly Demand 5)	4099	4101	2770	16 *	23 1%	56 1%	101 2%	94 2%	26 1%	2 *	3782 92%	4101 100%	39 1%	196 5%	290 7%
Netflix	4099	4101	2770	191 5%	333 8%	388 9%	199 5%	89 2%	19 *	3 *	2880 70%	4101 100%	524 13%	1110 27%	1199 29%
Amazon Prime/Amazon Video	4099	4101	2770	81 2%	125 3%	197 5%	168 4%	85 2%	19 *	6 *	3421 83%	4101 100%	206 5%	571 14%	656 16%
Now TV	4099	4101	2770	50 1%	68 2%	85 2%	77 2%	32 1%	17 *	3 *	3768 92%	4101 100%	118 3%	281 7%	313 8%
Sky On Demand (Sky Go)	4099	4101	2770	69 2%	112 3%	167 4%	152 4%	61 1%	19 *	6 *	3516 86%	4101 100%	182 4%	500 12%	561 14%
UKTV Play	4099	4101	2770	17 *	23 1%	34 1%	56 1%	28 1%	9 *	1 *	3933 96%	4101 100%	40 1%	130 3%	158 4%
Disney Life	4099	4101	2770	23 1%	38 1%	23 1%	14 *	9 *	3 *	2 *	3989 97%	4101 100%	61 1%	98 2%	107 3%
Virgin TV Catch-up/ Virgin Media Anywhere	4099	4101	2770	25 1%	67 2%	88 2%	64 2%	23 1%	11 *	5 *	3818 93%	4101 100%	93 2%	245 6%	267 7%
Hayu	4099	4101	2770	7 *	19 *	3 *	7 *	5 *	4 *	- -	4055 99%	4101 100%	27 1%	37 1%	42 1%
A BBC YouTube Channel	4099	4101	2770	23 1%	40 1%	53 1%	53 1%	29 1%	7 *	4 *	3893 95%	4101 100%	63 2%	169 4%	197 5%
Other YouTube Channel	4099	4101	2770	80 2%	86 2%	79 2%	60 1%	26 1%	14 *	1 *	3755 92%	4101 100%	166 4%	304 7%	331 8%

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Table 112
A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	85 **2%FNe**	46 2%	39 2%	13 3%	33 4%zEF	21 2%	19 1%	3 1%	5 1%	31 3%G	40 3%zG	35 4%zMN	23 2%	13 1%	14 1%	71 2%	8 2%	3 1%	4 3%
At least once every day	210 **5%FGNe**	98 5%	113 5%	41 9%zEF	47 6%F	79 6%F	43 3%	5 1%	15 3%	58 6%G	103 8%zGH	69 7%zN	52 5%N	57 6%N	33 3%	187 5%	11 3%	7 3%	6 5%
About two or three times a week	404 **10%FGNTe**	195 10%	209 10%	47 10%	67 9%	170 12%zDF	119 8%	15 4%	39 9%G	101 10%G	190 14%zGHI	139 15%zLMN	110 11%N	82 8%	73 6%	341 10%	24 7%	27 14%zP	11 9%
At least once a week	508 **12%FGHNUe**	246 12%	262 12%	49 10%	109 14%F	204 15%zCF	147 10%	31 8%	26 6%	124 12%GH	223 16%zGHI	142 15%zN	154 15%zN	136 14%N	77 7%	412 12%	44 13%	42 21%zOPR	11 9%
At least once a month	288 **7%DN**	137 7%	151 7%	52 11%zDF	38 5%	106 8%D	93 6%	24 6%	22 5%	77 7%	121 9%zH	78 8%N	91 9%zN	76 8%N	44 4%	239 7%	27 8%	11 5%	11 9%
At least once every three months	65 **2%**	32 2%	34 2%	11 2%	9 1%	29 2%	16 1%	6 2%	3 1%	17 2%	27 2%	19 2%	19 2%	15 1%	13 1%	48 1%	4 1%	10 5%zOP	3 3%
Don't know/can't remember	9 *****	1 *	7 *	1 *	3 *	1 *	4 *	- -	- -	1 *	4 *	3 *	3 *	- -	2 *	6 *	2 1%	- -	1 *
Never	2531 **62%CEJKLQYd**	1244 62%	1284 61%	259 55%	478 61%E	755 55%	1039 70%zCDE	324 80%zIJ	332 75%zIJ	633 61%J	650 48%	455 48%	561 55%K	619 62%KL	896 78%KLM	2132 62%Q	225 65%Q	102 50%	72 61%Q
Total mentions	4101 **100%**	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	296 **7%FGNe**	144 7%	152 7%	54 11%zEF	80 10%zF	100 7%F	62 4%	8 2%	20 5%	88 8%GH	143 11%zGH	104 11%zLMN	75 7%N	70 7%N	46 4%	258 7%	19 5%	10 5%	10 8%
Weekly (Net)	1208 **29%FGHNTUe**	585 29%	623 30%	150 32%F	256 33%F	474 35%zF	328 22%	53 13%	85 19%	312 30%GH	557 41%zGHI	386 41%zLMN	339 33%zN	287 29%N	196 17%	1011 29%	86 25%	79 39%zOPR	32 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 112
A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents

GfK

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1497** **36%FGHNT** Ue	722 *36%*	774 *37%*	202 **43%zF**	294 **38%F**	580 **43%zF**	421 *28%*	77 *19%*	107 *24%*	390 **37%GH**	677 **50%zGHI**	463 **49%zLMN**	430 **42%zMN**	363 **36%N**	240 *21%*	1250 *36%*	114 *33%*	90 **45%zOPR**	43 *36%*

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Table 112
A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	85	8	19	1	14	1	11	2	5	1	1	8	68	13	75	5
	2%FNe	3%	2%	1%	4%W	*	2%	1%	3%	1%	1%	2%	3%ze	1%	2%	1%
At least once every day	210	11	41	8	27	9	36	15	8	2	11	18	160	50	174	16
	5%FGNe	4%	5%	5%	7%	4%	8%	7%	4%	1%	7%	5%	6%ze	3%	5%	5%
About two or three times a week	404	29	57	13	52	20	47	35	22	10	13	44	292	106	339	42
	10%FGNTe	10%	7%	8%	13%T	10%	10%	16%zT	12%	9%	8%	12%T	12%ze	7%	10%	12%
At least once a week	508	41	97	6	41	20	52	43	23	16	18	54	374	125	435	36
	12%FGHNU e	14%U	11%U	4%	11%U	10%	11%U	19%zTUVW X	12%U	14%U	12%U	15%U	15%ze	8%	12%	10%
At least once a month	288	20	56	10	22	20	29	23	7	9	15	28	196	88	241	25
	7%DN	7%	7%	7%	6%	9%	6%	10%	4%	8%	9%	8%	8%	6%	7%	7%
At least once every three months	65	5	8	3	12	4	5	1	3	3	3	1	46	17	58	5
	2%	2%	1%	2%	3%zTc	2%	1%	1%	2%	2%	2%	*	2%	1%	2%	1%
Don't know/can't remember	9	1	2	-	2	-	1	-	-	-	-	-	5	3	6	2
	*	*	*		1%		*						*	*	*	*
Never	2531	184	585	111	218	137	293	104	118	72	95	215	1389	1070	2159	225
	62%CEJKL QYd	62%Y	68%zVYc	73%zSVXY c	56%	64%Y	62%Y	46%	63%Y	64%Y	61%Y	59%Y	55%	73%zd	62%	63%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	296	19	60	8	41	10	46	18	13	3	13	26	228	63	249	21
	7%FGNe	6%	7%	6%	11%zWa	5%	10%	8%	7%	3%	8%	7%	9%ze	4%	7%	6%
Weekly (Net)	1208	89	214	28	135	51	145	96	58	29	44	124	893	293	1024	99
	29%FGHNT Ue	30%U	25%	18%	35%TUW	24%	31%U	43%zSTUW Xab	31%U	26%	28%	34%TUW	35%ze	20%	29%	28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 112
A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1497 36%FGHNTUe	109 36%U	270 31%	37 25%	157 40%TU	71 33%	174 37%U	119 53%zSTUVWXhabc	66 35%	38 34%	58 37%U	151 41%TU	1089 43%ze	381 26%	1264 36%	124 35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 113
A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**15** *e	9 *	5 *	1 *	11 1%zEF	3 *	- -	- -	1 *	* *	13 1%zI	6 1%N	6 1%	1 *	1 *	12 *	1 *	1 1%	- -
At least once every day	**33** **1%FNe**	16 1%	18 1%	7 1%F	13 2%zF	13 1%F	1 *	* *	4 1%	12 1%	17 1%	16 2%zMN	9 1%	5 *	4 *	26 1%	5 1%	2 1%	1 1%
About two or three times a week	**31** **1%Fe**	21 1%	10 *	9 2%zF	10 1%F	11 1%F	* *	3 1%	- -	4 *	21 2%zHI	13 1%zN	9 1%	5 1%	4 *	27 1%	1 *	3 1%	* *
At least once a week	**24** **1%**	12 1%	12 1%	8 2%zEF	5 1%	6 *	4 *	3 1%	1 *	3 *	15 1%z	12 1%zLN	3 *	5 1%	4 *	18 1%	3 1%	2 1%	1 1%
At least once a month	**31** **1%**	16 1%	15 1%	5 1%	9 1%	11 1%	6 *	2 *	1 *	8 1%	15 1%	9 1%	8 1%	10 1%	4 *	28 1%	* *	1 *	2 2%P
At least once every three months	**6** *	3 *	3 *	2 *F	2 *	1 *	- -	- -	- -	2 *	4 *	1 *	3 *	1 *	1 *	4 *	1 *	1 *	1 1%zO
Don't know/can't remember	**1** *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -
Never	**3960** **97%CDJKd**	1922 96%	2035 97%	441 93%	732 93%	1319 97%CD	1468 99%zCDE	398 98%J	434 98%J	1010 97%J	1274 94%	882 94%	974 96%K	969 97%K	1135 99%zKL	3321 97%	333 97%	192 95%	113 95%
Total mentions	**4101** **100%**	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**48** **1%FNe**	25 1%	23 1%	7 2%F	24 3%zEF	16 1%F	1 *	* *	5 1%	13 1%	30 2%G	22 2%zMN	15 1%N	6 1%	5 *	38 1%	6 2%	3 2%	1 1%
Weekly (Net)	**103** **3%FNe**	58 3%	45 2%	25 5%zEF	40 5%zEF	33 2%F	5 *	6 2%	6 1%	20 2%	66 5%zGHI	47 5%zLMN	27 3%N	17 2%	12 1%	83 2%	10 3%	8 4%	2 2%
Monthly (Net)	**134** **3%FNe**	74 4%	60 3%	30 6%zEF	49 6%zEF	44 3%F	11 1%	8 2%	8 2%	28 3%	81 6%zGHI	56 6%zLMN	36 4%N	27 3%	16 1%	111 3%	10 3%	9 4%	4 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 113
A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**15**	-	8	-	2	*	1	-	-	-	-	*	15	-	11	-
	***e**	-	*1%z*	-	*1%*	*	*	-	-	-	-	*	*1%ze*	-	*	-
At least once every day	**33**	2	6	1	-	*	10	1	-	1	2	2	29	4	26	4
	1%FNe	*1%*	*1%*	*1%*	-	*	*2%zV*	*	-	*1%*	*1%*	*1%*	*1%ze*	*	*1%*	*1%*
About two or three times a week	**31**	1	8	-	6	2	5	2	*	2	1	1	27	4	25	3
	1%Fe	*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%ze*	*	*1%*	*1%*
At least once a week	**24**	1	4	2	1	2	2	1	2	-	*	1	15	9	21	3
	1%	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	-	*	*	*1%*	*1%*	*1%*	*1%*
At least once a month	**31**	1	4	4	4	4	2	1	2	2	2	4	24	7	28	2
	1%	*	*1%*	*2%zT*	*1%*	*2%*	*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*
At least once every three months	**6**	*	1	-	1	-	*	1	-	1	-	-	2	4	5	1
	*****	*	*	-	*	-	*	*	-	*1%*	-	-	*	*	*	*
Don't know/can't remember	**1**	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-
	*****	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-
Never	**3960**	294	832	144	375	204	452	218	182	107	152	360	2415	1444	3372	344
	97%CDJKd	*99%*	*96%*	*95%*	*96%*	*96%*	*96%*	*97%*	*97%*	*95%*	*97%*	*98%*	*96%*	*98%zd*	*97%*	*97%*
Total mentions	**4101**	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	**48**	2	14	1	2	1	11	1	-	1	2	3	44	4	37	4
	1%FNe	*1%*	*2%*	*1%*	*1%*	*	*2%*	*	-	*1%*	*1%*	*1%*	*2%ze*	*	*1%*	*1%*
Weekly (Net)	**103**	3	26	4	10	5	18	4	3	3	3	4	87	16	83	10
	3%FNe	*1%*	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%ze*	*1%*	*2%*	*3%*
Monthly (Net)	**134**	4	31	7	14	8	20	5	5	5	4	8	111	23	110	11
	3%FNe	*1%*	*4%*	*5%*	*3%*	*4%*	*4%*	*2%*	*3%*	*4%*	*3%*	*2%*	*4%ze*	*2%*	*3%*	*3%*

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Table 114
A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	22 1%Fe	11 1%	11 1%	5 1%F	10 1%zF	6 *F	- -	3 1%	1 *	5 *	11 1%	7 1%	8 1%	4 *	3 *	18 1%	2 *	1 *	1 1%
At least once every day	44 1%Fe	20 1%	24 1%	5 1%F	15 2%F	22 2%zF	2 *	3 1%	4 1%	12 1%	22 2%z	9 1%	14 1%	9 1%	11 1%	35 1%	4 1%	3 1%	2 1%
About two or three times a week	39 1%Fe	18 1%	21 1%	6 1%F	12 2%F	20 1%F	2 *	- -	2 *	11 1%	24 2%zG	15 2%zN	11 1%	6 1%	7 1%	34 1%	2 1%	1 *	2 2%
At least once a week	33 1%AN	7 *	26 1%zA	1 *	8 1%	15 1%	9 1%	1 *	* *	11 1%	16 1%	15 2%zN	10 1%N	6 1%	2 *	31 1%	1 *	1 *	- -
At least once a month	11 *	3 *	8 *	- -	4 *	3 *	4 *	1 *	1 *	5 *	4 *	3 *	4 *	1 *	3 *	10 *	- -	1 *	- -
At least once every three months	5 *	* *	5 *	3 1%zE	1 *	- -	1 *	1 *	* *	1 *	1 *	2 *	3 *	- -	- -	5 *	* *	- -	- -
Don't know/can't remember	* *	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *zO
Never	3947 96%DEJKTd	1939 97%zB	2005 96%	453 96%	734 94%	1298 95%	1462 99%zCDE	398 98%J	433 98%J	995 96%	1280 94%	888 94%	963 95%	971 97%KL	1125 98%zKL	3303 96%	335 97%	196 97%	114 95%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	66 2%Fe	31 2%	35 2%	10 2%F	25 3%zF	28 2%F	2 *	6 2%	4 1%	16 2%	34 2%z	16 2%	22 2%	13 1%	14 1%	53 2%	6 2%	4 2%	3 2%
Weekly (Net)	138 3%FNSe	56 3%	81 4%	17 4%F	45 6%zF	63 5%zF	13 1%	7 2%	7 2%	39 4%	74 5%zGH	47 5%zMN	44 4%N	25 2%	23 2%	119 3%	9 3%	5 3%	5 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 114
A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**148**	59	89	17	48	66	17	8	8	43	78	50	47	25	26	129	9	6	5
4%AFNSeg		3%	4%	4%F	6%zF	5%zF	1%	2%	2%	4%	6%zGH	5%zMN	5%MN	3%	2%	4%	3%	3%	4%

Table 114
A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	22 **1%Fe**	- -	7 *1%*	1 *1%*	3 *1%*	* *	3 *1%*	- -	1 *	1 *1%*	1 *1%*	1 *	20 **1%ze**	1 *	16 *	1 *
At least once every day	44 **1%Fe**	- -	13 *2%*	2 *1%*	6 *2%*	5 *2%S*	3 *1%*	2 *1%*	1 *1%*	- -	- -	3 *1%*	36 **1%e**	8 *1%*	37 *1%*	2 *
About two or three times a week	39 **1%Fe**	1 *	15 **2%z**	2 *1%*	2 *	2 *1%*	10 *2%*	1 *1%*	1 *	- -	* *	1 *	34 **1%ze**	4 *	37 *1%*	1 *
At least once a week	33 **1%AN**	1 *	8 *1%*	1 *	9 **2%zc**	2 *1%*	3 *1%*	2 *1%*	* *	5 **4%zSTXhc**	1 *	1 *	23 *1%*	8 *1%*	28 *1%*	1 *
At least once a month	11 *	- -	5 *1%*	2 **2%zc**	1 *	- -	1 *	- -	- -	1 *1%*	- -	- -	6 *	4 *	10 *	- -
At least once every three months	5 *	- -	- -	- -	1 *	- -	1 *	2 **1%zT**	- -	1 **1%T**	- -	- -	2 *	3 *	4 *	- -
Don't know/can't remember	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *
Never	3947 **96%DEJKTd**	297 **99%zTUVWXa**	816 *94%*	144 *95%*	368 *94%*	203 *96%*	453 *96%*	217 *97%*	183 *98%*	105 *93%*	155 **99%a**	362 **98%TVa**	2407 *95%*	1442 **98%zd**	3356 *96%*	350 **98%z**
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Daily (Net)	66 **2%Fe**	- -	20 **2%S**	3 *2%*	10 **3%S**	5 **2%S**	6 *1%*	2 *1%*	2 *1%*	1 *1%*	1 *1%*	4 *1%*	56 **2%ze**	10 *1%*	52 *1%*	3 *1%*
Weekly (Net)	138 **3%FNSe**	2 *1%*	43 **5%zSc**	5 *3%*	20 **5%Sc**	9 **4%S**	18 **4%S**	5 *2%*	3 *2%*	5 **5%S**	2 *1%*	6 *2%*	113 **4%ze**	22 *1%*	117 *3%*	5 *1%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 114
A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	148	2	48	8	21	9	19	5	3	7	2	6	119	26	128	5
	4%AFNSeg	1%	6%zSc	5%S	5%Sc	4%S	4%S	2%	2%	6%Sc	1%	2%	5%ze	2%	4%	1%

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Table 115
A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	41 1%FMe	17 1%	24 1%	7 2%F	21 3%zEF	9 1%	4 *	4 1%	4 1%	12 1%	20 1%	16 2%zMN	15 2%M	3 *	7 1%	35 1%	3 1%	1 1%	1 1%
At least once every day	61 1%G	30 1%	32 2%	8 2%	21 3%zF	19 1%	14 1%	* *	8 2%G	16 2%	27 2%G	22 2%z	12 1%	11 1%	16 1%	52 2%	5 1%	2 1%	3 2%
About two or three times a week	194 5%AFGNPe	73 4%	121 6%zA	30 6%F	38 5%	76 6%F	50 3%	10 2%	19 4%	52 5%	81 6%zG	66 7%zLMN	45 4%	43 4%	39 3%	173 5%P	5 1%	12 6%P	4 3%
At least once a week	267 7%GNPe	122 6%	145 7%	27 6%	40 5%	122 9%zCDF	78 5%	13 3%	20 5%	68 7%G	126 9%zGHI	66 7%N	95 9%zMN	59 6%	47 4%	230 7%P	10 3%	20 10%zP	7 6%
At least once a month	148 4%N	69 3%	79 4%	15 3%	27 3%	56 4%	51 3%	7 2%	10 2%	39 4%	64 5%zG	35 4%N	49 5%N	46 5%N	18 2%	126 4%	7 2%	9 5%	5 5%
At least once every three months	39 1%e	14 1%	25 1%	3 1%	3 *	20 1%D	13 1%	4 1%	3 1%	8 1%	22 2%z	16 2%zM	9 1%	4 *	10 1%	32 1%	2 1%	2 1%	3 2%zO
Don't know/can't remember	6 *	4 *	1 *	- -	1 *	3 *	2 *	- -	- -	1 *	5 *	3 *	- -	3 *	- -	5 *	1 *	* *	- -
Never	3345 82%BEJKL Yd	1671 84%zB	1671 80%	384 81%	634 81%	1059 78%	1268 86%zCDE	368 90%zIJ	378 86%J	844 81%J	1014 75%	715 76%	788 78%	827 83%KL	1015 88%zKLM	2783 81%	311 90%zOQR	156 77%	96 81%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	102 2%Fe	46 2%	56 3%	15 3%F	42 5%zEF	28 2%	18 1%	5 1%	11 3%	28 3%	47 3%zG	38 4%zMN	28 3%	14 1%	23 2%	87 3%	8 2%	3 2%	4 3%
Weekly (Net)	563 14%AFGNP Te	241 12%	322 15%zA	71 15%F	120 15%F	226 17%zF	146 10%	27 7%	50 11%	148 14%G	254 19%zGHI	170 18%zMN	167 17%zMN	117 12%	109 9%	490 14%P	23 7%	35 17%P	15 12%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 115
A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**711**	310	401	86	146	282	197	35	60	187	318	206	216	162	127	617	31	44	20
	17%AFGNP Te	*15%*	**19%zA**	**18%F**	**19%F**	**21%zF**	*13%*	*9%*	*14%*	**18%G**	**23%zGHI**	**22%zMN**	**21%zMN**	**16%N**	*11%*	**18%P**	*9%*	**22%P**	**17%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 115
A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	41 1%FMe	2 1%	11 1%	2 1%	6 2%	* *	7 1%	- -	- -	- -	- -	7 2%	36 1%ze	5 *	34 1%	2 1%
At least once every day	61 1%G	5 2%	6 1%	2 2%	17 4%zThc	2 1%	11 2%T	2 1%	- -	2 1%	1 *	5 1%	45 2%	15 1%	48 1%	7 2%
About two or three times a week	194 5%AFGNPe	13 4%	29 3%	6 4%	12 3%	14 7%	36 8%zTV	22 10%zTVh	6 3%	6 5%	8 5%	22 6%	142 6%ze	49 3%	162 5%	19 5%
At least once a week	267 7%GNPe	20 7%	45 5%	8 5%	28 7%	14 6%	29 6%	28 13%zTUXbc	20 11%T	7 6%	7 5%	24 7%	190 8%ze	69 5%	230 7%	22 6%
At least once a month	148 4%N	5 2%	34 4%	9 6%X	21 6%SX	7 3%	9 2%	10 4%	8 4%	2 2%	6 4%	15 4%	89 4%	57 4%	123 4%	20 6%
At least once every three months	39 1%e	8 3%zTc	5 1%	1 1%	2 1%	1 *	5 1%	1 *	4 2%	3 2%	1 1%	1 *	32 1%e	7 *	33 1%	3 1%
Don't know/can't remember	6 *	1 *	- -	- -	- -	- -	3 1%z	1 *	- -	- -	- -	- -	6 *	- -	4 *	1 *
Never	3345 82%BEJKLYd	244 82%Y	734 85%zVXY	124 82%Y	303 78%	173 82%Y	373 79%	160 71%	149 80%	94 84%	134 85%Y	294 80%	1989 79%	1270 86%zd	2853 82%	282 79%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	102 2%Fe	7 2%	17 2%	4 3%	22 6%zTWYhb	2 1%	18 4%h	2 1%	- -	2 1%	1 *	12 3%	81 3%ze	21 1%	82 2%	9 2%
Weekly (Net)	563 14%AFGNPTe	41 14%	91 11%	18 12%	62 16%T	30 14%	82 17%T	52 23%zSTUWb	26 14%	14 12%	16 10%	58 16%T	413 16%ze	138 9%	474 14%	49 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 115
A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	711 17%AFGNP Te	46 15%	125 14%	26 17%	84 21%T	38 18%	91 19%	62 28%zSTUW Xab	34 18%	16 14%	22 14%	73 20%	502 20%ze	195 13%	597 17%	69 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 116
A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	2	2	1	-	2	1	-	-	-	1	2	-	1	1	1	1	2	-	-
	*Of	*	*		*	*				*	*		*	*	*	*	1%zO		
At least once every day	6	1	5	1	1	3	*	-	1	2	3	3	2	-	1	-	6	-	-
	*	*	*	*	*	*	*		*	*	*	*	*		*		2%zO		
About two or three times a week	11	5	6	2	3	3	3	1	-	3	7	2	1	2	5	*	11	-	-
	*O	*	*	*	*	*	*	*		*	1%	*	*	*	*	*	3%zOQR		
At least once a week	8	5	2	*	2	3	3	-	2	1	5	2	2	3	1	-	8	*	-
	*O	*	*	*	*	*	*		*	*	*	*	*	*	*		2%zOQ	*	
At least once a month	11	3	7	*	2	2	6	1	1	3	6	5	1	1	3	-	11	-	-
	*O	*	*	*	*	*	*	*	*	*	*	1%	*	*	*		3%zOQR		
At least once every three months	1	1	1	-	-	1	1	1	-	1	-	1	-	-	1	-	1	-	-
	*	*	*			*	*	*		*		*			*		*zO		
Don't know/can't remember	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	*	-	-
	*	*					*				*	*					*		
Never	4062	1981	2077	469	774	1352	1467	405	438	1030	1336	926	1007	989	1140	3435	306	202	119
	99%JP	99%	99%	99%	99%	99%	99%	100%	99%	99%	98%	99%	99%	99%	99%	100%zP	89%	100%P	100%P
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	8	3	5	1	2	4	*	-	1	3	5	3	3	1	2	1	7	-	-
	*O	*	*	*	*	*	*		*	*	*	*	*	*	*	*	2%zOQ		
Weekly (Net)	27	14	13	3	8	10	6	1	2	7	16	7	5	6	8	1	26	*	-
	1%Oe	1%	1%	1%	1%	1%	*	*	*	1%	1%z	1%	1%	1%	1%	*	7%zOQR	*	
Monthly (Net)	38	17	21	4	10	12	12	1	4	9	22	13	7	7	11	1	37	*	-
	1%OTe	1%	1%	1%	1%	1%	1%	*	1%	1%	2%z	1%	1%	1%	1%	*	11%zOQR	*	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 116
A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	2	-	-	-	-	-	-	-	-	1	-	-	2	-	1	-
	*Of	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-
At least once every day	6	-	-	-	-	-	-	-	-	-	-	-	5	*	5	1
	*	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*
About two or three times a week	11	-	-	-	*	-	-	-	-	-	-	-	8	1	7	3
	*O	-	-	-	*	-	-	-	-	-	-	-	*	*	*	1%f
At least once a week	8	-	-	-	-	-	-	-	-	-	-	-	6	2	7	1
	*O	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*
At least once a month	11	-	-	-	-	-	-	-	-	-	-	-	7	4	9	2
	*O	-	-	-	-	-	-	-	-	-	-	-	*	*	*	1%
At least once every three months	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*
Don't know/can't remember	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Never	4062	298	864	151	389	212	473	224	186	112	157	368	2500	1462	3458	348
	99%JP	100%	100%z	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	99%	99%	98%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	8	-	-	-	-	-	-	-	-	1	-	-	8	*	6	1
	*O	-	-	-	-	-	-	-	-	1%	-	-	*	*	*	*
Weekly (Net)	27	-	-	-	*	-	-	-	-	1	-	-	22	3	20	4
	1%Oe	-	-	-	*	-	-	-	-	1%	-	-	1%e	*	1%	1%
Monthly (Net)	38	-	-	-	*	-	-	-	-	1	-	-	29	7	29	6
	1%OTe	-	-	-	*	-	-	-	-	1%	-	-	1%	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 117
A3a1_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	9 *	6 *	3 *	3 1%F	4 1%F	2 *	- -	- -	- -	2 *	6 *	5 *	2 *	- -	2 *	7 *	2 1%	- -	- -
At least once every day	11 *	9 *	2 *	1 *	7 1%zF	4 *	- -	- -	- -	2 *	9 1%z	5 1%N	5 *	2 *	- -	9 *	1 *	1 1%	- -
About two or three times a week	8 *	5 *	3 *	1 *	3 *	2 *	2 *	- -	- -	2 *	6 *	5 1%z	2 *	- -	1 *	8 *	- -	* *	* *
At least once a week	6 *	3 *	3 *	1 *	- -	2 *	3 *	- -	- -	4 *	2 *	1 *	4 *	* *	- -	5 *	- -	1 *	* *
At least once a month	3 *O	3 *	* *	1 *	* *	- -	2 *	- -	- -	- -	2 *	1 *	2 *	- -	- -	1 *	- -	2 1%zO	- -
At least once every three months	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *zO	- -
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	4063 99%DJKQTd	1974 99%	2085 99%	467 99%	769 98%	1354 99%	1472 100%D	407 100%J	441 100%J	1031 99%	1333 98%	923 98%	997 98%	994 100%zKL	1148 100%zKL	3407 99%Q	341 99%	197 97%	118 99%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	20 *Fe	14 1%	6 *	4 1%F	11 1%zEF	5 *F	- -	- -	- -	4 *	16 1%z	9 1%zMN	7 1%	2 *	2 *	16 *	3 1%	1 1%	- -
Weekly (Net)	34 1%FMNe	22 1%	12 1%	5 1%	14 2%zF	10 1%	6 *	- -	- -	10 1%	24 2%zGH	16 2%MN	14 1%MN	2 *	3 *	28 1%	3 1%	2 1%	1 1%
Monthly (Net)	37 1%MNe	25 1%	13 1%	6 1%	14 2%zEF	10 1%	7 *	- -	- -	10 1%	25 2%zGH	17 2%zMN	15 2%MN	2 *	3 *	29 1%	3 1%	5 2%zO	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	9	-	3	-	-	*	-	-	2	-	-	1	9	-	6	1
	*	-	*	-	-	*	-	-	1%	-	-	*	*	-	*	*
At least once every day	11	-	6	-	1	-	3	-	-	-	-	-	11	-	11	*
	*	-	1%	-	*	-	1%	-	-	-	-	-	*e	-	*	*
About two or three times a week	8	-	4	-	-	1	-	-	1	-	1	-	6	2	6	-
	*	-	1%	-	-	*	-	-	1%	-	1%	-	*	*	*	-
At least once a week	6	-	4	-	-	-	-	-	-	*	-	-	3	3	6	-
	*	-	1%z	-	-	-	-	-	-	*	-	-	*	*	*	-
At least once a month	3	-	1	-	-	-	-	-	-	-	-	-	3	*	1	2
	*O	-	*	-	-	-	-	-	-	-	-	-	*	*	*	*zf
At least once every three months	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*f
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4063	298	845	151	388	211	470	224	184	112	156	367	2496	1466	3457	352
	99%DJKQTd	100%T	98%	100%	100%	99%	99%	100%	99%	100%	99%	100%	99%	100%zd	99%	99%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	20	-	9	-	1	*	3	-	2	-	-	1	20	-	17	1
	*Fe	-	1%	-	*	*	1%	-	1%	-	-	*	1%ze	-	*	*
Weekly (Net)	34	-	18	-	1	1	3	-	3	*	1	1	29	5	30	1
	1%FMNe	-	2%z	-	*	1%	1%	-	1%	*	1%	*	1%e	*	1%	*
Monthly (Net)	37	-	19	-	1	1	3	-	3	*	1	1	32	6	31	3
	1%MNe	-	2%zS	-	*	1%	1%	-	1%	*	1%	*	1%ze	*	1%	1%

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Table 118
A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	31 1%BEFNe	23 1%zB	9 *	8 2%zEF	16 2%zEF	5 *	3 *	- -	1 *	13 1%	16 1%	15 2%zN	7 1%	6 1%	3 *	27 1%	3 1%	1 *	1 1%
At least once every day	44 1%Fe	20 1%	25 1%	8 2%F	17 2%zF	17 1%F	2 *	1 *	5 1%	13 1%	23 2%z	13 1%	10 1%	10 1%	12 1%	39 1%	3 1%	1 1%	1 1%
About two or three times a week	105 3%Fe	44 2%	61 3%	18 4%F	25 3%F	46 3%F	15 1%	8 2%	11 3%	26 3%	50 4%z	30 3%	36 4%N	18 2%	20 2%	91 3%	4 1%	8 4%	2 2%
At least once a week	200 5%FNe	101 5%	100 5%	46 10%zDEF	40 5%F	81 6%F	34 2%	15 4%	20 5%	53 5%	98 7%zG	57 6%N	51 5%N	59 6%N	34 3%	168 5%	11 3%	12 6%	10 8%zOP
At least once a month	154 4%GN	72 4%	82 4%	23 5%	28 4%	56 4%	48 3%	7 2%	14 3%	39 4%	73 5%zG	34 4%	64 6%zKMN	31 3%	26 2%	132 4%	11 3%	6 3%	5 4%
At least once every three months	52 1%FNe	29 1%	23 1%	11 2%F	9 1%	28 2%zF	5 *	2 1%	5 1%	13 1%	25 2%z	17 2%N	18 2%N	11 1%	7 1%	42 1%	3 1%	3 1%	4 3%zOP
Don't know/can't remember	8 *	2 *	6 *	2 *	1 *	4 *	3 *	1 *	- -	- -	3 *	5 *N	3 *	1 *	- -	8 *	- -	1 *	- -
Never	3506 85%CDEJK LRYd	1709 86%	1793 85%	358 76%	648 83%C	1129 83%C	1370 93%zCDE	373 92%zIJ	386 88%J	882 85%J	1069 79%	770 82%	825 81%	861 86%KL	1050 91%zKLM	2930 85%R	309 90%zOR	171 85%	96 80%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	75 2%FGe	42 2%	33 2%	16 3%zEF	33 4%zEF	21 2%F	5 *	1 *	5 1%	26 3%G	39 3%zG	28 3%zN	17 2%	16 2%	14 1%	66 2%	6 2%	2 1%	2 2%
Weekly (Net)	380 9%FGNe	187 9%	194 9%	80 17%zEF	98 13%zF	148 11%zF	54 4%	23 6%	37 8%	105 10%G	187 14%zGHI	115 12%zN	104 10%N	93 9%N	69 6%	324 9%	21 6%	22 11%P	14 12%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	535	259	276	103	126	204	102	30	51	144	261	149	168	124	95	456	32	28	19
	13%FGNe	13%	13%	22%zDEF	16%zF	15%zF	7%	7%	11%	14%G	19%zGHI	16%zN	17%zMN	12%N	8%	13%	9%	14%	16%P

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Table 118
A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	31 1%BEFNe	3 1%	10 1%	2 1%	5 1%	* *	1 *	- -	- -	- -	1 1%	6 1%	30 1%ze	2 *	24 1%	4 1%
At least once every day	44 1%Fe	2 1%	12 1%	2 1%	2 1%	3 1%	6 1%	1 *	3 1%	1 1%	1 *	6 2%	38 1%ze	6 *	34 1%	5 1%
About two or three times a week	105 3%Fe	8 3%	18 2%	2 2%	8 2%	6 3%	14 3%	16 7%zTUVXhc	2 1%	3 3%	3 2%	10 3%	80 3%ze	24 2%	90 3%	9 3%
At least once a week	200 5%FNe	12 4%	33 4%	6 4%	20 5%	12 5%	26 6%	23 10%zSTc	10 6%	5 5%	6 4%	12 3%	152 6%ze	42 3%	166 5%	20 6%
At least once a month	154 4%GN	6 2%	24 3%	9 6%	25 6%zSTX	12 6%	13 3%	9 4%	5 3%	5 5%	6 4%	17 5%	100 4%	53 4%	126 4%	19 5%
At least once every three months	52 1%FNe	* *	10 1%	4 2%SX	5 1%	2 1%	2 *	3 1%	6 3%SX	3 3%	6 4%zSTXc	2 1%	41 2%	11 1%	41 1%	8 2%
Don't know/can't remember	8 *	2 1%	2 *	1 1%	- -	- -	1 *	1 1%	- -	- -	- -	- -	5 *	3 *	7 *	* *
Never	3506 85%CDEJKLRYd	264 88%Y	754 87%Y	125 83%	324 83%	178 84%	411 87%Y	172 76%	160 86%	95 84%	132 84%	316 86%Y	2084 82%	1332 91%zd	2998 86%	290 82%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	75 2%FGe	5 2%	22 3%	4 3%	7 2%	3 1%	7 1%	1 *	3 1%	1 1%	2 1%	11 3%	67 3%ze	8 1%	58 2%	8 2%
Weekly (Net)	380 9%FGNe	25 8%	74 9%	13 9%	35 9%	21 10%	46 10%	40 18%zSTUVXhbc	15 8%	10 8%	12 7%	33 9%	300 12%ze	73 5%	315 9%	38 11%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 118
A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	535	32	97	22	60	33	60	49	21	15	18	50	399	126	441	57
	13%FGNe	11%	11%	14%	15%	15%	13%	22%zSTXh bc	11%	13%	11%	14%	16%ze	9%	13%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 119
A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	16 *Ne	10 1%	6 *	1 *	10 1%zEF	3 *	2 *	- -	1 *	3 *	12 1%z	7 1%N	4 *	5 *	* *	13 *	2 *	1 1%	1 1%
At least once every day	23 1%Fe	13 1%	9 *	2 *	7 1%F	11 1%	3 *	1 *	2 *	5 *	14 1%z	10 1%zN	5 1%	5 *	2 *	19 1%	1 *	1 *	2 1%
About two or three times a week	56 1%Fe	29 1%	27 1%	6 1%	14 2%F	29 2%zF	7 *	2 *	12 3%zG	13 1%	27 2%z	14 2%	14 1%	10 1%	18 2%	49 1%	4 1%	2 1%	1 1%
At least once a week	101 2%Ne	42 2%	59 3%	10 2%	17 2%	47 3%zF	27 2%	9 2%	20 5%z	29 3%	38 3%	21 2%	30 3%	32 3%N	18 2%	85 2%	7 2%	7 3%	2 2%
At least once a month	94 2%	45 2%	49 2%	9 2%	21 3%	36 3%	28 2%	4 1%	8 2%	26 2%	44 3%zG	21 2%	29 3%	24 2%	20 2%	86 3%	3 1%	4 2%	1 1%
At least once every three months	26 1%N	18 1%	9 *	5 1%	4 1%	10 1%	8 1%	1 *	2 *	8 1%	14 1%	8 1%N	13 1%zN	3 *	2 *	20 1%	2 *	2 1%	2 2%zO
Don't know/can't remember	2 *	2 *	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	* *	1 *	* *	- -	1 *	2 *	- -	* *	- -
Never	3782 92%EJYd	1840 92%	1939 92%	440 93%	709 90%	1229 90%	1404 95%zDE	390 96%zHIJ	396 90%	956 92%J	1209 89%	857 91%	917 91%	918 92%	1090 95%zKL	3162 92%	326 95%	184 91%	111 93%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	39 1%FNe	23 1%	15 1%	3 1%	18 2%zCEF	14 1%	5 *	1 *	3 1%	8 1%	26 2%G	17 2%zN	9 1%	10 1%	2 *	32 1%	3 1%	2 1%	2 2%
Weekly (Net)	196 5%FNe	95 5%	101 5%	19 4%	49 6%F	89 7%zF	39 3%	11 3%	35 8%zG	50 5%	91 7%zG	53 6%N	53 5%	51 5%	38 3%	166 5%	14 4%	11 6%	5 4%
Monthly (Net)	290 7%FGNe	140 7%	150 7%	28 6%	70 9%F	125 9%zCF	67 5%	15 4%	43 10%G	76 7%G	135 10%zG	73 8%N	83 8%N	76 8%	58 5%	252 7%	17 5%	16 8%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 119
A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	16 *Ne	2 1%	5 1%	- -	2 1%	1 1%	- -	- -	- -	- -	- -	2 1%	16 1%ze	* *	11 *	2 *
At least once every day	23 1%Fe	1 *	8 1%	1 1%	* *	1 *	3 1%	- -	- -	- -	1 1%	4 1%	19 1%	3 *	18 1%	1 *
About two or three times a week	56 1%Fe	3 1%	8 1%	2 1%	5 1%	5 2%	9 2%	2 1%	1 1%	4 3%	2 1%	7 2%	45 2%ze	10 1%	46 1%	5 1%
At least once a week	101 2%Ne	3 1%	16 2%	1 1%	11 3%	7 3%	11 2%	18 8%zSTUVX bc	7 4%	3 2%	3 2%	6 2%	73 3%e	23 2%	84 2%	9 2%
At least once a month	94 2%	5 2%	17 2%	3 2%	15 4%X	6 3%	5 1%	10 5%X	5 3%	3 3%	3 2%	13 4%X	62 2%	30 2%	76 2%	14 4%
At least once every three months	26 1%N	* *	2 *	2 2%Tc	7 2%zTc	1 *	2 *	3 1%	2 1%	2 1%	- -	- -	16 1%	10 1%	20 1%	4 1%
Don't know/can't remember	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 *	- -	1 *	- -
Never	3782 92%EJYd	283 95%Y	808 93%Y	141 93%Y	349 90%	192 90%	442 94%Y	191 85%	171 92%	102 90%	148 94%Y	335 91%	2295 91%	1394 95%zd	3232 93%z	321 90%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	39 1%FNe	2 1%	13 2%	1 1%	2 1%	2 1%	3 1%	- -	- -	- -	1 1%	6 2%	35 1%ze	4 *	29 1%	3 1%
Weekly (Net)	196 5%FNe	9 3%	37 4%	5 3%	19 5%	13 6%	23 5%	20 9%zST	8 4%	6 6%	6 4%	19 5%	153 6%ze	37 2%	159 5%	17 5%
Monthly (Net)	290 7%FGNe	15 5%	54 6%	8 5%	33 9%	20 9%	28 6%	30 13%zSTUXb	14 7%	9 8%	9 5%	32 9%	215 9%ze	67 5%	235 7%	30 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 120
A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**191** 5%EFhef	82 4%	110 5%	62 13%zDEF	64 8%zEF	46 3%F	19 1%	10 2%	14 3%	59 6%G	74 5%G	62 7%zLN	43 4%	45 5%	42 4%	162 5%	15 4%	8 4%	6 5%
At least once every day	**333** 8%FGHNe	157 8%	175 8%	82 17%zEF	116 15%zEF	102 7%F	33 2%	18 4%	22 5%	97 9%GH	155 11%zGH	86 9%N	91 9%N	85 9%	71 6%	271 8%	31 9%	18 9%	12 10%
About two or three times a week	**388** 9%FGNTe	189 9%	198 9%	91 19%zDEF	102 13%zF	141 10%F	55 4%	18 5%	32 7%	98 9%G	179 13%zGHI	111 12%zMN	113 11%N	83 8%	80 7%	312 9%	41 12%	20 10%	14 12%
At least once a week	**199** 5%FNQef	84 4%	114 5%	32 7%F	58 7%zF	88 6%zF	21 1%	14 4%	15 3%	37 4%	96 7%zGHI	42 4%	74 7%zKN	51 5%N	31 3%	171 5%Q	17 5%	4 2%	7 6%Q
At least once a month	**89** 2%Ae	29 1%	60 3%zA	9 2%	18 2%	34 2%	27 2%	7 2%	3 1%	24 2%	36 3%H	21 2%	32 3%N	19 2%	16 1%	71 2%	7 2%	7 3%	4 3%
At least once every three months	**19** *	14 1%	5 *	5 1%D	1 *	6 *	7 *	- -	3 1%	7 1%	7 1%	5 1%	3 *	9 1%N	1 *	15 *	2 1%	2 1%	- -
Don't know/can't remember	**3** *	3 *	* *	1 *	- -	2 *	1 *	- -	- -	1 *	1 *	1 *	- -	2 *	* *	2 *	- -	- -	1 1%zOP
Never	**2880** 70%CDJKL RYd	1440 72%zB	1437 68%	192 41%	425 54%C	946 69%CD	1317 89%zCDE	339 83%zIJ	352 80%zIJ	716 69%J	809 60%	612 65%	657 65%	702 70%KL	910 79%zKLM	2431 71%R	232 67%	142 70%	75 63%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**524** 13%EFGHN he	239 12%	284 14%	144 30%zDEF	180 23%zEF	148 11%F	52 4%	28 7%	37 8%	156 15%zGH	230 17%zGH	147 16%zN	134 13%N	130 13%	112 10%	433 13%	46 13%	27 13%	18 15%
Weekly (Net)	**1110** 27%FGHNh e	513 26%	596 28%	266 56%zDEF	340 43%zEF	377 28%F	127 9%	61 15%	83 19%	291 28%GH	505 37%zGHI	301 32%zMN	321 32%zMN	264 27%N	224 19%	917 27%	104 30%	51 25%	39 33%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 120
A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	1199	542	656	275	358	410	155	68	86	316	541	322	353	283	240	988	110	58	43
	29%AFGHN The	27%	31%zA	58%zDEF	46%zEF	30%F	10%	17%	20%	30%GH	40%zGHI	34%zMN	35%zMN	28%N	21%	29%	32%	29%	36%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
England Regions (span)													**Working** (span)		**Urbanity** (span)	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	191 5%EFhef	7 2%	43 5%	8 5%	15 4%	9 4%	13 3%	26 12%zSTVWXhbc	2 1%	12 11%zSTVXh	6 4%	21 6%h	154 6%ze	33 2%	149 4%	22 6%
At least once every day	333 8%FGHNe	21 7%	75 9%	9 6%	33 8%	11 5%	33 7%	22 10%	9 5%	8 8%	15 10%	35 9%	251 10%ze	72 5%	283 8%	26 7%
About two or three times a week	388 9%FGNTe	38 13%Th	58 7%	10 7%	34 9%	24 11%	49 10%	26 11%	10 6%	6 6%	25 16%zTUhac	31 8%	298 12%ze	82 6%	338 10%	34 10%
At least once a week	199 5%FNQef	21 7%	33 4%	8 5%	23 6%	13 6%	21 4%	10 5%	6 3%	6 5%	6 4%	25 7%	166 7%ze	29 2%	155 4%	21 6%
At least once a month	89 2%Ae	5 2%	12 1%	3 2%	12 3%	7 3%	16 3%	2 1%	8 4%	-	*	6 2%	67 3%ze	20 1%	78 2%	5 2%
At least once every three months	19 *	-	4 *	2 *	3 2%X	1 1%	- *	-	-	-	1 1%	4 1%	13 *	7 *	18 1%	1 *
Don't know/can't remember	3 *	-	-	-	2 *	-	-	-	-	-	-	*	2 *	*	3 *	-
Never	2880 70%CDJKLRYd	206 69%	639 74%zYc	111 73%	268 69%	147 69%	341 72%Y	139 62%	151 81%zSVWYbc	79 70%	105 67%	245 67%	1577 62%	1229 84%zd	2464 71%	245 69%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	524 13%EFGHNhe	28 9%	118 14%h	17 11%	48 12%	20 9%	46 10%	48 21%zSTUVWXh	11 6%	21 19%SXh	21 13%	56 15%Xh	406 16%ze	104 7%	432 12%	49 14%
Weekly (Net)	1110 27%FGHNhe	87 29%h	209 24%h	35 23%	105 27%h	57 27%h	116 24%h	84 37%zTUVXh	28 15%	33 29%h	51 33%h	112 31%h	869 34%ze	215 15%	925 27%	104 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	**1199** *29%AFGHN* The	92 **31%h**	221 *26%*	38 *25%*	117 **30%h**	64 **30%h**	132 *28%*	86 **38%zTUXh**	36 *19%*	33 *29%*	52 **33%h**	118 **32%h**	937 **37%ze**	235 *16%*	1003 *29%*	109 *31%*

Table 121
A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	81 2%FGNef	43 2%	38 2%	16 3%zF	35 4%zEF	25 2%F	5 *	1 *	7 2%	26 3%G	38 3%zG	29 3%zN	22 2%	19 2%	11 1%	69 2%	6 2%	3 2%	3 2%
At least once every day	125 3%FHNe	74 4%	51 2%	27 6%zF	38 5%zF	50 4%F	10 1%	8 2%	5 1%	30 3%	71 5%GHI	35 4%N	32 3%	35 3%	23 2%	99 3%	16 5%	6 3%	4 4%
About two or three times a week	197 5%FGHMNe	112 6%	86 4%	34 7%zF	49 6%F	90 7%zF	24 2%	5 1%	8 2%	50 5%GH	114 8%zGHI	77 8%zLMN	55 5%MN	29 3%	36 3%	167 5%	15 4%	10 5%	5 4%
At least once a week	168 4%FGNe	84 4%	84 4%	25 5%F	50 6%zF	70 5%F	23 2%	5 1%	11 3%	35 3%	100 7%zGHI	55 6%zN	55 5%N	37 4%N	21 2%	147 4%	10 3%	7 3%	3 3%
At least once a month	85 2%AFIN	30 1%	54 3%A	29 6%zDEF	10 1%	32 2%F	14 1%	4 1%	6 1%	11 1%	50 4%zGHI	27 3%MN	35 3%zMN	12 1%	11 1%	66 2%	9 3%	7 4%	2 2%
At least once every three months	19 *f	7 *	11 1%	7 2%zEF	5 1%	4 *	2 *	3 1%	- -	5 1%	8 1%	7 1%M	8 1%M	* *	3 *	12 *	1 *	4 2%zO	2 1%zO
Don't know/can't remember	6 *	1 *	5 *	- -	2 *	* *	3 *	3 1%z	- -	2 *	1 *	2 *	- -	- -	4 *	3 *	2 1%O	* *	- -
Never	3421 83%CDEJK LYd	1648 82%	1770 84%	335 71%	595 76%	1093 80%C	1398 95%zCDE	378 93%zIJ	404 92%zIJ	881 85%J	976 72%	709 75%	806 80%	863 87%zKL	1042 91%zKLM	2872 84%	284 83%	165 82%	100 84%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	206 5%FGNXe	117 6%z	89 4%	43 9%zEF	73 9%zEF	75 5%F	15 1%	9 2%	12 3%	56 5%G	109 8%zGHI	64 7%zN	55 5%N	54 5%N	34 3%	168 5%	22 6%	9 4%	7 6%
Weekly (Net)	571 14%BFGHN Ue	312 16%zB	258 12%	102 22%zF	172 22%zEF	235 17%zF	63 4%	19 5%	31 7%	141 14%GH	323 24%zGHI	195 21%zLMN	164 16%MN	121 12%N	91 8%	483 14%	48 14%	25 13%	16 13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 121
A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	656	342	312	131	182	267	76	23	37	152	373	222	199	133	102	549	57	33	17
	16%FGHMNe	17%	15%	28%zEF	23%zF	20%zF	5%	6%	8%	15%GH	27%zGHI	24%zMN	20%zMN	13%N	9%	16%	17%	16%	15%

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Table 121
A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	81 2%FGNef	9 3%	25 3%X	1 *	4 1%	3 2%	4 1%	11 5%zUVXhc	* *	4 4%	1 1%	5 1%	75 3%ze	5 *	58 2%	16 5%zf
At least once every day	125 3%FHNe	6 2%	27 3%	3 2%	8 2%	10 5%	8 2%	13 6%X	5 3%	1 1%	9 6%X	8 2%	99 4%ze	25 2%	108 3%	8 2%
About two or three times a week	197 5%FGHMNe	18 6%	37 4%	3 2%	18 5%	13 6%	22 5%	16 7%	9 5%	6 5%	7 4%	19 5%	164 6%ze	31 2%	166 5%	18 5%
At least once a week	168 4%FGNe	14 5%	39 4%	3 2%	14 4%	7 3%	20 4%	17 8%zU	4 2%	5 5%	8 5%	16 4%	136 5%ze	29 2%	143 4%	17 5%
At least once a month	85 2%AFIN	4 1%	17 2%	5 3%	16 4%zWX	* *	6 1%	3 1%	2 1%	6 6%zWX	2 1%	6 2%	62 2%	23 2%	68 2%	10 3%
At least once every three months	19 *f	- -	4 *	1 1%	- -	1 1%	2 *	2 1%	1 1%	- -	- -	1 *	10 *	8 1%	12 *	4 1%
Don't know/can't remember	6 *	- -	- -	1 *	- -	2 1%zT	- -	1 *	- -	- -	- -	- -	3 *	3 *	6 *	- -
Never	3421 83%CDEJKLYd	247 83%Y	715 83%Y	135 89%Y	329 85%Y	175 82%Y	411 87%Y	162 72%	164 88%Y	91 80%	130 83%Y	313 85%Y	1981 78%	1347 92%zd	2927 84%	283 80%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	206 5%FGNXe	15 5%	53 6%X	4 3%	13 3%	14 6%X	12 3%	24 11%zUVXhc	6 3%	5 4%	10 6%	13 4%	173 7%ze	31 2%	166 5%	24 7%
Weekly (Net)	571 14%BFGHNUe	47 16%U	129 15%U	10 7%	45 11%	33 16%U	54 12%	57 25%zSTUVWXhc	19 10%	16 14%	25 16%U	47 13%	473 19%ze	91 6%	475 14%	59 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 121
A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	656	51	146	15	60	34	60	60	21	22	27	53	535	113	543	68
	16%FGHMNe	17%	17%	10%	15%	16%	13%	27%zSTUV WXhc	11%	20%	17%	15%	21%ze	8%	16%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 122
A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV
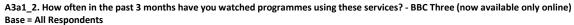**Base = All Respondents**

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	50 1%Fe	28 1%	23 1%	2 *	29 4%zCEF	13 1%	7 *	4 1%	- -	15 1%H	24 2%H	14 2%	9 1%	17 2%	10 1%	41 1%	5 2%	2 1%	1 1%
At least once every day	68 2%FNe	31 2%	37 2%	19 4%zEF	27 3%zEF	16 1%	6 *	7 2%	5 1%	19 2%	35 3%z	21 2%N	23 2%N	16 2%	8 1%	54 2%	8 2%	5 2%	1 1%
About two or three times a week	85 2%FNe	33 2%	52 2%	22 5%zEF	27 3%zEF	29 2%F	8 1%	5 1%	4 1%	19 2%	43 3%zH	27 3%N	32 3%zN	19 2%	8 1%	72 2%	6 2%	4 2%	4 3%
At least once a week	77 2%FTe	34 2%	43 2%	18 4%zF	18 2%F	31 2%F	10 1%	4 1%	10 2%	25 2%	31 2%	16 2%	25 2%	13 1%	24 2%	65 2%	3 1%	6 3%	2 2%
At least once a month	32 1%Fe	10 1%	22 1%	12 2%zDEF	6 1%	10 1%	5 *	1 *	3 1%	14 1%	13 1%	9 1%	11 1%	8 1%	5 *	29 1%	- -	2 1%	1 1%P
At least once every three months	17 *	12 1%	5 *	1 *	5 1%	8 1%	2 *	- -	1 *	5 1%	9 1%	5 1%N	7 1%N	5 1%	- -	16 *	- -	* *	1 1%P
Don't know/can't remember	3 *O	1 *	2 *	* *	- -	- -	3 *	2 1%z	- -	* *	1 *	1 *	- -	* *	2 *	1 *	2 1%zO	- -	- -
Never	3768 92%CDJKL Yd	1851 93%	1914 91%	399 84%	671 86%	1258 92%CD	1440 97%zCDE	384 94%IJ	418 95%IJ	943 91%	1202 89%	847 90%	907 89%	918 92%	1095 95%zKLM	3157 92%	320 93%	182 90%	108 91%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	118 3%FNe	59 3%	60 3%	21 4%EF	56 7%zEF	29 2%F	13 1%	11 3%	5 1%	34 3%	59 4%zH	35 4%N	32 3%N	33 3%N	18 2%	96 3%	14 4%	7 3%	2 2%
Weekly (Net)	281 7%FNe	126 6%	155 7%	61 13%zEF	101 13%zEF	89 6%F	30 2%	20 5%	19 4%	78 7%	133 10%zGH	78 8%N	89 9%zN	65 7%	50 4%	233 7%	23 7%	17 8%	8 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 122
A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	313	136	178	73	107	99	35	20	22	92	146	87	100	73	54	262	23	19	9
	8%FNe	7%	8%	15%zEF	14%zEF	7%F	2%	5%	5%	9%GH	11%zGH	9%zN	10%zN	7%N	5%	8%	7%	10%	8%

Table 122
A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
							England Regions						Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	50 1%Fe	1 *	17 2%V	3 2%	1 *	3 2%	6 1%	3 2%	2 1%	- -	2 1%	4 1%	43 2%ze	7 *	44 1%	2 *
At least once every day	68 2%FNe	4 1%	11 1%	4 2%	4 1%	5 2%	6 1%	8 4%	5 3%	2 2%	2 1%	5 1%	57 2%ze	11 1%	57 2%	7 2%
About two or three times a week	85 2%FNe	8 3%	14 2%	3 2%	8 2%	3 2%	14 3%	9 4%	1 1%	1 1%	6 4%	5 1%	71 3%ze	13 1%	72 2%	10 3%
At least once a week	77 2%FTe	6 2%	6 1%	3 2%	6 2%	1 *	15 3%T	10 4%zTW	4 2%	5 5%TW	1 1%	8 2%	57 2%	18 1%	61 2%	8 2%
At least once a month	32 1%Fe	* *	6 1%	1 *	3 1%	3 1%	8 2%	7 3%zSTc	- -	- -	- -	2 *	26 1%	6 *	30 1%	1 *
At least once every three months	17 *	1 *	5 1%	- -	4 1%	3 2%zX	- -	2 1%	- -	- -	- -	2 *	14 1%	3 *	12 *	3 1%
Don't know/can't remember	3 *O	- -	- -	- -	- -	- -	* *	1 *	- -	- -	- -	- -	1 *	2 *	3 *	- -
Never	3768 92%CDJKL Yd	279 93%Y	807 93%Y	138 91%	364 93%Y	194 91%Y	425 90%Y	185 83%	174 94%Y	104 93%Y	146 93%Y	343 93%Y	2260 89%	1411 96%zd	3209 92%	325 92%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	118 3%FNe	5 2%	28 3%	7 4%V	4 1%	8 4%	11 2%	11 5%V	7 4%	2 2%	4 2%	8 2%	100 4%ze	18 1%	101 3%	9 2%
Weekly (Net)	281 7%FNe	19 6%	47 5%	13 9%	19 5%	12 6%	40 8%	30 13%zSTVWc	12 6%	8 7%	11 7%	22 6%	229 9%ze	50 3%	234 7%	26 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 122
A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV
Base = All Respondents

| | Total (z) | England Regions | | | | | | | | | | | Working | | Urbanity | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	313	19	53	14	22	15	48	37	12	8	11	23	255	56	264	28
	8%FNe	6%	6%	9%	6%	7%	10%T	16%zSTVWh bc	6%	7%	7%	6%	10%ze	4%	8%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 123
A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**69** **2%FGe**	36 2%	34 2%	7 2%	31 4%zCEF	23 2%F	9 1%	- -	10 2%G	19 2%G	36 3%zG	24 3%zN	20 2%	12 1%	13 1%	60 2%	4 1%	4 2%	2 2%
At least once every day	**112** **3%FHNe**	62 3%	51 2%	11 2%	35 4%zF	48 4%F	19 1%	7 2%	3 1%	29 3%H	63 5%zGH	38 4%zLN	21 2%	33 3%	20 2%	92 3%	13 4%	6 3%	2 2%
About two or three times a week	**167** **4%FGHNe**	96 5%	71 3%	19 4%	43 5%F	64 5%F	41 3%	4 1%	7 2%	46 4%GH	80 6%zGH	49 5%zN	49 5%N	36 4%	32 3%	139 4%	18 5%	5 3%	4 4%
At least once a week	**152** **4%FHVe**	81 4%	71 3%	14 3%	37 5%F	66 5%zF	34 2%	9 2%	7 1%	38 4%	69 5%zGH	41 4%	44 4%	34 3%	33 3%	125 4%	16 5%	7 4%	4 3%
At least once a month	**61** **1%**	30 1%	31 1%	14 3%DF	7 1%	24 2%	15 1%	2 *	3 1%	18 2%	27 2%	10 1%	25 2%zKN	15 1%	12 1%	50 1%	3 1%	5 3%	3 2%
At least once every three months	**19** *****	7 *	12 1%	3 1%	1 *	10 1%	4 *	1 *	1 *	6 1%	11 1%	6 1%	3 *	6 1%	3 *	16 *	1 *	1 *	* *
Don't know/can't remember	**6** *****	2 *	4 *	2 1%z	- -	1 *	2 *	2 1%	- -	1 *	2 *	1 *	- -	1 *	4 *	3 *	2 1%zO	- -	- -
Never	**3516** **86%ADEJK hd**	1686 84%	1826 87%A	402 85%	629 80%	1129 83%	1356 92%zCDE	381 94%zIJ	410 93%zIJ	883 85%J	1070 79%	770 82%	851 84%	859 86%K	1035 90%zKLM	2951 86%	287 83%	174 86%	104 87%
Total mentions	**4101** **100%**	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**182** **4%FGNef**	97 5%	84 4%	18 4%F	66 8%zCEF	71 5%F	27 2%	7 2%	13 3%	48 5%G	99 7%zGHI	62 7%zLN	41 4%	45 5%	33 3%	152 4%	17 5%	10 5%	4 3%
Weekly (Net)	**500** **12%BFGHN e**	274 14%zB	226 11%	51 11%F	146 19%zCEF	201 15%zF	103 7%	21 5%	27 6%	132 13%GH	249 18%zGHI	153 16%zMN	134 13%N	115 12%	98 9%	416 12%	51 15%	22 11%	12 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 123
A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**561** **14%BFGHN Ue**	304 **15%zB**	257 *12%*	65 **14%F**	153 **20%zCF**	225 **16%zF**	118 *8%*	22 *5%*	30 *7%*	150 **14%GH**	276 **20%zGHI**	162 **17%zMN**	159 **16%N**	130 **13%N**	110 *10%*	466 *14%*	54 *16%*	27 *13%*	14 *12%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 123
A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	69 2%FGe	3 1%	23 3%	1 *	4 1%	5 2%	7 2%	3 2%	5 3%	2 2%	- -	6 2%	58 2%ze	10 1%	54 2%	7 2%
At least once every day	112 3%FHNe	5 2%	15 2%	2 1%	9 2%	8 4%	15 3%	8 4%	7 4%	3 3%	9 6%T	11 3%	92 4%ze	18 1%	88 3%	18 5%zf
About two or three times a week	167 4%FGHNe	10 3%	30 3%	4 3%	21 6%b	12 6%b	19 4%	14 6%b	10 5%b	4 4%	1 *	14 4%	121 5%ze	44 3%	142 4%	12 3%
At least once a week	152 4%FHVe	19 7%zTV	22 3%	4 3%	4 1%	8 4%	18 4%V	11 5%V	11 6%V	5 4%	11 7%TV	11 3%	122 5%ze	29 2%	125 4%	11 3%
At least once a month	61 1%	5 2%	10 1%	- -	6 2%	4 2%	5 1%	4 2%	4 2%	- -	2 1%	9 3%	39 2%	21 1%	50 1%	8 2%
At least once every three months	19 *	1 *	2 *	3 2%zTX	3 1%	- -	1 *	2 1%	2 1%	1 1%	- -	1 *	12 *	7 *	17 *	1 *
Don't know/can't remember	6 *	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	3 *	2 *	5 *	1 *
Never	3516 86%ADEJKhd	254 85%	761 88%Yh	137 90%Yh	341 88%h	175 82%	408 86%	182 81%	148 79%	98 87%	134 86%	314 86%	2082 82%	1340 91%zd	3007 86%	298 84%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	182 4%FGNef	8 3%	38 4%	3 2%	13 3%	12 6%	22 5%	11 5%	12 6%	5 5%	9 6%	17 5%	150 6%ze	29 2%	142 4%	26 7%zf
Weekly (Net)	500 12%BFGHNe	38 13%	90 10%	11 7%	39 10%	32 15%U	59 12%	36 16%U	33 18%TUV	14 13%	21 13%	43 12%	393 16%ze	102 7%	409 12%	48 13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 123
A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	561 14%BFGHNUe	43 15%	100 12%	11 7%	45 12%	36 17%U	64 14%	40 18%TU	37 20%TUV	14 13%	23 14%	53 14%	432 17%ze	123 8%	458 13%	56 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 124
A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	17	14	3	3	7	5	2	-	1	2	13	8	5	2	3	13	4	*	1
	*Be	1%zB	*	1%	1%F	*	*	-	*	*	1%z	1%z	*	*	*	*	1%	*	*
At least once every day	23	15	8	1	13	5	4	-	-	6	15	7	9	5	2	21	2	*	*
	1%e	1%	*	*	2%zEF	*	*	-	-	1%	1%z	1%	1%	1%	*	1%	*	*	*
About two or three times a week	34	18	16	4	5	13	11	3	1	10	15	12	7	8	7	29	3	1	1
	1%e	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	*
At least once a week	56	35	20	6	8	23	19	3	6	13	26	20	15	11	10	47	1	6	2
	1%e	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%zN	1%	1%	1%	1%	*	3%zOP	2%P
At least once a month	28	10	18	4	8	10	6	3	2	13	9	9	9	4	6	23	1	2	2
	1%	1%	1%	1%	1%	1%	*	1%	*	1%z	1%	1%	1%	*	1%	1%	*	1%	2%zO
At least once every three months	9	7	2	3	1	3	2	-	1	2	4	2	3	2	2	7	1	1	-
	*	*	*	1%z	*	*	*	-	*	*	*	*	*	*	*	*	*	*	-
Don't know/can't remember	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-
Never	3933	1900	2030	451	741	1306	1435	398	431	993	1275	881	965	965	1122	3297	332	192	113
	96%AJKd	95%	97%zA	95%	95%	96%	97%zD	98%J	98%J	95%	94%	94%	95%	97%K	97%zKL	96%	96%	95%	95%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	40	29	11	4	20	9	7	-	1	8	28	15	13	7	5	33	5	1	1
	1%BFe	1%zB	1%	1%	3%zEF	1%	*	-	*	1%	2%zGHI	2%zN	1%	1%	*	1%	2%	*	1%
Weekly (Net)	130	82	47	15	33	45	37	5	8	32	70	48	35	25	22	109	10	8	4
	3%BGNe	4%zB	2%	3%	4%	3%	3%	1%	2%	3%	5%zGHI	5%zMN	3%	3%	2%	3%	3%	4%	3%
Monthly (Net)	158	93	65	18	41	55	43	8	9	45	79	57	44	29	28	132	11	9	6
	4%BNe	5%zB	3%	4%	5%F	4%	3%	2%	2%	4%	6%zGH	6%zMN	4%N	3%	2%	4%	3%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 124
A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	17 *Be	- -	7 1%	- -	2 *	* *	1 *	1 *	- -	- -	1 1%	1 *	16 1%e	1 *	13 *	1 *
At least once every day	23 1%e	1 *	8 1%	1 1%	- -	1 1%	2 *	- -	1 1%	2 1%	1 1%	4 1%	20 1%e	3 *	22 1%	1 *
About two or three times a week	34 1%e	1 1%	6 1%	- -	1 *	2 1%	9 2%z	4 2%	- -	1 1%	* *	5 1%	29 1%ze	5 *	33 1%	1 *
At least once a week	56 1%e	1 *	11 1%	2 2%	8 2%	3 1%	5 1%	1 *	6 3%S	4 3%S	6 4%zSYc	2 *	46 2%ze	9 1%	48 1%	6 2%
At least once a month	28 1%	2 1%	3 *	- *	* -	4 2%TV	5 1%	4 2%	- -	- -	3 2%TV	2 1%	19 1%	8 1%	24 1%	3 1%
At least once every three months	9 *	- -	2 *	2 1%	1 *	1 *	1 *	1 *	- -	- -	- -	- -	6 *	3 *	8 *	1 *
Don't know/can't remember	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Never	3933 96%AJKd	294 98%b	828 96%	146 96%	378 97%	201 95%	449 95%	215 96%	180 96%	107 95%	145 92%	355 96%	2392 95%	1443 98%zd	3340 96%	343 96%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	40 1%BFe	* *	15 2%	1 1%	2 *	2 1%	3 1%	1 *	1 1%	2 1%	3 2%	5 1%	35 1%ze	4 *	35 1%	2 1%
Weekly (Net)	130 3%BGNe	3 1%	32 4%	4 3%	11 3%	6 3%	17 4%	5 2%	7 4%	6 5%S	9 6%S	11 3%	110 4%ze	17 1%	115 3%	9 2%
Monthly (Net)	158 4%BNe	5 2%	34 4%	4 3%	11 3%	10 5%	22 5%	9 4%	7 4%	6 5%	12 8%zSV	13 4%	130 5%ze	25 2%	140 4%	12 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 125
A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000-£14,999 (H)	Household Income £15,000-£29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	23 / 1%Fe	13 / 1%	10 / *	4 / 1%F	15 / 2%zEF	3 / *	- / -	1 / *	2 / *	7 / 1%	12 / 1%	10 / 1%z	4 / *	4 / *	5 / *	17 / 1%	5 / 2%zO	1 / *	- / -
At least once every day	38 / 1%Fe	21 / 1%	17 / 1%	2 / *	19 / 2%zCF	16 / 1%F	1 / *	2 / *	2 / 1%	13 / 1%	19 / 1%	12 / 1%	12 / 1%	9 / 1%	6 / *	32 / 1%	3 / 1%	1 / 1%	2 / 1%
About two or three times a week	23 / 1%FMNe	15 / 1%	8 / *	2 / *	7 / 1%F	14 / 1%zF	* / *	1 / *	* / *	2 / *	18 / 1%zI	8 / 1%MN	13 / 1%zMN	* / *	2 / *	23 / 1%	- / -	- / -	* / *
At least once a week	14 / *	5 / *	9 / *	7 / 1%zEF	4 / *	2 / *	1 / *	3 / 1%	2 / *	5 / 1%	4 / *	6 / 1%	4 / *	3 / *	1 / *	12 / *	- / -	1 / 1%	* / *
At least once a month	9 / *	2 / *	7 / *	2 / *	3 / *	2 / *	3 / *	* / *	- / -	3 / *	5 / *	2 / *	5 / *	2 / *	* / *	9 / *	- / -	- / -	- / -
At least once every three months	3 / *	2 / *	1 / *	* / *	2 / *	1 / *	- / -	- / -	- / -	- / -	3 / *	3 / *z	- / -	* / *	- / -	3 / *	- / -	- / -	- / -
Don't know/can't remember	2 / *	1 / *	1 / *	- / -	1 / *	1 / *	- / -	- / -	- / -	1 / *	1 / *	1 / *	- / -	1 / *	- / -	2 / *	- / -	- / -	- / -
Never	3989 / 97%DJKTd	1941 / 97%	2045 / 97%	456 / 96%	733 / 94%	1326 / 97%D	1474 / 100%zCDE	400 / 98%J	435 / 99%J	1009 / 97%	1296 / 95%	899 / 96%	975 / 96%	977 / 98%K	1138 / 99%zKL	3337 / 97%	336 / 98%	199 / 99%	116 / 98%
Total mentions	4101 / 100%	1999 / 100%	2099 / 100%	473 / 100%	784 / 100%	1365 / 100%	1480 / 100%	407 / 100%	441 / 100%	1040 / 100%	1358 / 100%	940 / 100%	1013 / 100%	996 / 100%	1152 / 100%	3436 / 100%	344 / 100%	202 / 100%	119 / 100%
Daily (Net)	61 / 1%Fe	34 / 2%	27 / 1%	6 / 1%F	34 / 4%zCEF	19 / 1%F	1 / *	2 / 1%	4 / 1%	20 / 2%	31 / 2%z	22 / 2%zN	16 / 2%	13 / 1%	10 / 1%	50 / 1%	8 / 2%	2 / 1%	2 / 1%
Weekly (Net)	98 / 2%FNe	53 / 3%	45 / 2%	15 / 3%F	45 / 6%zEF	35 / 3%F	3 / *	7 / 2%	6 / 1%	27 / 3%	53 / 4%zH	35 / 4%zMN	34 / 3%N	16 / 2%	13 / 1%	85 / 2%	8 / 2%	3 / 1%	2 / 2%
Monthly (Net)	107 / 3%FNe	56 / 3%	51 / 2%	16 / 3%F	48 / 6%zEF	37 / 3%F	5 / *	7 / 2%	6 / 1%	30 / 3%	58 / 4%zGH	37 / 4%zMN	39 / 4%zMN	18 / 2%	14 / 1%	94 / 3%	8 / 2%	3 / 1%	2 / 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 125
A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	23	-	7	-	3	1	4	1	-	1	1	*	20	2	18	4
	1%Fe	-	1%	-	1%	*	1%	*	-	1%	1%	*	1%e	*	1%	1%
At least once every day	38	-	14	1	2	3	7	-	3	-	-	4	35	3	32	1
	1%Fe	-	2%	*	1%	1%	1%	-	1%	-	-	1%	1%ze	*	1%	*
About two or three times a week	23	3	11	1	4	3	1	-	-	-	-	-	22	1	18	1
	1%FMNe	1%	1%z	1%	1%	1%	*	-	-	-	-	-	1%ze	*	1%	*
At least once a week	14	-	4	1	-	1	3	1	*	-	2	1	11	3	14	-
	*	-	*	*	-	*	1%	*	*	-	1%	*	*	*	*	-
At least once a month	9	-	3	-	2	-	1	1	-	1	1	-	6	3	9	-
	*	-	*	-	1%	-	*	*	-	1%	1%	-	*	*	*	-
At least once every three months	3	-	-	-	-	-	1	2	-	-	-	-	3	*	3	-
	*	-	-	-	-	-	*	1%zT	-	-	-	-	*	*	*	-
Don't know/can't remember	2	-	-	-	-	-	-	-	1	-	1	-	2	-	2	-
	*	-	-	-	-	-	-	-	*	-	1%zT	-	*	-	*	-
Never	3989	296	826	149	378	205	455	220	183	111	151	363	2430	1459	3392	351
	97%DJKTd	99%T	96%	99%	97%	97%	96%	98%	98%	99%	96%	99%T	96%	99%zd	97%	99%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	61	-	20	1	5	3	11	1	3	1	1	4	56	5	51	4
	1%Fe	-	2%S	*	1%	2%	2%S	*	1%	1%	1%	1%	2%ze	*	1%	1%
Weekly (Net)	98	3	35	2	9	7	16	2	3	1	3	5	88	9	82	5
	2%FNe	1%	4%zSc	1%	2%	3%	3%	1%	2%	1%	2%	1%	3%ze	1%	2%	1%
Monthly (Net)	107	3	38	2	11	7	16	3	3	1	5	5	94	12	91	5
	3%FNe	1%	4%zSc	1%	3%	3%	3%	1%	2%	1%	3%	1%	4%ze	1%	3%	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 126
A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	25	13	12	3	12	8	2	1	-	7	13	4	13	5	3	21	2	2	*
	1%Fe	1%	1%	1%	2%zF	1%	*	*	-	1%	1%	*	1%zN	1%	*	1%	1%	1%	*
At least once every day	67	37	30	9	20	24	14	4	9	14	36	21	15	17	14	63	2	1	*
	2%Feg	2%	1%	2%	3%F	2%	1%	1%	2%	1%	3%z	2%	1%	2%	1%	2%	1%	1%	*
About two or three times a week	88	45	43	8	15	36	29	3	8	26	46	23	30	20	14	72	9	4	3
	2%Neg	2%	2%	2%	2%	3%	2%	1%	2%	2%	3%zG	2%	3%N	2%	1%	2%	3%	2%	2%
At least once a week	64	28	36	9	10	24	22	3	2	19	29	15	25	16	7	56	4	3	2
	2%Ng	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	3%zN	2%	1%	2%	1%	1%	2%
At least once a month	23	9	14	1	1	10	10	1	2	6	12	5	7	7	3	21	1	-	*
	1%	*	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	-	*
At least once every three months	11	3	8	2	1	2	6	-	-	2	8	1	4	6	-	11	-	-	-
	*	*	*	*	*	*	*	-	-	*	1%z	*	*	1%N	-	*	-	-	-
Don't know/can't remember	5	3	2	-	-	2	3	-	2	1	*	3	*	-	2	5	-	*	-
	*d	*	*	-	-	*	*	-	1%	*	*	*	*	-	*	*	-	*	-
Never	3818	1861	1954	442	724	1258	1393	395	417	965	1215	867	919	924	1107	3185	326	193	114
	93%JLVdf	93%	93%	93%	92%	92%	94%	97%zIJ	95%J	93%J	89%	92%	91%	93%	96%zKLM	93%	95%	95%	96%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	93	50	42	12	33	32	16	4	9	21	49	25	28	22	18	85	4	3	1
	2%Feg	3%	2%	2%F	4%zEF	2%F	1%	1%	2%	2%	4%zG	3%	3%	2%	2%	2%	1%	1%	1%
Weekly (Net)	245	123	121	28	58	92	67	11	19	66	124	64	83	59	39	213	17	9	5
	6%FGNeg	6%	6%	6%	7%F	7%F	5%	3%	4%	6%G	9%zGHI	7%N	8%zN	6%N	3%	6%	5%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	267	132	135	29	59	102	77	12	22	71	136	68	90	66	42	235	18	9	5
	7%FGNeg	7%	6%	6%	7%	7%F	5%	3%	5%	7%G	10%zGHI	7%N	9%zN	7%N	4%	7%	5%	4%	4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 126
A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	25	2	10	-	4	1	2	*	-	1	*	2	21	4	24	*
	1%Fe	1%	1%	-	1%	*	*	*	-	1%	*	*	1%	*	1%	*
At least once every day	67	3	19	2	9	4	12	2	2	2	3	6	51	15	58	*
	2%Feg	1%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%e	1%	2%g	*
About two or three times a week	88	3	15	3	21	4	11	4	1	*	2	7	65	22	85	-
	2%Neg	1%	2%	2%	5%zSThc	2%	2%	2%	1%	*	2%	2%	3%	1%	2%zg	-
At least once a week	64	6	20	1	6	3	5	7	2	-	1	6	45	19	61	-
	2%Ng	2%	2%	1%	1%	1%	1%	3%	1%	-	*	2%	2%	1%	2%g	-
At least once a month	23	6	5	1	*	3	1	2	-	-	-	2	16	6	20	1
	1%	2%zVX	1%	1%	*	1%	*	1%	-	-	-	*	1%	*	1%	*
At least once every three months	11	-	5	-	-	-	*	1	-	-	4	-	5	5	11	-
	*	-	1%	-	-	-	*	*	-	-	3%zSTVWX c	-	*	*	*	-
Don't know/can't remember	5	-	2	-	-	1	2	-	-	-	-	-	*	3	5	-
	*d	-	*	-	-	*	*	-	-	-	-	-	*	*	*	-
Never	3818	279	788	143	351	196	440	208	181	109	146	345	2326	1397	3224	354
	93%JLVdf	93%	91%	95%	90%	93%	93%	93%	97%TV	97%	93%	94%	92%	95%zd	92%	99%zf
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	93	4	29	2	12	4	15	2	2	3	4	8	71	19	82	1
	2%Feg	1%	3%	2%	3%	2%	3%	1%	1%	2%	2%	2%	3%ze	1%	2%g	*
Weekly (Net)	245	14	63	7	38	12	30	13	6	3	7	21	181	59	228	1
	6%FGNeg	5%	7%	4%	10%zSh	6%	6%	6%	3%	3%	4%	6%	7%ze	4%	7%zg	*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 126
A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	267	20	69	8	39	15	31	15	6	3	7	22	197	65	248	2
	7%FGNeg	7%	8%	5%	10%zh	7%	7%	7%	3%	3%	4%	6%	8%ze	4%	7%zg	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 127
A3a1_16. How often in the past 3 months have you watched programmes using these services? - Hayu
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	7	3	4	2	1	5	-	-	1	4	2	3	4	-	1	6	2	-	-
	*	*	*	*F	*	*	-	-	*	*	*	*	*	-	*	*	1%	-	-
At least once every day	19	14	5	2	10	7	1	-	-	3	17	8	8	2	1	18	1	-	-
	*BFNe	1%	*	*	1%zF	*	*	-	-	*	1%zI	1%zN	1%N	*	*	1%	*	-	-
About two or three times a week	3	1	3	1	2	-	-	*	-	1	2	1	1	1	1	3	-	-	-
	*	*	*	*	*	-	-	*	-	*	*	*	*	*	*	*	-	-	-
At least once a week	7	1	6	2	4	1	*	-	-	1	5	1	2	3	1	6	1	*	-
	*	*	*	1%F	1%F	*	*	-	-	*	*	*	*	*	*	*	*	*	-
At least once a month	5	2	3	2	-	3	-	-	2	*	2	4	1	-	-	4	1	-	-
	*	*	*	*zF	-	*	-	-	*	*	*	*zN	*	-	-	*	*	-	-
At least once every three months	4	3	1	1	1	1	1	-	-	1	3	2	1	1	1	3	1	*	-
	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4055	1975	2076	462	765	1349	1478	406	438	1031	1328	921	997	989	1147	3396	338	201	119
	99%CDJKd	99%	99%	98%	98%	99%	100%zCDE	100%J	99%	99%J	98%	98%	98%	99%K	100%zKL	99%	98%	100%	100%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	27	17	9	4	11	11	1	-	1	6	19	11	11	2	2	24	3	-	-
	1%FNe	1%	*	1%F	1%zF	1%F	*	-	*	1%	1%zG	1%zMN	1%N	*	*	1%	1%	-	-
Weekly (Net)	37	19	18	8	17	12	1	*	1	8	26	13	15	6	4	32	5	*	-
	1%FNe	1%	1%	2%F	2%zEF	1%F	*	*	*	1%	2%zGH	1%N	1%N	1%	*	1%	1%	*	-
Monthly (Net)	42	21	21	10	17	15	1	*	3	9	28	17	15	6	4	37	5	*	-
	1%FNe	1%	1%	2%zF	2%zF	1%F	*	*	1%	1%	2%zGI	2%zMN	2%N	1%	*	1%	2%	*	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 127
A3a1_16. How often in the past 3 months have you watched programmes using these services? - Hayu
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	7 *	1 *	1 *	1 *	1 *	* 	1 *	- 	- 	- 	- 	1 *	7 *	1 *	7 *	-
At least once every day	19 *BFNe	1 *	12 1%z	- 	1 *	2 1%	2 *	- 	- 	- 	- 	1 *	19 1%ze	1 *	15 *	1 *
About two or three times a week	3 *	- 	- 	- 	1 *	- 	1 *	- 	1 *	- 	- 	1 *	2 *	2 *	3 *	1 *
At least once a week	7 *	1 *	* *	- 	1 *	- 	1 *	1 *	1 *	* 	- 	* *	7 *	* *	6 *	1 *
At least once a month	5 *	- 	2 *	- 	- 	1 *	* *	1 *	- 	- 	- 	- 	4 *	1 *	5 *	-
At least once every three months	4 *	- 	2 *	- 	- 	- 	1 *	- 	1 *	- 	- 	- 	2 *	2 *	4 *	*
Don't know/can't remember	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	- 	-
Never	4055 99%CDJKd	296 99%	847 98%	151 100%	386 99%	209 99%	467 99%	222 99%	184 99%	112 100%	157 100%	364 99%	2488 98%	1465 100%zd	3448 99%	353 99%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	27 1%FNe	2 1%	13 2%z	1 *	2 *	2 1%	2 1%	- 	- 	- 	- 	2 1%	25 1%ze	1 *	22 1%	1 *
Weekly (Net)	37 1%FNe	2 1%	13 2%	1 *	4 1%	2 1%	4 1%	1 *	2 1%	* *	- 	3 1%	34 1%ze	3 *	30 1%	3 1%
Monthly (Net)	42 1%FNe	2 1%	15 2%	1 *	4 1%	3 1%	4 1%	2 1%	2 1%	* *	- 	3 1%	38 2%ze	4 *	35 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 128
A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	23 1%Fe	14 1%	8 *	2 *F	15 2%zEF	5 *	- -	1 *	1 *	9 1%	10 1%	11 1%zN	5 *	3 *	3 *	17 *	3 1%	1 1%	1 1%
At least once every day	40 1%Fe	27 1%	14 1%	8 2%F	10 1%F	21 2%F	2 *	4 1%	4 1%	9 1%	24 2%z	11 1%	12 1%	10 1%	7 1%	35 1%	3 1%	1 *	1 1%
About two or three times a week	53 1%BFe	35 2%zB	18 1%	9 2%F	21 3%zF	19 1%F	4 *	1 *	7 2%	13 1%	26 2%z	19 2%zN	10 1%	15 2%	9 1%	47 1%	3 1%	1 *	2 2%
At least once a week	53 1%FNe	31 2%	21 1%	18 4%zDEF	10 1%F	19 1%F	5 *	2 *	3 1%	14 1%	31 2%zG	18 2%N	20 2%N	9 1%	6 1%	45 1%	3 1%	3 2%	1 1%
At least once a month	29 1%	15 1%	13 1%	9 2%zDEF	4 *	9 1%	7 *	3 1%	2 1%	9 1%	10 1%	9 1%	8 1%	2 *	10 1%	23 1%	- -	5 2%zOP	1 1%
At least once every three months	7 *	3 *	3 *	3 1%zE	1 *	1 *	1 *	- -	- -	* *	4 *	4 *	- -	3 *	* *	4 *	1 *	1 1%zO	1 1%
Don't know/can't remember	4 *	3 *	1 *	1 *	1 *	2 *	- -	- -	- -	2 *	1 *	1 *	- -	1 *	1 *	4 *	- -	- -	- -
Never	3893 95%ACDJKbd	1870 94%	2020 96%zA	423 89%	721 92%	1289 94%C	1460 99%zCDE	397 98%zIJ	424 96%J	984 95%J	1251 92%	866 92%	959 95%	952 96%K	1116 97%zKL	3261 95%	332 96%	189 94%	112 94%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	63 2%BFNe	41 2%zB	22 1%	10 2%F	25 3%zF	26 2%F	2 *	4 1%	5 1%	18 2%	34 3%z	23 2%zN	17 2%	14 1%	9 1%	52 2%	6 2%	2 1%	2 2%
Weekly (Net)	169 4%BFGNe	107 5%zB	61 3%	37 8%zEF	56 7%zEF	64 5%F	11 1%	7 2%	15 3%	44 4%	92 7%zGHI	60 6%zMN	47 5%N	38 4%	24 2%	145 4%	12 3%	7 3%	5 4%
Monthly (Net)	197 5%BFGNe	123 6%zB	75 4%	47 10%zEF	60 8%zF	73 5%F	18 1%	10 2%	18 4%	53 5%	102 8%zGH	69 7%zMN	54 5%N	40 4%	34 3%	168 5%	12 3%	12 6%	6 5%

Table 128
A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	23 1%Fe	- -	7 1%	1 *	2 *	* *	4 1%	1 1%	-	-	-	3 1%	19 1%e	2 *	17 *	1 *
At least once every day	40 1%Fe	2 1%	13 1%	-	3 1%	1 1%	10 2%	1 *	2 1%	-	-	3 1%	36 1%ze	4 *	31 1%	6 2%
About two or three times a week	53 1%BFe	1 *	13 2%	4 3%	3 1%	4 2%	2 1%	3 1%	5 2%	1 1%	5 3%SX	6 2%	46 2%ze	7 1%	44 1%	4 1%
At least once a week	53 1%FNe	3 1%	9 1%	3 2%	6 1%	3 2%	4 1%	4 2%	1 1%	-	8 5%zSTXc	4 1%	41 2%e	10 1%	47 1%	3 1%
At least once a month	29 1%	* *	10 1%	2 1%	2 1%	1 *	2 *	1 *	1 *	-	2 1%	2 1%	19 1%	9 1%	25 1%	3 1%
At least once every three months	7 *	-	-	-	2 1%	-	1 *	-	-	-	-	1 *	4 *	3 *	4 *	2 *
Don't know/can't remember	4 *	-	1 *	-	1 *	-	-	-	-	-	1 *	1 *	3 *	-	3 *	1 *
Never	3893 95%ACDJK bd	292 98%TUb	810 94%	141 93%	371 95%	202 95%	451 95%	215 96%	178 96%	112 99%Ub	142 90%	348 95%	2360 93%	1435 98%zd	3317 95%	337 95%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	63 2%BFNe	2 1%	19 2%	1 *	5 1%	2 1%	13 3%	2 1%	2 1%	-	-	6 2%	55 2%ze	6 *	48 1%	8 2%
Weekly (Net)	169 4%BFGNe	6 2%	42 5%	8 5%	14 4%	9 4%	20 4%	9 4%	8 4%	1 1%	12 8%Sa	16 4%	143 6%ze	24 2%	139 4%	14 4%
Monthly (Net)	197 5%BFGNe	6 2%	53 6%S	10 7%Sa	16 4%	10 5%	22 5%	10 4%	8 4%	1 1%	14 9%zSa	18 5%	162 6%ze	34 2%	164 5%	16 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 129
A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	80 2%BFf	51 3%zB	29 1%	36 8%zDEF	22 3%EF	18 1%F	3 *	5 1%	4 1%	37 4%zGHJ	23 2%	18 2%	24 2%	16 2%	23 2%	66 2%	6 2%	3 1%	5 4%zO
At least once every day	86 2%FNe	46 2%	40 2%	26 6%zDEF	21 3%F	30 2%F	8 1%	6 2%	10 2%	23 2%	36 3%	25 3%N	27 3%N	21 2%	14 1%	72 2%	8 2%	2 1%	4 4%Q
About two or three times a week	79 2%F	38 2%	41 2%	22 5%zDEF	15 2%	30 2%F	12 1%	5 1%	11 2%	12 1%	39 3%zI	23 2%	24 2%	14 1%	18 2%	69 2%	2 1%	4 2%	3 2%
At least once a week	60 1%FNe	30 2%	29 1%	16 3%zF	13 2%F	24 2%F	6 *	4 1%	3 1%	16 2%	30 2%z	29 3%zMN	17 2%N	8 1%	5 *	51 1%	4 1%	3 1%	1 1%
At least once a month	26 1%	14 1%	12 1%	3 1%	4 *	11 1%	9 1%	2 *	3 1%	5 1%	15 1%	14 1%zMN	5 1%	2 *	5 *	23 1%	1 *	3 1%	* *
At least once every three months	14 *	3 *	11 1%	1 *	1 *	6 *	5 *	1 *	7 2%zIJ	1 *	2 *	1 *	10 1%zKM	-	3 *	12 *	1 *	-	1 1%zO
Don't know/can't remember	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	-
Never	3755 92%CJKLRd	1817 91%	1935 92%	368 78%	708 90%C	1243 91%C	1435 97%zCDE	386 95%zIJ	404 91%	945 91%	1213 89%	831 88%	905 89%	935 94%zKL	1084 94%zKL	3142 91%	322 93%R	187 93%	104 88%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	166 4%BFe	97 5%zB	69 3%	63 13%zDEF	43 6%F	48 4%F	12 1%	11 3%	15 3%	60 6%zG	59 4%	43 5%	50 5%	37 4%	36 3%	138 4%	14 4%	5 2%	9 8%zOQ
Weekly (Net)	304 7%FNe	165 8%	139 7%	101 21%zDEF	71 9%F	102 7%F	30 2%	19 5%	28 6%	88 8%G	128 9%zG	94 10%zMN	91 9%MN	59 6%	60 5%	258 8%	21 6%	12 6%	13 11%zPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 129
A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	331	179	152	104	75	113	39	21	31	94	143	108	97	61	65	281	22	15	13
	8%FNe	9%	7%	22%zDEF	10%F	8%F	3%	5%	7%	9%G	11%zG	11%zMN	10%MN	6%	6%	8%	6%	7%	11%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 129
A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	80 2%BFf	2 1%	14 2%	5 4%S	9 2%	4 2%	9 2%	6 3%	2 1%	7 6%zSTX	3 2%	6 2%	54 2%	24 2%	59 2%	13 4%zf
At least once every day	86 2%FNe	6 2%	24 3%	3 2%	9 2%	2 1%	9 2%	7 3%	* *	2 1%	4 3%	6 2%	63 2%	22 1%	75 2%	5 2%
About two or three times a week	79 2%F	7 2%	19 2%	2 1%	8 2%	6 3%	13 3%	6 3%	2 1%	* *	2 1%	3 1%	56 2%	22 1%	70 2%	7 2%
At least once a week	60 1%FNe	1 *	17 2%	2 1%	9 2%	3 2%	4 1%	3 1%	2 1%	3 3%	2 1%	6 2%	46 2%e	10 1%	47 1%	9 3%
At least once a month	26 1%	2 1%	7 1%	- -	1 *	* *	2 *	4 2%	1 1%	- -	1 1%	4 1%	18 1%	8 1%	23 1%	3 1%
At least once every three months	14 *	3 1%	6 1%	1 *	1 *	1 *	1 *	- -	- -	* *	- -	- -	11 *	2 *	14 *	- -
Don't know/can't remember	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%zT	- -	- -	- -	1 *	- -	1 *	- -
Never	3755 92%CJKLRd	277 93%	777 90%	139 92%	354 91%	195 92%	436 92%	198 88%	178 95%Y	101 89%	144 92%	342 93%	2279 90%	1383 94%zd	3198 92%	319 90%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	166 4%BFe	8 3%	37 4%	8 5%	17 4%	6 3%	17 4%	13 6%	3 1%	8 8%h	7 5%	13 3%	117 5%	46 3%	135 4%	19 5%
Weekly (Net)	304 7%FNe	16 5%	74 9%	12 8%	34 9%	16 7%	34 7%	22 10%h	6 3%	12 11%	11 7%	22 6%	219 9%ze	78 5%	251 7%	34 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 129
A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	331	18	81	12	35	16	36	27	7	12	12	25	237	86	274	37
	8%FNe	6%	9%	8%	9%	8%	8%	12%h	4%	11%	8%	7%	9%ze	6%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 130
A4. Which, if any, of these websites or apps have you used in the past 3 months?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC.co.uk	**513** **12%BFGHM Ne**	299 **15%zB**	213 10%	57 **12%F**	112 **14%F**	224 **16%zCF**	120 8%	27 7%	21 5%	129 **12%GH**	266 **20%zGHI**	193 **20%zMN**	169 **17%zMN**	80 8%	71 6%	434 13%	38 11%	22 11%	18 15%
ITV.com	**321** **8%FGNPe**	146 7%	175 8%	69 **15%zEF**	93 **12%zEF**	113 **8%F**	46 3%	18 4%	30 7%	89 **9%G**	157 **12%GHI**	109 **12%zMN**	88 **9%N**	60 6%	64 6%	282 **8%P**	12 3%	16 **8%P**	11 **10%P**
stv.tv	**63** **2%FO**	37 2%	26 1%	9 2%	21 **3%zF**	15 1%	13 1%	3 1%	5 1%	15 1%	34 **3%z**	14 2%	21 2%	11 1%	16 1%	37 1%	24 **7%zOQR**	1 1%	1 1%
S4C	**42** **1%BFe**	31 **2%zB**	11 1%	8 **2%F**	18 **2%zEF**	13 **1%F**	3 *	-	3 1%	10 1%	27 **2%zG**	17 **2%zMN**	16 **2%zMN**	3 *	6 *	36 1%	2 1%	4 2%	* *
SkySports.com	**403** **10%BFGHN aeg**	305 **15%zB**	98 5%	65 **14%zF**	123 **16%zEF**	154 **11%F**	61 4%	12 3%	20 5%	92 **9%GH**	237 **17%zGHI**	133 **14%zMN**	109 **11%N**	91 **9%N**	70 6%	334 10%	35 10%	24 12%	10 8%
News.sky.com (Sky News)	**261** **6%BFGHNe**	154 **8%zB**	108 5%	26 **5%F**	69 **9%zF**	122 **9%zCF**	45 3%	6 1%	9 2%	59 **6%GH**	154 **11%zGHI**	88 **9%zLN**	65 **6%N**	66 **7%N**	42 4%	222 6%	22 6%	12 6%	6 5%
Channel4.com	**204** **5%FHNe**	115 6%	89 4%	46 **10%zEF**	56 **7%zF**	76 **6%F**	26 2%	16 4%	9 2%	55 **5%H**	111 **8%zGHI**	67 **7%zMN**	66 **7%zMN**	38 4%	33 3%	176 5%	11 3%	8 4%	9 **7%P**
5 (channel5.com)	**96** **2%Fe**	58 3%	39 2%	12 3%	28 **4%zF**	37 **3%F**	19 1%	4 1%	9 2%	24 2%	55 **4%zGI**	35 **4%zN**	24 2%	20 2%	17 2%	79 2%	8 2%	5 2%	5 4%
BBC Sport	**628** **15%BFGHI Nae**	478 **24%zB**	150 7%	86 **18%F**	116 **15%F**	265 **19%zDF**	161 11%	36 9%	41 9%	130 12%	334 **25%zGHI**	215 **23%zLMN**	168 **17%N**	135 **14%N**	111 10%	520 15%	47 14%	43 **21%zOP**	18 16%
BBC News	**1089** **27%BFGHM NWef**	625 **31%zB**	463 22%	132 **28%F**	222 **28%F**	441 **32%zF**	294 20%	62 15%	69 16%	265 **25%GH**	535 **39%zGHI**	364 **39%zLMN**	330 **33%zMN**	222 **22%N**	173 15%	915 27%	79 23%	59 29%	36 30%
BBC Weather	**901** **22%BFGHM NPWe**	472 **24%zB**	429 20%	97 20%	181 **23%F**	359 **26%zCF**	265 18%	33 8%	71 **16%G**	230 **22%GH**	427 **31%zGHI**	320 **34%zLMN**	269 **27%zMN**	188 **19%N**	124 11%	763 **22%P**	57 17%	55 **27%zP**	26 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 130
A4. Which, if any, of these websites or apps have you used in the past 3 months?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BBC CBeebies Playtime	103 3%FNe	40 2%	63 3%	6 1%	40 5%zCF	51 4%zCF	6 *	7 2%	8 2%	31 3%	51 4%z	30 3%MN	39 4%zMN	15 1%	18 2%	90 3%	5 1%	5 3%	3 2%
BBC Music	158 4%BFMNe	93 5%zB	65 3%	24 5%F	52 7%zF	65 5%F	18 1%	8 2%	11 2%	35 3%	98 7%zGHI	65 7%zMN	49 5%MN	22 2%	22 2%	140 4%	12 3%	4 2%	2 2%
BBC Food	321 8%AFGHNe	128 6%	193 9%zA	54 11%zF	72 9%F	133 10%zF	62 4%	11 3%	21 5%	77 7%G	177 13%zGHI	107 11%zMN	109 11%zMN	61 6%N	44 4%	277 8%	21 6%	11 6%	11 9%
BBC iWonder	49 1%BFMNe	33 2%zB	16 1%	8 2%F	24 3%zEF	17 1%F	1 *	2 *	1 *	7 1%	36 3%zGHI	25 3%zMN	15 2%N	4 *	4 *	44 1%	4 1%	1 1%	* *
BBC+	75 2%BFHNRe	50 2%zB	25 1%	16 3%zF	24 3%zF	30 2%F	5 *	2 1%	1 *	22 2%H	46 3%zGH	26 3%zMN	29 3%zMN	12 1%	8 1%	65 2%R	8 2%	2 1%	* *
BBC Bitesize	128 3%FNce	54 3%	73 3%	39 8%zDEF	35 4%F	46 3%F	8 1%	6 1%	7 2%	24 2%	74 5%zGHI	52 6%zMN	38 4%N	24 2%	13 1%	109 3%	9 2%	6 3%	4 3%
BBC CBeebies Storytime	84 2%FHe	32 2%	53 3%	10 2%F	37 5%zCEF	35 3%F	2 *	3 1%	2 *	32 3%zGH	40 3%zGH	28 3%zN	25 2%	17 2%	15 1%	74 2%	4 1%	2 1%	4 3%
None of these	2115 52%ACDEJ KLSYd	933 47%	1180 56%zA	193 41%	334 43%	608 45%	980 66%zCDE	291 72%zIJ	282 64%zIJ	544 52%J	465 34%	342 36%	437 43%K	549 55%KL	786 68%zKLM	1760 51%	194 56%	101 50%	59 50%
Total mentions	7554 184%	4082 204%	3467 165%	954 202%	1657 212%	2807 206%	2136 144%	546 134%	619 140%	1871 180%	3326 245%	2232 237%	2067 204%	1621 163%	1635 142%	6357 185%	591 172%	382 189%	224 188%
Any BBC	1817 44%BFGHM NPWe	974 49%zB	840 40%	247 52%zF	388 50%zF	707 52%zF	474 32%	108 27%	143 32%	457 44%GH	826 61%zGHI	565 60%zLMN	534 53%zMN	395 40%N	323 28%	1544 45%P	125 36%	94 46%P	54 45%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 130
A4. Which, if any, of these websites or apps have you used in the past 3 months?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC.co.uk	**513** **12%BFGHMNe**	35 *12%*	131 *15%zVc*	17 *11%*	38 *10%*	28 *13%*	51 *11%*	42 *19%zVXc*	31 *17%*	10 *9%*	18 *11%*	35 *9%*	397 *16%ze*	108 *7%*	425 *12%*	49 *14%*
ITV.com	**321** **8%FGNPe**	18 *6%*	73 *8%*	9 *6%*	33 *8%*	21 *10%*	40 *8%*	26 *12%*	16 *9%*	11 *10%*	11 *7%*	24 *7%*	265 *10%ze*	52 *4%*	269 *8%*	28 *8%*
stv.tv	**63** **2%FO**	2 *1%*	15 *2%*	3 *2%*	5 *1%*	3 *1%*	3 *1%*	- *-*	1 *1%*	3 *2%*	1 *1%*	1 ***	45 *2%*	15 *1%*	55 *2%*	1 ***
S4C	**42** **1%BFe**	1 ***	16 *2%z*	1 ***	2 ***	1 *1%*	7 *1%*	4 *2%*	2 *1%*	* ***	2 *1%*	1 ***	40 *2%ze*	2 ***	39 *1%*	1 ***
SkySports.com	**403** **10%BFGHNaeg**	25 *8%*	99 *11%a*	13 *8%*	32 *8%*	27 *13%a*	41 *9%*	22 *10%*	22 *12%a*	3 *3%*	14 *9%*	37 *10%*	343 *14%ze*	54 *4%*	353 *10%g*	22 *6%*
News.sky.com (Sky News)	**261** **6%BFGHNe**	17 *6%*	57 *7%*	9 *6%*	22 *6%*	13 *6%*	39 *8%a*	15 *7%*	12 *6%*	2 *2%*	13 *8%*	22 *6%*	223 *9%ze*	35 *2%*	221 *6%*	21 *6%*
Channel4.com	**204** **5%FHNe**	14 *5%*	53 *6%*	6 *4%*	28 *7%b*	9 *4%*	22 *5%*	13 *6%*	8 *5%*	3 *3%*	3 *2%*	16 *4%*	160 *6%ze*	37 *3%*	169 *5%*	20 *6%*
5 (channel5.com)	**96** **2%Fe**	2 *1%*	26 *3%*	4 *3%*	7 *2%*	9 *4%S*	10 *2%*	7 *3%*	2 *1%*	- *-*	1 *1%*	10 *3%*	76 *3%ze*	17 *1%*	88 *3%*	5 *1%*
BBC Sport	**628** **15%BFGHINae**	35 *12%*	134 *15%a*	25 *17%a*	62 *16%a*	32 *15%a*	69 *15%a*	47 *21%zSa*	24 *13%*	6 *5%*	22 *14%*	65 *18%a*	484 *19%ze*	136 *9%*	539 *15%*	54 *15%*
BBC News	**1089** **27%BFGHMNWef**	94 *32%W*	257 *30%W*	42 *28%*	97 *25%*	39 *18%*	112 *24%*	75 *33%zWX*	47 *25%*	24 *21%*	36 *23%*	92 *25%*	792 *31%ze*	282 *19%*	898 *26%*	111 *31%*
BBC Weather	**901** **22%BFGHNPWe**	72 *24%W*	193 *22%W*	37 *24%W*	89 *23%W*	30 *14%*	88 *19%*	66 *29%zWX*	37 *20%*	27 *24%*	31 *20%*	93 *25%W*	664 *26%ze*	229 *16%*	752 *22%*	88 *25%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 130
A4. Which, if any, of these websites or apps have you used in the past 3 months?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BBC CBeebies Playtime	103 3%FNe	8 3%	27 3%	4 3%	8 2%	4 2%	14 3%	5 2%	7 4%	3 2%	3 2%	7 2%	90 4%ze	13 1%	90 3%	5 1%
BBC Music	158 4%BFMNe	9 3%	48 6%zc	6 4%	23 6%c	10 5%	19 4%	9 4%	5 3%	1 1%	3 2%	7 2%	131 5%ze	25 2%	132 4%	15 4%
BBC Food	321 8%AFGHNe	25 9%	72 8%	11 7%	30 8%	19 9%	37 8%	21 9%	11 6%	11 10%	11 7%	29 8%	256 10%ze	62 4%	274 8%	25 7%
BBC iWonder	49 1%BFMNe	2 1%	18 2%c	4 2%c	3 1%	2 1%	8 2%	1 *	3 2%	- -	1 1%	1 *	46 2%ze	3 *	43 1%	2 *
BBC+	75 2%BFHNRe	4 1%	28 3%zc	2 1%	5 1%	5 2%	10 2%	3 1%	3 2%	1 1%	2 1%	3 1%	67 3%ze	7 *	63 2%	7 2%
BBC Bitesize	128 3%FNce	10 3%	38 4%c	6 4%c	18 5%c	3 2%	12 3%	2 1%	5 3%	2 2%	7 5%c	3 1%	97 4%ze	28 2%	101 3%	14 4%
BBC CBeebies Storytime	84 2%FHe	4 1%	24 3%	6 4%	6 2%	5 2%	12 3%	2 1%	4 2%	* *	2 1%	10 3%	71 3%ze	12 1%	75 2%	3 1%
None of these	2115 52%ACDEJ KLSYd	132 44%	426 49%	76 50%	181 47%	126 59%STVY	258 55%SY	96 43%	101 54%	62 55%	87 55%Y	215 58%zSTVY	1061 42%	988 67%zd	1822 52%	172 48%
Total mentions	7554 184%	510 171%	1736 201%	278 184%	691 177%	386 182%	852 180%	455 203%	342 184%	169 150%	266 170%	671 183%	5309 210%	2105 143%	6411 184%	642 180%
Any BBC	1817 44%BFGHM NPWe	151 51%Wbc	415 48%zWc	70 46%	188 48%Wc	74 35%	198 42%	121 54%zWXbc	81 43%	46 41%	59 38%	141 38%	1334 53%ze	453 31%	1520 44%	173 49%

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Table 131
A4a. How often in the past 3 months have you used these websites and/or apps?
Base = All respondents who have visited websites in the last 3 months

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table														
BBC.co.uk	630	513	443	76 15%	125 24%	122 24%	120 23%	46 9%	13 3%	9 2%	513 100%	202 39%	444 87%	490 96%
ITV.com	399	321	278	31 10%	60 19%	62 19%	86 27%	63 20%	14 4%	7 2%	321 100%	90 28%	238 74%	301 94%
stv.tv	71	63	52	12 20%	14 22%	12 19%	16 26%	5 9%	3 4%	-	63 100%	26 41%	54 87%	60 96%
S4C	48	42	35	9 22%	16 37%	7 18%	5 12%	1 4%	3 7%	* 1%	42 100%	25 59%	37 89%	39 92%
SkySports.com	476	403	340	63 16%	110 27%	104 26%	75 19%	46 11%	4 1%	* *	403 100%	173 43%	353 88%	399 99%
News.sky.com (Sky News)	299	261	220	47 18%	92 35%	47 18%	45 17%	24 9%	3 1%	3 1%	261 100%	139 53%	232 89%	256 98%
Channel4.com	248	204	174	16 8%	40 20%	52 25%	67 33%	19 9%	7 3%	3 1%	204 100%	56 28%	174 86%	194 95%
5 (channel5.com)	127	96	88	14 14%	17 18%	23 24%	24 25%	7 8%	5 6%	5 5%	96 100%	31 33%	78 82%	86 89%
BBC Sport	748	628	540	93 15%	207 33%	140 22%	115 18%	56 9%	10 2%	8 1%	628 100%	300 48%	554 88%	610 97%
BBC News	1253	1089	861	205 19%	394 36%	233 21%	174 16%	60 6%	14 1%	9 1%	1089 100%	599 55%	1006 92%	1066 98%
BBC Weather	1026	901	692	119 13%	335 37%	235 26%	146 16%	49 5%	11 1%	5 1%	901 100%	455 50%	836 93%	885 98%
BBC CBeebies Playtime	123	103	85	9 9%	44 43%	28 27%	12 12%	7 7%	-	2 2%	103 100%	53 52%	94 91%	101 98%
BBC Music	191	158	136	27 17%	46 29%	39 25%	23 15%	19 12%	3 2%	2 1%	158 100%	73 46%	135 86%	154 97%
BBC Food	366	321	247	11 3%	37 11%	70 22%	92 29%	84 26%	26 8%	1 *	321 100%	47 15%	209 65%	293 91%
BBC iWonder	58	49	45	12 23%	15 30%	12 24%	7 13%	2 4%	1 3%	1 3%	49 100%	26 53%	45 91%	46 94%
BBC+	87	75	67	15 20%	24 32%	14 18%	11 15%	6 8%	2 3%	3 4%	75 100%	39 52%	63 85%	69 93%
BBC Bitesize	162	128	108	12 9%	24 19%	30 23%	19 15%	26 21%	15 12%	2 1%	128 100%	36 28%	84 66%	111 87%
BBC CBeebies Storytime	104	84	71	16 19%	27 32%	17 20%	20 24%	3 3%	* 1%	1 1%	84 100%	43 51%	80 95%	83 99%

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Table 132
A4a_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**630**	365	263	84	141	281	124	35	31	162	331	265	182	88	95	489	51	48	42
WeightedBase	513	299	213	57*	112	224	120*	27**	21**	129	266	193	169	80*	71*	434	38*	22*	18*
EffectiveBase	443	275	169	64	107	212	76	25	24	109	252	182	142	58	64	353	39	40	30
A few times a day	76	53	24	5	16	41	14	5	3	18	45	36	24	7	9	63	8	2	3
	15%	18%z	11%	9%	14%	18%	12%	19%	14%	14%	17%	19%	14%	9%	12%	15%	21%	10%	16%
At least once every day	125	86	40	14	27	62	22	2	5	27	72	55	47	13	10	108	7	5	5
	24%BN	29%zB	19%	25%	24%	28%	18%	8%	22%	21%	27%	29%N	28%N	16%	15%	25%	19%	24%	25%
About two or three times a week	122	61	61	13	27	51	32	3	7	30	60	34	35	32	21	104	8	5	6
	24%AK	20%	29%	22%	24%	23%	27%	12%	34%	24%	22%	18%	21%	40%zKL	29%	24%	20%	21%	30%
At least once a week	120	64	56	14	28	46	32	11	5	33	57	49	34	16	22	100	12	5	3
	23%	21%	26%	24%	25%	21%	27%	42%	25%	25%	22%	25%	20%	20%	31%	23%	32%	23%	16%
At least once a month	46	28	19	8	11	19	9	3	1	12	24	15	21	6	4	39	2	4	1
	9%Xdf	9%	9%	13%	10%	8%	7%	12%	4%	9%	9%	8%	12%	7%	6%	9%	5%	17%	7%
At least once every three months	13	7	6	1	4	2	7	-	*	5	6	2	2	4	5	12	-	1	1
	3%ET	2%	3%	2%	3%	1%	6%E	-	1%	4%	2%	1%	1%	5%	7%zKL	3%	-	5%	3%
Don't know/can't remember	9	1	7	3	-	3	4	2	-	4	1	1	6	2	1	7	1	-	1
	2%AJK	*	3%A	4%D	-	1%	3%	6%	-	3%J	*	*	3%K	3%	1%	2%	3%	-	3%
Total mentions	513	299	213	57	112	224	120	27	21	129	266	193	169	80	71	434	38	22	18
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	202	138	63	19	43	103	36	7	8	45	118	91	72	20	19	171	15	8	7
	39%BMN	46%zB	30%	34%	39%	46%zF	30%	27%	36%	35%	44%z	47%zMN	42%MN	25%	27%	40%	40%	34%	40%
Weekly (Net)	444	263	180	46	98	200	100	22	20	108	234	174	140	68	61	376	35	17	16
	87%e	88%	85%	80%	87%	89%	84%	82%	95%	84%	88%	90%zL	83%	85%	87%	87%	92%	78%	86%
Monthly (Net)	490	291	199	53	109	219	109	25	21	120	259	190	161	74	65	415	37	21	17
	96%	97%z	94%	94%	97%	98%zF	91%	94%	99%	93%	97%z	98%zMN	95%	92%	92%	96%	97%	95%	93%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 132
A4a_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	630	34	147	21	47	32	58	45	27	8	22	48	449	167	526	58
WeightedBase	513	35**	131	17**	38*	28**	51*	42*	31**	10**	18**	35*	397	108	425	49*
EffectiveBase	443	18	108	16	33	26	46	37	21	5	18	37	329	107	363	46
A few times a day	76	8	17	3	4	3	12	7	3	-	3	5	64	12	71	4
	15%	22%	13%	17%	10%	9%	23%	18%	9%	-	15%	15%	16%	11%	17%z	7%
At least once every day	125	6	35	6	10	6	9	6	13	1	5	11	101	24	105	11
	24%BN	18%	27%	36%	28%	23%	18%	15%	42%	7%	26%	30%	25%	22%	25%	22%
About two or three times a week	122	7	30	1	10	8	15	9	5	3	5	11	97	22	101	13
	24%AK	19%	23%	4%	27%	28%	30%	23%	17%	35%	27%	31%	24%	20%	24%	26%
At least once a week	120	5	33	3	9	3	12	16	5	4	3	7	92	26	97	14
	23%	13%	25%	16%	25%	11%	24%	39%z	18%	36%	18%	19%	23%	24%	23%	28%
At least once a month	46	4	14	4	3	4	-	3	3	2	2	1	29	17	32	8
	9%Xdf	10%	11%X	22%	9%X	13%	-	6%	9%	22%	11%	4%	7%	15%zd	8%	15%
At least once every three months	13	6	*	-	1	3	2	-	-	-	-	-	10	4	12	1
	3%ET	17%	*	-	2%	9%	4%T	-	-	-	-	-	2%	3%	3%	1%
Don't know/can't remember	9	-	2	1	-	2	*	-	2	-	*	-	5	4	7	-
	2%AJK	-	1%	5%	-	7%	1%	-	6%	-	3%	-	1%	4%	2%	-
Total mentions	513	35	131	17	38	28	51	42	31	10	18	35	397	108	425	49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	202	14	52	9	14	9	21	14	15	1	7	16	165	36	176	14
	39%BMN	40%	39%	53%	37%	32%	41%	33%	50%	7%	41%	46%	42%	33%	41%z	29%
Weekly (Net)	444	25	115	12	34	20	48	39	26	8	15	34	353	83	374	41
	87%e	73%	88%	73%	89%	71%	95%	94%	85%	78%	86%	96%	89%ze	77%	88%	83%
Monthly (Net)	490	29	129	16	37	24	48	42	29	10	17	35	383	100	406	48
	96%	83%	98%	95%	98%	84%	95%	100%	94%	100%	97%	100%	96%	93%	96%	99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 133
A4a_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	399	179	220	86	120	144	49	24	36	112	191	157	95	63	84	319	18	33	29
WeightedBase	321	146	175	69*	93*	113	46*	18**	30**	89*	157	109	88*	60*	64*	282	12**	16**	11**
EffectiveBase	278	129	149	55	96	102	31	17	21	80	137	111	72	44	55	230	15	25	23
A few times a day	31	18	12	9	10	10	2	*	4	12	11	8	7	7	8	24	3	1	2
	10%	13%	7%	13%	11%	9%	4%	2%	13%	14%	7%	8%	8%	12%	13%	9%	25%	7%	19%
At least once every day	60	33	27	9	26	21	4	3	5	14	35	28	14	10	8	52	2	4	1
	19%	23%	15%	13%	28%zCF	18%	9%	16%	16%	16%	22%	26%zN	16%	16%	12%	18%	17%	27%	13%
About two or three times a week	62	35	27	15	15	24	9	3	3	15	34	25	21	6	10	56	2	2	1
	19%	24%	15%	21%	16%	21%	19%	15%	11%	17%	22%	23%	24%	10%	16%	20%	17%	15%	10%
At least once a week	86	24	62	21	18	31	16	6	9	26	40	24	26	20	16	76	4	3	3
	27%AD	17%	35%zA	30%	19%	28%	35%	35%	30%	29%	25%	22%	29%	33%	25%	27%	36%	17%	28%
At least once a month	63	26	36	12	19	19	13	6	7	15	29	21	13	12	17	56	1	4	2
	20%d	18%	21%	18%	20%	16%	28%	32%	22%	17%	18%	19%	15%	19%	27%	20%	5%	22%	21%
At least once every three months	14	7	7	3	4	6	*	-	2	4	5	2	5	3	3	11	-	2	1
	4%f	5%	4%	5%	5%	5%	1%	-	8%	4%	3%	2%	6%	5%	5%	4%	-	12%	9%
Don't know/can't remember	7	3	3	-	1	3	2	-	-	3	3	-	2	3	1	7	-	-	-
	2%	2%	2%	-	1%	3%	4%	-	-	4%	2%	-	3%	5%K	2%	2%	-	-	-
Total mentions	321	146	175	69	93	113	46	18	30	89	157	109	88	60	64	282	12	16	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	90	51	39	18	36	30	6	3	9	26	46	37	20	17	16	76	5	5	4
	28%BFe	35%zB	22%	26%	39%zF	27%	13%	18%	29%	30%	29%	34%	23%	28%	25%	27%	42%	33%	32%
Weekly (Net)	238	110	128	53	69	85	31	12	21	67	120	86	67	43	42	208	11	10	8
	74%	75%	73%	77%	74%	75%	67%	68%	70%	76%	76%	78%	77%	71%	66%	74%	95%	65%	70%
Monthly (Net)	301	136	164	66	87	104	44	18	28	82	149	107	80	54	59	264	12	14	10
	94%	93%	94%	95%	94%	92%	95%	100%	92%	92%	95%	98%zM	91%	90%	93%	94%	100%	88%	91%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 133
A4a_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	399	21	90	12	38	25	40	25	14	10	12	32	298	89	325	38
WeightedBase	321	18**	73*	9**	33**	21**	40**	26**	16**	11**	11**	24**	265	52*	269	28**
EffectiveBase	278	14	65	10	26	20	29	21	11	5	9	25	214	64	225	29
A few times a day	31 10%	4 24%	6 8%	1 14%	3 9%	2 8%	7 16%	1 4%	- -	- -	- -	1 3%	27 10%	4 7%	25 9%	4 13%
At least once every day	60 19%	5 26%	17 24%	- -	7 21%	5 22%	6 15%	3 10%	3 21%	1 6%	1 9%	5 19%	53 20%	6 11%	51 19%	4 14%
About two or three times a week	62 19%	5 25%	15 21%	2 25%	4 11%	4 18%	6 14%	7 25%	2 13%	2 15%	3 25%	8 33%	50 19%	11 21%	52 19%	5 17%
At least once a week	86 27%AD	3 19%	15 21%	5 54%	12 36%	6 31%	12 30%	4 16%	4 26%	4 32%	4 38%	6 25%	71 27%	14 27%	76 28%	5 18%
At least once a month	63 20%d	1 5%	14 19%	1 7%	6 20%	4 21%	3 8%	10 39%	3 19%	5 47%	3 28%	5 20%	44 17%	16 31%zd	50 18%	7 25%
At least once every three months	14 4%f	* 1%	5 7%	- -	1 4%	- -	2 4%	2 6%	1 9%	- -	- -	- -	12 5%	2 3%	8 3%	4 13%
Don't know/can't remember	7 2%	- -	- -	- -	- -	- -	5 12%	- -	2 12%	- -	- -	- -	7 2%	- -	7 2%	- -
Total mentions	321 100%	18 100%	73 100%	9 100%	33 100%	21 100%	40 100%	26 100%	16 100%	11 100%	11 100%	24 100%	265 100%	52 100%	269 100%	28 100%
Daily (Net)	90 28%BFe	9 50%	23 32%	1 14%	10 30%	6 30%	13 32%	4 14%	3 21%	1 6%	1 9%	5 22%	80 30%	9 18%	76 28%	8 28%
Weekly (Net)	238 74%	17 94%	54 74%	8 93%	25 76%	16 79%	30 76%	15 55%	10 60%	6 53%	8 72%	19 80%	202 76%	34 66%	204 76%	18 63%
Monthly (Net)	301 94%	18 99%	68 93%	9 100%	32 96%	21 100%	33 84%	25 94%	13 79%	11 100%	11 100%	24 100%	246 93%	50 97%	254 94%	24 87%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 134
A4a_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	71	41	30	14	22	22	13	4	6	19	36	21	23	10	17	40	26	3	2
WeightedBase	63*	37**	26**	9**	21**	19**	13**	3**	5**	15**	34**	14**	21**	11**	16**	37*	24**	1**	1**
EffectiveBase	52	29	23	12	17	17	9	3	5	15	25	16	18	7	13	31	18	2	2
A few times a day	12 20%	10 26%	3 10%	1 11%	8 37%	3 14%	1 5%	1 21%	-	2 11%	9 26%	4 27%	5 24%	2 20%	1 7%	11 29%	* 2%	1 46%	1 60%
At least once every day	14 22%f	10 27%	4 15%	1 15%	6 27%	5 26%	2 13%	1 48%	1 16%	2 12%	10 29%	4 29%	6 29%	1 11%	2 14%	10 27%	4 17%	-	-
About two or three times a week	12 19%	5 12%	8 29%	3 36%	1 7%	3 17%	4 30%	-	1 14%	5 33%	3 10%	2 17%	4 21%	1 13%	4 23%	6 16%	5 21%	1 54%	* 40%
At least once a week	16 26%	8 23%	8 31%	1 16%	3 16%	5 24%	7 52%	* 10%	1 17%	4 27%	10 30%	4 27%	4 17%	4 35%	5 31%	7 19%	9 40%	-	-
At least once a month	5 9%	4 10%	2 7%	-	2 9%	4 18%	-	-	3 53%	2 12%	1 2%	-	1 5%	1 7%	3 22%	3 7%	3 12%	-	-
At least once every three months	3 4%	1 2%	2 8%	2 22%	1 4%	-	-	1 21%	-	1 6%	1 2%	-	1 3%	2 13%	1 4%	1 2%	2 8%	-	-
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	63 100%	37 100%	26 100%	9 100%	21 100%	19 100%	13 100%	3 100%	5 100%	15 100%	34 100%	14 100%	21 100%	11 100%	16 100%	37 100%	24 100%	1 100%	1 100%
Daily (Net)	26 41%	20 53%	6 25%	2 26%	14 64%	8 40%	2 18%	2 69%	1 16%	3 23%	19 55%	8 56%	11 53%	4 31%	3 20%	20 56%z	4 19%	1 46%	1 60%
Weekly (Net)	54 87%	32 88%	22 85%	7 78%	19 87%	16 82%	13 100%	2 79%	2 47%	12 82%	33 96%	14 100%	19 91%	9 79%	12 74%	33 91%	19 80%	1 100%	1 100%
Monthly (Net)	60 96%	36 98%	24 92%	7 78%	21 96%	19 100%	13 100%	2 79%	5 100%	14 94%	34 98%	14 100%	20 97%	10 87%	15 96%	36 98%	22 92%	1 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 134
A4a_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv
Base = All respondents who have visited websites in the last 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	71	1	15	3	7	4	3	-	1	3	1	2	50	18	62	3
WeightedBase	63*	2**	15**	3**	5**	3**	3**	-**	1**	3**	1**	1**	45*	15**	55*	1**
EffectiveBase	52	1	11	3	6	3	2	-	1	3	1	2	36	13	45	3
A few times a day	12 20%	- -	5 35%	1 19%	1 15%	* 15%	2 47%	- -	1 100%	1 22%	- -	* 38%	11 25%	* 3%	12 21%	* 26%
At least once every day	14 22%f	- -	7 48%	1 52%	* 5%	* 8%	- -	- -	- -	1 24%	- -	- -	11 25%	2 16%	10 17%	- -
About two or three times a week	12 19%	- -	- -	1 29%	1 16%	2 77%	- -	- -	- -	1 54%	- -	1 62%	6 13%	6 42%	11 20%	* 28%
At least once a week	16 26%	- -	2 12%	- -	2 47%	- -	2 53%	- -	- -	- -	1 100%	- -	12 27%	2 15%	16 28%	- -
At least once a month	5 9%	2 100%	- -	- -	1 17%	- -	- -	- -	- -	- -	- -	- -	4 8%	2 11%	5 9%	1 46%
At least once every three months	3 4%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	2 13%	3 5%	- -
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total mentions	63 100%	2 100%	15 100%	3 100%	5 100%	3 100%	3 100%	- -	1 100%	3 100%	1 100%	1 100%	45 100%	15 100%	55 100%	1 100%
Daily (Net)	26 41%	- -	13 83%	2 71%	1 20%	1 23%	2 47%	- -	1 100%	1 46%	- -	* 38%	23 50%	3 19%	21 39%	* 26%
Weekly (Net)	54 87%	- -	14 95%	3 100%	4 83%	3 100%	3 100%	- -	1 100%	3 100%	1 100%	1 100%	41 90%	12 76%	48 86%	1 54%
Monthly (Net)	60 96%	2 100%	14 95%	3 100%	5 100%	3 100%	3 100%	- -	1 100%	3 100%	1 100%	1 100%	44 98%	13 87%	53 95%	1 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 135
A4a_4. How often in the past 3 months have you used these websites and/or apps? - S4C
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	48	34	14	10	19	14	5	-	5	14	26	22	16	3	7	36	2	9	1
WeightedBase	42*	31**	11**	8**	18**	13**	3**	-**	3**	10**	27**	17**	16**	3**	6**	36**	2**	4**	***
EffectiveBase	35	26	10	7	15	10	4	-	3	11	21	16	12	3	4	28	2	8	1
A few times a day	9	7	2	3	4	2	-	-	-	1	9	2	5	2	1	9	-	1	-
	22%	24%	18%	35%	24%	18%	-	-	-	6%	32%	11%	29%	48%	21%	24%	-	16%	-
At least once every day	16	10	5	1	9	6	-	-	2	3	10	8	6	-	2	14	1	-	-
	37%	32%	51%	10%	51%	45%	-	-	64%	28%	39%	45%	36%	-	39%	39%	73%	-	-
About two or three times a week	7	7	-	3	1	2	1	-	-	1	6	3	3	-	1	7	-	*	-
	18%	24%	-	38%	8%	14%	39%	-	-	11%	20%	19%	18%	-	25%	20%	-	10%	-
At least once a week	5	3	2	*	1	2	1	-	*	3	1	2	2	1	1	3	-	2	*
	12%	10%	17%	5%	8%	16%	31%	-	12%	33%	3%	11%	10%	27%	9%	8%	-	42%	100%
At least once a month	1	1	*	1	*	-	-	-	*	*	1	1	-	-	-	1	*	*	-
	4%	3%	5%	13%	3%	-	-	-	15%	5%	2%	9%	-	-	-	1%	27%	13%	-
At least once every three months	3	2	1	-	1	1	1	-	*	2	1	1	1	1	*	2	-	1	-
	7%d	7%	6%	-	5%	8%	30%	-	9%	18%	3%	6%	4%	25%	6%	6%	-	19%	-
Don't know/can't remember	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	*	-	-	-
	1%	-	3%	-	2%	-	-	-	-	-	1%	-	2%	-	-	1%	-	-	-
Total mentions	42	31	11	8	18	13	3	-	3	10	27	17	16	3	6	36	2	4	*
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	25	17	7	3	14	8	-	-	2	3	19	10	10	2	3	23	1	1	-
	59%	56%	69%	44%	75%	62%	-	-	64%	33%	71%	55%	65%	48%	60%	64%	73%	16%	-
Weekly (Net)	37	28	9	7	16	12	2	-	3	8	26	15	15	3	5	33	1	2	*
	89%	90%	86%	87%	91%	92%	70%	-	76%	77%	94%	85%	93%	75%	94%	92%	73%	68%	100%
Monthly (Net)	39	29	10	8	17	12	2	-	3	9	26	16	15	3	5	33	2	3	*
	92%	93%	90%	100%	93%	92%	70%	-	91%	82%	96%	94%	93%	75%	94%	93%	100%	81%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 135
A4a_4. How often in the past 3 months have you used these websites and/or apps? - S4C
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	48	1	14	1	3	3	5	4	1	1	2	1	43	5	44	2
WeightedBase	42*	1**	16**	1**	2**	1**	7**	4**	2**	***	2**	1**	40*	2**	39*	1**
EffectiveBase	35	1	11	1	2	3	5	4	1	1	2	1	33	3	33	2
A few times a day	9 / 22%	-	4 / 26%	-	-	* / 19%	3 / 39%	-	2 / 100%	-	-	-	9 / 23%	-	9 / 23%	* / 36%
At least once every day	16 / 37%	-	8 / 49%	1 / 100%	1 / 47%	* / 33%	2 / 29%	2 / 45%	-	-	-	1 / 100%	15 / 39%	* / 11%	14 / 36%	-
About two or three times a week	7 / 18%	-	2 / 11%	-	1 / 53%	1 / 49%	-	2 / 55%	-	* / 100%	1 / 59%	-	7 / 18%	* / 17%	7 / 19%	-
At least once a week	5 / 12%	-	1 / 6%	-	-	-	1 / 17%	-	-	-	1 / 41%	-	5 / 12%	* / 6%	5 / 12%	-
At least once a month	1 / 4%	1 / 100%	-	-	-	-	-	-	-	-	-	-	1 / 4%	-	1 / 4%	-
At least once every three months	3 / 7%d	-	1 / 7%	-	-	-	1 / 16%	-	-	-	-	-	2 / 4%	1 / 66%	2 / 6%	1 / 64%
Don't know/can't remember	* / 1%	-	* / 2%	-	-	-	-	-	-	-	-	-	* / 1%	-	* / 1%	-
Total mentions	42 / 100%	1 / 100%	16 / 100%	1 / 100%	2 / 100%	1 / 100%	7 / 100%	4 / 100%	2 / 100%	* / 100%	2 / 100%	1 / 100%	40 / 100%	2 / 100%	39 / 100%	1 / 100%
Daily (Net)	25 / 59%	-	12 / 74%	1 / 100%	1 / 47%	1 / 51%	5 / 68%	2 / 45%	2 / 100%	-	-	1 / 100%	25 / 62%	* / 11%	23 / 58%	* / 36%
Weekly (Net)	37 / 89%	-	15 / 91%	1 / 100%	2 / 100%	1 / 100%	6 / 84%	4 / 100%	2 / 100%	* / 100%	2 / 100%	1 / 100%	36 / 92%	1 / 34%	35 / 90%	* / 36%
Monthly (Net)	39 / 92%	1 / 100%	15 / 91%	1 / 100%	2 / 100%	1 / 100%	6 / 84%	4 / 100%	2 / 100%	* / 100%	2 / 100%	1 / 100%	38 / 95%z	1 / 34%	37 / 94%	* / 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 136
A4a_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	476	355	121	81	140	184	71	16	26	120	267	194	112	89	81	367	33	50	26
WeightedBase	403	305	98*	65*	123	154	61*	12**	20**	92*	237	133	109*	91*	70*	334	35**	24*	10**
EffectiveBase	340	252	88	56	102	136	46	10	21	85	192	141	87	64	57	278	22	37	20
A few times a day	63	51	12	9	24	21	9	2	3	18	37	23	16	13	12	53	3	4	2
	16%	17%	13%	14%	20%	14%	15%	16%	14%	20%	15%	17%	14%	15%	17%	16%	10%	19%	26%
At least once every day	110	89	21	19	33	44	13	6	6	15	69	42	30	22	15	98	6	5	1
	27%I	29%	21%	30%	27%	29%	21%	50%	28%	16%	29%I	32%	27%	25%	22%	29%	17%	22%	7%
About two or three times a week	104	77	27	14	28	43	20	2	5	23	63	34	33	21	17	85	11	7	2
	26%	25%	27%	21%	23%	28%	33%	15%	23%	25%	26%	25%	30%	23%	24%	25%	32%	28%	17%
At least once a week	75	53	22	12	26	29	8	1	5	25	39	23	14	20	19	59	8	3	4
	19%T	17%	23%	18%	21%	19%	14%	11%	23%	27%zJ	17%	17%	13%	22%	27%L	18%	24%	14%	46%
At least once a month	46	31	15	9	11	16	9	1	2	12	26	10	16	13	7	37	6	2	*
	11%	10%	15%	14%	9%	11%	15%	8%	11%	13%	11%	8%	14%	14%	10%	11%	18%	9%	5%
At least once every three months	4	3	1	2	-	-	2	-	-	-	3	1	1	1	-	2	-	2	-
	1%O	1%	1%	3%E	-	-	3%	-	-	-	1%	1%	1%	2%	-	*	-	9%zO	-
Don't know/can't remember	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-
	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-
Total mentions	403	305	98	65	123	154	61	12	20	92	237	133	109	91	70	334	35	24	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	173	140	33	28	58	66	22	8	8	33	106	65	46	36	27	151	9	10	3
	43%B	46%B	34%	43%	47%	43%	35%	67%	42%	35%	45%	49%	42%	40%	38%	45%	27%	40%	32%
Weekly (Net)	353	271	82	54	111	137	50	11	18	81	208	121	93	77	63	295	29	20	9
	88%	89%	84%	83%	91%	89%	82%	92%	89%	87%	88%	91%	85%	84%	90%	88%	82%	82%	95%
Monthly (Net)	399	302	97	63	123	154	59	12	20	92	234	132	108	89	70	333	35	22	10
	99%Q	99%	99%	97%	100%	100%C	97%	100%	100%	100%	99%	99%	99%	98%	100%	99%zQ	100%	91%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 136
A4a_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	476	25	112	11	38	29	49	23	24	3	13	40	381	83	415	30
WeightedBase	403	25**	99*	13**	32**	27**	41*	22**	22**	3**	14**	37*	343	54*	353	22**
EffectiveBase	340	18	84	7	29	23	39	19	19	2	11	30	278	57	295	22
A few times a day	63	2	16	2	7	3	7	2	5	2	2	6	56	7	52	4
	16%	6%	16%	13%	21%	12%	17%	9%	22%	56%	17%	16%	16%	12%	15%	18%
At least once every day	110	7	35	3	9	9	12	4	6	1	2	11	95	13	97	6
	27%I	27%	36%z	22%	27%	32%	30%	18%	26%	44%	14%	30%	28%	23%	27%	26%
About two or three times a week	104	8	29	4	9	6	9	6	3	-	2	8	88	15	97	3
	26%	34%	30%	32%	28%	24%	22%	26%	16%	-	11%	21%	26%	27%	27%	15%
At least once a week	75	4	11	*	7	6	9	6	4	-	5	7	63	11	64	7
	19%T	14%	11%	4%	23%	24%	21%	26%	20%	-	36%	18%	18%	21%	18%	31%
At least once a month	46	4	7	4	*	2	4	5	3	-	3	5	39	7	40	2
	11%	16%	7%	29%	1%	8%	9%	22%	16%	-	23%	13%	11%	13%	11%	11%
At least once every three months	4	1	-	-	-	-	*	-	-	-	-	1	2	2	4	-
	1%O	2%	-	-	-	-	1%	-	-	-	-	2%	1%	3%	1%	-
Don't know/can't remember	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-	*	*	-
Total mentions	403	25	99	13	32	27	41	22	22	3	14	37	343	54	353	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	173	8	51	4	15	12	19	6	11	3	4	17	151	19	149	10
	43%B	33%	52%	35%	48%	44%	47%	27%	48%	100%	30%	46%	44%	35%	42%	44%
Weekly (Net)	353	20	92	9	32	25	37	17	18	3	11	32	302	45	309	20
	88%	81%	93%	71%	99%	92%	90%	78%	84%	100%	77%	85%	88%	84%	88%	89%
Monthly (Net)	399	24	99	13	32	27	40	22	22	3	14	37	340	52	349	22
	99%Q	97%	100%	100%	100%	100%	99%	100%	100%	100%	100%	98%	99%	97%	99%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 137
A4a_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**299**	169	130	31	82	130	56	9	14	82	162	113	70	67	49	236	26	25	12
WeightedBase	261	154	108*	26**	69*	122*	45*	6**	9**	59*	154	88*	65*	66*	42*	222	22**	12**	6**
EffectiveBase	220	127	93	24	61	96	40	6	11	61	127	82	52	51	37	182	17	16	10
A few times a day	47	23	24	4	11	19	13	-	1	9	31	16	10	7	15	40	3	5	-
	18%	15%	22%	17%	16%	16%	28%	-	11%	15%	20%	18%	15%	10%	35%zLM	18%	12%	42%	-
At least once every day	92	62	30	7	23	48	13	3	5	19	51	38	24	19	11	83	5	2	1
	35%	40%	28%	29%	34%	40%	30%	54%	57%	32%	33%	43%	38%	29%	26%	38%	23%	21%	19%
About two or three times a week	47	31	17	6	10	20	12	1	1	14	27	12	15	14	6	41	5	1	1
	18%	20%	15%	23%	14%	16%	27%	20%	8%	23%	18%	14%	23%	21%	15%	18%	22%	8%	10%
At least once a week	45	24	21	4	13	25	3	1	1	9	29	8	10	18	8	33	7	2	3
	17%K	15%	20%	14%	19%	20%	8%	19%	17%	16%	19%	10%	16%	27%zK	19%	15%	31%	17%	50%
At least once a month	24	12	12	4	10	8	3	*	1	8	11	10	6	6	2	22	*	1	1
	9%	8%	11%	14%	15%	6%	6%	8%	7%	13%	7%	12%	9%	9%	5%	10%	1%	8%	21%
At least once every three months	3	1	2	1	1	*	1	-	-	*	1	1	-	1	*	2	-	*	-
	1%	1%	2%	4%	1%	*	1%	-	-	1%	1%	2%	-	1%	1%	1%	-	3%	-
Don't know/can't remember	3	1	1	-	*	2	-	-	-	-	3	1	-	1	-	*	2	-	-
	1%O	1%	1%	-	1%	2%	-	-	-	-	2%	1%	-	2%	-	*	10%	-	-
Total mentions	261	154	108	26	69	122	45	6	9	59	154	88	65	66	42	222	22	12	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	139	85	55	12	35	67	26	3	6	28	82	54	34	26	25	123	8	7	1
	53%M	55%	51%	45%	50%	55%	58%	54%	68%	47%	53%	62%M	53%	39%	60%	56%	35%	63%	19%
Weekly (Net)	232	139	92	21	57	112	42	5	8	51	139	75	59	58	40	197	20	10	5
	89%	91%	85%	83%	83%	91%	92%	92%	93%	86%	90%	85%	91%	87%	94%	89%	88%	88%	79%
Monthly (Net)	256	151	105	25	67	119	45	6	9	59	150	85	65	64	42	219	20	11	6
	98%	99%	97%	96%	98%	98%	99%	100%	100%	99%	97%	97%	100%	96%	99%	99%z	90%	97%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A4a_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	299	20	58	10	26	16	35	15	14	3	13	26	230	63	249	25
WeightedBase	261	17**	57*	9**	22**	13**	39**	15**	12**	2**	13**	22**	223	35*	221	21**
EffectiveBase	220	16	43	8	22	13	27	12	11	3	10	21	178	42	183	20
A few times a day	47 / 18%	4 / 21%	9 / 16%	1 / 6%	2 / 7%	1 / 6%	12 / 30%	2 / 13%	2 / 19%	1 / 37%	1 / 9%	6 / 28%	38 / 17%	9 / 27%	39 / 17%	3 / 12%
At least once every day	92 / 35%	7 / 40%	25 / 44%	2 / 23%	7 / 31%	5 / 37%	18 / 45%	7 / 48%	2 / 17%	1 / 39%	1 / 11%	9 / 39%	82 / 37%	9 / 26%	80 / 36%	6 / 28%
About two or three times a week	47 / 18%	4 / 23%	15 / 26%	1 / 8%	3 / 15%	3 / 20%	3 / 7%	5 / 36%	- / -	- / -	3 / 27%	4 / 17%	40 / 18%	7 / 20%	45 / 20%	1 / 5%
At least once a week	45 / 17%K	2 / 11%	4 / 8%	4 / 49%	7 / 31%	4 / 33%	2 / 6%	* / 3%	5 / 41%	- / -	3 / 21%	1 / 2%	38 / 17%	6 / 17%	34 / 15%	7 / 33%
At least once a month	24 / 9%	1 / 5%	3 / 5%	1 / 14%	4 / 16%	- / -	4 / 11%	- / -	3 / 23%	* / 24%	3 / 20%	3 / 14%	20 / 9%	3 / 7%	20 / 9%	4 / 17%
At least once every three months	3 / 1%	- / -	1 / 1%	- / -	- / -	* / 3%	* / 1%	- / -	- / -	- / -	1 / 8%	- / -	2 / 1%	* / 1%	3 / 1%	- / -
Don't know/can't remember	3 / 1%O	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	* / 4%	- / -	2 / 1%	* / 1%	2 / 1%	1 / 4%
Total mentions	261 / 100%	17 / 100%	57 / 100%	9 / 100%	22 / 100%	13 / 100%	39 / 100%	15 / 100%	12 / 100%	2 / 100%	13 / 100%	22 / 100%	223 / 100%	35 / 100%	221 / 100%	21 / 100%
Daily (Net)	139 / 53%M	10 / 61%	34 / 61%	3 / 29%	9 / 38%	6 / 43%	29 / 74%	9 / 61%	4 / 36%	1 / 76%	3 / 20%	15 / 67%	120 / 54%	18 / 53%	118 / 53%	9 / 41%
Weekly (Net)	232 / 89%	16 / 95%	53 / 94%	8 / 86%	19 / 84%	13 / 97%	35 / 88%	15 / 100%	9 / 77%	1 / 76%	9 / 68%	19 / 86%	198 / 89%	31 / 90%	197 / 89%	17 / 79%
Monthly (Net)	256 / 98%	17 / 100%	56 / 99%	9 / 100%	22 / 100%	13 / 97%	39 / 99%	15 / 100%	12 / 100%	2 / 100%	11 / 89%	22 / 100%	219 / 98%	34 / 97%	217 / 98%	20 / 96%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 138
A4a_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	248	133	115	63	72	85	28	23	10	65	129	101	65	40	42	196	17	18	17
WeightedBase	204	115*	89*	46*	56*	76*	26**	16**	9**	55*	111*	67*	66*	38**	33*	176	11**	8**	9**
EffectiveBase	174	98	76	41	55	58	22	17	7	45	92	75	48	27	32	142	13	14	12
A few times a day	16	11	5	3	10	3	-	2	-	2	12	8	2	3	3	15	*	*	*
	8%	10%	5%	7%	18%zE	4%	-	11%	-	4%	11%	12%	3%	9%	8%	9%	2%	5%	3%
At least once every day	40	24	16	8	12	16	3	1	2	8	26	19	8	11	3	35	4	1	1
	20%	21%	18%	18%	22%	21%	12%	7%	25%	15%	24%	29%zLN	12%	28%	8%	20%	32%	12%	11%
About two or three times a week	52	31	21	11	14	20	6	1	1	15	31	13	25	6	8	45	4	2	1
	25%	27%	23%	25%	26%	27%	22%	9%	15%	27%	28%	20%	38%zK	16%	23%	26%	36%	19%	9%
At least once a week	67	33	33	12	13	28	14	6	4	20	34	20	23	15	9	56	3	4	3
	33%D	29%	38%	25%	22%	38%	54%	40%	41%	37%	31%	29%	34%	40%	28%	32%	26%	48%	40%
At least once a month	19	10	10	7	5	7	1	3	1	6	7	5	6	2	6	16	*	1	2
	9%	8%	11%	14%	9%	9%	4%	19%	11%	12%	6%	8%	9%	6%	18%	9%	4%	13%	25%
At least once every three months	7	4	4	2	2	1	2	2	1	3	1	2	2	1	2	6	-	-	1
	3%Jd	3%	4%	5%	3%	1%	7%	11%	8%	5%	1%	3%	3%	2%	7%	3%	-	-	11%
Don't know/can't remember	3	3	*	3	-	-	*	*	-	-	-	-	*	-	3	3	-	*	-
	1%	2%	*	6%z	-	-	1%	2%	-	-	-	-	*	-	8%zKL	2%	-	3%	-
Total mentions	204	115	89	46	56	76	26	16	9	55	111	67	66	38	33	176	11	8	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	56	35	21	11	22	19	3	3	2	10	38	27	10	14	5	50	4	1	1
	28%Le	30%	24%	24%	40%z	25%	12%	18%	25%	19%	34%z	40%zLN	15%	37%	15%	28%	34%	17%	14%
Weekly (Net)	174	99	75	34	49	68	23	11	8	46	103	60	58	35	22	151	11	7	6
	86%CNe	86%	85%	75%	88%	90%C	88%	68%	80%	83%	93%z	89%N	87%N	93%	67%	86%	96%	84%	64%
Monthly (Net)	194	109	85	41	54	74	24	14	9	52	110	65	63	37	28	167	11	8	8
	95%Ne	95%	96%	89%	97%	99%C	92%	87%	92%	95%	99%z	97%N	96%	98%	85%	95%	100%	97%	89%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 138
A4a_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	248	14	64	7	30	11	20	13	8	4	4	21	177	62	205	23
WeightedBase	204	14**	53*	6**	28**	9**	22**	13**	8**	3**	3**	16**	160	37*	169	20**
EffectiveBase	174	10	49	6	18	9	15	10	6	3	4	16	127	43	144	15
A few times a day	16 8%	2 15%	6 11%	- -	2 9%	* 3%	1 3%	1 5%	- -	1 18%	- -	3 17%	14 9%	1 4%	13 8%	2 10%
At least once every day	40 20%	3 20%	14 26%	1 10%	4 12%	1 11%	4 19%	2 13%	3 34%	- -	1 35%	3 19%	36 23%	4 10%	33 20%	3 14%
About two or three times a week	52 25%	6 39%	15 28%	1 23%	8 30%	3 33%	2 11%	4 33%	- -	- -	1 43%	5 28%	42 26%	10 26%	45 26%	4 21%
At least once a week	67 33%D	3 22%	14 26%	1 11%	10 35%	2 19%	13 59%	5 41%	5 60%	- -	1 21%	3 21%	51 32%	13 34%	55 33%	7 36%
At least once a month	19 9%	1 4%	4 8%	3 56%	* 2%	3 33%	* 2%	1 8%	- -	1 40%	- -	1 7%	14 9%	5 12%	16 9%	3 15%
At least once every three months	7 3%Jd	- -	1 1%	- -	2 8%	- -	1 6%	- -	* 6%	- -	- -	1 8%	2 1%	5 13%zd	5 3%	1 3%
Don't know/can't remember	3 1%	- -	- -	- -	1 5%	- -	- -	- -	- -	1 41%	- -	- -	1 1%	* 1%	2 1%	- -
Total mentions	204 100%	14 100%	53 100%	6 100%	28 100%	9 100%	22 100%	13 100%	8 100%	3 100%	3 100%	16 100%	160 100%	37 100%	169 100%	20 100%
Daily (Net)	56 28%Le	5 35%	20 37%	1 10%	6 21%	1 14%	5 22%	2 18%	3 34%	1 18%	1 35%	6 36%	50 31%e	5 14%	47 28%	5 24%
Weekly (Net)	174 86%CNe	14 96%	48 90%	3 44%	24 86%	6 67%	20 92%	12 92%	8 94%	1 18%	3 100%	14 85%	143 89%ze	28 74%	147 87%	16 81%
Monthly (Net)	194 95%Ne	14 100%	53 99%	6 100%	25 87%	9 100%	20 94%	13 100%	8 94%	2 59%	3 100%	15 92%	156 98%ze	32 86%	162 96%	19 97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 139
A4a_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**127**	76	51	20	37	51	19	6	13	33	70	58	27	22	20	92	12	11	12
WeightedBase	96*	58*	39*	12**	28**	37*	19**	4**	9**	24**	55*	35*	24**	20**	17**	79*	8**	5**	5**
EffectiveBase	88	53	35	16	27	34	14	4	8	21	51	45	20	15	13	66	9	8	10
A few times a day	**14**	8	6	1	5	4	5	-	-	3	11	10	2	2	-	12	*	1	*
	14%	14%	15%	10%	16%	10%	24%	-	-	11%	20%	29%z	10%	9%	-	16%	3%	19%	7%
At least once every day	**17**	11	6	4	5	8	1	-	2	2	12	8	5	2	2	14	2	1	1
	18%	19%	17%	30%	18%	22%	4%	-	19%	10%	22%	24%	20%	13%	11%	17%	29%	18%	16%
About two or three times a week	**23**	14	9	3	7	8	6	-	3	6	13	8	5	4	6	21	*	1	1
	24%	25%	23%	22%	25%	21%	29%	-	35%	23%	24%	23%	22%	21%	33%	27%	4%	20%	20%
At least once a week	**24**	12	11	1	6	11	6	3	3	7	11	6	10	2	5	20	3	*	1
	25%	22%	30%	11%	22%	28%	30%	68%	35%	30%	19%	19%	43%	11%	28%	25%	45%	4%	11%
At least once a month	**7**	4	3	2	3	2	1	1	1	4	2	1	1	3	3	5	1	1	1
	8%J	7%	8%	15%	12%	5%	3%	19%	7%	18%	3%	3%	4%	15%	15%	7%	10%	13%	19%
At least once every three months	**5**	3	2	1	1	1	2	-	*	2	3	1	1	3	1	3	1	-	1
	6%d	5%	6%	12%	5%	2%	9%	-	3%d	8%	5%	2%	3%	16%	5%	4%	9%	-	27%
Don't know/can't remember	**5**	4	1	-	1	4	-	1	-	-	3	1	-	3	1	4	-	1	-
	5%	8%	1%	-	2%	12%	-	13%	-	-	6%	2%	-	16%	7%	5%	-	26%	-
Total mentions	**96**	58	39	12	28	37	19	4	9	24	55	35	24	20	17	79	8	5	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**31**	19	12	5	9	12	5	-	2	5	24	18	7	4	2	26	2	2	1
	33%	33%	31%	40%	34%	32%	29%	-	19%	21%	43%z	52%z	29%	21%	11%	33%	32%	37%	22%
Weekly (Net)	**78**	46	33	9	23	30	17	3	8	18	48	33	23	10	13	67	6	3	3
	82%	80%	84%	73%	81%	81%	88%	68%	89%	74%	86%	94%z	93%	53%	73%	85%	81%	61%	54%
Monthly (Net)	**86**	50	36	10	26	32	17	4	9	22	49	34	24	13	15	72	7	4	4
	89%	87%	92%	88%	93%	86%	91%	87%	97%	92%	89%	97%z	97%	68%	88%	91%	91%	74%	73%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 139
A4a_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	127	3	30	4	11	11	9	8	1	-	1	14	95	27	114	8
WeightedBase	96*	2**	26**	4**	7**	9**	10**	7**	2**	-**	1**	10**	76*	17**	88*	5**
EffectiveBase	88	3	21	3	8	8	6	6	1	-	1	10	69	15	78	7
A few times a day	14	-	5	1	1	-	1	-	-	-	-	5	14	-	12	*
	14%	-	20%	12%	15%	-	6%	-	-	-	-	48%	18%	-	13%	8%
At least once every day	17	1	3	2	2	2	2	1	-	-	1	*	15	2	17	*
	18%	45%	13%	36%	22%	24%	22%	7%	-	-	100%	2%	20%	12%	19%	8%
About two or three times a week	23	1	8	-	1	5	-	3	2	-	-	1	17	6	22	1
	24%	39%	30%	-	19%	49%	-	46%	100%	-	-	14%	22%	36%	25%	31%
At least once a week	24	-	8	2	2	-	2	3	-	-	-	3	19	4	22	1
	25%	-	29%	52%	25%	-	21%	40%	-	-	-	31%	24%	23%	26%	22%
At least once a month	7	*	1	-	1	2	1	-	-	-	-	-	5	2	7	1
	8%J	15%	3%	-	11%	26%	7%	-	-	-	-	-	7%	10%	8%	17%
At least once every three months	5	-	1	-	1	-	1	-	-	-	-	*	2	3	5	1
	6%d	-	4%	-	7%	-	12%	-	-	-	-	5%	2%	20%	5%	14%
Don't know/can't remember	5	-	-	-	-	-	3	1	-	-	-	-	5	-	4	-
	5%	-	-	-	-	-	32%	8%	-	-	-	-	6%	-	4%	-
Total mentions	96	2	26	4	7	9	10	7	2	-	1	10	76	17	88	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Daily (Net)	31	1	9	2	3	2	3	1	-	-	1	5	29	2	29	1
	33%	45%	33%	48%	37%	24%	28%	7%	-	-	100%	50%	38%z	12%	33%	16%
Weekly (Net)	78	2	24	4	6	7	5	7	2	-	1	10	65	12	73	3
	82%	85%	92%	100%	81%	74%	49%	92%	100%	-	100%	95%	85%	70%	83%	69%
Monthly (Net)	86	2	25	4	7	9	6	7	2	-	1	10	70	14	79	4
	89%	100%	96%	100%	93%	100%	56%	92%	100%	-	100%	95%	91%	80%	91%	86%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 140
A4a_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	748	560	188	105	138	319	186	45	51	167	390	301	185	130	132	557	65	81	45
WeightedBase	628	478	150	86*	116	265	161	36*	41*	130	334	215	168	135*	111*	520	47*	43*	18*
EffectiveBase	540	410	130	70	102	236	133	31	36	123	290	226	144	92	93	421	48	55	38
A few times a day	93	82	11	7	27	41	17	3	4	24	55	37	25	17	13	78	8	5	2
	15%Be	17%zB	7%	9%	23%zCF	16%	10%	10%	9%	18%	16%	17%	15%	13%	12%	15%	17%	11%	11%
At least once every day	207	165	42	22	39	86	61	9	12	42	117	73	57	46	32	170	17	14	5
	33%V	35%	28%	26%	33%	32%	38%	26%	30%	32%	35%	34%	34%	34%	29%	33%	37%	33%	26%
About two or three times a week	140	114	26	17	24	64	34	9	11	28	75	56	40	19	25	117	10	7	5
	22%M	24%	17%	20%	21%	24%	21%	26%	26%	22%	22%	26%M	24%	14%	22%	23%	22%	16%	28%
At least once a week	115	83	32	24	17	49	25	8	9	20	48	33	27	31	24	93	9	8	4
	18%J	17%	21%	27%zDF	15%	19%	15%	21%	21%	15%	14%	15%	16%	23%	21%	18%	20%	19%	22%
At least once a month	56	26	30	14	8	18	15	2	4	12	30	11	13	17	15	46	1	7	2
	9%AK	5%	20%zA	17%zE	7%	7%	9%	6%	9%	9%	9%	5%	8%	13%K	13%K	9%	2%	16%P	9%
At least once every three months	10	4	6	1	1	1	7	4	-	3	3	4	3	*	3	7	*	2	1
	2%Ad	1%	4%zA	1%	1%	1%	5%zE	10%zJ	-	3%	1%	2%	2%	*	3%	1%	1%	5%	3%
Don't know/can't remember	8	5	4	1	1	4	3	-	2	-	6	2	3	4	-	8	1	-	*
	1%	1%	2%	1%	1%	2%	2%	-	4%I	-	2%	1%	2%	3%	-	1%	1%	-	*
Total mentions	628	478	150	86	116	265	161	36	41	130	334	215	168	135	111	520	47	43	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	300	247	53	29	66	127	78	13	16	66	172	110	82	63	45	248	25	19	7
	48%BCe	52%zB	35%	34%	56%C	48%C	48%	36%	39%	51%	51%	51%	49%	47%	40%	48%	54%	44%	37%
Weekly (Net)	554	444	110	70	107	241	136	30	36	114	295	199	149	113	93	459	45	34	16
	88%BQVe	93%zB	74%	82%	92%	91%C	84%	83%	87%	88%	88%	93%zMN	89%	84%	84%	88%	95%Q	79%	87%
Monthly (Net)	610	470	140	84	115	259	151	32	39	127	325	210	162	130	108	505	46	41	18
	97%BFGe	98%zB	93%	98%	99%	98%F	94%	90%	96%	97%	97%G	98%	97%	97%	97%	97%	98%	95%	97%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 140
A4a_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	748	39	144	27	65	36	73	49	25	7	20	72	533	200	636	70
WeightedBase	628	35**	134	25**	62*	32*	69*	47*	24**	6**	22**	65*	484	136	539	54*
EffectiveBase	540	28	104	22	45	31	55	39	17	6	18	58	399	135	462	51
A few times a day	93 15%Be	5 16%	21 16%	2 6%	9 15%	5 17%	11 16%	8 18%	7 28%	- -	1 6%	8 12%	80 17%ze	12 9%	79 15%	7 13%
At least once every day	207 33%V	8 23%	51 38%VW	10 40%	12 19%	6 18%	23 33%	13 28%	7 28%	4 62%	6 30%	31 47%zVW	163 34%	42 31%	176 33%	21 39%
About two or three times a week	140 22%M	10 29%	22 17%	8 30%	19 30%	12 37%zTc	13 19%	11 22%	7 29%	2 27%	4 20%	11 16%	104 22%	32 24%	123 23%	9 16%
At least once a week	115 18%J	9 27%	29 21%	2 6%	9 14%	6 20%	11 16%	10 22%	2 8%	- -	3 16%	12 18%	89 18%	23 17%	103 19%	7 14%
At least once a month	56 9%AK	2 5%	11 8%	3 11%	10 16%	1 2%	7 10%	4 9%	1 6%	1 10%	4 18%	3 5%	38 8%	18 13%	44 8%	7 13%
At least once every three months	10 2%Ad	- -	- -	2 6%	2 4%	1 4%T	- -	1 2%	* 1%	- -	* 2%	1 1%	4 1%	6 5%zd	7 1%	2 3%
Don't know/can't remember	8 1%	- -	- -	- -	1 2%	1 3%T	4 6%zT	- -	- -	- -	2 8%	- -	5 1%	3 2%	7 1%	1 2%
Total mentions	628 100%	35 100%	134 100%	25 100%	62 100%	32 100%	69 100%	47 100%	24 100%	6 100%	22 100%	65 100%	484 100%	136 100%	539 100%	54 100%
Daily (Net)	300 48%BCe	13 39%	72 54%V	12 47%	21 34%	11 35%	34 49%	21 45%	14 56%	4 62%	8 35%	39 60%VW	243 50%ze	54 40%	255 47%	29 52%
Weekly (Net)	554 88%BQVe	33 95%	123 92%V	21 82%	48 78%	29 91%	58 84%	42 90%	23 94%	5 90%	16 71%	61 94%V	436 90%ze	109 80%	482 89%z	45 82%
Monthly (Net)	610 97%BFGe	35 100%	134 100%VWX	24 94%	58 95%	29 93%	65 94%	46 98%	24 99%	6 100%	19 90%	64 99%	474 98%ze	127 93%	525 97%	51 95%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 141
A4a_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1253	712	540	170	254	515	314	78	77	319	621	504	334	212	203	952	105	112	84
WeightedBase	1089	625	463	132	222	441	294	62*	69*	265	535	364	330	222	173	915	79*	59*	36*
EffectiveBase	861	512	350	109	178	369	209	55	48	225	439	356	233	148	146	678	81	76	67
A few times a day	205	122	82	13	43	94	55	7	9	45	122	74	64	35	31	165	16	17	7
	19%Ce	*20%*	*18%*	*10%*	*20%C*	*21%C*	*19%C*	*12%*	*14%*	*17%*	*23%z*	*20%*	*20%*	*16%*	*18%*	*18%*	*20%*	*28%zO*	*19%*
At least once every day	394	232	162	37	78	161	118	16	25	100	186	145	112	79	58	326	36	19	12
	36%	*37%*	*35%*	*28%*	*35%*	*37%*	*40%C*	*25%*	*37%*	*38%*	*35%*	*40%*	*34%*	*35%*	*33%*	*36%*	*45%*	*33%*	*34%*
About two or three times a week	233	126	107	28	47	94	64	16	23	56	101	70	76	52	35	207	15	4	7
	21%Qc	*20%*	*23%*	*22%*	*21%*	*21%*	*22%*	*26%*	*33%zJ*	*21%*	*19%*	*19%*	*23%*	*23%*	*21%*	*23%Q*	*18%Q*	*7%*	*19%Q*
At least once a week	174	101	73	38	37	64	35	15	8	45	85	44	55	45	30	147	9	11	6
	16%K	*16%*	*16%*	*29%zDEF*	*17%*	*14%*	*12%*	*24%*	*12%*	*17%*	*16%*	*12%*	*17%*	*20%K*	*17%*	*16%*	*11%*	*19%*	*18%*
At least once a month	60	33	27	11	14	24	11	7	2	12	30	20	18	7	14	52	1	4	2
	6%	*5%*	*6%*	*8%*	*6%*	*6%*	*4%*	*11%*	*2%*	*5%*	*6%*	*6%*	*5%*	*3%*	*8%*	*6%*	*1%*	*7%*	*6%*
At least once every three months	14	6	8	3	1	4	5	1	*	5	8	5	3	3	3	10	1	3	1
	1%	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	***	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*5%zO*	*2%*
Don't know/can't remember	9	5	4	1	1	*	6	1	*	2	3	5	1	1	1	6	2	-	*
	1%Ed	*1%*	*1%*	*1%*	*1%*	***	*2%zE*	*1%*	***	*1%*	*1%*	*1%*	***	*1%*	*1%*	*1%*	*2%*	*-*	*1%*
Total mentions	1089	625	463	132	222	441	294	62	69	265	535	364	330	222	173	915	79	59	36
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	599	354	244	50	122	255	173	23	35	145	308	220	176	114	89	492	52	36	19
	55%CGS	*57%*	*53%*	*38%*	*55%C*	*58%C*	*59%C*	*37%*	*51%*	*55%G*	*58%G*	*60%z*	*53%*	*51%*	*52%*	*54%*	*66%zO*	*61%*	*54%*
Weekly (Net)	1006	581	424	116	205	412	272	54	66	246	494	333	308	211	154	846	76	52	32
	92%e	*93%*	*92%*	*88%*	*93%*	*93%*	*93%*	*87%*	*96%*	*93%*	*92%*	*92%*	*93%*	*95%*	*89%*	*93%*	*95%*	*88%*	*91%*
Monthly (Net)	1066	614	451	127	220	437	283	61	68	258	524	354	326	218	169	899	77	56	34
	98%e	*98%*	*97%*	*97%*	*99%*	*99%F*	*96%*	*98%*	*99%*	*97%*	*98%*	*97%*	*99%*	*98%*	*98%*	*98%Q*	*97%*	*95%*	*97%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 141
A4a_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**1253**	91	271	48	95	47	108	79	46	24	37	106	830	398	1030	132
WeightedBase	1089	94*	257	42*	97*	39*	112*	75*	47*	24**	36*	92*	792	282	898	111*
EffectiveBase	861	64	188	38	60	41	78	64	31	16	30	80	588	267	717	94
A few times a day	**205** *19%Ce*	13 *14%*	39 *15%*	5 *12%*	15 *16%*	9 *22%*	29 *26%T*	15 *21%*	10 *21%*	4 *17%*	6 *17%*	20 *22%*	164 **21%ze**	38 *14%*	169 *19%*	16 *14%*
At least once every day	**394** *36%*	25 *27%*	95 *37%*	16 *37%*	33 *34%*	11 *28%*	42 *38%*	28 *37%*	16 *33%*	8 *35%*	16 *44%*	36 *40%*	284 *36%*	108 *38%*	331 *37%*	40 *36%*
About two or three times a week	**233** *21%Qc*	24 *26%c*	65 *25%c*	12 *29%c*	22 *23%*	11 *28%c*	18 *16%*	19 *25%c*	13 *28%c*	8 *35%*	6 *17%*	9 *10%*	160 *20%*	69 *24%*	185 *21%*	26 *24%*
At least once a week	**174** *16%K*	25 *26%z*	39 *15%*	5 *11%*	20 *21%*	6 *15%*	15 *14%*	10 *13%*	4 *9%*	3 *12%*	4 *11%*	17 *18%*	132 *17%*	38 *13%*	144 *16%*	17 *15%*
At least once a month	**60** *6%*	5 *5%*	16 *6%*	5 *11%*	5 *5%*	1 *4%*	6 *5%*	3 *4%*	3 *7%*	* *2%*	3 *8%*	5 *5%*	40 *5%*	18 *6%*	52 *6%*	7 *6%*
At least once every three months	**14** *1%*	2 *2%*	3 *1%*	-	1 *1%*	-	-	-	1 *1%*	-	1 *4%*	2 *3%*	10 *1%*	4 *2%*	12 *1%*	3 *2%*
Don't know/can't remember	**9** *1%Ed*	-	-	-	1 *1%*	1 *3%T*	2 *2%*	-	-	-	-	2 *2%T*	1 ***	7 *3%zd*	6 *1%*	2 *2%*
Total mentions	1089 *100%*	94 *100%*	257 *100%*	42 *100%*	97 *100%*	39 *100%*	112 *100%*	75 *100%*	47 *100%*	24 *100%*	36 *100%*	92 *100%*	792 *100%*	282 *100%*	898 *100%*	111 *100%*
Daily (Net)	**599** *55%CGS*	38 *40%*	135 *52%*	21 *49%*	48 *50%*	20 *51%*	71 *63%S*	43 *58%S*	26 *54%*	12 *51%*	22 *61%*	56 *61%S*	449 *57%*	146 *52%*	500 *56%*	56 *50%*
Weekly (Net)	**1006** *92%e*	87 *92%*	238 *93%*	37 *89%*	90 *93%*	36 *94%*	104 *93%*	72 *96%*	43 *92%*	23 *98%*	32 *88%*	82 *90%*	741 **93%e**	252 *89%*	829 *92%*	99 *90%*
Monthly (Net)	**1066** *98%e*	92 *98%*	255 *99%c*	42 *100%*	95 *98%*	38 *97%*	110 *98%*	75 *100%*	46 *99%*	24 *100%*	35 *96%*	87 *95%*	781 **99%ze**	271 *96%*	881 *98%*	106 *95%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 142
A4a_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1026**	542	483	131	202	420	273	48	77	272	498	431	263	176	156	783	71	107	65
WeightedBase	901	472	429	97*	181	359	265	33*	71*	230	427	320	269	188	124	763	57*	55*	26*
EffectiveBase	692	392	304	82	139	303	176	34	47	192	351	311	174	122	113	548	56	77	50
A few times a day	**119**	64	55	9	32	47	32	4	9	34	56	53	32	16	19	100	6	9	4
	13%	13%	13%	9%	18%	13%	12%	11%	12%	15%	13%	17%zM	12%	9%	15%	13%	11%	17%	16%
At least once every day	**335**	196	139	27	60	147	100	12	31	86	158	118	93	77	47	277	24	23	10
	37%B	42%zB	32%	28%	33%	41%C	38%	37%	43%	38%	37%	37%	34%	41%	38%	36%	43%	42%	38%
About two or three times a week	**235**	113	122	23	43	92	76	10	18	52	119	89	74	44	28	203	15	11	6
	26%	24%	29%	24%	24%	26%	29%	29%	26%	22%	28%	28%	28%	23%	23%	27%	27%	20%	22%
At least once a week	**146**	70	76	26	32	45	43	3	12	41	64	40	44	37	25	128	6	7	5
	16%EK	15%	18%	27%zEF	17%	13%	16%	10%	17%	18%	15%	13%	16%	19%	20%	17%	10%	13%	20%
At least once a month	**49**	23	26	10	10	21	8	3	1	13	20	17	18	10	4	43	2	4	1
	5%	5%	6%	10%zF	5%	6%	3%	8%	1%	6%	5%	5%	7%	5%	3%	6%	3%	7%	2%
At least once every three months	**11**	4	8	1	3	5	1	2	*	2	7	1	6	3	1	8	2	1	*
	1%K	1%	2%	1%	2%	1%	1%	5%	1%	1%	2%	*	2%	2%	*	1%	4%	2%	1%
Don't know/can't remember	**5**	3	3	-	1	1	3	-	-	2	3	1	3	1	-	4	1	-	-
	1%	1%	1%	-	*	*	1%	-	-	1%	1%	*	1%	1%	-	*	3%	-	-
Total mentions	**901**	472	429	97	181	359	265	33	71	230	427	320	269	188	124	763	57	55	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**455**	260	194	36	92	194	133	16	40	120	215	171	124	93	66	377	31	32	14
	50%BC	55%zB	45%	37%	51%C	54%C	50%	48%	56%	52%	50%	54%	46%	50%	53%	49%	54%	59%	55%
Weekly (Net)	**836**	443	392	85	167	331	252	28	70	213	398	300	242	174	119	708	51	51	25
	93%	94%	91%	88%	92%	92%	95%C	87%	99%G	93%	93%	94%	90%	92%	96%	93%	90%	92%	97%
Monthly (Net)	**885**	466	418	95	176	353	260	31	70	226	418	318	260	184	123	751	53	54	26
	98%P	99%	98%	99%	98%	98%	98%	95%	99%	98%	98%	99%zL	97%	98%	100%	98%P	94%	98%	99%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 142
A4a_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**1026**	71	189	42	88	37	84	75	37	26	34	100	686	324	845	114
WeightedBase	**901**	72*	193	37*	89*	30*	88*	66*	37**	27**	31**	93*	664	229	752	88*
EffectiveBase	**692**	49	125	32	54	33	59	62	28	18	25	77	483	205	571	86
A few times a day	**119** **13%**	8 11%	22 12%	5 14%	7 8%	5 15%	15 17%	7 10%	4 10%	5 18%	1 4%	21 **23%zTV**	89 13%	30 13%	100 13%	10 11%
At least once every day	**335** **37%B**	21 29%	74 38%	10 28%	35 40%	8 25%	28 32%	30 46%	17 45%	14 52%	12 40%	28 30%	253 38%	79 35%	273 36%	36 41%
About two or three times a week	**235** **26%**	25 35%	49 25%	15 **42%zc**	21 23%	6 20%	23 26%	17 26%	9 24%	8 30%	9 28%	21 23%	168 25%	64 28%	192 26%	26 29%
At least once a week	**146** **16%EK**	13 17%	28 15%	6 16%	20 22%	9 **31%zT**	17 20%	10 15%	4 12%	- -	6 18%	15 16%	102 15%	44 19%	128 17%	10 12%
At least once a month	**49** **5%**	4 6%	16 8%	* 1%	3 3%	2 5%	4 4%	2 3%	1 3%	- -	3 9%	8 9%	39 6%	9 4%	43 6%	4 5%
At least once every three months	**11** **1%K**	1 1%	3 2%	- -	3 3%	- -	- -	- -	1 3%	- -	- -	- -	9 1%	2 1%	10 1%	1 1%
Don't know/can't remember	**5** **1%**	- -	- -	- -	- -	1 **3%zT**	1 1%	- -	2 5%	- -	- -	- -	4 1%	1 *	3 *	1 1%
Total mentions	**901** **100%**	72 100%	193 100%	37 100%	89 100%	30 100%	88 100%	66 100%	37 100%	27 100%	31 100%	93 100%	664 100%	229 100%	752 100%	88 100%
Daily (Net)	**455** **50%BC**	29 40%	97 50%	15 42%	42 48%	12 40%	43 49%	37 56%	20 55%	19 70%	14 44%	49 53%	342 51%	109 48%	374 50%	46 52%
Weekly (Net)	**836** **93%**	67 93%	174 90%	36 99%	83 94%	28 92%	84 95%	64 97%	34 91%	27 100%	28 91%	85 91%	612 92%	217 95%	695 92%	82 93%
Monthly (Net)	**885** **98%P**	71 99%	190 98%	37 100%	86 97%	29 97%	88 99%	66 100%	35 93%	27 100%	31 100%	93 100%	651 98%	226 99%	738 98%	86 98%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 143
A4a_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	123	46	76	8	49	58	8	6	8	39	60	43	40	17	23	98	8	10	7
WeightedBase	103*	40*	63*	6**	40*	51*	6**	7**	8**	31**	51*	30*	39**	15**	18**	90*	5**	5**	3**
EffectiveBase	85	35	50	6	35	38	6	4	6	27	43	30	29	13	15	70	6	8	5
A few times a day	9	2	7	2	5	2	-	2	2	1	3	3	2	1	3	8	*	1	1
	9%	5%	11%	30%	13%	5%	-	24%	31%	3%	6%	11%	5%	5%	18%	8%	10%	11%	23%
At least once every day	44	22	22	1	17	24	2	3	3	15	22	13	19	6	7	37	3	2	2
	43%	55%	35%	21%	42%	47%	33%	38%	46%	48%	44%	44%	47%	37%	37%	42%	62%	36%	64%
About two or three times a week	28	11	17	2	9	15	2	-	2	6	20	8	12	4	4	26	*	2	*
	27%	28%	28%	37%	23%	30%	25%	-	21%	18%	39%z	26%	30%	30%	22%	29%	6%	32%	10%
At least once a week	12	4	9	1	6	6	-	1	*	7	4	5	3	2	2	10	1	1	*
	12%	9%	14%	11%	14%	11%	-	7%	1%	24%	8%	16%	9%	14%	10%	11%	22%	21%	3%
At least once a month	7	1	6	-	3	2	3	*	-	2	2	1	4	-	2	7	-	-	-
	7%d	2%	9%	-	7%	3%	42%	3%	-	8%	4%	4%	9%	-	12%	8%	-	-	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	2	-	2	-	-	2	-	2	-	-	-	-	-	2	-	2	-	-	-
	2%	-	3%	-	-	4%	-	27%	-	-	-	-	-	13%	-	2%	-	-	-
Total mentions	103	40	63	6	40	51	6	7	8	31	51	30	39	15	18	90	5	5	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	53	24	29	3	22	26	2	5	6	16	26	16	20	6	10	45	4	2	2
	52%	61%	47%	52%	56%	51%	33%	63%	77%	50%	50%	54%	52%	43%	55%	50%	71%	47%	87%
Weekly (Net)	94	39	55	6	37	47	4	5	8	29	49	29	36	13	16	81	5	5	3
	91%	98%	88%	100%	93%	93%	58%	70%	100%	92%	96%	96%	91%	87%	88%	90%	100%	100%	100%
Monthly (Net)	101	40	61	6	40	49	6	5	8	31	51	30	39	13	18	88	5	5	3
	98%	100%	97%	100%	100%	96%	100%	73%	100%	100%	100%	100%	100%	87%	100%	98%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 143
A4a_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	123	6	28	6	10	6	14	4	8	4	3	9	103	18	105	7
WeightedBase	103*	8**	27**	4**	8**	4**	14**	5**	7**	3**	3**	7**	90*	13**	90*	5**
EffectiveBase	85	4	19	5	9	5	11	3	6	4	3	5	72	12	72	6
A few times a day	9 9%	1 14%	1 3%	- -	2 20%	1 28%	- -	1 17%	1 9%	1 23%	- -	1 10%	7 8%	2 13%	8 8%	1 30%
At least once every day	44 43%	5 65%	16 58%	1 21%	2 23%	1 16%	5 38%	2 42%	- -	- -	1 47%	4 63%	44 49%z	* 3%	40 44%	1 22%
About two or three times a week	28 27%	2 21%	6 20%	3 63%	5 56%	2 44%	3 19%	2 40%	3 35%	2 61%	1 34%	- -	25 28%	3 26%	25 28%	2 47%
At least once a week	12 12%	- -	4 14%	1 16%	- -	- -	3 19%	- -	1 20%	* 16%	1 19%	1 7%	11 12%	2 14%	11 12%	- -
At least once a month	7 7%d	- -	1 4%	- -	- -	1 12%	3 25%	- -	1 9%	- -	- -	1 19%	3 4%	4 29%	6 6%	- -
At least once every three months	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/can't remember	2 2%	- -	- -	- -	- -	- -	- -	- -	2 27%	- -	- -	- -	- -	2 16%	2 2%	- -
Total mentions	103 100%	8 100%	27 100%	4 100%	8 100%	4 100%	14 100%	5 100%	7 100%	3 100%	3 100%	7 100%	90 100%	13 100%	90 100%	5 100%
Daily (Net)	53 52%	6 79%	17 61%	1 21%	4 44%	2 44%	5 38%	3 60%	1 9%	1 23%	1 47%	5 73%	51 57%z	2 15%	47 52%	3 53%
Weekly (Net)	94 91%	8 100%	26 96%	4 100%	8 100%	4 88%	10 75%	5 100%	5 63%	3 100%	3 100%	6 81%	86 96%z	7 55%	83 91%	5 100%
Monthly (Net)	101 98%	8 100%	27 100%	4 100%	8 100%	4 100%	14 100%	5 100%	5 73%	3 100%	3 100%	7 100%	90 100%	11 84%	88 98%	5 100%

Table 144
A4a_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**191**	110	81	36	57	81	17	10	12	47	114	88	47	26	30	158	17	11	5
WeightedBase	158	93*	65*	24**	52*	65*	18**	8**	11**	35*	98*	65*	49*	22**	22**	140	12**	4**	2**
EffectiveBase	136	80	56	26	43	59	11	6	7	32	88	64	36	19	20	116	13	8	5
A few times a day	**27** **17%B**	22 *23%zB*	6 *9%*	4 *17%*	8 *16%*	14 *21%*	1 *6%*	2 *24%*	4 *35%*	5 *15%*	16 *17%*	8 *12%*	10 *19%*	3 *13%*	7 *32%*	25 *18%*	1 *11%*	1 *15%*	1 *38%*
At least once every day	**46** **29%**	32 *35%*	13 *21%*	3 *14%*	19 *37%*	18 *28%*	5 *28%*	2 *24%*	1 *6%*	10 *28%*	33 *34%*	20 *30%*	18 *36%*	5 *23%*	3 *16%*	38 *27%*	6 *46%*	2 *42%*	1 *21%*
About two or three times a week	**39** **25%**	18 *19%*	21 *32%*	7 *30%*	11 *22%*	18 *28%*	2 *11%*	* *4%*	2 *23%*	8 *23%*	26 *26%*	17 *27%*	10 *19%*	5 *25%*	6 *29%*	36 *26%*	2 *15%*	1 *20%*	-
At least once a week	**23** **15%f**	10 *11%*	13 *20%*	4 *15%*	9 *18%*	8 *12%*	2 *13%*	1 *12%*	2 *21%*	5 *15%*	11 *11%*	13 *20%*	7 *14%*	2 *11%*	1 *5%*	20 *14%*	3 *22%*	* *11%*	-
At least once a month	**19** **12%d**	8 *9%*	10 *16%*	5 *21%*	3 *5%*	5 *7%*	6 *36%*	2 *29%*	2 *15%*	5 *14%*	10 *10%*	5 *8%*	6 *12%*	6 *27%*	2 *8%*	17 *12%*	-	* *12%*	1 *27%*
At least once every three months	**3** **2%Jd**	1 *1%*	2 *3%*	1 *2%*	1 *1%*	-	1 *8%*	1 *7%*	-	2 *5%*	* *%*	-	-	* *1%*	2 *10%*	2 *1%*	1 *5%*	-	* *13%*
Don't know/can't remember	**2** **1%**	2 *2%*	-	-	-	2 *2%*	-	-	-	-	2 *2%*	2 *2%*	-	-	-	2 *1%*	-	-	-
Total mentions	**158** **100%**	93 *100%*	65 *100%*	24 *100%*	52 *100%*	65 *100%*	18 *100%*	8 *100%*	11 *100%*	35 *100%*	98 *100%*	65 *100%*	49 *100%*	22 *100%*	22 *100%*	140 *100%*	12 *100%*	4 *100%*	2 *100%*
Daily (Net)	**73** **46%B**	54 *58%zB*	19 *29%*	8 *31%*	28 *54%*	32 *50%*	6 *33%*	4 *48%*	5 *41%*	15 *43%*	50 *51%*	28 *43%*	27 *55%*	8 *36%*	10 *48%*	63 *45%*	7 *58%*	2 *57%*	1 *59%*
Weekly (Net)	**135** **86%**	83 *89%*	53 *81%*	18 *77%*	49 *94%z*	58 *90%*	10 *57%*	5 *64%*	9 *85%*	28 *81%*	86 *88%*	58 *89%*	44 *88%*	16 *72%*	18 *82%*	119 *85%*	11 *95%*	3 *88%*	1 *59%*
Monthly (Net)	**154** **97%**	91 *98%*	63 *97%*	23 *98%*	51 *99%*	63 *98%*	16 *92%*	8 *93%*	11 *100%*	33 *95%*	96 *98%*	64 *98%*	49 *100%*	21 *99%*	20 *90%*	136 *98%*	11 *95%*	4 *100%*	2 *87%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 144
A4a_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
UnweightedBase	191	8	50	9	24	12	22	12	5	1	4	11	151	37	162	17
WeightedBase	158	9**	48*	6**	23**	10**	19**	9**	5**	1**	3**	7**	131	25**	132	15**
EffectiveBase	136	7	38	6	15	10	16	10	4	1	3	9	115	20	115	13
A few times a day	27 17%B	1 9%	9 18%	1 11%	8 34%	* 4%	2 11%	- -	1 22%	- -	- -	3 39%	23 17%	4 17%	23 17%	4 24%
At least once every day	46 29%	4 42%	18 37%	* 2%	3 11%	2 22%	3 18%	3 35%	2 49%	- -	1 41%	1 20%	43 33%z	3 10%	42 32%	2 11%
About two or three times a week	39 25%	3 39%	9 19%	1 18%	5 23%	4 45%	6 32%	5 49%	* 8%	1 100%	* 14%	1 12%	34 26%	4 18%	31 24%	5 33%
At least once a week	23 15%f	- -	6 12%	1 23%	1 5%	2 18%	5 28%	2 17%	1 20%	- -	1 31%	1 19%	17 13%	6 23%	15 11%	3 20%
At least once a month	19 12%d	1 10%	6 13%	1 20%	5 21%	1 11%	2 11%	- -	- -	- -	* 14%	1 11%	12 9%	7 26%	17 13%	2 12%
At least once every three months	3 2%Jd	- -	* 1%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	1 *	1 5%	3 2%	- -
Don't know/can't remember	2 1%	- -	- -	2 26%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -
Total mentions	158 100%	9 100%	48 100%	6 100%	23 100%	10 100%	19 100%	9 100%	5 100%	1 100%	3 100%	7 100%	131 100%	25 100%	132 100%	15 100%
Daily (Net)	73 46%B	5 52%	27 56%	1 13%	11 45%	3 26%	5 29%	3 35%	4 72%	- -	1 41%	4 59%	66 50%z	7 28%	65 49%	5 35%
Weekly (Net)	135 86%	9 90%	42 87%	3 54%	17 73%	9 89%	17 89%	9 100%	5 100%	1 100%	3 86%	6 89%	117 89%z	17 69%	111 84%	13 88%
Monthly (Net)	154 97%	9 100%	48 99%	4 74%	22 94%	10 100%	19 100%	9 100%	5 100%	1 100%	3 100%	7 100%	129 98%	24 95%	128 97%	15 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 145
A4a_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**366**	147	219	72	82	150	62	18	24	98	190	151	96	64	55	293	26	24	23
WeightedBase	321	128	193	54*	72*	133	62*	11**	21**	77*	177	107	109*	61*	44*	277	21**	11**	11**
EffectiveBase	247	109	139	48	58	110	36	13	13	70	135	111	68	47	32	202	20	18	17
A few times a day	**11**	7	4	3	5	3	-	-	-	3	7	6	2	1	1	10	1	*	-
	3%	5%	2%	5%	7%	2%	-	-	-	4%	4%	6%	2%	2%	3%	3%	3%	3%	-
At least once every day	**37**	19	17	4	17	13	3	-	3	7	25	17	9	8	3	32	3	1	2
	11%e	15%	9%	8%	23%zCEF	10%	5%	-	14%	10%	14%	16%	8%	13%	7%	11%	13%	7%	15%
About two or three times a week	**70**	31	40	12	14	28	16	*	2	25	37	22	25	13	10	57	9	3	2
	22%	24%	21%	22%	20%	21%	26%	2%	10%	32%z	21%	20%	23%	21%	23%	20%	44%	22%	16%
At least once a week	**92**	37	55	14	20	42	15	5	6	20	49	31	33	15	13	83	4	1	4
	29%	29%	29%	26%	28%	32%	24%	46%	27%	26%	28%	29%	30%	24%	31%	30%	18%	11%	36%
At least once a month	**84**	23	61	17	12	34	20	2	8	18	45	23	31	20	10	77	2	4	2
	26%A	18%	32%zA	32%	17%	26%	33%	21%	41%	24%	26%	22%	29%	32%	22%	28%	9%	31%	17%
At least once every three months	**26**	11	15	3	3	14	6	3	2	3	13	6	8	5	7	19	3	3	2
	8%	9%	8%	6%	4%	10%	10%	31%	9%	4%	7%	6%	8%	8%	15%	7%	14%	23%	15%
Don't know/can't remember	**1**	1	*	*	-	-	1	-	-	-	1	1	-	*	*	1	-	*	*
	***f**	1%	*	1%	-	-	2%	-	-	-	1%	1%	-	*	*	*	-	2%	1%
Total mentions	**321**	128	193	54	72	133	62	11	21	77	177	107	109	61	44	277	21	11	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**47**	26	21	7	22	16	3	-	3	10	32	23	11	9	4	41	3	1	2
	15%e	20%zB	11%	13%	30%zCEF	12%	5%	-	14%	13%	18%	22%z	11%	14%	10%	15%	16%	10%	15%
Weekly (Net)	**209**	93	116	33	56	85	34	5	10	55	118	76	69	36	28	181	16	5	7
	65%e	73%zB	60%	62%	79%zF	64%	55%	48%	50%	72%	67%	71%	64%	59%	63%	65%	77%	43%	67%
Monthly (Net)	**293**	116	177	50	69	119	55	7	19	74	164	100	100	56	37	257	18	9	9
	91%	90%	92%	93%	96%	90%	88%	69%	91%	96%	92%	93%	92%	92%	85%	93%	86%	75%	84%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A4a_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	366	26	74	18	27	21	38	25	12	9	12	31	265	98	310	33
WeightedBase	321	25**	72*	11**	30**	19**	37*	21**	11**	11**	11**	29**	256	62*	274	25**
EffectiveBase	247	18	55	15	15	18	31	17	8	5	9	22	184	67	205	25
A few times a day	11 3%	- -	3 5%	1 5%	1 2%	2 11%	2 4%	- -	1 9%	- -	- -	1 2%	10 4%	- -	10 4%	* 2%
At least once every day	37 11%e	3 13%	12 17%	1 13%	3 8%	1 7%	5 13%	2 9%	- -	- -	1 9%	3 11%	34 13%	3 5%	32 12%	4 16%
About two or three times a week	70 22%	10 38%	17 24%	2 21%	2 5%	4 21%	9 25%	3 13%	3 29%	1 6%	2 19%	4 15%	55 22%	15 24%	55 20%	8 32%
At least once a week	92 29%	6 22%	25 34%	3 31%	6 20%	6 33%	9 24%	11 54%	1 6%	4 36%	4 33%	9 31%	77 30%	15 24%	78 28%	3 13%
At least once a month	84 26%A	2 9%	13 17%	2 21%	18 59%	4 20%	8 23%	5 25%	6 51%	5 43%	2 23%	11 39%	60 24%	22 35%	75 27%	8 31%
At least once every three months	26 8%	5 18%	3 4%	1 9%	2 6%	* 2%	4 11%	- -	1 5%	2 15%	2 16%	1 3%	20 8%	6 10%	24 9%	1 3%
Don't know/can't remember	1 *f	- -	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	1 2%zd	* *	1 4%
Total mentions	321 100%	25 100%	72 100%	11 100%	30 100%	19 100%	37 100%	21 100%	11 100%	11 100%	11 100%	29 100%	256 100%	62 100%	274 100%	25 100%
Daily (Net)	47 15%e	3 13%	15 21%	2 18%	3 10%	3 18%	7 18%	2 9%	1 9%	- -	1 9%	4 13%	44 17%e	3 5%	42 15%	4 17%
Weekly (Net)	209 65%e	19 73%	57 79%z	7 70%	11 35%	14 73%	24 66%	16 75%	5 44%	5 43%	7 61%	17 59%	176 69%ze	33 53%	174 64%	16 62%
Monthly (Net)	293 91%	21 82%	69 96%	10 91%	29 94%	17 93%	33 89%	21 100%	11 95%	9 85%	9 84%	28 97%	237 92%	55 88%	249 91%	23 93%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 146
A4a_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	58	37	21	11	25	21	1	3	1	11	39	32	16	5	5	48	5	4	1
WeightedBase	49*	33**	16**	8**	24**	17**	1**	2**	1**	7**	36*	25**	15**	4**	4**	44*	4**	1**	***
EffectiveBase	45	30	15	8	19	17	1	2	1	9	32	23	13	4	4	39	4	4	1
A few times a day	12	10	1	3	7	2	-	-	-	1	11	6	6	-	-	11	*	-	-
	23%	32%	7%	43%	27%	10%	-	-	-	7%	30%	23%	36%	-	-	25%	12%	-	-
At least once every day	15	10	4	1	10	4	-	-	-	3	11	8	3	2	1	11	3	1	-
	30%	31%	28%	9%	42%	22%	-	-	-	46%	32%	33%	22%	38%	29%	25%	72%	73%	-
About two or three times a week	12	5	7	1	6	5	1	1	1	2	6	7	2	-	3	11	1	-	*
	24%J	15%	42%	11%	23%	29%	100%	64%	100%	24%	16%	27%	16%	-	67%	25%	16%	-	100%
At least once a week	7	5	1	2	1	4	-	-	-	1	5	3	4	-	-	6	-	*	-
	13%	16%	8%	22%	2%	27%	-	-	-	13%	14%	10%	26%	-	-	14%	-	27%	-
At least once a month	2	1	1	1	-	1	-	*	-	1	1	2	-	-	*	2	-	-	-
	4%d	3%	4%	9%	-	6%	-	8%	-	10%	3%	7%	-	-	3%	4%	-	-	-
At least once every three months	1	1	*	*	-	1	-	*	-	-	1	-	-	1	-	1	-	-	-
	3%	3%	3%	6%	-	6%	-	28%	-	-	3%	-	-	31%	-	3%	-	-	-
Don't know/can't remember	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-
	3%	-	9%	-	6%	-	-	-	-	-	4%	-	-	31%	-	3%	-	-	-
Total mentions	49	33	16	8	24	17	1	2	1	7	36	25	15	4	4	44	4	1	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	26	21	5	4	17	5	-	-	-	4	22	14	9	2	1	22	3	1	-
	53%	62%	34%	52%	69%	32%	-	-	-	53%	61%	56%	58%	38%	29%	50%	84%	73%	-
Weekly (Net)	45	31	14	6	23	15	1	1	1	6	32	24	15	2	4	40	4	1	*
	91%	94%	84%	85%	94%	88%	100%	64%	100%	90%	91%	93%	100%	38%	97%	90%	100%	100%	100%
Monthly (Net)	46	32	14	7	23	16	1	1	1	7	33	25	15	2	4	41	4	1	*
	94%	97%	89%	94%	94%	94%	100%	72%	100%	100%	94%	100%	100%	38%	100%	94%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 146
A4a_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	58	3	17	4	5	4	9	1	2	-	2	1	53	5	52	3
WeightedBase	49*	2**	18**	4**	3**	2**	8**	1**	3**	-**	1**	1**	46*	3**	43*	2**
EffectiveBase	45	3	14	4	4	3	7	1	2	-	2	1	41	4	41	3
A few times a day	12 / 23%	- / -	4 / 25%	1 / 14%	2 / 57%	- / -	1 / 10%	- / -	3 / 100%	- / -	- / -	- / -	12 / 25%	- / -	12 / 27%	- / -
At least once every day	15 / 30%	1 / 57%	5 / 30%	- / -	1 / 25%	1 / 60%	2 / 29%	- / -	- / -	- / -	- / -	- / -	15 / 32%	- / -	12 / 28%	* / 22%
About two or three times a week	12 / 24%J	- / -	5 / 28%	- / -	- / -	1 / 40%	4 / 50%	- / -	- / -	- / -	1 / 69%	- / -	11 / 24%	1 / 34%	10 / 22%	- / -
At least once a week	7 / 13%	1 / 43%	2 / 12%	1 / 20%	1 / 15%	- / -	1 / 11%	1 / 100%	- / -	- / -	- / -	- / -	6 / 13%	1 / 24%	5 / 12%	1 / 78%
At least once a month	2 / 4%d	- / -	- / -	1 / 27%	* / 4%	- / -	- / -	- / -	- / -	- / -	- / -	1 / 100%	1 / 2%	1 / 28%	2 / 4%	- / -
At least once every three months	1 / 3%	- / -	1 / 5%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	* / 31%	- / -	1 / 2%	* / 15%	1 / 3%	- / -
Don't know/can't remember	1 / 3%	- / -	- / -	1 / 39%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	1 / 3%	- / -	1 / 3%	- / -
Total mentions	49 / 100%	2 / 100%	18 / 100%	4 / 100%	3 / 100%	2 / 100%	8 / 100%	1 / 100%	3 / 100%	-	1 / 100%	1 / 100%	46 / 100%	3 / 100%	43 / 100%	2 / 100%
Daily (Net)	26 / 53%	1 / 57%	10 / 55%	1 / 14%	3 / 81%	1 / 60%	3 / 39%	- / -	3 / 100%	- / -	- / -	- / -	26 / 57%	- / -	24 / 55%	* / 22%
Weekly (Net)	45 / 91%	2 / 100%	17 / 95%	1 / 35%	3 / 96%	2 / 100%	8 / 100%	1 / 100%	3 / 100%	-	1 / 69%	- / -	43 / 93%	2 / 57%	38 / 89%	2 / 100%
Monthly (Net)	46 / 94%	2 / 100%	17 / 95%	2 / 61%	3 / 100%	2 / 100%	8 / 100%	1 / 100%	3 / 100%	-	1 / 69%	1 / 100%	44 / 95%	3 / 85%	40 / 94%	2 / 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 147
A4a_16. How often in the past 3 months have you used these websites and/or apps? - BBC+
Base = All respondents who have visited websites in the last 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	87	59	28	20	29	32	6	3	2	27	50	37	25	14	11	70	11	5	1
WeightedBase	75*	50*	25**	16**	24**	30**	5**	2**	1**	22**	46*	26**	29**	12**	8**	65*	8**	2**	***
EffectiveBase	67	45	22	16	23	25	4	3	2	21	39	30	21	11	9	56	10	4	1
A few times a day	15	12	3	4	7	2	1	-	-	4	10	6	3	4	2	12	2	*	-
	20%	24%	11%	28%	30%	8%	14%	-	-	17%	21%	24%	10%	33%	22%	19%	27%	23%	-
At least once every day	24	13	11	1	8	15	-	-	-	8	15	8	12	2	3	21	3	*	-
	32%	26%	44%	5%	33%	51%	-	-	-	35%	33%	31%	40%	13%	36%	32%	37%	12%	-
About two or three times a week	14	12	2	4	4	5	1	1	-	2	10	7	4	2	1	13	1	-	-
	18%	24%	7%	26%	16%	16%	17%	30%	-	9%	23%	25%	14%	17%	13%	20%	10%	-	-
At least once a week	11	6	5	4	3	4	-	1	1	3	5	4	5	1	2	8	2	1	-
	15%	12%	19%	26%	12%	13%	-	49%	100%	14%	11%	14%	17%	5%	21%	13%	25%	34%	-
At least once a month	6	5	1	2	1	2	*	*	-	4	2	1	3	1	1	6	-	*	-
	8%	10%	5%	15%	5%	6%	10%	21%	-	18%	4%	5%	12%	6%	8%	9%	-	31%	-
At least once every three months	2	1	1	-	1	-	1	-	-	-	2	-	-	2	-	2	-	-	-
	3%d	2%	5%	-	4%	-	23%	-	-	-	5%	-	-	17%	-	3%	-	-	-
Don't know/can't remember	3	1	2	*	-	1	2	-	-	2	2	*	2	1	-	3	-	-	*
	4%d	2%	9%	*	-	5%	35%	-	-	8%	3%	*	7%	9%	-	5%	-	-	100%
Total mentions	75	50	25	16	24	30	5	2	1	22	46	26	29	12	8	65	8	2	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	25	14	5	15	18	1	-	-	12	25	14	14	6	5	33	5	1	-
	52%	50%	56%	33%	63%	59%	14%	-	-	52%	54%	55%	50%	46%	58%	51%	64%	35%	-
Weekly (Net)	63	43	20	13	22	27	2	2	1	17	40	24	23	8	7	55	8	1	-
	85%	86%	82%	85%	91%	89%	32%	79%	100%	74%	88%	95%	81%	67%	92%	83%	100%	69%	-
Monthly (Net)	69	48	22	16	23	28	2	2	1	20	42	26	27	9	8	60	8	2	-
	93%	96%	86%	100%	96%	95%	41%	100%	100%	92%	92%	100%	93%	74%	100%	92%	100%	100%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 147
A4a_16. How often in the past 3 months have you used these websites and/or apps? - BBC+
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	87	4	28	4	5	5	12	2	3	2	1	4	74	12	72	9
WeightedBase	75*	4**	28**	2**	5**	5**	10**	3**	3**	1**	2**	3**	67*	7**	63*	7**
EffectiveBase	67	4	23	4	5	4	9	2	2	2	1	3	59	7	56	6
A few times a day	15 20%	4 87%	4 15%	1 26%	1 16%	1 17%	1 7%	- -	1 36%	- -	- -	* 9%	14 21%	1 11%	11 18%	3 48%
At least once every day	24 32%	- -	11 40%	* 22%	- -	1 31%	5 54%	1 53%	- -	- -	- -	1 34%	24 36%	- -	20 32%	- -
About two or three times a week	14 18%	1 13%	7 26%	* 22%	- -	1 30%	1 8%	1 47%	- -	1 48%	- -	* 14%	11 17%	1 21%	12 19%	1 18%
At least once a week	11 15%	- -	2 8%	1 30%	1 25%	- -	* 5%	- -	2 64%	1 52%	- -	1 43%	10 15%	1 9%	10 15%	1 21%
At least once a month	6 8%	- -	1 4%	- -	2 36%	- -	1 11%	- -	- -	- -	2 100%	- -	5 7%	1 16%	5 8%	1 13%
At least once every three months	2 3%d	- -	- -	- -	- -	1 21%	1 12%	- -	- -	- -	- -	- -	1 1%	1 17%	2 3%	- -
Don't know/can't remember	3 4%d	- -	2 6%	- -	1 24%	- -	* 4%	- -	- -	- -	- -	- -	1 2%	2 26%	3 5%	- -
Total mentions	75 100%	4 100%	28 100%	2 100%	5 100%	5 100%	10 100%	3 100%	3 100%	1 100%	2 100%	3 100%	67 100%	7 100%	63 100%	7 100%
Daily (Net)	39 52%	4 87%	16 56%	1 48%	1 16%	2 48%	6 61%	1 53%	1 36%	- -	- -	1 43%	38 57%z	1 11%	31 50%	3 48%
Weekly (Net)	63 85%	4 100%	25 89%	2 100%	2 40%	4 79%	7 73%	3 100%	3 100%	1 100%	- -	3 100%	60 89%z	3 41%	53 83%	6 87%
Monthly (Net)	69 93%	4 100%	26 94%	2 100%	4 76%	4 79%	9 85%	3 100%	3 100%	1 100%	2 100%	3 100%	65 96%z	4 57%	58 91%	7 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 148
A4a_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	162	65	96	71	39	45	7	10	7	32	90	74	40	29	19	127	11	15	9
WeightedBase	128	54*	73*	39*	35**	46*	8**	6**	7**	24**	74*	52*	38**	24**	13**	109*	9**	6**	4**
EffectiveBase	108	49	59	54	30	30	5	9	4	21	65	52	26	20	13	86	10	10	7
A few times a day	12	7	5	3	5	4	-	*	1	2	9	5	4	2	1	11	*	*	-
	9%	12%	7%	9%	13%	9%	-	8%	8%	7%	12%	9%	11%	9%	7%	10%	5%	6%	-
At least once every day	24	15	9	5	13	6	-	-	1	6	14	9	6	5	4	22	1	*	*
	19%	27%z	12%	13%	36%	13%	-	-	13%	26%	19%	16%	16%	22%	28%	20%	16%	6%	10%
About two or three times a week	30	11	19	8	6	13	2	1	-	5	17	16	9	3	2	25	2	1	1
	23%f	20%	26%	20%	18%	29%	28%	14%	-	21%	24%	31%	24%	11%	13%	23%	27%	13%	32%
At least once a week	19	7	12	8	2	9	-	1	2	3	10	10	5	1	3	14	3	1	1
	15%	13%	16%	19%	7%	19%	-	16%	29%	13%	13%	19%	14%	5%	19%	13%	30%	23%	16%
At least once a month	26	10	16	8	6	8	4	1	3	2	17	10	7	8	1	22	*	3	1
	21%	19%	22%	21%	18%	17%	51%	14%	40%	10%	23%	20%	18%	33%	10%	21%	6%	43%	18%
At least once every three months	15	4	11	6	3	5	2	3	1	5	6	3	6	4	3	13	1	1	*
	12%Kdf	8%	15%	15%	8%	12%	20%	48%	10%	19%	8%	5%	16%	17%	20%	12%	16%	9%	11%
Don't know/can't remember	2	*	1	1	-	*	-	-	-	*	1	-	*	1	*	1	-	-	*
	1%	1%	2%	3%	-	1%	-	-	-	2%	1%	-	1%	4%	4%	1%	-	-	12%
Total mentions	128	54	73	39	35	46	8	6	7	24	74	52	38	24	13	109	9	6	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	36	21	14	9	17	10	-	*	1	8	23	13	10	8	5	33	2	1	*
	28%B	39%zB	20%	22%	49%	22%	-	8%	20%	34%	31%	25%	27%	31%	35%	30%	21%	12%	10%
Weekly (Net)	84	39	45	24	26	32	2	2	4	17	50	39	25	11	9	72	7	3	2
	66%	72%	62%	61%	74%	70%	28%	38%	50%	69%	67%	75%	66%	47%	67%	66%	78%	48%	59%
Monthly (Net)	111	49	61	32	32	40	6	3	6	19	67	49	32	19	10	94	7	6	3
	87%e	91%	84%	82%	92%	87%	80%	52%	90%	79%	91%	95%z	84%	79%	77%	87%	84%	91%	77%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 148
A4a_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All respondents who have visited websites in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	162	10	38	9	23	6	13	4	6	2	11	5	106	52	127	15
WeightedBase	128	10**	38**	6**	18**	3**	12**	2**	5**	2**	7**	3**	97*	28*	101*	14**
EffectiveBase	108	6	28	7	15	5	8	3	5	2	9	4	75	35	88	9
A few times a day	12 / 9%	- / -	4 / 11%	- / -	2 / 13%	1 / 19%	- / -	- / -	1 / 17%	- / -	1 / 19%	1 / 44%	10 / 10%	2 / 7%	10 / 10%	1 / 9%
At least once every day	24 / 19%	- / -	10 / 26%	1 / 17%	3 / 15%	1 / 31%	2 / 13%	1 / 31%	1 / 19%	1 / 78%	- / -	2 / 56%	19 / 19%	5 / 17%	20 / 20%	- / -
About two or three times a week	30 / 23%f	3 / 33%	10 / 27%	2 / 41%	3 / 17%	- / -	3 / 28%	- / -	1 / 20%	* / 22%	1 / 18%	- / -	25 / 26%	5 / 19%	19 / 19%	5 / 38%
At least once a week	19 / 15%	- / -	6 / 15%	1 / 21%	2 / 13%	- / -	1 / 12%	* / 11%	2 / 38%	- / -	1 / 16%	- / -	12 / 13%	4 / 14%	16 / 16%	2 / 14%
At least once a month	26 / 21%	1 / 14%	8 / 21%	* / 8%	4 / 24%	- / -	5 / 39%	1 / 49%	- / -	- / -	2 / 28%	- / -	23 / 23%	4 / 13%	25 / 25%z	* / 1%
At least once every three months	15 / 12%Kdf	6 / 53%	- / -	1 / 13%	3 / 18%	2 / 50%	1 / 8%	- / -	* / 6%	- / -	* / 6%	- / -	7 / 7%	8 / 29%zd	9 / 9%	5 / 35%
Don't know/can't remember	2 / 1%	- / -	- / -	- / -	- / -	- / -	- / -	* / 9%	- / -	- / -	1 / 13%	- / -	1 / 1%	* / 1%	1 / 1%	* / 3%
Total mentions	128 / 100%	10 / 100%	38 / 100%	6 / 100%	18 / 100%	3 / 100%	12 / 100%	2 / 100%	5 / 100%	2 / 100%	7 / 100%	3 / 100%	97 / 100%	28 / 100%	101 / 100%	14 / 100%
Daily (Net)	36 / 28%B	- / -	14 / 38%	1 / 17%	5 / 28%	2 / 50%	2 / 13%	1 / 31%	2 / 36%	1 / 78%	1 / 19%	3 / 100%	29 / 30%	7 / 25%	30 / 30%	1 / 9%
Weekly (Net)	84 / 66%	3 / 33%	30 / 79%	5 / 80%	11 / 58%	2 / 50%	7 / 53%	1 / 42%	5 / 94%	2 / 100%	4 / 53%	3 / 100%	66 / 68%	16 / 57%	66 / 65%	8 / 60%
Monthly (Net)	111 / 87%e	5 / 47%	38 / 100%	5 / 87%	15 / 82%	2 / 50%	11 / 92%	2 / 91%	5 / 94%	2 / 100%	6 / 81%	3 / 100%	88 / 91%ze	20 / 70%	91 / 90%z	9 / 61%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 149
A4a_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime
Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**104**	41	63	11	50	40	3	3	3	38	51	40	25	18	21	86	6	4	8
WeightedBase	84*	32*	53*	10**	37*	35**	2**	3**	2**	32**	40*	28**	25**	17**	15**	74*	4**	2**	4**
EffectiveBase	71	31	41	8	37	25	3	2	3	28	32	28	17	13	16	60	4	3	7
A few times a day	16	7	9	4	9	4	-	-	1	7	9	7	3	5	1	14	*	*	1
	19%	24%	17%	37%	23%	11%	-	-	34%	20%	21%	27%	14%	27%	5%	19%	11%	19%	30%
At least once every day	27	12	15	2	12	12	1	-	1	12	13	12	9	2	4	22	3	1	2
	32%	37%	29%	20%	32%	35%	40%	-	38%	36%	33%	44%	35%	14%	26%	30%	62%	27%	42%
About two or three times a week	17	7	10	-	7	10	-	-	-	5	9	2	5	5	5	16	-	1	*
	20%	22%	19%	-	18%	29%	-	-	-	16%	21%	9%	19%	29%	32%	21%	-	54%	7%
At least once a week	20	5	15	4	7	8	1	3	-	7	9	5	8	4	4	19	1	-	*
	24%	16%	29%	43%	19%	23%	44%	79%	-	22%	22%	17%	32%	24%	24%	25%	27%	-	12%
At least once a month	3	-	3	-	2	1	-	1	*	2	-	-	-	1	2	3	-	-	-
	3%	-	5%	-	5%	2%	-	21%	28%	5%	-	-	-	5%	13%	4%	-	-	-
At least once every three months	*	-	*	-	*	-	-	-	-	-	*	*	-	-	-	*	-	-	-
	1%	-	1%	-	1%	-	-	-	-	-	1%	2%	-	-	-	1%	-	-	-
Don't know/can't remember	1	*	*	-	*	-	*	-	-	*	*	*	-	*	-	*	-	-	*
	1%	1%	1%	-	1%	-	17%	-	-	1%	1%	1%	-	2%	-	1%	-	-	8%
Total mentions	84	32	53	10	37	35	2	3	2	32	40	28	25	17	15	74	4	2	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	43	19	24	6	20	16	1	-	1	18	22	19	12	7	5	37	3	1	3
	51%	61%	46%	57%	55%	46%	40%	-	72%	56%	54%	70%	49%	41%	31%	49%	73%	46%	72%
Weekly (Net)	80	31	49	10	34	34	2	3	1	31	40	27	25	16	13	71	4	2	3
	95%	99%	93%	100%	93%	98%	83%	79%	72%	94%	98%	97%	100%	93%	87%	95%	100%	100%	92%
Monthly (Net)	83	31	52	10	36	35	2	3	2	32	40	27	25	17	15	74	4	2	3
	99%	99%	98%	100%	98%	100%	83%	100%	100%	99%	98%	97%	100%	98%	100%	99%	100%	100%	92%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A4a_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime
Base = All respondents who have visited websites in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	104	5	27	8	9	7	12	2	4	1	2	9	86	16	91	4
WeightedBase	84*	4**	24**	6**	6**	5**	12**	2**	4**	***	2**	10**	71*	12**	75*	3**
EffectiveBase	71	5	17	6	7	6	9	2	3	1	2	6	58	13	61	3
A few times a day	16 / 19%	1 / 25%	5 / 21%	- / -	1 / 23%	2 / 42%	1 / 5%	1 / 70%	- / -	- / -	1 / 63%	2 / 19%	14 / 20%	2 / 18%	12 / 16%	1 / 58%
At least once every day	27 / 32%	1 / 19%	7 / 30%	2 / 29%	2 / 33%	2 / 31%	6 / 47%	- / -	- / -	- / -	- / -	4 / 37%	25 / 36%	1 / 8%	24 / 32%	1 / 42%
About two or three times a week	17 / 20%	1 / 20%	5 / 23%	2 / 35%	- / -	1 / 10%	1 / 5%	- / -	3 / 71%	- / -	- / -	3 / 36%	14 / 20%	3 / 23%	15 / 21%	- / -
At least once a week	20 / 24%	2 / 36%	6 / 25%	2 / 36%	1 / 13%	- / -	5 / 40%	1 / 30%	1 / 29%	* / 100%	1 / 37%	1 / 9%	16 / 22%	5 / 41%	19 / 26%	- / -
At least once a month	3 / 3%	- / -	* / 2%	- / -	1 / 24%	1 / 17%	- / -	- / -	- / -	- / -	- / -	- / -	2 / 2%	1 / 6%	3 / 4%	- / -
At least once every three months	* / 1%	- / -	- / -	- / -	- / -	- / -	* / 4%	- / -	- / -	- / -	- / -	- / -	* / 1%	- / -	* / 1%	- / -
Don't know/can't remember	1 / 1%	- / -	- / -	- / -	* / 7%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	* / *	* / 3%	1 / 1%	- / -
Total mentions	84 / 100%	4 / 100%	24 / 100%	6 / 100%	6 / 100%	5 / 100%	12 / 100%	2 / 100%	4 / 100%	* / 100%	2 / 100%	10 / 100%	71 / 100%	12 / 100%	75 / 100%	3 / 100%
Daily (Net)	43 / 51%	2 / 44%	12 / 50%	2 / 29%	3 / 56%	4 / 73%	6 / 52%	1 / 70%	- / -	- / -	1 / 63%	5 / 55%	39 / 55%	3 / 26%	36 / 48%	3 / 100%
Weekly (Net)	80 / 95%	4 / 100%	23 / 98%	6 / 100%	4 / 70%	4 / 83%	11 / 96%	2 / 100%	4 / 100%	* / 100%	2 / 100%	10 / 100%	69 / 97%	11 / 90%	71 / 95%	3 / 100%
Monthly (Net)	83 / 99%	4 / 100%	24 / 100%	6 / 100%	6 / 93%	5 / 100%	11 / 96%	2 / 100%	4 / 100%	* / 100%	2 / 100%	10 / 100%	71 / 99%	11 / 97%	73 / 98%	3 / 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

A4a1. How often in the past 3 months have you used these websites and/or apps?
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
Summary Table															
BBC.co.uk	4099	4101	2770	76	125	122	120	46	13	9	3588	4101	202	444	490
				2%	3%	3%	3%	1%	*	*	88%	100%	5%	11%	12%
ITV.com	4099	4101	2770	31	60	62	86	63	14	7	3780	4101	90	238	301
				1%	1%	2%	2%	2%	*	*	92%	100%	2%	6%	7%
stv.tv	4099	4101	2770	12	14	12	16	5	3	-	4038	4101	26	54	60
				*	*	*	*	*	*	-	98%	100%	1%	1%	1%
S4C	4099	4101	2770	9	16	7	5	1	3	*	4059	4101	25	37	39
				*	*	*	*	*	*	*	99%	100%	1%	1%	1%
SkySports.com	4099	4101	2770	63	110	104	75	46	4	*	3698	4101	173	353	399
				2%	3%	3%	2%	1%	*	*	90%	100%	4%	9%	10%
News.sky.com (Sky News)	4099	4101	2770	47	92	47	45	24	3	3	3840	4101	139	232	256
				1%	2%	1%	1%	1%	*	*	94%	100%	3%	6%	6%
Channel4.com	4099	4101	2770	16	40	52	67	19	7	3	3897	4101	56	174	194
				*	1%	1%	2%	*	*	*	95%	100%	1%	4%	5%
5 (channel5.com)	4099	4101	2770	14	17	23	24	7	5	5	4005	4101	31	78	86
				*	*	1%	1%	*	*	*	98%	100%	1%	2%	2%
BBC Sport	4099	4101	2770	93	207	140	115	56	10	8	3473	4101	300	554	610
				2%	5%	3%	3%	1%	*	*	85%	100%	7%	14%	15%
BBC News	4099	4101	2770	205	394	233	174	60	14	9	3012	4101	599	1006	1066
				5%	10%	6%	4%	1%	*	*	73%	100%	15%	25%	26%
BBC Weather	4099	4101	2770	119	335	235	146	49	11	5	3200	4101	455	836	885
				3%	8%	6%	4%	1%	*	*	78%	100%	11%	20%	22%
BBC CBeebies Playtime	4099	4101	2770	9	44	28	12	7	-	2	3998	4101	53	94	101
				*	1%	1%	*	*	-	*	97%	100%	1%	2%	2%
BBC Music	4099	4101	2770	27	46	39	23	19	3	2	3943	4101	73	135	154
				1%	1%	1%	1%	*	*	*	96%	100%	2%	3%	4%
BBC Food	4099	4101	2770	11	37	70	92	84	26	1	3780	4101	47	209	293
				*	1%	2%	2%	2%	1%	*	92%	100%	1%	5%	7%
BBC iWonder	4099	4101	2770	12	15	12	7	2	1	1	4052	4101	26	45	46
				*	*	*	*	*	*	*	99%	100%	1%	1%	1%
BBC+	4099	4101	2770	15	24	14	11	6	2	3	4026	4101	39	63	69
				*	1%	*	*	*	*	*	98%	100%	1%	2%	2%
BBC Bitesize	4099	4101	2770	12	24	30	19	26	15	2	3973	4101	36	84	111
				*	1%	1%	*	1%	*	*	97%	100%	1%	2%	3%
BBC CBeebies Storytime	4099	4101	2770	16	27	17	20	3	*	1	4017	4101	43	80	83
				*	1%	*	*	*	*	*	98%	100%	1%	2%	2%

A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	76 2%BFMNe	53 3%zB	24 1%	5 1%	16 2%	41 3%zCF	14 1%	5 1%	3 1%	18 2%	45 3%zHI	36 4%zMN	24 2%MN	7 1%	9 1%	63 2%	8 2%	2 1%	3 2%
At least once every day	125 3%BFGHMNe	86 4%zB	40 2%	14 3%	27 3%F	62 5%zF	22 1%	2 1%	5 1%	27 3%G	72 5%zGHI	55 6%MN	47 5%zMN	13 1%	10 1%	108 3%	7 2%	5 3%	5 4%
About two or three times a week	122 3%GNe	61 3%	61 3%	13 3%	27 3%	51 4%F	32 2%	3 1%	7 2%	30 3%G	60 4%zGH	34 4%N	35 3%	32 3%	21 2%	104 3%	8 2%	5 2%	6 5%
At least once a week	120 3%MNe	64 3%	56 3%	14 3%	28 4%	46 3%	32 2%	11 3%	5 1%	33 3%	57 4%zH	49 5%zMN	34 3%M	16 2%	22 2%	100 3%	12 4%	5 3%	3 2%
At least once a month	46 1%Nf	28 1%	19 1%	8 2%	11 1%	19 1%	9 1%	3 1%	1 *	12 1%	24 2%zH	15 2%N	21 2%zMN	6 1%	4 *	39 1%	2 1%	4 2%	1 1%
At least once every three months	13 *	7 *	6 *	1 *	4 *	2 *	7 *	- 	* 	5 *	6 *	2 *	2 *	4 *	5 *	12 *	- 	1 1%	1 1%
Don't know/can't remember	9 *A	1 *	7 *	3 1%	- 	3 *	4 *	2 *	- 	4 *	1 *	1 *	6 1%	2 *	1 *	7 *	1 *	- 	1 1%
Never	3588 88%AEJKLTYd	1700 85%	1886 90%zA	416 88%E	671 86%	1141 84%	1360 92%zCDE	380 93%zIJ	420 95%zIJ	911 88%J	1092 80%	747 80%	845 83%	916 92%zKL	1081 94%zKL	3002 87%	306 89%	180 89%	101 85%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	202 5%BFGHMNe	138 7%zB	63 3%	19 4%	43 6%F	103 8%zCF	36 2%	7 2%	8 2%	45 4%H	118 9%zGHI	91 10%zMN	72 7%zMN	20 2%	19 2%	171 5%	15 4%	8 4%	7 6%
Weekly (Net)	444 11%BFGHMNe	263 13%zB	180 9%	46 10%	98 12%F	200 15%zCF	100 7%	22 5%	20 5%	108 10%GH	234 17%zGHI	174 19%zLMN	140 14%zMN	68 7%	61 5%	376 11%	35 10%	17 9%	16 13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 151
A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	490 12%BFGHM Ne	291 15%zB	199 9%	53 11%F	109 14%F	219 16%zCF	109 7%	25 6%	21 5%	120 12%GH	259 19%zGHI	190 20%zLMN	161 16%zMN	74 7%	65 6%	415 12%	37 11%	21 10%	17 14%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 151
A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	76 2%BFMNe	8 3%	17 2%	3 2%	4 1%	3 1%	12 2%	7 3%	3 1%	-	3 2%	5 1%	64 3%ze	12 1%	71 2%	4 1%
At least once every day	125 3%BFGHMNe	6 2%	35 4%	6 4%	10 3%	6 3%	9 2%	6 3%	13 7%zSXa	1 1%	5 3%	11 3%	101 4%ze	24 2%	105 3%	11 3%
About two or three times a week	122 3%GNe	7 2%	30 3%	1 *	10 3%	8 4%	15 3%	9 4%	5 3%	3 3%	5 3%	11 3%	97 4%ze	22 1%	101 3%	13 4%
At least once a week	120 3%MNe	5 2%	33 4%	3 2%	9 2%	3 1%	12 3%	16 7%zSUVWXc	5 3%	4 3%	3 2%	7 2%	92 4%ze	26 2%	97 3%	14 4%
At least once a month	46 1%Nf	4 1%	14 2%X	4 2%X	3 1%	4 2%X	-	3 1%	3 1%X	2 2%X	2 1%X	1 *	29 1%	17 1%	32 1%	8 2%
At least once every three months	13 *	6 2%zTc	*	-	1 *	3 1%T	2 *	-	-	-	-	-	10 *	4 *	12 *	1 *
Don't know/can't remember	9 *A	-	2 *	1 1%	-	2 1%	*	-	2 1%	-	*	-	5 *	4 *	7 *	-
Never	3588 88%AEJKLTYd	264 88%	733 85%	134 89%	352 90%TY	184 87%	422 89%Y	183 81%	156 83%	103 91%	139 89%	333 91%TY	2131 84%	1364 93%zd	3062 88%	307 86%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	202 5%BFGHMNe	14 5%	52 6%	9 6%	14 4%	9 4%	21 4%	14 6%	15 8%a	1 1%	7 5%	16 4%	165 7%ze	36 2%	176 5%	14 4%
Weekly (Net)	444 11%BFGHMNe	25 8%	115 13%z	12 8%	34 9%	20 9%	48 10%	39 17%zSUVWXac	26 14%	8 7%	15 10%	34 9%	353 14%ze	83 6%	374 11%	41 11%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 151
A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	490 12%BFGHM Ne	29 10%	129 15%zVc	16 11%	37 10%	24 11%	48 10%	42 19%zSVXc	29 16%	10 9%	17 11%	35 9%	383 15%ze	100 7%	406 12%	48 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 152
A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**31** **1%Fe**	18 *1%*	12 *1%*	9 *2%zF*	10 *1%F*	10 *1%*	2 ***	* ***	4 *1%*	12 *1%*	11 *1%*	8 *1%*	7 *1%*	7 *1%*	8 *1%*	24 *1%*	3 *1%*	1 *1%*	2 *2%*
At least once every day	**60** **1%FNe**	33 *2%*	27 *1%*	9 *2%F*	26 *3%zEF*	21 *2%F*	4 ***	3 *1%*	5 *1%*	14 *1%*	35 *3%z*	28 *3%zLMN*	14 *1%*	10 *1%*	8 *1%*	52 *2%*	2 *1%*	4 *2%*	1 *1%*
About two or three times a week	**62** **2%FMe**	35 *2%*	27 *1%*	15 *3%F*	15 *2%F*	24 *2%F*	9 *1%*	3 *1%*	3 *1%*	15 *1%*	34 *3%z*	25 *3%zMN*	21 *2%M*	6 *1%*	10 *1%*	56 *2%*	2 *1%*	2 *1%*	1 *1%*
At least once a week	**86** **2%AFe**	24 *1%*	62 *3%zA*	21 *4%zEF*	18 *2%*	31 *2%F*	16 *1%*	6 *2%*	9 *2%*	26 *2%*	40 *3%z*	24 *3%*	26 *3%*	20 *2%*	16 *1%*	76 *2%*	4 *1%*	3 *1%*	3 *3%*
At least once a month	**63** **2%F**	26 *1%*	36 *2%*	12 *3%F*	19 *2%F*	19 *1%*	13 *1%*	6 *1%*	7 *2%*	15 *1%*	29 *2%*	21 *2%*	13 *1%*	12 *1%*	17 *1%*	56 *2%*	1 ***	4 *2%P*	2 *2%P*
At least once every three months	**14** ***Ff**	7 ***	7 ***	3 *1%F*	4 *1%F*	6 **F*	* ***	- *-*	2 *1%*	4 ***	5 ***	2 ***	5 *1%*	3 ***	3 ***	11 ***	- *-*	2 *1%*	1 *1%P*
Don't know/can't remember	**7** *****	3 ***	3 ***	- *-*	1 ***	3 ***	2 ***	- *-*	- *-*	3 ***	3 ***	- *-*	2 ***	3 ***	1 ***	7 ***	- *-*	- *-*	- *-*
Never	**3780** **92%CDJKd**	1853 *93%*	1923 *92%*	404 *85%*	690 *88%*	1251 *92%CD*	1434 *97%zCDE*	389 *96%zIJ*	411 *93%J*	951 *91%J*	1201 *88%*	830 *88%*	925 *91%*	936 *94%K*	1088 *94%zKL*	3154 *92%*	333 *97%zOQR*	186 *92%*	108 *90%*
Total mentions	**4101** **100%**	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Daily (Net)	**90** **2%Fe**	51 *3%*	39 *2%*	18 *4%zF*	36 *5%zEF*	30 *2%F*	6 ***	3 *1%*	9 *2%*	26 *3%*	46 *3%zG*	37 *4%zLMN*	20 *2%*	17 *2%*	16 *1%*	76 *2%*	5 *1%*	5 *3%*	4 *3%*
Weekly (Net)	**238** **6%FGNe**	110 *6%*	128 *6%*	53 *11%zEF*	69 *9%zF*	85 *6%F*	31 *2%*	12 *3%*	21 *5%*	67 *6%G*	120 *9%zGH*	86 *9%zMN*	67 *7%N*	43 *4%*	42 *4%*	208 *6%*	11 *3%*	10 *5%*	8 *7%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 152
A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**301**	136	164	66	87	104	44	18	28	82	149	107	80	54	59	264	12	14	10
	7%FMNPe	7%	8%	14%zEF	11%zEF	8%F	3%	4%	6%	8%	11%zGHI	11%zLMN	8%N	5%	5%	8%P	3%	7%	9%P

Table 152
A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	31	4	6	1	3	2	7	1	-	-	-	1	27	4	25	4
	1%Fe	1%	1%	1%	1%	1%	1%	*	-	-	-	*	1%ze	*	1%	1%
At least once every day	60	5	17	-	7	5	6	3	3	1	1	5	53	6	51	4
	1%FNe	2%	2%	-	2%	2%	1%	1%	2%	1%	1%	1%	2%ze	*	1%	1%
About two or three times a week	62	5	15	2	4	4	6	7	2	2	3	8	50	11	52	5
	2%FMe	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%	2%	2%ze	1%	1%	1%
At least once a week	86	3	15	5	12	6	12	4	4	4	4	6	71	14	76	5
	2%AFe	1%	2%	3%	3%	3%	3%	2%	2%	3%	3%	2%	3%ze	1%	2%	1%
At least once a month	63	1	14	1	6	4	3	10	3	5	3	5	44	16	50	7
	2%F	*	2%	*	2%	2%	1%	5%zSTUX	2%	5%zSX	2%	1%	2%	1%	1%	2%
At least once every three months	14	*	5	-	1	-	2	2	1	-	-	-	12	2	8	4
	*Ff	*	1%	-	*	-	*	1%	1%	-	-	-	*	*	*	1%f
Don't know/can't remember	7	-	-	-	-	-	5	-	2	-	-	-	7	-	7	-
	*	-	-	-	-	-	1%zT	-	1%zT	-	-	-	*	-	*	-
Never	3780	280	791	143	356	191	433	198	170	101	146	343	2264	1420	3218	328
	92%CDJKd	94%	92%	94%	92%	90%	92%	88%	91%	90%	93%	93%	90%	96%zd	92%	92%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	90	9	23	1	10	6	13	4	3	1	1	5	80	9	76	8
	2%Fe	3%	3%	1%	3%	3%	3%	2%	2%	1%	1%	1%	3%ze	1%	2%	2%
Weekly (Net)	238	17	54	8	25	16	30	15	10	6	8	19	202	34	204	18
	6%FGNe	6%	6%	5%	6%	8%	6%	6%	5%	5%	5%	5%	8%ze	2%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 152
A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com
Base = All Respondents

| | Total (z) | England Regions | | | | | | | | | | | Working | | Urbanity | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	301	18	68	9	32	21	33	25	13	11	11	24	246	50	254	24
	7%FMNPe	6%	8%	6%	8%	10%	7%	11%	7%	10%	7%	7%	10%ze	3%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 153
A4a1_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	12 *Fe	10 *	3 *	1 *	8 1%zEF	3 *	1 *	1 *	-	2 *	9 1%z	4 *	5 *	2 *	1 *	11 *	*	1 *	1 *
At least once every day	14 *	10 *	4 *	1 *	6 1%	5 *	2 *	1 *	1 *	2 *	10 1%z	4 *	6 1%	1 *	2 *	10 *	4 1%zO	-	-
About two or three times a week	12 *O	5 *	8 *	3 1%	1 *	3 *	4 *	-	1 *	5 *	3 *	2 *	4 *	1 *	4 *	6 *	5 1%zO	1 *	* *
At least once a week	16 *O	8 *	8 *	1 *	3 *	5 *	7 *	* *	1 *	4 *	10 1%z	4 *	4 *	4 *	5 *	7 *	9 3%zOQR	-	-
At least once a month	5 *	4 *	2 *	-	2 *	4 *	-	-	3 1%z	2 *	1 *	-	1 *	1 *	3 *	3 *	3 1%zO	-	-
At least once every three months	3 *O	1 *	2 *	2 *zEF	1 *	-	-	1 *	-	1 *	1 *	-	1 *	2 *	1 *	1 *	2 1%zO	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4038 98%DJP	1962 98%	2073 99%	464 98%	762 97%	1345 99%	1466 99%zD	404 99%	436 99%	1025 99%	1324 97%	925 98%	992 98%	985 99%	1136 99%	3399 99%zP	321 93%	201 99%P	118 99%P
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	26 1%BFe	20 1%zB	6 *	2 *	14 2%zEF	8 1%	2 *	2 *	1 *	3 *	19 1%zI	8 1%	11 1%	4 *	3 *	20 1%	4 1%	1 *	1 *
Weekly (Net)	54 1%Oe	32 2%	22 1%	7 1%	19 2%zF	16 1%	13 1%	2 1%	2 1%	12 1%	33 2%zH	14 2%	19 2%	9 1%	12 1%	33 1%	19 5%zOQR	1 1%	1 1%
Monthly (Net)	60 1%Oe	36 2%	24 1%	7 1%	21 3%zF	19 1%	13 1%	2 1%	5 1%	14 1%	34 2%zG	14 2%	20 2%	10 1%	15 1%	36 1%	22 6%zOQR	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 153
A4a1_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	12 *Fe	- -	5 1%	1 *	1 *	* *	2 *	- -	1 1%	1 1%	- -	* *	11 *e	* *	12 *	* *
At least once every day	14 *	- -	7 1%z	1 1%	* *	* *	- -	- -	- -	1 1%	- -	- -	11 *	2 *	10 *	- -
About two or three times a week	12 *O	- -	1 -	1 *	1 *	2 1%T	- -	- -	- -	1 1%TX	- -	1 *	6 *	6 *	11 *	* *
At least once a week	16 *O	- -	2 *	- -	2 1%	- -	2 *	- -	- -	- -	1 1%	- -	12 *	2 *	16 *	- -
At least once a month	5 *	2 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	4 *	2 *	5 *	1 *
At least once every three months	3 *O	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	2 *	3 *	- -
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	4038 98%DJP	297 99%	849 98%	149 98%	385 99%	209 99%	470 99%	224 100%	185 99%	110 98%	156 99%	366 100%	2484 98%	1456 99%	3432 98%	354 100%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	26 1%BFe	- -	13 1%z	2 1%	1 *	1 *	2 *	- -	1 1%	1 1%	- -	* *	23 1%e	3 *	21 1%	* *
Weekly (Net)	54 1%Oe	- -	14 2%	3 2%	4 1%	3 1%	3 1%	- -	1 1%	3 2%S	1 1%	1 *	41 2%	12 1%	48 1%	1 *
Monthly (Net)	60 1%Oe	2 1%	14 2%	3 2%	5 1%	3 1%	3 1%	- -	1 1%	3 2%	1 1%	1 *	44 2%	13 1%	53 2%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 154
A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	9 *	7 *	2 *	3 1%F	4 1%F	2 *	- -	- -	- -	1 *	9 1%z	2 *	5 *	2 *	1 *	9 *	- -	1 *	- -
At least once every day	16 *e	10 1%	5 *	1 *	9 1%zF	6 *F	- -	- -	2 *	3 *	10 1%z	8 1%zM	6 1%	- -	2 *	14 *	1 *	- -	- -
About two or three times a week	7 *	7 *zB	- -	3 1%	1 *	2 *	1 *	- -	- -	1 *	6 *	3 *	3 *	- -	1 *	7 *	- -	* *	- -
At least once a week	5 *	3 *	2 *	* *	1 *	2 *	1 *	- -	* *	3 *	1 *	2 *	2 *	1 *	1 *	3 *	- -	2 1%zO	* *
At least once a month	1 *	1 *	* *	1 *	* *	- -	- -	- -	* *	* *	1 *	1 *	- -	- -	- -	1 *	* *	* *O	- -
At least once every three months	3 *	2 *	1 *	- -	1 *	1 *	1 *	- -	* *	2 *	1 *	1 *	1 *	1 *	* *	2 *	- -	1 *	- -
Don't know/can't remember	* *	- -	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	* *	- -	- -	- -
Never	4059 99%ADJKTd	1968 98%	2088 99%zA	466 98%	765 98%	1352 99%D	1476 100%zCDE	407 100%J	438 99%	1030 99%	1331 98%	923 98%	998 98%	993 100%KL	1146 100%KL	3400 99%	343 99%	198 98%	118 100%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	25 1%Fe	17 1%	7 *	3 1%F	14 2%zEF	8 1%F	- -	- -	2 *	3 *	19 1%zGI	10 1%M	10 1%	2 *	3 *	23 1%	1 *	1 *	- -
Weekly (Net)	37 1%BFMe	28 1%zB	9 *	7 1%F	16 2%zEF	12 1%F	2 *	- -	3 1%	8 1%	26 2%zG	15 2%zMN	15 1%MN	3 *	5 *	33 1%	1 *	2 1%	* *
Monthly (Net)	39 1%BFMe	29 1%zB	10 *	8 2%F	17 2%zEF	12 1%F	2 *	- -	3 1%	9 1%	26 2%zG	16 2%zMN	15 1%MN	3 *	5 *	33 1%	2 1%	3 1%	* *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 154
A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	9	-	4	-	-	*	3	-	2	-	-	-	9	-	9	*
	*		*			*	1%		1%				*		*	*
At least once every day	16	-	8	1	1	*	2	2	-	-	-	1	15	*	14	-
	*e		1%z	*	*	*	*	1%				*	1%ze	*	*	-
About two or three times a week	7	-	2	-	1	1	-	2	-	*	1	-	7	*	7	-
	*		*		*	*		1%z		*	1%		*	*	*	-
At least once a week	5	-	1	-	-	-	1	-	-	-	1	-	5	*	5	-
	*		*				*				1%		*	*	*	-
At least once a month	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	*	-										*	-	*	-
At least once every three months	3	-	1	-	-	-	1	-	-	-	-	-	2	1	2	1
	*		*				*						*	*	*	*
Don't know/can't remember	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-
			*										*	-	*	-
Never	4059	298	848	151	388	211	466	220	185	112	154	367	2489	1469	3448	355
	99%ADJK Td	100%	98%	100%	100%	99%	99%	98%	99%	100%	99%	100%	98%	100%zd	99%	100%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	25	-	12	1	1	1	5	2	2	-	-	1	25	*	23	*
	1%Fe	-	1%z	*	*	*	1%	1%	1%			*	1%ze	*	1%	*
Weekly (Net)	37	-	15	1	2	1	6	4	2	*	2	1	36	1	35	*
	1%BFMe	-	2%z	*	*	1%	1%	2%	1%	*	1%	*	1%ze	*	1%	*
Monthly (Net)	39	1	15	1	2	1	6	4	2	*	2	1	38	1	37	*
	1%BFMe	*	2%	*	*	1%	1%	2%	1%	*	1%	*	2%ze	*	1%	*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 155
A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	**63** 2%BFe	51 3%zB	12 1%	9 2%F	24 3%zEF	21 2%F	9 1%	2 *	3 1%	18 2%	37 3%zGHI	23 2%zN	16 2%	13 1%	12 1%	53 2%	3 1%	4 2%	2 2%
At least once every day	**110** 3%BFINRe	89 4%zB	21 1%	19 4%F	33 4%zF	44 3%F	13 1%	6 1%	6 1%	15 1%	69 5%zGHI	42 5%zMN	30 3%N	22 2%	15 1%	98 3%R	6 2%	5 3%	1 1%
About two or three times a week	**104** 3%BFGNe	77 4%zB	27 1%	14 3%F	28 4%F	43 3%F	20 1%	2 *	5 1%	23 2%	63 5%zGHI	34 4%zN	33 3%N	21 2%	17 1%	85 2%	11 3%	7 3%	2 1%
At least once a week	**75** 2%BFGe	53 3%zB	22 1%	12 3%F	26 3%zF	29 2%F	8 1%	1 *	5 1%	25 2%G	39 3%zG	23 2%	14 1%	20 2%	19 2%	59 2%	8 2%	3 2%	4 4%zO
At least once a month	**46** 1%Be	31 2%zB	15 1%	9 2%F	11 1%	16 1%	9 1%	1 *	2 1%	12 1%	26 2%zG	10 1%	16 2%	13 1%	7 1%	37 1%	6 2%	2 1%	* *
At least once every three months	**4** *	3 *	1 *	2 *zE	- -	- -	2 *	- -	- -	- -	3 *	1 *	1 *	1 *	- -	2 *	- -	2 1%zO	- -
Don't know/can't remember	***** *	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -
Never	**3698** 90%ACDJKd	1694 85%	2000 95%zA	408 86%	661 84%	1211 89%D	1418 96%zCDE	395 97%zIJ	421 95%zIJ	948 91%J	1122 83%	807 86%	904 89%	905 91%K	1082 94%zKLM	3101 90%	310 90%	178 88%	109 92%
Total mentions	**4101** 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	**173** 4%BFGHNe	140 7%zB	33 2%	28 6%F	58 7%zEF	66 5%F	22 1%	8 2%	8 2%	33 3%	106 8%zGHI	65 7%zLMN	46 4%N	36 4%	27 2%	151 4%	9 3%	10 5%	3 3%
Weekly (Net)	**353** 9%BFGHNe	271 14%zB	82 4%	54 11%zF	111 14%zEF	137 10%zF	50 3%	11 3%	18 4%	81 8%GH	208 15%zGHI	121 13%zLMN	93 9%N	77 8%	63 5%	295 9%	29 8%	20 10%	9 8%
Monthly (Net)	**399** 10%BFGHNeg	302 15%zB	97 5%	63 13%zF	123 16%zEF	154 11%F	59 4%	12 3%	20 5%	92 9%GH	234 17%zGHI	132 14%zMN	108 11%N	89 9%N	70 6%	333 10%	35 10%	22 11%	10 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	63 2%BFe	2 1%	16 2%	2 1%	7 2%	3 2%	7 1%	2 1%	5 3%	2 2%	2 1%	6 2%	56 2%ze	7 *	52 1%	4 1%
At least once every day	110 3%BFINRe	7 2%	35 4%z	3 2%	9 2%	9 4%	12 3%	4 2%	6 3%	1 1%	2 1%	11 3%	95 4%ze	13 1%	97 3%	6 2%
About two or three times a week	104 3%BFGNe	8 3%	29 3%	4 3%	9 2%	6 3%	9 2%	6 3%	3 2%	-	2 1%	8 2%	88 3%ze	15 1%	97 3%	3 1%
At least once a week	75 2%BFGe	4 1%	11 1%	* *	7 2%	6 3%	9 2%	6 3%	4 2%	-	5 3%	7 2%	63 2%ze	11 1%	64 2%	7 2%
At least once a month	46 1%Be	4 1%	7 1%	4 2%V	* *	2 1%	4 1%	5 2%V	3 2%	-	3 2%V	5 1%	39 2%ze	7 *	40 1%	2 1%
At least once every three months	4 *	1 *	-	-	-	-	* *	-	-	-	-	1 *	2 *	2 *	4 *	-
Don't know/can't remember	* *	* *	-	-	-	-	-	-	-	-	-	-	-	* *	* *	-
Never	3698 90%ACDJKd	273 92%	765 89%	139 92%	357 92%	185 87%	432 91%	202 90%	165 88%	109 97%zTWh	143 91%	330 90%	2186 86%	1417 96%zd	3134 90%	333 94%zf
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	173 4%BFGHNe	8 3%	51 6%z	4 3%	15 4%	12 6%	19 4%	6 3%	11 6%	3 3%	4 3%	17 5%	151 6%ze	19 1%	149 4%	10 3%
Weekly (Net)	353 9%BFGHNe	20 7%	92 11%a	9 6%	32 8%	25 12%a	37 8%	17 8%	18 10%	3 3%	11 7%	32 9%	302 12%ze	45 3%	309 9%	20 6%
Monthly (Net)	399 10%BFGHNeg	24 8%	99 11%a	13 8%	32 8%	27 13%a	40 9%	22 10%	22 12%a	3 3%	14 9%	37 10%	340 13%ze	52 4%	349 10%	22 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 156
A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	47 1%e	23 1%	24 1%	4 1%	11 1%	19 1%	13 1%	- -	1 *	9 1%	31 2%zGHI	16 2%	10 1%	7 1%	15 1%	40 1%	3 1%	5 2%R	- -
At least once every day	92 2%BFNe	62 3%zB	30 1%	7 2%	23 3%F	48 4%zCF	13 1%	3 1%	5 1%	19 2%	51 4%zGHI	38 4%zMN	24 2%N	19 2%	11 1%	83 2%	5 2%	2 1%	1 1%
About two or three times a week	47 1%Ne	31 2%	17 1%	6 1%	10 1%	20 1%	12 1%	1 *	1 *	14 1%	27 2%zGH	12 1%	15 1%	14 1%	6 1%	41 1%	5 1%	1 *	1 *
At least once a week	45 1%Fe	24 1%	21 1%	4 1%	13 2%F	25 2%zF	3 *	1 *	1 *	9 1%	29 2%zGHI	8 1%	10 1%	18 2%	8 1%	33 1%	7 2%	2 1%	3 2%zO
At least once a month	24 1%FNe	12 1%	12 1%	4 1%	10 1%zF	8 1%	3 *	* *	1 *	8 1%	11 1%	10 1%zN	6 1%	6 1%	2 *	22 1%	* *	1 *	1 1%
At least once every three months	3 *	1 *	2 *	1 *	1 *	* *	1 *	- -	- -	* *	1 *	1 *	- -	1 *	* *	2 *	- -	* *	- -
Don't know/can't remember	3 *O	1 *	1 *	- -	* *	2 *	- -	- -	- -	- -	3 *	1 *	- -	1 *	- -	* *	2 1%zO	- -	- -
Never	3840 94%ADEJKd	1845 92%	1991 95%zA	448 95%E	715 91%	1243 91%	1434 97%zCDE	401 99%zIJ	433 98%zIJ	981 94%J	1205 89%	852 91%	948 94%K	930 93%	1109 96%zKLM	3214 94%	322 94%	190 94%	113 95%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	139 3%BFGHNe	85 4%zB	55 3%	12 2%	35 4%F	67 5%zCF	26 2%	3 1%	6 1%	28 3%	82 6%zGHI	54 6%zLMN	34 3%	26 3%	25 2%	123 4%R	8 2%	7 4%	1 1%
Weekly (Net)	232 6%BFGHNe	139 7%zB	92 4%	21 4%	57 7%F	112 8%zCF	42 3%	5 1%	8 2%	51 5%GH	139 10%zGHI	75 8%zN	59 6%N	58 6%N	40 3%	197 6%	20 6%	10 5%	5 4%
Monthly (Net)	256 6%BFGHNe	151 8%zB	105 5%	25 5%F	67 9%zCF	119 9%zCF	45 3%	6 1%	9 2%	59 6%GH	150 11%zGHI	85 9%zN	65 6%N	64 6%N	42 4%	219 6%	20 6%	11 6%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 156
A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**47**	4	9	1	2	1	12	2	2	1	1	6	38	9	39	3
	1%e	1%	1%	*	*	*	**2%z**	1%	1%	1%	1%	2%	**1%e**	1%	1%	1%
At least once every day	**92**	7	25	2	7	5	18	7	2	1	1	9	82	9	80	6
	2%BFNe	2%	3%	1%	2%	2%	4%	3%	1%	1%	1%	2%	**3%ze**	1%	2%	2%
About two or three times a week	**47**	4	15	1	3	3	3	5	-	-	3	4	40	7	45	1
	1%Ne	1%	2%	*	1%	1%	1%	2%	-	-	2%	1%	**2%ze**	*	1%	*
At least once a week	**45**	2	4	4	7	4	2	*	5	-	3	1	38	6	34	7
	1%Fe	1%	1%	**3%TXc**	2%	**2%c**	*	*	**3%Tc**	-	2%	*	**2%ze**	*	1%	2%
At least once a month	**24**	1	3	1	4	-	4	-	3	*	3	3	20	3	20	4
	1%FNe	*	*	1%	1%	-	1%	-	2%	*	2%	1%	**1%e**	*	1%	1%
At least once every three months	**3**	-	1	-	-	*	*	-	-	-	1	-	2	*	3	-
	*****	-	*	-	-	*	*	-	-	-	1%	-	*	*	*	-
Don't know/can't remember	**3**	-	-	-	-	-	-	-	-	-	*	-	2	*	2	1
	***O**	-	-	-	-	-	-	-	-	-	*	-	*	*	*	*
Never	**3840**	281	807	142	367	199	434	209	174	111	144	345	2305	1437	3266	335
	94%ADEJK d	94%	93%	94%	94%	94%	92%	93%	94%	**98%X**	92%	94%	91%	**98%zd**	94%	94%
Total mentions	**4101**	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	**139**	10	34	3	9	6	29	9	4	1	3	15	120	18	118	9
	3%BFGHNR e	4%	4%	2%	2%	3%	**6%zV**	4%	2%	1%	2%	4%	**5%ze**	1%	3%	2%
Weekly (Net)	**232**	16	53	8	19	13	35	15	9	1	9	19	198	31	197	17
	6%BFGHNe	5%	6%	5%	5%	6%	7%	7%	5%	1%	5%	5%	**8%ze**	2%	6%	5%
Monthly (Net)	**256**	17	56	9	22	13	39	15	12	2	11	22	219	34	217	20
	6%BFGHNe	6%	6%	6%	6%	6%	8%	7%	6%	2%	7%	6%	**9%ze**	2%	6%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 157
A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All Respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	16 *e	11 1%	5 *	3 1%F	10 1%zEF	3 *	- -	2 *	- -	2 *	12 1%z	8 1%z	2 *	3 *	3 *	15 *	* *	* *	* *
At least once every day	40 1%FNe	24 1%	16 1%	8 2%F	12 2%F	16 1%F	3 *	1 *	2 1%	8 1%	26 2%zGI	19 2%zLN	8 1%	11 1%N	3 *	35 1%	4 1%	1 *	1 1%
About two or three times a week	52 1%Fe	31 2%	21 1%	11 2%zF	14 2%F	20 1%F	6 *	1 *	1 *	15 1%	31 2%zGH	13 1%	25 2%zMN	6 1%	8 1%	45 1%	4 1%	2 1%	1 1%
At least once a week	67 2%FNe	33 2%	33 2%	12 2%F	13 2%	28 2%F	14 1%	6 2%	4 1%	20 2%	34 2%z	20 2%N	23 2%N	15 2%	9 1%	56 2%	3 1%	4 2%	3 3%P
At least once a month	19 *F	10 *	10 *	7 1%zF	5 1%F	7 *	1 *	3 1%	1 *	6 1%	7 1%	5 1%	6 1%	2 *	6 1%	16 *	* *	1 1%	2 2%zOP
At least once every three months	7 *	4 *	4 *	2 1%	2 *	1 *	2 *	2 *	1 *	3 *	1 *	2 *	2 *	1 *	2 *	6 *	- -	- -	1 1%zOP
Don't know/can't remember	3 *	3 *	* *	3 1%zEF	- -	- -	* *	* *	- -	- -	- -	- -	* *	- -	3 *	3 *	- -	* *	- -
Never	3897 95%CDJKLd	1884 94%	2010 96%	427 90%	727 93%	1289 94%C	1454 98%zCDE	391 96%J	432 98%zIJ	985 95%J	1248 92%	873 93%	947 93%	958 96%KL	1119 97%zKL	3260 95%	333 97%R	194 96%	110 93%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	56 1%FNe	35 2%	21 1%	11 2%F	22 3%zEF	19 1%F	3 *	3 1%	2 1%	10 1%	38 3%zGHI	27 3%zLN	10 1%	14 1%	5 *	50 1%	4 1%	1 1%	1 1%
Weekly (Net)	174 4%FHNe	99 5%	75 4%	34 7%zF	49 6%zF	68 5%F	23 2%	11 3%	8 2%	46 4%H	103 8%zGHI	60 6%zMN	58 6%zN	35 4%	22 2%	151 4%	11 3%	7 3%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 157
A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	194	109	85	41	54	74	24	14	9	52	110	65	63	37	28	167	11	8	8
	5%FHNe	5%	4%	9%zEF	7%zF	5%F	2%	3%	2%	5%H	8%zGHI	7%zMN	6%zMN	4%	2%	5%	3%	4%	7%

Table 157
A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	16	2	6	-	2	*	1	1	-	1	-	3	14	1	13	2
	*e	1%	1%	-	1%	*	*	*	-	1%	-	1%	1%	*	*	1%
At least once every day	40	3	14	1	4	1	4	2	3	-	1	3	36	4	33	3
	1%FNe	1%	2%	*	1%	*	1%	1%	2%	-	1%	1%	1%ze	*	1%	1%
About two or three times a week	52	6	15	1	8	3	2	4	-	-	1	5	42	10	45	4
	1%Fe	2%	2%	1%	2%	1%	1%	2%	-	-	1%	1%	2%ze	1%	1%	1%
At least once a week	67	3	14	1	10	2	13	5	5	-	1	3	51	13	55	7
	2%FNe	1%	2%	*	3%	1%	3%	2%	3%	-	*	1%	2%e	1%	2%	2%
At least once a month	19	1	4	3	*	3	*	1	-	1	-	1	14	5	16	3
	*F	*	1%	2%zVX	*	1%	*	*	-	1%	-	*	1%	*	*	1%
At least once every three months	7	-	1	-	2	-	1	-	*	-	-	1	2	5	5	1
	*	-	*	-	1%	-	*	-	*	-	-	*	*	*	*	*
Don't know/can't remember	3	-	-	-	1	-	-	-	-	1	-	-	1	*	2	-
	*	-	-	-	*	-	-	-	-	1%zT	-	-	*	*	*	-
Never	3897	284	811	146	361	203	451	212	178	109	154	351	2369	1434	3318	336
	95%CDJKLd	95%	94%	96%	93%	96%	95%	94%	95%	97%	98%V	96%	94%	97%zd	95%	94%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	56	5	20	1	6	1	5	2	3	1	1	6	50	5	47	5
	1%FNe	2%	2%	*	2%	1%	1%	1%	2%	1%	1%	2%	2%ze	*	1%	1%
Weekly (Net)	174	14	48	3	24	6	20	12	8	1	3	14	143	28	147	16
	4%FHNe	5%	6%	2%	6%	3%	4%	5%	4%	1%	2%	4%	6%ze	2%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 157
A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	194	14	53	6	25	9	20	13	8	2	3	15	156	32	162	19
	5%FHNe	5%	6%	4%	6%	4%	4%	6%	4%	2%	2%	4%	6%ze	2%	5%	5%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 158
A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	14 *	8 *	6 *	1 *	5 1%	4 *	5 *	- -	- -	3 *	11 1%z	10 1%zLMN	2 *	2 *	- -	12 *	* *	1 *	* *
At least once every day	17 *Fe	11 1%	6 *	4 1%F	5 1%F	8 1%F	1 *	- -	2 *	2 *	12 1%z	8 1%zN	5 *	2 *	2 *	14 *	2 1%	1 *	1 1%
About two or three times a week	23 1%	14 1%	9 *	3 1%	7 1%	8 1%	6 *	- -	3 1%	6 1%	13 1%z	8 1%	5 1%	4 *	6 1%	21 1%	* *	1 *	1 1%
At least once a week	24 1%	12 1%	11 1%	1 *	6 1%	11 1%	6 *	3 1%	3 1%	7 1%	11 1%	6 1%	10 1%	2 *	5 *	20 1%	3 1%	* *	1 *
At least once a month	7 *	4 *	3 *	2 *	3 *	2 *	1 *	1 *	1 *	4 *	2 *	1 *	1 *	3 *	3 *	5 *	1 *	1 *	1 1%O
At least once every three months	5 *	3 *	2 *	1 *	1 *	1 *	2 *	- -	* *	2 *	3 *	1 *	1 *	3 *	1 *	3 *	1 *	- -	1 1%O
Don't know/can't remember	5 *	4 *	1 *	- -	1 *	4 *	- -	1 *	- -	- -	3 *	1 *	- -	3 *	1 *	4 *	- -	1 1%zO	- -
Never	4005 98%DJKd	1941 97%	2060 98%	461 97%	755 96%	1328 97%	1460 99%zDE	403 99%J	432 98%	1016 98%J	1303 96%	905 96%	989 98%	977 98%	1134 98%K	3357 98%	337 98%	197 98%	114 96%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	31 1%Ne	19 1%	12 1%	5 1%	9 1%	12 1%	5 *	- -	2 *	5 *	24 2%zGI	18 2%zLMN	7 1%	4 *	2 *	26 1%	2 1%	2 1%	1 1%
Weekly (Net)	78 2%FNe	46 2%	33 2%	9 2%	23 3%F	30 2%	17 1%	3 1%	8 2%	18 2%	48 4%zGI	33 3%zMN	23 2%	10 1%	13 1%	67 2%	6 2%	3 1%	3 2%
Monthly (Net)	86 2%Fe	50 3%	36 2%	10 2%	26 3%zF	32 2%	17 1%	4 1%	9 2%	22 2%	49 4%zG	34 4%zMN	24 2%	13 1%	15 1%	72 2%	7 2%	4 2%	4 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 158
A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	14	-	5	1	1	-	1	-	-	-	-	5	14	-	12	*
	*	-	1%	*	*	-	*	-	-	-	-	1%z	1%ze	-	*	*
At least once every day	17	1	3	2	2	2	2	1	-	-	1	*	15	2	17	*
	*Fe	*	*	1%	*	1%	*	*	-	-	1%	*	1%	*	*	*
About two or three times a week	23	1	8	-	1	5	-	3	2	-	-	1	17	6	22	1
	1%	*	1%	-	*	2%zX	-	1%X	1%	-	-	*	1%	*	1%	*
At least once a week	24	-	8	2	2	-	2	3	-	-	-	3	19	4	22	1
	1%	-	1%	1%	*	-	*	1%	-	-	-	1%	1%	*	1%	*
At least once a month	7	*	1	-	1	2	1	-	-	-	-	-	5	2	7	1
	*	*	*	-	*	1%zT	*	-	-	-	-	-	*	*	*	*
At least once every three months	5	-	1	-	1	-	1	-	-	-	-	*	2	3	5	1
	*	-	*	-	*	-	*	-	-	-	-	*	*	*	*	*
Don't know/can't remember	5	-	-	-	-	-	3	1	-	-	-	-	5	-	4	-
	*	-	-	-	-	-	1%z	*	-	-	-	-	*	-	*	-
Never	4005	296	838	147	382	203	463	217	185	113	156	357	2452	1454	3400	351
	98%DJKd	99%W	97%	97%	98%	96%	98%	97%	99%	100%	99%	97%	97%	99%zd	97%	99%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	31	1	9	2	3	2	3	1	-	-	1	5	29	2	29	1
	1%Ne	*	1%	1%	1%	1%	1%	*	-	-	1%	1%	1%ze	*	1%	*
Weekly (Net)	78	2	24	4	6	7	5	7	2	-	1	10	65	12	73	3
	2%FNe	1%	3%	3%	1%	3%	1%	3%	1%	-	1%	3%	3%ze	1%	2%	1%
Monthly (Net)	86	2	25	4	7	9	6	7	2	-	1	10	70	14	79	4
	2%Fe	1%	3%	3%	2%	4%zSX	1%	3%	1%	-	1%	3%	3%ze	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 159
A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	93 2%BFNe	82 4%zB	11 1%	7 2%	27 3%zF	41 3%F	17 1%	3 1%	4 1%	24 2%	55 4%zGHI	37 4%zMN	25 2%	17 2%	13 1%	78 2%	8 2%	5 2%	2 2%
At least once every day	207 5%BGNe	165 8%zB	42 2%	22 5%	39 5%	86 6%zF	61 4%	9 2%	12 3%	42 4%	117 9%zGHI	73 8%zMN	57 6%N	46 5%	32 3%	170 5%	17 5%	14 7%	5 4%
About two or three times a week	140 3%BFMNe	114 6%zB	26 1%	17 4%	24 3%	64 5%zF	34 2%	9 2%	11 2%	28 3%	75 6%zGHI	56 6%zMN	40 4%MN	19 2%	25 2%	117 3%	10 3%	7 3%	5 4%
At least once a week	115 3%BFe	83 4%zB	32 2%	24 5%zDF	17 2%	49 4%F	25 2%	8 2%	9 2%	20 2%	48 4%I	33 3%	27 3%	31 3%	24 2%	93 3%	9 3%	8 4%	4 3%
At least once a month	56 1%	26 1%	30 1%	14 3%zDEF	8 1%	18 1%	15 1%	2 1%	4 1%	12 1%	30 2%z	11 1%	13 1%	17 2%	15 1%	46 1%	1 *	7 3%zOP	2 1%
At least once every three months	10 *	4 *	6 *	1 *	1 *	1 *	7 *	4 1%z	- -	3 *	3 *	4 *	3 *	* *	3 *	7 *	* *	2 1%zO	1 *
Don't know/can't remember	8 *	5 *	4 *	1 *	1 *	4 *	3 *	- -	2 *	- -	6 *	2 *	3 *	4 *	- -	8 *	1 *	- -	* *
Never	3473 85%AEJKQ Yd	1521 76%	1948 93%zA	387 82%	667 85%E	1100 81%	1318 89%zCDE	371 91%zJ	400 91%zJ	910 88%zJ	1024 75%	725 77%	846 83%K	861 86%K	1041 90%zKLM	2916 85%Q	297 86%Q	159 79%	100 84%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	300 7%BFGHN e	247 12%zB	53 3%	29 6%	66 8%F	127 9%zF	78 5%	13 3%	16 4%	66 6%G	172 13%zGHI	110 12%zLMN	82 8%N	63 6%N	45 4%	248 7%	25 7%	19 9%	7 6%
Weekly (Net)	554 14%BFGHI Nae	444 22%zB	110 5%	70 15%F	107 14%F	241 18%zDF	136 9%	30 7%	36 8%	114 11%	295 22%zGHI	199 21%zLMN	149 15%N	113 11%N	93 8%	459 13%	45 13%	34 17%	16 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 159
A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	610 15%BFGHI Nae	470 23%zB	140 7%	84 18%F	115 15%F	259 19%zDF	151 10%	32 8%	39 9%	127 12%	325 24%zGHI	210 22%zLMN	162 16%N	130 13%N	108 9%	505 15%	46 13%	41 20%zOP	18 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 159
A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**93** **2%BFNe**	5 2%	21 2%	2 1%	9 2%	5 3%	11 2%	8 4%	7 4%	- -	1 1%	8 2%	80 **3%ze**	12 1%	79 2%	7 2%
At least once every day	**207** **5%BGNe**	8 3%	51 6%	10 7%	12 3%	6 3%	23 5%	13 6%	7 4%	4 3%	6 4%	31 **8%zSVW**	163 **6%ze**	42 3%	176 5%	21 6%
About two or three times a week	**140** **3%BFMNe**	10 3%	22 3%	8 5%	19 5%	12 5%	13 3%	11 5%	7 4%	2 1%	4 3%	11 3%	104 **4%ze**	32 2%	123 4%	9 2%
At least once a week	**115** **3%BFe**	9 3%	29 3%	2 1%	9 2%	6 3%	11 2%	10 5%	2 1%	- -	3 2%	12 3%	89 **4%ze**	23 2%	103 3%	7 2%
At least once a month	**56** **1%**	2 1%	11 1%	3 2%	10 3%	1 *	7 1%	4 2%	1 1%	1 1%	4 3%	3 1%	38 1%	18 1%	44 1%	7 2%
At least once every three months	**10** *****	- -	- -	2 1%T	2 1%	1 1%	- -	1 *	* *	- -	* *	1 *	4 *	6 *	7 *	2 1%
Don't know/can't remember	**8** *****	- -	- -	- -	1 *	1 *	4 1%zT	- -	- -	- -	2 1%T	- -	5 *	3 *	7 *	1 *
Never	**3473** **85%AEJKQ Yd**	264 88%Y	731 85%	126 83%	328 84%	180 85%	404 85%	177 79%	162 87%	107 **95%zTUVW XYc**	135 86%	303 82%	2045 81%	1335 **91%zd**	2948 85%	301 85%
Total mentions	**4101** **100%**	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	**300** **7%BFGHNe**	13 5%	72 8%	12 8%	21 5%	11 5%	34 7%	21 9%	14 7%	4 3%	8 5%	39 **11%zSV**	243 **10%ze**	54 4%	255 7%	29 8%
Weekly (Net)	**554** **14%BFGHI Nae**	33 11%	123 **14%a**	21 **14%a**	48 12%	29 **14%a**	58 12%	42 **19%Sa**	23 12%	5 5%	16 10%	61 **17%a**	436 **17%ze**	109 7%	482 14%	45 13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 159
A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	610	35	134	24	58	29	65	46	24	6	19	64	474	127	525	51
	15%BFGHI Nae	12%	15%a	16%a	15%a	14%	14%a	21%zSa	13%	5%	12%	17%a	19%ze	9%	15%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 160
A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All Respondents

GfK

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	205 5%BCFGHNe	122 6%zB	82 4%	13 3%	43 6%C	94 7%zCF	55 4%	7 2%	9 2%	45 4%	122 9%zGHI	74 8%zMN	64 6%MN	35 4%	31 3%	165 5%	16 5%	17 8%zO	7 6%
At least once every day	394 10%BFGHNe	232 12%zB	162 8%	37 8%	78 10%	161 12%zCF	118 8%	16 4%	25 6%	100 10%GH	186 14%zGHI	145 15%zLMN	112 11%N	79 8%N	58 5%	326 9%	36 10%	19 10%	12 10%
About two or three times a week	233 6%FNQcef	126 6%	107 5%	28 6%	47 6%	94 7%F	64 4%	16 4%	23 5%	56 5%	101 7%zG	70 7%N	76 7%zN	52 5%N	35 3%	207 6%Q	15 4%	4 2%	7 6%Q
At least once a week	174 4%BFHNe	101 5%zB	73 3%	38 8%zDEF	37 5%F	64 5%F	35 2%	15 4%	8 2%	45 4%	85 6%zH	44 5%N	55 5%N	45 5%	30 3%	147 4%	9 3%	11 6%	6 5%
At least once a month	60 1%F	33 2%	27 1%	11 2%F	14 2%	24 2%F	11 1%	7 2%	2 *	12 1%	30 2%zH	20 2%M	18 2%	7 1%	14 1%	52 2%	1 *	4 2%P	2 2%
At least once every three months	14 *	6 *	8 *	3 1%	1 *	4 *	5 *	1 *	* *	5 *	8 1%	5 1%	3 *	3 *	3 *	10 *	1 *	3 2%zO	1 1%
Don't know/can't remember	9 *d	5 *	4 *	1 *	1 *	* *	6 *	1 *	* *	2 *	3 *	5 1%z	1 *	1 *	1 *	6 *	2 1%	- -	* *
Never	3012 73%AEJKLYd	1374 69%	1635 78%zA	342 72%	562 72%	923 68%	1185 80%zCDE	345 85%zIJ	372 84%zIJ	775 75%J	823 61%	576 61%	684 67%K	774 78%zKL	979 85%zKLM	2521 73%	265 77%	142 71%	83 70%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	599 15%BCFGHMNe	354 18%zB	244 12%	50 11%	122 16%CF	255 19%zCF	173 12%	23 6%	35 8%	145 14%GH	308 23%zGHI	220 23%zLMN	176 17%zMN	114 11%N	89 8%	492 14%	52 15%	36 18%	19 16%
Weekly (Net)	1006 25%BFGHMNWef	581 29%zB	424 20%	116 25%F	205 26%F	412 30%zCF	272 18%	54 13%	66 15%	246 24%GH	494 36%zGHI	333 35%zLMN	308 30%zMN	211 21%N	154 13%	846 25%	76 22%	52 26%	32 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 160
A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	**1066** **26%BFGHM NWef**	614 **31%zB**	451 *21%*	127 **27%F**	220 **28%F**	437 **32%zF**	283 *19%*	61 *15%*	68 *15%*	258 **25%GH**	524 **39%zGHI**	354 **38%zLMN**	326 **32%zMN**	218 **22%N**	169 *15%*	899 *26%*	77 *22%*	56 *28%*	34 *29%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 160
A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	205 5%BCFGHN e	13 4%	39 5%	5 3%	15 4%	9 4%	29 6%	15 7%	10 5%	4 3%	6 4%	20 5%	164 6%ze	38 3%	169 5%	16 4%
At least once every day	394 10%BFGHNe	25 8%	95 11%W	16 10%	33 8%	11 5%	42 9%	28 12%W	16 8%	8 7%	16 10%	36 10%	284 11%ze	108 7%	331 9%	40 11%
About two or three times a week	233 6%FNQcef	24 8%c	65 7%Xc	12 8%c	22 6%	11 5%	18 4%	19 8%Xc	13 7%c	8 7%	6 4%	9 3%	160 6%	69 5%	185 5%	26 7%
At least once a week	174 4%BFHNe	25 8%zWXh	39 5%	5 3%	20 5%	6 3%	15 3%	10 4%	4 2%	3 3%	4 2%	17 5%	132 5%ze	38 3%	144 4%	17 5%
At least once a month	60 1%F	5 2%	16 2%	5 3%	5 1%	1 1%	6 1%	3 1%	3 2%	* *	3 2%	5 1%	40 2%	18 1%	52 2%	7 2%
At least once every three months	14 *	2 1%	3 *	- -	1 *	- -	- -	- -	1 *	- -	1 -	2 1%	10 *	4 *	12 *	3 1%
Don't know/can't remember	9 *d	- -	- -	- -	1 *	1 *	2 *	- -	- -	- -	- -	2 1%	1 *	7 *zd	6 *	2 1%
Never	3012 73%AEJKL Yd	204 68%	607 70%	109 72%	293 75%	173 82%zSTY	361 76%Y	149 67%	139 75%	89 79%	121 77%	276 75%	1736 69%	1189 81%zd	2589 74%z	245 69%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	599 15%BCFGH MNe	38 13%	135 16%	21 14%	48 12%	20 9%	71 15%	43 19%W	26 14%	12 11%	22 14%	56 15%	449 18%ze	146 10%	500 14%	56 16%
Weekly (Net)	1006 25%BFGHM NWef	87 29%W	238 28%W	37 25%	90 23%	36 17%	104 22%	72 32%zWXbc	43 23%	23 20%	32 20%	82 22%	741 29%ze	252 17%	829 24%	99 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 160
A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	1066 26%BFGHM NWef	92 31%W	255 29%zW	42 28%	95 24%	38 18%	110 23%	75 33%zWXc	46 25%	24 21%	35 22%	87 24%	781 31%ze	271 18%	881 25%	106 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 161
A4a1_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	119	64	55	9	32	47	32	4	9	34	56	53	32	16	19	100	6	9	4
	3%GMNe	3%	3%	2%	4%F	3%	2%	1%	2%	3%G	4%zG	6%zLMN	3%	2%	2%	3%	2%	5%	4%
At least once every day	335	196	139	27	60	147	100	12	31	86	158	118	93	77	47	277	24	23	10
	8%BGNWe	10%zB	7%	6%	8%	11%zCF	7%	3%	7%G	8%G	12%zGHI	13%zLMN	9%N	8%N	4%	8%	7%	12%	8%
About two or three times a week	235	113	122	23	43	92	76	10	18	52	119	89	74	44	28	203	15	11	6
	6%GNe	6%	6%	5%	6%	7%	5%	2%	4%	5%	9%zGHI	9%zMN	7%MN	4%N	2%	6%	4%	5%	5%
At least once a week	146	70	76	26	32	45	43	3	12	41	64	40	44	37	25	128	6	7	5
	4%GN	3%	4%	6%zF	4%	3%	3%	1%	3%	4%G	5%zG	4%N	4%N	4%	2%	4%	2%	4%	4%P
At least once a month	49	23	26	10	10	21	8	3	1	13	20	17	18	10	4	43	2	4	1
	1%FNe	1%	1%	2%F	1%	2%F	1%	1%	*	1%	1%	2%N	2%N	1%	*	1%	1%	2%	*
At least once every three months	11	4	8	1	3	5	1	2	*	2	7	1	6	3	1	8	2	1	*
	*	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	*	1%	1%	*
Don't know/can't remember	5	3	3	-	1	1	3	-	-	2	3	1	3	1	-	4	1	-	-
	*	*	*	-	*	*	*	-	-	*	*	*	*	*	-	*	*	-	-
Never	3200	1527	1670	377	603	1005	1215	374	370	810	931	620	744	808	1028	2673	287	146	93
	78%AEJKL QYd	76%	80%zA	80%E	77%	74%	82%zDE	92%zHIJ	84%zIJ	78%J	69%	66%	73%K	81%zKL	89%zKLM	78%	83%zOQ	73%	78%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	455	260	194	36	92	194	133	16	40	120	215	171	124	93	66	377	31	32	14
	11%BCFGN We	13%zB	9%	8%	12%C	14%zCF	9%	4%	9%G	12%G	16%zGHI	18%zLMN	12%N	9%N	6%	11%	9%	16%zOP	12%
Weekly (Net)	836	443	392	85	167	331	252	28	70	213	398	300	242	174	119	708	51	51	25
	20%BFGHN PWe	22%zB	19%	18%	21%F	24%zCF	17%	7%	16%G	20%G	29%zGHI	32%zLMN	24%zMN	17%N	10%	21%P	15%	25%P	21%
Monthly (Net)	885	466	418	95	176	353	260	31	70	226	418	318	260	184	123	751	53	54	26
	22%BFGHM NPWe	23%zB	20%	20%	23%F	26%zCF	18%	8%	16%G	22%GH	31%zGHI	34%zLMN	26%zMN	18%N	11%	22%P	15%	27%zP	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 161
A4a1_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	**119** 3%GMNe	8 3%	22 3%	5 3%	7 2%	5 2%	15 3%	7 3%	4 2%	5 4%	1 1%	21 6%zTVb	89 4%ze	30 2%	100 3%	10 3%
At least once every day	**335** 8%BGNWe	21 7%	74 9%W	10 7%	35 9%W	8 4%	28 6%	30 13%zWX	17 9%	14 13%W	12 8%	28 8%	253 10%ze	79 5%	273 8%	36 10%
About two or three times a week	**235** 6%GNe	25 8%W	49 6%	15 10%zW	21 5%	6 3%	23 5%	17 8%	9 5%	8 7%	9 6%	21 6%	168 7%ze	64 4%	192 6%	26 7%
At least once a week	**146** 4%GN	13 4%	28 3%	6 4%	20 5%	9 4%	17 4%	10 4%	4 2%	-	6 4%	15 4%	102 4%	44 3%	128 4%	10 3%
At least once a month	**49** 1%FNe	4 1%	16 2%	* *	3 1%	2 1%	4 1%	2 1%	1 1%	-	3 2%	8 2%	39 2%e	9 1%	43 1%	4 1%
At least once every three months	**11** *	1 *	3 *	-	3 1%	-	-	-	1 *	-	-	-	9 *	2 *	10 *	1 *
Don't know/can't remember	**5** *	-	-	-	-	1 *	1 *	-	2 1%zT	-	-	-	4 *	1 *	3 *	1 *
Never	**3200** 78%AEJKL QYd	226 76%	671 78%	115 76%	301 77%	181 86%zSTUV Yc	385 81%Y	159 71%	149 80%	86 76%	126 80%	275 75%	1864 74%	1242 84%zd	2736 78%	268 75%
Total mentions	**4101** 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	**455** 11%BCFGN We	29 10%	97 11%	15 10%	42 11%	12 6%	43 9%	37 16%zWX	20 11%	19 17%W	14 9%	49 13%W	342 14%ze	109 7%	374 11%	46 13%
Weekly (Net)	**836** 20%BFGHN PWe	67 22%W	174 20%	36 24%W	83 21%W	28 13%	84 18%	64 28%zTWX	34 18%	27 24%W	28 18%	85 23%W	612 24%ze	217 15%	695 20%	82 23%
Monthly (Net)	**885** 22%BFGHM NPWe	71 24%W	190 22%W	37 24%W	86 22%W	29 14%	88 19%	66 29%zWXh	35 19%	27 24%	31 20%	93 25%W	651 26%ze	226 15%	738 21%	86 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 162
A4a1_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000-£14,999 (H)	Household Income £15,000-£29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	9 *	2 *	7 *	2 *F	5 1%zF	2 *	-	2 *	2 1%	1 *	3 *	3 *	2 *	1 *	3 *	8 *	* *	1 *	1 1%
At least once every day	44 1%Fe	22 1%	22 1%	1 *	17 2%zCF	24 2%zCF	2 *	3 1%	3 1%	15 1%	22 2%z	13 1%	19 2%zMN	6 1%	7 1%	37 1%	3 1%	2 1%	2 1%
About two or three times a week	28 1%Fe	11 1%	17 1%	2 *	9 1%F	15 1%F	2 *	- -	2 *	6 1%	20 1%zG	8 1%	12 1%	4 *	4 *	26 1%	* *	2 1%	* *
At least once a week	12 *	4 *	9 *	1 *	6 1%F	6 *F	-	1 *	* *	7 1%z	4 *	5 1%	3 *	2 *	2 *	10 *	1 *	1 1%	* *
At least once a month	7 *	1 *	6 *	-	3 *	2 *	3 *	* *	-	2 *	2 *	1 *	4 *	-	2 *	7 *	-	-	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	2 *	-	2 *	-	-	2 *	-	2 *zJ	-	-	-	-	-	2 *	-	2 *	-	-	-
Never	3998 97%DEJLd	1959 98%	2036 97%	467 99%DE	744 95%	1314 96%	1473 100%zDE	400 98%	434 98%	1009 97%	1308 96%	910 97%	974 96%	981 99%KL	1133 98%zKL	3346 97%	339 99%	197 97%	116 98%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	53 1%Fe	24 1%	29 1%	3 1%	22 3%zCF	26 2%zF	2 *	5 1%	6 1%	16 2%	26 2%	16 2%	20 2%M	6 1%	10 1%	45 1%	4 1%	2 1%	2 2%
Weekly (Net)	94 2%FNe	39 2%	55 3%	6 1%F	37 5%zCF	47 3%zCF	4 *	5 1%	8 2%	29 3%	49 4%zG	29 3%MN	36 4%zMN	13 1%	16 1%	81 2%	5 1%	5 3%	3 2%
Monthly (Net)	101 2%FMe	40 2%	61 3%	6 1%	40 5%zCF	49 4%zCF	6 *	5 1%	8 2%	31 3%	51 4%zG	30 3%MN	39 4%zMN	13 1%	18 2%	88 3%	5 1%	5 3%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 162
A4a1_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime
Base = All Respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	9	1	1	-	2	1	-	1	1	1	-	1	7	2	8	1
	*	*	*		*	1%		*	*	1%		*	*	*	*	*
At least once every day	44	5	16	1	2	1	5	2	-	-	1	4	44	*	40	1
	1%Fe	2%	2%	1%	*	*	1%	1%			1%	1%	2%ze	*	1%	*
About two or three times a week	28	2	6	3	5	2	3	2	3	2	1	-	25	3	25	2
	1%Fe	1%	1%	2%c	1%	1%	1%	1%	1%	1%	1%		1%ze	*	1%	1%
At least once a week	12	-	4	1	-	-	3	-	1	*	1	1	11	2	11	-
	*		*	*			1%		1%	*	*	*	*	*	*	
At least once a month	7	-	1	-	-	1	3	-	1	-	-	1	3	4	6	-
	*		*			*	1%z		*			*	*	*	*	
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	2	-	-	-	-	-	-	-	2	-	-	-	-	2	2	-
	*								1%zT					*	*	
Never	3998	291	837	147	381	208	459	219	179	110	154	361	2439	1459	3397	351
	97%DEJLd	97%	97%	97%	98%	98%	97%	98%	96%	98%	98%	98%	96%	99%zd	97%	99%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	53	6	17	1	4	2	5	3	1	1	1	5	51	2	47	3
	1%Fe	2%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%ze	*	1%	1%
Weekly (Net)	94	8	26	4	8	4	10	5	5	3	3	6	86	7	83	5
	2%FNe	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%ze	*	2%	1%
Monthly (Net)	101	8	27	4	8	4	14	5	5	3	3	7	90	11	88	5
	2%FMe	3%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	4%ze	1%	3%	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 163
A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	27 1%BFe	22 1%zB	6 *	4 1%F	8 1%F	14 1%F	1 *	2 *	4 1%	5 1%	16 1%z	8 1%	10 1%	3 *	7 1%	25 1%	1 *	1 *	1 1%
At least once every day	46 1%BFNe	32 2%zB	13 1%	3 1%	19 2%zCF	18 1%F	5 *	2 *	1 *	10 1%	33 2%zGHI	20 2%zMN	18 2%MN	5 *	3 *	38 1%	6 2%	2 1%	1 *
About two or three times a week	39 1%Fe	18 1%	21 1%	7 2%F	11 1%F	18 1%F	2 *	* *	2 1%	8 1%	26 2%zG	17 2%zMN	10 1%	5 1%	6 1%	36 1%	2 1%	1 *	- -
At least once a week	23 1%FNf	10 1%	13 1%	4 1%	9 1%zF	8 1%	2 *	1 *	2 1%	5 *	11 1%	13 1%zMN	7 1%	2 *	1 *	20 1%	3 1%	* *	- -
At least once a month	19 *	8 *	10 *	5 1%	3 *	5 *	6 *	2 1%	2 *	5 *	10 1%	5 1%	6 1%	6 1%	2 *	17 1%	- -	* *	1 1%
At least once every three months	3 *	1 *	2 *	1 *	1 *	- -	1 *	1 *	- -	2 *	* *	- -	- -	* *	2 *	2 *	1 *	- -	* *
Don't know/can't remember	2 *	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -	- -	- -
Never	3943 96%ADJKT d	1906 95%	2034 97%zA	449 95%	732 93%	1300 95%	1462 99%zCDE	399 98%J	430 98%J	1005 97%J	1261 93%	875 93%	964 95%	974 98%zKL	1130 98%zKL	3296 96%	332 97%	198 98%	116 98%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	73 2%BFMNe	54 3%zB	19 1%	8 2%F	28 4%zF	32 2%F	6 *	4 1%	5 1%	15 1%	50 4%zGHI	28 3%MN	27 3%MN	8 1%	10 1%	63 2%	7 2%	2 1%	1 1%
Weekly (Net)	135 3%BFGMNe	83 4%zB	53 3%	18 4%F	49 6%zF	58 4%zF	10 1%	5 1%	9 2%	28 3%	86 6%zGHI	58 6%zMN	44 4%MN	16 2%	18 2%	119 3%	11 3%	3 2%	1 1%
Monthly (Net)	154 4%BFMNe	91 5%zB	63 3%	23 5%F	51 7%zF	63 5%F	16 1%	8 2%	11 2%	33 3%	96 7%zGHI	64 7%zMN	49 5%MN	21 2%	20 2%	136 4%	11 3%	4 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 163
A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	27	1	9	1	8	*	2	-	1	-	-	3	23	4	23	4
	1%BFe	*	1%	*	2%z	*	*	-	1%	-	-	1%	1%	*	1%	1%
At least once every day	46	4	18	*	3	2	3	3	2	-	1	1	43	3	42	2
	1%BFNe	1%	2%z	*	1%	1%	1%	1%	1%	-	1%	*	2%ze	*	1%	*
About two or three times a week	39	3	9	1	5	4	6	5	*	1	*	1	34	4	31	5
	1%Fe	1%	1%	1%	1%	2%	1%	2%	*	1%	*	*	1%ze	*	1%	1%
At least once a week	23	-	6	1	1	2	5	2	1	-	1	1	17	6	15	3
	1%FNf	-	1%	1%	*	1%	1%	1%	1%	-	1%	*	1%	*	*	1%
At least once a month	19	1	6	1	5	1	2	-	-	-	*	1	12	7	17	2
	*	*	1%	1%	1%	1%	*	-	-	-	*	*	*	*	*	1%
At least once every three months	3	-	*	-	1	-	-	-	-	-	-	-	1	1	3	-
	*	-	*	-	*	-	-	-	-	-	-	-	*	*	*	-
Don't know/can't remember	2	-	-	2	-	-	-	-	-	-	-	-	2	-	2	-
	*	-	-	1%zT	-	-	-	-	-	-	-	-	*	-	*	-
Never	3943	290	816	145	366	202	454	215	181	112	153	361	2397	1446	3355	341
	96%ADJKTd	97%	94%	96%	94%	95%	96%	96%	97%	99%	98%	98%TV	95%	98%zd	96%	96%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	73	5	27	1	11	3	5	3	4	-	1	4	66	7	65	5
	2%BFMNe	2%	3%z	1%	3%	1%	1%	1%	2%	-	1%	1%	3%ze	*	2%	1%
Weekly (Net)	135	8	42	3	17	9	17	9	5	1	3	6	117	17	111	13
	3%BFGMNe	3%	5%zc	2%	4%	4%	4%	4%	3%	1%	2%	2%	5%ze	1%	3%	4%
Monthly (Net)	154	9	48	4	22	10	19	9	5	1	3	7	129	24	128	15
	4%BFMNe	3%	6%zc	3%	6%c	5%	4%	4%	3%	1%	2%	2%	5%ze	2%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 164
A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	11 *	7 *	4 *	3 1%F	5 1%F	3 *	- -	- -	- -	3 *	7 1%	6 1%z	2 *	1 *	1 *	10 *	1 *	* *	- -
At least once every day	37 1%FNe	19 1%	17 1%	4 1%	17 2%zF	13 1%F	3 *	- -	3 1%	7 1%	25 2%zG	17 2%zN	9 1%	8 1%	3 *	32 1%	3 1%	1 *	2 1%
About two or three times a week	70 2%GNe	31 2%	40 2%	12 3%F	14 2%	28 2%	16 1%	* *	2 *	25 2%GH	37 3%zGH	22 2%N	25 2%N	13 1%	10 1%	57 2%	9 3%	3 1%	2 1%
At least once a week	92 2%FNe	37 2%	55 3%	14 3%F	20 3%F	42 3%zF	15 1%	5 1%	6 1%	20 2%	49 4%zGHI	31 3%zMN	33 3%MN	15 1%	13 1%	83 2%	4 1%	1 1%	4 3%Q
At least once a month	84 2%AN	23 1%	61 3%zA	17 4%zDF	12 2%	34 2%	20 1%	2 1%	8 2%	18 2%	45 3%zGI	23 2%N	31 3%zN	20 2%	10 1%	77 2%	2 1%	4 2%	2 2%
At least once every three months	26 1%	11 1%	15 1%	3 1%	3 *	14 1%	6 *	3 1%	2 *	3 *	13 1%	6 1%	8 1%	5 *	7 1%	19 1%	3 1%	3 1%	2 1%
Don't know/can't remember	1 *	1 *	* *	* *	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	* *	* *	1 *	- -	* *	* *
Never	3780 92%BCEJKLd	1870 94%zB	1906 91%	419 89%	712 91%	1232 90%	1417 96%zCDE	396 97%zIJ	421 95%zJ	963 93%J	1181 87%	833 89%	905 89%	935 94%KL	1108 96%zKLM	3158 92%	323 94%	190 94%	108 91%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	47 1%FNe	26 1%	21 1%	7 2%F	22 3%zEF	16 1%F	3 *	- -	3 1%	10 1%	32 2%zGI	23 2%zMN	11 1%	9 1%	4 *	41 1%	3 1%	1 1%	2 1%
Weekly (Net)	209 5%FGHNe	93 5%	116 6%	33 7%F	56 7%zF	85 6%F	34 2%	5 1%	10 2%	55 5%GH	118 9%zGHI	76 8%zMN	69 7%zMN	36 4%	28 2%	181 5%	16 5%	5 2%	7 6%Q
Monthly (Net)	293 7%AFGHNe	116 6%	177 8%zA	50 11%zF	69 9%F	119 9%zF	55 4%	7 2%	19 4%	74 7%G	164 12%zGHI	100 11%zMN	100 10%zMN	56 6%N	37 3%	257 7%	18 5%	9 4%	9 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 164
A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	11	-	3	1	1	2	2	-	1	-	-	1	10	-	10	*
	*	-	*	*	*	1%	*	-	1%	-	-	*	*e	-	*	*
At least once every day	37	3	12	1	3	1	5	2	-	-	1	3	34	3	32	4
	1%FNe	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%ze	*	1%	1%
About two or three times a week	70	10	17	2	2	4	9	3	3	1	2	4	55	15	55	8
	2%GNe	3%V	2%	1%	*	2%	2%	1%	2%	1%	1%	1%	2%ze	1%	2%	2%
At least once a week	92	6	25	3	6	6	9	11	1	4	4	9	77	15	78	3
	2%FNe	2%	3%	2%	2%	3%	2%	5%zVh	*	4%	2%	2%	3%ze	1%	2%	1%
At least once a month	84	2	13	2	18	4	8	5	6	5	2	11	60	22	75	8
	2%AN	1%	1%	1%	5%zST	2%	2%	2%	3%	4%	2%	3%	2%	1%	2%	2%
At least once every three months	26	5	3	1	2	*	4	-	1	2	2	1	20	6	24	1
	1%	2%	*	1%	*	*	1%	-	*	1%	1%	*	1%	*	1%	*
Don't know/can't remember	1	-	-	-	-	1	-	-	-	-	-	-	-	1	*	1
	*	-	-	-	-	*z	-	-	-	-	-	-	-	*	*	*f
Never	3780	273	792	141	359	193	436	203	175	102	146	339	2272	1409	3214	331
	92%BCEJKLd	91%	92%	93%	92%	91%	92%	91%	94%	90%	93%	92%	90%	96%zd	92%	93%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	47	3	15	2	3	3	7	2	1	-	1	4	44	3	42	4
	1%FNe	1%	2%	1%	1%	2%	1%	1%	1%	-	1%	1%	2%ze	*	1%	1%
Weekly (Net)	209	19	57	7	11	14	24	16	5	5	7	17	176	33	174	16
	5%FGHNe	6%	7%V	5%	3%	6%	5%	7%V	3%	4%	4%	5%	7%ze	2%	5%	4%
Monthly (Net)	293	21	69	10	29	17	33	21	11	9	9	28	237	55	249	23
	7%AFGHNe	7%	8%	6%	7%	8%	7%	9%	6%	8%	6%	8%	9%ze	4%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 165
A4a1_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder
Base = All Respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	12 *B	10 1%zB	1 *	3 1%F	7 1%zEF	2 *	- -	- -	- -	1 *	11 1%zI	6 1%zMN	6 1%N	- -	- -	11 *	* *	- -	- -
At least once every day	15 *e	10 1%	4 *	1 *	10 1%zEF	4 *	- -	- -	- -	3 *	11 1%z	8 1%zN	3 *	2 *	1 *	11 *	3 1%	1 *	- -
About two or three times a week	12 *e	5 *	7 *	1 *	6 1%F	5 *	1 *	1 *	1 *	2 *	6 *	7 1%zM	2 *	- -	3 *	11 *	1 *	- -	* *
At least once a week	7 *	5 *	1 *	2 *F	* *	4 *	- -	- -	- -	1 *	5 *	3 *	4 *	- -	- -	6 *	- -	* *	- -
At least once a month	2 *	1 *	1 *	1 *	- -	1 *	- -	* *	- -	1 *	1 *	2 *	- -	- -	* *	2 *	- -	- -	- -
At least once every three months	1 *	1 *	* *	* *	- -	1 *	- -	* *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -
Don't know/can't remember	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -
Never	4052 99%ADJKd	1966 98%	2082 99%zA	465 98%	759 97%	1348 99%D	1479 100%zCDE	405 100%J	441 100%J	1033 99%J	1323 97%	914 97%	998 98%	992 100%zK	1148 100%zKL	3392 99%	341 99%	201 99%	118 100%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	26 1%BFNe	21 1%zB	5 *	4 1%F	17 2%zEF	5 *	- -	- -	- -	4 *	22 2%zGHI	14 2%zMN	9 1%N	2 *	1 *	22 1%	3 1%	1 *	- -
Weekly (Net)	45 1%BFMNe	31 2%zB	14 1%	6 1%F	23 3%zEF	15 1%F	1 *	1 *	1 *	6 1%	32 2%zGHI	24 3%zMN	15 2%MN	2 *	4 *	40 1%	4 1%	1 1%	* *
Monthly (Net)	46 1%BFMNe	32 2%zB	14 1%	7 2%F	23 3%zEF	16 1%F	1 *	1 *	1 *	7 1%	33 2%zGHI	25 3%zMN	15 2%MN	2 *	4 *	41 1%	4 1%	1 1%	* *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 165
A4a1_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder
Base = All Respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	12 *B	- -	4 1%	1 *	2 *	- -	1 *	- -	3 2%zc	- -	- -	- -	12 *e	- -	12 *	- -
At least once every day	15 *e	1 *	5 1%	- -	1 *	1 1%	2 1%	- -	- -	- -	- -	- -	15 1%ze	- -	12 *	* *
About two or three times a week	12 *e	- -	5 1%	- -	- -	1 *	4 1%	- -	- -	- -	1 1%	- -	11 *	1 *	10 *	- -
At least once a week	7 *	1 *	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	6 *	1 *	5 *	1 *
At least once a month	2 *	- -	- -	1 1%z	* *	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *	2 *	- -
At least once every three months	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	* *	- -	1 *	* *	1 *	- -
Don't know/can't remember	1 *	- -	- -	1 1%zT	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Never	4052 99%ADJKd	296 99%	846 98%	148 98%	386 99%	210 99%	465 98%	223 100%	183 98%	113 100%	155 99%	367 100%TU	2482 98%	1468 100%zd	3445 99%	354 100%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	26 1%BFNe	1 *	10 1%	1 *	3 1%	1 1%	3 1%	- -	3 2%c	- -	- -	- -	26 1%ze	- -	24 1%	* *
Weekly (Net)	45 1%BFMNe	2 1%	17 2%zc	1 1%	3 1%	2 1%	8 2%c	1 *	3 2%c	- -	1 1%	- -	43 2%ze	2 *	38 1%	2 *
Monthly (Net)	46 1%BFMNe	2 1%	17 2%	2 1%	3 1%	2 1%	8 2%	1 *	3 2%	- -	1 1%	1 *	44 2%ze	3 *	40 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 166
A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	15 *BFe	12 1%B	3 *	4 1%EF	7 1%zEF	2 *	1 *	-	-	4 *	10 1%z	6 1%	3 *	4 *	2 *	12 *	2 1%	*	-
At least once every day	24 1%Fe	13 1%	11 1%	1 *	8 1%F	15 1%zF	-	-	-	8 1%	15 1%z	8 1%	12 1%MN	2 *	3 *	21 1%	3 1%	*	-
About two or three times a week	14 *B	12 1%zB	2 *	4 1%F	4 1%	5 *	1 *	1 *	-	2 *	10 1%z	7 1%zN	4 *	2 *	1 *	13 *	1 *	-	-
At least once a week	11 *e	6 *	5 *	4 1%zF	3 *	4 *	-	1 *	1 *	3 *	5 *	4 *	5 *	1 *	2 *	8 *	2 1%	1 *	-
At least once a month	6 *	5 *	1 *	2 *F	1 *	2 *	*	*	-	4 *	2 *	1 *	3 *	1 *	1 *	6 *	-	*	-
At least once every three months	2 *	1 *	1 *	-	1 *	-	1 *	-	-	-	2 *	-	-	2 *	-	2 *	-	-	-
Don't know/can't remember	3 *	1 *	2 *	*	-	1 *	2 *	-	-	2 *	2 *	*	2 *	1 *	-	3 *	-	-	*
Never	4026 98%ACDJKLTd	1949 98%	2074 99%zA	457 97%	759 97%	1335 98%	1474 100%zCDE	404 99%J	440 100%zIJ	1018 98%	1313 97%	914 97%	984 97%	984 99%KL	1144 99%KL	3370 98%	337 98%	200 99%	119 100%zO
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	39 1%FNe	25 1%	14 1%	5 1%F	15 2%zF	18 1%F	1 *	-	-	12 1%	25 2%zGH	14 2%N	14 1%N	6 1%	5 *	33 1%	5 1%	1 *	-
Weekly (Net)	63 2%BFNe	43 2%zB	20 1%	13 3%zF	22 3%zF	27 2%F	2 *	2 *	1 *	17 2%	40 3%zGH	24 3%zMN	23 2%MN	8 1%	7 1%	55 2%	8 2%	1 1%	-
Monthly (Net)	69 2%BFHNe	48 2%zB	22 1%	16 3%zF	23 3%zF	28 2%F	2 *	2 1%	1 *	20 2%H	42 3%zGH	26 3%zMN	27 3%zMN	9 1%	8 1%	60 2%R	8 2%	2 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 166
A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+
Base = All Respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	15 *BFe	4 1%	4 *	1 *	1 *	1 *	1 *	- -	1 1%	- -	- -	* *	14 1%e	1 *	11 *	3 1%
At least once every day	24 1%Fe	- -	11 1%z	* *	- -	1 1%	5 1%	1 1%	- -	- -	- -	1 *	24 1%ze	- -	20 1%	- -
About two or three times a week	14 *B	1 *	7 1%z	* *	- -	1 1%	1 *	1 1%	- -	1 1%	- -	* *	11 *	1 *	12 *	1 *
At least once a week	11 *e	- -	2 *	1 *	1 *	- -	* *	- -	2 1%	1 1%	- -	1 *	10 *	1 *	10 *	1 *
At least once a month	6 *	- -	1 *	- -	2 *	- -	1 *	- -	- -	- -	2 1%z	- -	5 *	1 *	5 *	1 *
At least once every three months	2 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	2 *	- -
Don't know/can't remember	3 *	- -	2 *	- -	1 *	- -	* *	- -	- -	- -	- -	- -	1 *	2 *	3 *	- -
Never	4026 98%ACDJK LTd	294 99%	836 97%	149 99%	385 99%	207 98%	463 98%	222 99%	183 98%	111 99%	155 99%	365 99%T	2461 97%	1464 100%zd	3424 98%	349 98%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Daily (Net)	39 1%FNe	4 1%	16 2%z	1 1%	1 *	2 1%	6 1%	1 1%	1 1%	- -	- -	1 *	38 2%ze	1 *	31 1%	3 1%
Weekly (Net)	63 2%BFNe	4 1%	25 3%zV	2 1%	2 *	4 2%	7 2%	3 1%	3 2%	1 1%	- -	3 1%	60 2%ze	3 *	53 2%	6 2%
Monthly (Net)	69 2%BFHNe	4 1%	26 3%z	2 1%	4 1%	4 2%	9 2%	3 1%	3 2%	1 1%	2 1%	3 1%	65 3%ze	4 *	58 2%	7 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 167
A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	12 *	7 *	5 *	3 1%F	5 1%F	4 *	- -	* *	1 *	2 *	9 1%z	5 *	4 *	2 *	1 *	11 *	* *	* *	- -
At least once every day	24 1%F	15 1%	9 *	5 1%F	13 2%zEF	6 *F	- -	- -	1 *	6 1%	14 1%z	9 1%	6 1%	5 1%	4 *	22 1%	1 *	* *	* *
About two or three times a week	30 1%FNef	11 1%	19 1%	8 2%zF	6 1%F	13 1%F	2 *	1 *	- -	5 1%	17 1%z	16 2%zMN	9 1%N	3 *	2 *	25 1%	2 1%	1 *	1 1%
At least once a week	19 *F	7 *	12 1%	8 2%zDF	2 *	9 1%F	- -	1 *	2 *	3 *	10 1%	10 1%zMN	5 1%	1 *	3 *	14 *	3 1%	1 1%	1 1%
At least once a month	26 1%Ne	10 1%	16 1%	8 2%zEF	6 1%	8 1%	4 *	1 *	3 1%	2 *	17 1%zI	10 1%N	7 1%	8 1%	1 *	22 1%	* *	3 1%	1 1%
At least once every three months	15 *f	4 *	11 1%	6 1%zF	3 *	5 *	2 *	3 1%	1 *	5 *	6 *	3 *	6 1%	4 *	3 *	13 *	1 *	1 *	* *
Don't know/can't remember	2 *	* *	1 *	1 *	- -	* *	- -	- -	- -	* *	1 *	- -	* *	1 *	* *	1 *	- -	- -	* *zO
Never	3973 97%CJKd	1945 97%	2025 97%	434 92%	749 96%C	1319 97%C	1472 99%zCDE	401 99%J	434 98%J	1016 98%J	1284 95%	888 94%	975 96%	972 98%K	1138 99%zKL	3327 97%	336 98%	195 97%	115 97%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Daily (Net)	36 1%Fe	21 1%	14 1%	9 2%zF	17 2%zEF	10 1%F	- -	* *	1 *	8 1%	23 2%zG	13 1%N	10 1%	8 1%	5 *	33 1%	2 1%	1 *	* *
Weekly (Net)	84 2%FGNe	39 2%	45 2%	24 5%zEF	26 3%zF	32 2%F	2 *	2 1%	4 1%	17 2%	50 4%zGHI	39 4%zMN	25 2%N	11 1%	9 1%	72 2%	7 2%	3 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 167
A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All Respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Monthly (Net)	111	49	61	32	32	40	6	3	6	19	67	49	32	19	10	94	7	6	3
	3%FGNe	2%	3%	**7%zEF**	**4%zF**	**3%F**	*	1%	1%	2%	**5%zGHI**	**5%zLMN**	**3%N**	2%	1%	3%	2%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 167
A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	12	-	4	-	2	1	-	-	1	-	1	1	10	2	10	1
	*	-	1%	-	1%	*	-	-	*	-	1%	*	*	*	*	*
At least once every day	24	-	10	1	3	1	2	1	1	1	-	2	19	5	20	-
	1%F	-	1%	1%	1%	1%	*	*	1%	1%	-	1%	1%	*	1%	-
About two or three times a week	30	3	10	2	3	-	3	-	1	*	1	-	25	5	19	5
	1%FNef	1%	1%	2%c	1%	-	1%	-	1%	*	1%	-	1%	*	1%	1%
At least once a week	19	-	6	1	2	-	1	*	2	-	1	-	12	4	16	2
	*F	-	1%	1%	1%	-	*	*	1%	-	1%	-	*	*	*	1%
At least once a month	26	1	8	*	4	-	5	1	-	-	2	-	23	4	25	*
	1%Ne	*	1%	*	1%	-	1%	1%	-	-	1%	-	1%e	*	1%	*
At least once every three months	15	6	-	1	3	2	1	-	*	-	*	-	7	8	9	5
	*f	2%zTc	-	*	1%T	1%T	*	-	*	-	*	-	*	1%	*	1%zf
Don't know/can't remember	2	-	-	-	-	-	-	*	-	-	1	-	1	*	1	*
	*	-	-	-	-	-	-	*	-	-	1%z	-	*	*	*	*
Never	3973	288	826	145	371	209	461	222	181	111	149	364	2432	1444	3386	342
	97%CJKd	97%	96%	96%	95%	98%	97%	99%	97%	98%	95%	99%zTUVb	96%	98%zd	97%	96%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	36	-	14	1	5	2	2	1	2	1	1	3	29	7	30	1
	1%Fe	-	2%z	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	*
Weekly (Net)	84	3	30	5	11	2	7	1	5	2	4	3	66	16	66	8
	2%FGNe	1%	4%zYc	3%	3%	1%	1%	*	3%	2%	3%	1%	3%ze	1%	2%	2%

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Table 167
A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize
Base = All Respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Monthly (Net)	111	5	38	5	15	2	11	2	5	2	6	3	88	20	91	9
	3%FGNe	2%	4%zWYc	3%	4%c	1%	2%	1%	3%	2%	4%	1%	3%ze	1%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 168
A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime
Base = All Respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A few times a day	16	7	9	4	9	4	-	-	1	7	9	7	3	5	1	14	*	*	1
	*	*	*	1%F	1%zEF	*	-	-	*	1%	1%	1%N	*	*	*	*	*	*	1%
At least once every day	27	12	15	2	12	12	1	-	1	12	13	12	9	2	4	22	3	1	2
	1%Fe	1%	1%	*	2%zF	1%F	*	-	*	1%	1%	1%zMN	1%	*	*	1%	1%	*	1%
About two or three times a week	17	7	10	-	7	10	-	-	-	5	9	2	5	5	5	16	-	1	*
	*	*	*	-	1%F	1%F	-	-	-	1%	1%	*	*	*	*	*	-	1%	*
At least once a week	20	5	15	4	7	8	1	3	-	7	9	5	8	4	4	19	1	-	*
	*AF	*	1%	1%F	1%F	1%F	*	1%	-	1%	1%	1%	1%	*	*	1%	*	-	*
At least once a month	3	-	3	-	2	1	-	1	*	2	-	-	-	1	2	3	-	-	-
	*	-	*	-	*	*	-	*	*	*	-	-	-	*	*	*	-	-	-
At least once every three months	*	-	*	-	*	-	-	-	-	-	*	*	-	-	-	*	-	-	-
	*	-	*	-	*	-	-	-	-	-	*	*	-	-	-	*	-	-	-
Don't know/can't remember	1	*	*	-	*	-	*	-	-	*	*	*	-	*	-	*	-	-	*
	*	*	*	-	*	-	*	-	-	*	*	*	-	*	-	*	-	-	*zO
Never	4017	1967	2046	463	747	1329	1477	403	440	1008	1318	912	989	979	1137	3361	340	200	115
	98%DIJKd	98%	97%	98%D	95%	97%D	100%zCDE	99%IJ	100%zIJ	97%	97%	97%	98%	98%	99%K	98%	99%	99%	97%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	43	19	24	6	20	16	1	-	1	18	22	19	12	7	5	37	3	1	3
	1%FNe	1%	1%	1%F	3%zEF	1%F	*	-	*	2%zG	2%zG	2%zMN	1%	1%	*	1%	1%	*	2%
Weekly (Net)	80	31	49	10	34	34	2	3	1	31	40	27	25	16	13	71	4	2	3
	2%FHNe	2%	2%	2%F	4%zF	3%F	*	1%	*	3%zGH	3%zGH	3%zN	2%	2%	1%	2%	1%	1%	3%
Monthly (Net)	83	31	52	10	36	35	2	3	2	32	40	27	25	17	15	74	4	2	3
	2%FHe	2%	2%	2%F	5%zCEF	3%F	*	1%	*	3%zGH	3%zH	3%N	2%	2%	1%	2%	1%	1%	3%

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Table 168
A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime
Base = All Respondents

GfK

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A few times a day	16	1	5	-	1	2	1	1	-	-	1	2	14	2	12	1
	*	*	1%	-	*	1%	*	1%	-	-	1%	*	1%	*	*	*
At least once every day	27	1	7	2	2	2	6	-	-	-	-	4	25	1	24	1
	1%Fe	*	1%	1%	1%	1%	1%	-	-	-	-	1%	1%ze	*	1%	*
About two or three times a week	17	1	5	2	-	1	1	-	3	-	-	3	14	3	15	-
	*	*	1%	1%	-	*	*	-	1%	-	-	1%	1%	*	*	-
At least once a week	20	2	6	2	1	-	5	1	1	*	1	1	16	5	19	-
	*AF	1%	1%	1%	*	-	1%	*	1%	*	*	*	1%	*	1%	-
At least once a month	3	-	*	-	1	1	-	-	-	-	-	-	2	1	3	-
	*	-	*	-	*	*	-	-	-	-	-	-	*	*	*	-
At least once every three months	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-
	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-
Don't know/can't remember	1	-	-	-	*	-	-	-	-	-	-	-	*	*	1	-
	*	-	-	-	*	-	-	-	-	-	-	-	*	*	*	-
Never	4017	294	840	145	383	207	461	223	183	112	155	358	2457	1460	3413	353
	98%DIJKd	99%	97%	96%	98%	98%	97%	99%	98%	100%	99%	97%	97%	99%zd	98%	99%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	43	2	12	2	3	4	6	1	-	-	1	5	39	3	36	3
	1%FNe	1%	1%	1%	1%	2%	1%	1%	-	-	1%	1%	2%ze	*	1%	1%
Weekly (Net)	80	4	23	6	4	4	11	2	4	*	2	10	69	11	71	3
	2%FHNe	1%	3%	4%	1%	2%	2%	1%	2%	*	1%	3%	3%ze	1%	2%	1%
Monthly (Net)	83	4	24	6	6	5	11	2	4	*	2	10	71	11	73	3
	2%FHe	1%	3%	4%	1%	2%	2%	1%	2%	*	1%	3%	3%ze	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 169
Section A summary. Cross-Media Consumption
Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	Daily	Weekly	Monthly	At least once in the last 3 months	Never
Summary Table								
Consumption of BBC on TV	4099	4101	2770	2386 58%	3361 82%	3438 84%	191 5%	619 15%
Radio	4099	4101	2770	1340 33%	2054 50%	2165 53%	98 2%	1864 45%
On-demand	4099	4101	2770	360 9%	1319 32%	1622 40%	79 2%	2404 59%
online	4099	4101	2770	975 24%	1643 40%	1762 43%	81 2%	2284 56%
Any BBC across TV, Radio, On-demand or Online	4099	4101	2770	2911 71%	3631 89%	3691 90%	389 9%	390 10%

B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers?
Base = Users of each platform in the past 3 months

	Summary Table								
	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News and	ITV(including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4)	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	S4C	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Netflix	Amazon Prime Video	Now TV
UnweightedBase	3508	2990	2649	2079	125	1322	1367	789	376
WeightedBase	3458	2929	2533	1976	106	1232	1221	680	333
EffectiveBase	2399	2041	1812	1413	75	906	917	557	256
Extremely Dissatisfied 1	60 2%	21 1%	21 1%	22 1%	1 1%	5 *	4 *	- -	- -
2	40 1%	20 1%	30 1%	28 1%	3 3%	6 *	7 1%	4 1%	1 *
3	87 3%	63 2%	49 2%	64 3%	1 1%	26 2%	7 1%	6 1%	5 2%
4	187 5%	159 5%	126 5%	139 7%	12 11%	54 4%	23 2%	17 2%	12 4%
5	372 11%	343 12%	262 10%	302 15%	14 13%	121 10%	31 3%	33 5%	17 5%
6	364 11%	447 15%	372 15%	335 17%	13 13%	138 11%	80 7%	57 8%	41 12%
7	647 19%	629 21%	627 25%	456 23%	17 16%	246 20%	151 12%	134 20%	82 25%
8	801 23%	615 21%	563 22%	310 16%	18 17%	312 25%	334 27%	191 28%	67 20%
9	471 14%	309 11%	228 9%	139 7%	11 11%	173 14%	248 20%	119 17%	51 15%
Extremely Satisfied 10	430 12%	322 11%	255 10%	181 9%	15 14%	150 12%	337 28%	120 18%	58 17%
Total mentions	3458 100%	2929 100%	2533 100%	1976 100%	106 100%	1232 100%	1221 100%	680 100%	333 100%
Mean	7.13	7.04	7.02	6.62	6.82	7.32	8.27	7.85	7.61
1-3 (Net)	186 5%	104 4%	100 4%	114 6%	6 5%	38 3%	18 1%	9 1%	6 2%
1-4 (Net)	373 11%	263 9%	226 9%	253 13%	17 16%	92 7%	41 3%	26 4%	19 6%
1-2 (Net)	99 3%	42 1%	51 2%	50 3%	4 4%	11 1%	11 1%	4 1%	1 *

B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers?
Base = Users of each platform in the past 3 months

	Summary Table								
	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News and	ITV(including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4)	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	S4C	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Netflix	Amazon Prime Video	Now TV
WeightedBase	3458	2929	2533	1976	106	1232	1221	680	333
EffectiveBase	2399	2041	1812	1413	75	906	917	557	256
4-7 (Net)	1570	1579	1387	1232	56	559	284	241	152
	45%	54%	55%	62%	53%	45%	23%	35%	46%
5-6 (Net)	736	791	634	637	27	259	111	90	58
	21%	27%	25%	32%	26%	21%	9%	13%	17%
8-10 (Net)	1701	1246	1046	630	44	635	919	430	175
	49%	43%	41%	32%	41%	52%	75%	63%	52%
7-10 (Net)	2348	1875	1673	1086	61	881	1070	564	257
	68%	64%	66%	55%	58%	72%	88%	83%	77%
9-10 (Net)	901	631	484	320	26	323	586	239	108
	26%	22%	19%	16%	25%	26%	48%	35%	32%

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Table 171
B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3508**	1724	1780	476	637	1211	1184	333	347	922	1298	1082	804	710	912	2664	292	305	247
WeightedBase	3458	1666	1789	370	586	1146	1356	340	344	903	1196	837	862	842	916	2902	272	185	99
EffectiveBase	2399	1212	1190	316	446	830	836	230	236	635	894	766	572	489	638	1906	209	214	194
Extremely Dissatisfied 1	**60** **2%C**	31 2%	28 2%	2 *	8 1%	18 2%	32 **2%C**	13 **4%zIJ**	9 3%	10 1%	13 1%	10 1%	13 2%	11 1%	26 **3%zK**	53 2%	4 2%	1 1%	1 1%
2	**40** **1%**	21 1%	19 1%	3 1%	10 2%	9 1%	18 1%	9 **3%zIJ**	5 1%	8 1%	10 1%	7 1%	5 1%	9 1%	18 **2%z**	32 1%	4 1%	1 *	3 **3%zOQ**
3	**87** **3%EJVd**	34 2%	53 3%	5 1%	12 2%	16 1%	53 **4%zCE**	10 3%	19 **6%zIJ**	21 2%	17 1%	15 2%	19 2%	13 2%	39 **4%zKLM**	77 3%	3 1%	2 1%	5 **5%zPQ**
4	**187** **5%EJKg**	100 6%	87 5%	14 4%	31 5%	44 4%	97 **7%zCE**	25 **7%J**	19 6%	53 **6%J**	42 4%	32 4%	43 5%	46 5%	66 **7%zK**	153 5%	22 **8%R**	9 5%	3 3%
5	**372** **11%K**	184 11%	187 10%	39 10%	65 11%	125 11%	144 11%	45 13%	43 13%	85 9%	112 9%	74 9%	87 10%	115 **14%zK**	96 11%	308 11%	31 12%	23 12%	10 11%
6	**364** **11%K**	176 11%	188 11%	46 12%	60 10%	132 11%	127 9%	37 11%	41 12%	105 12%	112 9%	70 8%	93 11%	101 **12%K**	100 11%	319 11%	21 8%	16 9%	8 8%
7	**647** **19%Fe**	328 20%	317 18%	77 **21%F**	131 **22%zF**	235 **21%F**	204 15%	56 16%	57 17%	174 19%	229 19%	173 21%	162 19%	149 18%	163 18%	542 19%	57 21%	31 17%	17 17%
8	**801** **23%G**	371 22%	429 24%	86 23%	126 21%	261 23%	327 24%	59 17%	84 25%	206 23%	299 **25%G**	198 24%	210 24%	191 23%	201 22%	664 23%	70 26%	39 21%	28 28%
9	**471** **14%HN**	229 14%	242 14%	38 10%	80 14%	168 15%	184 14%	38 11%	32 9%	124 14%	206 **17%zGH**	144 **17%zN**	123 **14%N**	115 **14%N**	100 10%	394 14%	33 12%	33 **18%R**	10 10%
Extremely Satisfied 10	**430** **12%**	191 11%	239 13%	61 **17%zDE**	62 11%	137 12%	170 13%	48 14%	34 10%	117 13%	156 13%	113 14%	105 12%	93 11%	120 13%	359 12%	27 10%	31 **17%P**	14 14%
Total mentions	**3458** **100%**	1666 100%	1789 100%	370 100%	586 100%	1146 100%	1356 100%	340 100%	344 100%	903 100%	1196 100%	837 100%	862 100%	842 100%	916 100%	2902 100%	272 100%	185 100%	99 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 171
B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**3458**	1666	1789	370	586	1146	1356	340	344	903	1196	837	862	842	916	2902	272	185	99
EffectiveBase	2399	1212	1190	316	446	830	836	230	236	635	894	766	572	489	638	1906	209	214	194
Mean	**7.13FGHNe**	7.08	7.19	**7.37zDF**	7.07	**7.24F**	7.01	6.75	6.72	**7.21GH**	**7.43zGHI**	**7.42zMN**	**7.22N**	**7.08N**	6.83	7.12	7.04	**7.47zOP**	7.14
1-3 (Net)	**186**	86	100	10	31	43	103	32	34	39	40	33	38	33	83	163	10	4	8
	5%CEJKQd	*5%*	*6%*	*3%*	*5%*	*4%*	*8%zCE*	*9%zIJ*	*10%zIJ*	*4%*	*3%*	*4%*	*4%*	*4%*	*9%zKLM*	*6%Q*	*4%*	*2%*	*9%zPQ*
1-4 (Net)	**373**	186	187	24	62	87	200	57	53	92	82	64	81	79	149	316	33	13	11
	11%CEJKd	*11%*	*10%*	*6%*	*11%*	*8%*	*15%zCDE*	*17%zIJ*	*15%zIJ*	*10%J*	*7%*	*8%*	*9%*	*9%*	*16%zKLM*	*11%*	*12%*	*7%*	*11%*
1-2 (Net)	**99**	52	47	4	19	27	50	22	14	18	23	17	19	20	43	86	8	2	4
	3%CJd	*3%*	*3%*	*1%*	*3%*	*2%*	*4%C*	*7%zIJ*	*4%J*	*2%*	*2%*	*2%*	*2%*	*2%*	*5%zKLM*	*3%*	*3%*	*1%*	*4%*
4-7 (Net)	**1570**	788	779	175	287	537	572	163	160	417	495	349	386	410	425	1321	131	79	39
	45%FJK	*47%*	*44%*	*47%*	*49%F*	*47%*	*42%*	*48%*	*47%*	*46%*	*41%*	*42%*	*45%*	*49%K*	*46%*	*46%*	*48%*	*42%*	*39%*
5-6 (Net)	**736**	360	375	84	125	257	271	82	84	190	224	145	180	215	196	626	52	39	19
	21%JK	*22%*	*21%*	*23%*	*21%*	*22%*	*20%*	*24%*	*24%J*	*21%*	*19%*	*17%*	*21%*	*26%zK*	*21%*	*22%*	*19%*	*21%*	*19%*
8-10 (Net)	**1701**	792	910	185	268	566	682	145	150	447	661	455	439	399	408	1418	130	102	52
	49%GNU	*48%*	*51%*	*50%*	*46%*	*49%*	*50%*	*43%*	*44%*	*50%*	*55%zGHI*	*54%zMN*	*51%N*	*47%*	*45%*	*49%*	*48%*	*55%*	*52%*
7-10 (Net)	**2348**	1120	1227	262	399	802	886	201	207	621	890	628	601	548	571	1960	186	133	69
	68%FGHNSe	*67%*	*69%*	*71%*	*68%*	*70%F*	*65%*	*59%*	*60%*	*69%GH*	*74%zGHI*	*75%zLMN*	*70%N*	*65%*	*62%*	*68%*	*69%*	*72%*	*70%*
9-10 (Net)	**901**	420	481	99	142	305	354	86	65	241	362	257	228	208	208	754	60	63	24
	26%HN	*25%*	*27%*	*27%*	*24%*	*27%*	*26%*	*25%*	*19%*	*27%H*	*30%zH*	*31%zMN*	*26%*	*25%*	*23%*	*26%*	*22%*	*34%zOPR*	*24%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 171
B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	3508	217	653	127	306	166	363	184	143	91	115	299	2002	1405	2929	346
WeightedBase	3458	256	683	130*	335	178	398	198	170	106*	129*	319	2108	1278	2932	314
EffectiveBase	2399	150	455	95	216	125	262	133	105	65	87	216	1380	966	2015	232
Extremely Dissatisfied 1	60 2%C	3 1%	10 1%	-	10 3%	3 2%	14 3%zc	3 1%	5 3%	2 2%	2 2%	2 1%	28 1%	27 2%	54 2%	4 1%
2	40 1%	2 1%	8 1%	-	8 2%	3 1%	4 1%	2 1%	3 2%	1 1%	-	3 1%	20 1%	20 2%	32 1%	5 2%
3	87 3%EJVd	9 4%V	16 2%V	6 4%V	* *	4 2%V	6 2%	2 1%	12 7%zTVXY	10 9%zTVWXYc	3 2%V	8 3%V	40 2%	45 3%zd	70 2%	7 2%
4	187 5%EJKg	17 7%W	42 6%W	14 11%zVWYbc	11 3%	3 2%	27 7%W	8 4%	11 6%	5 5%	3 2%	11 3%	101 5%	81 6%	163 6%g	8 2%
5	372 11%K	23 9%	97 14%zWX	17 13%	38 11%	13 7%	32 8%	16 8%	17 10%	7 7%	15 12%	33 10%	219 10%	140 11%	316 11%	34 11%
6	364 11%K	47 18%zTUWXYh	68 10%	12 9%	38 11%	14 8%	41 10%	15 8%	16 9%	10 9%	20 16%	38 12%	218 10%	141 11%	315 11%	26 8%
7	647 19%Fe	48 19%	128 19%	30 23%	54 16%	39 22%	69 17%	48 24%	28 16%	17 16%	25 19%	57 18%	434 21%ze	195 15%	535 18%	70 22%
8	801 23%G	53 21%	146 21%	21 16%	85 25%	49 28%	103 26%	50 25%	32 19%	28 27%	23 18%	75 23%	496 24%	296 23%	670 23%	87 28%
9	471 14%HN	30 12%	101 15%	14 10%	38 11%	29 16%	48 12%	34 17%	21 12%	12 11%	20 15%	48 15%	297 14%	167 13%	400 14%	38 12%
Extremely Satisfied 10	430 12%	24 9%	69 10%	16 12%	53 16%T	22 12%	53 13%	20 10%	26 15%	14 13%	19 15%	44 14%	255 12%	169 13%	377 13%	34 11%
Total mentions	3458 100%	256 100%	683 100%	130 100%	335 100%	178 100%	398 100%	198 100%	170 100%	106 100%	129 100%	319 100%	2108 100%	1278 100%	2932 100%	314 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 171
B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3458	256	683	130*	335	178	398	198	170	106*	129*	319	2108	1278	2932	314
EffectiveBase	2399	150	455	95	216	125	262	133	105	65	87	216	1380	966	2015	232
Mean	7.13FGHNe	6.90	7.01	6.88	7.21	7.45STUh	7.11	7.36S	6.85	6.99	7.28	7.34ST	7.22ze	7.03	7.14	7.22
1-3 (Net)	186 5%CEJKQd	15 6%	34 5%	6 4%	19 6%	9 5%	24 6%	7 3%	20 12%zTVYbc	12 12%zTYc	5 4%	13 4%	89 4%	91 7%zd	156 5%	16 5%
1-4 (Net)	373 11%CEJKd	32 12%	76 11%	20 15%Wbc	29 9%	12 7%	51 13%	15 8%	31 18%zTVWYbc	18 17%Wbc	8 6%	24 8%	189 9%	172 13%zd	319 11%	24 8%
1-2 (Net)	99 3%CJd	5 2%	17 3%	- -	18 5%zUc	6 3%	18 5%U	4 2%	8 5%U	2 2%	2 2%	5 1%	49 2%	46 4%	86 3%	9 3%
4-7 (Net)	1570 45%FJK	135 53%VWXa	334 49%W	73 56%zVWXhac	141 42%	68 38%	169 42%	88 44%	71 42%	40 38%	63 49%	139 44%	972 46%	556 43%	1330 45%	138 44%
5-6 (Net)	736 21%JK	69 27%WXY	165 24%WY	29 22%	76 23%	27 15%	73 18%	31 16%	33 19%	17 16%	35 27%WY	71 22%	437 21%	280 22%	632 22%	61 19%
8-10 (Net)	1701 49%GNU	106 42%	315 46%	51 39%	176 53%SU	101 56%STU	204 51%U	104 53%U	78 46%	54 50%	61 47%	167 52%SU	1048 50%	632 49%	1447 49%	159 51%
7-10 (Net)	2348 68%FGHNSe	155 60%	443 65%	81 62%	230 68%	139 78%zSTUh	273 69%	152 77%zSTUh	106 62%	71 67%	86 67%	224 70%	1482 70%ze	827 65%	1982 68%	229 73%
9-10 (Net)	901 26%HN	54 21%	169 25%	30 23%	91 27%	51 29%	102 26%	54 27%	47 28%	25 24%	39 30%	92 29%	551 26%	336 26%	777 26%	72 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 172
**B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2990	1433	1553	388	542	1032	1028	266	314	813	1096	910	683	623	774	2210	259	280	241
WeightedBase	2929	1369	1558	308	509	980	1133	259	300	789	1020	705	731	722	771	2424	245	168	93
EffectiveBase	2041	999	1043	258	375	706	718	181	216	560	745	648	480	427	539	1590	187	195	192
Extremely Dissatisfied 1	21 1%	12 1%	10 1%	- -	4 1%	7 1%	10 1%	5 2%	- -	3 *	9 1%	2 *	6 1%	4 *	10 1%	19 1%	2 1%	- -	* *
2	20 1%	10 1%	10 1%	1 *	1 *	7 1%	11 1%	1 *	4 1%	4 1%	6 1%	6 1%	3 *	5 1%	6 1%	13 1%	3 1%	1 1%	2 2%zO
3	63 2%J	36 3%	27 2%	6 2%	10 2%	20 2%	28 2%	7 3%	18 6%zIJ	15 2%	12 1%	16 2%	12 2%	15 2%	20 3%	51 2%	3 1%	3 2%	5 6%zOP
4	159 5%J	86 6%	71 5%	9 3%	22 4%	43 4%	84 7%CDE	18 7%	15 5%	38 5%	42 4%	31 4%	39 5%	40 6%	49 6%	131 5%	10 4%	15 9%zR	3 3%
5	343 12%Y	174 13%	169 11%	31 10%	59 12%	116 12%	138 12%	25 10%	45 15%	95 12%	104 10%	85 12%	92 13%	84 12%	82 11%	288 12%	26 11%	22 13%	8 9%
6	447 15%BGNU	232 17%zB	214 14%	40 13%	82 16%	169 17%	156 14%	23 9%	42 14%	129 16%G	175 17%G	111 16%	107 15%	132 18%N	97 13%	375 15%	39 16%	22 13%	11 12%
7	629 21%Fe	313 23%	316 20%	71 23%	118 23%F	233 24%F	206 18%	53 20%	50 17%	156 20%	237 23%H	159 23%	176 24%	147 20%	147 19%	524 22%	59 24%	27 16%	18 19%
8	615 21%AT	262 19%	352 23%	71 23%	88 17%	202 21%	253 22%	53 20%	76 25%	167 21%	210 21%	147 21%	144 20%	145 20%	179 23%	496 20%	59 24%	35 21%	25 27%zO
9	309 11%AS	120 9%	189 12%zA	28 9%	61 12%	93 9%	128 11%	32 12%	25 8%	85 11%	121 12%	82 12%	76 10%	71 10%	80 10%	259 11%	22 9%	21 12%	7 8%
Extremely Satisfied 10	322 11%A	123 9%	199 13%zA	51 17%zEF	63 12%	91 9%	118 10%	43 17%zHJ	25 8%	96 12%	104 10%	67 9%	76 10%	79 11%	101 13%	267 11%	21 9%	21 13%	13 14%
Total mentions	2929 100%	1369 100%	1558 100%	308 100%	509 100%	980 100%	1133 100%	259 100%	300 100%	789 100%	1020 100%	705 100%	731 100%	722 100%	771 100%	2424 100%	245 100%	168 100%	93 100%
Mean	7.04AHT	6.83	7.22zA	7.40zEF	7.12	6.98	6.95	7.23H	6.78	7.12H	7.12H	7.04	7.02	7.00	7.08	7.03	7.02	7.06	7.12

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 172

**B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2929	1369	1558	308	509	980	1133	259	300	789	1020	705	731	722	771	2424	245	168	93
EffectiveBase	2041	999	1043	258	375	706	718	181	216	560	745	648	480	427	539	1590	187	195	192
1-3 (Net)	**104**	58	47	7	15	33	49	12	22	22	26	25	21	23	37	84	8	5	7
	4%	4%	3%	2%	3%	3%	4%	5%	7%zIJ	3%	3%	3%	3%	3%	5%	3%	3%	3%	**8%zOPQ**
1-4 (Net)	**263**	144	118	16	37	76	134	31	37	60	69	55	60	63	85	215	18	20	10
	9%BCJW	11%zB	8%	5%	7%	8%	12%zCDE	12%J	12%IJ	8%	7%	8%	8%	9%	11%	9%	8%	12%	11%
1-2 (Net)	**42**	21	20	1	6	14	21	6	4	7	15	9	9	8	16	33	5	1	2
	1%	2%	1%	*	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
4-7 (Net)	**1579**	805	771	151	282	561	585	118	151	419	558	385	414	404	375	1318	135	86	40
	54%BGNRXc	59%zB	49%	49%	55%	57%zCF	52%	46%	50%	53%	55%G	55%N	57%N	56%N	49%	**54%R**	55%R	51%	43%
5-6 (Net)	**791**	406	383	71	141	285	294	47	87	225	279	196	199	216	180	663	65	44	19
	27%BGNR	30%zB	25%	23%	28%	29%	26%	18%	29%G	28%G	27%G	28%	27%	30%N	23%	27%	27%	26%	21%
8-10 (Net)	**1246**	506	740	150	212	386	499	128	126	348	436	295	296	296	359	1022	102	77	45
	43%AET	37%	54%zA	49%zE	42%	39%	44%	49%z	42%	44%	43%	42%	41%	41%	47%z	42%	42%	46%	49%
7-10 (Net)	**1875**	818	1056	221	331	619	705	181	177	504	673	454	472	443	507	1546	162	104	63
	64%AT	60%	68%zA	72%zEF	65%	63%	62%	70%H	59%	64%	66%	64%	65%	61%	66%	64%	66%	62%	68%
9-10 (Net)	**631**	243	388	79	124	184	245	75	50	181	225	148	152	150	180	526	44	42	20
	22%AES	18%	25%zA	26%E	24%E	19%	22%	29%zH	17%	23%	22%	21%	21%	21%	23%	22%	18%	25%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - ITV
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2990	200	482	99	258	150	314	158	113	79	89	268	1715	1189	2484	317
WeightedBase	2929	232	517	103*	285	162	350	167	132*	91*	100*	286	1813	1058	2469	286
EffectiveBase	2041	140	338	75	180	113	231	117	84	56	69	191	1184	816	1701	213
Extremely Dissatisfied 1	21 1%	2 1%	6 1%	2 2%	3 1%	- -	4 1%	- -	2 1%	- -	- -	1 *	10 1%	10 1%	19 1%	2 1%
2	20 1%	- -	3 1%	- -	4 1%	- -	3 1%	* *	- -	1 1%	- -	2 1%	10 1%	10 1%	20 1%	- -
3	63 2%J	4 2%	14 3%	1 *	2 1%	2 1%	7 2%	1 1%	6 5%V	4 5%V	2 2%	8 3%	34 2%	28 3%	51 2%	7 2%
4	159 5%J	22 9%zWXc	34 7%	6 5%	13 4%	4 2%	12 4%	9 5%	9 7%	8 9%	6 6%	10 3%	92 5%	64 6%	136 5%	11 4%
5	343 12%Y	17 7%	78 15%zSXY	25 24%zSVWX Yac	38 13%Y	17 10%Y	31 9%	6 3%	17 13%Y	8 9%	20 19%zSXY	31 11%Y	199 11%	133 13%	288 12%	32 11%
6	447 15%BGNU	47 20%UW	86 17%U	6 6%	48 17%U	18 11%	56 16%U	34 20%U	19 14%	10 11%	13 13%	39 14%	294 16%	149 14%	373 15%	40 14%
7	629 21%Fe	57 25%	123 24%	23 22%	60 21%	39 24%	65 18%	48 29%Xa	24 18%	13 15%	19 19%	54 19%	421 23%ze	197 19%	519 21%	75 26%
8	615 21%AT	50 22%	82 16%	16 16%	51 18%	32 20%	89 26%T	42 25%T	22 17%	30 33%zTUVh b	15 14%	67 23%T	363 20%	240 23%	522 21%	65 23%
9	309 11%AS	13 6%	49 10%	10 10%	27 9%	25 16%S	43 12%S	17 10%	21 16%S	7 8%	12 12%	35 12%S	192 11%	111 11%	264 11%	27 10%
Extremely Satisfied 10	322 11%A	18 8%	42 8%	15 14%	41 14%TY	25 16%TY	40 11%	11 7%	12 9%	10 11%	14 14%	39 14%T	199 11%	115 11%	277 11%	26 9%
Total mentions	2929 100%	232 100%	517 100%	103 100%	285 100%	162 100%	350 100%	167 100%	132 100%	91 100%	100 100%	286 100%	1813 100%	1058 100%	2469 100%	286 100%
Mean	7.04AHT	6.79	6.72	6.95	7.08T	7.55zSTU Vh	7.20ST	7.20T	6.86	7.02	7.02	7.28ST	7.07	6.98	7.04	7.07

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 172
B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - ITV
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)*	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)*	West (b)*	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2929	232	517	103*	285	162	350	167	132*	91*	100*	286	1813	1058	2469	286
EffectiveBase	2041	140	338	75	180	113	231	117	84	56	69	191	1184	816	1701	213
1-3 (Net)	104	7	23	2	8	2	14	2	8	5	2	10	53	48	90	9
	4%	3%	4%	2%	3%	1%	4%	1%	6%Y	5%	2%	4%	3%	5%	4%	3%
1-4 (Net)	263	29	57	8	21	6	26	10	17	13	8	20	145	113	225	20
	9%BCJW	12%W	11%W	8%	7%	4%	8%	6%	13%W	14%W	8%	7%	8%	11%zd	9%	7%
1-2 (Net)	42	2	9	2	7	-	7	*	2	1	-	2	19	20	39	2
	1%	1%	2%	2%	2%	-	2%	*	1%	1%	-	1%	1%	2%	2%	1%
4-7 (Net)	1579	143	321	60	158	77	164	95	69	39	58	134	1006	543	1316	158
	54%BGNRXc	62%WXac	62%zWXac	58%	56%	48%	47%	57%	52%	43%	57%	47%	55%	51%	53%	55%
5-6 (Net)	791	64	163	31	86	34	87	40	36	18	33	70	493	282	662	72
	27%BGNR	28%	32%zW	30%	30%	21%	25%	24%	27%	20%	33%	25%	27%	27%	27%	25%
8-10 (Net)	1246	82	173	41	119	83	172	70	55	46	41	141	754	466	1063	119
	43%AET	35%	33%	40%	42%	51%ST	49%zST	42%	41%	51%ST	40%	49%zST	42%	44%	43%	41%
7-10 (Net)	1875	139	296	64	178	122	236	118	79	60	60	196	1175	663	1582	194
	64%AT	60%	57%	62%	62%	75%zSTVhb	68%T	71%T	60%	66%	59%	68%T	65%	63%	64%	68%
9-10 (Net)	631	31	91	25	68	51	82	28	32	17	26	74	391	226	541	54
	22%AES	13%	18%	24%S	24%S	31%zSTY	24%S	17%	25%S	18%	26%S	26%ST	22%	21%	22%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 173
B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2649**	1299	1345	368	491	937	853	224	252	715	1050	854	641	522	632	1969	232	241	207
WeightedBase	2533	1213	1317	283	447	861	942	204	240	682	964	671	669	594	599	2091	212	145	85
EffectiveBase	1812	922	893	249	343	653	591	150	170	496	727	605	451	361	434	1411	167	165	164
Extremely Dissatisfied 1	**21** *1%*	7 *1%*	14 *1%*	* *	4 *1%*	9 *1%*	8 *1%*	5 **2%J**	1 *	7 *1%*	5 *1%*	6 *1%*	5 *1%*	1 *	10 **2%zM**	19 *1%*	3 *1%*	* *	* *
2	**30** **1%Jd**	9 *1%*	20 *2%*	2 *1%*	4 *1%*	5 *1%*	19 **2%zE**	1 *	1 *1%*	12 **2%J**	1 *	7 *1%*	3 *	8 *1%*	11 *2%*	21 *1%*	4 *2%*	3 *2%*	1 *1%*
3	**49** **2%EJd**	21 *2%*	27 *2%*	2 *1%*	11 **3%E**	7 *1%*	28 **3%zE**	6 *3%*	8 *3%*	15 *2%*	11 *1%*	13 *2%*	9 *1%*	7 *1%*	19 **3%zM**	41 *2%*	2 *1%*	2 *2%*	3 **4%zP**
4	**126** **5%CE**	69 *6%*	56 *4%*	5 *2%*	16 *4%*	32 *4%*	74 **8%zCDE**	17 **8%IJ**	17 *7%*	27 *4%*	37 *4%*	27 *4%*	30 *4%*	38 *6%*	31 *5%*	110 *5%*	7 *4%*	5 *4%*	4 *4%*
5	**262** **10%DJd**	127 *10%*	135 *10%*	20 *7%*	31 *7%*	93 **11%D**	119 **13%zCD**	21 *10%*	35 **15%J**	77 **11%J**	70 *7%*	69 *10%*	64 *10%*	64 *11%*	66 *11%*	217 *10%*	17 *8%*	21 *14%*	7 *9%*
6	**372** **15%Bf**	201 **17%zB**	169 *13%*	40 *14%*	72 *16%*	128 *15%*	132 *14%*	26 *13%*	41 *17%*	101 *15%*	151 *16%*	111 **17%L**	80 *12%*	89 *15%*	91 *15%*	296 *14%*	38 *18%*	23 *16%*	15 *17%*
7	**627** **25%K**	314 *26%*	314 *24%*	64 *23%*	108 *24%*	230 *27%*	226 *24%*	47 *23%*	51 *21%*	151 *22%*	244 *25%*	146 *22%*	196 **29%zKN**	150 *25%*	135 *23%*	517 *25%*	59 *28%*	33 *22%*	19 *22%*
8	**563** **22%Fhe**	262 *22%*	300 *23%*	75 **27%F**	96 *21%*	216 **25%zF**	176 *19%*	39 *19%*	52 *22%*	149 *22%*	233 *24%*	164 *25%*	149 *22%*	126 *21%*	124 *21%*	471 *23%*	42 *20%*	31 *21%*	19 *22%*
9	**228** **9%**	108 *9%*	120 *9%*	29 *10%*	49 *11%*	69 *8%*	82 *9%*	14 *7%*	13 *5%*	67 *10%*	108 **11%zH**	67 *10%*	67 *10%*	54 *9%*	41 *7%*	189 *9%*	18 *9%*	13 *9%*	8 *10%*
Extremely Satisfied 10	**255** **10%A**	95 *8%*	160 **12%zA**	46 **16%zEF**	58 **13%EF**	72 *8%*	79 *8%*	28 *14%*	21 *9%*	75 *11%*	103 *11%*	61 *9%*	67 *10%*	57 *10%*	71 *12%*	211 *10%*	22 *10%*	13 *9%*	9 *10%*
Total mentions	**2533** *100%*	1213 *100%*	1317 *100%*	283 *100%*	447 *100%*	861 *100%*	942 *100%*	204 *100%*	240 *100%*	682 *100%*	964 *100%*	671 *100%*	669 *100%*	594 *100%*	599 *100%*	2091 *100%*	212 *100%*	145 *100%*	85 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 173

B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2533	1213	1317	283	447	861	942	204	240	682	964	671	669	594	599	2091	212	145	85
EffectiveBase	1812	922	893	249	343	653	591	150	170	496	727	605	451	361	434	1411	167	165	164
Mean	7.02FHNe	6.94	7.09	7.56zDEF	7.22zF	7.06F	6.71	6.88	6.74	7.01	7.28zGHI	7.04	7.16N	7.00	6.85	7.02	7.04	6.93	7.01
1-3 (Net)	100 4%ACEJcd	37 3%	62 5%	4 1%	19 4%	21 2%	55 6%zCE	12 6%J	10 4%	34 5%J	18 2%	26 4%	17 2%	16 3%	40 7%zKLM	80 4%	8 4%	6 4%	5 6%
1-4 (Net)	226 9%CEJd	107 9%	118 9%	9 3%	35 8%C	53 6%	129 14%zCDE	29 14%zJ	27 11%J	62 9%J	55 6%	53 8%	46 7%	54 9%	72 12%zKL	190 9%	16 7%	11 8%	8 10%
1-2 (Net)	51 2%AJd	16 1%	35 3%	2 1%	8 2%	14 2%	27 3%C	5 2%J	2 1%	20 3%J	6 1%	13 2%	8 1%	9 2%	21 4%zL	40 2%	6 3%	4 2%	1 1%
4-7 (Net)	1387 55%BCX	710 59%zB	674 51%	129 45%	226 51%	482 56%C	551 58%zCD	111 55%	144 60%	357 52%	502 52%	353 53%	370 55%	341 57%	323 54%	1140 55%	122 57%	82 56%	44 52%
5-6 (Net)	634 25%Ld	328 27%	304 23%	60 21%	102 23%	220 26%	251 27%	47 23%	76 32%zJ	178 26%	221 23%	180 27%L	144 22%	153 26%	157 26%	513 25%	55 26%	44 30%	22 26%
8-10 (Net)	1046 41%AFe	465 38%	581 44%zA	150 53%zEF	202 45%F	357 41%F	336 36%	81 40%	86 36%	291 43%	444 46%zH	292 43%	282 42%	237 40%	236 39%	870 42%	82 39%	57 40%	36 42%
7-10 (Net)	1673 66%FHNe	779 64%	894 68%	214 76%zEF	310 69%F	587 68%F	562 60%	128 63%	137 57%	443 65%	688 71%zGHI	438 65%	479 72%zKMN	387 65%	371 62%	1387 66%	141 67%	90 62%	54 64%
9-10 (Net)	484 19%AE	203 17%	280 21%zA	75 27%zEF	107 24%zEF	142 16%	160 17%	42 20%	34 14%	142 21%	211 22%zH	127 19%	134 20%	111 19%	112 19%	400 19%	40 19%	27 18%	17 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

**B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)
Base = Users of each platform in the past 3 months**

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2649	167	433	83	240	141	277	133	100	75	79	241	1562	1013	2197	274
WeightedBase	2533	181	448	82*	258	151	296	136*	120*	84*	85*	250	1598	886	2123	254
EffectiveBase	1812	117	301	62	165	106	205	99	75	53	58	173	1084	688	1511	188
Extremely Dissatisfied 1	21 1%	3 1%	5 1%	- -	5 2%	2 2%	3 1%	- -	- -	- -	- -	1 *	11 1%	10 1%	18 1%	3 1%
2	30 1%Jd	3 2%	2 *	1 1%	3 1%	3 2%	6 2%	- -	2 2%	- -	- -	1 *	12 1%	17 2%zd	24 1%	3 1%
3	49 2%EJd	1 1%	8 2%	3 3%c	4 2%	2 1%	6 2%	2 1%	4 4%c	9 10%zSTVWX Yc	2 2%	* *	23 1%	25 3%zd	43 2%	4 2%
4	126 5%CE	13 7%	20 4%	4 5%	16 6%	5 3%	12 4%	3 2%	7 6%	8 9%	5 6%	17 7%	69 4%	55 6%	113 5%	8 3%
5	262 10%DJd	21 12%	44 10%	9 12%	44 17%zTWXac	12 8%	28 9%	14 10%	10 9%	5 6%	9 10%	22 9%	124 8%	132 15%zd	218 10%	29 11%
6	372 15%Bf	29 16%	68 15%	12 15%	30 12%	23 15%	31 10%	20 15%	25 21%Xa	7 8%	17 20%	36 14%	249 16%	115 13%	296 14%	47 19%
7	627 25%K	44 25%	111 25%	19 23%	50 19%	39 26%	71 24%	46 34%zV	30 25%	16 19%	19 23%	71 28%V	414 26%	202 23%	525 25%	64 25%
8	563 22%Fhe	37 20%	102 23%h	17 21%	45 18%	40 26%h	80 27%Vh	31 23%	15 12%	27 32%Vh	19 22%	58 23%	385 24%ze	165 19%	472 22%	52 21%
9	228 9%	12 7%	44 10%	11 13%	27 11%	13 8%	31 10%	9 7%	15 12%	5 6%	6 7%	17 7%	145 9%	81 9%	191 9%	21 8%
Extremely Satisfied 10	255 10%A	18 10%	45 10%	5 6%	34 13%	14 9%	29 10%	11 8%	12 10%	8 10%	8 10%	28 11%	167 10%	85 10%	223 11%	21 8%
Total mentions	2533 100%	181 100%	448 100%	82 100%	258 100%	151 100%	296 100%	136 100%	120 100%	84 100%	85 100%	250 100%	1598 100%	886 100%	2123 100%	254 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 173
B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2533	181	448	82*	258	151	296	136*	120*	84*	85*	250	1598	886	2123	254
EffectiveBase	1812	117	301	62	165	106	205	99	75	53	58	173	1084	688	1511	188
Mean	7.02FHNe	6.83	7.09	6.91	6.89	7.05	7.11	7.14	6.86	6.85	7.00	7.15	**7.16ze**	6.77	7.03	6.91
1-3 (Net)	100 **4%ACEJcd**	7 4%	14 3%	4 **5%c**	12 **5%c**	7 **5%c**	15 **5%c**	2 1%	7 **6%c**	9 **10%zTYc**	2 2%	1 1%	45 3%	52 **6%zd**	85 4%	10 4%
1-4 (Net)	226 **9%CEJd**	20 **11%Y**	34 8%	8 10%	28 **11%Y**	12 8%	27 9%	5 4%	14 **11%Y**	16 **19%zTWXYc**	7 8%	19 7%	115 7%	107 **12%zd**	198 9%	19 7%
1-2 (Net)	51 **2%AJd**	6 3%	6 1%	1 1%	8 3%	6 **4%c**	9 3%	- -	2 2%	- -	- -	1 *	23 1%	27 **3%zd**	41 2%	6 2%
4-7 (Net)	1387 **55%BCX**	107 **59%Xa**	242 54%	45 55%	139 54%	78 52%	142 48%	83 **61%Xa**	72 60%	35 42%	50 59%	146 **58%Xa**	856 54%	503 57%	1152 54%	149 59%
5-6 (Net)	634 **25%Ld**	49 27%	112 25%	21 26%	74 **29%Xa**	35 23%	58 20%	33 25%	35 **29%a**	12 14%	25 **30%a**	58 23%	373 23%	247 **28%zd**	514 24%	76 30%
8-10 (Net)	1046 **41%AFe**	67 37%	191 43%	33 40%	106 41%	66 44%	139 47%	51 38%	41 34%	40 48%	33 39%	103 41%	697 **44%ze**	330 37%	887 42%	95 37%
7-10 (Net)	1673 **66%FHNe**	111 61%	302 67%	52 64%	156 61%	105 69%	210 **71%V**	98 72%	71 59%	56 67%	52 62%	174 69%	1111 **70%ze**	532 60%	1411 66%	160 63%
9-10 (Net)	484 **19%AE**	30 16%	89 20%	16 19%	61 24%	26 17%	60 20%	20 15%	26 22%	13 16%	14 17%	45 18%	311 19%	165 19%	414 20%	43 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 174
B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2079	1025	1050	220	361	744	754	188	206	573	799	655	482	414	528	1539	161	198	181
WeightedBase	1976	958	1015	169	324	664	818	170	196	544	722	493	499	471	513	1644	142	119	71
EffectiveBase	1413	715	698	148	253	514	517	125	133	388	564	465	341	287	357	1102	116	138	144
Extremely Dissatisfied 1	22 **1%**	8 *1%*	14 *1%*	1 *1%*	6 *2%*	9 *1%*	6 *1%*	5 *3%J*	1 ***	5 *1%*	5 *1%*	6 *1%*	2 ***	4 *1%*	10 *2%*	20 *1%*	1 *1%*	-	1 *1%*
2	28 **1%**	16 *2%*	12 *1%*	1 *1%*	8 *3%E*	5 *1%*	14 *2%*	1 ***	1 *1%*	9 *2%*	8 *1%*	5 *1%*	7 *1%*	5 *1%*	11 *2%*	22 *1%*	4 *3%*	1 *1%*	1 *2%*
3	64 **3%D**	35 *4%*	28 *3%*	3 *2%*	4 *1%*	22 *3%*	35 *4%D*	4 *2%*	9 *5%*	13 *2%*	22 *3%*	25 *5%zM*	16 *3%*	8 *2%*	14 *3%*	55 *3%*	1 *1%*	5 *4%*	3 *4%P*
4	139 **7%JK**	63 *7%*	75 *7%*	7 *4%*	20 *6%*	37 *6%*	74 *9%zE*	21 *12%zIJ*	15 *8%*	31 *6%*	37 *5%*	25 *5%*	39 *8%*	41 *9%K*	34 *7%*	119 *7%*	7 *5%*	8 *7%*	4 *6%*
5	302 **15%BPd**	166 *17%zB*	136 *13%*	23 *14%*	41 *13%*	88 *13%*	150 *18%zDE*	26 *15%*	33 *17%*	70 *13%*	112 *16%*	95 *19%zLN*	67 *13%*	73 *16%*	67 *13%*	261 *16%*	13 *9%*	17 *14%*	12 *17%P*
6	335 **17%Fe**	165 *17%*	168 *17%*	25 *15%*	59 *18%*	136 *21%zF*	115 *14%*	19 *11%*	35 *18%*	108 *20%G*	122 *17%*	90 *18%*	87 *17%*	75 *16%*	83 *16%*	264 *16%*	30 *21%*	31 *26%zOR*	10 *15%*
7	456 **23%V**	227 *24%*	229 *23%*	40 *24%*	66 *20%*	171 *26%*	179 *22%*	41 *24%*	39 *20%*	135 *25%*	166 *23%*	115 *23%*	112 *22%*	121 *26%*	108 *21%*	372 *23%*	45 *32%zOQ*	23 *20%*	15 *22%*
8	310 **16%S**	145 *15%*	164 *16%*	33 *19%*	53 *16%*	113 *17%*	111 *14%*	26 *15%*	29 *15%*	80 *15%*	127 *18%*	66 *13%*	87 *17%*	70 *15%*	87 *17%*	262 *16%*	15 *10%*	20 *17%*	14 *19%P*
9	139 **7%E**	63 *7%*	76 *7%*	18 *11%E*	31 *10%E*	35 *5%*	55 *7%*	11 *7%*	19 *10%*	36 *7%*	53 *7%*	32 *6%*	39 *8%*	35 *7%*	33 *6%*	121 *7%*	9 *7%*	6 *5%*	2 *3%*
Extremely Satisfied 10	181 **9%AK**	68 *7%*	114 *11%zA*	19 *11%*	36 *11%*	49 *7%*	77 *9%*	16 *10%*	14 *7%*	57 *11%*	71 *10%*	33 *7%*	45 *9%*	39 *8%*	65 *13%zK*	148 *9%*	18 *13%*	7 *6%*	8 *11%*
Total mentions	1976 **100%**	958 *100%*	1015 *100%*	169 *100%*	324 *100%*	664 *100%*	818 *100%*	170 *100%*	196 *100%*	544 *100%*	722 *100%*	493 *100%*	499 *100%*	471 *100%*	513 *100%*	1644 *100%*	142 *100%*	119 *100%*	71 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 174
B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1976	958	1015	169	324	664	818	170	196	544	722	493	499	471	513	1644	142	119	71
EffectiveBase	1413	715	698	148	253	514	517	125	133	388	564	465	341	287	357	1102	116	138	144
Mean	6.62AFK	6.49	6.74zA	7.07zEF	6.79F	6.60	6.47	6.52	6.57	6.74	6.76z	6.41	6.71K	6.63	6.73K	6.61	6.89	6.51	6.59
1-3 (Net)	114 6%	60 6%	54 5%	5 3%	18 6%	36 5%	55 7%	9 5%	11 6%	27 5%	35 5%	37 7%M	25 5%	17 4%	35 7%	97 6%	5 4%	6 5%	5 7%
1-4 (Net)	253 13%CJ	123 13%	129 13%	12 7%	38 12%	73 11%	129 16%zCE	30 18%IJ	26 13%	58 11%	72 10%	62 12%	63 13%	59 12%	69 13%	217 13%	13 9%	14 12%	9 13%
1-2 (Net)	50 3%	25 3%	25 3%	2 1%	14 4%	14 2%	20 2%	6 3%	2 1%	14 3%	13 2%	11 2%	9 2%	9 2%	21 4%z	42 3%	4 3%	1 1%	2 3%
4-7 (Net)	1232 62%Na	621 65%z	608 60%	95 56%	186 57%	432 65%CD	518 63%	107 63%	123 63%	344 63%	436 60%	325 66%zN	304 61%	310 66%N	292 57%	1016 62%	95 67%	79 66%	42 59%
5-6 (Net)	637 32%a	332 35%	303 30%	48 28%	100 31%	224 34%	265 32%	45 27%	68 35%	177 33%	234 32%	185 38%zLN	154 31%	148 32%	150 29%	525 32%	42 30%	47 40%z	22 32%
8-10 (Net)	630 32%AK	276 29%	354 35%zA	70 41%zEF	121 37%zEF	196 30%	244 30%	54 32%	62 32%	173 32%	251 35%	131 27%	171 34%K	143 30%	186 36%zK	531 32%	42 30%	34 29%	24 33%
7-10 (Net)	1086 55%K	503 53%	583 57%	110 65%zEF	186 57%	367 55%	423 52%	95 56%	102 52%	309 57%	416 58%	246 50%	282 57%	264 56%	294 57%K	903 55%	87 61%Q	57 48%	39 55%
9-10 (Net)	320 16%AEK	131 14%	189 19%zA	37 22%E	67 21%zE	83 13%	133 16%	28 16%	33 17%	93 17%	123 17%	65 13%	84 17%	74 16%	98 19%K	269 16%	28 19%	14 12%	10 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 174
**B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)**
Base = Users of each platform in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	2079	129	339	51	174	105	228	107	81	61	56	208	1202	815	1724	218
WeightedBase	1976	130*	337	49*	196	111*	258	113*	94*	71*	62*	223	1226	709	1649	204
EffectiveBase	1413	94	242	40	120	76	164	79	58	42	43	150	832	548	1182	143
Extremely Dissatisfied 1	22 1%	3 2%	2 1%	-	5 3%	-	7 3%	-	-	-	-	3 2%	13 1%	9 1%	19 1%	3 1%
2	28 1%	1 1%	3 1%	2 3%	4 2%	2 2%	4 1%	-	2 2%	-	-	5 2%	15 1%	11 2%	23 1%	4 2%
3	64 3%D	4 3%	13 4%	1 2%	3 2%	1 1%	8 3%	4 3%	6 7%c	6 9%zVc	6 10%zVWc	3 1%	37 3%	25 4%	56 3%	5 3%
4	139 7%JK	13 10%	29 9%	1 3%	22 11%	4 4%	20 8%	7 6%	4 4%	4 5%	1 2%	14 6%	79 6%	59 8%	116 7%	13 6%
5	302 15%BPd	16 12%	63 19%	17 34%zSTVW XYac	33 17%	13 11%	35 14%	16 14%	19 20%	6 8%	15 24%	29 13%	164 13%	136 19%zd	249 15%	27 13%
6	335 17%Fe	28 22%U	50 15%	3 7%	31 16%	17 15%	38 15%	20 18%	17 18%	6 8%	13 21%	40 18%	230 19%ze	98 14%	274 17%	45 22%
7	456 23%V	33 25%	81 24%V	14 30%V	29 15%	29 26%	50 20%	26 23%	18 20%	16 23%	14 23%	59 26%V	297 24%	145 20%	389 24%	39 19%
8	310 16%S	11 9%	46 14%	7 14%	29 15%	21 19%	57 22%zSTh	24 21%S	9 9%	19 26%STh	8 12%	33 15%	192 16%	112 16%	251 15%	40 20%
9	139 7%E	11 9%	24 7%	2 4%	15 7%	11 10%	18 7%	7 6%	14 15%zb	4 6%	1 2%	15 7%	87 7%	50 7%	110 7%	18 9%
Extremely Satisfied 10	181 9%AK	9 7%	26 8%	2 4%	24 12%	14 12%	22 9%	9 8%	5 5%	10 14%	4 6%	23 10%	112 9%	63 9%	164 10%zg	10 5%
Total mentions	1976 100%	130 100%	337 100%	49 100%	196 100%	111 100%	258 100%	113 100%	94 100%	71 100%	62 100%	223 100%	1226 100%	709 100%	1649 100%	204 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 174
B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)
Base = Users of each platform in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
							England Regions						**Working**		**Urbanity**	
WeightedBase	1976	130*	337	49*	196	111*	258	113*	94*	71*	62*	223	1226	709	1649	204
EffectiveBase	1413	94	242	40	120	76	164	79	58	42	43	150	832	548	1182	143
Mean	6.62AFK	6.42	6.48	6.27	6.51	7.11zSTUVhb	6.62	6.80	6.46	7.04	6.23	6.71	6.68	6.49	6.63	6.56
1-3 (Net)	114 6%	8 6%	18 5%	3 5%	13 7%	3 3%	18 7%	4 3%	8 8%	6 9%	6 10%	11 5%	64 5%	46 7%	98 6%	12 6%
1-4 (Net)	253 13%CJ	21 16%	47 14%	4 8%	35 18%W	7 7%	38 15%	11 9%	12 13%	10 14%	7 11%	25 11%	144 12%	105 15%	213 13%	25 12%
1-2 (Net)	50 3%	3 3%	5 2%	2 3%	9 5%	2 2%	10 4%	- -	2 2%	- -	- -	8 4%	27 2%	21 3%	42 3%	7 3%
4-7 (Net)	1232 62%Na	91 70%Xa	224 66%Xa	36 73%Xa	115 59%	63 57%	144 56%	69 62%	59 62%	32 45%	43 70%a	142 64%a	770 63%	438 62%	1027 62%	125 61%
5-6 (Net)	637 32%a	44 34%a	114 34%a	20 41%a	63 32%	29 27%	73 28%	36 32%	36 38%a	12 17%	28 45%WXa	69 31%	394 32%	234 33%	523 32%	72 35%
8-10 (Net)	630 32%AK	32 24%	95 28%	11 22%	68 35%	45 40%STUb	97 37%Sb	40 35%	27 29%	33 46%zSTUb	13 21%	71 32%	392 32%	225 32%	525 32%	68 33%
7-10 (Net)	1086 55%K	65 50%	176 52%	25 51%	98 50%	74 67%zSTVhb	147 57%	66 59%	46 49%	49 69%STVhb	27 44%	130 58%	689 56%	370 52%	913 55%	107 52%
9-10 (Net)	320 16%AEK	21 16%	49 15%	4 8%	39 20%	24 22%	40 15%	16 14%	19 20%	14 20%	5 8%	38 17%	200 16%	113 16%	273 17%	28 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

**B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**125**	78	47	13	26	49	37	4	9	34	63	61	26	19	19	59	7	58	1
WeightedBase	**106***	70*	37**	6**	19**	48**	34**	3**	6**	30**	50*	47*	21**	21**	17**	59*	5**	41*	***
EffectiveBase	75	48	27	11	19	27	25	4	7	20	46	41	18	10	12	37	5	35	1
Extremely Dissatisfied 1	**1** **1%**	1 2%	- -	- -	- -	1 2%	1 2%	- -	- -	1 2%	1 1%	1 3%	- -	- -	- -	1 2%	- -	- -	- -
2	**3** **3%**	2 3%	1 2%	- -	1 7%	- -	1 4%	- -	- -	1 5%	1 3%	1 2%	- -	1 3%	1 8%	2 4%	- -	1 2%	- -
3	**1** **1%**	1 2%	- -	- -	- -	- -	1 4%	- -	- -	- -	1 3%	1 3%	- -	- -	- -	1 2%	- -	- -	- -
4	**12** **11%Jd**	5 8%	6 17%	1 11%	1 4%	4 9%	6 18%	- -	1 15%	5 17%	2 5%	8 17%	1 3%	1 4%	2 13%	5 9%	- -	6 15%	- -
5	**14** **13%**	8 12%	6 15%	1 14%	1 7%	7 15%	5 14%	1 29%	2 39%	4 13%	6 13%	9 20%	1 6%	3 14%	* 2%	6 10%	1 15%	7 18%	- -
6	**13** **13%JKf**	11 16%	2 6%	1 19%	* 2%	9 18%	3 10%	1 34%	1 21%	3 11%	1 2%	2 5%	1 6%	9 41%	1 8%	9 15%	1 16%	4 10%	- -
7	**17** **16%**	13 18%	5 13%	* 6%	5 26%	7 15%	5 16%	1 18%	* 5%	3 12%	12 23%	8 16%	4 21%	4 17%	2 12%	11 18%	1 18%	5 13%	* 100%
8	**18** **17%f**	13 19%	4 12%	3 40%	1 7%	9 19%	5 14%	1 19%	1 20%	3 10%	9 18%	6 13%	7 32%	2 10%	3 18%	7 12%	1 23%	9 22%	- -
9	**11** **11%**	6 9%	5 14%	* 7%	2 13%	7 15%	1 4%	- -	- -	3 10%	7 15%	6 12%	4 18%	2 8%	* 3%	7 11%	1 28%	3 8%	- -
Extremely Satisfied 10	**15** **14%f**	8 11%	7 20%	* 3%	6 34%	4 8%	5 14%	- -	- -	6 20%	9 18%	5 10%	3 14%	1 4%	6 37%	10 16%	- -	5 13%	- -
Total mentions	**106** **100%**	70 100%	37 100%	6 100%	19 100%	48 100%	34 100%	3 100%	6 100%	30 100%	50 100%	47 100%	21 100%	21 100%	17 100%	59 100%	5 100%	41 100%	* 100%
Mean	**6.82Kf**	6.71	7.03	6.84	7.68	6.90	6.23	6.26	5.75	6.65	**7.27z**	6.33	7.84	6.41	7.43	6.81	7.33	6.78	7.00

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 175
B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - S4C
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	106*	70*	37**	6**	19**	48**	34**	3**	6**	30**	50*	47*	21**	21**	17**	59*	5**	41*	***
EffectiveBase	75	48	27	11	19	27	25	4	7	20	46	41	18	10	12	37	5	35	1
1-3 (Net)	6	5	1	-	1	1	4	-	-	2	4	4	-	1	1	5	-	1	-
	5%	7%	2%	-	7%	2%	10%	-	-	7%	7%	8%	-	3%	8%	8%	-	2%	-
1-4 (Net)	17	10	7	1	2	5	9	-	1	7	6	12	1	1	4	10	-	7	-
	16%	15%	19%	11%	11%	10%	28%	-	15%	24%	12%	25%z	3%	7%	21%	17%	-	16%	-
1-2 (Net)	4	4	1	-	1	1	2	-	-	2	2	2	-	1	1	4	-	1	-
	4%	5%	2%	-	7%	2%	6%	-	-	7%	4%	5%	-	3%	8%	6%	-	2%	-
4-7 (Net)	56	37	19	3	7	27	19	2	5	16	21	27	7	16	6	31	2	23	*
	53%J	54%	52%	50%	39%	56%	57%	81%	80%	53%	42%	58%	36%	75%	35%	52%	49%	56%	100%
5-6 (Net)	27	20	8	2	2	16	8	2	3	7	7	12	3	11	2	14	2	12	-
	26%J	28%	22%	33%	9%	33%	24%	63%	60%	24%	14%	25%	12%	55%	10%	24%	31%	28%	-
8-10 (Net)	44	27	17	3	10	20	11	1	1	12	25	16	13	4	10	24	3	18	-
	41%f	39%	46%	50%	54%	42%	32%	19%	20%	40%	51%z	35%	64%	21%	57%	40%	51%	43%	-
7-10 (Net)	61	40	22	4	15	27	16	1	1	15	37	24	18	8	12	35	3	23	*
	58%	57%	59%	56%	79%	57%	48%	37%	25%	52%	74%z	51%	85%	38%	69%	58%	69%	56%	100%
9-10 (Net)	26	14	12	1	9	11	6	-	-	9	16	10	7	2	7	16	1	8	-
	25%	20%	34%	10%	47%	23%	18%	-	-	30%	33%z	22%	32%	11%	39%	28%	28%	20%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 175
**B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	125	2	28	-	7	6	4	5	1	2	2	2	100	23	98	17
WeightedBase	106*	1**	30**	-**	6**	3**	3**	4**	1**	1**	2**	7**	89*	16**	77*	21**
EffectiveBase	75	2	21	-	6	5	3	4	1	2	2	1	60	15	69	8
Extremely Dissatisfied 1	1 1%	- -	- -	- -	1 11%	1 22%	- -	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -
2	3 3%	- -	- -	- -	2 33%	- -	- -	- -	- -	- -	- -	- -	3 3%	- -	3 4%	- -
3	1 1%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -
4	12 11%Jd	- -	5 15%	- -	1 11%	- -	- -	- -	- -	- -	- -	- -	6 6%	6 36%	8 11%	3 15%
5	14 13%	- -	4 12%	- -	- -	- -	- -	2 49%	- -	- -	- -	- -	11 12%	3 18%	13 17%z	1 3%
6	13 13%JKf	- -	2 7%	- -	- -	1 19%	* 14%	- -	- -	- -	- -	5 81%	12 13%	2 10%	6 7%	7 32%
7	17 16%	* 41%	3 10%	- -	2 36%	1 40%	1 20%	2 40%	- -	* 35%	1 52%	- -	15 17%	2 10%	16 21%z	2 8%
8	18 17%f	- -	6 20%	- -	- -	- -	- -	* 10%	- -	1 65%	- -	- -	15 17%	3 18%	11 14%	5 24%
9	11 11%	- -	2 8%	- -	1 8%	1 20%	2 66%	- -	1 100%	- -	- -	- -	10 12%	1 7%	9 12%	- -
Extremely Satisfied 10	15 14%f	1 59%	7 23%	- -	- -	- -	- -	- -	- -	- -	1 48%	1 19%	15 16%	- -	8 11%	4 18%
Total mentions	106 100%	1 100%	30 100%	- -	6 100%	3 100%	3 100%	4 100%	1 100%	1 100%	2 100%	7 100%	89 100%	16 100%	77 100%	21 100%
Mean	6.82Kf	8.76	7.07	-	4.47	5.90	8.19	6.12	9.00	7.65	8.45	6.77	7.00	5.76	6.60	6.95

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 175
B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - S4C
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	106*	1**	30**	-**	6**	3**	3**	4**	1**	1**	2**	7**	89*	16**	77*	21**
EffectiveBase	75	2	21	-	6	5	3	4	1	2	2	1	60	15	69	8
1-3 (Net)	6	-	1	-	3	1	-	-	-	-	-	-	6	-	6	-
	5%	-	5%	-	45%	22%	-	-	-	-	-	-	6%	-	7%z	-
1-4 (Net)	17	-	6	-	4	1	-	-	-	-	-	-	11	6	14	3
	16%	-	20%	-	56%	22%	-	-	-	-	-	-	13%	36%	18%	15%
1-2 (Net)	4	-	-	-	3	1	-	-	-	-	-	-	4	-	4	-
	4%	-	-	-	45%	22%	-	-	-	-	-	-	5%	-	5%z	-
4-7 (Net)	56	*	14	-	3	2	1	4	-	*	1	5	44	12	43	12
	53%J	41%	45%	-	47%	59%	34%	90%	-	35%	52%	81%	49%	75%	56%	58%
5-6 (Net)	27	-	6	-	-	1	*	2	-	-	-	5	23	5	19	7
	26%J	-	19%	-	-	19%	14%	49%	-	-	-	81%	26%	28%	24%	35%
8-10 (Net)	44	1	15	-	1	1	2	*	1	1	1	1	40	4	28	9
	41%f	59%	51%	-	8%	20%	66%	10%	100%	65%	48%	19%	45%	25%	37%	42%
7-10 (Net)	61	1	18	-	3	2	3	2	1	1	2	1	55	6	44	11
	58%	100%	61%	-	44%	59%	86%	51%	100%	100%	100%	19%	62%	35%	57%	50%
9-10 (Net)	26	1	9	-	1	1	2	-	1	-	1	1	25	1	18	4
	25%	59%	30%	-	8%	20%	66%	-	100%	-	48%	19%	28%	7%	23%	18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 176
B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1322	656	666	172	289	516	345	69	119	354	562	432	291	268	331	976	118	134	94
WeightedBase	1232	614	618	127	274	488	343	60*	120*	328	505	311	300	307	314	1005	109*	82*	36*
EffectiveBase	906	456	450	123	195	350	246	48	75	248	393	316	213	184	228	697	85	99	72
Extremely Dissatisfied 1	5 *	3 1%	2 *	- -	1 *	2 *	2 1%	1 2%J	- -	1 *	1 *	3 1%	- -	1 *	1 *	4 *	1 1%	1 1%	- -
2	6 *	2 *	4 1%	- -	- -	3 1%	3 1%	* 1%	- -	3 1%	1 *	4 1%z	- -	- -	2 1%	5 1%	- -	- -	1 2%
3	26 2%	17 3%	9 2%	1 1%	6 2%	7 1%	12 4%	1 2%	2 2%	7 2%	10 2%	6 2%	2 1%	2 1%	16 5%zLM	22 2%	3 3%	* *	1 1%
4	54 4%Kf	33 5%	21 3%	6 4%	15 6%	18 4%	15 4%	2 4%	8 7%	13 4%	18 3%	8 2%	12 4%	20 7%K	14 5%	48 5%	2 2%	2 3%	1 3%
5	121 10%	54 9%	67 11%	13 10%	23 9%	40 8%	45 13%	12 20%zIJ	15 12%	30 9%	47 9%	26 8%	36 12%	33 11%	27 9%	105 10%	5 5%	7 8%	5 14%P
6	138 11%Ff	68 11%	70 11%	11 8%	33 12%	68 14%F	26 8%	5 9%	16 13%	45 14%	49 10%	37 12%	38 13%	34 11%	29 9%	114 11%	14 13%	8 10%	2 4%
7	246 20%	135 22%	111 18%	37 29%zDEF	51 18%	95 20%	63 18%	13 22%	20 17%	59 18%	99 20%	67 21%	51 17%	62 20%	67 21%	187 19%	33 30%zO	18 22%	7 21%
8	312 25%	139 23%	173 28%	28 22%	64 23%	131 27%	90 26%	13 22%	34 28%	82 25%	132 26%	85 27%	78 26%	69 23%	80 26%	261 26%	26 24%	15 19%	10 28%
9	173 14%B	102 17%zB	71 11%	20 16%	41 15%	65 13%	48 14%	4 6%	17 14%	43 13%	83 16%	38 12%	49 16%	48 16%	39 12%	140 14%	13 12%	14 18%	5 15%
Extremely Satisfied 10	150 12%AT	61 10%	89 14%zA	11 9%	39 14%	60 12%	40 12%	7 12%	8 7%	44 13%	66 13%	38 12%	35 12%	39 13%	39 12%	118 12%	12 11%	16 19%zO	4 11%
Total mentions	1232 100%	614 100%	618 100%	127 100%	274 100%	488 100%	343 100%	60 100%	120 100%	328 100%	505 100%	311 100%	300 100%	307 100%	314 100%	1005 100%	109 100%	82 100%	36 100%
Mean	7.32T	7.25	7.39	7.34	7.38	7.38	7.18	6.84	7.12	7.32	7.49zG	7.31	7.43	7.35	7.21	7.29	7.37	7.69zO	7.34

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 176
B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV
Base = Users of each platform in the past 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	1232	614	618	127	274	488	343	60*	120*	328	505	311	300	307	314	1005	109*	82*	36*
EffectiveBase	906	456	450	123	195	350	246	48	75	248	393	316	213	184	228	697	85	99	72
1-3 (Net)	38	22	16	1	8	11	17	3	2	11	12	14	2	3	19	32	4	1	1
	3%LM	4%	3%	1%	3%	2%	5%z	5%	2%	3%	2%	4%LM	1%	1%	6%zLM	3%	4%	1%	3%
1-4 (Net)	92	55	37	7	23	29	33	6	10	25	30	21	14	23	33	80	6	3	2
	7%	9%	6%	5%	8%	6%	10%	9%	9%	8%	6%	7%	5%	8%	11%zL	8%	5%	4%	7%
1-2 (Net)	11	5	6	-	1	5	5	2	-	5	2	7	-	1	3	9	1	1	1
	1%	1%	1%	-	*	1%	2%	3%	-	1%	*	2%zL	-	*	1%	1%	1%	1%	2%
4-7 (Net)	559	290	269	66	122	220	149	32	59	147	213	138	136	148	137	454	54	36	15
	45%	47%	44%	52%	45%	45%	43%	54%	49%	45%	42%	44%	45%	48%	44%	45%	50%	43%	42%
5-6 (Net)	259	122	137	23	57	108	71	17	31	75	96	64	73	66	56	219	19	15	6
	21%	20%	22%	18%	21%	22%	21%	29%	26%	23%	19%	20%	25%	22%	18%	22%	18%	18%	18%
8-10 (Net)	635	302	333	59	144	256	177	24	59	169	281	160	162	156	158	520	51	45	19
	52%T	49%	54%	47%	53%	52%	51%	40%	49%	52%	56%zG	51%	54%	51%	50%	52%	47%	55%	54%
7-10 (Net)	881	437	444	97	194	351	239	37	79	229	380	227	213	217	225	707	84	64	27
	72%T	71%	72%	76%	71%	72%	70%	62%	66%	70%	75%z	73%	71%	71%	72%	70%	77%	78%	75%
9-10 (Net)	323	163	160	31	80	125	87	11	25	87	149	75	84	86	78	259	25	30	9
	26%T	27%	26%	25%	29%	26%	25%	19%	21%	27%	29%	24%	28%	28%	25%	26%	23%	37%zOP	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 176
B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1322	84	247	43	110	76	135	52	57	25	35	112	841	442	1086	145
WeightedBase	1232	90*	252	39*	103*	75*	132*	60*	71*	29**	41**	113*	858	349	1022	124*
EffectiveBase	906	58	169	35	86	55	97	39	41	21	26	77	586	308	752	97
Extremely Dissatisfied 1	5	-	1	-	1	-	1	1	-	-	-	*	2	4	5	1
	*	-	*	-	1%	-	1%	1%	-	-	-	*	*	1%	*	*
2	6	1	1	-	-	-	3	-	-	-	-	-	4	2	5	-
	*	2%	1%	-	-	-	2%	-	-	-	-	-	*	1%	*	-
3	26	3	6	1	2	1	1	2	3	-	-	4	16	9	25	1
	2%	3%	2%	2%	2%	1%	1%	3%	5%	-	-	3%	2%	3%	2%	1%
4	54	5	19	2	1	2	2	4	6	1	2	5	39	14	38	5
	4%Kf	5%	8%zVX	4%	1%	3%	1%	7%V	9%VX	3%	4%	5%	5%	4%	4%	4%
5	121	4	33	3	16	10	9	3	12	3	6	6	75	45	100	14
	10%	5%	13%	8%	15%S	13%	7%	6%	17%	10%	14%	6%	9%	13%zd	10%	11%
6	138	14	38	7	9	4	15	2	5	6	3	13	104	31	105	17
	11%Ff	15%	15%	17%	9%	5%	11%	4%	7%	21%	6%	12%	12%	9%	10%	13%
7	246	25	46	9	13	12	28	15	7	4	9	19	180	62	210	26
	20%	28%Vh	18%	23%	13%	17%	22%	25%	10%	13%	21%	17%	21%	18%	21%	21%
8	312	20	58	10	27	23	40	20	15	5	10	33	212	94	259	35
	25%	22%	23%	25%	26%	30%	30%	34%	21%	16%	25%	29%	25%	27%	25%	28%
9	173	10	36	8	13	11	18	9	11	5	7	13	116	53	148	15
	14%B	11%	14%	19%	13%	14%	14%	15%	16%	18%	16%	11%	14%	15%	14%	12%
Extremely Satisfied 10	150	9	14	1	22	13	14	4	11	6	6	19	110	36	129	12
	12%AT	10%	6%	3%	21%zTUY	17%TU	11%	6%	16%T	19%	14%	17%TU	13%	10%	13%	10%
Total mentions	1232	90	252	39	103	75	132	60	71	29	41	113	858	349	1022	124
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.32T	7.11	6.92	7.17	7.64T	7.67T	7.41T	7.28	7.14	7.61	7.53	7.50T	7.36	7.23	7.36	7.28

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 176
**B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV**
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1232	90*	252	39*	103*	75*	132*	60*	71*	29**	41**	113*	858	349	1022	124*
EffectiveBase	906	58	169	35	86	55	97	39	41	21	26	77	586	308	752	97
1-3 (Net)	38	4	8	1	3	1	5	2	3	-	-	4	22	15	35	2
	3%LM	5%	3%	2%	3%	1%	4%	4%	5%	-	-	4%	3%	4%	3%	1%
1-4 (Net)	92	9	27	3	3	3	7	7	10	1	2	9	60	28	73	7
	7%	10%	11%V	6%	3%	4%	5%	11%	14%V	3%	4%	8%	7%	8%	7%	5%
1-2 (Net)	11	1	2	-	1	-	4	1	-	-	-	*	6	6	10	1
	1%	2%	1%	-	1%	-	3%z	1%	-	-	-	*	1%	2%	1%	*
4-7 (Net)	559	47	135	20	38	28	54	25	30	13	19	44	398	151	452	61
	45%	52%	54%zVWXc	51%	37%	37%	41%	42%	42%	47%	45%	39%	46%	43%	44%	49%
5-6 (Net)	259	18	70	10	25	13	24	6	16	9	8	20	179	76	204	30
	21%	20%	28%zY	24%	24%	18%	18%	10%	23%	31%	20%	17%	21%	22%	20%	24%
8-10 (Net)	635	38	109	18	62	46	72	33	38	15	23	65	438	183	535	62
	52%T	43%	43%	47%	60%ST	62%ST	55%	54%	53%	53%	55%	58%T	51%	52%	52%	50%
7-10 (Net)	881	63	155	27	76	59	101	48	45	19	31	84	619	245	745	87
	72%T	70%	61%	69%	73%	78%T	76%T	79%T	63%	66%	76%	74%	72%	70%	73%z	70%
9-10 (Net)	323	19	50	9	35	23	32	12	22	11	13	32	226	89	276	27
	26%T	20%	20%	22%	34%T	31%	25%	21%	32%	37%	30%	28%	26%	26%	27%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 177
B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix
Base = Users of each platform in the past 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**1367**	624	739	366	394	450	157	86	106	359	618	453	359	263	292	1018	132	112	105
WeightedBase	1221	558	661	281	359	419	163	68*	89*	324	549	328	357	295	242	1005	113*	60*	44*
EffectiveBase	917	435	481	252	262	311	103	54	69	249	435	321	251	173	206	710	96	76	77
Extremely Dissatisfied 1	**4** *	2 *	2 *	* *	2 1%	2 *	- -	2 3%zIJ	- -	1 *	1 *	1 *	* *	1 *	2 1%	4 *	- -	- -	- -
2	**7** 1%	4 1%	3 *	2 1%	1 *	3 1%	1 1%	1 1%	- -	1 *	2 *	2 1%	2 1%	1 *	2 1%	4 *	2 1%	- -	1 2%
3	**7** 1%	3 1%	4 1%	2 1%	2 1%	3 1%	- -	- -	* *	1 *	5 1%	2 1%	2 1%	2 1%	1 1%	6 1%	1 1%	- -	- -
4	**23** 2%	13 2%	9 1%	2 1%	4 1%	13 3%z	3 2%	1 1%	2 2%	7 2%	11 2%	4 1%	6 2%	8 3%	5 2%	19 2%	2 1%	1 1%	1 3%
5	**31** 3%	16 3%	15 2%	6 2%	8 2%	12 3%	5 3%	1 2%	5 5%	11 3%	10 2%	8 3%	10 3%	7 3%	5 2%	25 2%	3 2%	3 5%	* 1%
6	**80** 7%J	45 8%	35 5%	11 4%	27 8%	31 7%	11 6%	7 10%	8 9%	28 9%J	26 5%	20 6%	17 5%	25 8%	18 7%	65 6%	9 8%	5 8%	1 3%
7	**151** 12%Re	68 12%	83 12%	28 10%	39 11%	67 16%zC	16 10%	7 10%	9 10%	31 10%	76 14%	44 14%	49 14%	30 10%	28 12%	122 12%	18 16%R	9 15%	2 5%
8	**334** 27%C	159 29%	173 26%	63 22%	104 29%	119 29%	47 29%	16 23%	21 24%	78 24%	164 30%	88 27%	104 29%	76 26%	66 27%	268 27%	35 31%	15 25%	16 35%
9	**248** 20%P	117 21%	131 20%	55 19%	70 20%	89 21%	34 21%	13 19%	24 27%	59 18%	120 22%	84 25%zM	70 20%	50 17%	45 18%	216 22%P	14 13%	11 18%	7 15%
Extremely Satisfied 10	**337** 28%AEJK	131 23%	207 31%zA	111 39%zDEF	102 28%E	80 19%	45 28%	21 31%	21 23%	107 33%zJ	133 24%	75 23%	95 27%	96 32%K	71 29%	274 27%	30 27%	17 28%	16 36%
Total mentions	**1221** 100%	558 100%	661 100%	281 100%	359 100%	419 100%	163 100%	68 100%	89 100%	324 100%	549 100%	328 100%	357 100%	295 100%	242 100%	1005 100%	113 100%	60 100%	44 100%
Mean	**8.27AE**	8.12	8.39zA	8.61zDE	8.31E	7.97	8.31	8.14	8.21	8.34	8.24	8.25	8.27	8.30	8.25	8.27	8.10	8.26	8.51

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Table 177
B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix
Base = Users of each platform in the past 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	1221	558	661	281	359	419	163	68*	89*	324	549	328	357	295	242	1005	113*	60*	44*
EffectiveBase	917	435	481	252	262	311	103	54	69	249	435	321	251	173	206	710	96	76	77
1-3 (Net)	18	10	8	5	5	7	1	3	*	3	9	5	5	4	5	15	2	-	1
	1%	2%	1%	2%	1%	2%	1%	4%	*	1%	2%	1%	1%	1%	2%	1%	2%		2%
1-4 (Net)	41	23	18	7	9	20	5	4	2	9	20	8	11	11	10	34	4	1	2
	3%	4%	3%	2%	2%	5%	3%	5%	2%	3%	4%	3%	3%	4%	4%	3%	3%	1%	5%
1-2 (Net)	11	6	5	2	3	4	1	3	-	2	4	3	2	2	3	9	2	-	1
	1%	1%	1%	1%	1%	1%	1%	4%zIJ		1%	1%	1%	1%	1%	1%	1%	1%		2%
4-7 (Net)	284	142	142	48	78	124	35	15	23	77	124	77	82	69	56	231	31	17	5
	23%CRV	25%	21%	17%	22%	30%zCD	21%	22%	26%	24%	23%	23%	23%	24%	23%	23%R	27%R	28%R	12%
5-6 (Net)	111	60	50	17	35	43	16	8	13	39	36	29	28	32	22	90	12	8	2
	9%J	11%	8%	6%	10%	10%	10%	12%	14%J	12%J	7%	9%	8%	11%	9%	9%	10%	13%R	3%
8-10 (Net)	919	407	511	229	276	288	126	50	66	245	417	247	270	222	182	759	80	43	38
	75%E	73%	77%	81%zE	77%E	69%	78%	74%	74%	75%	76%	75%	76%	75%	75%	76%	71%	72%	86%zOPQ
7-10 (Net)	1070	475	594	257	315	355	142	56	75	276	493	291	318	251	210	881	97	52	40
	88%A	85%	90%zA	91%zE	88%	85%	88%	83%	84%	85%	90%	89%	89%	85%	87%	88%	86%	86%	92%
9-10 (Net)	586	248	338	166	172	169	79	34	45	167	252	159	165	145	116	491	45	28	22
	48%AE	44%	51%zA	59%zDE	48%	40%	49%	51%	50%	51%	46%	48%	46%	49%	48%	49%	39%	47%	51%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1367	82	232	48	118	66	133	87	38	34	51	129	947	373	1133	126
WeightedBase	1221	92*	225	41*	121*	65*	132*	86*	36**	34**	52*	122*	952	242	1024	110*
EffectiveBase	917	55	157	37	77	51	93	64	29	26	37	90	660	251	756	90
Extremely Dissatisfied 1	4 *	- -	1 *	- -	1 1%	- -	1 1%	- -	- -	- -	* 1%	1 *	3 *	1 *	3 *	1 *
2	7 1%	- -	1 1%	1 2%	1 1%	- -	- -	- -	- -	- -	- -	1 1%	5 *	1 *	6 1%	- -
3	7 1%	- -	2 1%	- -	2 2%	- -	- -	1 1%	1 2%	- -	- -	1 1%	5 1%	1 1%	7 1%	- -
4	23 2%	6 6%z	5 2%	- -	1 1%	- -	4 3%	- -	- -	- -	2 3%	2 2%	15 2%	6 3%	23 2%	- -
5	31 3%	- -	8 4%	2 6%SY	2 2%	3 4%	1 1%	- -	2 6%	- -	2 4%	4 3%	22 2%	6 3%	27 3%	3 2%
6	80 7%J	5 5%	17 8%	5 12%Vb	2 2%	8 12%Vb	10 8%	4 4%	2 5%	3 9%	* 1%	10 8%	58 6%	18 8%	68 7%	6 5%
7	151 12%Re	16 18%	22 10%	5 13%	11 9%	9 14%	15 11%	17 19%T	6 18%	4 11%	6 11%	11 9%	124 13%	20 8%	124 12%	16 14%
8	334 27%C	25 27%	65 29%	8 19%	39 32%	13 21%	38 29%	28 32%	8 24%	8 24%	9 17%	28 22%	268 28%	61 25%	277 27%	30 27%
9	248 20%P	20 22%	51 23%	5 12%	25 21%	16 24%	27 20%	18 21%	6 16%	3 8%	14 27%	32 27%	194 20%	50 21%	214 21%	26 23%
Extremely Satisfied 10	337 28%AEJK	20 21%	53 23%	15 36%	37 30%	16 25%	36 28%	19 22%	10 29%	16 48%	19 36%	33 27%	258 27%	76 31%	275 27%	30 27%
Total mentions	1221 100%	92 100%	225 100%	41 100%	121 100%	65 100%	132 100%	86 100%	36 100%	34 100%	52 100%	122 100%	952 100%	242 100%	1024 100%	110 100%
Mean	8.27AE	8.11	8.14	8.15	8.40	8.23	8.28	8.34	8.17	8.76	8.57	8.29	8.28	8.34	8.24	8.41

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 177
B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1221	92*	225	41*	121*	65*	132*	86*	36**	34**	52*	122*	952	242	1024	110*
EffectiveBase	917	55	157	37	77	51	93	64	29	26	37	90	660	251	756	90
1-3 (Net)	18	-	4	1	4	-	1	1	1	-	*	2	13	3	15	1
	1%	-	2%	2%	4%	-	1%	1%	2%	-	1%	2%	1%	1%	2%	*
1-4 (Net)	41	6	9	1	5	-	5	1	1	-	2	4	29	10	38	1
	3%	6%	4%	2%	4%	-	4%	1%	2%	-	4%	3%	3%	4%	4%	*
1-2 (Net)	11	-	2	1	2	-	1	-	-	-	*	2	8	2	8	1
	1%	-	1%	2%	2%	-	1%	-	-	-	1%	1%	1%	1%	1%	*
4-7 (Net)	284	27	52	12	16	20	30	20	10	7	10	27	220	51	243	25
	23%CRV	29%V	23%	31%V	14%	30%V	23%	23%	29%	20%	19%	22%	23%	21%	24%	22%
5-6 (Net)	111	5	26	7	5	11	11	3	4	3	2	14	80	25	96	9
	9%J	5%	11%	18%SVY	4%	16%VY	8%	4%	11%	9%	4%	11%	8%	10%	9%	8%
8-10 (Net)	919	65	169	27	101	45	101	65	25	27	42	93	719	187	766	85
	75%E	71%	75%	67%	83%	70%	76%	76%	69%	80%	80%	76%	76%	77%	75%	77%
7-10 (Net)	1070	82	191	33	111	54	115	82	31	31	47	104	843	208	890	101
	88%A	89%	85%	80%	92%	84%	88%	95%TUW	87%	91%	92%	85%	89%	86%	87%	92%
9-10 (Net)	586	40	104	20	62	32	63	37	16	19	32	66	451	126	489	55
	48%AE	43%	46%	48%	51%	49%	48%	44%	45%	56%	63%	54%	47%	52%	48%	50%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 178
B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video
Base = Users of each platform in the past 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	789	402	385	175	204	318	92	38	51	187	429	320	211	132	126	593	74	74	48
WeightedBase	680	351	328	138	189	272	81*	29**	37*	160	382	231	207	133*	109*	564	60*	37*	19*
EffectiveBase	557	290	266	117	147	228	66	29	37	133	311	241	155	90	88	436	55	55	38
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4 1%	3 1%	1 *	- -	1 1%	1 *	1 2%	-	-	1 1%	3 1%	2 1%	-	1 1%	-	4 1%	-	-	-
3	6 1%	5 1%	1 *	1 1%	1 1%	4 1%	-	-	-	* *	5 1%	3 1%	3 1%	-	* *	4 1%	1 1%	-	1 4%zO
4	17 2%	8 2%	9 3%	4 3%	5 2%	7 3%	1 1%	2 8%	-	5 3%	8 2%	4 2%	8 4%M	-	4 4%M	15 3%	* 1%	1 3%	-
5	33 5%JO	14 4%	18 5%	6 5%	7 4%	14 5%	6 7%	2 5%	2 5%	13 8%J	10 3%	10 4%	9 4%	13 10%zN	1 1%	21 4%	6 9%	5 14%zO	1 6%
6	57 8%	32 9%	25 8%	12 9%	19 10%	20 7%	6 8%	4 14%	5 14%	12 8%	32 8%	23 10%	22 10%	7 5%	5 5%	43 8%	5 8%	5 14%	4 23%zOP
7	134 20%A	58 17%	76 23%	29 21%	36 19%	53 20%	16 20%	5 16%	10 28%	33 20%	69 18%	48 21%	42 20%	25 19%	19 17%	115 20%	8 13%	10 28%R	2 8%
8	191 28%B	111 32%	80 24%	40 29%	49 26%	81 30%	22 27%	7 24%	7 20%	42 27%	120 31%	63 27%	61 30%	34 26%	33 31%	163 29%	18 30%	6 17%	4 21%
9	119 17%I	60 17%	59 18%	23 17%	33 17%	51 19%	12 15%	5 16%	7 20%	16 10%	78 20%zI	46 20%	32 16%	21 16%	20 18%	104 18%	8 14%	3 9%	3 16%
Extremely Satisfied 10	120 18%JK	59 17%	60 18%	23 17%	39 21%	41 15%	17 21%	5 16%	5 14%	38 24%zJ	56 15%	32 14%	30 15%	31 23%	26 24%K	95 17%	15 24%	6 15%	4 23%
Total mentions	680 100%	351 100%	328 100%	138 100%	189 100%	272 100%	81 100%	29 100%	37 100%	160 100%	382 100%	231 100%	207 100%	133 100%	109 100%	564 100%	60 100%	37 100%	19 100%
Mean	7.85QVW	7.84	7.86	7.84	7.94	7.79	7.85	7.56	7.78	7.82	7.87	7.76	7.68	7.97	8.19zKL	7.87Q	7.97Q	7.31	7.69

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 178
B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	680	351	328	138	189	272	81*	29**	37*	160	382	231	207	133*	109*	564	60*	37*	19*
EffectiveBase	557	290	266	117	147	228	66	29	37	133	311	241	155	90	88	436	55	55	38
1-3 (Net)	9	7	2	1	2	5	1	-	-	1	8	5	3	1	*	8	1	-	1
	1%	2%	1%	1%	1%	2%	2%			1%	2%	2%	1%	1%	*	1%	1%		4%
1-4 (Net)	26	16	10	5	6	12	2	2	-	6	16	9	11	1	5	23	1	1	1
	4%	4%	3%	3%	3%	5%	3%	8%	-	4%	4%	4%	5%	1%	4%	4%	2%	3%	4%
1-2 (Net)	4	3	1	-	1	1	1			1	3	2	-	1	-	4	-	-	-
	1%	1%	*	-	1%	*	2%			1%	1%	1%		1%	-	1%	-	-	-
4-7 (Net)	241	112	128	51	66	94	29	12	17	62	120	85	81	46	30	194	18	22	7
	35%J	32%	39%	37%	35%	35%	36%	44%	47%	39%	31%	37%	39%	35%	27%	34%	30%	58%OP	37%
5-6 (Net)	90	46	43	19	26	33	12	6	7	25	42	33	30	20	6	64	10	10	6
	13%NO	13%	13%	13%	14%	12%	15%	20%	19%	16%	11%	14%N	15%N	15%N	6%	11%	17%	28%zO	29%zO
8-10 (Net)	430	231	199	86	120	173	51	16	20	96	254	141	124	86	79	362	41	15	11
	63%Q	66%	60%	62%	64%	64%	62%	56%	53%	60%	67%	61%	60%	65%	73%zL	64%Q	68%Q	42%	59%
7-10 (Net)	564	289	275	115	156	226	67	21	30	129	323	189	165	112	98	477	49	25	13
	83%QR	83%	84%	83%	83%	83%	82%	72%	81%	81%	85%	82%	80%	84%	90%L	85%zQR	81%	69%	67%
9-10 (Net)	239	120	119	47	72	91	29	9	13	54	134	78	63	52	46	199	23	9	7
	35%	34%	36%	34%	38%	34%	36%	32%	34%	34%	35%	34%	30%	39%	42%	35%	38%	25%	38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 178
B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**789**	52	145	22	58	41	74	60	27	24	31	59	567	203	646	84
WeightedBase	680	51*	149	17**	60*	37*	62*	62*	22**	22**	27**	55*	548	124	560	72*
EffectiveBase	557	39	103	16	42	31	58	45	20	20	26	43	416	147	454	64
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4	-	2	-	1	-	-	-	-	-	-	-	4	-	3	-
	1%	-	2%	-	2%	-	-	-	-	-	-	-	1%	-	*	-
3	6	-	*	-	4	-	-	-	-	-	-	-	5	*	6	-
	1%	-	*	-	6%zT	-	-	-	-	-	-	-	1%	*	1%	-
4	17	2	2	-	3	3	3	1	*	-	*	1	12	3	14	2
	2%	4%	1%	-	5%	8%T	5%	1%	1%	-	1%	2%	2%	2%	3%	3%
5	33	5	5	-	2	5	1	-	-	-	4	-	27	6	29	2
	5%JO	10%Yc	3%	-	4%	12%XYc	1%	-	-	-	13%	-	5%	5%	5%	3%
6	57	1	10	1	5	3	6	4	2	3	*	7	42	14	48	5
	8%	2%	7%	5%	8%	9%	9%	7%	8%	15%	1%	14%	8%	11%	9%	6%
7	134	11	25	8	14	7	9	20	3	5	3	10	107	26	103	21
	20%A	21%	17%	48%	23%	19%	14%	32%zTX	12%	24%	13%	18%	20%	21%	18%	29%zf
8	191	19	42	5	14	11	20	12	5	6	9	20	152	36	158	24
	28%B	37%	28%	27%	24%	30%	32%	20%	22%	28%	34%	36%	28%	29%	28%	33%
9	119	5	40	2	5	5	14	13	3	3	5	7	100	17	102	8
	17%I	10%	27%zSV	14%	9%	14%	23%	22%	12%	15%	20%	13%	18%	14%	18%	11%
Extremely Satisfied 10	120	8	23	1	12	3	9	11	10	4	5	10	98	21	99	10
	18%JK	16%	15%	6%	19%	7%	15%	18%	45%	18%	17%	18%	18%	17%	18%	14%
Total mentions	680	51	149	17	60	37	62	62	22	22	27	55	548	124	560	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.85QVW	7.71	8.02VW	7.67	7.33	7.25	7.98W	8.06W	8.70	7.96	7.94	7.97W	7.87	7.77	7.84	7.76

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 178
B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	680	51*	149	17**	60*	37*	62*	62*	22**	22**	27**	55*	548	124	560	72*
EffectiveBase	557	39	103	16	42	31	58	45	20	20	26	43	416	147	454	64
1-3 (Net)	9 1%	- -	3 2%	- -	5 8%zX	- -	- -	- -	- -	- -	- -	- -	9 2%	* *	8 1%	- -
1-4 (Net)	26 4%	2 4%	4 3%	- -	8 13%zTY	3 8%	3 5%	1 1%	* 1%	- -	* 1%	1 2%	21 4%	3 3%	23 4%	2 3%
1-2 (Net)	4 1%	- -	2 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	3 *	- -
4-7 (Net)	241 35%J	19 37%	42 28%	9 53%	24 41%	18 48%T	18 30%	25 41%	5 21%	9 39%	8 29%	18 33%	189 34%	50 40%	194 35%	30 42%
5-6 (Net)	90 13%NO	6 12%	15 10%	1 5%	7 12%	8 21%	6 10%	4 7%	2 8%	3 15%	4 14%	7 14%	69 13%	20 16%	77 14%	7 10%
8-10 (Net)	430 63%Q	32 63%	105 70%V	8 47%	31 52%	19 52%	44 70%	37 59%	18 79%	13 61%	19 71%	37 67%	350 64%	75 60%	358 64%	42 58%
7-10 (Net)	564 83%QR	43 84%	130 87%W	16 95%	45 75%	26 71%	52 85%	57 92%VW	20 91%	19 85%	22 84%	46 85%	458 84%	101 81%	461 82%	63 87%
9-10 (Net)	239 35%	13 26%	63 42%W	3 20%	17 28%	8 22%	24 38%	25 40%	13 57%	7 33%	10 37%	17 31%	198 36%	38 31%	200 36%	18 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 179
B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	376	173	202	92	118	130	36	25	24	110	182	134	97	78	67	285	30	37	24
WeightedBase	333	148	185	74*	112*	107*	40**	22**	23**	97*	156	92	107*	78*	56*	279	25**	19**	10**
EffectiveBase	256	127	131	66	79	93	23	16	13	80	131	104	71	51	45	200	23	27	20
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-
	*	1%	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	*	-	-	-
3	5	4	1	*	2	2	1	1	-	2	2	2	2	*	1	5	-	-	-
	2%	3%	1%	*	2%	1%	3%	6%	-	3%	1%	2%	2%	*	2%	2%	-	-	-
4	12	7	5	-	3	4	6	-	4	2	5	2	-	5	5	11	-	1	-
	4%	5%	3%	-	3%	3%	15%	-	18%	2%	4%	3%	-	6%L	9%zL	4%	-	5%	-
5	17	13	4	5	4	8	1	-	1	1	12	9	3	4	2	13	2	1	1
	5%BI	9%zB	2%	6%	3%	7%	3%	-	3%	1%	8%I	10%zL	2%	5%	3%	5%	10%	5%	6%
6	41	16	24	5	14	15	7	2	7	17	13	11	18	6	5	38	1	1	*
	12%	11%	13%	6%	12%	14%	17%	10%	30%	17%	9%	12%	17%	8%	10%	14%	5%	6%	4%
7	82	34	47	21	28	27	6	6	1	23	43	22	31	16	14	71	5	3	3
	25%	23%	26%	28%	25%	25%	16%	27%	6%	23%	28%	24%	29%	20%	24%	25%	19%	15%	32%
8	67	30	37	12	23	27	5	4	3	17	33	16	20	21	10	51	5	8	3
	20%	20%	20%	16%	21%	25%	11%	18%	14%	18%	21%	18%	19%	27%	17%	18%	21%	40%	28%
9	51	17	33	17	20	11	3	1	2	18	26	17	16	14	4	43	5	2	*
	15%f	12%	18%	23%zE	18%	10%	7%	6%	7%	18%	17%	19%	15%	18%	7%	15%	20%	12%	4%
Extremely Satisfied 10	58	25	33	14	19	15	11	7	5	16	22	13	17	13	15	45	6	3	3
	17%	17%	18%	19%	17%	14%	26%	33%	22%	17%	14%	14%	16%	17%	26%	16%	25%	17%	26%
Total mentions	333	148	185	74	112	107	40	22	23	97	156	92	107	78	56	279	25	19	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.61A	7.36	7.81zA	7.94	7.70	7.42	7.23	7.94	7.03	7.64	7.57	7.52	7.65	7.75	7.47	7.53	8.13	7.80	7.99
1-3 (Net)	6	5	1	1	2	2	1	1	-	3	2	2	2	*	2	6	-	-	-
	2%	3%	1%	1%	2%	1%	3%	6%	-	3%	1%	2%	2%	*	4%	2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 179
B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV
Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	333	148	185	74*	112*	107*	40**	22**	23**	97*	156	92	107*	78*	56*	279	25**	19**	10**
EffectiveBase	256	127	131	66	79	93	23	16	13	80	131	104	71	51	45	200	23	27	20
1-4 (Net)	19	12	6	1	5	5	7	1	4	6	7	4	2	5	8	18	-	1	-
	6%	8%	3%	1%	5%	5%	18%	6%	18%	6%	5%	4%	2%	6%	13%zL	6%	-	5%	-
1-2 (Net)	1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-
	*	1%	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	*	-	-	-
4-7 (Net)	152	71	81	30	48	53	21	8	13	43	74	44	52	30	26	133	8	6	4
	46%	48%	44%	41%	43%	49%	51%	37%	57%	44%	47%	48%	48%	39%	46%	48%	33%	32%	42%
5-6 (Net)	58	29	28	9	18	23	8	2	8	18	25	20	21	10	7	51	4	2	1
	17%	20%	15%	13%	16%	21%	21%	10%	33%	18%	16%	21%	20%	13%	13%	18%	14%	11%	10%
8-10 (Net)	175	72	103	43	61	52	18	13	10	51	81	47	53	47	28	139	16	13	6
	52%	49%	56%	58%	55%	49%	45%	57%	43%	53%	52%	51%	50%	61%	50%	50%	67%	68%	58%
7-10 (Net)	257	106	150	64	89	79	24	19	11	74	124	69	83	63	42	210	21	16	9
	77%	72%	81%	86%z	80%	74%	61%	84%	49%	76%	79%	74%	78%	81%	74%	75%	86%	83%	90%
9-10 (Net)	108	42	66	31	38	25	14	9	7	34	48	30	33	27	18	88	11	6	3
	32%E	28%	36%	42%E	34%	24%	34%	39%	29%	35%	30%	33%	31%	34%	33%	32%	45%	28%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV
Base = Users of each platform in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	376	22	60	15	26	20	51	34	14	8	10	25	281	87	308	36
WeightedBase	333	20**	57*	14**	26**	18**	48*	39**	12**	8**	11**	25**	269	61*	279	30**
EffectiveBase	256	15	41	12	20	15	38	25	11	4	7	17	194	63	209	27
Extremely Dissatisfied 1	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1 *	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	1 *	-
3	5 2%	-	3 5%	-	1 5%	-	* *	-	-	-	-	1 4%	4 1%	1 2%	5 2%	-
4	12 4%	-	-	-	3 12%	-	2 4%	1 2%	2 14%	4 49%	-	-	12 5%	-	12 4%	-
5	17 5%BI	-	2 3%	-	3 12%	3 15%	2 5%	-	* 3%	-	-	2 9%	13 5%	4 6%	13 5%	2 5%
6	41 12%	1 6%	10 17%	3 23%	2 6%	1 6%	10 21%	3 8%	2 13%	-	3 29%	4 14%	30 11%	10 17%	36 13%	1 4%
7	82 25%	9 45%	8 15%	3 24%	7 28%	4 25%	10 21%	17 43%	3 27%	1 13%	2 22%	5 21%	67 25%	14 23%	66 24%	11 35%
8	67 20%	5 23%	5 10%	4 26%	5 18%	3 17%	11 22%	9 24%	3 27%	* 4%	3 24%	3 14%	52 19%	13 21%	61 22%	4 13%
9	51 15%f	2 12%	11 19%	2 13%	3 12%	5 26%	8 18%	4 11%	1 9%	2 29%	1 5%	4 15%	45 17%	6 10%	34 12%	11 36%
Extremely Satisfied 10	58 17%	3 15%	18 32%zX	2 14%	2 7%	2 11%	5 10%	4 11%	1 7%	* 5%	2 20%	6 24%	46 17%	12 19%	50 18%	2 7%
Total mentions	333 100%	20 100%	57 100%	14 100%	26 100%	18 100%	48 100%	39 100%	12 100%	8 100%	11 100%	25 100%	269 100%	61 100%	279 100%	30 100%
Mean	7.61A	7.85	7.99	7.71	6.74	7.65	7.43	7.55	7.03	6.28	7.65	7.66	7.63	7.53	7.55	7.91
1-3 (Net)	6 2%	-	3 5%	-	1 5%	-	* *	1 2%	-	-	-	1 4%	4 1%	2 4%	6 2%	-

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Table 179
B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV
Base = Users of each platform in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	333	20**	57*	14**	26**	18**	48*	39**	12**	8**	11**	25**	269	61*	279	30**
EffectiveBase	256	15	41	12	20	15	38	25	11	4	7	17	194	63	209	27
1-4 (Net)	19	-	3	-	4	-	2	2	2	4	-	1	16	2	19	-
	6%	-	5%	-	17%	-	4%	4%	14%	49%	-	4%	6%	4%	7%	-
1-2 (Net)	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	-	2%	-	-	-	-	-	1%	*	-
4-7 (Net)	152	10	20	6	15	8	24	20	7	5	6	11	122	28	128	13
	46%	51%	35%	47%	58%	46%	50%	52%	58%	62%	51%	44%	45%	46%	46%	44%
5-6 (Net)	58	1	12	3	5	4	13	3	2	-	3	6	43	14	49	3
	17%	6%	20%	23%	18%	21%	26%	8%	17%	-	29%	23%	16%	23%	18%	9%
8-10 (Net)	175	10	35	7	9	10	24	18	5	3	5	13	143	30	145	17
	52%	49%	60%	53%	36%	54%	49%	46%	42%	38%	49%	52%	53%	50%	52%	56%
7-10 (Net)	257	19	43	11	17	14	34	35	8	4	8	18	210	44	211	27
	77%	94%	75%	77%	64%	79%	70%	88%	69%	51%	71%	73%	78%	73%	76%	91%
9-10 (Net)	108	5	29	4	5	7	13	9	2	3	3	10	90	17	84	13
	32%E	26%	51%zX	27%	19%	37%	27%	22%	16%	33%	25%	38%	34%	29%	30%	43%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 180
B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers?
Base = Users of each radio station in the past 3 months

					Summary Table				
	BBC Radio	Absolute Radio	Classic FM	Heart	Capital	Smooth	TalkRadio/Sport	Kiss	Magic
UnweightedBase	2320	360	407	631	498	313	315	528	442
WeightedBase	2237	359	387	665	515	349	321	523	427
EffectiveBase	1562	219	218	343	278	184	182	295	268
Extremely	15	5	2	1	1	*	3	-	1
Dissatisfied 1	1%	1%	*	*	*	*	1%	-	*
2	12	1	10	5	6	2	-	7	3
	1%	*	3%	1%	1%	1%	-	1%	1%
3	30	2	4	2	9	2	7	1	3
	1%	1%	1%	*	2%	1%	2%	*	1%
4	63	11	6	18	14	8	8	7	12
	3%	3%	2%	3%	3%	2%	3%	1%	3%
5	188	26	34	41	47	26	20	48	29
	8%	7%	9%	6%	9%	7%	6%	9%	7%
6	264	34	47	108	76	38	38	63	48
	12%	9%	12%	16%	15%	11%	12%	12%	11%
7	440	120	93	138	121	62	74	108	82
	20%	34%	24%	21%	23%	18%	23%	21%	19%
8	500	75	77	176	129	84	63	139	121
	22%	21%	20%	26%	25%	24%	20%	27%	28%
9	340	44	59	80	59	44	51	68	61
	15%	12%	15%	12%	11%	13%	16%	13%	14%
Extremely Satisfied	385	40	54	96	53	82	56	82	68
10	17%	11%	14%	14%	10%	24%	17%	16%	16%
Total mentions	2237	359	387	665	515	349	321	523	427
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.56	7.33	7.38	7.51	7.23	7.81	7.57	7.57	7.64
1-3 (Net)	56	8	16	8	16	5	10	8	6
	2%	2%	4%	1%	3%	1%	3%	2%	1%
1-4 (Net)	119	19	22	26	30	13	19	15	18
	5%	5%	6%	4%	6%	4%	6%	3%	4%
1-2 (Net)	26	6	12	6	7	2	3	7	4
	1%	2%	3%	1%	1%	1%	1%	1%	1%
4-7 (Net)	956	192	180	305	258	133	140	227	171
	43%	53%	47%	46%	50%	38%	44%	43%	40%
5-6 (Net)	452	60	81	149	123	64	58	111	77
	20%	17%	21%	22%	24%	18%	18%	21%	18%

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B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers?
Base = Users of each radio station in the past 3 months

	Summary Table								
	BBC Radio	Absolute Radio	Classic FM	Heart	Capital	Smooth	TalkRadio/Sport	Kiss	Magic
WeightedBase	2237	359	387	665	515	349	321	523	427
EffectiveBase	1562	219	218	343	278	184	182	295	268
8-10 (Net)	1225	159	190	352	241	211	170	289	249
	55%	44%	49%	53%	47%	60%	53%	55%	58%
7-10 (Net)	1665	279	283	490	361	272	244	397	332
	74%	78%	73%	74%	70%	78%	76%	76%	78%
9-10 (Net)	725	84	113	176	111	126	107	150	128
	32%	23%	29%	26%	22%	36%	33%	29%	30%

Table 181
B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2320**	1222	1096	344	448	790	738	162	193	596	1003	836	565	459	460	1759	191	212	158
WeightedBase	2237	1153	1082	265	401	721	849	155	194	565	917	647	606	545	438	1885	164	123	65
EffectiveBase	1562	848	717	224	317	541	508	115	127	407	689	589	395	314	313	1236	136	159	123
Extremely Dissatisfied 1	**15** *1%*	8 *1%*	6 *1%*	-	8 *2%zCEF*	4 ***	3 ***	3 *2%*	1 ***	6 *1%*	5 *1%*	2 ***	3 *1%*	3 *1%*	6 *1%*	14 *1%*	-	-	* ***
2	**12** *1%*	8 *1%*	4 ***	2 *1%*	1 ***	4 *1%*	4 ***	1 *1%*	-	2 ***	3 ***	4 *1%*	2 ***	2 ***	4 *1%*	8 ***	1 *1%*	2 *1%*	1 *1%*
3	**30** *1%*	20 *2%*	10 *1%*	5 *2%*	6 *1%*	8 *1%*	12 *1%*	1 *1%*	3 *1%*	6 *1%*	10 *1%*	8 *1%*	4 *1%*	8 *1%*	10 *2%*	22 *1%*	4 *2%*	1 *1%*	2 *3%*
4	**63** *3%JKf*	31 *3%*	32 *3%*	5 *2%*	14 *3%*	17 *2%*	28 *3%*	7 *5%J*	8 *4%J*	15 *3%*	13 *1%*	6 *1%*	20 *3%K*	24 *4%K*	13 *3%K*	58 *3%*	1 *1%*	3 *2%*	1 *1%*
5	**188** *8%*	104 *9%*	84 *8%*	23 *9%*	36 *9%*	65 *9%*	64 *8%*	13 *8%*	23 *12%*	50 *9%*	74 *8%*	54 *8%*	42 *7%*	53 *10%*	40 *9%*	156 *8%*	19 *12%*	7 *6%*	6 *9%*
6	**264** *12%KP*	135 *12%*	128 *12%*	40 *15%F*	56 *14%*	83 *12%*	85 *10%*	12 *8%*	24 *12%*	91 *16%zGJ*	95 *10%*	63 *10%*	66 *11%*	82 *15%K*	53 *12%*	229 *12%P*	10 *6%*	15 *12%*	10 *16%P*
7	**440** *20%*	248 *21%*	192 *18%*	63 *24%*	82 *21%*	136 *19%*	159 *19%*	37 *24%*	42 *22%*	109 *19%*	179 *19%*	122 *19%*	121 *20%*	105 *19%*	93 *21%*	356 *19%*	49 *30%zOQR*	24 *19%*	11 *17%*
8	**500** *22%R*	251 *22%*	248 *23%*	63 *24%*	81 *20%*	180 *25%*	175 *21%*	25 *16%*	36 *19%*	128 *23%*	218 *24%*	162 *25%*	143 *24%*	107 *20%*	89 *20%*	438 *23%R*	29 *18%*	23 *19%*	10 *15%*
9	**340** *15%CI*	165 *14%*	176 *16%*	23 *9%*	50 *12%*	120 *17%C*	147 *17%C*	29 *19%*	23 *12%*	68 *12%*	152 *17%I*	119 *18%zN*	87 *14%*	77 *14%*	56 *13%*	288 *15%*	23 *14%*	21 *17%*	9 *14%*
Extremely Satisfied 10	**385** *17%*	184 *16%*	201 *19%*	40 *15%*	66 *17%*	106 *15%*	172 *20%zE*	26 *17%*	35 *18%*	90 *16%*	169 *18%*	108 *17%*	118 *20%*	85 *16%*	73 *17%*	315 *17%*	28 *17%*	27 *22%*	15 *23%*
Total mentions	**2237** *100%*	1153 *100%*	1082 *100%*	265 *100%*	401 *100%*	721 *100%*	849 *100%*	155 *100%*	194 *100%*	565 *100%*	917 *100%*	647 *100%*	606 *100%*	545 *100%*	438 *100%*	1885 *100%*	164 *100%*	123 *100%*	65 *100%*
Mean	**7.56ADNT**	7.46	**7.66zA**	7.37	7.34	7.56	**7.71zCD**	7.47	7.40	7.40	**7.72zI**	**7.73zMN**	**7.69MN**	7.37	7.34	7.54	7.53	7.78	7.55

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 181
B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**2237**	1153	1082	265	401	721	849	155	194	565	917	647	606	545	438	1885	164	123	65
EffectiveBase	1562	848	717	224	317	541	508	115	127	407	689	589	395	314	313	1236	136	159	123
1-3 (Net)	**56**	36	20	7	14	15	19	5	4	14	18	14	9	12	20	45	5	3	3
	2%	3%	2%	3%	4%	2%	2%	3%	2%	2%	2%	2%	2%	2%	5%zKL	2%	3%	2%	4%
1-4 (Net)	**119**	67	52	12	28	32	47	13	11	29	31	20	29	36	34	104	6	6	4
	5%JKf	6%	5%	5%	7%	4%	5%	8%J	6%	5%	3%	3%	5%	7%K	8%zK	5%	4%	5%	6%
1-2 (Net)	**26**	16	10	2	9	8	7	4	1	8	8	6	5	4	10	23	1	2	1
	1%	1%	1%	1%	2%	1%	1%	3%	*	1%	1%	1%	1%	1%	2%z	1%	1%	1%	1%
4-7 (Net)	**956**	517	437	131	189	300	335	69	96	265	360	244	248	263	200	799	79	49	28
	43%JK	45%	40%	49%zEF	47%F	42%	39%	45%	50%J	47%zJ	39%	38%	41%	48%zK	46%K	42%	48%	40%	43%
5-6 (Net)	**452**	239	212	63	93	148	149	25	47	141	169	116	108	135	94	385	29	22	16
	20%	21%	20%	24%F	23%F	21%	18%	16%	24%	25%zGJ	18%	18%	18%	25%zKL	21%	20%	18%	18%	25%
8-10 (Net)	**1225**	600	625	127	198	406	495	80	94	286	539	389	349	270	219	1040	80	71	34
	55%ACDMNT	52%	58%zA	48%	49%	56%CD	58%CD	52%	48%	51%	59%zHI	60%zMN	58%MN	49%	50%	55%	49%	58%	52%
7-10 (Net)	**1665**	847	817	190	280	542	654	118	136	395	718	511	469	374	311	1396	129	95	45
	74%DIMT	73%	76%	72%	70%	75%	77%D	76%	70%	70%	78%zHI	79%zMN	77%M	69%	71%	74%	79%	77%	70%
9-10 (Net)	**725**	348	377	63	116	226	320	55	58	158	321	227	206	163	130	602	51	48	24
	32%ACI	30%	35%	24%	29%	31%C	38%zCDE	35%	30%	28%	35%I	35%	34%	30%	30%	32%	31%	39%	37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 181
B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio
Base = Users of each radio station in the past 3 months

GfK

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2320**	152	389	83	204	98	241	137	98	72	81	204	1453	815	1896	252
WeightedBase	2237	171	403	80*	222	99*	262	141*	115*	84*	90*	216	1485	716	1871	214
EffectiveBase	1562	103	265	58	143	74	170	99	71	51	61	144	987	551	1283	177
Extremely Dissatisfied 1	15 / 1%	3 / 2%	4 / 1%	-	2 / 1%	1 / 1%	4 / 2%	-	-	-	-	-	12 / 1%	2 / *	12 / 1%	2 / 1%
2	12 / 1%	-	3 / 1%	-	*	-	-	1 / 1%	2 / 2%	*	-	1 / 1%	6 / *	5 / 1%	10 / 1%	2 / 1%
3	30 / 1%	2 / 1%	5 / 1%	-	2 / 1%	-	1 / *	3 / 2%	4 / 4%X	1%	-	5 / 2%	22 / 2%	6 / 1%	22 / 1%	4 / 2%
4	63 / 3%JKf	7 / 4%	15 / 4%	8 / 10%zTVWYbc	2%	-	10 / 4%	1 / 1%	4 / 3%	2 / 3%	1 / 2%	5 / 3%	38 / 3%	23 / 3%	45 / 2%	8 / 4%
5	188 / 8%	15 / 9%	45 / 11%	8 / 10%	20 / 9%	7 / 7%	17 / 7%	7 / 5%	8 / 7%	6 / 7%	6 / 7%	17 / 8%	125 / 8%	62 / 9%	164 / 9%	15 / 7%
6	264 / 12%KP	20 / 12%	53 / 13%	6 / 8%	26 / 12%	16 / 16%	31 / 12%	13 / 10%	8 / 7%	15 / 18%	16 / 18%	23 / 10%	187 / 13%	73 / 10%	219 / 12%	21 / 10%
7	440 / 20%	31 / 18%	80 / 20%	24 / 30%zVc	38 / 17%	17 / 17%	57 / 22%	28 / 20%	20 / 17%	14 / 17%	16 / 17%	32 / 15%	293 / 20%	140 / 20%	376 / 20%	42 / 19%
8	500 / 22%R	41 / 24%	79 / 20%	13 / 16%	59 / 27%	24 / 24%	58 / 22%	41 / 29%	23 / 20%	22 / 27%	19 / 21%	59 / 27%	340 / 23%	154 / 22%	416 / 22%	49 / 23%
9	340 / 15%CI	31 / 18%	54 / 13%	12 / 15%	31 / 14%	11 / 11%	33 / 12%	31 / 22%X	21 / 21%	10 / 12%	16 / 17%	34 / 16%	221 / 15%	115 / 16%	284 / 15%	36 / 17%
Extremely Satisfied 10	385 / 17%	22 / 13%	64 / 16%	9 / 11%	39 / 18%	24 / 24%Y	52 / 20%	16 / 12%	21 / 18%	13 / 15%	16 / 17%	39 / 18%	241 / 16%	136 / 19%	324 / 17%	35 / 16%
Total mentions	2237 / 100%	171 / 100%	403 / 100%	80 / 100%	222 / 100%	99 / 100%	262 / 100%	141 / 100%	115 / 100%	84 / 100%	90 / 100%	216 / 100%	1485 / 100%	716 / 100%	1871 / 100%	214 / 100%
Mean	7.56ADNT	7.43	7.32	7.23	7.61	7.83TU	7.58	7.72	7.63	7.53	7.71	7.69	7.51	7.65	7.57	7.53

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 181
B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2237	171	403	80*	222	99*	262	141*	115*	84*	90*	216	1485	716	1871	214
EffectiveBase	1562	103	265	58	143	74	170	99	71	51	61	144	987	551	1283	177
1-3 (Net)	56	5	12	-	5	1	5	4	6	1	-	6	40	13	43	7
	2%	3%	3%	-	2%	1%	2%	3%	5%	1%	-	3%	3%	2%	2%	3%
1-4 (Net)	119	11	28	8	9	1	15	5	10	3	1	12	79	35	88	16
	5%JKf	7%	7%W	10%Wb	4%	1%	6%	4%	9%W	3%	2%	5%	5%	5%	5%	7%
1-2 (Net)	26	3	8	-	3	1	4	1	2	*	-	1	18	7	21	3
	1%	2%	2%	-	1%	1%	2%	1%	2%	*	-	1%	1%	1%	1%	2%
4-7 (Net)	956	73	193	46	88	40	115	50	40	38	40	77	643	297	804	87
	43%JK	42%	48%Yhc	58%zVWYhc	40%	40%	44%	35%	35%	45%	44%	36%	43%	42%	43%	40%
5-6 (Net)	452	35	98	14	45	23	48	21	17	21	23	39	311	135	383	37
	20%	21%	24%Y	17%	21%	23%	18%	15%	14%	25%	25%	18%	21%	19%	20%	17%
8-10 (Net)	1225	94	198	34	129	59	142	87	69	45	50	133	802	406	1024	120
	55%ACDMNT	55%	49%	42%	58%U	59%	54%	62%TU	60%U	54%	56%	62%TU	54%	57%	55%	56%
7-10 (Net)	1665	125	277	58	167	76	199	115	89	60	66	165	1095	546	1400	162
	74%DIMT	73%	69%	72%	75%	76%	76%	82%T	77%	71%	73%	77%	74%	76%	75%	76%
9-10 (Net)	725	53	118	21	70	35	84	47	46	23	31	74	462	251	608	71
	32%ACI	31%	29%	27%	32%	35%	32%	33%	40%	27%	35%	34%	31%	35%	33%	33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 182
B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	360	216	144	62	79	178	41	22	22	82	205	127	101	66	66	291	30	22	17
WeightedBase	359	226	133*	50*	72*	190	47**	20**	19**	73*	209	94*	111*	85*	69*	314	27**	11**	7**
EffectiveBase	219	135	85	43	57	107	22	13	13	60	126	76	67	40	45	182	21	19	15
Extremely Dissatisfied 1	5 / 1%d	- / -	5 / 4%A	- / -	- / -	5 / 3%	- / -	4 / 20%	- / -	- / -	1 / *	1 / 1%	4 / 4%	- / -	- / -	4 / 1%	1 / 3%	- / -	- / -
2	1 / *	1 / *	1 / 1%	- / -	- / -	1 / 1%	- / -	- / -	- / -	- / -	1 / 1%	1 / 1%	- / -	- / -	1 / 1%	1 / *	- / -	- / -	- / -
3	2 / 1%	1 / *	2 / 1%	- / -	2 / 2%	1 / *	- / -	- / -	- / -	1 / 1%	2 / 1%	- / -	2 / 2%	- / -	- / -	2 / 1%	- / -	- / -	- / -
4	11 / 3%	4 / 2%	7 / 5%	- / -	1 / 1%	7 / 4%	4 / 7%	- / -	- / -	- / -	4 / 2%	1 / 1%	3 / 3%	4 / 5%	3 / 5%	8 / 2%	3 / 12%	- / -	- / -
5	26 / 7%Od	18 / 8%	9 / 7%	4 / 9%	7 / 9%	13 / 7%	3 / 6%	3 / 15%	4 / 21%	6 / 9%	11 / 5%	7 / 7%	8 / 7%	6 / 7%	6 / 9%	18 / 6%	6 / 23%	* / 4%	2 / 20%
6	34 / 9%	20 / 9%	14 / 11%	8 / 17%	4 / 6%	17 / 9%	4 / 9%	4 / 20%	2 / 9%	3 / 5%	23 / 11%	8 / 9%	13 / 11%	7 / 8%	6 / 9%	30 / 9%	1 / 5%	2 / 15%	1 / 17%
7	120 / 34%	77 / 34%	44 / 33%	20 / 39%	25 / 34%	58 / 30%	18 / 39%	4 / 22%	5 / 25%	23 / 32%	75 / 36%	32 / 34%	30 / 27%	32 / 37%	27 / 39%	110 / 35%	7 / 27%	2 / 20%	1 / 15%
8	75 / 21%I	48 / 21%	27 / 20%	6 / 12%	17 / 24%	38 / 20%	14 / 29%	3 / 14%	5 / 29%	9 / 12%	51 / 24%	22 / 23%	31 / 28%	13 / 16%	9 / 13%	66 / 21%	3 / 12%	3 / 27%	3 / 37%
9	44 / 12%	33 / 15%	11 / 8%	6 / 13%	6 / 8%	30 / 16%	2 / 3%	1 / 6%	* / 2%	13 / 18%	24 / 12%	13 / 13%	13 / 11%	10 / 12%	9 / 13%	40 / 13%	1 / 3%	3 / 25%	- / -
Extremely Satisfied 10	40 / 11%	26 / 12%	14 / 11%	5 / 10%	11 / 16%	21 / 11%	3 / 6%	1 / 3%	3 / 15%	17 / 24%zJ	17 / 8%	11 / 11%	9 / 8%	13 / 15%	8 / 11%	34 / 11%	4 / 14%	1 / 10%	1 / 10%
Total mentions	359 / 100%	226 / 100%	133 / 100%	50 / 100%	72 / 100%	190 / 100%	47 / 100%	20 / 100%	19 / 100%	73 / 100%	209 / 100%	94 / 100%	111 / 100%	85 / 100%	69 / 100%	314 / 100%	27 / 100%	11 / 100%	7 / 100%
Mean	7.33Be	7.52zB	7.00	7.33	7.51	7.32	7.11	5.64	7.28	7.93zJ	7.36	7.50	7.11	7.49	7.26	7.39	6.55	7.83	7.10
1-3 (Net)	8 / 2%Ad	1 / *	7 / 5%zA	- / -	2 / 2%	7 / 4%	- / -	4 / 20%	- / -	1 / 1%	4 / 2%	1 / 2%	6 / 6%	- / -	1 / 1%	8 / 2%	1 / 3%	- / -	- / -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 182
B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	359	226	133*	50*	72*	190	47**	20**	19**	73*	209	94*	111*	85*	69*	314	27**	11**	7**
EffectiveBase	219	135	85	43	57	107	22	13	13	60	126	76	67	40	45	182	21	19	15
1-4 (Net)	19	5	14	-	2	14	4	4	-	1	8	2	9	4	4	15	4	-	-
	5%AId	2%	11%zA	-	3%	7%	7%	20%	-	1%	4%	2%	8%	5%	6%	5%	15%	-	-
1-2 (Net)	6	1	6	-	-	6	-	4	-	-	2	1	4	-	1	5	1	-	-
	2%Ad	*	4%A	-	-	3%	-	20%	-	-	1%	2%	4%	-	1%	2%	3%	-	-
4-7 (Net)	192	118	73	33	36	94	29	11	10	33	113	47	53	48	43	166	18	4	4
	53%	52%	55%	65%	50%	49%	61%	57%	54%	46%	54%	50%	48%	57%	62%	53%	67%	39%	53%
5-6 (Net)	60	37	23	13	11	29	7	7	6	10	34	15	21	12	12	48	8	2	3
	17%	17%	17%	26%	15%	15%	15%	35%	29%	14%	16%	16%	19%	15%	18%	15%	28%	19%	38%
8-10 (Net)	159	106	53	17	34	89	18	5	9	39	92	45	52	36	26	141	8	7	3
	44%	47%	39%	35%	47%	47%	39%	23%	46%	54%	44%	48%	47%	43%	37%	45%	30%	61%	47%
7-10 (Net)	279	183	96	37	59	147	36	9	13	62	167	77	81	68	53	251	15	9	5
	78%e	81%	72%	74%	82%	77%	77%	45%	71%	86%	80%	82%	73%	80%	77%	80%	57%	81%	62%
9-10 (Net)	84	59	25	11	17	51	4	2	3	30	41	23	21	23	17	75	5	4	1
	23%	26%	19%	23%	24%	27%	10%	9%	17%	41%zJ	20%	25%	19%	27%	24%	24%	17%	35%	10%

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Table 182
B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**360**	18	91	11	48	16	28	26	6	5	10	32	283	71	303	32
WeightedBase	359	17**	111*	14**	51**	15**	27**	30**	6**	5**	12**	27**	297	59*	299	35**
EffectiveBase	219	15	54	7	28	11	18	16	5	5	7	27	179	37	193	18
Extremely Dissatisfied 1	5 1%d	- -	- -	- -	- -	- -	4 15%	- -	- -	- -	- -	- -	1 *	4 7%zd	5 2%	- -
2	1 *	- -	1 1%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
3	2 1%	- -	2 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	2 1%	1 1%	2 1%	- -
4	11 3%	- -	1 1%	4 29%	3 6%	- -	- -	- -	- -	- -	- -	- -	8 3%	3 5%	7 2%	4 10%
5	26 7%Od	1 5%	7 6%	- -	2 5%	1 6%	2 8%	2 6%	2 34%	- -	- -	1 4%	17 6%	9 16%zd	23 8%	2 5%
6	34 9%	5 32%	5 5%	- -	8 15%	* 2%	1 3%	4 12%	- -	- -	1 9%	6 21%	28 9%	5 8%	28 9%	4 11%
7	120 34%	4 24%	46 41%	6 45%	10 19%	5 35%	10 38%	11 37%	2 33%	1 14%	6 54%	9 33%	103 35%	17 29%	103 34%	11 31%
8	75 21%I	4 21%	21 19%	1 5%	15 29%	3 22%	3 11%	9 29%	1 17%	2 37%	1 11%	7 25%	65 22%	9 16%	62 21%	11 31%
9	44 12%	3 15%	16 14%	1 6%	6 12%	* 2%	4 15%	4 13%	1 16%	2 49%	3 26%	1 2%	41 14%	3 5%	37 12%	2 5%
Extremely Satisfied 10	40 11%	1 3%	13 12%	2 15%	7 14%	4 29%	2 8%	1 3%	- -	- -	- -	4 15%	32 11%	7 12%	32 11%	2 6%
Total mentions	359 100%	17 100%	111 100%	14 100%	51 100%	15 100%	27 100%	30 100%	6 100%	5 100%	12 100%	27 100%	297 100%	59 100%	299 100%	35 100%
Mean	7.33Be	7.19	7.55	6.75	7.52	7.78	6.51	7.41	6.82	8.35	7.54	7.46	7.47ze	6.63	7.31	7.07
1-3 (Net)	8 2%Ad	- -	2 2%	- -	- -	1 4%	4 16%	- -	- -	- -	- -	- -	4 1%	4 8%zd	8 3%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 182
B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**359**	17**	111*	14**	51**	15**	27**	30**	6**	5**	12**	27**	297	59*	299	35**
EffectiveBase	219	15	54	7	28	11	18	16	5	5	7	27	179	37	193	18
1-4 (Net)	19	-	3	4	3	1	4	-	-	-	-	-	12	8	15	4
	5%Ald	-	*3%*	*29%*	*6%*	*4%*	*16%*	-	-	-	-	-	*4%*	**13%zd**	*5%*	*10%*
1-2 (Net)	**6**	-	1	-	-	1	4	-	-	-	-	-	2	4	6	-
	2%Ad	-	*1%*	-	-	*4%*	*15%*	-	-	-	-	-	*1%*	**7%zd**	*2%*	-
4-7 (Net)	192	10	58	10	23	6	13	17	4	1	8	15	156	35	160	20
	53%	*61%*	*53%*	*74%*	*45%*	*43%*	*49%*	*55%*	*67%*	*14%*	*63%*	*58%*	*52%*	*59%*	*54%*	*58%*
5-6 (Net)	60	6	12	-	10	1	3	5	2	-	1	7	45	14	51	6
	17%	*37%*	*11%*	-	*20%*	*8%*	*11%*	*18%*	*34%*	-	*9%*	*25%*	*15%*	*24%*	*17%*	*16%*
8-10 (Net)	159	7	50	4	28	8	9	14	2	4	4	11	138	20	131	15
	44%	*39%*	*45%*	*26%*	*55%*	*53%*	*34%*	*45%*	*33%*	*86%*	*37%*	*42%*	*46%*	*33%*	*44%*	*42%*
7-10 (Net)	279	11	95	10	38	13	20	25	4	5	11	20	241	37	233	25
	78%e	*63%*	*86%*	*71%*	*74%*	*88%*	*72%*	*82%*	*66%*	*100%*	*91%*	*75%*	*81%ze*	*63%*	*78%*	*73%*
9-10 (Net)	84	3	29	3	13	5	6	5	1	2	3	5	73	10	69	4
	23%	*18%*	*26%*	*21%*	*26%*	*31%*	*23%*	*16%*	*16%*	*49%*	*26%*	*17%*	*24%*	*18%*	*23%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 183
B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Classic FM
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**407**	220	186	66	79	137	125	25	25	94	208	184	123	46	54	320	27	37	23
WeightedBase	387	222	164*	40*	65*	113*	168*	17**	32**	82*	184	149	143*	47**	48*	338	16**	21**	11**
EffectiveBase	218	127	90	49	63	77	68	17	13	57	111	101	68	24	30	176	22	24	18
Extremely Dissatisfied 1	2 *	1 *	1 1%	1 2%	1 1%	- -	* *	- -	- -	1 2%	1 *	1 *	- -	1 1%	1 2%	2 *	- -	* 1%	- -
2	10 3%	5 2%	5 3%	- -	- -	- -	10 6%	- -	5 15%	- -	- -	5 4%	- -	5 10%	- -	10 3%	- -	- -	- -
3	4 1%	3 1%	1 1%	- -	1 1%	- -	3 2%	- -	- -	1 1%	3 2%	3 2%	2 1%	- -	- -	4 1%	- -	- -	- -
4	6 2%	3 1%	3 2%	2 4%F	1 2%	3 3%	- -	- -	- -	- -	5 3%	4 3%	1 1%	- -	* 1%	5 2%	- -	* 2%	- -
5	34 9%	16 7%	18 11%	6 14%	5 8%	9 8%	14 8%	* 3%	10 31%	10 12%	11 6%	16 11%	10 7%	2 4%	7 14%	31 9%	2 12%	1 4%	* 4%
6	47 12%K	21 9%	26 16%	5 11%	8 12%	20 17%	15 9%	4 21%	4 14%	10 12%	23 12%	8 5%	28 19%zK	4 9%	7 15%	41 12%	2 11%	1 7%	3 28%
7	93 24%B	66 30%zB	27 16%	6 15%	14 22%	29 25%	44 26%	2 10%	4 12%	18 22%	58 31%z	37 25%	31 21%	17 37%	9 18%	86 26%	1 7%	4 20%	1 14%
8	77 20%	45 20%	31 19%	7 17%	15 24%	21 18%	34 20%	3 17%	2 8%	14 16%	36 19%	33 22%	29 21%	5 10%	10 20%	66 19%	4 25%	4 20%	3 24%
9	59 15%	32 14%	27 17%	7 18%	14 21%	18 16%	20 12%	4 26%	1 3%	13 16%	27 14%	23 16%	22 15%	8 17%	6 12%	49 14%	3 20%	5 24%	2 15%
Extremely Satisfied 10	54 14%	30 14%	24 15%	7 18%	6 9%	14 12%	28 16%	4 23%	6 18%	15 18%	22 12%	19 13%	21 14%	5 11%	9 19%	44 13%	4 26%	5 23%	2 16%
Total mentions	387 100%	222 100%	164 100%	40 100%	65 100%	113 100%	168 100%	17 100%	32 100%	82 100%	184 100%	149 100%	143 100%	47 100%	48 100%	338 100%	16 100%	21 100%	11 100%
Mean	7.38	7.42	7.31	7.43	7.47	7.44	7.28	8.12	6.18	7.51	7.42	7.30	7.54	7.03	7.46	7.29	8.09	8.08	7.64
1-3 (Net)	16 4%	9 4%	7 4%	1 2%	2 3%	- -	14 8%E	- -	5 15%	2 3%	4 2%	9 6%	2 1%	5 11%	1 2%	16 5%	- -	* 1%	- -
1-4 (Net)	22 6%	12 6%	10 6%	2 6%	3 4%	3 3%	14 8%	- -	5 15%	2 3%	9 5%	13 9%	3 2%	5 11%	1 3%	22 6%	- -	1 3%	- -

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Table 183
B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Classic FM
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**387**	222	164*	40*	65*	113*	168*	17**	32**	82*	184	149	143*	47**	48*	338	16**	21**	11**
EffectiveBase	218	127	90	49	63	77	68	17	13	57	111	101	68	24	30	176	22	24	18
1-2 (Net)	**12**	6	6	1	1	-	11	-	5	1	1	6	-	5	1	12	-	*	-
	3%J	3%	4%	2%	1%	-	6%	-	15%	2%	*	4%	-	11%	2%	4%	-	1%	-
4-7 (Net)	**180**	106	74	18	28	61	73	6	18	38	97	65	70	23	23	164	5	7	5
	47%	48%	45%	45%	44%	54%	43%	34%	56%	47%	52%	43%	49%	50%	47%	48%	29%	32%	46%
5-6 (Net)	**81**	37	44	10	13	29	29	4	14	20	34	24	38	6	14	72	4	2	3
	21%	17%	27%	26%	20%	26%	17%	24%	44%	25%	19%	16%	26%	13%	28%	21%	23%	10%	32%
8-10 (Net)	**190**	106	82	21	35	52	81	11	9	42	84	75	72	18	25	158	12	14	6
	49%	48%	50%	53%	54%	46%	48%	66%	29%	51%	46%	51%	50%	38%	51%	47%	71%	66%	54%
7-10 (Net)	**283**	173	109	28	49	81	125	13	13	60	142	112	103	35	33	245	13	18	7
	73%	78%	67%	68%	76%	71%	74%	76%	41%	73%	77%	75%	71%	76%	69%	72%	77%	86%	68%
9-10 (Net)	**113**	62	52	14	19	32	48	8	7	28	48	43	42	13	15	93	8	10	3
	29%	28%	32%	36%	30%	28%	28%	50%	22%	34%	26%	29%	30%	28%	31%	27%	46%	47%	31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 183
B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Classic FM
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	407	28	97	15	28	22	43	29	11	5	17	25	255	142	342	38
WeightedBase	387	34**	109*	12**	34**	24**	41**	29**	10**	2**	19**	24**	246	131*	327	35**
EffectiveBase	218	19	47	10	14	13	29	15	8	3	11	15	139	73	180	30
Extremely Dissatisfied 1	2 / *	1 / 2%	1 / *	-	-	-	* / 1%	-	-	-	-	-	2 / 1%	* / *	1 / *	1 / 2%
2	10 / 3%	-	5 / 5%	-	-	-	-	5 / 16%	-	-	-	-	5 / 2%	5 / 4%	10 / 3%	-
3	4 / 1%	-	3 / 2%	-	-	-	-	-	2 / 17%	-	-	-	3 / 1%	2 / 1%	3 / 1%	-
4	6 / 2%	-	2 / 2%	-	2 / 6%	1 / 5%	-	* / 1%	-	-	-	-	5 / 2%	* / *	4 / 1%	1 / 4%
5	34 / 9%	2 / 6%	11 / 10%	3 / 22%	3 / 9%	-	7 / 16%	1 / 2%	-	-	3 / 15%	2 / 10%	20 / 8%	14 / 11%	33 / 10%	* / 1%
6	47 / 12%K	4 / 13%	10 / 9%	-	8 / 22%	5 / 23%	7 / 18%	3 / 9%	2 / 18%	* / 14%	-	2 / 7%	30 / 12%	16 / 12%	41 / 13%	5 / 15%
7	93 / 24%B	10 / 30%	27 / 25%	4 / 30%	13 / 38%	8 / 33%	7 / 17%	7 / 25%	2 / 17%	-	6 / 29%	3 / 13%	68 / 28%	25 / 19%	78 / 24%	5 / 15%
8	77 / 20%	6 / 19%	22 / 20%	4 / 35%	2 / 7%	5 / 21%	8 / 19%	6 / 19%	* / 4%	1 / 37%	4 / 20%	7 / 30%	43 / 18%	29 / 22%	63 / 19%	9 / 27%
9	59 / 15%	5 / 16%	15 / 14%	* / 2%	5 / 15%	2 / 10%	5 / 13%	5 / 17%	4 / 41%	-	4 / 22%	2 / 9%	40 / 16%	17 / 13%	45 / 14%	8 / 23%
Extremely Satisfied 10	54 / 14%	5 / 14%	14 / 13%	1 / 12%	1 / 3%	2 / 8%	7 / 16%	3 / 10%	* / 3%	1 / 48%	3 / 13%	7 / 30%	31 / 12%	23 / 17%	48 / 15%	4 / 12%
Total mentions	387 / 100%	34 / 100%	109 / 100%	12 / 100%	34 / 100%	24 / 100%	41 / 100%	29 / 100%	10 / 100%	2 / 100%	19 / 100%	24 / 100%	246 / 100%	131 / 100%	327 / 100%	35 / 100%
Mean	7.38	7.54	7.15	7.30	6.87	7.29	7.39	6.84	7.09	8.68	7.75	8.12	7.34	7.40	7.34	7.68
1-3 (Net)	16 / 4%	1 / 2%	8 / 8%	-	-	-	* / 1%	5 / 16%	2 / 17%	-	-	-	10 / 4%	7 / 5%	15 / 4%	1 / 2%
1-4 (Net)	22 / 6%	1 / 2%	10 / 9%	-	2 / 6%	1 / 5%	* / 1%	5 / 18%	2 / 17%	-	-	-	14 / 6%	7 / 6%	18 / 6%	2 / 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 183
B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Classic FM
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	387	34**	109*	12**	34**	24**	41**	29**	10**	2**	19**	24**	246	131*	327	35**
EffectiveBase	218	19	47	10	14	13	29	15	8	3	11	15	139	73	180	30
1-2 (Net)	12	1	6	-	-	-	*	5	-	-	-	-	7	5	11	1
	3%J	2%	5%	-	-	-	1%	16%	-	-	-	-	3%	4%	3%	2%
4-7 (Net)	180	16	50	6	26	14	21	11	3	*	9	7	123	56	155	12
	47%	49%	45%	52%	76%	61%	51%	37%	35%	14%	44%	31%	50%	42%	48%	35%
5-6 (Net)	81	6	21	3	11	5	14	3	2	*	3	4	50	30	74	6
	21%	19%	19%	22%	31%	23%	34%	11%	18%	14%	15%	17%	20%	23%	23%	16%
8-10 (Net)	190	16	51	6	8	9	20	14	5	2	11	17	114	69	157	22
	49%	49%	47%	48%	24%	39%	48%	46%	48%	86%	56%	69%	46%	52%	48%	62%
7-10 (Net)	283	26	78	9	21	17	27	21	6	2	16	20	181	94	235	27
	73%	79%	72%	78%	63%	73%	65%	71%	65%	86%	85%	83%	74%	72%	72%	78%
9-10 (Net)	113	10	29	2	6	4	12	8	4	1	7	10	71	40	93	13
	29%	30%	26%	13%	18%	18%	29%	27%	44%	48%	36%	40%	29%	30%	29%	36%

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Table 184
B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Heart
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	631	261	370	125	135	267	104	41	57	186	296	184	173	133	141	504	38	77	12
WeightedBase	665	271	394	105*	128*	291	142*	37**	69*	206*	300	135	192*	182*	156*	580	34**	45*	6**
EffectiveBase	343	142	201	67	85	146	57	24	31	99	168	115	94	73	86	281	26	47	10
Extremely Dissatisfied 1	1 *	-	1 *	-	-	1 *	-	-	-	-	1 *	1 1%	-	-	-	-	1 2%	-	-
2	5 1%	-	5 1%	-	-	-	5 3%zE	-	5 7%zIJ	-	-	-	-	5 3%	-	5 1%	-	-	-
3	2 *O	2 1%	1 *	1 1%	1 1%	* *	-	1 1%	-	1 1%	1 *	1 1%	-	-	1 1%	* *	2 5%	* 1%	-
4	18 3%	5 2%	12 3%	4 4%	3 2%	6 2%	4 3%	-	5 7%	5 2%	8 3%	6 4%	2 1%	9 5%	1 1%	14 2%	3 8%	* 1%	1 18%
5	41 6%	19 7%	22 6%	4 4%	5 4%	23 8%	8 6%	* 1%	6 9%	11 5%	18 6%	5 4%	14 7%	15 8%	7 4%	36 6%	2 5%	3 6%	1 14%
6	108 16%	53 19%	56 14%	19 18%	24 19%	44 15%	21 15%	11 28%	5 7%	26 13%	56 19%	21 16%	39 20%	19 10%	29 18%	101 17%	* 1%	6 14%	1 17%
7	138 21%	49 18%	89 22%	25 24%	28 22%	63 22%	22 16%	3 9%	8 11%	42 20%	76 25%z	23 17%	49 26%	36 20%	30 19%	120 21%	9 27%	8 18%	1 16%
8	176 26%F	65 24%	111 28%	29 28%	43 34%F	81 28%	23 16%	12 33%	19 27%	51 25%	81 27%	45 34%z	49 26%	41 23%	40 26%	147 25%	15 45%	13 28%	1 19%
9	80 12%B	47 17%zB	33 8%	8 8%	11 8%	33 11%	28 20%	5 14%	11 16%	25 12%	32 11%	15 11%	16 8%	25 14%	25 16%	72 12%	2 7%	5 11%	1 11%
Extremely Satisfied 10	96 14%J	31 11%	65 17%	14 14%	12 10%	39 13%	30 21%	5 13%	11 15%	45 22%zJ	27 9%	18 13%	23 12%	32 17%	24 15%	86 15%	-	9 21%	* 5%
Total mentions	665 100%	271 100%	394 100%	105 100%	128 100%	291 100%	142 100%	37 100%	69 100%	206 100%	300 100%	135 100%	192 100%	182 100%	156 100%	580 100%	34 100%	45 100%	6 100%
Mean	7.51Ye	7.51	7.52	7.44	7.43	7.51	7.66	7.66	7.25	7.83zJ	7.35	7.50	7.40	7.48	7.71	7.54	6.90	7.81	6.58

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 184
B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Heart
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	665	271	394	105*	128*	291	142*	37**	69*	206*	300	135	192*	182*	156*	580	34**	45*	6**
EffectiveBase	343	142	201	67	85	146	57	24	31	99	168	115	94	73	86	281	26	47	10
1-3 (Net)	**8**	2	6	1	1	1	5	1	5	1	2	2	-	5	1	5	2	*	-
	1%d	1%	2%	1%	1%	*	3%	1%	7%zIJ	1%	1%	2%	-	3%	1%	1%	7%	1%	-
1-4 (Net)	**26**	7	19	5	4	8	9	1	9	6	10	8	2	14	2	19	5	1	1
	4%	2%	5%	5%	3%	3%	6%	1%	14%zIJ	3%	3%	6%L	1%	7%L	2%	3%	15%	2%	18%
1-2 (Net)	**6**	-	6	-	-	1	5	-	5	-	1	1	-	5	-	5	1	-	-
	1%d	-	1%	-	-	*	3%	-	7%zIJ	-	*	1%	-	3%	-	1%	2%	-	-
4-7 (Net)	**305**	126	178	52	60	137	56	14	24	84	158	55	104	79	67	270	14	17	4
	46%	47%	45%	49%	47%	47%	40%	38%	35%	40%	53%z	41%	54%	43%	43%	46%	41%	39%	64%
5-6 (Net)	**149**	72	77	23	30	67	29	11	12	37	74	27	53	34	35	136	2	9	2
	22%	27%	20%	22%	23%	23%	21%	29%	17%	18%	25%	20%	28%	19%	22%	23%	7%	20%	31%
8-10 (Net)	**352**	143	209	52	67	153	81	23	40	122	140	78	88	98	89	306	17	27	2
	53%JIe	53%	53%	50%	52%	53%	57%	60%	58%	59%	47%	57%	46%	54%	57%	53%	52%	60%	36%
7-10 (Net)	**490**	192	298	77	94	216	103	26	48	164	217	100	137	134	119	425	26	35	3
	74%	71%	76%	73%	74%	74%	73%	70%	70%	79%	72%	74%	71%	74%	76%	73%	79%	78%	51%
9-10 (Net)	**176**	78	98	23	23	72	58	10	22	70	60	32	39	57	48	158	2	15	1
	26%DJ	29%	25%	22%	18%	25%	41%zCDE	28%	32%	34%zJ	20%	24%	20%	31%	31%	27%	7%	32%	16%

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Table 184
B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Heart
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
UnweightedBase	631	74	95	13	65	38	46	51	36	21	27	38	459	156	534	59
WeightedBase	665	98*	116*	11**	83*	41**	46*	56*	41**	22**	28**	37**	532	124*	578	63*
EffectiveBase	343	46	46	10	35	18	31	30	24	11	16	25	260	80	291	33
Extremely Dissatisfied 1	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
2	5 1%	- -	- -	- -	- -	- -	- -	5 8%zST	- -	- -	- -	- -	- -	5 4%zd	5 1%	- -
3	2 *O	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -
4	18 3%	- -	* *	* 4%	6 8%	- -	- -	- -	4 10%	- -	2 9%	- -	14 3%	4 3%	16 3%	1 1%
5	41 6%	6 6%	5 4%	1 5%	6 7%	1 2%	* *	5 9%	4 9%	- -	2 5%	7 18%	33 6%	8 6%	33 6%	6 10%
6	108 16%	24 25%	21 18%	- -	16 19%	10 23%	4 8%	13 24%	5 12%	1 3%	3 10%	5 13%	81 15%	27 22%	98 17%	8 13%
7	138 21%	18 19%	34 29%	2 20%	11 14%	8 19%	10 21%	10 18%	6 14%	3 16%	10 37%	7 18%	104 20%	29 23%	124 21%	9 14%
8	176 26%F	30 31%	28 24%	2 15%	24 29%	10 25%	9 18%	16 29%	15 37%	4 20%	4 14%	5 12%	152 28%	24 19%	144 25%	24 39%
9	80 12%B	9 9%	19 16%	4 35%	5 6%	2 4%	12 26%zSVY	4 7%	7 17%	1 6%	3 10%	7 20%	66 12%	13 11%	68 12%	8 13%
Extremely Satisfied 10	96 14%J	11 11%	9 7%	2 22%	15 18%	11 27%	12 26%TY	3 5%	1 2%	12 54%	4 15%	7 19%	80 15%	15 12%	87 15%	7 10%
Total mentions	665 100%	98 100%	116 100%	11 100%	83 100%	41 100%	46 100%	56 100%	41 100%	22 100%	28 100%	37 100%	532 100%	124 100%	578 100%	63 100%
Mean	7.51Ye	7.44	**7.51Y**	8.25	7.37	7.86	8.39zSTVY	6.75	7.19	8.93	7.31	7.58	**7.60e**	7.14	7.50	7.60

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 184
B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Heart
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	665	98*	116*	11**	83*	41**	46*	56*	41**	22**	28**	37**	532	124*	578	63*
EffectiveBase	343	46	46	10	35	18	31	30	24	11	16	25	260	80	291	33
1-3 (Net)	8	-	*	-	-	-	-	5	-	-	-	-	3	5	8	-
	1%d	-	*	-	-	-	-	8%zST	-	-	-	-	1%	4%zd	1%	-
1-4 (Net)	26	-	1	*	6	-	-	5	4	-	2	-	17	9	24	1
	4%	-	1%	4%	8%	-	-	8%S	10%	-	9%	-	3%	7%	4%	1%
1-2 (Net)	6	-	-	-	-	-	-	5	-	-	-	-	1	5	6	-
	1%d	-	-	-	-	-	-	8%zST	-	-	-	-	*	4%zd	1%	-
4-7 (Net)	305	49	60	3	39	18	14	29	18	4	17	19	232	67	271	24
	46%	50%	52%	29%	47%	44%	30%	51%	44%	19%	61%	50%	44%	54%	47%	38%
5-6 (Net)	149	31	26	1	22	10	4	18	9	1	4	12	114	35	131	14
	22%	31%X	22%	5%	26%	25%	9%	32%X	21%	3%	16%	31%	21%	28%	23%	23%
8-10 (Net)	352	50	56	8	44	23	32	23	23	17	11	19	297	52	299	39
	53%Je	50%	48%	71%	53%	56%	70%zY	41%	56%	81%	39%	50%	56%e	42%	52%	62%
7-10 (Net)	490	68	90	10	55	31	42	33	29	21	21	26	401	81	423	48
	74%	69%	77%	91%	66%	75%	91%zSVY	59%	70%	97%	76%	69%	75%	65%	73%	76%
9-10 (Net)	176	20	28	6	19	13	24	7	8	13	7	14	145	28	155	14
	26%DJ	20%	24%	56%	23%	31%	52%zSTVY	12%	19%	61%	25%	38%	27%	23%	27%	23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 185
B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Capital
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**498**	221	277	154	141	159	44	32	34	134	252	171	119	112	96	396	48	44	10
WeightedBase	515	242	272	118*	161*	171*	64**	27**	36**	135*	264	132	127*	146*	110*	429	59**	22*	4**
EffectiveBase	278	123	156	98	78	91	26	22	21	78	138	107	70	62	56	229	26	33	9
Extremely Dissatisfied 1	1 *	- -	1 *	- -	- -	1 1%	- -	1 5%	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -
2	6 1%O	6 2%	- -	* *	- -	3 2%	2 3%	- -	2 6%	3 2%	- -	* *	- -	2 1%	3 3%	2 *	3 6%	* 2%	- -
3	9 2%	6 3%	3 1%	2 1%	5 3%	2 1%	1 1%	- -	- -	2 1%	4 2%	3 2%	* *	4 3%	1 1%	9 2%	- -	* 1%	- -
4	14 3%	4 1%	10 4%	2 2%	2 1%	8 4%	2 3%	2 5%	4 10%	3 3%	5 2%	5 4%	3 2%	1 1%	6 5%	13 3%	- -	* 2%	1 14%
5	47 9%f	27 11%	20 7%	10 8%	16 10%	13 8%	9 13%	- -	3 10%	6 5%	31 12%	15 12%	9 7%	15 10%	8 7%	37 9%	8 13%	2 9%	* 8%
6	76 15%c	46 19%	31 11%	21 17%	21 13%	31 18%	4 5%	5 17%	4 10%	19 14%	42 16%	16 12%	24 19%	21 14%	16 14%	59 14%	14 23%	3 13%	1 25%
7	121 23%	54 22%	67 25%	21 18%	30 18%	51 30%	19 30%	5 17%	4 11%	36 26%	65 25%	31 24%	40 32%M	21 17%	24 22%	100 23%	15 25%	6 26%	- -
8	129 25%	52 21%	77 28%	33 27%	45 28%	33 20%	18 28%	9 34%	7 21%	25 19%	73 27%	30 23%	29 23%	43 30%	28 25%	116 27%	9 15%	3 16%	1 17%
9	59 11%	31 13%	28 10%	13 11%	24 15%	18 11%	4 7%	3 10%	6 16%	27 20%zJ	23 9%	18 14%	11 9%	20 14%	10 9%	50 12%	4 7%	4 19%	* 8%
Extremely Satisfied 10	53 10%	17 7%	36 13%	18 15%E	18 11%	10 6%	6 9%	3 13%	6 17%	14 10%	21 8%	13 10%	12 9%	13 9%	15 13%	42 10%	7 12%	3 12%	1 28%
Total mentions	515 100%	242 100%	272 100%	118 100%	161 100%	171 100%	64 100%	27 100%	36 100%	135 100%	264 100%	132 100%	127 100%	146 100%	110 100%	429 100%	59 100%	22 100%	4 100%
Mean	**7.23E**	7.00	**7.44zA**	**7.47E**	7.43	6.94	7.07	7.29	7.14	7.42	7.16	7.22	7.28	7.23	7.20	7.27	6.86	7.42	7.32

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 185
**B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Capital**
Base = Users of each radio station in the past 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	515	242	272	118*	161*	171*	64**	27**	36**	135*	264	132	127*	146*	110*	429	59**	22*	4**
EffectiveBase	278	123	156	98	78	91	26	22	21	78	138	107	70	62	56	229	26	33	9
1-3 (Net)	16	12	4	2	5	6	3	1	2	5	4	4	*	8	5	12	3	1	-
	3%B	5%	1%	2%	3%	4%	5%	5%	6%	4%	2%	3%	*	5%	4%	3%	6%	3%	-
1-4 (Net)	30	16	14	4	7	14	5	3	6	8	10	8	3	9	10	25	3	1	1
	6%	7%	5%	4%	4%	8%	7%	10%	16%	6%	4%	6%	2%	6%	9%	6%	6%	5%	14%
1-2 (Net)	7	6	1	*	-	5	2	1	2	3	-	*	-	3	3	3	3	*	-
	1%O	2%	*	*	-	3%	3%	5%	6%	2%	-	*	-	2%	3%	1%	6%	2%	-
4-7 (Net)	258	130	128	54	69	102	33	11	15	64	144	67	75	62	53	209	36	11	2
	50%X	54%	47%	45%	43%	60%zCD	51%	39%	41%	47%	54%	51%	59%	42%	48%	49%	61%	50%	47%
5-6 (Net)	123	72	51	30	37	44	12	5	7	25	73	31	32	36	23	96	21	5	1
	24%B	30%zB	19%	25%	23%	26%	19%	17%	20%	18%	28%	24%	26%	25%	21%	22%	36%	22%	33%
8-10 (Net)	241	100	141	63	88	62	28	15	19	66	116	61	51	76	52	208	20	10	2
	47%E	41%	52%	53%E	54%E	36%	44%	56%	53%	49%	44%	46%	40%	52%	47%	49%	33%	47%	53%
7-10 (Net)	361	154	207	84	117	113	48	20	23	102	181	92	91	101	77	309	34	16	2
	70%A	64%	76%zA	71%	73%	66%	74%	73%	64%	75%	69%	70%	72%	69%	70%	72%	58%	73%	53%
9-10 (Net)	111	48	63	30	42	28	10	6	12	41	44	31	23	33	25	92	11	7	2
	22%J	20%	23%	26%	26%	17%	16%	22%	33%	30%zJ	16%	24%	18%	23%	22%	21%	18%	32%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 185
B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Capital
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	498	12	108	25	46	35	48	25	13	2	15	67	346	143	417	38
WeightedBase	515	11**	131*	20**	54**	30**	50*	26**	12**	2**	12**	82*	398	110*	442	29*
EffectiveBase	278	8	55	20	26	26	32	18	9	2	13	41	198	83	241	32
Extremely Dissatisfied 1	1 *	- -	- -	- -	- -	- -	1 3%z	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
2	6 1%O	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	3 1%	2 2%	6 1%	- -
3	9 2%	2 21%	1 1%	- -	* 1%	1 3%	- -	- -	3 23%	- -	- -	2 2%	8 2%	1 1%	9 2%	- -
4	14 3%	- -	5 4%	* 1%	- -	3 9%	1 1%	3 14%	- -	- -	- -	1 1%	11 3%	3 3%	11 3%	1 2%
5	47 9%f	1 12%	16 12%	* 2%	7 13%	4 13%	2 4%	- -	* 4%	- -	1 4%	6 8%	37 9%	10 9%	34 8%	4 13%
6	76 15%c	- -	20 16%	2 8%	16 29%	1 5%	8 15%	4 14%	- -	- -	5 41%	4 4%	63 16%	13 12%	64 14%	7 24%
7	121 23%	2 18%	24 18%	6 31%	8 14%	8 27%	5 11%	9 34%	2 17%	1 78%	3 24%	32 39%zTX	97 24%	21 19%	107 24%	6 21%
8	129 25%	4 39%	40 31%	6 31%	11 20%	5 17%	19 38%	6 24%	2 18%	- -	1 9%	21 26%	92 23%	37 34%z	118 27%	4 14%
9	59 11%	1 8%	16 12%	2 9%	6 10%	4 12%	7 15%	2 9%	4 31%	* 22%	1 10%	7 8%	48 12%	9 9%	46 10%	5 18%
Extremely Satisfied 10	53 10%	* 2%	8 6%	4 19%	7 14%	4 14%	7 14%	1 5%	1 7%	- -	1 12%	8 10%	38 10%	13 12%	45 10%	2 7%
Total mentions	515 100%	11 100%	131 100%	20 100%	54 100%	30 100%	50 100%	26 100%	12 100%	2 100%	12 100%	82 100%	398 100%	110 100%	442 100%	29 100%
Mean	7.23E	6.54	7.20	7.91	7.26	7.18	7.67	7.02	7.01	7.45	7.14	7.27	7.20	7.32	7.24	7.14

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 185
B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Capital
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
WeightedBase	**515**	11**	131*	20**	54**	30**	50*	26**	12**	2**	12**	82*	398	110*	442	29*
EffectiveBase	278	8	55	20	26	26	32	18	9	2	13	41	198	83	241	32
1-3 (Net)	**16**	2	1	-	*	1	1	-	3	-	-	4	12	4	16	-
	3%B	21%	1%	-	1%	3%	3%	-	23%	-	-	5%	3%	3%	4%	-
1-4 (Net)	**30**	2	6	*	*	3	2	3	3	-	-	4	23	7	27	1
	6%	21%	5%	1%	1%	11%	4%	14%	23%	-	-	6%	6%	6%	6%	2%
1-2 (Net)	**7**	-	-	-	-	-	1	-	-	-	-	2	5	2	7	-
	1%O	-	-	-	-	-	3%	-	-	-	-	3%	1%	2%	2%	-
4-7 (Net)	**258**	3	65	8	30	16	15	16	3	1	8	42	208	47	216	18
	50%X	30%	50%	41%	55%	54%	31%	62%	21%	78%	70%	52%	52%	42%	49%	61%
5-6 (Net)	**123**	1	36	2	22	5	9	4	*	-	5	10	100	23	98	11
	24%B	12%	27%	10%	41%	17%	19%	14%	4%	-	45%	12%	25%	21%	22%	38%
8-10 (Net)	**241**	5	65	12	24	13	33	10	7	*	4	36	179	59	209	11
	47%E	49%	49%	59%	44%	44%	66%z	38%	56%	22%	30%	44%	45%	54%	47%	39%
7-10 (Net)	**361**	7	89	18	32	21	38	19	9	2	6	67	275	80	316	18
	70%A	67%	68%	90%	58%	71%	77%	72%	73%	100%	55%	82%	69%	73%	72%	60%
9-10 (Net)	**111**	1	25	6	13	8	14	4	5	*	3	14	87	22	92	7
	22%J	10%	19%	28%	24%	26%	28%	14%	38%	22%	22%	18%	22%	20%	21%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 186
**B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Smooth**
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	313	146	166	39	55	119	100	25	31	74	138	104	78	58	73	264	24	20	5
WeightedBase	349	148*	200	30**	49*	117*	152*	28**	33**	87*	133*	92*	90*	86*	80*	308	25**	14**	2**
EffectiveBase	184	84	100	30	41	71	61	18	18	44	80	58	48	36	47	158	15	10	5
Extremely Dissatisfied 1	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	-
	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	-
2	2	1	1	-	1	-	1	-	1	-	1	2	-	-	-	2	-	-	-
	1%	*	1%	-	3%	-	*	-	2%	-	1%	2%	-	-	-	1%	-	-	-
3	2	1	2	*	2	*	-	2	-	1	-	*	*	-	2	2	-	-	-
	1%	*	1%	2%	3%	*	-	6%	-	1%	-	*	*	-	3%	1%	-	-	-
4	8	5	3	1	1	4	3	-	-	5	3	2	2	3	1	4	3	1	-
	2%O	3%	1%	2%	2%	3%	2%	-	-	5%	3%	2%	2%	3%	1%	1%	12%	9%	-
5	26	7	19	5	7	6	8	2	3	3	15	6	9	7	5	24	1	-	1
	7%f	5%	9%	16%	15%z	5%	5%	8%	8%	4%	12%	6%	10%	8%	6%	8%	6%	-	45%
6	38	17	19	3	7	15	13	1	1	16	12	10	13	11	3	29	6	2	*
	11%	12%	10%	9%	15%	13%	8%	3%	3%	18%	9%	11%	14%	13%	4%	9%	23%	17%	19%
7	62	26	35	5	6	31	20	4	7	14	28	18	14	14	16	56	3	2	*
	18%	18%	18%	15%	13%	26%z	13%	16%	21%	16%	21%	19%	16%	16%	20%	18%	13%	16%	14%
8	84	30	54	8	14	21	41	5	12	20	32	22	19	19	24	75	7	2	-
	24%	21%	27%	26%	28%	18%	27%	18%	36%	23%	24%	23%	21%	22%	30%	24%	29%	13%	-
9	44	27	17	4	4	14	23	7	2	8	15	19	9	11	6	37	3	4	-
	13%B	19%zB	9%	13%	7%	12%	15%	24%	5%	9%	12%	21%z	10%	13%	7%	12%	12%	30%	-
Extremely Satisfied 10	82	32	50	5	7	26	44	7	8	21	26	13	24	22	23	78	1	2	1
	24%K	22%	25%	17%	14%	22%	29%	25%	25%	24%	19%	15%	27%	25%	29%	25%	5%	16%	22%
Total mentions	349	148	200	30	49	117	152	28	33	87	133	92	90	86	80	308	25	14	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.81D	7.86	7.79	7.51	7.07	7.74	8.17D	7.99	7.91	7.68	7.58	7.64	7.80	7.84	8.00	7.89	6.99	7.76	6.57
1-3 (Net)	5	2	3	*	3	*	1	2	1	1	2	3	*	-	2	5	-	-	-
	1%	1%	2%	2%	6%zE	*	1%	6%	2%	1%	1%	3%	*	-	3%	2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 186
**B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Smooth**
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	349	148*	200	30**	49*	117*	152*	28**	33**	87*	133*	92*	90*	86*	80*	308	25**	14**	2**
EffectiveBase	184	84	100	30	41	71	61	18	18	44	80	58	48	36	47	158	15	10	5
1-4 (Net)	13	7	6	1	4	5	4	2	1	5	5	5	2	3	3	9	3	1	-
	4%	5%	3%	3%	8%	4%	2%	6%	2%	6%	4%	5%	2%	3%	4%	3%	12%	9%	-
1-2 (Net)	2	1	1	-	1	-	1	-	1	-	2	2	-	-	-	2	-	-	-
	1%	1%	1%	-	3%	-	1%	-	2%	-	1%	3%	-	-	-	1%	-	-	-
4-7 (Net)	133	56	76	13	22	56	43	8	10	38	59	36	37	35	25	112	13	6	2
	38%F	38%	38%	42%	45%	47%zF	28%	27%	32%	43%	44%	39%	42%	40%	32%	37%	54%	42%	78%
5-6 (Net)	64	25	38	8	15	21	20	3	4	19	28	16	22	18	8	53	7	2	1
	18%e	17%	19%	25%	30%zF	18%	14%	12%	11%	22%	21%	17%	24%	21%	10%	17%	29%	17%	64%
8-10 (Net)	211	90	120	17	24	61	108	19	22	49	73	54	52	52	53	191	11	8	1
	60%	61%	60%	56%	49%	52%	71%zDE	67%	66%	56%	54%	58%	58%	60%	66%	62%	46%	58%	22%
7-10 (Net)	272	117	156	22	31	92	128	23	28	63	100	71	66	66	69	247	15	10	1
	78%D	79%	78%	72%	62%	79%	84%D	83%	87%	72%	75%	78%	74%	76%	86%	80%	59%	74%	36%
9-10 (Net)	126	60	67	9	10	40	67	14	10	28	41	32	33	33	29	115	4	6	1
	36%D	40%	33%	30%	21%	34%	44%D	49%	30%	32%	31%	35%	37%	38%	36%	37%	17%	45%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 186
**B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Smooth**
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	313	16	56	15	33	29	70	7	9	2	4	23	205	85	274	17
WeightedBase	349	14**	71*	18**	37**	39**	89*	6**	9**	2**	3**	21**	236	92*	308	14**
EffectiveBase	184	12	32	10	21	17	41	5	7	2	3	19	119	51	164	12
Extremely Dissatisfied 1	*	-	-	-	-	-	*	-	-	-	-	-	-	*	*	-
	*	-	-	-	-	-	*	-	-	-	-	-	-	*	*	-
2	2 / 1%	-	-	-	-	1 / 2%	-	-	1 / 15%	-	-	-	2 / 1%	-	2 / 1%	-
3	2 / 1%	* / 2%	-	-	-	* / 1%	2 / 2%	-	* / 3%	-	-	-	1 / *	* / *	2 / 1%	* / 1%
4	8 / 2%O	-	-	* / 3%	-	-	2 / 2%	-	-	-	1 / 45%	-	3 / 1%	5 / 5%	7 / 2%	-
5	26 / 7%f	2 / 15%	10 / 14%	1 / 7%	2 / 6%	-	3 / 4%	-	-	-	-	5 / 22%	23 / 10%	2 / 2%	18 / 6%	1 / 7%
6	38 / 11%	2 / 11%	8 / 11%	-	3 / 8%	1 / 2%	11 / 13%	1 / 11%	-	-	* / 16%	4 / 18%	29 / 12%	6 / 6%	34 / 11%	1 / 9%
7	62 / 18%	2 / 11%	16 / 23%	3 / 15%	6 / 16%	7 / 17%	15 / 17%	1 / 20%	3 / 35%	* / 22%	* / 16%	3 / 13%	36 / 15%	22 / 24%	59 / 19%	1 / 5%
8	84 / 24%	3 / 24%	15 / 21%	5 / 27%	15 / 41%	7 / 19%	24 / 27%	1 / 17%	1 / 13%	1 / 78%	-	2 / 10%	56 / 24%	22 / 23%	77 / 25%	5 / 34%
9	44 / 13%B	3 / 22%	6 / 9%	-	6 / 15%	2 / 4%	13 / 14%	3 / 48%	3 / 28%	-	1 / 24%	3 / 12%	31 / 13%	13 / 14%	35 / 11%	3 / 20%
Extremely Satisfied 10	82 / 24%K	2 / 15%	16 / 23%	9 / 48%	5 / 15%	21 / 55%	18 / 20%	* / 5%	1 / 6%	-	-	5 / 25%	55 / 23%	22 / 24%	73 / 24%	3 / 24%
Total mentions	349 / 100%	14 / 100%	71 / 100%	18 / 100%	37 / 100%	39 / 100%	89 / 100%	6 / 100%	9 / 100%	2 / 100%	3 / 100%	21 / 100%	236 / 100%	92 / 100%	308 / 100%	14 / 100%
Mean	7.81D	7.66	7.69	8.47	7.95	8.75	7.80	8.16	6.98	7.78	5.98	7.48	7.79	7.95	7.82	8.17
1-3 (Net)	5 / 1%	* / 2%	-	-	-	1 / 3%	2 / 2%	-	2 / 18%	-	-	-	3 / 1%	1 / 1%	5 / 2%	* / 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 186
B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Smooth
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	349	14**	71*	18**	37**	39**	89*	6**	9**	2**	3**	21**	236	92*	308	14**
EffectiveBase	184	12	32	10	21	17	41	5	7	2	3	19	119	51	164	12
1-4 (Net)	13	*	-	*	-	1	4	-	2	-	1	-	6	6	12	*
	4%	2%	-	3%	-	3%	4%	-	18%	-	45%	-	2%	6%	4%	1%
1-2 (Net)	2	-	-	-	-	1	*	-	1	-	-	-	2	*	2	-
	1%	-	-	-	-	2%	*	-	15%	-	-	-	1%	*	1%	-
4-7 (Net)	133	5	34	5	11	8	32	2	3	*	2	11	91	35	118	3
	38%F	37%	47%	25%	29%	20%	36%	31%	35%	22%	76%	53%	39%	38%	38%	21%
5-6 (Net)	64	4	18	1	5	1	15	1	-	-	*	8	52	7	52	2
	18%	27%	25%	7%	14%	2%	17%	11%	-	-	16%	40%	22%e	8%	17%	16%
8-10 (Net)	211	8	37	14	26	30	55	4	4	1	1	10	142	57	185	11
	60%	61%	53%	75%	71%	77%	62%	69%	46%	78%	24%	47%	60%	62%	60%	78%
7-10 (Net)	272	10	53	16	32	37	70	5	8	2	1	12	179	79	244	12
	78%D	72%	75%	90%	86%	95%	79%	89%	82%	100%	40%	60%	76%	86%	79%	82%
9-10 (Net)	126	5	23	9	11	23	31	3	3	-	1	8	86	35	108	6
	36%D	37%	32%	48%	29%	59%	35%	53%	33%	-	24%	38%	36%	38%	35%	44%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 187
B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**315**	253	62	37	70	146	62	13	18	73	179	120	80	60	55	241	26	27	21
WeightedBase	321	269	52*	36**	66*	147*	72*	11**	12**	69*	178	91*	92*	83*	55*	270	19**	21**	11**
EffectiveBase	182	152	31	17	48	89	34	8	12	46	113	84	45	36	34	144	14	17	18
Extremely Dissatisfied 1	**3** **1%**	3 1%	1 1%	- -	- -	3 2%	1 1%	- -	- -	2 3%	2 1%	2 2%	- -	1 1%	1 1%	3 1%	- -	- -	- -
2	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	**7** **2%A**	3 1%	4 7%A	3 8%	2 4%	- -	2 2%	- -	- -	2 2%	5 3%	4 4%	1 1%	2 2%	- -	7 3%	- -	- -	- -
4	**8** **3%**	8 3%	* *	* *	* *	5 3%	3 4%	- -	* 2%	1 2%	6 3%	1 1%	2 2%	3 3%	3 5%	8 3%	- -	- -	- -
5	**20** **6%**	16 6%	4 7%	2 5%	2 3%	14 10%	2 2%	1 12%	1 12%	4 5%	10 6%	6 7%	3 4%	6 8%	4 7%	15 6%	1 5%	2 11%	1 10%
6	**38** **12%f**	31 11%	7 14%	4 12%	9 14%	15 10%	9 13%	2 17%	1 9%	8 12%	17 9%	9 10%	13 14%	11 13%	5 9%	36 13%	1 7%	* 2%	1 11%
7	**74** **23%T**	59 22%	15 28%	14 38%	15 23%	29 20%	15 21%	* 4%	4 34%	20 30%	36 20%	17 18%	27 29%	17 20%	13 24%	56 21%	10 52%	4 20%	4 34%
8	**63** **20%**	59 22%	5 10%	5 13%	14 22%	31 21%	13 18%	1 12%	1 7%	18 26%	34 19%	25 28%z	16 17%	11 14%	11 19%	58 22%	1 4%	3 13%	2 17%
9	**51** **16%F**	41 15%	10 20%	7 19%	9 13%	32 22%zF	4 5%	2 15%	1 9%	10 15%	31 17%	13 15%	16 17%	11 13%	11 21%	42 15%	5 24%	3 13%	2 23%
Extremely Satisfied 10	**56** **17%EI**	49 18%	6 12%	2 4%	13 20%	17 12%	24 33%zE	4 38%	3 28%	4 5%	37 21%I	14 15%	13 14%	21 25%	8 14%	45 17%	2 8%	9 41%	1 6%
Total mentions	321 100%	269 100%	52 100%	36 100%	66 100%	147 100%	72 100%	11 100%	12 100%	69 100%	178 100%	91 100%	92 100%	83 100%	55 100%	270 100%	19 100%	21 100%	11 100%
Mean	7.57	7.64	7.19	7.10	7.72	7.49	7.81	8.17	7.70	7.20	7.68	7.46	7.61	7.62	7.59	7.50	7.60	8.39	7.49
1-3 (Net)	**10** **3%**	6 2%	4 9%	3 8%	2 4%	3 2%	2 3%	- -	- -	3 5%	7 4%	6 6%	1 1%	3 3%	1 1%	10 4%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 187
B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	321	269	52*	36**	66*	147*	72*	11**	12**	69*	178	91*	92*	83*	55*	270	19**	21**	11**
EffectiveBase	182	152	31	17	48	89	34	8	12	46	113	84	45	36	34	144	14	17	18
1-4 (Net)	19	14	5	3	3	8	5	-	*	5	13	7	3	5	3	19	-	-	-
	6%	5%	9%	9%	4%	5%	7%	-	2%	7%	7%	8%	3%	6%	6%	7%	-	-	-
1-2 (Net)	3	3	1	-	-	3	1	-	-	2	2	2	-	1	1	3	-	-	-
	1%	1%	1%	-	-	2%	1%	-	-	3%	1%	2%	-	1%	1%	1%	-	-	-
4-7 (Net)	140	114	26	20	27	64	29	4	7	33	69	33	45	37	24	115	12	7	6
	44%T	42%	50%	55%	41%	43%	41%	34%	57%	49%	39%	36%	49%	45%	44%	43%	64%	33%	55%
5-6 (Net)	58	47	11	6	11	30	11	3	2	12	27	15	17	18	9	51	2	3	2
	18%f	18%	21%	16%	17%	20%	15%	29%	21%	17%	15%	17%	18%	21%	16%	19%	12%	13%	21%
8-10 (Net)	170	149	22	13	36	80	40	7	5	32	102	52	45	43	30	144	7	14	5
	53%	55%	42%	37%	55%	55%	56%	66%	43%	46%	57%	57%	49%	52%	54%	54%	36%	67%	45%
7-10 (Net)	244	208	36	27	52	109	56	8	9	52	138	69	72	60	43	200	17	19	8
	76%	77%	70%	75%	79%	75%	77%	71%	77%	76%	78%	76%	78%	73%	78%	74%	88%	87%	79%
9-10 (Net)	107	90	17	9	22	49	27	6	4	14	68	27	29	32	19	86	6	12	3
	33%I	34%	32%	24%	33%	34%	38%	54%	37%	21%	38%I	29%	32%	38%	35%	32%	32%	54%	28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 187
B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	315	16	73	9	36	15	33	14	10	1	6	28	255	52	275	20
WeightedBase	321	14**	80*	9**	41**	10**	42**	14**	18**	1**	10**	31**	266	50**	284	22**
EffectiveBase	182	14	48	5	24	13	18	11	6	1	3	16	150	28	162	10
Extremely Dissatisfied 1	3 1%	1 4%	-	-	1 3%	-	1 2%	-	1 4%	-	-	-	3 1%	1 1%	3 1%	-
2	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	7 2%A	-	2 3%	-	-	-	2 4%	-	1 7%	-	-	2 5%	5 2%	2 3%	7 2%	-
4	8 3%	-	1 1%	3 31%	-	-	-	3 21%	-	-	* 4%	1 4%	7 3%	1 2%	8 3%	-
5	20 6%	1 4%	5 6%	-	6 16%	1 8%	-	-	-	-	1 12%	2 5%	16 6%	2 5%	17 6%	2 9%
6	38 12%f	1 7%	9 12%	3 37%	5 11%	1 5%	2 5%	2 14%	1 3%	-	1 10%	11 36%	29 11%	9 18%	27 10%	10 46%
7	74 23%T	-	10 12%	2 18%	5 13%	3 26%	17 40%	3 23%	9 47%	1 100%	-	7 22%	64 24%	9 18%	69 24%	3 12%
8	63 20%	5 36%	25 31%z	* 4%	12 29%	2 18%	7 17%	2 17%	1 7%	-	1 10%	3 9%	59 22%	3 7%	59 21%z	1 6%
9	51 16%F	4 26%	9 11%	1 10%	5 13%	2 15%	7 16%	1 10%	6 31%	-	5 52%	3 9%	42 16%	8 15%	45 16%	3 11%
Extremely Satisfied 10	56 17%EI	3 23%	19 24%	-	7 16%	3 28%	6 15%	2 15%	-	-	1 11%	3 9%	40 15%	15 30%	48 17%	3 15%
Total mentions	321 100%	14 100%	80 100%	9 100%	41 100%	10 100%	42 100%	14 100%	18 100%	1 100%	10 100%	31 100%	266 100%	50 100%	284 100%	22 100%
Mean	7.57	8.15	7.87	5.96	7.45	8.11	7.61	7.04	7.11	7.00	7.99	6.76	7.54	7.71	7.56	7.08
1-3 (Net)	10 3%	1 4%	2 3%	-	1 3%	-	3 6%	-	2 12%	-	-	2 5%	8 3%	2 5%	10 4%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 187
B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport
Base = Users of each radio station in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	321	14**	80*	9**	41**	10**	42**	14**	18**	1**	10**	31**	266	50**	284	22**
EffectiveBase	182	14	48	5	24	13	18	11	6	1	3	16	150	28	162	10
1-4 (Net)	19	1	3	3	1	-	3	3	2	-	*	3	15	4	19	-
	6%	4%	4%	31%	3%	-	6%	21%	12%	-	4%	9%	6%	7%	7%	-
1-2 (Net)	3	1	-	-	1	-	1	-	1	-	-	-	3	1	3	-
	1%	4%	-	-	3%	-	2%	-	4%	-	-	-	1%	1%	1%	-
4-7 (Net)	140	2	25	8	16	4	19	8	9	1	3	21	117	22	122	15
	44%T	11%	31%	85%	40%	39%	45%	59%	51%	100%	27%	68%	44%	43%	43%	68%
5-6 (Net)	58	2	14	3	11	1	2	2	1	-	2	13	45	11	44	12
	18%f	11%	18%	37%	27%	13%	5%	14%	3%	-	23%	41%	17%	23%	16%	56%
8-10 (Net)	170	12	53	1	24	6	20	6	7	-	7	8	141	26	152	7
	53%	85%	66%z	15%	58%	61%	49%	41%	38%	-	73%	27%	53%	52%	54%	32%
7-10 (Net)	244	12	62	3	29	9	37	9	15	1	7	15	205	35	221	10
	76%	85%	78%	32%	70%	87%	89%	65%	85%	100%	73%	50%	77%	70%	78%	44%
9-10 (Net)	107	7	28	1	12	4	13	3	6	-	6	6	82	23	93	6
	33%l	49%	35%	10%	29%	43%	32%	25%	31%	-	63%	18%	31%	45%	33%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 188
B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Kiss
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**528**	259	268	161	170	164	33	37	40	129	272	169	132	113	114	436	25	40	27
WeightedBase	523	263	260	145*	173*	170*	35**	33**	39**	122*	263	118	142*	137*	126*	472	21**	19*	12**
EffectiveBase	295	153	142	84	97	91	23	17	25	73	162	111	83	60	64	251	18	33	22
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	7	5	1	2	4	1	-	-	-	2	1	*	*	5	1	7	-	-	-
	1%	2%	1%	1%	2%	1%	-	-	-	1%	*	*	*	4%	1%	1%	-	-	-
3	1	1	*	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-
	*	*	*	-	-	1%	-	-	-	-	*	1%	-	-	-	*	-	-	-
4	7	3	5	3	4	1	-	1	*	3	2	2	1	2	3	4	1	*	2
	1%Of	1%	2%	2%	2%	1%	-	3%	*	2%	1%	2%	1%	1%	2%	1%	6%	2%	15%
5	48	25	23	12	10	22	4	2	2	12	25	17	8	12	11	47	1	-	-
	9%	9%	9%	8%	6%	13%	12%	6%	6%	10%	10%	14%zL	6%	8%	9%	10%	4%	-	-
6	63	34	29	14	15	31	3	1	4	17	36	10	13	17	23	58	3	1	1
	12%	13%	11%	10%	9%	18%z	8%	3%	10%	14%	14%	9%	9%	12%	18%	12%	13%	7%	12%
7	108	53	55	30	38	30	10	6	4	32	57	29	32	21	27	98	3	4	3
	21%	20%	21%	21%	22%	18%	29%	19%	10%	26%	22%	25%	22%	15%	21%	21%	15%	23%	23%
8	139	71	68	38	42	52	7	7	10	27	81	28	49	37	25	120	10	6	3
	27%	27%	26%	26%	24%	30%	21%	22%	26%	22%	31%	24%	34%	27%	20%	25%	47%	32%	25%
9	68	33	35	23	19	20	6	2	10	15	32	10	23	18	16	65	1	2	*
	13%	12%	13%	16%	11%	12%	17%	5%	27%	12%	12%	9%	16%	13%	13%	14%	5%	10%	3%
Extremely Satisfied 10	82	39	43	24	41	12	5	14	8	15	27	20	16	27	20	72	2	5	3
	16%EJ	15%	17%	17%E	24%zE	7%	13%	42%	21%	12%	10%	17%	11%	19%	16%	15%	10%	25%	23%
Total mentions	523	263	260	145	173	170	35	33	39	122	263	118	142	137	126	472	21	19	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57E	7.49	7.66	7.70	7.80E	7.23	7.62	8.33	8.19	7.35	7.46	7.43	7.76	7.61	7.46	7.56	7.47	8.14z	7.42
1-3 (Net)	8	6	2	2	4	2	-	-	-	2	2	2	*	5	1	8	-	-	-
	2%	2%	1%	1%	2%	1%	-	-	-	1%	1%	1%	*	4%	1%	2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 188
**B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Kiss**
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	523	263	260	145*	173*	170*	35**	33**	39**	122*	263	118	142*	137*	126*	472	21**	19*	12**
EffectiveBase	295	153	142	84	97	91	23	17	25	73	162	111	83	60	64	251	18	33	22
1-4 (Net)	15	9	7	5	7	3	-	1	*	5	4	4	1	6	4	12	1	*	2
	3%	3%	3%	3%	4%	2%	-	3%	*	4%	2%	3%	1%	5%	3%	3%	6%	2%	15%
1-2 (Net)	7	5	1	2	4	1	-	-	-	2	1	*	*	5	1	7	-	-	-
	1%	2%	1%	1%	2%	1%	-	-	-	1%	*	*	*	4%	1%	1%	-	-	-
4-7 (Net)	227	115	112	59	66	85	17	10	10	64	122	58	54	51	64	207	8	6	6
	43%	44%	43%	40%	38%	50%	49%	31%	26%	53%	46%	49%	38%	37%	51%	44%	38%	33%	49%
5-6 (Net)	111	59	52	26	25	53	7	3	6	29	62	27	22	29	34	105	4	1	1
	21%DQ	22%	20%	18%	14%	31%zCD	20%	8%	16%	24%	23%	23%	15%	21%	27%	22%Q	17%	7%	12%
8-10 (Net)	289	142	147	85	102	84	18	23	28	56	139	58	88	82	61	257	13	13	6
	55%	54%	56%	58%	59%	49%	51%	69%	74%	46%	53%	49%	62%	60%	48%	54%	62%	67%	51%
7-10 (Net)	397	195	201	115	140	114	28	29	32	89	197	87	119	103	88	356	16	17	8
	76%E	74%	77%	79%	81%E	67%	80%	88%	83%	72%	75%	74%	84%zN	75%	70%	75%	77%	91%z	73%
9-10 (Net)	150	71	78	47	60	32	11	16	19	30	58	30	39	45	36	137	3	7	3
	29%EJ	27%	30%	32%E	35%E	19%	30%	47%	48%	24%	22%	26%	27%	32%	28%	29%	15%	35%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 188
B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Kiss
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**528**	59	148	13	41	23	36	32	17	8	29	30	395	118	432	41
WeightedBase	523	74*	154*	12**	47**	26**	46**	36**	14**	9**	27**	28**	432	80*	439	35**
EffectiveBase	295	34	84	11	24	12	21	23	11	5	20	14	227	70	241	27
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	7	2	3	-	*	1	-	-	*	-	-	-	5	1	6	-
	1%	3%	2%	-	1%	4%	-	-	2%	-	-	-	1%	2%	1%	-
3	1	-	1	-	-	-	-	-	*	-	-	-	1	*	1	-
	*	-	1%	-	-	-	-	-	2%	-	-	-	*	*	*	-
4	7	-	2	-	-	-	-	-	1	-	-	1	4	3	2	2
	1%Of	-	2%	-	-	-	-	-	6%	-	-	3%	1%	4%d	1%	7%
5	48	4	20	2	6	1	1	5	-	-	5	2	38	10	42	4
	9%	5%	13%	19%	14%	2%	3%	15%	-	-	18%	7%	9%	12%	9%	12%
6	63	7	19	-	8	9	4	5	1	2	2	2	51	10	51	4
	12%	9%	13%	-	18%	34%	8%	14%	5%	13%	8%	5%	12%	12%	12%	12%
7	108	22	25	-	9	5	11	10	3	1	5	7	90	14	95	8
	21%	30%	16%	-	18%	21%	25%	28%	23%	10%	18%	25%	21%	18%	22%	24%
8	139	14	42	5	10	6	9	12	5	3	9	6	119	20	115	11
	27%	19%	27%	37%	22%	22%	20%	33%	35%	39%	32%	21%	27%	25%	26%	31%
9	68	17	21	2	6	4	8	1	4	-	*	2	57	10	61	2
	13%	22%	14%	16%	13%	14%	16%	3%	27%	-	2%	8%	13%	13%	14%	7%
Extremely Satisfied 10	82	8	21	3	6	1	13	2	-	3	6	9	69	12	66	2
	16%EJ	11%	13%	28%	14%	2%	28%	5%	-	39%	21%	32%	16%	15%	15%	6%
Total mentions	523	74	154	12	47	26	46	36	14	9	27	28	432	80	439	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57E	7.62	7.40	8.15	7.41	6.97	8.24	7.11	7.49	8.42	7.55	8.04	7.63	7.37	7.59	7.07
1-3 (Net)	8	2	4	-	*	1	-	-	1	-	-	-	6	2	8	-
	2%	3%	2%	-	1%	4%	-	-	4%	-	-	-	1%	2%	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 188
B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Kiss
Base = Users of each radio station in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	523	74*	154*	12**	47**	26**	46**	36**	14**	9**	27**	28**	432	80*	439	35**
EffectiveBase	295	34	84	11	24	12	21	23	11	5	20	14	227	70	241	27
1-4 (Net)	15	2	6	-	*	1	-	-	1	-	-	1	10	5	10	2
	3%	3%	4%	-	1%	4%	-	-	10%	-	-	3%	2%	6%	2%	7%
1-2 (Net)	7	2	3	-	*	1	-	-	*	-	-	-	5	1	6	-
	1%	3%	2%	-	1%	4%	-	-	2%	-	-	-	1%	2%	1%	-
4-7 (Net)	227	33	67	2	23	15	16	21	5	2	12	11	182	37	189	19
	43%	44%	43%	19%	50%	57%	35%	58%	34%	23%	45%	40%	42%	46%	43%	56%
5-6 (Net)	111	11	40	2	15	9	5	11	1	1	7	4	89	19	93	8
	21%DQ	14%	26%	19%	32%	37%	11%	30%	5%	13%	26%	13%	21%	24%	21%	24%
8-10 (Net)	289	39	84	10	23	10	30	15	9	7	15	17	244	42	242	15
	55%	53%	54%	81%	49%	38%	65%	42%	62%	77%	55%	60%	57%	52%	55%	44%
7-10 (Net)	397	61	108	10	31	15	41	25	12	8	20	24	334	56	337	24
	76%E	82%	70%	81%	67%	59%	89%	70%	85%	87%	74%	85%	77%	70%	77%	69%
9-10 (Net)	150	25	42	5	12	4	21	3	4	3	6	11	126	22	128	5
	29%EJ	34%	27%	44%	27%	17%	44%	9%	27%	39%	23%	40%	29%	27%	29%	13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	442	218	223	70	108	188	76	36	40	102	219	162	110	78	92	361	30	24	27
WeightedBase	427	205	220	49*	101*	186	91*	34**	40**	88*	209	130*	127*	76*	94*	376	26**	13**	12**
EffectiveBase	268	135	133	39	76	110	49	22	23	64	137	98	69	47	59	225	21	16	23
Extremely Dissatisfied 1	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -
2	3 1%d	3 1%	1 *	- -	1 1%	- -	2 2%	* 1%	2 5%	1 1%	- -	- -	- -	3 4%z	* *	3 1%	- -	* 3%	- -
3	3 1%	2 1%	1 *	1 2%	2 2%	- -	- -	- -	- -	2 2%	- -	1 1%	1 1%	- -	1 1%	1 *	1 3%	- -	1 7%
4	12 3%	4 2%	8 4%	1 2%	2 2%	5 3%	3 4%	- -	3 9%	2 2%	6 3%	4 3%	5 4%	1 1%	2 2%	11 3%	- -	- -	1 9%
5	29 7%d	11 5%	18 8%	6 12%	4 4%	10 5%	9 10%	3 8%	3 7%	10 11%	10 5%	8 6%	11 9%	3 5%	6 7%	28 7%	* 2%	- -	1 5%
6	48 11%	24 12%	23 10%	3 7%	12 12%	25 14%	7 7%	4 13%	4 9%	8 9%	28 13%	12 9%	15 12%	9 12%	12 13%	40 11%	5 18%	1 9%	3 22%
7	82 19%	39 19%	43 20%	7 15%	16 16%	38 20%	21 23%	4 11%	2 5%	17 19%	47 22%	21 16%	28 22%	16 21%	17 18%	74 20%	4 16%	3 25%	1 8%
8	121 28%	61 30%	60 27%	14 29%	22 22%	67 36%zDF	17 19%	13 39%	12 31%	23 25%	56 27%	42 32%	30 24%	26 34%	24 26%	108 29%	6 24%	5 37%	3 25%
9	61 14%	32 15%	29 13%	8 17%	21 21%	20 11%	11 12%	1 3%	* *	19 21%	34 16%	19 15%	19 15%	12 16%	10 11%	54 14%	5 19%	- -	1 12%
Extremely Satisfied 10	68 16%E	30 14%	38 17%	8 16%	21 20%	20 11%	19 21%	9 26%	13 33%	8 9%	28 13%	22 17%	17 14%	6 8%	22 23%M	58 15%	5 18%	3 26%	1 12%
Total mentions	427 100%	205 100%	220 100%	49 100%	101 100%	186 100%	91 100%	34 100%	40 100%	88 100%	209 100%	130 100%	127 100%	76 100%	94 100%	376 100%	26 100%	13 100%	12 100%
Mean	7.64e	7.64	7.65	7.63	7.87	7.56	7.56	7.86	7.53	7.45	7.65	7.75	7.51	7.48	7.81	7.64	7.85	7.90	6.95
1-3 (Net)	6 1%	5 2%	1 1%	1 2%	2 2%	1 *	2 2%	* 1%	2 5%	3 3%	1 *	2 1%	1 1%	3 4%	1 1%	4 1%	1 3%	* 3%	1 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 189
B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Magic
Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	427	205	220	49*	101*	186	91*	34**	40**	88*	209	130*	127*	76*	94*	376	26**	13**	12**
EffectiveBase	268	135	133	39	76	110	49	22	23	64	137	98	69	47	59	225	21	16	23
1-4 (Net)	18	9	9	2	5	6	6	*	6	4	7	6	6	3	3	15	1	*	2
	4%	4%	4%	4%	5%	3%	6%	1%	14%	5%	3%	5%	5%	4%	3%	4%	3%	3%	17%
1-2 (Net)	4	3	1	-	1	1	2	*	2	1	1	1	-	3	*	3	-	*	-
	1%	2%	*	-	1%	*	2%	1%	5%	1%	*	*	-	4%	*	1%	-	3%	-
4-7 (Net)	171	78	92	18	35	78	41	11	12	37	91	45	60	30	37	152	9	4	5
	40%	38%	42%	36%	34%	42%	45%	32%	30%	41%	43%	35%	47%	39%	39%	40%	36%	34%	44%
5-6 (Net)	77	35	41	9	16	35	16	7	7	18	38	20	26	13	18	68	5	1	3
	18%d	17%	19%	19%	16%	19%	18%	21%	16%	20%	18%	15%	21%	17%	19%	18%	20%	9%	27%
8-10 (Net)	249	123	127	30	64	108	48	23	26	49	118	83	66	44	56	220	16	8	6
	58%e	60%	58%	61%	63%	58%	53%	67%	64%	56%	56%	64%	52%	57%	60%	58%	62%	63%	49%
7-10 (Net)	332	162	170	37	80	145	69	26	28	66	164	104	95	60	73	294	20	12	7
	78%e	79%	77%	76%	79%	78%	76%	78%	69%	75%	79%	80%	75%	79%	78%	78%	78%	88%	56%
9-10 (Net)	128	61	67	16	42	40	30	10	13	27	62	41	36	18	32	112	10	3	3
	30%E	30%	30%	33%	41%zE	22%	34%	28%	33%	30%	30%	32%	29%	24%	34%	30%	38%	26%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 189
B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic
Base = Users of each radio station in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	442	21	141	9	27	22	40	27	20	8	10	36	314	111	377	27
WeightedBase	427	16**	151*	7**	30**	21**	46**	28**	27**	7**	9**	35**	314	102*	367	28**
EffectiveBase	268	18	82	7	15	17	28	20	13	7	5	24	197	61	232	13
Extremely Dissatisfied 1	1 *	1 4%	- -	-	-	-	-	-	-	-	-	-	1 *	- -	1 *	-
2	3 1%d	- -	1 *	-	-	-	-	-	-	-	-	2 6%	1 *	3 3%	3 1%	-
3	3 1%	-	1 1%	-	-	-	-	-	-	-	-	-	2 1%	- -	1 *	1 3%
4	12 3%	- -	5 3%	* 7%	-	-	1 3%	1 5%	2 6%	-	1 7%	-	7 2%	5 5%	10 3%	1 5%
5	29 7%d	3 22%	13 9%	1 21%	1 4%	1 7%	1 2%	4 13%	-	-	1 12%	2 6%	15 5%	14 14%zd	26 7%	2 7%
6	48 11%	2 10%	11 7%	-	7 23%	4 20%	6 12%	6 22%	1 2%	-	1 13%	2 6%	31 10%	17 17%	39 11%	2 7%
7	82 19%	- -	35 23%	1 22%	4 12%	7 32%	6 12%	9 31%	4 15%	3 39%	1 7%	5 15%	64 21%	16 15%	74 20%	1 4%
8	121 28%	3 19%	37 25%	2 34%	9 31%	6 28%	17 36%	5 18%	14 50%	3 42%	3 36%	8 24%	98 31%	20 20%	100 27%	15 53%
9	61 14%	5 33%	23 15%	1 12%	5 17%	* 1%	9 19%	* 2%	4 14%	-	1 14%	5 16%	49 16%	10 10%	54 15%	4 15%
Extremely Satisfied 10	68 16%E	2 13%	24 16%	* 4%	4 12%	2 11%	7 15%	3 10%	3 13%	1 18%	1 11%	10 28%	46 15%	18 17%	60 16%	1 5%
Total mentions	427 100%	16 100%	151 100%	7 100%	30 100%	21 100%	46 100%	28 100%	27 100%	7 100%	9 100%	35 100%	314 100%	102 100%	367 100%	28 100%
Mean	7.64e	7.49	7.64	7.07	7.70	7.30	7.96	6.88	7.96	7.97	7.39	7.90	7.76ze	7.21	7.67	7.50
1-3 (Net)	6 1%	1 4%	2 1%	-	-	-	-	-	-	-	-	2 6%	3 1%	3 3%	4 1%	1 3%

Table 189
B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,
overall how satisfied or dissatisfied are you with these radio providers? - Magic
Base = Users of each radio station in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	427	16**	151*	7**	30**	21**	46**	28**	27**	7**	9**	35**	314	102*	367	28**
EffectiveBase	268	18	82	7	15	17	28	20	13	7	5	24	197	61	232	13
1-4 (Net)	18	1	7	*	-	-	1	1	2	-	1	2	10	8	14	2
	4%	4%	4%	7%	-	-	3%	5%	6%	-	7%	6%	3%	7%	4%	8%
1-2 (Net)	4	1	1	-	-	-	-	-	-	-	-	2	1	3	3	-
	1%	4%	*	-	-	-	-	-	-	-	-	6%	*	3%	1%	-
4-7 (Net)	171	5	65	3	12	12	13	20	6	3	3	9	117	52	149	7
	40%	31%	43%	50%	40%	59%	29%	71%	23%	39%	39%	27%	37%	50%	41%	24%
5-6 (Net)	77	5	24	1	8	6	6	10	1	-	2	4	46	31	65	4
	18%d	31%	16%	21%	28%	27%	14%	35%	2%	-	25%	12%	15%	30%zd	18%	14%
8-10 (Net)	249	10	85	3	18	8	32	8	21	4	5	24	193	48	214	21
	58%e	65%	56%	50%	60%	41%	71%	29%	77%	61%	61%	67%	62%e	47%	58%	73%
7-10 (Net)	332	10	120	5	22	15	38	17	25	7	6	29	258	64	288	22
	78%e	65%	79%	72%	72%	73%	83%	60%	91%	100%	68%	82%	82%ze	62%	79%	78%
9-10 (Net)	128	7	47	1	9	3	16	3	7	1	2	15	95	28	114	6
	30%E	46%	31%	16%	29%	13%	35%	12%	27%	18%	25%	43%	30%	27%	31%	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 190
B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?
Base = Users of each website/app in the past 3 months

	Summary Table						
	BBC website and apps	ITV website and apps	Sky website and apps	Channel 4 website and apps	Channel 5 website and apps	STV website and apps	S4C website and apps
UnweightedBase	2033	380	582	240	127	71	48
WeightedBase	1817	308	503	198	96	63	42
EffectiveBase	1379	265	417	169	88	52	35
Extremely Dissatisfied 1	6 *	1 *	2 *	3 2%	- -	3 5%	- -
2	4 *	2 1%	3 1%	2 1%	3 3%	- -	- -
3	29 2%	2 1%	6 1%	1 1%	1 1%	1 2%	* 1%
4	44 2%	7 2%	11 2%	2 1%	1 1%	3 6%	3 7%
5	161 9%	33 11%	36 7%	18 9%	16 17%	2 4%	4 9%
6	204 11%	41 13%	61 12%	24 12%	8 9%	6 10%	4 9%
7	418 23%	73 24%	123 24%	52 26%	24 25%	14 22%	5 12%
8	460 25%	81 26%	121 24%	56 28%	14 15%	17 27%	11 25%
9	270 15%	36 12%	78 15%	18 9%	15 16%	4 7%	7 16%
Extremely Satisfied 10	220 12%	34 11%	62 12%	21 11%	14 15%	11 18%	9 20%
Total mentions	1817 100%	308 100%	503 100%	198 100%	96 100%	63 100%	42 100%
Mean	7.46	7.34	7.48	7.28	7.28	7.21	7.65
1-3 (Net)	40 2%	5 2%	12 2%	7 3%	4 4%	4 7%	* 1%
1-4 (Net)	83 5%	11 4%	23 5%	9 4%	5 5%	8 13%	3 8%
1-2 (Net)	10 1%	3 1%	6 1%	5 3%	3 3%	3 5%	- -
4-7 (Net)	827 46%	153 50%	230 46%	96 48%	49 51%	26 41%	16 38%
5-6 (Net)	365 20%	74 24%	96 19%	41 21%	24 25%	9 14%	8 18%

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B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?
Base = Users of each website/app in the past 3 months

	Summary Table						
	BBC website and apps	ITV website and apps	Sky website and apps	Channel 4 website and apps	Channel 5 website and apps	STV website and apps	S4C website and apps
WeightedBase	1817	308	503	198	96	63	42
EffectiveBase	1379	265	417	169	88	52	35
8-10 (Net)	950	150	261	96	44	33	26
	52%	49%	52%	48%	46%	52%	61%
7-10 (Net)	1368	223	384	148	67	46	31
	75%	72%	76%	75%	70%	74%	73%
9-10 (Net)	490	69	140	40	30	16	15
	27%	23%	28%	20%	31%	25%	36%

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Table 191
B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2033**	1105	925	321	439	797	476	132	155	526	940	765	537	360	371	1568	155	177	133
WeightedBase	**1817**	974	840	247	388	707	474	108*	143*	457	826	565	534	395	323	1544	125	94	54*
EffectiveBase	**1379**	791	592	219	306	561	308	91	98	366	662	540	372	250	253	1103	118	125	98
Extremely Dissatisfied 1	**6** *****	4 *	2 *	- -	1 *	1 *	4 1%	1 1%	1 1%	1 *	3 *	4 1%	2 *	- -	1 *	5 *	1 1%	- -	* 1%
2	**4** *****	3 *	1 *	1 *	3 1%	1 *	* *	1 1%	* *	1 *	1 *	2 *	* *	- -	2 1%	4 *	- -	- -	* 1%
3	**29** **2%**	12 1%	17 2%	3 1%	5 1%	9 1%	13 3%	4 4%J	3 2%	7 2%	9 1%	6 1%	10 2%	6 2%	7 2%	27 2%	1 1%	1 1%	-
4	**44** **2%C**	25 3%	19 2%	1 *	15 4%C	16 2%	12 2%	2 2%	2 1%	14 3%	19 2%	16 3%	6 1%	10 2%	12 4%L	37 2%	4 3%	3 3%	* *
5	**161** **9%**	86 9%	74 9%	14 6%	34 9%	68 10%	45 9%	12 11%	14 10%	47 10%	61 7%	42 7%	47 9%	31 8%	41 13%zK	136 9%	9 7%	10 11%	7 12%
6	**204** **11%E**	107 11%	97 12%	25 10%	51 13%E	58 8%	71 15%zE	12 11%	30 21%zlJ	46 10%	88 11%	54 10%	62 12%	55 14%	33 10%	177 11%	13 10%	9 9%	5 10%
7	**418** **23%**	229 24%	187 22%	70 28%zF	96 25%	160 23%	92 19%	22 21%	31 22%	105 23%	179 22%	116 20%	110 21%	113 29%zKL	79 24%	362 23%	26 20%	17 18%	14 26%
8	**460** **25%M**	249 26%	211 25%	66 27%	91 23%	193 27%	111 23%	22 20%	35 24%	113 25%	228 28%	160 28%zM	157 29%zMN	72 18%	71 22%	389 25%	37 29%	24 26%	11 21%
9	**270** **15%h**	159 16%	111 13%	41 17%	51 13%	117 17%	61 13%	18 17%	13 9%	61 13%	136 16%	94 17%	78 15%	59 15%	39 12%	222 14%	20 16%	19 20%	8 15%
Extremely Satisfied 10	**220** **12%A**	98 10%	121 14%zA	27 11%	43 11%	84 12%	66 14%	14 13%	14 10%	63 14%	100 12%	72 13%	62 12%	50 13%	36 11%	185 12%	15 12%	12 13%	8 15%
Total mentions	**1817** **100%**	974 100%	840 100%	247 100%	388 100%	707 100%	474 100%	108 100%	143 100%	457 100%	826 100%	565 100%	534 100%	395 100%	323 100%	1544 100%	125 100%	94 100%	54 100%
Mean	**7.46NU**	7.43	7.49	7.64DF	7.31	7.55D	7.34	7.31	7.15	7.45	7.57zH	7.57zN	7.51N	7.42	7.20	7.43	7.57	7.61	7.53

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1817	974	840	247	388	707	474	108*	143*	457	826	565	534	395	323	1544	125	94	54*
EffectiveBase	1379	791	592	219	306	561	308	91	98	366	662	540	372	250	253	1103	118	125	98
1-3 (Net)	**40**	20	20	3	8	11	17	6	4	9	13	12	11	6	10	36	2	1	1
	2%	2%	2%	1%	2%	2%	4%	**6%zIJ**	3%	2%	2%	2%	2%	2%	3%	2%	2%	1%	1%
1-4 (Net)	**83**	45	39	4	23	27	29	8	6	22	32	28	18	16	22	73	6	3	1
	5%Cg	5%	5%	2%	**6%C**	4%	**6%C**	7%	4%	5%	4%	5%	3%	4%	**7%L**	5%	5%	4%	2%
1-2 (Net)	**10**	7	3	1	4	2	4	2	1	2	4	6	2	-	3	9	1	-	1
	1%	1%	*	*	1%	*	1%	2%	1%	*	1%	1%	*		1%	1%	1%		1%
4-7 (Net)	**827**	448	377	110	195	303	219	48	77	212	348	227	226	209	166	712	51	38	26
	46%JK	46%	45%	45%	**50%E**	43%	46%	44%	**54%J**	46%	42%	40%	42%	**53%zKL**	**51%zKL**	46%	41%	41%	48%
5-6 (Net)	**365**	193	171	39	84	126	115	24	44	93	150	95	109	86	75	313	21	19	12
	20%K	20%	20%	16%	22%	18%	**24%zCE**	22%	**31%zIJ**	20%	18%	17%	20%	22%	**23%K**	20%	17%	20%	22%
8-10 (Net)	**950**	507	443	134	185	393	238	54	62	237	464	326	297	180	147	796	72	55	27
	52%MNU	52%	53%	54%	48%	**56%zD**	50%	50%	43%	52%	**56%zH**	**58%zMN**	**56%MN**	46%	46%	52%	58%	59%	51%
7-10 (Net)	**1368**	736	630	204	280	554	330	76	93	342	643	442	407	293	226	1157	98	72	41
	75%FHN	76%	75%	**82%zDF**	72%	**78%zDF**	70%	71%	65%	75%	**78%zH**	**78%zN**	76%	74%	70%	75%	78%	76%	76%
9-10 (Net)	**490**	257	232	68	94	201	127	32	27	124	236	166	139	108	76	407	36	31	16
	27%U	26%	28%	27%	24%	28%	27%	30%	19%	27%	**29%H**	29%	26%	27%	24%	26%	28%	33%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 191
B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2033	134	427	78	182	84	193	127	80	43	63	157	1362	623	1690	200
WeightedBase	1817	151*	415	70*	188	74*	198	121*	81*	46**	59*	141	1334	453	1520	173
EffectiveBase	1379	87	289	61	122	73	140	98	56	28	50	118	955	406	1147	143
Extremely Dissatisfied 1	6 *	- -	1 *	- -	1 *	- -	2 1%	- -	- -	- -	- -	1 1%	3 *	1 *	5 *	- -
2	4 *	- -	1 *	- -	* *	- -	1 1%	* *	- -	* 1%	- -	* *	2 *	1 *	2 *	- -
3	29 2%	5 3%	6 1%	2 2%	3 2%	- -	5 2%	2 2%	4 5%c	- -	1 2%	- -	19 1%	10 2%	28 2%	1 1%
4	44 2%C	1 1%	17 4%	3 4%	3 2%	- -	4 2%	1 1%	6 7%zSWYc	- -	1 2%	1 1%	33 2%	9 2%	37 2%	* *
5	161 9%	11 7%	38 9%	14 20%zSTVXYh	14 7%	7 9%	14 7%	6 5%	4 6%	5 10%	7 11%	17 12%	111 8%	46 10%	130 9%	18 10%
6	204 11%E	19 13%	50 12%	6 9%	20 11%	5 7%	20 10%	14 12%	9 11%	12 27%	8 14%	13 9%	147 11%	53 12%	170 11%	25 14%
7	418 23%	44 29%	86 21%	18 25%	52 27%	21 28%	44 22%	29 24%	22 27%	9 20%	11 19%	26 18%	299 22%	113 25%	341 22%	43 25%
8	460 25%M	34 23%	107 26%	17 25%	39 21%	24 32%	51 26%	34 28%	23 28%	10 21%	18 31%	31 22%	351 26%	105 23%	390 26%	38 22%
9	270 15%h	21 14%	61 15%	5 8%	24 13%	8 11%	35 18%h	21 18%h	5 6%	5 11%	9 14%	27 19%Uh	208 16%	60 13%	231 15%	24 14%
Extremely Satisfied 10	220 12%A	14 9%	48 12%	5 7%	32 17%	9 13%	22 11%	13 10%	8 10%	4 9%	4 7%	24 17%	160 12%	54 12%	185 12%	23 13%
Total mentions	1817 100%	151 100%	415 100%	70 100%	188 100%	74 100%	198 100%	121 100%	81 100%	46 100%	59 100%	141 100%	1334 100%	453 100%	1520 100%	173 100%
Mean	7.46NU	7.36	7.39U	6.91	7.57U	7.67Uh	7.47U	7.62U	7.09	7.21	7.32	7.69Uh	7.50	7.35	7.47	7.52

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 191
B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1817	151*	415	70*	188	74*	198	121*	81*	46**	59*	141	1334	453	1520	173
EffectiveBase	1379	87	289	61	122	73	140	98	56	28	50	118	955	406	1147	143
1-3 (Net)	40 2%	5 3%	8 2%	2 2%	4 2%	- -	8 4%	3 2%	4 5%	* 1%	1 2%	2 1%	24 2%	13 3%	35 2%	1 1%
1-4 (Net)	83 5%Cg	6 4%	25 6%W	5 6%W	7 4%	- -	12 6%W	3 3%	9 12%zWYc	* 1%	2 4%	3 2%	58 4%	22 5%	72 5%g	1 1%
1-2 (Net)	10 1%	- -	2 1%	- -	1 1%	- -	3 2%	* *	- -	* 1%	- -	2 1%	5 *	3 1%	7 *	- -
4-7 (Net)	827 46%JK	76 50%	191 46%	40 58%zXYc	89 47%	33 44%	82 41%	50 41%	41 51%	26 57%	27 46%	57 40%	591 44%	222 49%	679 45%	86 50%
5-6 (Net)	365 20%K	31 20%	88 21%	20 29%	34 18%	12 16%	33 17%	21 17%	14 17%	17 37%	15 25%	30 21%	258 19%	99 22%	300 20%	43 25%
8-10 (Net)	950 52%MNU	70 46%	216 52%	28 40%	95 51%	42 56%	108 55%	68 56%U	36 44%	19 42%	31 52%	82 58%U	719 54%	219 48%	806 53%	85 49%
7-10 (Net)	1368 75%FHN	114 76%	302 73%	45 65%	147 78%	62 84%TU	152 77%	97 80%U	58 72%	29 62%	42 71%	108 77%	1018 76%	332 73%	1147 75%	129 75%
9-10 (Net)	490 27%U	36 24%	110 26%	10 15%	56 30%U	18 24%	57 29%U	34 28%U	13 16%	9 20%	13 22%	52 37%zSTUh	368 28%	114 25%	416 27%	47 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 192
B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	380	166	214	82	115	135	48	24	34	105	181	150	89	60	81	307	16	30	27
WeightedBase	308	137	170	66*	89*	107*	45*	18**	30**	85*	149	106	83*	57*	62*	272	10**	15**	10**
EffectiveBase	265	120	145	53	92	96	30	17	20	75	129	106	67	42	53	221	13	23	21
Extremely Dissatisfied 1	1 *	* *	1 *	* *	- -	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	1 8%	* 1%	- -
2	2 1%	- -	2 1%	- -	1 1%	1 1%	- -	- -	- -	1 1%	1 1%	1 1%	- -	1 2%	- -	2 1%	- -	- -	- -
3	2 1%	- -	2 1%	- -	- -	- -	2 4%	- -	- -	- -	2 1%	- -	- -	- -	2 3%	2 1%	- -	- -	- -
4	7 2%B	6 4%	1 1%	1 2%	1 1%	5 4%	* 1%	1 4%	- -	1 1%	5 3%	3 3%	3 3%	1 2%	* *	6 2%	- -	* 2%	- -
5	33 11%d	15 11%	17 10%	5 8%	12 14%	10 10%	5 10%	1 3%	2 6%	10 12%	15 10%	10 10%	6 8%	9 15%	7 11%	31 11%	1 10%	- -	1 6%
6	41 13%	22 16%	19 11%	7 10%	8 9%	15 14%	11 24%D	1 8%	7 24%	8 9%	22 14%	13 13%	9 11%	8 14%	11 18%	40 15%	- -	1 7%	* 4%
7	73 24%	32 23%	41 24%	16 24%	22 24%	27 25%	8 19%	2 14%	10 34%	17 20%	35 24%	24 23%	27 33%z	9 16%	13 20%	62 23%	1 12%	6 37%	3 33%
8	81 26%	30 22%	50 30%	16 25%	27 31%	26 24%	11 24%	6 31%	3 12%	25 30%	43 29%	30 29%	21 25%	17 29%	13 21%	67 24%	6 55%	6 42%	2 22%
9	36 12%f	19 14%	16 10%	10 15%	11 13%	11 11%	4 8%	4 20%	3 11%	10 11%	16 11%	15 14%	6 8%	6 11%	8 13%	32 12%	1 14%	* 1%	2 17%
Extremely Satisfied 10	34 11%J	13 9%	21 12%	11 16%	7 8%	11 10%	5 11%	4 20%	4 14%	13 15%	10 7%	8 8%	10 13%	6 11%	9 14%	30 11%	- -	1 9%	2 18%
Total mentions	308 100%	137 100%	170 100%	66 100%	89 100%	107 100%	45 100%	18 100%	30 100%	85 100%	149 100%	106 100%	83 100%	57 100%	62 100%	272 100%	10 100%	15 100%	10 100%
Mean	7.34	7.27	7.39	7.69	7.36	7.20	7.10	8.04	7.39	7.55	7.16	7.30	7.43	7.26	7.35	7.31	7.12	7.55	7.94
1-3 (Net)	5 2%A	* *	5 3%	* *	1 1%	2 2%	2 4%	- -	- -	1 1%	4 3%	2 2%	- -	1 2%	2 3%	4 1%	1 8%	* 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 192
B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps
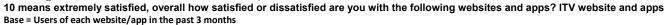Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**308**	137	170	66*	89*	107*	45*	18**	30**	85*	149	106	83*	57*	62*	272	10**	15**	10**
EffectiveBase	265	120	145	53	92	96	30	17	20	75	129	106	67	42	53	221	13	23	21
1-4 (Net)	**11**	6	6	1	1	6	2	1	-	2	8	5	3	2	2	10	1	*	-
	4%	4%	3%	2%	2%	6%	5%	4%		2%	6%	4%	3%	4%	3%	4%	8%	3%	-
1-2 (Net)	**3**	*	3	*	1	2	-	-	-	1	2	2	-	1	-	2	1	*	-
	1%	*	2%	*	1%	2%	-	-	-	1%	1%	2%	-	2%	-	1%	8%	1%	-
4-7 (Net)	**153**	74	78	29	42	57	24	5	19	36	76	50	45	27	31	139	2	7	4
	50%	54%	46%	44%	48%	53%	53%	29%	64%	43%	51%	47%	54%	47%	50%	51%	23%	46%	43%
5-6 (Net)	**74**	37	37	12	20	26	15	2	9	18	36	24	15	17	18	70	1	1	1
	24%d	27%	21%	18%	23%	24%	34%	11%	30%	21%	24%	22%	18%	29%	29%	26%	10%	7%	10%
8-10 (Net)	**150**	63	87	37	46	48	19	13	11	47	69	53	38	29	29	129	7	8	6
	49%	46%	51%	56%	51%	45%	43%	71%	36%	56%	47%	51%	46%	51%	48%	48%	69%	53%	57%
7-10 (Net)	**223**	95	128	53	67	75	28	15	21	65	104	77	65	38	42	192	8	13	9
	72%e	69%	75%	80%	76%	70%	61%	85%	70%	76%	70%	73%	78%	67%	68%	70%	81%	90%	90%
9-10 (Net)	**69**	32	37	20	18	22	8	7	7	22	27	23	17	13	16	63	1	2	4
	23%	24%	22%	31%	21%	21%	19%	40%	24%	26%	18%	22%	20%	22%	27%	23%	14%	11%	35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	380	21	85	11	36	22	39	25	14	10	12	32	281	87	309	36
WeightedBase	308	18**	68*	8**	32**	19**	38**	26**	16**	11**	11**	24**	252	51*	258	27**
EffectiveBase	265	14	61	9	25	18	28	21	11	5	9	25	202	63	214	27
Extremely Dissatisfied 1	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	* *	1 *	- -
2	2 1%	- -	1 1%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	1 *	- -
3	2 1%	- -	- -	- -	- -	- -	- -	2 7%	- -	- -	- -	- -	2 1%	- -	2 1%	- -
4	7 2%B	- -	5 7%z	- -	1 3%	- -	- -	- -	- -	- -	- -	1 2%	6 2%	1 2%	7 3%	- -
5	33 11%d	1 6%	9 13%	3 35%	4 14%	4 21%	5 13%	2 6%	- -	1 12%	* 4%	1 5%	21 8%	11 21%zd	24 9%	6 22%
6	41 13%	1 3%	9 13%	* 4%	5 16%	2 10%	6 16%	6 24%	1 6%	5 41%	1 9%	4 15%	31 12%	9 19%	39 15%	1 3%
7	73 24%	4 21%	13 18%	2 30%	9 28%	3 18%	9 25%	6 22%	4 24%	3 24%	4 41%	5 20%	61 24%	10 20%	62 24%	3 13%
8	81 26%	6 30%	19 28%	2 22%	5 14%	4 21%	11 29%	6 22%	7 43%	1 9%	3 25%	4 16%	71 28%	9 18%	68 26%	4 15%
9	36 12%f	4 24%	6 9%	- -	2 7%	4 20%	4 11%	3 11%	- -	1 13%	2 21%	5 20%	32 13%	4 7%	25 10%	10 36%
Extremely Satisfied 10	34 11%J	3 15%	7 11%	1 9%	4 14%	2 10%	2 6%	2 7%	4 26%	- -	- -	5 20%	26 10%	7 13%	30 12%	3 11%
Total mentions	308 100%	18 100%	68 100%	8 100%	32 100%	19 100%	38 100%	26 100%	16 100%	11 100%	11 100%	24 100%	252 100%	51 100%	258 100%	27 100%
Mean	7.34	8.10	7.11	6.74	7.00	7.40	7.25	7.02	8.16	6.70	7.50	7.85	7.40	7.04	7.33	7.72
1-3 (Net)	5 2%A	- -	1 1%	- -	1 3%	- -	- -	2 7%	- -	- -	- -	- -	5 2%	* *	4 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 192
B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**308**	18**	68*	8**	32**	19**	38**	26**	16**	11**	11**	24**	252	51*	258	27**
EffectiveBase	265	14	61	9	25	18	28	21	11	5	9	25	202	63	214	27
1-4 (Net)	**11**	-	6	-	2	-	-	2	-	-	-	1	10	1	10	-
	4%	-	*8%z*	-	*7%*	-	-	*7%*	-	-	-	*2%*	*4%*	*2%*	*4%*	-
1-2 (Net)	**3**	-	1	-	1	-	-	-	-	-	-	-	3	*	2	-
	1%	-	*1%*	-	*3%*	-	-	-	-	-	-	-	*1%*	*	*1%*	-
4-7 (Net)	**153**	5	35	6	20	9	21	14	5	9	6	10	119	31	131	10
	50%	*30%*	*51%*	*69%*	*62%*	*49%*	*54%*	*53%*	*30%*	*78%*	*54%*	*43%*	*47%*	***62%zd***	*51%*	*38%*
5-6 (Net)	**74**	2	17	3	10	6	11	8	1	6	1	5	52	20	63	7
	24%d	*9%*	*26%*	*39%*	*30%*	*31%*	*30%*	*30%*	*6%*	*53%*	*13%*	*21%*	*21%*	***39%zd***	*24%*	*25%*
8-10 (Net)	**150**	13	33	3	11	10	18	11	11	3	5	14	128	19	123	17
	49%	*70%*	*48%*	*31%*	*35%*	*51%*	*46%*	*41%*	*70%*	*22%*	*46%*	*57%*	*51%*	*38%*	*48%*	*62%*
7-10 (Net)	**223**	17	45	5	20	13	27	17	15	5	9	19	189	30	185	20
	72%e	*91%*	*66%*	*61%*	*63%*	*69%*	*70%*	*63%*	*94%*	*47%*	*87%*	*77%*	***75%e***	*59%*	*72%*	*75%*
9-10 (Net)	**69**	7	13	1	7	6	6	5	4	1	2	10	58	10	55	13
	23%	*40%*	*20%*	*9%*	*21%*	*30%*	*16%*	*18%*	*26%*	*13%*	*21%*	*41%*	*23%*	*20%*	*21%*	*47%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 193
B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	582	390	192	91	164	234	93	21	32	148	316	227	135	121	99	459	36	57	30
WeightedBase	503	340	163	73*	143	210	78*	14**	23**	116	286	167	130	122*	85*	424	39**	28*	12**
EffectiveBase	417	279	138	64	119	172	63	13	26	105	234	163	104	87	70	346	25	43	23
Extremely Dissatisfied 1	2 *f	1 *	2 1%	- -	2 1%	1 *	- -	- -	- -	- -	2 1%	1 *	- -	- -	2 2%	2 1%	- -	- -	- -
2	3 1%	2 1%	1 1%	* 1%	2 1%	1 1%	* *	- -	- -	1 1%	1 *	2 1%	* *	- -	1 1%	3 1%	- -	- -	- -
3	6 1%O	4 1%	2 1%	1 1%	3 2%	1 1%	1 1%	- -	1 3%	- -	5 2%	1 *	1 1%	2 1%	3 4%	3 1%	3 8%	- -	- -
4	11 2%	9 3%	2 1%	4 5%D	1 *	4 2%	3 4%	* 3%	1 4%	* *	9 3%	7 4%z	1 1%	1 1%	2 2%	10 2%	- -	1 3%	1 9%
5	36 7%J	24 7%	12 7%	4 5%	11 8%	13 6%	9 11%	1 6%	3 12%	9 8%	14 5%	9 6%	10 8%	11 9%	6 7%	32 8%	2 6%	1 5%	- -
6	61 12%	46 13%	15 9%	8 11%	16 11%	27 13%	10 12%	3 20%	3 13%	11 9%	37 13%	19 11%	14 11%	19 16%	9 10%	52 12%	3 8%	5 16%	1 11%
7	123 24%X	92 27%	31 19%	19 26%	34 24%	56 26%	14 18%	3 21%	7 31%	27 23%	66 23%	37 22%	41 31%	27 22%	17 21%	101 24%	11 28%	6 21%	5 39%
8	121 24%	78 23%	42 26%	17 24%	34 24%	49 23%	21 27%	2 14%	4 18%	33 29%	68 24%	39 23%	33 25%	29 24%	20 24%	96 23%	16 41%	7 24%	3 22%
9	78 15%e	50 15%	28 17%	13 17%	23 16%	34 16%	9 12%	1 4%	1 2%	20 17%	51 18%	37 22%zLM	14 11%	14 12%	13 15%	71 17%	4 9%	3 10%	1 8%
Extremely Satisfied 10	62 12%A	34 10%	28 17%zA	8 11%	18 13%	25 12%	11 14%	4 31%	4 18%	15 13%	32 11%	16 10%	15 12%	19 16%	11 13%	55 13%	- -	6 21%	1 11%
Total mentions	503 100%	340 100%	163 100%	73 100%	143 100%	210 100%	78 100%	14 100%	23 100%	116 100%	286 100%	167 100%	130 100%	122 100%	85 100%	424 100%	39 100%	28 100%	12 100%
Mean	7.48e	7.37	7.69	7.50	7.43	7.53	7.42	7.75	7.19	7.68	7.47	7.51	7.49	7.54	7.29	7.50	7.07	7.74	7.35

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 193
B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps
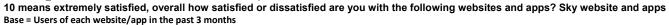Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	503	340	163	73*	143	210	78*	14**	23**	116	286	167	130	122*	85*	424	39**	28*	12**
EffectiveBase	417	279	138	64	119	172	63	13	26	105	234	163	104	87	70	346	25	43	23
1-3 (Net)	12	7	5	1	7	3	1	-	1	1	8	3	1	2	6	9	3	-	-
	2%	2%	3%	1%	5%	1%	2%	-	3%	1%	3%	2%	1%	1%	7%zL	2%	8%	-	-
1-4 (Net)	23	16	7	5	7	7	4	*	1	2	18	10	3	2	8	18	3	1	1
	5%	5%	4%	6%	5%	3%	5%	3%	6%	1%	6%	6%	2%	2%	9%LM	4%	8%	3%	9%
1-2 (Net)	6	3	3	*	4	2	*	-	-	1	3	3	*	-	3	6	-	-	-
	1%f	1%	2%	1%	2%	1%	*	-	-	1%	1%	2%	*	-	3%	1%	-	-	-
4-7 (Net)	230	170	60	34	61	100	35	7	14	47	127	72	66	58	34	194	17	12	7
	46%BX	50%zB	37%	47%	43%	47%	45%	50%	59%	41%	44%	43%	51%	47%	40%	46%	42%	45%	59%
5-6 (Net)	96	69	27	12	27	40	18	4	6	20	51	28	24	30	15	84	6	6	1
	19%	20%	17%	16%	19%	19%	23%	26%	25%	17%	18%	17%	19%	24%	17%	20%	14%	21%	11%
8-10 (Net)	261	162	99	38	75	107	41	7	9	67	151	92	62	63	44	221	20	15	5
	52%A	48%	60%A	52%	52%	51%	53%	50%	38%	58%	53%	55%	48%	51%	53%	52%	50%	55%	41%
7-10 (Net)	384	254	129	57	109	163	55	10	16	94	217	129	103	90	62	322	31	21	9
	76%	75%	79%	78%	76%	77%	71%	71%	69%	81%	76%	77%	79%	74%	73%	76%	78%	76%	80%
9-10 (Net)	140	84	56	21	41	58	20	5	5	34	83	53	30	34	24	125	4	9	2
	28%Ae	25%	34%zA	28%	28%	28%	26%	35%	20%	30%	29%	32%	23%	27%	29%	30%	9%	31%	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 193
**B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps**
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	582	35	126	19	47	33	65	27	29	6	23	49	450	118	498	43
WeightedBase	503	34**	113*	21**	42*	31**	63*	25**	24**	5**	23**	44*	424	72*	433	37*
EffectiveBase	417	25	92	13	37	28	49	23	23	4	18	37	334	81	354	33
Extremely Dissatisfied 1	2 *f	2 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	1 *	2 5%zf
2	3 1%	- -	1 1%	- -	- -	1 4%	- -	* 1%	1 3%	- -	- -	* 1%	2 *	1 1%	2 *	- -
3	6 1%O	- -	- -	- -	1 2%	- -	1 2%	1 4%	- -	- -	- -	- -	5 1%	1 1%	5 1%	- -
4	11 2%	- -	2 2%	2 8%	1 2%	- -	3 5%	1 3%	1 4%	- -	* 2%	- -	8 2%	3 4%	10 2%	1 4%
5	36 7%J	5 14%	13 12%V	2 12%	- -	4 11%	4 6%	1 4%	- -	- -	- -	4 8%	27 6%	7 10%	30 7%	4 10%
6	61 12%	4 12%	13 11%	4 20%	9 21%X	5 17%	4 6%	1 4%	6 25%	* 8%	1 6%	4 10%	51 12%	9 12%	55 13%	2 5%
7	123 24%X	5 14%	26 23%	5 24%	8 19%	9 29%	8 12%	7 28%	5 22%	3 50%	12 55%	13 30%X	102 24%	19 26%	102 24%	9 23%
8	121 24%	9 26%	23 20%	5 25%	7 16%	6 19%	20 32%	10 38%	5 19%	1 28%	4 16%	7 16%	99 23%	21 29%	109 25%	5 14%
9	78 15%e	5 14%	23 20%	1 6%	5 11%	4 12%	15 23%	3 11%	3 11%	1 14%	5 21%	8 18%	72 17%e	6 8%	67 16%	8 21%
Extremely Satisfied 10	62 12%A	4 12%	13 11%	1 5%	12 29%zT	2 8%	9 14%	2 7%	4 17%	- -	- -	8 17%	54 13%	6 8%	51 12%	7 18%
Total mentions	503 100%	34 100%	113 100%	21 100%	42 100%	31 100%	63 100%	25 100%	24 100%	5 100%	23 100%	44 100%	424 100%	72 100%	433 100%	37 100%
Mean	7.48e	7.07	7.51	6.86	7.90	7.09	7.80	7.40	7.42	7.48	7.46	7.73	7.54e	7.13	7.50	7.41

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 193
B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	503	34**	113*	21**	42*	31**	63*	25**	24**	5**	23**	44*	424	72*	433	37*
EffectiveBase	417	25	92	13	37	28	49	23	23	4	18	37	334	81	354	33
1-3 (Net)	12	2	1	-	1	1	1	1	1	-	-	*	10	2	8	2
	2%	7%	1%	-	2%	4%	2%	5%	3%	-	-	1%	2%	3%	2%	5%
1-4 (Net)	23	2	3	2	2	1	4	2	2	-	*	*	18	5	18	3
	5%	7%	2%	8%	4%	4%	7%	8%	6%	-	2%	1%	4%	7%	4%	9%
1-2 (Net)	6	2	1	-	-	1	-	*	1	-	-	*	5	1	3	2
	1%f	7%	1%	-	-	4%	-	1%	3%	-	-	1%	1%	1%	1%	5%f
4-7 (Net)	230	13	54	13	18	18	18	10	12	3	14	21	189	38	198	16
	46%BX	40%	48%X	64%	41%	58%	29%	39%	50%	58%	63%	48%	45%	53%	46%	43%
5-6 (Net)	96	9	26	7	9	9	7	2	6	*	1	8	79	16	85	6
	19%	26%	23%	32%	21%	28%	12%	8%	25%	8%	6%	18%	19%	22%	20%	15%
8-10 (Net)	261	18	58	7	24	12	43	14	11	2	8	22	225	32	227	19
	52%A	53%	52%	36%	56%	39%	69%zT	56%	47%	42%	37%	51%	53%	45%	53%	52%
7-10 (Net)	384	23	84	12	32	21	51	21	17	5	21	36	327	51	329	28
	76%	67%	75%	60%	75%	68%	81%	84%	69%	92%	92%	81%	77%	71%	76%	76%
9-10 (Net)	140	9	35	2	17	6	23	5	7	1	5	16	126	12	118	14
	28%Ae	26%	31%	11%	40%	20%	37%	18%	28%	14%	21%	36%	30%e	16%	27%	39%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 194
B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	240	128	112	62	68	82	28	23	9	61	126	98	62	39	41	191	16	16	17
WeightedBase	198	112*	87*	46*	53*	74*	26**	16**	9**	52*	109*	65*	64*	37**	32*	172	10**	7**	9**
EffectiveBase	169	95	74	41	52	56	22	17	7	42	90	73	46	26	32	138	12	13	12
Extremely Dissatisfied 1	3 2%	2 2%	1 1%	- -	- -	2 2%	1 5%	- -	- -	1 1%	2 2%	- -	2 3%	1 3%	- -	3 2%	- -	- -	- -
2	2 1%	* *	2 2%	* 1%	2 4%	- -	- -	- -	- -	1 2%	1 1%	2 3%	* 1%	- -	- -	2 1%	- -	- -	- -
3	1 1%	1 1%	- -	- -	- -	- -	1 5%	- -	- -	- -	1 1%	1 2%	- -	- -	- -	- -	1 14%	- -	- -
4	2 1%	1 1%	1 1%	1 2%	1 2%	- -	* 1%	1 6%	- -	1 1%	* *	1 2%	1 1%	- -	- -	1 1%	- -	* 3%	1 9%
5	18 9%	10 9%	7 9%	6 13%	3 7%	7 9%	2 7%	- -	1 13%	7 13%	8 7%	6 10%	2 2%	4 11%	6 17%L	16 9%	1 8%	- -	1 7%
6	24 12%	13 11%	11 13%	6 14%	8 15%	7 10%	2 9%	1 8%	* 3%	3 6%	18 16%	7 11%	8 13%	6 17%	2 7%	19 11%	2 22%	1 14%	2 18%
7	52 26%T	28 25%	24 28%	13 29%	11 20%	18 25%	10 39%	5 29%	6 66%	15 30%	23 21%	15 22%	20 31%	7 19%	11 34%	47 27%	3 33%	1 13%	2 20%
8	56 28%e	36 32%	21 24%	8 17%	13 24%	30 40%zC	6 23%	4 24%	- -	14 26%	35 33%	16 24%	24 37%	11 29%	6 19%	50 29%	1 6%	4 57%	2 21%
9	18 9%	12 11%	7 8%	1 3%	12 22%zCE	5 6%	1 2%	1 9%	1 12%	4 8%	11 11%	7 11%	3 5%	5 14%	3 8%	15 9%	1 8%	1 7%	2 22%
Extremely Satisfied 10	21 11%	8 7%	14 16%	10 22%zDE	4 7%	5 7%	2 8%	4 24%	* 4%	7 13%	8 8%	9 14%	4 7%	3 8%	5 15%	20 11%	1 9%	* 5%	* 3%
Total mentions	198 100%	112 100%	87 100%	46 100%	53 100%	74 100%	26 100%	16 100%	9 100%	52 100%	109 100%	65 100%	64 100%	37 100%	32 100%	172 100%	10 100%	7 100%	9 100%
Mean	7.28	7.20	7.39	7.41	7.37	7.33	6.75	7.87	7.07	7.31	7.22	7.28	7.26	7.25	7.38	7.31	6.57	7.63	7.17
1-3 (Net)	7 3%	4 4%	2 3%	* 1%	2 4%	2 2%	3 11%	- -	- -	2 3%	5 4%	3 5%	2 4%	1 3%	- -	5 3%	1 14%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 194
B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps
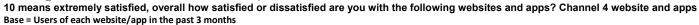Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	198	112*	87*	46*	53*	74*	26**	16**	9**	52*	109*	65*	64*	37**	32*	172	10**	7**	9**
EffectiveBase	169	95	74	41	52	56	22	17	7	42	90	73	46	26	32	138	12	13	12
1-4 (Net)	9	6	3	1	3	2	3	1	-	2	5	5	3	1	-	6	1	*	1
	4%	5%	4%	2%	6%	2%	12%	6%	-	4%	5%	7%	5%	3%	-	4%	14%	3%	9%
1-2 (Net)	5	3	2	*	2	2	1	-	-	2	3	2	2	1	-	5	-	-	-
	3%	3%	3%	1%	4%	2%	5%	-	-	3%	3%	3%	4%	3%	-	3%	-	-	-
4-7 (Net)	96	52	43	26	23	32	14	7	8	26	49	30	31	17	19	83	6	2	5
	48%	47%	50%	57%	43%	44%	55%	43%	83%	50%	45%	45%	48%	46%	58%	48%	63%	30%	53%
5-6 (Net)	41	23	19	12	11	14	4	1	2	10	25	13	10	10	8	35	3	1	2
	21%	21%	21%	27%	21%	19%	15%	8%	17%	18%	23%	21%	15%	28%	25%	20%	30%	14%	25%
8-10 (Net)	96	55	41	19	28	39	9	9	2	25	55	32	31	19	14	84	2	5	4
	48%	49%	47%	42%	53%	54%	34%	57%	17%	48%	51%	49%	49%	51%	42%	49%	23%	70%	47%
7-10 (Net)	148	83	65	33	39	58	19	14	8	40	78	47	51	26	24	131	6	6	6
	75%	74%	75%	71%	73%	79%	73%	86%	83%	77%	72%	72%	80%	70%	75%	76%	56%	83%	66%
9-10 (Net)	40	19	20	11	16	10	3	5	2	11	20	16	8	8	7	35	2	1	2
	20%	17%	23%	25%	29%E	14%	11%	33%	17%	21%	18%	25%	12%	22%	23%	20%	18%	12%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 194
B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
England Regions →													**Working**		**Urbanity**	
UnweightedBase	240	14	61	7	29	10	20	13	8	4	4	21	170	61	199	22
WeightedBase	198	14**	51*	6**	28**	8**	22**	13**	8**	3**	3**	16**	155	37*	166	19**
EffectiveBase	169	10	46	6	18	8	15	10	6	3	4	16	123	43	140	15
Extremely Dissatisfied 1	3 / 2%	-	1 / 1%	-	1 / 4%	-	1 / 6%	-	-	-	-	-	1 / 1%	1 / 1%	3 / 2%	-
2	2 / 1%	-	1 / 2%	-	-	-	-	-	1 / 11%	-	-	* / 2%	2 / 1%	-	1 / 1%	-
3	1 / 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 / 4%zd	1 / 1%	-
4	2 / 1%	-	1 / 2%	-	-	-	-	-	-	-	-	-	1 / 1%	1 / 3%	2 / 1%	-
5	18 / 9%	-	5 / 9%	2 / 28%	6 / 21%	1 / 11%	2 / 11%	1 / 7%	-	-	-	-	12 / 8%	4 / 12%	15 / 9%	2 / 12%
6	24 / 12%	2 / 14%	6 / 12%	-	4 / 14%	2 / 20%	* / 2%	3 / 26%	* / 6%	-	-	1 / 6%	21 / 14%	3 / 7%	20 / 12%	2 / 12%
7	52 / 26%T	3 / 20%	8 / 15%	2 / 29%	5 / 19%	3 / 37%	11 / 50%	3 / 27%	1 / 7%	2 / 64%	1 / 43%	8 / 49%	37 / 24%	14 / 38%	43 / 26%	6 / 33%
8	56 / 28%e	6 / 39%	20 / 40%	1 / 22%	7 / 23%	* / 4%	3 / 16%	2 / 17%	5 / 57%	-	1 / 35%	4 / 27%	51 / 33%ze	5 / 15%	48 / 29%	3 / 14%
9	18 / 9%	3 / 21%	3 / 7%	-	1 / 5%	1 / 9%	3 / 12%	2 / 14%	2 / 19%	-	1 / 21%	* / 1%	17 / 11%	1 / 4%	14 / 9%	4 / 22%
Extremely Satisfied 10	21 / 11%	1 / 6%	6 / 13%	1 / 21%	4 / 14%	2 / 19%	1 / 3%	1 / 10%	-	1 / 36%	-	3 / 16%	13 / 8%	6 / 17%	17 / 10%	1 / 7%
Total mentions	198 / 100%	14 / 100%	51 / 100%	6 / 100%	28 / 100%	8 / 100%	22 / 100%	13 / 100%	8 / 100%	3 / 100%	3 / 100%	16 / 100%	155 / 100%	37 / 100%	166 / 100%	19 / 100%
Mean	7.28	7.84	7.39	7.29	6.95	7.37	6.86	7.36	7.32	8.08	7.78	7.57	7.38	7.11	7.25	7.45
1-3 (Net)	7 / 3%	-	2 / 3%	-	1 / 4%	-	1 / 6%	-	1 / 11%	-	-	* / 2%	3 / 2%	2 / 5%	6 / 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 194
B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	198	14**	51*	6**	28**	8**	22**	13**	8**	3**	3**	16**	155	37*	166	19**
EffectiveBase	169	10	46	6	18	8	15	10	6	3	4	16	123	43	140	15
1-4 (Net)	9	-	3	-	1	-	1	-	1	-	-	*	4	3	8	-
	4%	-	5%	-	4%	-	6%	-	11%	-	-	2%	3%	8%	5%	-
1-2 (Net)	5	-	2	-	1	-	1	-	1	-	-	*	3	1	4	-
	3%	-	3%	-	4%	-	6%	-	11%	-	-	2%	2%	1%	3%	-
4-7 (Net)	96	5	19	3	15	6	14	8	1	2	1	9	71	22	80	11
	48%	34%	38%	57%	54%	68%	63%	59%	13%	64%	43%	55%	46%	59%	48%	57%
5-6 (Net)	41	2	11	2	10	3	3	4	*	-	-	1	33	7	36	5
	21%	14%	21%	28%	36%	31%	13%	32%	6%	-	-	6%	21%	19%	21%	23%
8-10 (Net)	96	10	30	2	12	3	7	5	6	1	2	7	81	13	80	8
	48%	66%	59%	43%	42%	32%	30%	41%	76%	36%	57%	43%	52%	36%	48%	43%
7-10 (Net)	148	12	37	4	17	6	17	9	7	3	3	15	117	27	122	15
	75%	86%	74%	72%	61%	69%	81%	68%	83%	100%	100%	91%	76%	73%	74%	77%
9-10 (Net)	40	4	10	1	5	2	3	3	2	1	1	3	30	8	31	6
	20%	27%	19%	21%	19%	28%	15%	24%	19%	36%	21%	16%	19%	21%	19%	29%

Table 195
B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps
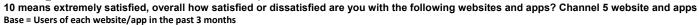**Base = Users of each website/app in the past 3 months**

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**127**	76	51	20	37	51	19	6	13	33	70	58	27	22	20	92	12	11	12
WeightedBase	**96***	58*	39*	12**	28**	37*	19**	4**	9**	24**	55*	35*	24**	20**	17**	79*	8**	5**	5**
EffectiveBase	88	53	35	16	27	34	14	4	8	21	51	45	20	15	13	66	9	8	10
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**3**	3	-	1	1	1	-	-	-	1	2	-	*	3	-	2	-	-	1
	3%	5%	-	8%	3%	3%	-	-	-	3%	3%	-	1%	13%	-	3%	-	-	13%
3	**1**	1	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-
	1%	1%	-	-	3%	-	-	-	-	3%	-	-	-	4%	-	1%	-	-	-
4	**1**	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-
	1%	-	2%	-	-	2%	-	-	-	-	2%	3%	-	-	-	1%	-	-	-
5	**16**	12	4	1	6	6	3	-	4	3	8	4	4	3	4	11	2	2	-
	17%	21%	10%	5%	20%	17%	17%	-	40%	13%	14%	12%	17%	16%	25%	14%	29%	46%	-
6	**8**	7	1	2	2	4	1	-	*	1	7	1	1	5	*	7	*	-	1
	9%	12%	3%	13%	9%	10%	3%	-	3%	4%	13%	4%	5%	27%	1%	9%	4%	-	12%
7	**24**	11	12	3	4	9	6	*	4	6	12	7	9	1	6	21	*	1	1
	25%	20%	32%	29%	16%	25%	33%	9%	43%	26%	22%	22%	35%	6%	36%	27%	5%	17%	29%
8	**14**	8	6	3	3	6	2	*	*	4	9	5	3	4	3	10	3	1	1
	15%	14%	16%	24%	12%	17%	10%	3%	4%	17%	16%	14%	12%	20%	15%	12%	35%	11%	27%
9	**15**	11	4	1	7	5	2	2	*	5	8	5	5	2	3	13	1	1	-
	16%	20%	10%	7%	25%	13%	13%	43%	3%	20%	15%	15%	21%	8%	19%	17%	18%	14%	-
Extremely Satisfied 10	**14**	4	10	2	4	4	5	2	1	3	8	11	2	1	*	12	1	1	1
	15%A	7%	27%zA	15%	13%	12%	24%	45%	8%	14%	15%	31%z	8%	6%	3%	15%	9%	12%	18%
Total mentions	**96**	58	39	12	28	37	19	4	9	24	55	35	24	20	17	79	8	5	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	**7.28A**	6.88	**7.88zA**	7.17	7.24	7.12	7.72	9.24	6.52	7.36	7.30	**8.01z**	7.32	6.12	7.09	7.32	7.34	6.83	7.05
1-3 (Net)	**4**	4	-	1	2	1	-	-	-	2	2	-	*	3	-	3	-	-	1
	4%	7%	-	8%	6%	3%	-	-	-	7%	3%	-	1%	17%	-	4%	-	-	13%
1-4 (Net)	**5**	4	1	1	2	2	-	-	-	2	3	1	*	3	-	4	-	-	1
	5%	7%	2%	8%	6%	5%	-	-	-	7%	5%	3%	1%	17%	-	5%	-	-	13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

**B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps**
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	96*	58*	39*	12**	28**	37*	19**	4**	9**	24**	55*	35*	24**	20**	17**	79*	8**	5**	5**
EffectiveBase	88	53	35	16	27	34	14	4	8	21	51	45	20	15	13	66	9	8	10
1-2 (Net)	3	3	-	1	1	1	-	-	-	1	2	-	*	3	-	2	-	-	1
	3%	5%	-	8%	3%	3%	-	-	-	3%	3%	-	1%	13%	-	3%	-	-	13%
4-7 (Net)	49	31	18	6	13	20	10	*	8	10	28	14	14	10	11	41	3	3	2
	51%K	53%	47%	46%	45%	55%	53%	9%	85%	43%	51%	40%	57%	49%	63%	51%	39%	63%	42%
5-6 (Net)	24	19	5	2	8	10	4	-	4	4	15	6	5	9	5	19	3	2	1
	25%BK	34%zB	13%	18%	29%	27%	20%	-	42%	17%	27%	16%	22%	43%	27%	24%	33%	46%	12%
8-10 (Net)	44	23	21	5	14	16	9	4	1	12	26	21	10	7	6	35	5	2	2
	46%	40%	53%	45%	49%	42%	47%	91%	15%	50%	46%	60%z	41%	34%	37%	45%	61%	37%	45%
7-10 (Net)	67	35	33	9	18	25	15	4	5	19	38	28	19	8	13	56	5	3	4
	70%A	60%	85%zA	74%	65%	67%	80%	100%	58%	76%	68%	81%z	76%	40%	73%	71%	67%	54%	75%
9-10 (Net)	30	15	14	3	11	9	7	4	1	8	17	16	7	3	4	25	2	1	1
	31%	27%	37%	21%	38%	25%	37%	88%	11%	34%	30%	46%z	29%	14%	22%	32%	26%	26%	18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 195
B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**127**	3	30	4	11	11	9	8	1	-	1	14	95	27	114	8
WeightedBase	96*	2**	26**	4**	7**	9**	10**	7**	2**	-**	1**	10**	76*	17**	88*	5**
EffectiveBase	88	3	21	3	8	8	6	6	1	-	1	10	69	15	78	7
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	3	-	1	-	1	-	-	-	-	-	-	*	2	1	2	1
	3%	-	3%	-	15%	-	-	-	-	-	-	4%	3%	4%	3%	14%
3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	1%	-	3%	-	-	-	-	-	-	-	-	-	1%	-	1%	-
4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	1%	-	3%	-	-	-	-	-	-	-	-	-	1%	-	1%	-
5	16	-	4	2	3	2	1	-	-	-	-	-	12	4	14	1
	17%	-	16%	36%	38%	25%	6%	-	-	-	-	-	15%	24%	16%	15%
6	8	-	1	2	*	1	3	*	-	-	-	*	7	1	8	*
	9%	-	4%	37%	3%	6%	32%	6%	-	-	-	3%	9%	6%	9%	9%
7	24	-	7	-	1	2	4	2	-	-	1	4	17	6	23	*
	25%	-	28%	-	17%	21%	38%	23%	-	-	100%	39%	22%	34%	26%	8%
8	14	1	2	-	*	2	1	3	-	-	-	*	11	3	13	1
	15%	61%	8%	-	2%	23%	12%	38%	-	-	-	2%	14%	19%	15%	17%
9	15	1	4	1	1	2	1	2	2	-	-	*	15	*	14	1
	16%	39%	16%	12%	11%	20%	12%	25%	100%	-	-	4%	20%	2%	16%	24%
Extremely Satisfied 10	14	-	5	1	1	*	-	1	-	-	-	5	11	2	12	1
	15%A	-	18%	15%	14%	5%	-	8%	-	-	-	48%	15%	10%	13%	12%
Total mentions	96	2	26	4	7	9	10	7	2	-	1	10	76	17	88	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Mean	7.28A	8.39	7.19	6.59	6.10	7.19	6.93	8.05	9.00	-	7.00	8.34	7.37	6.80	7.26	6.94
1-3 (Net)	4	-	2	-	1	-	-	-	-	-	-	*	3	1	3	1
	4%	-	6%	-	15%	-	-	-	-	-	-	4%	4%	4%	4%	14%
1-4 (Net)	5	-	3	-	1	-	-	-	-	-	-	*	4	1	4	1
	5%	-	10%	-	15%	-	-	-	-	-	-	4%	5%	4%	5%	14%

B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								Working		Urbanity	
WeightedBase	96*	2**	26**	4**	7**	9**	10**	7**	2**	-**	1**	10**	76*	17**	88*	5**
EffectiveBase	88	3	21	3	8	8	6	6	1	-	1	10	69	15	78	7
1-2 (Net)	3	-	1	-	1	-	-	-	-	-	-	*	2	1	2	1
	3%	-	3%	-	15%	-	-	-	-	-	-	4%	3%	4%	3%	14%
4-7 (Net)	49	-	13	3	4	5	7	2	-	-	1	4	37	11	46	1
	51%K	-	52%	73%	58%	53%	76%	29%	-	-	100%	42%	48%	65%	52%	32%
5-6 (Net)	24	-	5	3	3	3	4	*	-	-	-	*	19	5	22	1
	25%BK	-	20%	73%	41%	32%	37%	6%	-	-	-	3%	25%	31%	25%	24%
8-10 (Net)	44	2	11	1	2	4	2	5	2	-	-	6	37	5	39	2
	46%	100%	42%	27%	27%	47%	24%	71%	100%	-	-	54%	49%	31%	44%	54%
7-10 (Net)	67	2	18	1	3	6	6	7	2	-	1	10	54	11	62	3
	70%A	100%	70%	27%	44%	68%	63%	94%	100%	-	100%	94%	71%	65%	71%	62%
9-10 (Net)	30	1	9	1	2	2	1	2	2	-	-	5	26	2	26	2
	31%	39%	34%	27%	25%	24%	12%	33%	100%	-	-	52%	34%	12%	29%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps
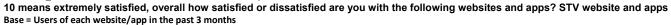Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**71**	41	30	14	22	22	13	4	6	19	36	21	23	10	17	40	26	3	2
WeightedBase	63*	37**	26**	9**	21**	19**	13**	3**	5**	15**	34**	14**	21**	11**	16**	37*	24**	1**	1**
EffectiveBase	52	29	23	12	17	17	9	3	5	15	25	16	18	7	13	31	18	2	2
Extremely Dissatisfied 1	**3** 5%	1 4%	2 8%	- -	- -	- -	3 26%	- -	- -	- -	1 4%	- -	1 7%	- -	2 13%	1 4%	2 9%	- -	- -
2	**-** -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	**1** 2%	- -	1 4%	- -	1 5%	- -	- -	- -	- -	- -	1 3%	1 7%	- -	- -	- -	1 3%	- -	- -	- -
4	**3** 6%	1 2%	3 11%	- -	- -	2 11%	1 10%	1 48%	- -	1 10%	1 2%	1 10%	- -	1 6%	1 9%	3 8%	1 3%	- -	- -
5	**2** 4%	1 2%	1 6%	1 17%	- -	* 2%	* 3%	- -	1 14%	1 5%	1 2%	1 10%	- -	- -	1 5%	1 4%	1 3%	- -	- -
6	**6** 10%	5 13%	2 6%	2 21%	2 9%	1 6%	1 11%	- -	2 38%	3 20%	1 4%	2 13%	2 8%	1 7%	2 13%	2 6%	4 18%	- -	- -
7	**14** 22%	7 20%	6 24%	3 32%	3 16%	6 30%	1 11%	1 21%	2 37%	3 17%	7 21%	2 12%	5 26%	1 11%	5 34%	10 26%	4 15%	- -	1 60%
8	**17** 27%	13 34%	4 17%	* 5%	7 31%	5 28%	5 35%	* 10%	1 11%	3 22%	12 34%	1 6%	8 39%	6 56%	1 9%	10 26%	7 28%	1 54%	- -
9	**4** 7%	3 9%	1 4%	1 12%	2 9%	1 4%	* 3%	- -	- -	1 8%	3 9%	2 13%	2 11%	- -	- -	2 7%	1 4%	* 30%	* 40%
Extremely Satisfied 10	**11** 18%	6 17%	5 20%	1 13%	6 30%	4 19%	- -	1 21%	- -	3 19%	7 21%	4 28%	2 10%	2 20%	3 18%	6 17%	5 21%	* 16%	- -
Total mentions	**63** 100%	37 100%	26 100%	9 100%	21 100%	19 100%	13 100%	3 100%	5 100%	15 100%	34 100%	14 100%	21 100%	11 100%	16 100%	37 100%	24 100%	1 100%	1 100%
Mean	**7.21**	7.57	6.71	7.15	8.13	7.51	5.34	6.30	6.45	7.33	7.65	7.27	7.44	7.93	6.36	7.19	7.15	8.62	7.79
1-3 (Net)	**4** 7%d	1 4%	3 12%	- -	1 5%	- -	3 26%	- -	- -	- -	2 7%	1 7%	1 7%	- -	2 13%	2 6%	2 9%	- -	- -
1-4 (Net)	**8** 13%d	2 5%	6 23%	- -	1 5%	2 11%	5 37%	1 48%	- -	1 10%	3 9%	2 17%	1 7%	1 6%	3 22%	5 14%	3 11%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 196
B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	63*	37**	26**	9**	21**	19**	13**	3**	5**	15**	34**	14**	21**	11**	16**	37*	24**	1**	1**
EffectiveBase	52	29	23	12	17	17	9	3	5	15	25	16	18	7	13	31	18	2	2
1-2 (Net)	3	1	2	-	-	-	3	-	-	-	1	-	1	-	2	1	2	-	-
	5%	4%	8%	-	-	-	26%	-	-	-	4%	-	7%	-	13%	4%	9%	-	-
4-7 (Net)	26	14	12	6	5	9	5	2	5	8	10	7	7	3	10	16	9	-	1
	41%	37%	47%	70%	25%	49%	36%	69%	89%	52%	29%	45%	33%	24%	60%	44%	38%	-	60%
5-6 (Net)	9	6	3	3	2	1	2	-	3	4	2	3	2	1	3	4	5	-	-
	14%	15%	12%	38%	9%	8%	14%	-	52%	25%	6%	23%	8%	7%	18%	10%	21%	-	-
8-10 (Net)	33	22	11	3	15	10	5	1	1	7	22	7	13	9	4	18	13	1	*
	52%	59%	41%	30%	70%	51%	38%	31%	11%	48%	64%	48%	60%	76%	27%	50%	53%	100%	40%
7-10 (Net)	46	29	17	6	18	16	6	1	3	10	29	9	18	10	10	28	16	1	1
	74%	79%	65%	62%	86%	82%	49%	52%	48%	65%	85%	60%	86%	87%	61%	76%	68%	100%	100%
9-10 (Net)	16	9	6	2	8	4	*	1	-	4	10	6	4	2	3	9	6	1	*
	25%	25%	24%	25%	40%	23%	3%	21%	-	26%	30%	41%	21%	20%	18%	23%	25%	46%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 196
B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**71**	1	15	3	7	4	3	-	1	3	1	2	50	18	62	3
WeightedBase	63*	2**	15**	3**	5**	3**	3**	-**	1**	3**	1**	1**	45*	15**	55*	1**
EffectiveBase	52	1	11	3	6	3	2	-	1	3	1	2	36	13	45	3
Extremely Dissatisfied 1	3 5%	- -	- -	- -	- -	- -	1 40%	- -	- -	- -	- -	- -	- -	2 14%	3 6%	- -
2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	1 2%	- -	- -	- -	- -	- -	- -	- -	1 100%	- -	- -	- -	1 2%	- -	1 2%	- -
4	3 6%	- -	1 10%	1 52%	- -	- -	- -	- -	- -	- -	- -	- -	2 5%	1 9%	3 5%	- -
5	2 4%	- -	- -	1 29%	- -	- -	- -	- -	- -	- -	- -	1 62%	* 1%	2 12%	1 2%	* 28%
6	6 10%	- -	1 5%	- -	1 20%	- -	* 13%	- -	- -	- -	- -	- -	5 11%	1 9%	6 12%	- -
7	14 22%	2 100%	3 17%	- -	1 21%	2 85%	- -	- -	- -	1 24%	1 100%	- -	10 22%	3 22%	11 21%	1 46%
8	17 27%	- -	6 37%	- -	2 44%	- -	- -	- -	- -	1 54%	- -	* 38%	14 30%	3 22%	17 31%	- -
9	4 7%	- -	1 9%	- -	1 15%	* 15%	- -	- -	- -	- -	- -	- -	3 7%	1 7%	4 7%	* 26%
Extremely Satisfied 10	11 18%	- -	3 22%	1 19%	- -	- -	2 47%	- -	- -	1 22%	- -	- -	10 22%	1 4%	8 15%	- -
Total mentions	63 100%	2 100%	15 100%	3 100%	5 100%	3 100%	3 100%	- -	1 100%	3 100%	1 100%	1 100%	45 100%	15 100%	55 100%	1 100%
Mean	7.21	7.00	7.86	5.44	7.54	7.29	5.88	-	3.00	8.20	7.00	6.13	7.76z	6.07	7.15	6.96
1-3 (Net)	4 7%d	- -	- -	- -	- -	- -	1 40%	- -	1 100%	- -	- -	- -	1 2%	2 14%	4 8%	- -
1-4 (Net)	8 13%d	- -	1 10%	1 52%	- -	- -	1 40%	- -	1 100%	- -	- -	- -	3 7%	3 23%	7 13%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 196
B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps
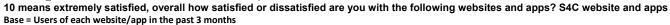**Base = Users of each website/app in the past 3 months**

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	63*	2**	15**	3**	5**	3**	3**	-**	1**	3**	1**	1**	45*	15**	55*	1**
EffectiveBase	52	1	11	3	6	3	2	-	1	3	1	2	36	13	45	3
1-2 (Net)	3	-	-	-	-	-	1	-	-	-	-	-	-	2	3	-
	5%	-	-	-	-	-	40%	-	-	-	-	-	-	14%	6%	-
4-7 (Net)	26	2	5	2	2	2	*	-	-	1	1	1	17	8	22	1
	41%	100%	32%	81%	41%	85%	13%	-	-	24%	100%	62%	38%	53%	39%	74%
5-6 (Net)	9	-	1	1	1	-	*	-	-	-	-	1	5	3	7	*
	14%	-	5%	29%	20%	-	13%	-	-	-	-	62%	12%	22%	13%	28%
8-10 (Net)	33	-	10	1	3	*	2	-	-	2	-	*	27	5	29	*
	52%	-	68%	19%	59%	15%	47%	-	-	76%	-	38%	59%	33%	53%	26%
7-10 (Net)	46	2	13	1	4	3	2	-	-	3	1	*	37	8	41	1
	74%	100%	85%	19%	80%	100%	47%	-	-	100%	100%	38%	81%	56%	73%	72%
9-10 (Net)	16	-	5	1	1	*	2	-	-	1	-	-	13	2	12	*
	25%	-	31%	19%	15%	15%	47%	-	-	22%	-	-	29%	11%	22%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 197
B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	48	34	14	10	19	14	5	-	5	14	26	22	16	3	7	36	2	9	1
WeightedBase	42*	31**	11**	8**	18**	13**	3**	-**	3**	10**	27**	17**	16**	3**	6**	36**	2**	4**	***
EffectiveBase	35	26	10	7	15	10	4	-	3	11	21	16	12	3	4	28	2	8	1
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	*	-	-	-
	1%	-	3%	-	2%	-	-	-	-	-	1%	-	2%	-	-	1%	-	-	-
4	3	3	-	2	-	*	1	-	*	1	2	3	-	-	*	3	-	-	-
	7%d	10%	-	22%	-	2%	30%	-	9%	10%	6%	16%	-	-	6%	8%	-	-	-
5	4	3	*	1	*	3	-	-	*	*	3	3	-	1	*	3	-	1	-
	9%	11%	3%	8%	2%	22%	-	-	7%	3%	10%	15%	-	27%	4%	9%	-	19%	-
6	4	1	3	-	1	3	-	-	2	2	1	1	1	1	2	3	-	1	-
	9%	4%	24%	-	7%	21%	-	-	57%	14%	2%	3%	4%	25%	35%	9%	-	19%	-
7	5	4	1	1	-	3	1	-	*	-	4	1	2	-	2	4	-	1	-
	12%	13%	10%	18%	-	22%	24%	-	12%	-	15%	7%	13%	-	34%	11%	-	33%	-
8	11	7	4	1	7	1	1	-	*	4	6	6	4	-	-	8	2	*	*
	25%	21%	38%	18%	40%	11%	18%	-	15%	39%	22%	36%	28%	-	-	23%	100%	5%	100%
9	7	6	*	3	1	3	-	-	-	3	4	3	2	2	-	6	-	1	-
	16%	19%	5%	34%	7%	21%	-	-	-	24%	15%	15%	15%	48%	-	16%	-	24%	-
Extremely Satisfied 10	9	7	2	-	8	-	1	-	-	1	8	1	6	-	1	9	-	-	-
	20%	22%	16%	-	42%	-	27%	-	-	9%	28%	9%	37%	-	21%	24%	-	-	-
Total mentions	42	31	11	8	18	13	3	-	3	10	27	17	16	3	6	36	2	4	*
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.65	7.70	7.50	7.04	8.60	6.80	7.10	-	6.16	7.63	7.89	7.10	8.57	7.16	7.03	7.70	8.00	6.96	8.00
1-3 (Net)	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	*	-	-	-
	1%	-	3%	-	2%	-	-	-	-	-	1%	-	2%	-	-	1%	-	-	-
1-4 (Net)	3	3	*	2	*	*	1	-	*	1	2	3	*	-	*	3	-	-	-
	8%d	10%	3%	22%	2%	2%	30%	-	9%	10%	7%	16%	2%	-	6%	9%	-	-	-

B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and
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Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	42*	31**	11**	8**	18**	13**	3**	-**	3**	10**	27**	17**	16**	3**	6**	36**	2**	4**	***
EffectiveBase	35	26	10	7	15	10	4	-	3	11	21	16	12	3	4	28	2	8	1
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	16	12	4	4	2	9	2	-	3	3	9	7	3	2	4	13	-	3	-
	38%	38%	38%	48%	9%	68%	54%	-	85%	28%	34%	41%	17%	52%	79%	37%	-	71%	-
5-6 (Net)	8	5	3	1	2	5	-	-	2	2	3	3	1	2	2	6	-	1	-
	18%	15%	28%	8%	9%	43%	-	-	64%	18%	12%	18%	4%	52%	39%	18%	-	38%	-
8-10 (Net)	26	19	6	4	16	4	2	-	*	8	18	10	13	2	1	22	2	1	*
	61%	62%	59%	52%	89%	32%	46%	-	15%	72%	65%	59%	81%	48%	21%	62%	100%	29%	100%
7-10 (Net)	31	23	7	5	16	7	2	-	1	8	22	11	15	2	3	26	2	2	*
	73%	75%	69%	70%	89%	54%	70%	-	27%	72%	80%	66%	93%	48%	55%	73%	100%	62%	100%
9-10 (Net)	15	13	2	3	9	3	1	-	-	3	12	4	8	2	1	14	-	1	-
	36%	41%	20%	34%	49%	21%	27%	-	-	33%	43%	23%	53%	48%	21%	39%	-	24%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 197
B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											Working		Urbanity	
UnweightedBase	48	1	14	1	3	3	5	4	1	1	2	1	43	5	44	2
WeightedBase	42*	1**	16**	1**	2**	1**	7**	4**	2**	***	2**	1**	40*	2**	39*	1**
EffectiveBase	35	1	11	1	2	3	5	4	1	1	2	1	33	3	33	2
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	* 1%	-	* 2%	-	-	-	-	-	-	-	-	-	* 1%	-	* 1%	-
4	3 7%d	-	* 2%	-	-	-	1 16%	-	2 100%	-	-	-	2 4%	1 66%	3 8%	-
5	4 9%	-	3 18%	-	* 15%	-	-	-	-	-	-	-	3 8%	1 29%	4 10%	-
6	4 9%	-	1 5%	-	-	-	2 29%	1 13%	-	-	-	-	4 10%	-	4 10%	-
7	5 12%	-	-	-	-	-	-	2 55%	-	* 100%	1 59%	-	5 12%	* 6%	4 11%	1 64%
8	11 25%	1 100%	3 20%	-	1 32%	1 49%	1 17%	1 32%	-	-	-	1 100%	11 27%	-	11 27%	-
9	7 16%	-	1 7%	1 100%	1 53%	1 51%	3 39%	-	-	-	-	-	7 17%	-	6 16%	* 36%
Extremely Satisfied 10	9 20%	-	8 47%	-	-	-	-	-	-	-	1 41%	-	9 21%	-	7 18%	-
Total mentions	42 100%	1 100%	16 100%	1 100%	2 100%	1 100%	7 100%	4 100%	2 100%	* 100%	2 100%	1 100%	40 100%	2 100%	39 100%	1 100%
Mean	7.65	8.00	8.18	9.00	8.08	8.51	7.18	7.19	4.00	7.00	8.22	8.00	7.82	4.45	7.56	7.72
1-3 (Net)	* 1%	-	* 2%	-	-	-	-	-	-	-	-	-	* 1%	-	* 1%	-
1-4 (Net)	3 8%d	-	1 4%	-	-	-	1 16%	-	2 100%	-	-	-	2 5%	1 66%	3 9%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 197
B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and
10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps
Base = Users of each website/app in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**42***	1**	16**	1**	2**	1**	7**	4**	2**	***	2**	1**	40*	2**	39*	1**
EffectiveBase	35	1	11	1	2	3	5	4	1	1	2	1	33	3	33	2
1-2 (Net)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	**16** **38%**	-	4 25%	-	* 15%	-	3 45%	3 68%	2 100%	* 100%	1 59%	-	14 35%	2 100%	15 38%	1 64%
5-6 (Net)	**8** **18%**	-	4 23%	-	* 15%	-	2 29%	1 13%	-	-	-	-	7 18%	1 29%	8 20%	-
8-10 (Net)	**26** **61%**	1 100%	12 73%	1 100%	1 85%	1 100%	4 55%	1 32%	-	-	1 41%	1 100%	26 65%	-	24 61%	* 36%
7-10 (Net)	**31** **73%**	1 100%	12 73%	1 100%	1 85%	1 100%	4 55%	3 87%	-	* 100%	2 100%	1 100%	31 77%	* 6%	28 72%	1 100%
9-10 (Net)	**15** **36%**	-	9 54%	1 100%	1 53%	1 51%	3 39%	-	-	-	1 41%	-	15 38%	-	13 34%	* 36%

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Table 198
C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is
extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Extremely Unfavourable 1	129 3%BCJKOQTY	77 4%zB	52 2%	6 1%	27 3%C	54 4%C	42 3%	23 6%zJ	15 3%	31 3%	28 2%	18 2%	29 3%	23 2%	58 5%zKLM	90 3%	32 9%zOQ	1 1%	6 5%OQ
2	112 3%JLO	50 2%	62 3%	7 1%	31 4%CE	30 2%	44 3%	15 4%J	13 3%	28 3%J	18 1%	20 2%	16 2%	24 2%	52 4%zKLM	81 2%	20 6%zO	7 3%	4 4%
3	142 3%K	73 4%	69 3%	10 2%	24 3%	42 3%	65 4%	18 5%	18 4%	33 3%	36 3%	21 2%	37 4%	28 3%	56 5%zK	115 3%	14 4%	10 5%	4 3%
4	183 4%JKT	92 5%	90 4%	13 3%	32 4%	63 5%	76 5%C	24 6%J	30 7%zIJ	35 3%	46 3%	27 3%	36 4%	53 5%K	68 6%zKL	144 4%	26 8%zO	7 4%	6 5%
5	477 12%BJKL	258 13%zB	218 10%	49 10%	108 14%	157 12%	162 11%	63 15%zIJ	53 12%	111 11%	129 10%	92 10%	85 8%	135 14%KL	165 14%zKL	398 12%	43 12%	21 11%	15 13%
6	425 10%	198 10%	227 11%	57 12%	71 9%	147 11%	150 10%	40 10%	72 16%zGIJ	108 10%	121 9%	83 9%	105 10%	106 11%	131 11%	370 11%	30 9%	16 8%	9 7%
7	734 18%FNP	356 18%	377 18%	100 21%F	153 20%	248 18%	234 16%	60 15%	94 21%G	188 18%	240 18%	166 18%	201 20%N	199 20%N	169 15%	637 19%P	41 12%	36 18%	21 17%
8	952 23%N	460 23%	491 23%	115 24%	177 23%	311 23%	349 24%	79 20%	86 20%	262 25%	359 26%zGH	245 26%zn	261 26%N	218 22%	229 20%	813 24%	71 20%	45 23%	23 20%
9	489 12%DHNT	243 12%	247 12%	65 14%D	74 9%	159 12%	191 13%D	39 10%	28 6%	128 12%H	203 15%zGH	144 15%zMN	123 12%	109 11%	113 10%	400 12%	47 14%	27 13%	16 13%
Extremely Favourable 10	457 11%AHP	192 10%	266 13%zA	50 11%	86 11%	154 11%	167 11%	45 11%	31 7%	117 11%H	179 13%zH	124 13%zN	121 12%	102 10%	110 10%	389 11%P	22 6%	32 16%zOP	15 13%P
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is
extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Mean	6.87AGHNP	6.76	6.98zA	7.19zDEF	6.72	6.85	6.87	6.44	6.40	6.98GH	7.28zGHI	7.28zMN	7.09zMN	6.84N	6.38	6.94zP	6.11	7.17zPR	6.73P
1-3 (Net)	383	199	183	23	83	126	150	56	46	92	82	59	82	75	166	286	65	18	14
	9%CJKOT	10%	9%	5%	11%C	9%C	10%C	14%zIJ	11%J	9%J	6%	6%	8%	8%	14%zKLM	8%	19%zOQ	9%	12%O
1-4 (Net)	566	292	273	36	115	189	226	80	77	126	128	86	117	128	235	429	91	25	21
	14%CJKOTa	15%	13%	8%	15%C	14%C	15%C	20%zIJ	17%IJ	12%	9%	9%	12%	13%K	20%zKLM	12%	26%zOQR	12%	17%O
1-2 (Net)	240	126	114	13	58	84	85	37	28	59	46	38	45	47	110	171	51	8	10
	6%CJKOT	6%	5%	3%	7%C	6%C	6%C	9%zIJ	6%J	6%J	3%	4%	4%	5%	10%zKLM	5%	15%zOQR	4%	9%zOQ
4-7 (Net)	1819	905	912	220	365	614	621	187	250	441	536	367	427	492	534	1549	140	80	51
	44%JKX	45%	43%	46%	47%	45%	42%	46%J	57%zGIJ	42%	39%	39%	42%	49%zKL	46%K	45%	41%	40%	43%
5-6 (Net)	902	456	444	107	179	304	312	103	125	219	250	175	190	240	296	768	73	37	24
	22%JKLY	23%	21%	23%	23%	22%	21%	25%J	28%zIJ	21%	18%	19%	19%	24%KL	26%zKL	22%	21%	18%	20%
8-10 (Net)	1899	894	1004	230	336	624	708	164	145	507	741	513	505	429	451	1602	139	104	54
	46%GHNPT	45%	48%	49%	43%	46%	48%	40%	33%	49%GH	55%zGHI	55%zMN	50%zMN	43%	39%	47%	40%	52%P	45%
7-10 (Net)	2633	1251	1381	330	489	872	942	224	239	695	980	679	706	628	620	2238	180	140	74
	64%GHNPe	63%	66%	70%zDEF	62%	64%	64%	55%	54%	67%GH	72%zGHI	72%zMN	70%zMN	63%N	54%	65%zP	52%	69%P	63%P
9-10 (Net)	947	434	512	116	159	313	359	84	59	246	382	269	244	211	223	788	69	59	31
	23%HNT	22%	24%	24%	20%	23%	24%	21%H	13%	24%H	28%zGHI	29%zMN	24%N	21%	19%	23%	20%	29%zOP	26%

Table 198
C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is
extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Extremely Unfavourable 1	**129** **3%BCJKOQ TY**	8 3%	16 2%	2 1%	6 2%	6 **3%Y**	31 **7%zTUVYh**	- -	2 1%	1 1%	3 2%	15 **4%Y**	76 3%	42 3%	115 3%	8 2%
2	**112** **3%JLO**	4 1%	16 2%	3 2%	7 2%	11 **5%zSTVc**	10 2%	6 3%	10 **5%T**	2 1%	6 4%	6 2%	61 2%	46 3%	95 3%	10 3%
3	**142** **3%K**	13 4%	24 3%	6 4%	13 3%	4 2%	21 4%	9 4%	8 4%	1 1%	3 2%	13 4%	84 3%	55 4%	111 3%	17 5%
4	**183** **4%JKT**	20 **7%T**	25 3%	10 6%	18 5%	7 3%	16 3%	11 5%	11 6%	3 2%	8 5%	15 4%	102 4%	77 5%	153 4%	20 6%
5	**477** **12%BJKL**	21 7%	143 **17%zSXYhc**	17 11%	46 12%	22 10%	42 9%	19 9%	17 9%	14 13%	19 12%	37 10%	270 11%	187 13%	407 12%	36 10%
6	**425** **10%**	42 **14%Y**	100 **12%Y**	12 8%	37 10%	28 **13%Y**	47 10%	13 6%	19 10%	12 11%	15 9%	45 **12%Y**	255 10%	161 11%	373 11%	28 8%
7	**734** **18%FNP**	51 17%	178 21%	39 **26%zVX**	61 16%	38 18%	79 17%	47 21%	32 17%	18 16%	23 15%	71 19%	481 19%	243 16%	609 17%	68 19%
8	**952** **23%N**	79 27%	191 22%	30 20%	102 26%	38 18%	120 25%	61 27%	42 23%	31 28%	41 26%	77 21%	612 24%	321 22%	818 23%	87 24%
9	**489** **12%DHNT**	27 9%	74 9%	13 9%	61 **16%zST**	31 **15%T**	50 10%	32 **14%T**	21 11%	17 15%	20 13%	53 **14%T**	310 12%	167 11%	418 12%	41 12%
Extremely Favourable 10	**457** **11%AHP**	32 11%	97 11%	19 12%	39 10%	28 13%	57 12%	26 11%	25 13%	14 12%	17 11%	36 10%	278 11%	173 12%	390 11%	40 11%
Total mentions	**4101** **100%**	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 198
C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is
extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Mean	6.87AGHNP	6.86	6.88	6.91	7.10	6.91	6.77	7.22z	6.91	7.38	6.99	6.89	6.95z	6.80	6.88	6.89
1-3 (Net)	383 9%CJKOT	26 9%	57 7%	11 7%	25 7%	22 10%	62 13%zTVYa	15 7%	20 10%	3 3%	12 8%	33 9%	221 9%	143 10%	320 9%	35 10%
1-4 (Net)	566 14%CJKOTa	46 15%Ta	82 9%	21 14%	43 11%	29 14%	78 16%Ta	26 12%	30 16%Ta	6 5%	20 13%	49 13%	323 13%	219 15%	473 14%	55 16%
1-2 (Net)	240 6%CJKOT	12 4%	32 4%	5 3%	13 3%	18 8%TVY	41 9%zTVY	6 3%	12 6%	3 2%	9 6%	20 6%	137 5%	87 6%	209 6%	18 5%
4-7 (Net)	1819 44%JKX	135 45%	446 52%zVXY	78 52%X	161 41%	94 44%	184 39%	92 41%	78 42%	47 42%	65 42%	168 46%	1108 44%	667 45%	1541 44%	152 43%
5-6 (Net)	902 22%JKLY	64 21%	243 28%zVXYh	29 19%	83 21%	49 23%	89 19%	33 15%	36 19%	26 23%	34 22%	82 22%	525 21%	348 24%	780 22%	64 18%
8-10 (Net)	1899 46%GHNPT	138 46%	361 42%	62 41%	203 52%T	97 46%	226 48%	118 53%T	88 47%	62 55%T	79 51%	166 45%	1200 47%	662 45%	1626 47%	168 47%
7-10 (Net)	2633 64%GHNPe	189 63%	539 62%	101 67%	263 68%	134 63%	306 65%	165 74%zSTW	121 65%	80 71%	103 66%	237 65%	1681 66%ze	904 61%	2235 64%	236 66%
9-10 (Net)	947 23%HNT	59 20%	171 20%	32 21%	100 26%	59 28%T	106 22%	57 26%	46 25%	31 28%	38 24%	89 24%	588 23%	340 23%	808 23%	81 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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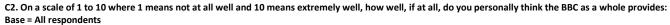
Table 199
C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:
Base = All respondents

	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
Not At All Well 1	158	81	90	109
	4%	2%	2%	3%
2	107	56	59	88
	3%	1%	1%	2%
3	156	102	118	139
	4%	2%	3%	3%
4	190	159	179	181
	5%	4%	4%	4%
5	384	377	441	426
	9%	9%	11%	10%
6	465	433	472	515
	11%	11%	12%	13%
7	706	769	782	747
	17%	19%	19%	18%
8	826	919	904	893
	20%	22%	22%	22%
9	545	561	501	450
	13%	14%	12%	11%
Extremely Well 10	406	404	379	329
	10%	10%	9%	8%
Don't know	158	239	177	223
	4%	6%	4%	5%
Total mentions	4101	4101	4101	4101
	100%	100%	100%	100%
Mean	6.80	7.11	6.96	6.80
1-3 (Net)	421	239	267	336
	10%	6%	7%	8%

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Table 199
C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:
Base = All respondents

	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
1-4 (Net)	611 15%	398 10%	446 11%	517 13%
1-2 (Net)	265 6%	137 3%	149 4%	197 5%
4-7 (Net)	1744 43%	1739 42%	1874 46%	1869 46%
5-6 (Net)	849 21%	811 20%	913 22%	941 23%
8-10 (Net)	1777 43%	1885 46%	1784 43%	1673 41%
7-10 (Net)	2483 61%	2654 65%	2566 63%	2420 59%
9-10 (Net)	951 23%	966 24%	880 21%	779 19%

Table 200
C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	158 4%BCJO	104 5%zB	55 3%	6 1%	37 5%C	63 5%C	53 4%C	17 4%	16 4%	39 4%	38 3%	31 3%	40 4%	37 4%	51 4%	118 3%	31 9%zOQR	4 2%	5 4%
2	107 3%B	65 3%zB	42 2%	8 2%	13 2%	34 3%	52 3%D	15 4%	15 3%	25 2%	25 2%	28 3%	23 2%	21 2%	35 3%	88 3%	11 3%	5 2%	4 3%
3	156 4%	90 5%	66 3%	11 2%	21 3%	64 5%C	60 4%	14 4%	14 3%	28 3%	50 4%	42 4%	39 4%	40 4%	35 3%	129 4%	14 4%	7 4%	5 5%
4	190 5%JKb	98 5%	92 4%	28 6%	37 5%	49 4%	76 5%	14 3%	31 7%J	58 6%J	43 3%	32 3%	46 5%	47 5%	64 6%K	154 4%	22 6%	9 5%	5 4%
5	384 9%IKd	173 9%	209 10%	35 7%	81 10%	112 8%	156 11%	42 10%	53 12%I	77 7%	115 8%	69 7%	80 8%	119 12%zKL	116 10%	318 9%	35 10%	20 10%	11 9%
6	465 11%	223 11%	241 11%	55 12%	93 12%	160 12%	157 11%	45 11%	43 10%	115 11%	154 11%	97 10%	112 11%	114 11%	142 12%	395 12%	31 9%	28 14%	10 8%
7	706 17%N	329 16%	376 18%	88 19%	136 17%	237 17%	244 16%	57 14%	75 17%	193 19%	247 18%	164 17%	191 19%N	181 18%	170 15%	605 18%	54 16%	27 13%	20 17%
8	826 20%	401 20%	424 20%	109 23%	152 19%	279 20%	286 19%	71 18%	95 22%	237 23%z	291 21%	205 22%M	233 23%zMN	172 17%	216 19%	709 21%	58 17%	39 19%	20 17%
9	545 13%Ne	270 14%	275 13%	69 15%	100 13%	181 13%	195 13%	54 13%	49 11%	133 13%	220 16%zH	147 16%zN	125 12%	143 14%	130 11%	460 13%	42 12%	25 12%	17 15%
Extremely Well 10	406 10%	193 10%	212 10%	42 9%	71 9%	136 10%	157 11%	37 9%	34 8%	103 10%	158 12%z	114 12%z	94 9%	89 9%	108 9%	330 10%	27 8%	31 16%zOP	17 14%zOP
Don't know	158 4%AJKh	52 3%	106 5%zA	23 5%	42 5%zF	48 4%	45 3%	40 10%zHIJ	17 4%J	32 3%J	17 1%	11 1%	30 3%K	32 3%K	85 7%zKLM	130 4%	18 5%	5 2%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 200
C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.80ANP	6.67	6.94zA	7.10zDEF	6.77	6.78	6.75	6.70	6.58	6.90H	7.10zGH	7.02zMN	6.85	6.73	6.64	6.84P	6.26	7.04P	6.92P
1-3 (Net)	421 10%BCJ	259 13%zB	162 8%	25 5%	71 9%C	162 12%C	164 11%C	46 11%	45 10%	92 9%	113 8%	101 11%	102 10%	98 10%	121 10%	335 10%	57 16%zOQ	16 8%	13 11%
1-4 (Net)	611 15%BCJOY	356 18%zB	254 12%	53 11%	108 14%	211 15%C	240 16%C	60 15%	76 17%J	150 14%	156 11%	133 14%	148 15%	145 15%	185 16%	488 14%	79 23%zOQR	26 13%	18 15%
1-2 (Net)	265 6%BCJO	168 8%zB	97 5%	14 3%	49 6%C	97 7%C	104 7%C	31 8%J	32 7%	64 6%	63 5%	59 6%	63 6%	58 6%	86 7%	206 6%	42 12%zOQR	9 5%	8 7%
4-7 (Net)	1744 43%Kb	824 41%	918 44%	206 44%	347 44%	559 41%	633 43%	159 39%	201 46%	443 43%	559 41%	361 38%	429 42%	462 46%zK	492 43%	1471 43%	142 41%	85 42%	46 39%
5-6 (Net)	849 21%Kb	397 20%	451 21%	90 19%	174 22%	272 20%	313 21%	87 22%	95 22%	193 19%	269 20%	165 18%	192 19%	233 23%K	258 22%K	713 21%	66 19%	48 24%	21 18%
8-10 (Net)	1777 43%NP	864 43%	911 43%	219 46%	323 41%	596 44%	638 43%	163 40%	177 40%	473 45%	669 49%zGH	466 50%zMN	453 45%N	404 41%	453 39%	1500 44%P	128 37%	96 48%P	54 45%
7-10 (Net)	2483 61%GNP	1194 60%	1287 61%	307 65%z	460 59%	834 61%	882 60%	220 54%	252 57%	666 64%zGH	916 67%zGH	630 67%zMN	644 64%N	585 59%	624 54%	2104 61%P	182 53%	123 61%	74 62%P
9-10 (Net)	951 23%N	464 23%	487 23%	111 23%	171 22%	317 23%	352 24%	91 22%	82 19%	236 23%	378 28%zHI	261 28%zLN	220 22%	232 23%	238 21%	791 23%	70 20%	57 28%P	34 29%zP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 200
C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**158** **4%BCJO**	10 3%	24 3%	4 3%	12 3%	8 4%	21 4%	3 2%	9 5%	3 3%	5 3%	18 5%	103 4%	46 3%	141 4%	11 3%
2	**107** **3%B**	8 3%	22 3%	3 2%	9 2%	7 3%	14 3%	5 2%	4 2%	6 5%	5 3%	6 2%	54 2%	43 3%	89 3%	11 3%
3	**156** **4%**	11 4%	38 4%	10 7%c	16 4%	10 5%	14 3%	5 2%	9 5%	2 2%	6 4%	8 2%	95 4%	53 4%	134 4%	9 3%
4	**190** **5%JKb**	16 5%b	31 4%	6 4%b	15 4%b	10 5%b	23 5%b	7 3%	17 9%zTVYb	2 2%	-	28 8%zTb	105 4%	81 6%	157 5%	23 6%
5	**384** **9%IKd**	36 12%b	99 11%bc	15 10%	41 10%	16 8%	41 9%	19 9%	15 8%	6 5%	7 4%	24 6%	204 8%	168 11%zd	322 9%	34 10%
6	**465** **11%**	34 11%	108 12%	17 11%	54 14%W	15 7%	54 11%	24 11%	22 12%	13 11%	12 7%	43 12%	303 12%	148 10%	382 11%	41 12%
7	**706** **17%N**	58 19%	144 17%	26 17%	65 17%	45 21%	72 15%	40 18%	30 16%	26 23%	33 21%	64 17%	445 18%	248 17%	611 18%	59 17%
8	**826** **20%**	49 17%	172 20%	39 26%V	63 16%	50 24%	86 18%	49 22%	47 25%V	29 26%	39 25%V	84 23%	518 20%	298 20%	712 20%	63 18%
9	**545** **13%Ne**	43 15%	112 13%	17 11%	47 12%	22 11%	71 15%	40 18%c	19 10%	13 12%	36 23%zTUVW hc	39 11%	370 15%ze	170 12%	460 13%	53 15%
Extremely Well 10	**406** **10%**	25 8%	77 9%	8 5%	53 14%zTU	24 11%	47 10%	20 9%	15 8%	9 8%	12 8%	41 11%	249 10%	148 10%	350 10%	35 10%
Don't know	**158** **4%AJKh**	9 3%	38 4%h	7 4%h	14 4%h	4 2%	30 6%zh	12 5%h	-	2 2%	2 1%	12 3%h	83 3%	69 5%	129 4%	15 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 200
C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80ANP	6.71	6.79	6.66	6.88	6.83	6.80	7.19zUh	6.54	6.95	7.30zSTUh	6.84	6.88z	6.76	6.81	6.81
1-3 (Net)	421	28	83	17	37	25	49	13	22	11	16	32	252	141	364	32
	10%BCJ	9%	10%	11%	9%	12%	10%	6%	12%	10%	10%	9%	10%	10%	10%	9%
1-4 (Net)	611	44	114	23	52	35	72	20	39	14	16	60	357	222	521	55
	15%BCJOY	15%	13%	15%	13%	17%Y	15%	9%	21%TYb	12%	10%	16%Y	14%	15%	15%	15%
1-2 (Net)	265	17	45	7	21	15	35	8	13	9	10	24	157	88	230	22
	6%BCJO	6%	5%	5%	5%	7%	7%	4%	7%	8%	6%	7%	6%	6%	7%	6%
4-7 (Net)	1744	144	382	64	175	87	189	90	84	47	51	159	1057	645	1473	157
	43%Kb	48%b	44%b	42%	45%b	41%	40%	40%	45%	42%	33%	43%	42%	44%	42%	44%
5-6 (Net)	849	70	206	31	95	32	94	43	38	18	18	67	507	316	704	76
	21%Kb	23%b	24%zWb	21%	24%Wb	15%	20%	19%	20%	16%	12%	18%	20%	21%	20%	21%
8-10 (Net)	1777	117	361	64	163	96	205	109	80	52	88	165	1137	617	1522	151
	43%NP	39%	42%	42%	42%	45%	43%	49%	43%	46%	56%zSTUVX	45%	45%z	42%	44%	43%
7-10 (Net)	2483	175	506	90	229	141	277	149	110	78	121	229	1582	865	2133	210
	61%GNP	59%	59%	59%	59%	67%	58%	66%	59%	70%	77%zSTUVXhc	62%	63%ze	59%	61%	59%
9-10 (Net)	951	68	189	24	100	46	118	60	33	23	48	80	619	318	810	88
	23%N	23%	22%	16%	26%U	22%	25%	27%U	18%	20%	31%TUh	22%	24%	22%	23%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	HH Income Up to £10,000 (G)	HH Income £10,000-£14,999 (H)	HH Income £15,000-£29,999 (I)	HH Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**81** **2%BJ**	53 *3%zB*	28 *1%*	5 *1%*	18 *2%*	27 *2%*	30 *2%*	14 *3%J*	11 *3%J*	21 *2%J*	11 *1%*	13 *1%*	17 *2%*	20 *2%*	31 *3%*	60 *2%*	16 *5%zOQ*	2 *1%*	2 *2%*
2	**56** **1%C**	28 *1%*	28 *1%*	1 ***	17 *2%CE*	12 *1%*	26 *2%C*	8 *2%*	12 *3%IJ*	10 *1%*	13 *1%*	11 *1%*	12 *1%*	12 *1%*	22 *2%*	42 *1%*	11 *3%zOR*	3 *1%*	* ***
3	**102** **2%J**	55 *3%*	47 *2%*	8 *2%*	16 *2%*	31 *2%*	48 *3%*	15 *4%J*	17 *4%J*	23 *2%*	22 *2%*	19 *2%*	24 *2%*	22 *2%*	37 *3%*	82 *2%*	10 *3%*	6 *3%*	5 *4%*
4	**159** **4%BG**	96 *5%zB*	62 *3%*	14 *3%*	33 *4%*	49 *4%*	63 *4%*	7 *2%*	18 *4%*	39 *4%*	53 *4%*	30 *3%*	35 *3%*	41 *4%*	53 *5%*	124 *4%*	25 *7%zOQ*	3 *2%*	7 *6%Q*
5	**377** **9%JKXb**	179 *9%*	198 *9%*	34 *7%*	69 *9%*	115 *8%*	160 *11%zC*	44 *11%*	53 *12%J*	92 *9%*	97 *7%*	62 *7%*	78 *8%*	105 *11%K*	132 *11%zKL*	316 *9%*	32 *9%*	18 *9%*	12 *10%*
6	**433** **11%**	227 *11%*	205 *10%*	49 *10%*	87 *11%*	165 *12%F*	133 *9%*	43 *10%*	49 *11%*	109 *10%*	140 *10%*	85 *9%*	114 *11%*	118 *12%*	116 *10%*	371 *11%*	34 *10%*	18 *9%*	10 *8%*
7	**769** **19%R**	373 *19%*	397 *19%*	102 *22%*	150 *19%*	240 *18%*	276 *19%*	79 *19%*	81 *18%*	207 *20%*	250 *18%*	161 *17%*	201 *20%*	199 *20%*	208 *18%*	658 *19%R*	62 *18%*	33 *16%*	16 *14%*
8	**919** **22%G**	443 *22%*	475 *23%*	115 *24%*	175 *22%*	317 *23%*	312 *21%*	60 *15%*	92 *21%*	251 *24%G*	348 *26%zG*	234 *25%zN*	240 *24%*	214 *21%*	232 *20%*	777 *23%*	69 *20%*	50 *25%*	23 *19%*
9	**561** **14%N**	262 *13%*	299 *14%*	70 *15%*	98 *13%*	193 *14%*	200 *13%*	49 *12%*	49 *11%*	135 *13%*	235 *17%zGHI*	170 *18%zLMN*	136 *13%*	127 *13%*	129 *11%*	470 *14%*	47 *14%*	28 *14%*	17 *14%*
Extremely Well 10	**404** **10%P**	184 *9%*	220 *10%*	57 *12%D*	64 *8%*	135 *10%*	148 *10%*	40 *10%*	35 *8%*	110 *11%*	157 *12%z*	115 *12%zMN*	110 *11%*	84 *8%*	96 *8%*	336 *10%P*	20 *6%*	30 *15%zOP*	18 *15%zOP*
Don't know	**239** **6%AIJKd**	99 *5%*	140 *7%*	19 *4%*	56 *7%C*	81 *6%*	83 *6%*	48 *12%zHIJ*	23 *5%J*	45 *4%J*	32 *2%*	40 *4%*	47 *5%*	55 *5%*	97 *8%zKLM*	200 *6%*	19 *6%*	10 *5%*	9 *8%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 201
C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Mean	**7.11AGHNP**	6.98	**7.23zA**	**7.44zDEF**	6.98	7.17	7.01	6.85	6.74	**7.18GH**	**7.44zGHI**	**7.45zLMN**	**7.22N**	7.00	6.81	**7.14P**	6.57	**7.43zOP**	**7.24P**
1-3 (Net)	**239** **6%BCJOVd**	136 **7%zB**	102 *5%*	14 *3%*	51 **6%C**	70 *5%*	104 **7%C**	37 **9%zIJ**	40 **9%zIJ**	53 *5%*	46 *3%*	43 *5%*	52 *5%*	54 *5%*	89 **8%zKL**	184 *5%*	37 **11%zOQ**	11 *5%*	7 *6%*
1-4 (Net)	**398** **10%BCJKO Vd**	233 **12%zB**	165 *8%*	28 *6%*	84 **11%C**	118 *9%*	167 **11%C**	44 *11%*	58 **13%zIJ**	92 *9%*	99 *7%*	73 *8%*	88 *9%*	94 *9%*	143 **12%zKL**	308 *9%*	62 **18%zOQR**	14 *7%*	13 *11%*
1-2 (Net)	**137** **3%BCJOd**	81 **4%zB**	56 *3%*	6 *1%*	35 **4%C**	39 *3%*	56 **4%C**	22 **5%J**	23 **5%J**	30 *3%*	24 *2%*	24 *3%*	28 *3%*	31 *3%*	53 **5%zK**	103 *3%*	27 **8%zOQR**	5 *3%*	2 *2%*
4-7 (Net)	**1739** **42%JKQ**	875 *44%*	862 *41%*	198 *42%*	339 *43%*	569 *42%*	632 *43%*	172 *42%*	202 *46%*	446 *43%*	540 *40%*	339 *36%*	429 **42%K**	463 **46%zK**	508 **44%K**	1468 **43%Q**	153 **45%Q**	72 *36%*	45 *38%*
5-6 (Net)	**811** **20%JK**	406 *20%*	403 *19%*	82 *17%*	155 *20%*	280 *21%*	293 *20%*	86 *21%*	102 **23%J**	201 *19%*	237 *17%*	148 *16%*	192 *19%*	223 **22%K**	247 **21%K**	687 *20%*	66 *19%*	36 *18%*	22 *19%*
8-10 (Net)	**1885** **46%GHNP**	889 *44%*	994 *47%*	242 **51%zDF**	337 *43%*	645 *47%*	660 *45%*	150 *37%*	176 *40%*	496 **48%GH**	741 **55%zGHI**	518 **55%zLMN**	485 *48%*	425 **43%N**	457 *40%*	1583 **46%P**	135 *39%*	108 **54%zOP**	58 **49%P**
7-10 (Net)	**2654** **65%GHNP**	1262 *63%*	1391 *66%*	344 **73%zDEF**	488 *62%*	886 *65%*	936 *63%*	228 *56%*	257 *58%*	703 **68%GH**	991 **73%zGHI**	680 **72%zMN**	686 **68%N**	624 *63%*	664 *58%*	2241 **65%P**	198 *57%*	141 **70%P**	74 *62%*
9-10 (Net)	**966** **24%NU**	446 *22%*	519 *25%*	127 **27%D**	162 *21%*	329 *24%*	348 *24%*	89 *22%*	84 *19%*	245 *24%*	393 **29%zGHI**	284 **30%zLMN**	246 **24%N**	211 *21%*	225 *20%*	806 *23%*	66 *19%*	58 **29%zP**	35 **30%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

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Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	81 2%BJ	2 1%	14 2%	2 1%	3 1%	5 2%	17 4%SV	2 1%	6 3%	-	1 1%	10 3%	40 2%	29 2%	71 2%	6 2%
2	56 1%C	3 1%	6 1%	4 3%TY	3 1%	6 3%TY	8 2%	-	2 1%	5 4%TY	1 1%	4 1%	28 1%	24 2%	48 1%	7 2%
3	102 2%J	8 3%	25 3%	2 1%	4 1%	4 2%	10 2%	5 2%	8 4%	1 1%	5 3%	12 3%	52 2%	47 3%	88 3%	8 2%
4	159 4%BG	19 6%c	27 3%	5 3%	13 3%	10 5%	15 3%	7 3%	15 8%zTVXc	2 2%	4 3%	8 2%	99 4%	58 4%	136 4%	11 3%
5	377 9%JKXb	19 6%	99 11%zXb	16 10%b	42 11%Xb	20 9%b	28 6%	25 11%Xb	21 11%b	6 5%	3 2%	37 10%b	213 8%	150 10%	310 9%	37 10%
6	433 11%	24 8%	97 11%	13 8%	53 14%	28 13%	47 10%	18 8%	20 11%	12 11%	21 13%	40 11%	282 11%	138 9%	363 10%	32 9%
7	769 19%R	60 20%	178 21%	34 23%h	63 16%	45 21%	86 18%	44 20%	24 13%	29 26%h	27 17%	69 19%	483 19%	270 18%	653 19%	74 21%
8	919 22%G	86 29%zTVW	178 21%	38 25%	77 20%	37 18%	103 22%	52 23%	48 26%	32 29%	41 26%	85 23%	591 23%	315 21%	780 22%	83 23%
9	561 14%N	33 11%	119 14%	16 11%	58 15%	32 15%	72 15%	38 17%	18 10%	11 10%	27 17%	45 12%	353 14%	201 14%	481 14%	46 13%
Extremely Well 10	404 10%P	20 7%	80 9%	7 5%	50 13%SU	18 8%	51 11%	22 10%	21 11%	11 10%	16 10%	41 11%	259 10%	139 9%	355 10%	31 9%
Don't know	239 6%AIJKd	24 8%h	42 5%	15 10%Th	24 6%	9 4%	37 8%h	12 5%	4 2%	4 3%	11 7%	19 5%	128 5%	101 7%	203 6%	21 6%

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		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.11AGHNP**	7.14	7.08	6.96	**7.32h**	6.93	7.16	**7.36h**	6.81	7.29	**7.49UWh**	7.10	**7.20ze**	7.03	7.12	7.08
1-3 (Net)	239	13	45	8	10	14	35	6	15	5	7	26	120	100	207	20
	6%BCJOVd	*4%*	*5%*	*5%*	*3%*	*7%V*	*7%V*	*3%*	*8%V*	*5%*	*4%*	*7%V*	*5%*	*7%d*	*6%*	*6%*
1-4 (Net)	398	32	72	12	23	24	50	13	30	7	11	33	219	158	343	31
	10%BCJKOVd	*11%*	*8%*	*8%*	*6%*	*11%*	*11%*	*6%*	*16%zTVYb*	*7%*	*7%*	*9%*	*9%*	*11%*	*10%*	*9%*
1-2 (Net)	137	5	20	6	6	10	25	2	7	5	2	14	68	53	119	13
	3%BCJOd	*2%*	*2%*	*4%*	*2%*	*5%VY*	*5%STVY*	*1%*	*4%*	*4%*	*1%*	*4%*	*3%*	*4%*	*3%*	*4%*
4-7 (Net)	1739	122	400	68	170	102	175	94	80	49	55	153	1077	616	1461	154
	42%JKQ	*41%*	*46%zXb*	*45%*	*44%*	*48%Xb*	*37%*	*42%*	*43%*	*44%*	*35%*	*42%*	*43%*	*42%*	*42%*	*43%*
5-6 (Net)	811	43	196	29	95	47	74	44	41	18	24	76	494	288	673	69
	20%JK	*14%*	*23%SX*	*19%*	*24%SX*	*22%*	*16%*	*19%*	*22%*	*16%*	*15%*	*21%*	*20%*	*20%*	*19%*	*19%*
8-10 (Net)	1885	140	377	61	185	87	226	112	87	55	83	170	1203	655	1616	160
	46%GHNP	*47%*	*44%*	*40%*	*47%*	*41%*	*48%*	*50%*	*47%*	*49%*	*53%*	*46%*	*48%z*	*45%*	*46%*	*45%*
7-10 (Net)	2654	200	555	96	247	132	312	156	111	83	111	239	1687	925	2269	234
	65%GHNP	*67%*	*64%*	*63%*	*63%*	*62%*	*66%*	*69%*	*59%*	*74%h*	*71%*	*65%*	*67%ze*	*63%*	*65%*	*66%*
9-10 (Net)	966	54	199	24	108	50	123	60	39	22	42	86	612	340	836	77
	24%NU	*18%*	*23%*	*16%*	*28%SU*	*23%*	*26%SU*	*27%U*	*21%*	*20%*	*27%U*	*23%*	*24%*	*23%*	*24%*	*22%*

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Table 202
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do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**90**	53	38	6	21	31	33	14	12	19	18	12	16	18	44	59	27	2	2
	2%JKOd	3%	2%	1%	3%	2%	2%	3%J	3%	2%	1%	1%	2%	2%	**4%zKLM**	2%	**8%zOQR**	1%	2%
2	**59**	31	28	3	9	22	25	8	10	20	8	12	10	19	18	47	7	3	2
	1%J	2%	1%	1%	1%	2%	2%	**2%J**	**2%J**	**2%J**	1%	1%	1%	2%	2%	1%	2%	2%	1%
3	**118**	70	48	11	16	36	54	17	17	23	31	16	34	20	48	92	14	6	6
	3%K	3%	2%	2%	2%	3%	4%	4%	4%	2%	2%	2%	3%	2%	**4%zKM**	3%	4%	3%	**5%zO**
4	**179**	98	80	18	29	65	67	16	25	38	58	31	33	49	67	145	25	4	5
	4%	5%	4%	4%	4%	5%	5%	4%	6%	4%	4%	3%	3%	5%	**6%zKL**	4%	**7%zOQ**	2%	4%
5	**441**	209	231	35	93	132	181	48	60	104	115	80	106	117	138	369	39	21	11
	11%CJKS	10%	11%	7%	**12%C**	10%	**12%C**	12%	**14%J**	10%	8%	8%	10%	12%	**12%K**	11%	11%	11%	9%
6	**472**	231	240	64	82	174	151	51	56	127	133	94	115	117	146	410	31	22	9
	12%JR	12%	11%	14%	11%	13%	10%	13%	13%	12%	10%	10%	11%	12%	13%	**12%R**	9%	11%	8%
7	**782**	370	411	98	185	252	248	67	75	207	280	180	184	221	197	675	56	28	23
	19%FQ	19%	20%	21%	**24%zEF**	18%	17%	17%	17%	20%	21%	19%	18%	**22%zN**	17%	**20%Q**	16%	14%	19%
8	**904**	417	486	111	163	310	319	73	95	229	354	234	263	202	205	768	63	48	25
	22%Nf	21%	23%	23%	21%	23%	22%	18%	21%	22%	**26%zG**	**25%zMN**	**26%zMN**	20%	18%	22%	18%	24%	21%
9	**501**	267	234	65	83	166	188	45	44	134	188	142	127	121	111	412	52	25	12
	12%Nc	13%	11%	14%	11%	12%	13%	11%	10%	13%	14%	**15%zN**	13%	12%	10%	12%	15%	12%	10%
Extremely Well 10	**379**	187	191	46	58	127	147	35	30	104	147	111	95	73	100	310	19	33	16
	9%PY	9%	9%	10%	7%	9%	10%	9%	7%	10%	**11%zH**	**12%zMN**	9%	7%	9%	9%	5%	**16%zOP**	**14%zOP**
Don't know	**177**	65	112	17	44	49	67	33	18	35	27	28	31	40	78	148	12	9	8
	4%AJKh	3%	**5%zA**	4%	6%	4%	5%	**8%zHIJ**	4%	3%	2%	3%	3%	4%	**7%zKLM**	4%	3%	4%	7%

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WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Mean	**6.96GHNP**	6.91	7.01	**7.21zDEF**	6.88	6.96	6.92	6.69	6.60	**7.05GH**	**7.27zGHI**	**7.34zLMN**	**7.10N**	**6.88N**	6.59	**6.99P**	6.36	**7.36zOP**	**7.06P**
1-3 (Net)	267 **7%BCJKOTd**	153 **8%zB**	113 *5%*	20 *4%*	46 *6%*	90 *7%*	112 **8%C**	38 **9%zJ**	39 **9%J**	62 *6%*	57 *4%*	41 *4%*	60 *6%*	56 *6%*	110 **10%zKLM**	198 *6%*	48 **14%zOQ**	11 *5%*	10 *9%*
1-4 (Net)	446 **11%BCJKOTd**	252 **13%zB**	193 *9%*	38 *8%*	75 *10%*	154 *11%*	179 **12%C**	54 **13%J**	64 **14%zIJ**	100 *10%*	115 *8%*	71 *8%*	93 *9%*	105 *11%*	177 **15%zKLM**	343 *10%*	73 **21%zOQR**	15 *8%*	15 *12%*
1-2 (Net)	149 **4%CJKOd**	84 *4%*	66 *3%*	9 *2%*	30 *4%*	53 *4%*	57 *4%*	22 **5%J**	22 **5%J**	39 **4%J**	26 *2%*	24 *3%*	26 *3%*	37 *4%*	62 **5%zKL**	106 *3%*	34 **10%zOQR**	5 *2%*	4 *3%*
4-7 (Net)	1874 **46%JKQg**	908 *45%*	962 *46%*	215 *45%*	390 **50%zF**	623 *46%*	646 *44%*	182 *45%*	216 *49%*	476 *46%*	586 *43%*	384 *41%*	437 *43%*	504 **51%zKL**	548 **48%K**	1599 **47%Q**	151 *44%*	77 *38%*	47 *40%*
5-6 (Net)	913 **22%JKRg**	440 *22%*	471 *22%*	99 *21%*	176 *22%*	306 *22%*	331 *22%*	99 **24%J**	116 **26%J**	231 **22%J**	248 *18%*	173 *18%*	221 *22%*	234 **23%K**	284 **25%K**	779 **23%R**	69 *20%*	44 *22%*	20 *17%*
8-10 (Net)	1784 **43%DGMNT**	872 *44%*	911 *43%*	222 **47%D**	304 *39%*	604 **44%D**	655 **44%D**	153 *38%*	168 *38%*	467 **45%G**	689 **51%zGHI**	487 **52%zMN**	485 **48%zMN**	396 *40%*	416 *36%*	1491 *43%*	134 *39%*	106 **52%zOP**	54 *45%*
7-10 (Net)	2566 **63%GHNPe**	1242 *62%*	1323 *63%*	319 **67%zF**	489 *62%*	855 *63%*	902 *61%*	220 *54%*	243 *55%*	674 **65%GH**	968 **71%zGHI**	667 **71%zLMN**	668 **66%zN**	617 **62%N**	613 *53%*	2165 **63%P**	190 *55%*	134 **66%P**	76 **64%P**
9-10 (Net)	880 **21%DHN**	455 *23%*	425 *20%*	111 **23%D**	141 *18%*	293 *21%*	335 **23%D**	80 *20%*	74 *17%*	238 **23%H**	335 **25%zH**	253 **27%zLMN**	222 *22%*	194 *20%*	211 *18%*	723 *21%*	71 *21%*	58 **29%zOP**	28 *24%*

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EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	90 **2%JKOd**	8 3%	11 1%	2 1%	5 1%	3 1%	17 **4%T**	2 1%	2 1%	-	1 1%	9 3%	44 2%	37 2%	80 2%	5 1%
2	59 **1%J**	6 2%	13 2%	4 2%	4 1%	9 **4%zTVXc**	2 *	3 1%	3 2%	-	1 *	3 1%	32 1%	22 2%	48 1%	9 2%
3	118 **3%K**	8 3%	14 2%	1 1%	11 3%	6 3%	12 3%	6 3%	12 **6%zTU**	6 **5%T**	6 4%	9 2%	64 3%	51 3%	97 3%	13 4%
4	179 **4%**	31 **10%zTUVWX Yabc**	34 4%	3 2%	12 3%	8 4%	18 4%	8 4%	11 **6%a**	-	5 3%	13 4%	107 4%	66 5%	154 4%	15 4%
5	441 **11%CJKS**	12 4%	125 **14%zSXY**	13 9%	39 **10%S**	27 **13%S**	37 8%	17 8%	29 **16%SXY**	15 **14%S**	13 8%	41 **11%S**	257 10%	171 12%	362 10%	32 9%
6	472 **12%JR**	48 16%	104 12%	18 12%	47 12%	25 12%	56 12%	20 9%	22 12%	15 13%	12 8%	43 12%	286 11%	171 12%	411 12%	29 8%
7	782 **19%FQ**	58 19%	181 **21%h**	29 19%	83 **21%h**	49 **23%h**	88 19%	41 18%	24 13%	20 18%	34 22%	68 18%	512 20%	258 18%	677 19%	61 17%
8	904 **22%Nf**	62 21%	175 20%	45 **30%TWX**	80 21%	35 17%	95 20%	67 **30%zTVWX**	39 21%	26 23%	41 26%	101 **27%zTWX**	571 23%	318 22%	741 21%	109 **31%zf**
9	501 **12%Nc**	31 10%	90 10%	15 10%	47 12%	25 12%	72 **15%Tc**	38 **17%Tc**	14 14%	13 11%	25 **16%c**	30 8%	318 13%	175 12%	439 13%	38 11%
Extremely Well 10	379 **9%PY**	24 8%	72 8%	8 6%	45 **11%Y**	22 **10%Y**	52 **11%Y**	9 4%	18 10%	12 10%	14 9%	35 9%	233 9%	137 9%	325 9%	28 8%
Don't know	177 **4%AJKh**	10 3%	44 **5%h**	14 **9%zSVWhb**	15 4%	3 2%	24 **5%h**	11 **5%h**	1 *	6 **5%h**	4 3%	15 **4%h**	104 4%	65 4%	154 4%	16 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								**Working**		**Urbanity**
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.96GHNP	6.74	6.91	7.09	7.14	6.83	7.11	7.17	6.77	7.16	7.32STh	6.98	7.04ze	6.88	6.97	7.01
1-3 (Net)	267	22	39	7	20	18	31	12	17	6	7	21	140	110	225	27
	7%BCJKOTd	*7%*	*5%*	*4%*	*5%*	*8%*	*7%*	*5%*	*9%*	*5%*	*4%*	*6%*	*6%*	*7%d*	*6%*	*8%*
1-4 (Net)	446	53	73	10	32	25	49	20	28	6	12	35	247	176	379	42
	11%BCJKOTd	18%zTUVXYabc	*8%*	*6%*	*8%*	*12%*	*10%*	*9%*	15%TUV	*5%*	*8%*	*9%*	*10%*	*12%*	*11%*	*12%*
1-2 (Net)	149	14	25	5	8	12	19	6	5	-	1	12	76	59	128	14
	4%CJKOd	*5%*	*3%*	*4%*	*2%*	*6%ab*	*4%*	*2%*	*2%*		*1%*	*3%*	*3%*	*4%*	*4%*	*4%*
4-7 (Net)	1874	148	444	63	182	109	199	87	86	50	65	165	1163	666	1604	138
	46%JKQg	50%Y	51%zXY	*41%*	*47%*	51%Y	*42%*	*39%*	*46%*	*45%*	*41%*	*45%*	*46%*	*45%*	46%g	*39%*
5-6 (Net)	913	60	229	31	87	52	93	37	51	30	25	84	543	342	773	61
	22%JKRg	*20%*	26%zXYb	*21%*	*22%*	*24%*	*20%*	*17%*	27%Yb	*27%*	*16%*	*23%*	*21%*	*23%*	*22%*	*17%*
8-10 (Net)	1784	118	337	68	172	82	219	115	83	51	81	166	1123	630	1505	175
	43%DGMNT	*40%*	*39%*	*45%*	*44%*	*39%*	46%T	51%STW	*45%*	*45%*	52%TW	*45%*	*44%*	*43%*	*43%*	49%z
7-10 (Net)	2566	176	518	96	255	131	306	156	107	71	115	234	1635	888	2182	236
	63%GHNPe	*59%*	*60%*	*64%*	*66%*	*62%*	*65%*	69%Th	*57%*	*63%*	73%zSTh	*64%*	65%ze	*60%*	*63%*	*66%*
9-10 (Net)	880	56	162	23	92	47	124	48	44	24	39	65	552	312	764	66
	21%DHN	*19%*	*19%*	*15%*	*24%*	*22%*	26%zTUc	*21%*	*23%*	*22%*	*25%*	*18%*	*22%*	*21%*	*22%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 203
C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	109 3%BCJOT	67 3%zB	42 2%	5 1%	27 3%C	39 3%	37 3%	9 2%	11 3%	23 2%	25 2%	17 2%	19 2%	30 3%	43 4%zKL	78 2%	25 7%zOQR	2 1%	3 3%
2	88 2%BCJK	55 3%zB	33 2%	2 *	19 2%C	27 2%C	39 3%C	13 3%J	13 3%J	28 3%J	15 1%	11 1%	16 2%	23 2%	39 3%zKL	70 2%	12 3%	4 2%	2 2%
3	139 3%DIM	76 4%	62 3%	11 2%	15 2%	52 4%D	61 4%D	13 3%	23 5%I	18 2%	46 3%I	34 4%	37 4%	21 2%	47 4%M	107 3%	20 6%zOQ	4 2%	8 7%zOQ
4	181 4%	94 5%	85 4%	15 3%	43 5%	56 4%	66 4%	22 5%	19 4%	40 4%	54 4%	34 4%	43 4%	53 5%	51 4%	152 4%	16 5%	9 4%	4 3%
5	426 10%JKS	203 10%	223 11%	56 12%	81 10%	125 9%	164 11%	58 14%zJ	54 12%J	103 10%	109 8%	66 7%	91 9%	130 13%zKL	139 12%K	355 10%	40 12%	21 10%	10 9%
6	515 13%F	250 13%	264 13%	73 15%DF	84 11%	202 15%zDF	156 11%	47 12%	52 12%	136 13%	177 13%	118 13%	131 13%	123 12%	143 12%	441 13%	36 10%	28 14%	11 9%
7	747 18%	350 17%	397 19%	84 18%	145 18%	246 18%	272 18%	73 18%	81 18%	188 18%	260 19%	188 20%	181 18%	187 19%	191 17%	631 18%	60 18%	34 17%	21 18%
8	893 22%GN	438 22%	456 22%	109 23%	166 21%	296 22%	323 22%	64 16%	95 22%	242 23%G	334 25%zG	217 23%N	248 24%N	208 21%	220 19%	762 22%	60 17%	47 23%	24 21%
9	450 11%N	217 11%	234 11%	61 13%	86 11%	144 11%	160 11%	31 8%	47 11%	130 13%G	174 13%zG	131 14%zMN	110 11%	104 10%	105 9%	375 11%	40 12%	22 11%	13 11%
Extremely Well 10	329 8%P	157 8%	172 8%	35 7%	71 9%	112 8%	111 7%	31 8%	26 6%	80 8%	130 10%zH	88 9%	85 8%	70 7%	86 7%	277 8%P	16 5%	24 12%zP	13 11%P
Don't know	223 5%AJKWhd	92 5%	131 6%	22 5%	46 6%	66 5%	89 6%	45 11%zHIJ	21 5%	53 5%J	35 3%	35 4%	52 5%	47 5%	88 8%zKM	188 5%	19 6%	7 4%	9 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 203
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do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.80AGNP	6.70	6.90zA	7.05zEF	6.80	6.78	6.73	6.50	6.59	6.93GH	7.08zGH	7.11zMN	6.94MN	6.69	6.50	6.84zP	6.18	7.08zP	6.87P
1-3 (Net)	336 8%BCJKO	198 10%zB	137 7%	18 4%	62 8%C	118 9%C	138 9%C	35 9%	47 11%IJ	69 7%	86 6%	62 7%	72 7%	74 7%	129 11%zKLM	256 7%	57 16%zOQ	10 5%	14 11%OQ
1-4 (Net)	517 13%BCIJK O	293 15%zB	223 11%	33 7%	105 13%C	175 13%C	205 14%C	57 14%	66 15%IJ	109 10%	140 10%	95 10%	115 11%	127 13%	180 16%zKL	408 12%	73 21%zOQ	19 10%	17 14%
1-2 (Net)	197 5%BCJKOT	122 6%zB	75 4%	7 2%	47 6%C	66 5%C	77 5%C	22 5%J	24 5%J	51 5%J	40 3%	27 3%	35 3%	53 5%K	82 7%zKL	149 4%	37 11%zOQR	6 3%	5 5%
4-7 (Net)	1869 46%R	897 45%	969 46%	228 48%	352 45%	629 46%	659 45%	200 49%	206 47%	467 45%	599 44%	406 43%	446 44%	492 49%zK	524 46%	1579 46%R	153 44%	91 45%	46 39%
5-6 (Net)	941 23%KR	453 23%	487 23%	129 27%zDF	165 21%	327 24%	321 22%	105 26%	105 24%	239 23%	286 21%	184 20%	222 22%	253 25%K	282 25%K	796 23%	76 22%	49 24%	21 18%
8-10 (Net)	1673 41%GNPe	812 41%	861 41%	205 43%	323 41%	551 40%	593 40%	126 31%	168 38%	452 43%G	638 47%zGH	437 46%zMN	443 44%N	383 38%	410 36%	1414 41%P	116 34%	93 46%P	51 43%P
7-10 (Net)	2420 59%GNPe	1161 58%	1258 60%	289 61%	468 60%	797 58%	866 59%	199 49%	249 56%	640 61%G	898 66%zGH	625 66%zMN	624 62%N	570 57%	601 52%	2045 60%P	176 51%	126 63%P	72 61%P
9-10 (Net)	779 19%Ne	374 19%	405 19%	96 20%	157 20%	256 19%	270 18%	62 15%	73 16%	210 20%	304 22%zGH	219 23%zMN	195 19%	175 18%	190 17%	652 19%	56 16%	46 23%	26 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 203
C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	109 3%BCJOT	7 2%	12 1%	3 2%	7 2%	6 3%	17 4%T	2 1%	3 2%	1 1%	2 1%	19 5%zTVY	68 3%	31 2%	95 3%	8 2%
2	88 2%BCJK	8 3%	13 2%	1 1%	7 2%	7 3%	16 3%	2 1%	4 2%	3 3%	4 3%	5 1%	49 2%	31 2%	82 2%	5 1%
3	139 3%DIM	9 3%	35 4%	5 3%	13 3%	8 4%	11 2%	7 3%	9 5%	1 1%	3 2%	7 2%	73 3%	61 4%	122 3%	12 3%
4	181 4%	20 7%	35 4%	7 4%	12 3%	5 2%	18 4%	8 4%	11 6%	6 5%	6 4%	26 7%V	110 4%	67 5%	156 4%	11 3%
5	426 10%JKS	17 6%	106 12%S	13 8%	49 12%S	30 14%SXY	39 8%	16 7%	25 13%S	11 9%	11 7%	39 11%	249 10%	164 11%	353 10%	33 9%
6	515 13%F	47 16%	114 13%	21 14%	57 15%	23 11%	58 12%	21 9%	22 12%	16 14%	18 11%	45 12%	318 13%	183 12%	433 12%	38 11%
7	747 18%	69 23%	149 17%	23 15%	71 18%	46 22%	79 17%	43 19%	32 17%	25 22%	33 21%	61 17%	458 18%	278 19%	623 18%	80 23%
8	893 22%GN	60 20%	175 20%	42 28%	77 20%	45 21%	104 22%	63 28%T	47 25%	29 26%	32 21%	89 24%	574 23%	305 21%	773 22%	76 21%
9	450 11%N	28 9%	95 11%	18 12%	36 9%	24 11%	54 11%	32 14%	19 10%	11 10%	25 16%	33 9%	289 11%	152 10%	381 11%	41 12%
Extremely Well 10	329 8%P	16 5%	76 9%	7 5%	39 10%	14 7%	46 10%	14 6%	13 7%	7 6%	15 10%	30 8%	226 9%ze	101 7%	279 8%	31 9%
Don't know	223 5%AJKWhd	18 6%h	56 7%Wh	12 8%Wh	22 6%h	4 2%	30 6%Wh	16 7%Wh	2 1%	3 3%	9 5%	15 4%	115 5%	99 7%zd	192 5%	20 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 203
C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,
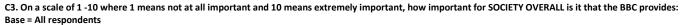do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80AGNP	6.67	6.86	6.94	6.86	6.68	6.85	7.19zSWhc	6.70	6.91	7.20Sc	6.66	6.89ze	6.71	6.79	6.97
1-3 (Net)	336	24	59	9	27	21	44	11	16	5	9	31	190	124	298	26
	8%BCJKO	8%	7%	6%	7%	10%	9%	5%	9%	4%	5%	8%	8%	8%	9%	7%
1-4 (Net)	517	43	94	15	39	26	62	19	27	11	14	56	300	191	455	37
	13%BCIJKO	15%	11%	10%	10%	12%	13%	9%	15%	10%	9%	15%	12%	13%	13%	10%
1-2 (Net)	197	15	25	4	14	13	33	4	7	4	6	24	117	63	177	13
	5%BCJKOT	5%	3%	3%	3%	6%T	7%TY	2%	4%	4%	4%	6%TY	5%	4%	5%	4%
4-7 (Net)	1869	152	403	63	188	104	194	88	89	58	67	171	1134	691	1565	162
	46%R	51%XY	47%	42%	48%	49%	41%	39%	48%	51%	43%	46%	45%	47%	45%	46%
5-6 (Net)	941	64	220	34	106	53	97	37	46	26	28	84	567	347	786	71
	23%KR	21%	25%Y	22%	27%Y	25%	21%	17%	25%	23%	18%	23%	22%	24%	23%	20%
8-10 (Net)	1673	104	345	67	151	83	204	109	79	47	72	151	1089	557	1433	148
	41%GNPe	35%	40%	44%	39%	39%	43%	49%zS	42%	41%	46%	41%	43%ze	38%	41%	42%
7-10 (Net)	2420	173	494	90	222	129	284	152	111	72	105	213	1547	835	2056	228
	59%GNPe	58%	57%	60%	57%	61%	60%	68%zTVc	59%	64%	67%	58%	61%ze	57%	59%	64%
9-10 (Net)	779	45	171	25	75	38	100	46	32	18	40	63	515	252	660	72
	19%Ne	15%	20%	17%	19%	18%	21%	21%	17%	16%	25%S	17%	20%ze	17%	19%	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 204
C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
Base = All respondents

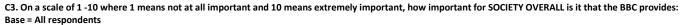|	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
Not At All Important	79	58	63	79
1	2%	1%	2%	2%
2	57	51	53	54
	1%	1%	1%	1%
3	88	66	73	98
	2%	2%	2%	2%
4	133	138	143	144
	3%	3%	3%	4%
5	312	296	389	354
	8%	7%	9%	9%
6	373	373	407	403
	9%	9%	10%	10%
7	570	636	675	688
	14%	16%	16%	17%
8	760	915	924	834
	19%	22%	23%	20%
9	645	640	564	551
	16%	16%	14%	13%
Extremely Important	939	747	647	712
10	23%	18%	16%	17%
Don't know	146	181	163	183
	4%	4%	4%	4%
Total mentions	4101	4101	4101	4101
	100%	100%	100%	100%
Mean	7.60	7.56	7.37	7.36
1-3 (Net)	224	175	190	231
	5%	4%	5%	6%

C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
Base = All respondents

	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
1-4 (Net)	357	314	333	375
	9%	8%	8%	9%
1-2 (Net)	136	109	116	133
	3%	3%	3%	3%
4-7 (Net)	1387	1444	1614	1589
	34%	35%	39%	39%
5-6 (Net)	684	669	796	757
	17%	16%	19%	18%
8-10 (Net)	2343	2301	2135	2097
	57%	56%	52%	51%
7-10 (Net)	2913	2938	2810	2786
	71%	72%	69%	68%
9-10 (Net)	1584	1387	1211	1263
	39%	34%	30%	31%

Table 205
C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	79 **2%BO**	54 *3%zB*	25 *1%*	4 *1%*	22 **3%C**	28 *2%*	26 *2%*	6 *2%*	8 *2%*	16 *2%*	21 *2%*	18 *2%*	11 *1%*	17 *2%*	33 **3%zL**	56 *2%*	20 **6%zOQR**	2 *1%*	2 *2%*
2	57 **1%CJKd**	25 *1%*	32 *2%*	1 ***	6 *1%*	18 **1%C**	33 **2%zCD**	12 **3%zJ**	9 **2%J**	16 *2%*	8 *1%*	5 *1%*	14 *1%*	10 *1%*	28 **2%zKM**	45 *1%*	10 **3%zO**	2 *1%*	1 *1%*
3	88 **2%X**	52 *3%*	36 *2%*	4 *1%*	12 *2%*	27 *2%*	44 **3%zC**	7 *2%*	12 *3%*	17 *2%*	30 *2%*	14 *2%*	23 *2%*	31 **3%K**	19 *2%*	66 *2%*	16 **5%zOQ**	3 *1%*	3 *2%*
4	133 **3%d**	71 *4%*	62 *3%*	12 *3%*	29 *4%*	36 *3%*	56 *4%*	14 *3%*	13 *3%*	38 *4%*	33 *2%*	30 *3%*	25 *2%*	38 *4%*	40 *3%*	103 *3%*	24 **7%zOQR**	4 *2%*	2 *2%*
5	312 **8%LS**	160 *8%*	151 *7%*	32 *7%*	62 *8%*	96 *7%*	122 *8%*	29 *7%*	37 *8%*	75 *7%*	91 *7%*	60 *6%*	51 *5%*	88 **9%L**	113 **10%zKL**	275 *8%*	20 *6%*	10 *5%*	7 *6%*
6	373 **9%R**	192 *10%*	180 *9%*	39 *8%*	70 *9%*	139 *10%*	125 *8%*	35 *9%*	43 *10%*	102 *10%*	118 *9%*	75 *8%*	79 *8%*	99 *10%*	120 *10%*	320 **9%R**	27 *8%*	20 **10%R**	6 *5%*
7	570 **14%F**	264 *13%*	305 *15%*	78 **16%F**	126 **16%F**	187 *14%*	178 *12%*	56 *14%*	70 *16%*	131 *13%*	198 *15%*	129 *14%*	154 *15%*	148 *15%*	138 *12%*	489 *14%*	37 *11%*	28 *14%*	15 *13%*
8	760 *19%*	385 *19%*	373 *18%*	90 *19%*	145 *19%*	248 *18%*	276 *19%*	79 *19%*	86 *19%*	222 **21%z**	240 *18%*	180 *19%*	178 *18%*	176 *18%*	225 *20%*	645 *19%*	58 *17%*	36 *18%*	20 *17%*
9	645 **16%HN**	299 *15%*	346 *17%*	76 *16%*	124 *16%*	202 *15%*	243 *16%*	66 *16%*	47 *11%*	184 **18%H**	233 **17%H**	156 **17%N**	188 **19%zN**	152 *15%*	148 *13%*	540 *16%*	51 *15%*	39 **19%R**	15 *13%*
Extremely Important 10	939 **23%INW**	445 *22%*	494 *24%*	115 *24%*	159 *20%*	333 *24%*	332 *22%*	77 *19%*	83 *19%*	210 *20%*	372 **27%zGHI**	255 **27%zMN**	258 **25%N**	209 *21%*	218 *19%*	774 *23%*	63 *18%*	55 **27%P**	46 **39%zOPQ**
Don't know	146 **4%AJKVd**	52 *3%*	94 **4%zA**	22 *5%*	28 *4%*	52 *4%*	44 *3%*	26 **6%zIJ**	31 **7%zIJ**	30 **3%J**	14 *1%*	17 *2%*	32 *3%*	29 *3%*	69 **6%zKLM**	123 *4%*	18 **5%Q**	3 *2%*	2 *2%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 205

C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.60AHNPWce	7.48	7.71zA	7.89zDF	7.50	7.65	7.51	7.48	7.31	7.60	7.84zGHI	7.84zMN	7.86zMN	7.46	7.27	7.62P	6.93	7.99zOP	8.17zOP
1-3 (Net)	224	131	94	9	39	72	103	25	30	49	59	38	48	58	80	167	46	6	5
	5%BCKOTd	7%zB	4%	2%	5%C	5%C	7%zC	6%	7%	5%	4%	4%	5%	6%	7%zK	5%	13%zOQR	3%	5%
1-4 (Net)	357	201	156	22	68	109	159	39	43	87	92	68	73	96	120	269	70	10	8
	9%BCJOQTYd	10%zB	7%	5%	9%C	8%C	11%zCE	10%	10%	8%	7%	7%	7%	10%	10%zKL	8%	20%zOQR	5%	6%
1-2 (Net)	136	79	58	5	27	45	59	18	18	32	30	24	25	27	61	100	30	3	3
	3%CJOd	4%	3%	1%	4%C	3%C	4%C	5%J	4%	3%	2%	3%	2%	3%	5%zKLM	3%	9%zOQR	2%	2%
4-7 (Net)	1387	687	698	161	288	458	480	134	164	346	440	294	309	372	411	1187	108	63	30
	34%LRY	34%	33%	34%	37%	34%	32%	33%	37%	33%	32%	31%	30%	37%zKL	36%	35%R	31%	31%	25%
5-6 (Net)	684	352	331	71	132	234	247	64	80	177	210	135	130	187	233	596	46	30	12
	17%KLRS	18%	16%	15%	17%	17%	17%	16%	18%	17%	15%	14%	13%	19%KL	20%zKL	17%R	13%	15%	10%
8-10 (Net)	2343	1129	1213	281	428	783	852	221	216	616	845	591	624	537	591	1959	173	130	81
	57%HNPTWc	56%	58%	59%	55%	57%	58%	54%	49%	59%H	62%zGH	63%zMN	62%zMN	54%	51%	57%P	50%	64%zOP	69%zOP
7-10 (Net)	2913	1393	1518	358	554	970	1030	278	287	747	1043	720	778	685	730	2448	210	158	97
	71%HNPUWe	70%	72%	76%zF	71%	71%	70%	68%	65%	72%H	77%zGHI	77%zMN	77%zMN	69%N	63%	71%P	61%	78%zOP	81%zOP
9-10 (Net)	1584	744	840	191	283	535	575	143	131	393	605	411	446	361	366	1314	115	94	61
	39%HNWe	37%	40%	40%	36%	39%	39%	35%	30%	38%H	45%zGHI	44%zMN	44%zMN	36%	32%	38%	33%	47%zOP	52%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								Working		Urbanity
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	79 2%BO	2 1%	10 1%	3 2%	4 1%	3 2%	13 3%	1 *	3 2%	* *	2 1%	15 4%zSTVY	47 2%	24 2%	72 2%	5 1%
2	57 1%CJKd	5 2%	8 1%	* *	3 1%	11 5%zTUVXhbc	6 1%	4 2%	- -	4 3%	1 *	3 1%	22 1%	30 2%zd	50 1%	6 2%
3	88 2%X	11 4%X	15 2%	4 3%X	6 2%	5 2%	3 1%	2 1%	5 2%	3 3%	3 2%	9 2%	51 2%	35 2%	75 2%	9 2%
4	133 3%d	9 3%	23 3%	10 6%TYb	14 4%	9 4%	15 3%	2 1%	8 4%	2 2%	1 1%	10 3%	66 3%	65 4%zd	115 3%	12 3%
5	312 8%LS	10 3%	78 9%S	17 11%S	26 7%	24 11%S	32 7%	16 7%	21 11%S	5 4%	8 5%	38 10%S	184 7%	117 8%	256 7%	30 8%
6	373 9%R	20 7%	98 11%z	14 9%	35 9%	21 10%	37 8%	19 9%	18 10%	11 10%	19 12%	27 7%	238 9%	128 9%	320 9%	23 7%
7	570 14%F	45 15%	139 16%Y	16 10%	54 14%	37 18%Yh	58 12%	20 9%	17 9%	23 21%Yh	19 12%	60 16%Y	370 15%	186 13%	479 14%	53 15%
8	760 19%	76 26%zTXc	147 17%	29 19%	76 19%	38 18%	83 18%	46 20%	38 20%	18 16%	33 21%	62 17%	454 18%	290 20%	649 19%	69 19%
9	645 16%HN	47 16%	128 15%	20 14%	62 16%	24 11%	75 16%	55 25%zSTUVWXc	28 15%	16 14%	35 23%TWc	49 13%	417 16%	220 15%	550 16%	60 17%
Extremely Important 10	939 23%INW	64 22%	187 22%	26 17%	105 27%UW	31 15%	130 28%zUWc	50 22%	47 25%W	30 27%W	33 21%	72 20%	609 24%	312 21%	798 23%	76 21%
Don't know	146 4%AJKVd	7 2%	32 4%	13 8%zSTVha	5 1%	8 4%	20 4%V	10 4%V	2 1%	1 1%	4 3%	23 6%zVh	73 3%	64 4%d	124 4%	12 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.60AHNPWce	7.73W	7.58W	7.25	7.83UWc	6.94	7.80UWc	8.00zTUWc	7.62W	7.71W	7.90UWc	7.30	7.70ze	7.48	7.59	7.59
1-3 (Net)	224 5%BCKOTd	19 *6%*	33 *4%*	7 *5%*	13 *3%*	19 *9%zTVY*	22 *5%*	7 *3%*	7 *4%*	7 *6%*	5 *3%*	27 *7%T*	119 *5%*	90 *6%*	197 *6%*	20 *6%*
1-4 (Net)	357 9%BCJOQTYd	27 *9%*	56 *6%*	17 *11%Yb*	27 *7%*	28 *13%zTVYb*	36 *8%*	9 *4%*	16 *8%*	9 *8%*	6 *4%*	37 *10%Y*	185 *7%*	155 *11%zd*	312 *9%*	32 *9%*
1-2 (Net)	136 3%CJOd	8 *3%*	18 *2%*	3 *2%*	7 *2%*	14 *7%zTVYhb*	19 *4%*	5 *2%*	3 *2%*	4 *4%*	2 *1%*	18 *5%T*	69 *3%*	54 *4%*	122 *3%*	11 *3%*
4-7 (Net)	1387 34%LRY	84 *28%*	339 *39%zSXY*	56 *37%Y*	129 *33%*	92 *43%zSVXYb*	142 *30%*	57 *26%*	65 *35%*	41 *37%*	47 *30%*	135 *37%Y*	857 *34%*	495 *34%*	1170 *34%*	118 *33%*
5-6 (Net)	684 17%KLRS	30 *10%*	176 *20%zSX*	30 *20%S*	62 *16%*	45 *21%S*	69 *15%*	35 *16%*	40 *21%S*	16 *14%*	27 *17%*	65 *18%S*	422 *17%*	245 *17%*	576 *17%*	53 *15%*
8-10 (Net)	2343 57%HNPTWc	188 *63%TUWc*	461 *53%W*	75 *50%*	242 *62%TUWc*	93 *44%*	289 *61%TUWc*	150 *67%zTUWc*	113 *60%W*	64 *57%*	100 *64%TUWc*	183 *50%*	1480 *59%*	822 *56%*	1997 *57%*	206 *58%*
7-10 (Net)	2913 71%HNPUWe	233 *78%zTUWc*	601 *69%*	91 *60%*	296 *76%UWc*	131 *62%*	348 *74%UW*	171 *76%UWc*	129 *69%*	87 *77%UW*	119 *76%UW*	243 *66%*	1849 *73%ze*	1007 *68%*	2476 *71%*	258 *73%*
9-10 (Net)	1584 39%HNWe	112 *37%W*	314 *36%W*	46 *31%*	167 *43%UWc*	55 *26%*	206 *44%TUWc*	105 *47%zTUWc*	75 *40%W*	46 *41%W*	68 *43%W*	121 *33%*	1025 *41%ze*	532 *36%*	1348 *39%*	136 *38%*

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C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**58** **1%BJ**	40 *2%zB*	18 *1%*	2 ***	14 *2%*	25 *2%*	17 *1%*	6 *2%*	7 *2%*	16 *2%*	10 *1%*	11 *1%*	7 *1%*	11 *1%*	28 *2%zL*	42 *1%*	13 *4%zOQ*	1 *1%*	1 *1%*
2	**51** **1%Kd**	28 *1%*	23 *1%*	2 ***	6 *1%*	16 *1%*	27 *2%C*	9 *2%J*	10 *2%J*	11 *1%*	11 *1%*	5 ***	10 *1%*	16 *2%*	20 *2%K*	41 *1%*	7 *2%*	1 *1%*	1 *1%*
3	**66** **2%BK**	44 *2%zB*	22 *1%*	4 *1%*	10 *1%*	22 *2%*	30 *2%*	8 *2%*	6 *1%*	13 *1%*	23 *2%*	8 *1%*	10 *1%*	26 *3%zKL*	22 *2%*	50 *1%*	13 *4%zOQ*	2 *1%*	2 *1%*
4	**138** **3%**	80 *4%*	58 *3%*	13 *3%*	29 *4%*	42 *3%*	54 *4%*	14 *3%*	17 *4%*	33 *3%*	38 *3%*	34 *4%*	25 *2%*	36 *4%*	44 *4%*	112 *3%*	21 *6%zOQR*	3 *2%*	3 *2%*
5	**296** **7%JKS**	136 *7%*	160 *8%*	36 *8%*	63 *8%*	90 *7%*	108 *7%*	38 *9%J*	46 *10%zlJ*	62 *6%*	76 *6%*	52 *6%*	56 *6%*	76 *8%*	112 *10%zKL*	243 *7%*	30 *9%*	18 *9%*	6 *5%*
6	**373** **9%BX**	213 *11%zB*	159 *8%*	35 *7%*	72 *9%*	122 *9%*	143 *10%*	28 *7%*	43 *10%*	90 *9%*	135 *10%*	86 *9%*	93 *9%*	95 *10%*	98 *8%*	321 *9%*	30 *9%*	15 *7%*	7 *6%*
7	**636** **16%FVe**	294 *15%*	341 *16%*	79 *17%F*	152 *19%zF*	225 *16%F*	180 *12%*	51 *13%*	72 *16%*	180 *17%*	233 *17%*	131 *14%*	160 *16%*	172 *17%*	174 *15%*	545 *16%*	51 *15%*	24 *12%*	16 *14%*
8	**915** **22%HRW**	460 *23%*	453 *22%*	128 *27%zF*	171 *22%*	306 *22%*	309 *21%*	94 *23%H*	72 *16%*	249 *24%H*	318 *23%H*	229 *24%N*	236 *23%*	221 *22%*	229 *20%*	778 *23%R*	72 *21%*	44 *22%*	20 *17%*
9	**640** **16%P**	300 *15%*	341 *16%*	67 *14%*	108 *14%*	202 *15%*	263 *18%z*	53 *13%*	64 *15%*	173 *17%*	216 *16%*	159 *17%*	167 *17%*	154 *15%*	160 *14%*	548 *16%P*	38 *11%*	40 *20%PR*	15 *12%*
Extremely Important 10	**747** **18%AMWY**	334 *17%*	412 *20%A*	84 *18%*	128 *16%*	253 *19%*	281 *19%*	75 *18%*	79 *18%*	169 *16%*	274 *20%I*	207 *22%zMN*	195 *19%M*	148 *15%*	197 *17%*	605 *18%*	50 *14%*	48 *24%zOP*	44 *37%zOPQ*
Don't know	**181** **4%AJK**	70 *3%*	111 *5%zA*	23 *5%*	29 *4%*	61 *4%*	67 *5%*	29 *7%zJ*	25 *6%J*	44 *4%J*	25 *2%*	18 *2%*	54 *5%K*	42 *4%K*	67 *6%zK*	151 *4%*	20 *6%*	5 *3%*	4 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
  Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.56AHMN PW**	7.40	**7.71zA**	**7.74D**	7.44	7.55	7.57	7.43	7.32	7.59	**7.72zGH**	**7.81zMN**	**7.77zMN**	7.39	7.30	**7.57P**	6.95	**7.94zOP**	**8.18zOP**
1-3 (Net)	**175**	112	63	8	30	63	74	24	23	40	45	24	28	53	71	134	32	5	4
	4%BCKLd	**6%zB**	3%	2%	4%	**5%C**	**5%C**	**6%J**	5%	4%	3%	3%	3%	**5%KL**	**6%zKL**	4%	**9%zOQR**	2%	4%
1-4 (Net)	**314**	192	121	21	59	105	128	38	40	73	82	58	52	88	115	246	53	8	7
	8%BCJLQ	**10%zB**	6%	4%	8%	**8%C**	**9%C**	9%	9%	7%	6%	6%	5%	**9%L**	**10%zKL**	7%	**15%zOQR**	4%	6%
1-2 (Net)	**109**	68	41	4	21	41	44	16	18	27	21	16	18	26	49	84	20	3	3
	3%BCJK	**3%zB**	2%	1%	3%	**3%C**	**3%C**	**4%J**	**4%J**	3%	2%	2%	2%	3%	**4%KL**	2%	**6%zOQ**	1%	2%
4-7 (Net)	**1444**	723	719	162	316	480	486	131	178	365	481	304	333	379	428	1220	132	60	32
	35%KRX	36%	34%	34%	**40%zEF**	35%	33%	32%	**40%G**	35%	35%	32%	33%	**38%K**	**37%K**	**36%R**	**38%QR**	30%	27%
5-6 (Net)	**669**	349	319	71	135	212	251	66	89	152	211	139	149	172	210	564	60	33	13
	16%RSX	17%	15%	15%	17%	16%	17%	16%	**20%I**	15%	16%	15%	15%	17%	18%	**16%R**	**17%R**	16%	11%
8-10 (Net)	**2301**	1094	1206	280	408	761	853	223	215	591	807	594	598	523	586	1931	160	132	79
	56%DHMN W	55%	57%	**59%D**	52%	56%	**58%D**	55%	49%	**57%H**	**59%zH**	**63%zMN**	**59%MN**	52%	51%	**56%P**	46%	**65%zOP**	**66%zOP**
7-10 (Net)	**2938**	1388	1548	358	560	986	1033	274	287	771	1040	726	758	694	760	2475	211	156	95
	72%AHNPW e	69%	**74%zA**	**76%zF**	71%	72%	70%	67%	65%	**74%GH**	**77%zGH**	**77%zMN**	**75%zMN**	70%	66%	**72%P**	61%	**77%zP**	**80%zOP**
9-10 (Net)	**1387**	634	753	151	237	455	544	128	144	342	489	365	363	302	357	1152	88	88	59
	34%ADMNP W	32%	**36%zA**	32%	30%	33%	**37%zD**	32%	33%	33%	36%	**39%zMN**	**36%M**	30%	31%	**34%P**	25%	**43%zOP**	**50%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 206
C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
  Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97*	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	58 **1%BJ**	2 *1%*	6 *1%*	1 *1%*	3 *1%*	4 *2%*	14 **3%zT**	2 *1%*	2 *1%*	* *	2 *1%*	4 *1%*	35 *1%*	15 *1%*	54 *2%*	2 *1%*
2	51 **1%Kd**	4 *1%*	11 *1%*	- 	2 ***	5 *2%*	6 *1%*	2 *1%*	1 ***	5 **5%zTUV**	2 *1%*	5 *1%*	21 *1%*	29 **2%zd**	42 *1%*	6 *2%*
3	66 **2%BK**	3 *1%*	9 *1%*	3 *2%*	5 *1%*	6 *3%*	7 *1%*	1 *1%*	7 **4%T**	1 *1%*	4 *2%*	5 *1%*	34 *1%*	28 *2%*	60 *2%*	6 *2%*
4	138 **3%**	12 *4%*	30 *3%*	4 *3%*	11 *3%*	6 *3%*	8 *2%*	6 *2%*	11 **6%X**	2 *2%*	2 *1%*	21 **6%zX**	83 *3%*	53 *4%*	115 *3%*	12 *3%*
5	296 **7%JKS**	4 *1%*	62 **7%S**	14 **9%S**	28 **7%S**	24 **11%S**	32 **7%S**	20 **9%S**	16 **9%S**	4 *4%*	10 **7%S**	28 **8%S**	163 *6%*	120 *8%*	255 *7%*	28 *8%*
6	373 **9%BX**	28 *9%*	102 **12%zXY**	16 **11%X**	37 **10%X**	27 **13%XY**	24 *5%*	12 *5%*	18 *10%*	5 *5%*	15 *10%*	36 **10%X**	225 *9%*	133 *9%*	320 *9%*	26 *7%*
7	636 **16%FVe**	58 **20%V**	133 *15%*	26 *17%*	42 *11%*	48 **23%zTVXY hc**	70 *15%*	31 *14%*	21 *11%*	32 **28%zTVXY hc**	31 **20%V**	53 *14%*	428 **17%ze**	199 *14%*	521 *15%*	70 **20%zf**
8	915 **22%HRW**	86 **29%zWh**	190 *22%*	30 *20%*	89 **23%W**	31 *15%*	123 **26%W**	55 **25%W**	34 *18%*	24 *21%*	35 *22%*	80 *22%*	565 *22%*	330 *22%*	790 *23%*	71 *20%*
9	640 **16%P**	44 *15%*	128 *15%*	25 *16%*	60 *15%*	29 *14%*	70 *15%*	57 **26%STVW Xac**	35 *19%*	14 *13%*	32 *21%*	52 *14%*	415 *16%*	215 *15%*	543 *16%*	54 *15%*
Extremely Important 10	747 **18%AMWY**	48 *16%*	157 **18%W**	20 *13%*	95 **24%zSTUW Ybc**	22 *10%*	92 **20%WY**	26 *12%*	39 **21%W**	24 *22%W*	22 *14%*	59 *16%*	464 *18%*	269 *18%*	638 *18%*	63 *18%*
Don't know	181 **4%AJK**	9 *3%*	35 *4%*	11 **7%hab**	17 *4%*	9 *4%*	27 **6%h**	12 *5%*	2 *1%*	1 *1%*	3 *2%*	25 **7%hab**	96 *4%*	78 *5%*	150 *4%*	18 *5%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 206
C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
  Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.56AHMNPW	7.70W	7.57W	7.42	7.85zWc	6.93	7.65W	7.74W	7.49W	7.67W	7.59W	7.41W	7.63z	7.49	7.55	7.56
1-3 (Net)	175 4%BCKLd	9 3%	26 3%	5 3%	10 3%	15 7%TVY	27 6%	5 2%	10 5%	6 5%	7 4%	13 4%	90 4%	73 5%	156 4%	13 4%
1-4 (Net)	314 8%BCJLQ	21 7%	55 6%	9 6%	21 5%	22 10%	35 7%	10 5%	21 11%VY	8 7%	9 6%	34 9%	172 7%	126 9%	271 8%	25 7%
1-2 (Net)	109 3%BCJK	6 2%	17 2%	1 1%	5 1%	10 5%V	21 4%V	4 2%	3 2%	5 5%	3 2%	9 2%	56 2%	44 3%	97 3%	8 2%
4-7 (Net)	1444 35%KRX	103 34%	327 38%VX	61 40%X	118 30%	105 50%zSTVX Yhc	133 28%	68 30%	67 36%	44 39%	58 37%	138 38%X	899 36%	505 34%	1210 35%	136 38%
5-6 (Net)	669 16%RSX	32 11%	165 19%SXa	31 20%SXa	65 17%	50 24%zSXYa	55 12%	32 14%	35 19%	10 9%	25 16%	64 17%	389 15%	253 17%	575 16%	54 15%
8-10 (Net)	2301 56%DHMNPW	178 60%W	476 55%W	74 49%	244 63%zTUWc	83 39%	286 60%UWc	139 62%UW	108 58%W	62 55%W	89 57%W	191 52%W	1444 57%	815 55%	1971 57%	188 53%
7-10 (Net)	2938 72%AHNPWe	236 79%zTUWc	609 70%W	101 67%	286 73%W	131 62%	356 75%Wc	170 76%W	129 69%	94 84%zTUWhc	120 77%W	244 66%	1872 74%ze	1014 69%	2492 71%	258 73%
9-10 (Net)	1387 34%ADMNPW	93 31%	285 33%W	44 29%	155 40%zWc	51 24%	163 34%W	84 37%W	74 40%W	39 34%	54 34%	111 30%	879 35%	485 33%	1181 34%	117 33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 207

C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
  A range of high quality, distinctive and creative content that is different to that of other providers.
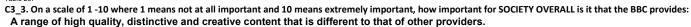**Base = All respondents**

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**63** / 2%	40 / 2%	23 / 1%	4 / 1%	19 / 2%	23 / 2%	18 / 1%	7 / 2%	10 / 2%	12 / 1%	15 / 1%	12 / 1%	11 / 1%	14 / 1%	26 / 2%	45 / 1%	15 / **4%zOQ**	1 / 1%	1 / 1%
2	**53** / **1%JKd**	26 / 1%	27 / 1%	4 / 1%	9 / 1%	12 / 1%	29 / **2%zE**	7 / **2%J**	12 / **3%zJ**	13 / **1%J**	5 / *	6 / 1%	12 / 1%	15 / 2%	20 / **2%K**	43 / 1%	8 / 2%	1 / 1%	1 / 1%
3	**73** / **2%DK**	42 / 2%	31 / 1%	7 / 1%	5 / 1%	35 / **3%zD**	27 / 2%	11 / 3%	7 / 2%	13 / 1%	23 / 2%	8 / 1%	13 / 1%	27 / **3%K**	25 / **2%K**	55 / 2%	12 / **4%zO**	3 / 2%	3 / 3%
4	**143** / **3%Jd**	83 / 4%	60 / 3%	18 / 4%	24 / 3%	46 / 3%	56 / 4%	20 / **5%J**	15 / 3%	42 / **4%J**	31 / 2%	26 / 3%	28 / 3%	36 / 4%	54 / **5%zK**	124 / 4%	13 / 4%	4 / 2%	2 / 2%
5	**389** / **9%JK**	194 / 10%	194 / 9%	38 / 8%	83 / 11%	123 / 9%	144 / 10%	37 / 9%	51 / **12%J**	97 / 9%	100 / 7%	68 / 7%	80 / 8%	117 / **12%zKL**	123 / **11%K**	323 / 9%	43 / 12%	15 / 7%	8 / 7%
6	**407** / **10%R**	202 / 10%	205 / 10%	49 / 10%	83 / 11%	143 / 10%	132 / 9%	36 / 9%	50 / 11%	104 / 10%	140 / 10%	84 / 9%	94 / 9%	102 / 10%	127 / 11%	354 / **10%R**	29 / 8%	17 / 8%	7 / 6%
7	**675** / **16%Fh**	325 / 16%	348 / 17%	82 / 17%	149 / **19%F**	236 / **17%F**	207 / 14%	60 / 15%	68 / 15%	179 / 17%	253 / **19%z**	160 / 17%	160 / 16%	180 / 18%	174 / 15%	574 / 17%	51 / 15%	35 / 17%	15 / 13%
8	**924** / **23%N**	467 / 23%	457 / 22%	118 / 25%	191 / 24%	295 / 22%	321 / 22%	85 / 21%	93 / 21%	221 / 21%	343 / **25%z**	240 / **26%zMN**	266 / **26%zMN**	208 / 21%	211 / 18%	783 / 23%	71 / 21%	44 / 22%	25 / 21%
9	**564** / 14%	281 / 14%	283 / 13%	65 / 14%	94 / 12%	180 / 13%	225 / 15%	52 / 13%	46 / 10%	168 / **16%zH**	206 / **15%H**	141 / 15%	138 / 14%	135 / 14%	150 / 13%	471 / 14%	47 / 14%	31 / 16%	15 / 12%
Extremely Important 10	**647** / **16%AD**	277 / 14%	370 / **18%zA**	66 / 14%	92 / 12%	225 / **16%D**	264 / **18%zD**	55 / 13%	69 / 16%	162 / 16%	220 / 16%	178 / **19%zM**	160 / 16%	131 / 13%	177 / 15%	525 / 15%	42 / 12%	43 / **21%zOP**	37 / **31%zOPQ**
Don't know	**163** / **4%AIJKhd**	62 / 3%	101 / **5%zA**	22 / 5%	36 / 5%	48 / 3%	57 / 4%	37 / **9%zHIJ**	21 / **5%J**	29 / 3%	23 / 2%	17 / 2%	50 / **5%K**	32 / 3%	64 / **6%zKM**	139 / 4%	13 / 4%	8 / 4%	3 / 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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  A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.37AHMN PW	7.25	7.48zA	7.44	7.22	7.35	7.43	7.17	7.11	7.42H	7.58zGH	7.68zMN	7.52zMN	7.17	7.14	7.37P	6.87	7.78zOP	7.92zOP
1-3 (Net)	190	108	82	14	32	70	74	25	29	39	43	26	37	56	71	142	35	6	6
	5%JKOT	5%	4%	3%	4%	5%	5%	6%J	7%J	4%	3%	3%	4%	6%K	6%zKL	4%	10%zOQR	3%	5%
1-4 (Net)	333	191	141	32	56	116	129	45	43	81	73	51	64	92	126	267	49	9	8
	8%BJKQT d	10%zB	7%	7%	7%	8%	9%	11%J	10%J	8%	5%	5%	6%	9%K	11%zKL	8%	14%zOQR	5%	7%
1-2 (Net)	116	66	51	8	27	35	47	14	22	25	19	18	23	29	46	88	23	3	3
	3%JK	3%	2%	2%	3%	3%	3%	3%J	5%zIJ	2%	1%	2%	2%	3%	4%zK	3%	7%zOQR	1%	2%
4-7 (Net)	1614	804	806	188	339	548	539	154	184	422	523	338	363	435	478	1375	135	70	33
	39%FKLR	40%	38%	40%	43%zF	40%	36%	38%	42%	41%	39%	36%	36%	44%zKL	42%KL	40%R	39%R	35%	28%
5-6 (Net)	796	396	399	88	166	266	276	74	102	201	240	152	174	219	250	677	72	31	15
	19%KRS	20%	19%	18%	21%	19%	19%	18%	23%J	19%	18%	16%	17%	22%KL	22%KL	20%R	21%R	16%	13%
8-10 (Net)	2135	1025	1109	249	377	699	810	192	207	551	769	559	564	473	538	1779	160	118	77
	52%DMNc	51%	53%	53%	48%	51%	55%D	47%	47%	53%	57%zGH	59%zMN	56%zMN	48%	47%	52%	47%	59%zOP	65%zOP
7-10 (Net)	2810	1351	1457	331	526	936	1017	252	275	730	1022	719	725	654	712	2353	211	153	92
	69%GHNP	68%	69%	70%	67%	69%	69%	62%	62%	70%GH	75%zGHI	77%zLMN	72%MN	66%	62%	68%P	61%	76%zOP	78%zOP
9-10 (Net)	1211	558	653	131	186	405	489	107	114	330	426	319	299	266	327	996	89	74	52
	30%DU	28%	31%	28%	24%	30%D	33%zD	26%	26%	32%	31%	34%zMN	29%	27%	28%	29%	26%	37%zOP	44%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 207
C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	63 2%	4 1%	9 1%	2 1%	2 1%	3 2%	12 3%	2 1%	-	* *	2 1%	9 2%	38 1%	17 1%	59 2%	2 1%
2	53 1%JKd	4 1%	8 1%	3 2%	2 1%	10 5%zTVXc	4 1%	6 3%	2 1%	-	2 1%	2 1%	23 1%	26 2%d	43 1%	7 2%
3	73 2%DK	6 2%	8 1%	3 2%	10 3%	3 1%	6 1%	2 1%	5 3%	3 2%	4 3%	5 1%	43 2%	28 2%	67 2%	5 1%
4	143 3%Jd	19 6%zTV	25 3%	8 5%	7 2%	9 4%	18 4%	9 4%	9 5%	1 1%	3 2%	15 4%	65 3%	72 5%zd	120 3%	13 4%
5	389 9%JK	22 7%	96 11%	17 12%	31 8%	28 13%	39 8%	15 7%	17 9%	6 6%	12 8%	40 11%	233 9%	142 10%	318 9%	39 11%
6	407 10%R	17 6%	101 12%SX	14 10%	40 10%	17 8%	34 7%	23 10%	35 19%zSTVW X	13 11%	19 12%S	42 11%S	261 10%	133 9%	353 10%	30 8%
7	675 16%Fh	60 20%h	151 17%h	21 14%	67 17%h	44 21%h	74 16%h	28 13%	15 8%	17 15%	25 16%	72 20%h	450 18%ze	219 15%	583 17%	62 18%
8	924 23%N	82 27%	192 22%	39 26%	83 21%	45 21%	99 21%	58 26%	43 23%	31 28%	36 23%	75 20%	572 23%	334 23%	777 22%	84 24%
9	564 14%	28 10%	118 14%	12 8%	48 12%	24 11%	76 16%SU Wc	48 21%zSTUV	24 13%	14 12%	33 21%zSTUV Wc	45 12%	369 15%	185 13%	477 14%	54 15%
Extremely Important 10	647 16%AD	44 15%	119 14%	19 12%	85 22%zTUWY bc	25 12%	85 18%	24 11%	37 20%Y	22 20%	16 10%	49 13%	390 15%	244 17%	558 16%	46 13%
Don't know	163 4%AIJKhd	12 4%h	37 4%h	14 9%zTVWhb	14 4%h	4 2%	27 6%h	8 4%h	-	5 4%h	4 2%	15 4%h	83 3%	71 5%d	134 4%	12 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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  A range of high quality, distinctive and creative content that is different to that of other providers.
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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.37AHMNPW	7.29	**7.35W**	7.09	7.65zTUWc	6.95	**7.50W**	**7.46W**	7.40	**7.78UWc**	7.38	7.17	7.42	7.33	7.36	7.32
1-3 (Net)	190 5%JKOT	14 *5%*	25 *3%*	7 *5%*	14 *4%*	16 **8%T**	21 *5%*	9 *4%*	7 *4%*	3 *3%*	8 *5%*	16 *4%*	105 *4%*	71 *5%*	169 *5%*	15 *4%*
1-4 (Net)	333 8%BJKQTd	33 **11%TV**	50 *6%*	15 *10%*	22 *6%*	25 **12%TVa**	40 *8%*	19 *8%*	16 *9%*	4 *4%*	11 *7%*	31 *8%*	170 *7%*	143 **10%zd**	288 *8%*	28 *8%*
1-2 (Net)	116 3%JK	8 *3%*	17 *2%*	4 *3%*	5 *1%*	13 **6%zTVha**	16 *3%*	8 *3%*	2 *1%*	* *	4 *3%*	11 *3%*	61 *2%*	44 *3%*	101 *3%*	10 *3%*
4-7 (Net)	1614 39%FKLR	118 *40%*	373 **43%zXY**	61 *40%*	145 *37%*	97 **46%XY**	165 *35%*	76 *34%*	76 *41%*	37 *33%*	60 *38%*	168 **46%zXY**	1010 *40%*	565 *38%*	1374 *39%*	144 *41%*
5-6 (Net)	796 19%KRS	39 *13%*	197 **23%zSX**	32 *21%*	71 *18%*	45 *21%*	73 *15%*	38 *17%*	51 **28%SVXY**	19 *17%*	32 *20%*	81 **22%SX**	495 *20%*	275 *19%*	671 *19%*	68 *19%*
8-10 (Net)	2135 52%DMNc	154 *52%*	429 *50%*	70 *46%*	216 **56%Wc**	94 *45%*	260 **55%Wc**	131 **58%Wc**	104 *56%*	68 **60%Wc**	85 *54%*	168 *46%*	1331 *53%*	764 *52%*	1811 *52%*	185 *52%*
7-10 (Net)	2810 69%GHNP	214 **72%U**	580 *67%*	91 *60%*	283 **73%U**	138 *65%*	334 **71%U**	159 *71%*	118 *64%*	85 **75%U**	110 *70%*	240 *65%*	1781 **70%ze**	983 *67%*	2395 *69%*	247 *69%*
9-10 (Net)	1211 30%DU	72 *24%*	237 *27%*	31 *20%*	133 **34%SUWc**	49 *23%*	161 **34%STUWc**	72 **32%U**	61 **33%U**	36 *32%*	49 *31%*	93 *25%*	759 *30%*	429 *29%*	1035 *30%*	100 *28%*

C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:
  Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	79 2%BO	54 3%zB	25 1%	4 1%	22 3%C	28 2%	26 2%	7 2%	6 1%	15 1%	22 2%	18 2%	13 1%	19 2%	29 3%	55 2%	20 6%zOQR	2 1%	2 2%
2	54 1%DEJKd	27 1%	26 1%	3 1%	3 *	10 1%	38 3%zCDE	14 3%zIJ	7 2%J	13 1%J	4 *	5 *	11 1%	11 1%	27 2%zK	43 1%	9 3%	2 1%	1 1%
3	98 2%IKO	58 3%	40 2%	5 1%	15 2%	41 3%C	37 2%	15 4%I	9 2%	15 1%	36 3%	15 2%	21 2%	31 3%	32 3%	68 2%	26 8%zOQR	3 1%	1 1%
4	144 4%d	72 4%	72 3%	12 3%	33 4%	37 3%	63 4%	14 3%	22 5%	35 3%	45 3%	33 3%	30 3%	37 4%	45 4%	120 3%	13 4%	6 3%	5 4%
5	354 9%JLd	180 9%	172 8%	41 9%	68 9%	115 8%	129 9%	33 8%	52 12%zJ	93 9%J	85 6%	73 8%	67 7%	92 9%	121 11%zL	300 9%	32 9%	13 7%	8 7%
6	403 10%Pe	216 11%	188 9%	43 9%	84 11%	144 11%	133 9%	37 9%	44 10%	98 9%	144 11%	106 11%	86 8%	95 10%	116 10%	353 10%P	20 6%	21 10%	9 8%
7	688 17%F	328 16%	360 17%	89 19%	133 17%	251 18%F	215 15%	69 17%	77 17%	176 17%	235 17%	142 15%	191 19%	167 17%	189 16%	587 17%	51 15%	35 17%	15 13%
8	834 20%N	414 21%	421 20%	88 19%	177 23%	266 20%	303 20%	73 18%	84 19%	223 21%	312 23%z	200 21%N	227 22%N	209 21%	198 17%	701 20%	69 20%	43 22%	21 18%
9	551 13%	268 13%	282 13%	69 15%	88 11%	183 13%	210 14%	54 13%	46 11%	159 15%	195 14%	142 15%	132 13%	141 14%	137 12%	467 14%	40 12%	33 16%R	12 10%
Extremely Important 10	712 17%APWY	312 16%	400 19%zA	91 19%	124 16%	240 18%	257 17%	62 15%	66 15%	178 17%	250 18%	188 20%zMN	188 19%	156 16%	179 16%	588 17%	44 13%	39 19%P	41 35%zOPQ
Don't know	183 4%AJKhd	70 4%	113 5%zA	28 6%	37 5%	50 4%	69 5%	30 7%zIJ	26 6%J	34 3%	31 2%	19 2%	46 5%K	38 4%K	80 7%zKLM	155 5%	21 6%Q	4 2%	3 2%

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  Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000-£14,999 (H)	Household Income £15,000-£29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.36ANPW	7.21	7.50zA	7.63zDEF	7.27	7.37	7.30	7.14	7.13	7.46GH	7.53zGH	7.55zMN	7.54zMN	7.29	7.07	7.39P	6.65	7.64zP	7.92zOP
1-3 (Net)	231 6%BCIKO	139 7%zB	92 4%	12 2%	40 5%C	79 6%C	101 7%C	36 9%zIJ	22 5%	44 4%	62 5%	37 4%	46 5%	60 6%	87 8%zKL	165 5%	55 16%zOQR	7 3%	4 3%
1-4 (Net)	375 9%BCKOd	211 11%zB	164 8%	24 5%	72 9%C	115 8%C	164 11%zC	50 12%zIJ	45 10%	79 8%	107 8%	70 7%	76 7%	97 10%	133 12%zKL	285 8%	68 20%zOQR	13 6%	9 7%
1-2 (Net)	133 3%BCJOTd	81 4%zB	52 2%	6 1%	25 3%	37 3%	64 4%zC	21 5%zJ	13 3%	29 3%	26 2%	23 2%	25 2%	30 3%	56 5%zKL	98 3%	29 8%zOQR	4 2%	3 2%
4-7 (Net)	1589 39%RY	796 40%	791 38%	186 39%	318 41%	547 40%	539 36%	152 37%	196 44%zJ	403 39%	509 37%	354 38%	374 37%	391 39%	471 41%	1360 40%R	116 34%	76 37%	38 32%
5-6 (Net)	757 18%L	396 20%	359 17%	85 18%	152 19%	259 19%	262 18%	69 17%	96 22%	191 18%	229 17%	179 19%L	153 15%	188 19%	237 21%L	653 19%	52 15%	34 17%	18 15%
8-10 (Net)	2097 51%HNPW	993 50%	1103 53%	248 52%	389 50%	690 51%	770 52%	188 46%	197 45%	559 54%GH	757 56%zGH	530 56%zMN	547 54%N	507 51%N	513 45%	1756 51%P	152 44%	115 57%P	74 62%zOP
7-10 (Net)	2786 68%AHNPTUe	1321 66%	1463 70%zA	337 71%	523 67%	941 69%	985 67%	258 63%	274 62%	736 71%GH	993 73%zGH	672 72%zN	738 73%zMN	673 68%N	702 61%	2342 68%P	203 59%	150 74%zOP	90 75%zOP
9-10 (Net)	1263 31%ADHNPU	579 29%	682 33%A	160 34%D	212 27%	424 31%	467 32%	115 28%	113 26%	337 32%H	445 33%H	330 35%zMN	320 32%	298 30%	316 27%	1055 31%P	84 24%	72 36%P	53 45%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	79 2%BO	2 1%	10 1%	2 2%	5 1%	5 2%	13 3%	2 1%	1 *	* *	3 2%	12 3%T	50 2%	20 1%	71 2%	4 1%
2	54 1%DEJKd	4 1%	6 1%	* *	3 1%	9 4%zTUVXc	4 1%	6 3%T	3 2%	3 3%	2 1%	2 1%	15 1%	34 2%zd	43 1%	6 2%
3	98 2%IKO	3 1%	18 2%	7 5%SYc	11 3%	2 1%	11 2%	1 1%	5 3%	1 1%	4 3%	5 1%	61 2%	34 2%	90 3%	5 2%
4	144 4%d	13 4%	33 4%	6 4%	11 3%	11 5%b	11 2%	7 3%	14 7%zXb	3 3%	1 *	11 3%	68 3%	71 5%zd	128 4%	13 4%
5	354 9%JLd	14 5%	97 11%zSY	21 14%zSVXYb	27 7%	28 13%zSVXYb	34 7%	12 5%	14 7%	9 8%	9 5%	37 10%S	187 7%	156 11%zd	286 8%	36 10%
6	403 10%Pe	31 10%	101 12%	17 12%	36 9%	21 10%	43 9%	17 8%	18 10%	5 5%	19 12%	44 12%	280 11%ze	108 7%	338 10%	29 8%
7	688 17%F	65 22%	137 16%	19 13%	59 15%	45 21%	86 18%	33 15%	33 18%	21 19%	23 14%	65 18%	455 18%	224 15%	594 17%	61 17%
8	834 20%N	71 24%	158 18%	31 20%	83 21%	33 15%	85 18%	61 27%zTWX	32 17%	23 21%	45 28%zTWXh	80 22%	521 21%	302 21%	703 20%	82 23%
9	551 13%	40 13%	112 13%	14 9%	51 13%	29 14%	71 15%	49 22%zSTUVc	29 16%	16 15%	20 13%	36 10%	343 14%	197 13%	477 14%	45 13%
Extremely Important 10	712 17%APWY	42 14%	148 17%	20 13%	91 23%zSTUWYc	23 11%	88 19%WY	24 11%	38 20%WY	29 26%SUWY	27 17%	58 16%	456 18%	245 17%	607 17%	57 16%
Don't know	183 4%AJKhd	14 5%h	44 5%h	14 9%zVha	12 3%	8 4%h	28 6%h	13 6%h	- -	1 1%	5 3%	17 5%h	92 4%	80 5%d	150 4%	17 5%

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* small base

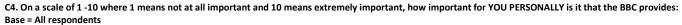# Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

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WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.36ANPW**	**7.47UW**	**7.33W**	6.96	**7.65zTUWc**	6.84	**7.46UW**	**7.58UW**	**7.42W**	**7.83UWc**	**7.55UW**	7.21	**7.45ze**	7.26	7.36	7.37
1-3 (Net)	**231**	9	34	10	19	16	28	9	9	4	9	19	125	88	204	15
	6%BCIKO	*3%*	*4%*	*7%*	*5%*	*8%*	*6%*	*4%*	*5%*	*4%*	*6%*	*5%*	*5%*	*6%*	*6%*	*4%*
1-4 (Net)	**375**	22	67	16	30	27	39	16	22	7	10	30	193	160	332	29
	9%BCKOd	*7%*	*8%*	*10%*	*8%*	*13%*	*8%*	*7%*	*12%*	*6%*	*6%*	*8%*	*8%*	*11%zd*	*10%*	*8%*
1-2 (Net)	**133**	6	16	3	8	14	17	8	3	3	5	14	65	54	114	10
	3%BCJOTd	*2%*	*2%*	*2%*	*2%*	*7%zSTV*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*
4-7 (Net)	**1589**	123	368	63	134	104	174	69	79	38	51	157	991	560	1346	139
	39%RY	*41%*	*43%zVY*	*42%*	*34%*	*49%zVXYa b*	*37%*	*31%*	*42%*	*34%*	*33%*	*43%Y*	*39%*	*38%*	*39%*	*39%*
5-6 (Net)	**757**	45	198	38	64	48	77	29	32	14	28	80	468	265	624	65
	18%L	*15%*	*23%zSVXY a*	*25%SVXYa*	*16%*	*23%Y*	*16%*	*13%*	*17%*	*12%*	*18%*	*22%Y*	*18%*	*18%*	*18%*	*18%*
8-10 (Net)	**2097**	152	418	64	225	84	243	134	99	69	92	175	1320	744	1787	184
	51%HNPW	*51%W*	*48%*	*42%*	*58%zTUWc*	*40%*	*51%W*	*60%zTUWc*	*53%W*	*61%TUWc*	*59%UW*	*48%*	*52%*	*51%*	*51%*	*52%*
7-10 (Net)	**2786**	217	556	83	284	129	329	166	132	90	114	240	1775	967	2382	245
	68%AHNPT Ue	*73%TUW*	*64%*	*55%*	*73%TUW*	*61%*	*70%U*	*74%TUW*	*71%U*	*80%zTUWc*	*73%UW*	*65%*	*70%ze*	*66%*	*68%*	*69%*
9-10 (Net)	**1263**	82	261	33	142	52	159	73	67	46	47	94	799	442	1084	102
	31%ADHNP U	*27%*	*30%*	*22%*	*37%zSUWc*	*24%*	*34%UWc*	*32%*	*36%UWc*	*41%SUWc*	*30%*	*26%*	*32%*	*30%*	*31%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
Base = All respondents

	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
Not At All Important 1	124 3%	125 3%	112 3%	145 4%
2	64 2%	68 2%	57 1%	78 2%
3	97 2%	85 2%	97 2%	115 3%
4	123 3%	176 4%	169 4%	180 4%
5	329 8%	347 8%	372 9%	380 9%
6	397 10%	438 11%	420 10%	431 11%
7	551 13%	638 16%	630 15%	649 16%
8	782 19%	831 20%	870 21%	830 20%
9	580 14%	580 14%	580 14%	544 13%
Extremely Important 10	927 23%	679 17%	648 16%	632 15%
Don't know	127 3%	135 3%	145 4%	118 3%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%
Mean	7.46	7.24	7.24	7.09
1-3 (Net)	286 7%	277 7%	266 6%	338 8%

C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
Base = All respondents

	Summary Table			
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
1-4 (Net)	409	453	435	517
	10%	11%	11%	13%
1-2 (Net)	189	193	169	223
	5%	5%	4%	5%
4-7 (Net)	1399	1598	1591	1640
	34%	39%	39%	40%
5-6 (Net)	726	785	792	811
	18%	19%	19%	20%
8-10 (Net)	2289	2090	2098	2006
	56%	51%	51%	49%
7-10 (Net)	2840	2728	2728	2655
	69%	67%	67%	65%
9-10 (Net)	1507	1259	1228	1176
	37%	31%	30%	29%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 210
C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	124 **3%BJLOV**	78 4%zB	46 2%	12 3%	29 4%	44 3%	39 3%	10 2%	14 3%	41 4%J	22 2%	20 2%	14 1%	41 4%KL	50 4%zKL	89 3%	25 7%zOQ	6 3%	5 4%
2	64 **2%CO**	36 2%	28 1%	2 *	14 2%	20 1%	29 2%C	6 2%	8 2%	11 1%	24 2%	13 1%	14 1%	12 1%	25 2%	44 1%	17 5%zOQR	2 1%	1 1%
3	97 **2%BOV**	59 3%B	38 2%	10 2%	27 3%	29 2%	32 2%	5 1%	7 2%	23 2%	30 2%	15 2%	25 2%	30 3%	28 2%	71 2%	22 6%zOQR	2 1%	3 2%
4	123 **3%BJKd**	76 4%zB	47 2%	11 2%	24 3%	37 3%	51 3%	17 4%	14 3%	31 3%	28 2%	16 2%	28 3%	36 4%K	43 4%K	102 3%	16 5%	4 2%	2 1%
5	329 **8%KL**	142 7%	186 9%	35 7%	70 9%	109 8%	114 8%	38 9%	42 9%	78 7%	96 7%	57 6%	60 6%	96 10%KL	115 10%zKL	280 8%	26 8%	14 7%	8 7%
6	397 **10%JK**	197 10%	199 9%	53 11%	75 10%	135 10%	135 9%	37 9%	70 16%zGIJ	99 10%	110 8%	61 6%	110 11%K	89 9%	138 12%zK	338 10%	30 9%	18 9%	11 9%
7	551 **13%**	256 13%	294 14%	79 17%zEF	131 17%zEF	164 12%	177 12%	55 14%	53 12%	146 14%	191 14%	135 14%	127 13%	151 15%	138 12%	470 14%	42 12%	28 14%	12 10%
8	782 **19%P**	383 19%	399 19%	85 18%	161 21%	252 18%	284 19%	84 21%	92 21%	213 20%	266 20%	188 20%	205 20%	182 18%	206 18%	683 20%zP	48 14%	33 17%	18 15%
9	580 **14%D**	288 14%	292 14%	76 16%D	79 10%	203 15%D	223 15%D	55 14%	54 12%	145 14%	220 16%z	144 15%	161 16%N	134 13%	141 12%	494 14%	44 13%	26 13%	16 14%
Extremely Important 10	927 **23%DGHN**	434 22%	493 23%	91 19%	152 19%	322 24%	362 24%CD	66 16%	65 15%	234 22%GH	360 27%zGH	279 30%zLMN	241 24%N	199 20%	207 18%	758 22%	62 18%	66 33%zOP	41 35%zOP
Don't know	127 **3%JK**	51 3%	76 4%	19 4%	23 3%	51 4%	34 2%	34 8%zIJ	22 5%zIJ	22 2%J	10 1%	12 1%	26 3%	28 3%K	60 5%zKLM	108 3%	13 4%	3 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 210
C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.46ADHM NP	7.34	7.58zA	7.51D	7.19	7.52D	7.55D	7.32	7.11	7.46H	7.76zGHI	7.91zLMN	7.69zMN	7.24	7.07	7.51zP	6.61	7.88zOP	7.85zOP
1-3 (Net)	286 7%BJKLOV	173 9%zB	113 5%	23 5%	70 9%C	93 7%	100 7%	21 5%	30 7%	74 7%	77 6%	48 5%	53 5%	83 8%KL	103 9%zKL	204 6%	64 18%zOQR	10 5%	8 7%
1-4 (Net)	409 10%BJKOV d	249 12%zB	160 8%	35 7%	93 12%C	130 9%	151 10%	38 9%	44 10%	105 10%	105 8%	63 7%	81 8%	118 12%KL	146 13%zKL	306 9%	79 23%zOQR	14 7%	10 8%
1-2 (Net)	189 5%BJLOV	114 6%zB	75 4%	14 3%	43 5%	64 5%	68 5%	16 4%	23 5%	51 5%	47 3%	33 4%	28 3%	53 5%L	74 6%zKL	134 4%	42 12%zOQR	8 4%	5 5%
4-7 (Net)	1399 34%JKRXY	670 34%	726 35%	179 38%	298 38%zEF	445 33%	477 32%	147 36%	178 40%zJ	353 34%	425 31%	268 29%	326 32%	371 37%K	434 38%zKL	1190 35%R	114 33%	63 31%	33 28%
5-6 (Net)	726 18%JKY	339 17%	384 18%	88 19%	144 18%	244 18%	249 17%	75 18%	111 25%zIJ	177 17%	206 15%	118 13%	171 17%K	185 19%K	253 22%zKL	618 18%	56 16%	31 15%	20 17%
8-10 (Net)	2289 56%DHMNP TW	1105 55%	1184 56%	252 53%	392 50%	776 57%D	869 59%zD	205 50%	211 48%	591 57%H	846 62%zGHI	612 65%zLMN	608 60%zMN	515 52%	555 48%	1934 56%P	153 45%	126 62%zP	76 64%zOP
7-10 (Net)	2840 69%GHNP	1360 68%	1478 70%	331 70%	523 67%	940 69%	1046 71%	261 64%	264 60%	737 71%GH	1038 76%zGHI	747 79%zLMN	735 73%zMN	665 67%N	693 60%	2404 70%P	195 57%	153 76%zP	87 73%P
9-10 (Net)	1507 37%DGHNP TW	722 36%	785 37%	167 35%	231 29%	524 38%D	585 40%zD	121 30%	119 27%	379 36%H	581 43%zGHI	423 45%zLMN	403 40%MN	333 33%	348 30%	1252 36%	106 31%	92 46%zOP	58 48%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 210
C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	124 3%BJLOV	11 4%V	23 3%V	1 1%	2 *	4 2%	17 3%V	9 4%V	4 2%	* *	2 1%	17 5%V	74 3%	41 3%	109 3%	8 2%
2	64 2%CO	4 1%	13 1%	- -	3 1%	4 2%	7 1%	1 1%	6 3%	2 2%	2 1%	3 1%	38 1%	23 2%	55 2%	7 2%
3	97 2%BOV	10 3%V	18 2%	6 4%V	2 1%	8 4%V	11 2%	3 1%	1 *	1 1%	2 1%	9 3%	56 2%	38 3%	85 2%	8 2%
4	123 3%BJKd	7 2%	28 3%	1 1%	6 2%	7 3%	13 3%	5 2%	10 5%V	2 2%	4 3%	18 5%V	58 2%	63 4%zd	102 3%	12 3%
5	329 8%KL	20 7%	89 10%zX	9 6%	37 9%	19 9%	25 5%	14 6%	25 13%zXb	9 8%	8 5%	26 7%	191 8%	129 9%	283 8%	25 7%
6	397 10%JK	28 9%	94 11%Y	19 13%Yh	39 10%	29 14%Yh	46 10%	12 5%	10 5%	9 8%	15 10%	38 10%	256 10%	131 9%	345 10%	26 7%
7	551 13%	46 15%	129 15%	19 12%	58 15%	34 16%	50 10%	28 13%	27 15%	17 15%	23 14%	39 11%	342 14%	195 13%	470 13%	45 13%
8	782 19%P	65 22%	173 20%	30 20%	68 17%	39 19%	90 19%	60 27%zVh	30 16%	17 15%	40 26%	70 19%	497 20%	275 19%	658 19%	82 23%
9	580 14%D	46 15%	106 12%	13 9%	59 15%	26 12%	72 15%	41 18%U	27 14%	24 21%TU	23 15%	58 16%	360 14%	201 14%	492 14%	53 15%
Extremely Important 10	927 23%DGHN	61 21%	170 20%	36 24%	105 27%TW	34 16%	121 26%W	45 20%	47 25%	30 26%	33 21%	75 20%	592 23%	319 22%	784 22%	80 23%
Don't know	127 3%JK	2 1%	22 2%	17 11%zSTVWX Yhabc	11 3%	7 3%h	22 5%Sh	6 3%	- -	2 2%	3 2%	15 4%Sh	65 3%	57 4%d	104 3%	11 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 210
C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 Impartial news and information to help people understand and engage with the world around them.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
													Working		Urbanity	
					England Regions											
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.46ADHMNP	7.45	7.32	**7.68W**	**7.89zSTWhc**	7.12	**7.63W**	**7.70W**	7.42	**7.95TW**	**7.72W**	7.33	7.54	7.39	7.44	7.58
1-3 (Net)	286 **7%BJKLOV**	24 **8%V**	53 **6%V**	7 *5%*	7 *2%*	17 **8%V**	35 **7%V**	13 **6%V**	11 **6%V**	3 *3%*	6 *4%*	29 **8%V**	168 *7%*	102 *7%*	249 *7%*	23 *6%*
1-4 (Net)	409 **10%BJKOVd**	31 **10%V**	81 **9%V**	9 *6%*	13 *3%*	24 **11%V**	47 **10%V**	18 **8%V**	21 **11%V**	5 *4%*	11 *7%*	46 **13%V**	226 *9%*	165 **11%d**	352 *10%*	35 *10%*
1-2 (Net)	189 **5%BJLOV**	15 **5%V**	36 **4%V**	1 *1%*	5 *1%*	9 *4%*	23 **5%V**	10 **4%V**	10 **5%V**	2 *2%*	4 *3%*	19 **5%V**	112 *4%*	64 *4%*	164 *5%*	15 *4%*
4-7 (Net)	1399 **34%JKRXY**	100 *33%*	340 **39%zXY**	48 *32%*	140 **36%Y**	89 **42%zXY**	134 *28%*	59 *26%*	72 **38%XY**	37 *33%*	50 *32%*	121 *33%*	848 *34%*	517 *35%*	1200 *34%*	107 *30%*
5-6 (Net)	726 **18%JKY**	47 *16%*	182 **21%zXY**	28 *19%*	75 **19%Y**	48 **22%Y**	71 *15%*	26 *12%*	34 *18%*	18 *16%*	23 *15%*	65 *18%*	448 *18%*	260 *18%*	629 *18%*	51 *14%*
8-10 (Net)	2289 **56%DHMNPTW**	173 *58%*	449 *52%*	79 *52%*	232 **60%TW**	100 *47%*	283 **60%TW**	146 **65%zTUW**	104 *56%*	71 **63%W**	97 **62%W**	203 *55%*	1448 *57%*	795 *54%*	1934 *55%*	215 *60%*
7-10 (Net)	2840 **69%GHNP**	218 **73%W**	579 *67%*	98 *65%*	290 **74%TWc**	134 *63%*	332 *70%*	174 **78%zTUWc**	131 *70%*	88 **78%W**	119 **76%W**	241 *66%*	1790 **71%ze**	990 *67%*	2404 *69%*	259 *73%*
9-10 (Net)	1507 **37%DGHNPTW**	107 *36%*	276 *32%*	49 *33%*	164 **42%TW**	60 *28%*	193 **41%TW**	86 *38%*	74 *40%*	53 **47%TUW**	56 *36%*	133 *36%*	951 *38%*	520 *35%*	1276 *37%*	133 *37%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 211
C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**125** **3%BV**	75 *4%zB*	50 *2%*	10 *2%*	25 *3%*	47 *3%*	44 *3%*	9 *2%*	16 *4%*	36 *3%*	30 *2%*	22 *2%*	23 *2%*	27 *3%*	53 *5%zKL*	99 *3%*	18 *5%zO*	4 *2%*	5 *4%*
2	**68** **2%**	37 *2%*	30 *1%*	4 *1%*	10 *1%*	21 *2%*	33 *2%*	11 *3%*	6 *1%*	14 *1%*	20 *1%*	14 *1%*	12 *1%*	11 *1%*	31 *3%zLM*	49 *1%*	15 *4%zOQR*	2 *1%*	1 *1%*
3	**85** **2%d**	47 *2%*	37 *2%*	9 *2%*	13 *2%*	32 *2%*	31 *2%*	8 *2%*	7 *2%*	13 *1%*	20 *1%*	16 *2%*	18 *2%*	20 *2%*	31 *3%*	64 *2%*	15 *4%zO*	3 *1%*	3 *2%*
4	**176** **4%EKX**	97 *5%*	79 *4%*	21 *4%*	43 *5%E*	41 *3%*	70 *5%*	19 *5%*	23 *5%*	59 *6%zJ*	48 *4%*	30 *3%*	39 *4%*	39 *4%*	68 *6%zK*	147 *4%*	19 *6%*	6 *3%*	3 *3%*
5	**347** **8%JK**	166 *8%*	181 *9%*	36 *8%*	84 *11%z*	106 *8%*	120 *8%*	36 *9%*	55 *12%zIJ*	83 *8%*	94 *7%*	44 *5%*	83 *8%K*	99 *10%K*	121 *10%zK*	284 *8%*	38 *11%*	14 *7%*	11 *9%*
6	**438** **11%K**	197 *10%*	240 *11%*	59 *13%D*	66 *8%*	156 *11%*	156 *11%*	39 *10%*	68 *15%zGJ*	117 *11%*	130 *10%*	74 *8%*	113 *11%K*	130 *13%zK*	122 *11%*	381 *11%*	27 *8%*	21 *11%*	9 *8%*
7	**638** **16%**	326 *16%*	311 *15%*	75 *16%*	154 *20%zEF*	202 *15%*	208 *14%*	70 *17%*	54 *12%*	158 *15%*	239 *18%zH*	160 *17%*	141 *14%*	174 *17%*	162 *14%*	541 *16%*	52 *15%*	28 *14%*	16 *13%*
8	**831** **20%**	399 *20%*	432 *21%*	88 *19%*	164 *21%*	291 *21%*	287 *19%*	84 *21%*	77 *18%*	237 *23%*	292 *22%*	205 *22%*	227 *22%*	186 *19%*	212 *18%*	706 *21%*	65 *19%*	40 *20%*	20 *16%*
9	**580** **14%NS**	296 *15%*	284 *14%*	81 *17%D*	98 *12%*	190 *14%*	211 *14%*	43 *11%*	58 *13%*	139 *13%*	225 *17%zG*	168 *18%zMN*	152 *15%N*	131 *13%*	129 *11%*	497 *14%*	36 *10%*	31 *15%*	16 *14%*
Extremely Important 10	**679** **17%ADHPT W**	303 *15%*	376 *18%A*	73 *15%*	100 *13%*	232 *17%D*	275 *19%D*	59 *14%*	54 *12%*	171 *16%*	246 *18%H*	192 *20%zMN*	175 *17%*	145 *15%*	167 *14%*	558 *16%*	42 *12%*	48 *24%zOP*	31 *26%zOP*
Don't know	**135** **3%IJKd**	55 *3%*	80 *4%*	17 *4%*	27 *3%*	46 *3%*	45 *3%*	30 *7%zIJ*	24 *5%zIJ*	13 *1%*	14 *1%*	14 *1%*	30 *3%*	34 *3%K*	57 *5%zK*	109 *3%*	17 *5%*	5 *3%*	4 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Mean	7.24ADHN PSW	7.13	7.35zA	7.36D	7.06	7.27	7.26	7.11	6.90	7.22H	7.49zGHI	7.65zLMN	7.39zN	7.15N	6.83	7.27P	6.57	7.69zOP	7.52zP
1-3 (Net)	277 **7%BJOVd**	160 **8%zB**	116 *6%*	22 *5%*	48 *6%*	100 *7%*	108 *7%*	28 *7%*	29 *7%*	64 *6%*	70 *5%*	52 *6%*	54 *5%*	58 *6%*	114 **10%zKLM**	212 *6%*	48 **14%zOQR**	8 *4%*	9 *7%*
1-4 (Net)	453 **11%BJKQV**	256 **13%zB**	195 *9%*	43 *9%*	91 *12%*	141 *10%*	178 *12%*	46 *11%*	52 *12%*	123 **12%J**	118 *9%*	81 *9%*	93 *9%*	96 *10%*	182 **16%zKLM**	360 *10%*	67 **20%zOQR**	14 *7%*	12 *10%*
1-2 (Net)	193 **5%BV**	113 **6%zB**	80 *4%*	13 *3%*	35 *4%*	68 *5%*	76 *5%*	20 *5%*	22 *5%*	50 *5%*	50 *4%*	36 *4%*	35 *3%*	38 *4%*	83 **7%KLM**	148 *4%*	33 **10%zOQ**	6 *3%*	6 *5%*
4-7 (Net)	1598 **39%KRX**	786 *39%*	810 *39%*	192 *40%*	347 **44%zEF**	506 *37%*	554 *37%*	163 *40%*	199 **45%J**	417 *40%*	511 *38%*	308 *33%*	376 *37%*	442 **44%zKL**	472 **41%K**	1353 **39%R**	137 *40%*	70 *34%*	39 *33%*
5-6 (Net)	785 **19%JK**	364 *18%*	420 *20%*	95 *20%*	151 *19%*	263 *19%*	276 *19%*	75 *18%*	122 **28%zGIJ**	200 *19%*	224 *16%*	118 *13%*	196 **19%K**	229 **23%zK**	242 **21%K**	665 *19%*	65 *19%*	36 *18%*	20 *17%*
8-10 (Net)	2090 **51%DHMNPW**	998 *50%*	1092 *52%*	242 *51%*	361 *46%*	713 **52%D**	773 **52%D**	186 *46%*	189 *43%*	546 **53%H**	763 **56%zGH**	566 **60%zLMN**	554 **55%zMN**	463 *46%*	508 *44%*	1761 **51%P**	143 *42%*	118 **59%zOP**	67 **57%P**
7-10 (Net)	2728 **67%HNPSW**	1324 *66%*	1403 *67%*	317 *67%*	515 *66%*	915 *67%*	981 *66%*	256 *63%*	243 *55%*	704 **68%H**	1003 **74%zGHI**	726 **77%zLMN**	695 **69%N**	637 **64%N**	670 *58%*	2303 **67%P**	195 *57%*	147 **73%zP**	83 **70%P**
9-10 (Net)	1259 **31%DGHNPW**	599 *30%*	660 *31%*	154 **33%D**	197 *25%*	422 **31%D**	486 **33%D**	102 *25%*	112 *25%*	309 *30%*	471 **35%zGHI**	360 **38%zLMN**	327 **32%N**	277 *28%*	296 *26%*	1055 **31%P**	78 *23%*	78 **39%zOP**	48 **40%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

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Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	125 3%BV	19 6%zTUVa	22 3%V	* *	2 1%	6 3%	19 4%V	12 5%UV	3 2%	* *	4 2%	11 3%V	76 3%	42 3%	111 3%	11 3%
2	68 2%	10 3%TV	9 1%	1 1%	2 *	7 3%TV	8 2%	1 1%	6 3%V	1 1%	1 1%	3 1%	37 1%	27 2%	54 2%	8 2%
3	85 2%d	10 3%	17 2%	3 2%	4 1%	2 1%	11 2%	7 3%	2 1%	1 1%	1 1%	6 2%	37 1%	42 3%zd	75 2%	7 2%
4	176 4%EKX	30 10%zTVWXY bc	40 5%	5 4%	16 4%	7 3%	10 2%	6 3%	11 6%	3 3%	3 2%	15 4%	112 4%	59 4%	150 4%	18 5%
5	347 8%JK	23 8%	83 10%	9 6%	39 10%	20 10%	27 6%	14 6%	18 10%	12 11%	7 4%	32 9%	194 8%	141 10%	294 8%	32 9%
6	438 11%K	32 11%	97 11%	20 13%	43 11%	43 20%zSTVXY abc	44 9%	17 8%	25 13%	9 8%	15 9%	36 10%	272 11%	150 10%	389 11%	28 8%
7	638 16%	36 12%	152 18%	23 15%	51 13%	41 19%	66 14%	37 17%	29 16%	20 18%	24 15%	61 17%	392 16%	231 16%	533 15%	62 17%
8	831 20%	56 19%	173 20%	37 24%	74 19%	33 16%	93 20%	58 26%W	36 19%	24 21%	36 23%	86 23%	530 21%	290 20%	701 20%	77 22%
9	580 14%NS	26 9%	131 15%S	13 8%	59 15%	26 12%	71 15%S	41 18%SU	24 13%	19 17%	30 19%SU	56 15%S	377 15%	186 13%	500 14%	47 13%
Extremely Important 10	679 17%ADHPT W	51 17%	112 13%	28 19%W	86 22%zTWYc	21 10%	102 22%zTWYc	27 12%	32 17%	21 19%	32 20%TW	46 12%	430 17%	241 16%	573 16%	56 16%
Don't know	135 3%IJKd	5 2%	28 3%	11 8%zSTYh	13 3%	6 3%	22 5%h	3 1%	1 1%	2 2%	3 2%	15 4%	69 3%	61 4%d	108 3%	12 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.24ADHN PSW	6.62	7.17S	7.53SW	7.64zSTWc	6.81	7.49zSW	7.21S	7.18	7.66SW	7.79zSTW Yhc	7.24S	7.32z	7.16	7.22	7.18
1-3 (Net)	277 7%BJOVd	39 13%zTUVhabc	48 6%V	4 3%	8 2%	15 7%V	38 8%V	21 9%UVa	11 6%	2 2%	6 4%	20 5%V	150 6%	111 8%	239 7%	26 7%
1-4 (Net)	453 11%BJKQV	69 23%zTUVW XYhabc	88 10%	10 6%	24 6%	23 11%	47 10%	27 12%V	21 12%	5 4%	9 6%	35 10%	263 10%	170 12%	390 11%	43 12%
1-2 (Net)	193 5%BV	29 10%zTUVabc	32 4%V	1 1%	4 1%	13 6%UV	27 6%UV	14 6%UV	9 5%V	1 1%	5 3%	14 4%V	113 4%	69 5%	165 5%	18 5%
4-7 (Net)	1598 39%KRX	121 40%X	371 43%zXYb	58 38%	150 39%	111 53%zSTUV XYbc	147 31%	75 33%	82 44%X	45 40%	49 31%	144 39%	971 38%	582 40%	1367 39%	139 39%
5-6 (Net)	785 19%JK	54 18%	179 21%X	29 19%	82 21%	63 30%zSTVX Ybc	71 15%	31 14%	42 23%	22 19%	21 14%	68 18%	467 18%	292 20%	683 20%	60 17%
8-10 (Net)	2090 51%DHMNP W	133 45%	417 48%W	78 51%W	219 56%STW	79 37%	266 56%STW	126 56%SW	92 50%W	64 57%W	98 63%zSTWc	188 51%W	1338 53%ze	718 49%	1774 51%	179 50%
7-10 (Net)	2728 67%HNPSW	170 57%	569 66%SW	101 67%	270 69%SW	120 57%	332 70%SW	163 73%SW	121 65%	84 74%SW	123 78%zSTWh	250 68%SW	1730 68%ze	949 64%	2307 66%	241 68%
9-10 (Net)	1259 31%DGHNP W	77 26%	244 28%	41 27%	145 37%zSTWc	46 22%	174 37%zSTWc	68 30%	57 30%	40 36%W	62 40%zSTWc	102 28%	808 32%	427 29%	1073 31%	103 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	112 3%BJOV	71 4%zB	41 2%	12 2%	21 3%	49 4%	31 2%	13 3%	12 3%	35 3%J	24 2%	25 3%	17 2%	22 2%	48 4%zL	82 2%	20 6%zOQ	3 2%	7 6%zOO
2	57 1%Mf	33 2%	24 1%	5 1%	10 1%	14 1%	28 2%	6 2%	9 2%	16 2%	13 1%	11 1%	17 2%	6 1%	23 2%M	44 1%	10 3%zO	2 1%	2 2%
3	97 2%IO	58 3%	39 2%	13 3%	17 2%	38 3%	30 2%	8 2%	15 3%I	11 1%	29 2%	15 2%	17 2%	27 3%	39 3%zKL	71 2%	20 6%zOQ	3 1%	4 3%
4	169 4%EKRX	90 4%	77 4%	21 4%	42 5%E	42 3%	65 4%	17 4%	19 4%	32 3%	65 5%	24 3%	46 5%K	45 5%K	54 5%K	135 4%R	27 8%zOQR	6 3%	1 1%
5	372 9%JK	181 9%	190 9%	33 7%	86 11%C	114 8%	140 9%	40 10%	49 11%J	101 10%J	92 7%	61 6%	74 7%	106 11%KL	132 11%KL	316 9%	29 9%	15 8%	11 10%
6	420 10%	212 11%	209 10%	53 11%	79 10%	138 10%	151 10%	35 8%	58 13%	104 10%	132 10%	98 10%	95 9%	114 11%	113 10%	357 10%	32 9%	22 11%	9 7%
7	630 15%F	293 15%	336 16%	89 19%zF	149 19%zF	217 16%F	175 12%	74 18%	60 14%	139 13%	238 18%zI	142 15%	168 17%	164 16%	156 14%	540 16%	50 15%	24 12%	16 13%
8	870 21%	420 21%	450 21%	87 18%	161 21%	297 22%	325 22%	77 19%	80 18%	263 25%zGH	292 21%	223 24%zN	218 21%	204 21%	225 20%	744 22%	59 17%	43 21%	24 20%
9	580 14%D	293 15%	287 14%	79 17%D	88 11%	189 14%	224 15%D	56 14%	60 14%	153 15%	228 17%z	149 16%	151 15%	132 13%	148 13%	485 14%	47 14%	34 17%	14 12%
Extremely Important 10	648 16%DHPW	296 15%	352 17%	67 14%	98 12%	232 17%D	252 17%D	53 13%	52 12%	164 16%	228 17%H	175 19%zMN	172 17%	142 14%	160 14%	545 16%P	34 10%	41 20%P	29 24%zOP
Don't know	145 4%AIJKS	52 3%	93 4%zA	16 3%	33 4%	36 3%	60 4%	27 7%zIJ	28 6%zIJ	23 2%	17 1%	17 2%	40 4%K	34 3%	55 5%zK	118 3%	17 5%	8 4%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
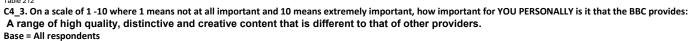* small base

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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	**7.24ADHN PS**	7.12	**7.37zA**	7.26	7.02	**7.28D**	**7.32D**	7.09	6.92	**7.32H**	**7.44zGH**	**7.53zMN**	**7.41zN**	**7.17N**	6.91	**7.29zP**	6.51	**7.63zOP**	**7.33P**
1-3 (Net)	**266**	162	104	29	48	100	89	28	35	62	67	51	51	55	110	197	49	8	12
	6%BJOV	**8%zB**	5%	6%	6%	7%	6%	7%	**8%J**	6%	5%	5%	5%	6%	**10%zKLM**	6%	**14%zOQ**	4%	**10%zOQ**
1-4 (Net)	**435**	251	182	50	90	142	154	45	55	94	132	75	97	100	164	332	76	14	14
	11%BKOQU V	**13%zB**	9%	11%	11%	10%	10%	11%	12%	9%	10%	8%	10%	10%	**14%zKLM**	10%	**22%zOQR**	7%	11%
1-2 (Net)	**169**	104	65	17	31	62	59	20	20	51	37	36	34	28	71	126	30	5	9
	4%BJOV	**5%zB**	3%	4%	4%	5%	4%	5%	5%	**5%J**	3%	4%	3%	3%	**6%zKLM**	4%	**9%zOQ**	2%	**7%zOQ**
4-7 (Net)	**1591**	776	812	195	356	510	530	166	186	375	527	325	383	429	455	1347	138	68	37
	39%FKRX	39%	39%	41%	**45%zEF**	37%	36%	41%	42%	36%	39%	35%	38%	**43%zK**	**39%K**	**39%R**	**40%R**	34%	31%
5-6 (Net)	**792**	393	399	85	165	252	290	75	107	205	223	159	169	220	244	673	61	38	20
	19%JKLSY	20%	19%	18%	21%	18%	20%	18%	**24%zJ**	20%	16%	17%	17%	**22%KL**	**21%KL**	20%	18%	19%	17%
8-10 (Net)	**2098**	1009	1089	232	347	718	801	186	192	580	748	547	540	479	533	1773	140	118	67
	51%DHNP	50%	52%	49%	44%	**53%D**	**54%zD**	46%	43%	**56%zGH**	**55%zGH**	**58%zMN**	**54%N**	48%	46%	**52%P**	41%	**58%zOP**	**56%P**
7-10 (Net)	**2728**	1303	1425	322	496	935	976	260	252	718	986	689	708	642	689	2313	191	142	82
	67%HNP	65%	68%	68%	63%	**68%D**	66%	64%	57%	**69%H**	**73%zGH**	**73%zMN**	**70%zMN**	64%	60%	**67%P**	55%	**70%P**	**69%P**
9-10 (Net)	**1228**	590	639	146	186	421	476	109	112	317	456	324	323	274	307	1030	81	75	43
	30%DNPW	30%	30%	**31%D**	24%	**31%D**	**32%D**	27%	25%	30%	**34%zGH**	**34%zMN**	**32%N**	28%	27%	**30%P**	24%	**37%zOP**	**36%zP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	112 3%BJOV	11 4%V	15 2%	* *	3 1%	3 2%	24 5%zTUV	8 4%V	4 2%	- -	4 2%	10 3%	66 3%	40 3%	100 3%	7 2%
2	57 1%Mf	13 4%zTVXYc	10 1%	1 1%	2 *	6 3%VY	3 1%	- -	4 2%	2 1%	2 1%	2 1%	31 1%	25 2%	42 1%	9 3%
3	97 2%IO	17 6%zTVXYhc	19 2%	2 1%	4 1%	8 4%	9 2%	2 1%	1 *	4 3%	3 2%	4 1%	51 2%	42 3%	83 2%	13 4%
4	169 4%EKRX	25 8%zTVWXb	37 4%	4 3%	9 2%	4 2%	8 2%	12 5%X	12 7%VXb	3 2%	2 1%	18 5%X	106 4%	59 4%	147 4%	11 3%
5	372 9%JK	18 6%	111 13%zSXYc	11 7%	36 9%	22 10%	31 7%	14 6%	24 13%SX	10 9%	13 8%	25 7%	220 9%	141 10%	304 9%	36 10%
6	420 10%	20 7%	95 11%	16 10%	37 10%	27 13%	46 10%	14 6%	29 16%SY	11 10%	16 10%	46 13%Y	257 10%	148 10%	367 11%	31 9%
7	630 15%F	53 18%	128 15%	23 15%	60 15%	45 21%zX	59 12%	39 17%	24 13%	14 13%	22 14%	73 20%zX	397 16%	220 15%	528 15%	60 17%
8	870 21%	61 20%	188 22%	41 27%	75 19%	50 23%	102 22%	62 28%zVh	31 17%	27 24%	36 23%	72 19%	554 22%	306 21%	739 21%	83 23%
9	580 14%D	35 12%	115 13%	18 12%	61 16%	24 11%	69 15%	43 19%	24 13%	18 16%	30 19%	48 13%	367 15%	193 13%	497 14%	49 14%
Extremely Important 10	648 16%DHPW	43 14%	116 13%	24 16%	89 23%zSTWYc	19 9%	97 21%zTWYc	24 11%	32 17%W	23 20%W	28 18%W	49 13%	402 16%	238 16%	560 16%	45 13%
Don't know	145 4%AIJKS	3 1%	31 4%	11 7%zSWhb	13 3%	4 2%	23 5%S	6 3%	2 1%	2 2%	2 1%	20 5%Sh	77 3%	61 4%	120 3%	12 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 212
C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:
 A range of high quality, distinctive and creative content that is different to that of other providers.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.24ADHNPS	6.77	7.15	**7.59SW**	**7.77zSTWhc**	6.95	**7.44SW**	**7.39S**	7.09	**7.64SW**	**7.58SW**	7.22	7.30	7.19	7.25	7.12
1-3 (Net)	266	40	43	3	8	17	37	10	8	5	8	17	148	106	225	29
	6%BJOV	*13%zTUVXYhbc*	*5%*	*2%*	*2%*	*8%V*	*8%UV*	*4%*	*4%*	*5%*	*5%*	*5%*	*6%*	*7%*	*6%*	*8%*
1-4 (Net)	435	65	80	8	17	21	45	22	21	8	10	35	254	166	372	40
	11%BKOQUV	*22%zTUVWXYhabc*	*9%V*	*5%*	*4%*	*10%V*	*10%V*	*10%V*	*11%V*	*7%*	*7%*	*9%V*	*10%*	*11%*	*11%*	*11%*
1-2 (Net)	169	24	25	1	4	9	28	8	8	2	6	12	97	65	142	16
	4%BJOV	*8%zTUVc*	*3%*	*1%*	*1%*	*4%V*	*6%TUV*	*4%*	*4%*	*1%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*
4-7 (Net)	1591	117	370	54	143	98	145	79	89	38	53	162	980	567	1346	137
	39%FKRX	*39%*	*43%zX*	*36%*	*37%*	*46%Xb*	*31%*	*35%*	*48%zVXYb*	*33%*	*34%*	*44%X*	*39%*	*39%*	*39%*	*39%*
5-6 (Net)	792	38	205	27	74	49	78	29	53	21	29	71	477	288	671	66
	19%JKLSY	*13%*	*24%zSXY*	*18%*	*19%*	*23%SY*	*16%*	*13%*	*29%zSVXY*	*18%*	*18%*	*19%*	*19%*	*20%*	*19%*	*19%*
8-10 (Net)	2098	139	419	83	225	93	268	129	87	68	94	169	1323	737	1796	177
	51%DHNP	*46%*	*49%*	*55%*	*58%zSTWhc*	*44%*	*57%zSTWc*	*58%STWc*	*47%*	*60%Wc*	*60%STWc*	*46%*	*52%*	*50%*	*52%*	*50%*
7-10 (Net)	2728	192	547	106	285	137	327	168	111	82	116	242	1720	956	2324	237
	67%HNP	*64%*	*63%*	*70%*	*73%zTh*	*65%*	*69%*	*75%zSTh*	*59%*	*73%*	*74%Th*	*66%*	*68%*	*65%*	*67%*	*67%*
9-10 (Net)	1228	78	231	41	151	43	167	67	56	41	58	97	770	431	1057	94
	30%DNPW	*26%*	*27%*	*27%*	*39%zSTUWc*	*20%*	*35%zSTWc*	*30%*	*30%*	*37%W*	*37%TWc*	*26%*	*30%*	*29%*	*30%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C4_4. On a scale of 1 -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 accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	145 4%BJKLOT V	98 5%zB	46 2%	14 3%	33 4%	53 4%	45 3%	17 4%	15 3%	44 4%J	33 2%	23 2%	23 2%	36 4%	62 5%zKL	107 3%	26 8%zOQ	6 3%	6 5%
2	78 2%O	44 2%	34 2%	5 1%	9 1%	26 2%	38 3%	7 2%	11 3%	14 1%	26 2%	14 2%	16 2%	17 2%	32 3%	56 2%	17 5%zO	4 2%	2 1%
3	115 3%	60 3%	55 3%	9 2%	29 4%	38 3%	39 3%	9 2%	12 3%	31 3%	37 3%	19 2%	31 3%	29 3%	35 3%	91 3%	17 5%zOQ	3 1%	4 3%
4	180 4%BCR	108 5%zB	72 3%	10 2%	42 5%C	61 4%C	67 5%C	13 3%	16 4%	44 4%	71 5%	37 4%	49 5%	44 4%	50 4%	137 4%R	33 10%zOQR	8 4%R	1 1%
5	380 9%IUX	197 10%	182 9%	38 8%	77 10%	116 8%	149 10%	39 10%	59 13%zIJ	65 6%	109 8%	76 8%	74 7%	95 10%	134 12%zKL	318 9%	33 9%	20 10%	10 8%
6	431 11%	200 10%	232 11%	62 13%	79 10%	139 10%	152 10%	46 11%	52 12%	107 10%	138 10%	89 10%	112 11%	118 12%	112 10%	375 11%	31 9%	16 8%	10 8%
7	649 16%F	308 15%	341 16%	88 19%F	136 17%F	228 17%F	198 13%	62 15%	67 15%	162 16%	234 17%	149 16%	147 15%	190 19%zLN	163 14%	554 16%	53 15%	26 13%	16 14%
8	830 20%CP	404 20%	426 20%	77 16%	167 21%C	273 20%	313 21%C	83 20%	83 19%	240 23%z	285 21%	209 22%	220 22%	186 19%	216 19%	714 21%P	52 15%	42 21%	23 19%
9	544 13%S	260 13%	282 13%	76 16%	96 12%	181 13%	192 13%	51 12%	54 12%	148 14%	196 14%	140 15%	138 14%	124 12%	142 12%	466 14%	36 10%	30 15%	12 10%
Extremely Important 10	632 15%ADPW	278 14%	354 17%zA	81 17%D	94 12%	211 15%	247 17%D	56 14%	53 12%	169 16%	214 16%	168 18%zMN	172 17%	137 14%	156 14%	520 15%	38 11%	43 21%zOP	32 27%zOP
Don't know	118 3%AIJKd	43 2%	75 4%zA	14 3%	22 3%	40 3%	41 3%	23 6%zIJ	20 4%IJ	17 2%	15 1%	16 2%	32 3%	20 2%	50 4%zKM	99 3%	9 3%	5 3%	3 3%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 213
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Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.09ADNPS	6.89	7.29zA	7.34zD	6.90	7.09	7.12	7.03	6.85	7.21H	7.20H	7.38zMN	7.27zMN	6.98	6.78	7.15zP	6.21	7.42zP	7.42zP
1-3 (Net)	338	202	135	28	71	117	121	34	38	89	96	56	70	82	129	254	59	13	12
	8%BKOV	10%zB	6%	6%	9%	9%	8%	8%	9%	9%	7%	6%	7%	8%	11%zKL	7%	17%zOQR	6%	10%
1-4 (Net)	517	310	207	38	113	178	189	47	54	133	167	94	118	126	179	391	92	21	13
	13%BCKOV	16%zB	10%	8%	14%C	13%C	13%C	12%	12%	13%	12%	10%	12%	13%	16%zKL	11%	27%zOQR	10%	11%
1-2 (Net)	223	142	80	19	42	79	83	25	26	58	59	37	39	53	94	162	43	10	8
	5%BKLOUV	7%zB	4%	4%	5%	6%	6%	6%	6%	6%	4%	4%	4%	5%	8%zKLM	5%	12%zOQR	5%	7%
4-7 (Net)	1640	812	826	197	333	543	566	160	194	378	552	351	382	447	459	1384	150	69	37
	40%IR	41%	39%	42%	43%	40%	38%	39%	44%I	36%	41%	37%	38%	45%zKL	40%	40%R	44%QR	34%	31%
5-6 (Net)	811	396	413	100	156	255	301	85	111	172	248	165	186	214	246	693	64	35	19
	20%I	20%	20%	21%	20%	19%	20%	21%	25%zIJ	17%	18%	18%	18%	21%	21%	20%	18%	17%	16%
8-10 (Net)	2006	942	1063	233	357	664	752	190	190	556	695	516	530	447	513	1699	126	115	67
	49%HMNPW	47%	51%	49%	46%	49%	51%	47%	43%	53%zH	51%H	55%zMN	52%MN	45%	45%	49%P	36%	57%zOP	56%zP
7-10 (Net)	2655	1249	1404	321	492	892	950	252	256	718	929	665	677	636	676	2253	179	140	83
	65%AHNPT	62%	67%zA	68%	63%	65%	64%	62%	58%	69%zGH	68%zGH	71%zMN	67%N	64%	59%	66%P	52%	69%P	70%P
9-10 (Net)	1176	538	637	156	189	391	439	106	107	316	409	308	310	261	297	985	74	73	44
	29%ADNP	27%	30%A	33%zD	24%	29%	30%D	26%	24%	30%H	30%H	33%zMN	31%N	26%	26%	29%P	21%	36%zOP	37%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	145 4%BJKLOTV	16 5%TUV	18 2%	* *	5 1%	5 2%	24 5%TUV	10 5%UV	4 2%	3 2%	3 2%	18 5%TUV	88 3%	46 3%	123 4%	13 4%
2	78 2%O	10 3%VYc	16 2%	1 1%	2 *	7 3%VYc	6 1%	- -	6 3%VYc	3 3%	2 1%	2 *	43 2%	30 2%	62 2%	11 3%
3	115 3%	16 5%z	24 3%	8 5%	8 2%	4 2%	10 2%	5 2%	4 2%	2 2%	2 1%	8 2%	65 3%	47 3%	102 3%	9 3%
4	180 4%BCR	20 7%	32 4%	8 5%	12 3%	9 4%	16 3%	6 3%	13 7%	2 2%	6 4%	13 4%	111 4%	67 5%	157 4%	14 4%
5	380 9%IUX	19 6%	114 13%zSUVXb	5 3%	32 8%	26 12%UX	26 5%	18 8%	20 11%U	10 9%	9 5%	40 11%UX	225 9%	142 10%	325 9%	28 8%
6	431 11%	29 10%	111 13%Y	18 12%	42 11%	23 11%	54 11%	14 6%	30 16%zYc	9 8%	14 9%	31 8%	265 10%	154 10%	364 10%	36 10%
7	649 16%F	49 17%	133 15%	19 13%	54 14%	51 24%zTUVXh	71 15%	46 20%h	20 11%	15 13%	28 18%	68 18%	406 16%	228 16%	549 16%	62 17%
8	830 20%CP	69 23%	171 20%	42 28%zVW	67 17%	31 15%	106 22%	59 26%VW	34 18%	26 23%	33 21%	75 20%	531 21%	292 20%	694 20%	82 23%
9	544 13%S	24 8%	103 12%	13 8%	59 15%S	33 16%S	62 13%	35 16%S	23 12%	18 16%	36 23%zSTUXh	59 16%S	338 13%	187 13%	480 14%	39 11%
Extremely Important 10	632 15%ADPW	43 15%	118 14%	27 18%W	91 23%zSTWXYbc	19 9%	75 16%W	24 11%	32 17%	24 21%WY	22 14%	44 12%	399 16%	225 15%	537 15%	52 15%
Don't know	118 3%AIJKd	2 1%	23 3%	11 7%zSTWhc	17 4%Sh	3 1%	24 5%zSh	7 3%	- -	2 2%	3 2%	8 2%	57 2%	55 4%zd	95 3%	10 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	**7.09**ADNPS	6.69	7.01	**7.44**SW	**7.66**zSTW XYhc	6.85	**7.19**S	**7.23**S	6.98	**7.53**SW	**7.55**zSTW	7.08	7.14	7.07	7.10	7.03
1-3 (Net)	338 **8%**BKOV	42 *14%*zTUVYbc	59 *7%*	9 *6%*	15 *4%*	16 *8%*	40 *9%V*	16 *7%*	14 *8%*	7 *7%*	7 *5%*	28 *8%*	196 *8%*	122 *8%*	286 *8%*	33 *9%*
1-4 (Net)	517 **13%**BCKOV	62 *21%*zTUVW XYabc	91 *11%*	17 *11%*	27 *7%*	26 *12%*	56 *12%*	22 *10%*	27 *15%V*	10 *9%*	13 *8%*	41 *11%*	307 *12%*	189 *13%*	443 *13%*	48 *13%*
1-2 (Net)	223 **5%**BKLOUV	26 *9%*zTUV	34 *4%*	1 *1%*	7 *2%*	12 *6%UV*	30 *6%UV*	10 *5%*	10 *5%*	6 *5%*	5 *3%*	20 *5%V*	131 *5%*	75 *5%*	185 *5%*	24 *7%*
4-7 (Net)	1640 **40%**IR	118 *39%*	390 *45%*zUVXa	49 *32%*	140 *36%*	110 *52%*zSUVX Yabc	166 *35%*	84 *37%*	83 *45%*	36 *32%*	56 *36%*	152 *41%*	1007 *40%*	590 *40%*	1395 *40%*	140 *39%*
5-6 (Net)	811 **20%**I	48 *16%*	225 *26%*zSUVX Ybc	22 *15%*	74 *19%*	49 *23%Y*	79 *17%*	32 *14%*	50 *27%*zSUXY b	19 *17%*	22 *14%*	71 *19%*	491 *19%*	295 *20%*	689 *20%*	64 *18%*
8-10 (Net)	2006 **49%**HMNPW	137 *46%*	392 *45%*	82 *54%W*	217 *56%*zSTW	83 *39%*	243 *51%W*	118 *53%W*	89 *48%*	67 *60%TW*	90 *58%TW*	179 *49%*	1268 *50%*	704 *48%*	1711 *49%*	172 *48%*
7-10 (Net)	2655 **65%**AHNPT	186 *62%*	525 *61%*	101 *67%*	272 *70%Th*	134 *63%*	314 *66%*	164 *73%*zSTh	109 *58%*	82 *73%Th*	118 *76%*zSTWh	247 *67%*	1674 *66%*	932 *63%*	2261 *65%*	234 *66%*
9-10 (Net)	1176 **29%**ADNP	68 *23%*	222 *26%*	40 *26%*	150 *39%*zSTUW XYc	52 *25%*	137 *29%*	59 *26%*	55 *29%*	41 *37%S*	58 *37%STW*	104 *28%*	737 *29%*	411 *28%*	1017 *29%*	91 *26%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
7-10 on Performance (C2)	**2483** **61%GNP**	1194 *60%*	1287 *61%*	307 **65%z**	460 *59%*	834 *61%*	882 *60%*	220 *54%*	252 *57%*	666 **64%zGH**	916 **67%zGH**	630 **67%zMN**	644 **64%N**	585 *59%*	624 *54%*	2104 **61%P**	182 *53%*	123 *61%*	74 **62%P**
7-10 on Importance to society (C3)	**2913** **71%HNPUWe**	1393 *70%*	1518 *72%*	358 **76%zF**	554 *71%*	970 *71%*	1030 *70%*	278 *68%*	287 *65%*	747 **72%H**	1043 **77%zGHI**	720 **77%zMN**	778 **77%zMN**	685 **69%N**	730 *63%*	2448 **71%P**	210 *61%*	158 **78%zOP**	97 **81%zOP**
7-10 on Importance personally (C4)	**2840** **69%GHNP**	1360 *68%*	1478 *70%*	331 *70%*	523 *67%*	940 *69%*	1046 *71%*	261 *64%*	264 *60%*	737 **71%GH**	1038 **76%zGHI**	747 **79%zLMN**	735 **73%zMN**	665 **67%N**	693 *60%*	2404 **70%P**	195 *57%*	153 **76%zP**	87 **73%P**

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Table 214
Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)
Base = All respondents

					England Regions									Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)		Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340		2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368		2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240		1580	1127	2328	265
7-10 on Performance (C2)	**2483** **61%GNP**	175 *59%*	506 *59%*	90 *59%*	229 *59%*	141 *67%*	277 *58%*	149 *66%*	110 *59%*	78 *70%*	121 **77%zSTUV Xhc**	229 *62%*		1582 **63%ze**	865 *59%*	2133 *61%*	210 *59%*
7-10 on Importance to society (C3)	**2913** **71%HNPUWe**	233 **78%zTUWc**	601 *69%*	91 *60%*	296 **76%UWc**	131 *62%*	348 **74%UW**	171 **76%UWc**	129 *69%*	87 **77%UW**	119 **76%UW**	243 *66%*		1849 **73%ze**	1007 *68%*	2476 *71%*	258 *73%*
7-10 on Importance personally (C4)	**2840** **69%GHNP**	218 **73%W**	579 *67%*	98 *65%*	290 **74%TWc**	134 *63%*	332 *70%*	174 **78%zTUWc**	131 *70%*	88 **78%W**	119 **76%W**	241 *66%*		1790 **71%ze**	990 *67%*	2404 *69%*	259 *73%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 215
Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
7-10 on Performance (C2)	**2654** **65%GHNP**	1262 *63%*	1391 *66%*	344 *73%zDEF*	488 *62%*	886 *65%*	936 *63%*	228 *56%*	257 *58%*	703 *68%GH*	991 *73%zGHI*	680 *72%zMN*	686 *68%N*	624 *63%*	664 *58%*	2241 *65%P*	198 *57%*	141 *70%P*	74 *62%*
7-10 on Importance to society (C3)	**2938** **72%AHNPW e**	1388 *69%*	1548 *74%zA*	358 *76%zF*	560 *71%*	986 *72%*	1033 *70%*	274 *67%*	287 *65%*	771 *74%GH*	1040 *77%GH*	726 *77%zMN*	758 *75%zMN*	694 *70%*	760 *66%*	2475 *72%P*	211 *61%*	156 *77%zP*	95 *80%zOP*
7-10 on Importance personally (C4)	**2728** **67%HNPSW**	1324 *66%*	1403 *67%*	317 *67%*	515 *66%*	915 *67%*	981 *66%*	256 *63%*	243 *55%*	704 *68%H*	1003 *74%zGHI*	726 *77%zLMN*	695 *69%N*	637 *64%N*	670 *58%*	2303 *67%P*	195 *57%*	147 *73%zP*	83 *70%P*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 215
Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
7-10 on Performance (C2)	**2654** **65%GHNP**	200 67%	555 64%	96 63%	247 63%	132 62%	312 66%	156 69%	111 59%	83 **74%h**	111 71%	239 65%	1687 **67%ze**	925 63%	2269 65%	234 66%
7-10 on Importance to society (C3)	**2938** **72%AHNPW e**	236 **79%zTUWc**	609 70%W	101 67%	286 **73%W**	131 62%	356 **75%Wc**	170 **76%W**	129 69%	94 **84%zTUWh c**	120 **77%W**	244 66%	1872 **74%ze**	1014 69%	2492 71%	258 73%
7-10 on Importance personally (C4)	**2728** **67%HNPSW**	170 57%	569 **66%SW**	101 67%	270 **69%SW**	120 57%	332 **70%SW**	163 **73%SW**	121 65%	84 **74%SW**	123 **78%zSTWh**	250 **68%SW**	1730 **68%ze**	949 64%	2307 66%	241 68%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 216
Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
7-10 on Performance (C2)	2566 63%GHNPe	1242 62%	1323 63%	319 67%zF	489 62%	855 63%	902 61%	220 54%	243 55%	674 65%GH	968 71%zGHI	667 71%zLMN	668 66%zN	617 62%N	613 53%	2165 63%P	190 55%	134 66%P	76 64%P
7-10 on Importance to society (C3)	2810 69%GHNP	1351 68%	1457 69%	331 70%	526 67%	936 69%	1017 69%	252 62%	275 62%	730 70%GH	1022 75%zGHI	719 77%zLMN	725 72%MN	654 66%	712 62%	2353 68%P	211 61%	153 76%zOP	92 78%zOP
7-10 on Importance personally (C4)	2728 67%HNP	1303 65%	1425 68%	322 68%	496 63%	935 68%D	976 66%	260 64%	252 57%	718 69%H	986 73%zGH	689 73%zMN	708 70%zMN	642 64%	689 60%	2313 67%P	191 55%	142 70%P	82 69%P

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Table 216
Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
7-10 on Performance (C2)	**2566** **63%GHNPe**	176 *59%*	518 *60%*	96 *64%*	255 *66%*	131 *62%*	306 *65%*	156 **69%Th**	107 *57%*	71 *63%*	115 **73%zSTh**	234 *64%*	1635 **65%ze**	888 *60%*	2182 *63%*	236 *66%*
7-10 on Importance to society (C3)	**2810** **69%GHNP**	214 **72%U**	580 *67%*	91 *60%*	283 **73%U**	138 *65%*	334 **71%U**	159 *71%*	118 *64%*	85 **75%U**	110 *70%*	240 *65%*	1781 **70%ze**	983 *67%*	2395 *69%*	247 *69%*
7-10 on Importance personally (C4)	**2728** **67%HNP**	192 *64%*	547 *63%*	106 *70%*	285 **73%zTh**	137 *65%*	327 *69%*	168 **75%zSTh**	111 *59%*	82 *73%*	116 **74%Th**	242 *66%*	1720 *68%*	956 *65%*	2324 *67%*	237 *67%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 217
Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
7-10 on Performance (C2)	**2420** **59%GNPe**	1161 *58%*	1258 *60%*	289 *61%*	468 *60%*	797 *58%*	866 *59%*	199 *49%*	249 *56%*	640 **61%G**	898 **66%zGH**	625 **66%zMN**	624 **62%N**	570 *57%*	601 *52%*	2045 **60%P**	176 *51%*	126 **63%P**	72 **61%P**
7-10 on Importance to society (C3)	**2786** **68%AHNPT** **Ue**	1321 *66%*	1463 **70%zA**	337 *71%*	523 *67%*	941 *69%*	985 *67%*	258 *63%*	274 *62%*	736 **71%GH**	993 **73%zGH**	672 **72%zN**	738 **73%zMN**	673 **68%N**	702 *61%*	2342 **68%P**	203 *59%*	150 **74%zOP**	90 **75%zOP**
7-10 on Importance personally (C4)	**2655** **65%AHNPT**	1249 *62%*	1404 **67%zA**	321 *68%*	492 *63%*	892 *65%*	950 *64%*	252 *62%*	256 *58%*	718 **69%zGH**	929 **68%zGH**	665 **71%zMN**	677 **67%N**	636 *64%*	676 *59%*	2253 **66%P**	179 *52%*	140 **69%P**	83 **70%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 217
Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
7-10 on Performance (C2)	**2420** **59%GNPe**	173 *58%*	494 *57%*	90 *60%*	222 *57%*	129 *61%*	284 *60%*	152 **68%zTVc**	111 *59%*	72 *64%*	105 *67%*	213 *58%*	1547 **61%ze**	835 *57%*	2056 *59%*	228 *64%*
7-10 on Importance to society (C3)	**2786** **68%AHNPT Ue**	217 **73%TUW**	556 *64%*	83 *55%*	284 **73%TUW**	129 *61%*	329 **70%U**	166 **74%TUW**	132 **71%U**	90 **80%zTUWc**	114 **73%UW**	240 *65%*	1775 **70%ze**	967 *66%*	2382 *68%*	245 *69%*
7-10 on Importance personally (C4)	**2655** **65%AHNPT**	186 *62%*	525 *61%*	101 *67%*	272 **70%Th**	134 *63%*	314 *66%*	164 **73%zSTh**	109 *58%*	82 **73%Th**	118 **76%zSTWh**	247 *67%*	1674 *66%*	932 *63%*	2261 *65%*	234 *66%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 218
C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Summary Table		
	News coverage that helps me understand what's going on in the world today.	News that represents a range of viewpoints.	News that is impartial.
UnweightedBase	4099	4099	4099
WeightedBase	4101	4101	4101
EffectiveBase	2770	2770	2770
Not At All Well 1	132 3%	184 4%	234 6%
2	86 2%	99 2%	118 3%
3	106 3%	131 3%	155 4%
4	151 4%	165 4%	212 5%
5	299 7%	383 9%	375 9%
6	394 10%	454 11%	494 12%
7	650 16%	737 18%	622 15%
8	930 23%	844 21%	769 19%
9	631 15%	496 12%	506 12%
1Extremely Well 10	570 14%	398 10%	405 10%
Don't know	151 4%	211 5%	211 5%
Total mentions	4101 100%	4101 100%	4101 100%
Mean	7.21	6.79	6.61
1-3 (Net)	324 8%	413 10%	508 12%
1-4 (Net)	475 12%	578 14%	720 18%
1-2 (Net)	218 5%	283 7%	352 9%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 218
C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Summary Table		
	News coverage that helps me understand what's going on in the world today.	News that represents a range of viewpoints.	News that is impartial.
WeightedBase	4101	4101	4101
EffectiveBase	2770	2770	2770
4-7 (Net)	1494	1738	1702
	36%	42%	42%
5-6 (Net)	693	837	868
	17%	20%	21%
8-10 (Net)	2131	1738	1680
	52%	42%	41%
7-10 (Net)	2782	2474	2302
	68%	60%	56%
9-10 (Net)	1201	894	911
	29%	22%	22%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 219
C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News coverage that helps me understand what's going on in the world today.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	132 3%BCI	81 4%zB	51 2%	7 2%	23 3%	57 4%zC	44 3%	19 5%I	15 3%	21 2%	41 3%	24 3%	31 3%	34 3%	42 4%	102 3%	20 6%zO	6 3%	4 3%
2	86 2%CX	53 3%	33 2%	4 1%	17 2%	23 2%	43 3%C	6 2%	13 3%	19 2%	23 2%	13 1%	24 2%	21 2%	28 2%	66 2%	14 4%zO	4 2%	3 3%
3	106 3%BCg	65 3%zB	41 2%	3 1%	17 2%	40 3%C	46 3%C	11 3%	8 2%	20 2%	30 2%	21 2%	25 3%	25 2%	35 3%	79 2%	19 5%zOQ	4 2%	4 4%
4	151 4%Y	71 4%	79 4%	15 3%	32 4%	52 4%	52 3%	12 3%	11 2%	35 3%	49 4%	36 4%	35 3%	42 4%	37 3%	122 4%	19 5%	7 4%	2 2%
5	299 7%JKc	155 8%	145 7%	38 8%	59 8%	102 7%	101 7%	34 8%	48 11%zJ	78 7%	75 6%	47 5%	57 6%	78 8%K	117 10%zKL	244 7%	31 9%	11 6%	13 11%zOQ
6	394 10%Re	183 9%	210 10%	43 9%	72 9%	141 10%	137 9%	37 9%	61 14%zIJ	91 9%	120 9%	87 9%	95 9%	103 10%	109 9%	342 10%R	25 7%	20 10%	7 6%
7	650 16%Fh	303 15%	346 16%	91 19%F	142 18%F	220 16%	198 13%	64 16%	72 16%	175 17%	229 17%	154 16%	172 17%	156 16%	169 15%	557 16%	45 13%	31 15%	18 15%
8	930 23%G	462 23%	467 22%	99 21%	184 23%	286 21%	362 24%	73 18%	88 20%	268 26%zG	316 23%	234 25%N	241 24%	221 22%	234 20%	794 23%	65 19%	46 23%	26 22%
9	631 15%D	300 15%	331 16%	89 19%zDE	98 12%	199 15%	245 17%D	77 19%	61 14%	167 16%	224 16%	152 16%	167 16%	149 15%	164 14%	534 16%	53 15%	27 13%	17 14%
Extremely Well 10	570 14%GHU	270 13%	300 14%	65 14%	89 11%	204 15%	212 14%	39 10%	39 9%	133 13%	239 18%zGHI	158 17%zMN	144 14%	129 13%	140 12%	473 14%	35 10%	42 21%zOP	20 17%P
Don't know	151 4%AJKLSd	57 3%	95 5%zA	19 4%	51 7%zEF	41 3%	40 3%	35 9%zIJ	25 6%J	32 3%J	13 1%	13 1%	22 2%	39 4%K	77 7%zKLM	123 4%	18 5%	6 3%	5 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 219
C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News coverage that helps me understand what's going on in the world today.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.21AHNPh	7.08	7.33zA	7.51zDEF	7.09	7.13	7.23	7.04	6.88	7.34H	7.43zGH	7.46zMN	7.29N	7.11	6.99	7.25zP	6.60	7.50zP	7.18P
1-3 (Net)	324 8%BCIKOY	198 10%zB	126 6%	15 3%	57 7%C	120 9%C	132 9%C	36 9%	36 8%	61 6%	94 7%	58 6%	80 8%	80 8%	106 9%K	247 7%	52 15%zOQ	12 6%	12 10%
1-4 (Net)	475 12%BCIOY	269 13%zB	205 10%	30 6%	89 11%C	172 13%C	184 12%C	48 12%	47 11%	96 9%	143 11%	94 10%	116 11%	122 12%	142 12%	369 11%	71 21%zOQR	20 10%	14 12%
1-2 (Net)	218 5%BCIKOY	134 7%zB	84 4%	11 2%	40 5%C	80 6%C	87 6%C	25 6%	28 6%	41 4%	64 5%	37 4%	55 5%	55 6%	71 6%K	168 5%	34 10%zOQ	9 5%	7 6%
4-7 (Net)	1494 36%F	712 36%	780 37%	187 39%F	305 39%F	515 38%F	488 33%	147 36%	192 43%zIJ	380 36%	473 35%	324 35%	359 35%	379 38%	432 37%	1265 37%	121 35%	69 34%	39 33%
5-6 (Net)	693 17%JKb	338 17%	355 17%	81 17%	131 17%	243 18%	238 16%	71 17%	110 25%zGIJ	169 16%	195 14%	134 14%	151 15%	181 18%	226 20%zKL	586 17%	57 16%	31 15%	19 16%
8-10 (Net)	2131 52%DGHNPT	1031 52%	1098 52%	253 54%	370 47%	689 50%	819 55%zDE	189 46%	188 43%	568 55%GH	779 57%zGH	544 58%zMN	552 54%N	498 50%	538 47%	1801 52%P	153 44%	115 57%P	63 53%
7-10 (Net)	2782 68%GHNPh	1335 67%	1444 69%	344 73%zDE	512 65%	908 67%	1017 69%	253 62%	260 59%	744 71%zGH	1008 74%zGH	698 74%zMN	724 71%zMN	653 66%	706 61%	2357 69%P	198 58%	146 72%P	80 68%P
9-10 (Net)	1201 29%DHN	570 29%	631 30%	154 33%D	186 24%	403 30%D	457 31%D	116 28%	100 23%	300 29%H	462 34%zHI	310 33%zMN	311 31%	277 28%	303 26%	1007 29%	88 26%	69 34%P	37 31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 219
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News coverage that helps me understand what's going on in the world today.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	132 **3%BCl**	10 *3%*	20 *2%*	6 *4%*	6 *2%*	2 *1%*	25 *5%zTVWY*	2 *1%*	8 *4%*	3 *3%*	1 *1%*	18 *5%VWY*	82 *3%*	41 *3%*	117 *3%*	13 *4%*
2	86 **2%CX**	3 *1%*	20 *2%X*	2 *1%*	5 *1%*	11 *5%zSVXY*	2 ***	1 *1%*	5 *3%X*	2 *2%*	7 *5%XY*	7 *2%*	50 *2%*	28 *2%*	71 *2%*	8 *2%*
3	106 **3%BCg**	10 *3%*	16 *2%*	2 *1%*	16 *4%W*	1 ***	12 *3%*	4 *2%*	6 *3%*	1 *1%*	6 *4%W*	6 *2%*	61 *2%*	40 *3%*	99 *3%*	3 *1%*
4	151 **4%Y**	12 *4%Y*	43 *5%VY*	8 *6%VY*	7 *2%*	4 *2%*	12 *3%Y*	- *-*	13 *7%zVWXY*	2 *2%*	6 *4%Y*	14 *4%Y*	88 *3%*	58 *4%*	124 *4%*	9 *2%*
5	299 **7%JKc**	13 *4%*	79 *9%SXbc*	7 *4%*	34 *9%c*	20 *9%bc*	25 *5%*	16 *7%*	27 *14%zSUXabc*	6 *5%*	5 *3%*	14 *4%*	170 *7%*	117 *8%*	258 *7%*	20 *6%*
6	394 **10%Re**	25 *8%*	94 *11%*	11 *7%*	42 *11%*	26 *12%*	53 *11%*	17 *8%*	17 *9%*	9 *8%*	11 *7%*	35 *10%*	266 **11%e**	121 *8%*	337 *10%*	34 *9%*
7	650 **16%Fh**	55 *18%h*	148 *17%Vh*	26 *17%h*	45 *12%*	41 *19%Vh*	66 *14%h*	36 *16%h*	13 *7%*	26 *23%Vh*	38 *24%zVXh*	64 *17%h*	411 *16%*	230 *16%*	553 *16%*	60 *17%*
8	930 **23%G**	84 *28%TX*	176 *20%*	42 *28%*	91 *23%*	50 *23%*	94 *20%*	66 *29%zTXc*	51 *27%*	32 *28%*	33 *21%*	76 *21%*	556 *22%*	354 *24%*	773 *22%*	87 *24%*
9	631 **15%D**	50 *17%*	125 *15%*	29 *19%*	69 *18%*	31 *15%*	72 *15%*	40 *18%*	23 *12%*	16 *14%*	22 *14%*	57 *15%*	396 *16%*	226 *15%*	549 *16%*	57 *16%*
Extremely Well 10	570 **14%GHU**	37 *12%*	110 *13%*	11 *7%*	65 *17%UW*	20 *9%*	88 *19%zTUW*	26 *12%*	21 *11%*	12 *10%*	27 *17%U*	56 *15%U*	371 *15%*	187 *13%*	487 *14%*	49 *14%*
Don't know	151 **4%AJKLSd**	- *-*	33 *4%S*	8 *5%Sh*	9 *2%S*	6 *3%S*	23 *5%Sh*	15 *7%zSVhb*	1 *1%*	4 *4%S*	2 *1%*	20 *6%Sh*	77 *3%*	69 *5%zd*	120 *3%*	16 *5%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News coverage that helps me understand what's going on in the world today.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.21AHNPh	7.33h	7.11	7.23	7.44Th	7.11	7.34h	7.67zTWh	6.73	7.34	7.33	7.24	7.25	7.20	7.19	7.34
1-3 (Net)	324	22	56	9	27	14	39	8	20	7	14	31	194	110	287	24
	8%BCIKOY	7%	6%	6%	7%	7%	8%Y	3%	11%Y	6%	9%	8%Y	8%	7%	8%	7%
1-4 (Net)	475	34	99	18	34	18	52	8	33	8	21	45	282	168	411	33
	12%BCIOY	11%Y	11%Y	12%Y	9%Y	8%	11%Y	3%	18%zVWY	7%	13%Y	12%Y	11%	11%	12%	9%
1-2 (Net)	218	13	40	7	11	13	27	4	13	5	8	25	133	70	188	22
	5%BCIKOY	4%	5%	5%	3%	6%Y	6%Y	2%	7%Y	5%	5%	7%VY	5%	5%	5%	6%
4-7 (Net)	1494	105	364	52	128	91	157	69	70	43	59	127	934	525	1272	122
	36%F	35%	42%zVXYc	34%	33%	43%VXY	33%	31%	38%	38%	38%	35%	37%	36%	36%	34%
5-6 (Net)	693	38	173	18	76	46	78	33	44	15	15	49	435	238	595	53
	17%JKb	13%	20%zSUbc	12%	19%b	22%SUbc	17%	15%	24%SUbc	13%	10%	13%	17%	16%	17%	15%
8-10 (Net)	2131	171	411	82	225	101	254	132	95	59	82	189	1324	767	1809	193
	52%DGHNPT	57%T	48%	54%	58%TW	48%	54%	59%TW	51%	52%	52%	51%	52%	52%	52%	54%
7-10 (Net)	2782	226	558	108	270	142	320	168	108	85	119	253	1735	997	2362	253
	68%GHNPh	76%zTh	65%	71%h	69%h	67%	68%	75%Th	58%	75%h	76%Th	69%	69%	68%	68%	71%
9-10 (Net)	1201	87	235	40	134	51	160	66	44	27	49	113	768	413	1036	106
	29%DHN	29%	27%	26%	34%TWh	24%	34%TW	30%	24%	24%	31%	31%	30%	28%	30%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 220
C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News that represents a range of viewpoints.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	184 4%CW	105 5%z	79 4%	9 2%	38 5%C	74 5%C	63 4%C	18 4%	22 5%	43 4%	53 4%	37 4%	46 5%	42 4%	58 5%	147 4%	26 7%zOQ	7 3%	5 4%
2	99 2%B	65 3%zB	34 2%	10 2%	17 2%	39 3%	32 2%	6 1%	12 3%	29 3%	30 2%	22 2%	19 2%	24 2%	33 3%	73 2%	17 5%zO	4 2%	5 4%O
3	131 3%d	69 3%	61 3%	10 2%	18 2%	35 3%	67 5%zCDE	13 3%	12 3%	32 3%	35 3%	30 3%	35 3%	35 3%	31 3%	99 3%	20 6%zO	6 3%	5 4%
4	165 4%Xd	89 4%	76 4%	12 3%	25 3%	53 4%	75 5%C	22 5%	17 4%	37 4%	47 3%	34 4%	49 5%	30 3%	53 5%	130 4%	22 6%O	10 5%	3 3%
5	383 9%FJKc	196 10%	185 9%	65 14%zEF	77 10%	131 10%	109 7%	44 11%J	50 11%J	89 9%	98 7%	58 6%	94 9%K	101 10%K	130 11%zK	320 9%	33 10%	14 7%	15 13%Q
6	454 11%R	214 11%	239 11%	48 10%	87 11%	158 12%	160 11%	36 9%	65 15%zGI	96 9%	164 12%	121 13%z	103 10%	114 11%	115 10%	393 11%R	34 10%	19 10%	8 7%
7	737 18%PR	342 17%	394 19%	92 19%	155 20%	248 18%	242 16%	74 18%	62 14%	211 20%H	272 20%zH	177 19%	190 19%	186 19%	183 16%	642 19%PR	46 13%	34 17%	15 12%
8	844 21%	395 20%	450 21%	91 19%	150 19%	275 20%	327 22%	67 17%	83 19%	222 21%	309 23%zG	218 23%zN	209 21%	201 20%	216 19%	708 21%	69 20%	43 21%	25 21%
9	496 12%	244 12%	252 12%	60 13%	88 11%	157 12%	190 13%	60 15%	47 11%	129 12%	174 13%	120 13%	132 13%	110 11%	133 12%	419 12%	36 11%	25 12%	17 14%
Extremely Well 10	398 10%	192 10%	206 10%	45 9%	60 8%	135 10%	158 11%	28 7%	34 8%	99 10%	153 11%zG	102 11%	98 10%	96 10%	102 9%	326 9%	22 6%	33 16%zOP	16 14%zOP
Don't know	211 5%FJKL	88 4%	124 6%	30 6%F	66 8%zEF	60 4%	56 4%	38 9%zIJ	36 8%zJ	53 5%J	22 2%	19 2%	37 4%	58 6%K	97 8%zKL	180 5%	19 5%	8 4%	5 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.79ANP	6.66	6.92zA	6.96	6.72	6.72	6.84	6.71	6.55	6.85	7.01zH	6.97zN	6.81	6.78	6.64	6.83P	6.15	7.16zOP	6.84P
1-3 (Net)	413 10%BCOY	240 12%zB	173 8%	29 6%	74 9%	148 11%C	162 11%C	37 9%	47 11%	105 10%	118 9%	90 10%	100 10%	101 10%	122 11%	319 9%	63 18%zOQ	17 8%	15 13%
1-4 (Net)	578 14%BCJOYd	328 16%zB	250 12%	42 9%	99 13%	201 15%C	237 16%zC	58 14%	64 15%	142 14%	165 12%	123 13%	149 15%	131 13%	175 15%	449 13%	84 25%zOQR	27 13%	19 16%
1-2 (Net)	283 7%BCOVY	170 9%zB	112 5%	20 4%	55 7%	113 8%zC	95 6%	23 6%	35 8%	73 7%	83 6%	60 6%	65 6%	66 7%	91 8%	220 6%	42 12%zOQ	11 5%	10 8%
4-7 (Net)	1738 42%FR	841 42%	894 43%	218 46%F	345 44%	590 43%	587 40%	177 43%	195 44%	432 42%	582 43%	390 41%	437 43%	430 43%	481 42%	1485 43%R	135 39%	77 38%	41 35%
5-6 (Net)	837 20%FI	410 21%	424 20%	113 24%F	165 21%	289 21%	270 18%	80 20%	115 26%zIJ	185 18%	262 19%	179 19%	198 20%	215 22%	245 21%	713 21%	68 20%	33 16%	23 20%
8-10 (Net)	1738 42%DN	830 42%	908 43%	196 41%	299 38%	567 42%	675 46%zD	156 38%	164 37%	449 43%	637 47%zGH	441 47%zMN	439 43%	407 41%	451 39%	1453 42%	128 37%	100 50%zOP	57 48%P
7-10 (Net)	2474 60%HNP	1172 59%	1302 62%	288 61%	454 58%	815 60%	917 62%	230 57%	226 51%	660 63%zGH	909 67%zGH	618 66%zMN	629 62%N	593 59%	635 55%	2094 61%P	174 50%	134 67%zP	72 61%P
9-10 (Net)	894 22%P	436 22%	458 22%	105 22%	149 19%	292 21%	348 24%D	88 22%	81 18%	228 22%	328 24%zH	222 24%	230 23%	206 21%	235 20%	745 22%	58 17%	58 29%zOP	33 28%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 220
C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News that represents a range of viewpoints.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	184 4%CW	16 5%W	33 4%	9 6%WY	11 3%	2 1%	33 7%zTVWY	3 1%	11 6%WY	5 4%	6 4%	19 5%W	118 5%	56 4%	161 5%	17 5%
2	99 2%B	5 2%	17 2%	3 2%	4 1%	11 5%zTVXY	7 1%	2 1%	4 2%	4 3%	7 5%V	10 3%	62 2%	31 2%	84 2%	7 2%
3	131 3%d	8 3%	29 3%	4 3%	17 4%c	9 4%	11 2%	5 2%	6 3%	1 1%	5 3%	4 1%	64 3%	61 4%zd	108 3%	11 3%
4	165 4%Xd	17 6%X	34 4%	8 5%X	9 2%	8 4%	7 2%	9 4%	13 7%VX	1 1%	7 4%	16 4%X	78 3%	81 6%zd	145 4%	11 3%
5	383 9%FJKc	32 11%c	83 10%c	16 10%	34 9%	17 8%	50 11%c	20 9%	30 16%zVbc	9 8%	11 7%	18 5%	238 9%	134 9%	320 9%	33 9%
6	454 11%R	26 9%	107 12%	14 9%	49 12%	24 11%	55 12%	20 9%	21 11%	18 16%	16 10%	44 12%	299 12%	150 10%	383 11%	42 12%
7	737 18%PR	61 20%	151 17%	34 23%	62 16%	56 26%zTVXh	80 17%	42 19%	28 15%	21 18%	29 18%	79 22%	467 18%	255 17%	616 18%	80 23%z
8	844 21%	69 23%	162 19%	33 22%	87 22%	32 15%	96 20%	65 29%zTWXc	40 21%	25 22%	34 22%	65 18%	531 21%	298 20%	722 21%	68 19%
9	496 12%	32 11%	114 13%	13 8%	53 14%	26 12%	56 12%	29 13%	15 8%	13 12%	24 15%	42 12%	306 12%	180 12%	438 13%	34 10%
Extremely Well 10	398 10%	24 8%	71 8%	10 6%	48 12%	18 9%	55 12%	15 7%	17 9%	12 10%	15 9%	43 12%	248 10%	141 10%	329 9%	38 11%
Don't know	211 5%FJKL	9 3%	63 7%zSh	8 6%	15 4%	8 4%	23 5%	15 7%	3 2%	4 4%	3 2%	27 7%h	118 5%	84 6%	182 5%	13 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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News that represents a range of viewpoints.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.79ANP	6.68	6.78	6.56	**7.10zUh**	6.78	6.82	**7.17zSUh**	6.42	6.98	6.85	6.91	6.84	6.77	6.79	6.80
1-3 (Net)	413	29	80	15	32	22	51	10	20	9	18	33	244	148	353	34
	10%BCOY	*10%*	*9%*	*10%*	*8%*	**10%Y**	**11%Y**	*4%*	**11%Y**	*8%*	**11%Y**	*9%*	*10%*	*10%*	*10%*	*10%*
1-4 (Net)	578	46	113	23	41	30	58	18	33	11	25	49	322	229	497	45
	14%BCJOYd	**16%Y**	*13%*	*16%*	*11%*	*14%*	*12%*	*8%*	**18%Y**	*9%*	*16%*	*13%*	*13%*	**16%d**	*14%*	*13%*
1-2 (Net)	283	21	51	11	15	13	40	5	14	8	13	28	180	88	245	24
	7%BCOVY	**7%Y**	*6%*	**7%Y**	*4%*	*6%*	**8%VY**	*2%*	**8%Y**	*7%*	**8%Y**	**8%Y**	*7%*	*6%*	*7%*	*7%*
4-7 (Net)	1738	136	374	72	154	105	192	90	91	49	63	158	1082	620	1464	167
	42%FR	*46%*	*43%*	*48%*	*40%*	*49%*	*41%*	*40%*	*49%*	*43%*	*40%*	*43%*	*43%*	*42%*	*42%*	*47%*
5-6 (Net)	837	58	190	29	83	41	105	39	50	27	27	63	536	284	703	75
	20%FI	*20%*	*22%*	*19%*	*21%*	*19%*	*22%*	*18%*	**27%c**	*24%*	*17%*	*17%*	*21%*	*19%*	*20%*	*21%*
8-10 (Net)	1738	124	347	56	188	77	207	109	72	50	73	150	1086	619	1489	141
	42%DN	*42%*	*40%*	*37%*	**48%zTUW**	*36%*	*44%*	**49%W**	*38%*	*45%*	*46%*	*41%*	*43%*	*42%*	*43%*	*40%*
7-10 (Net)	2474	185	498	90	250	133	286	151	99	71	102	229	1553	874	2105	221
	60%HNP	*62%*	*58%*	*59%*	**64%h**	*63%*	*61%*	**68%Th**	*53%*	*63%*	*65%*	*62%*	*61%*	*59%*	*60%*	*62%*
9-10 (Net)	894	56	185	22	101	45	111	44	32	25	39	85	554	321	767	73
	22%P	*19%*	*21%*	*15%*	**26%U**	*21%*	*23%*	*20%*	*17%*	*22%*	*25%*	*23%*	*22%*	*22%*	*22%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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News that is impartial.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	234 6%BCOV	139 7%zB	95 5%	14 3%	44 6%	94 7%zC	81 5%	24 6%	21 5%	51 5%	67 5%	51 5%	58 6%	52 5%	72 6%	174 5%	42 12%zOQ	9 4%	9 8%
2	118 3%BRY	71 4%zB	47 2%	8 2%	23 3%	36 3%	52 3%	11 3%	19 4%	27 3%	33 2%	29 3%	34 3%	26 3%	30 3%	105 3%	9 3%	4 2%	1 1%
3	155 4%C	86 4%	69 3%	8 2%	22 3%	52 4%C	74 5%zCD	18 4%	17 4%	35 3%	45 3%	27 3%	40 4%	41 4%	47 4%	121 4%	19 6%	7 4%	8 7%zO
4	212 5%	115 6%	97 5%	27 6%	38 5%	63 5%	84 6%	17 4%	26 6%	55 5%	63 5%	40 4%	60 6%	54 5%	58 5%	175 5%	20 6%	13 6%	5 4%
5	375 9%J	170 9%	204 10%	61 13%zDEF	58 7%	122 9%	134 9%	31 8%	58 13%zGIJ	92 9%	97 7%	83 9%	79 8%	101 10%	111 10%	315 9%	24 7%	21 10%	14 12%
6	494 12%KRS	226 11%	268 13%	51 11%	107 14%	159 12%	177 12%	44 11%	67 15%I	108 10%	168 12%	93 10%	135 13%K	132 13%	134 12%	425 12%R	36 11%	24 12%	9 8%
7	622 15%Qb	307 15%	315 15%	76 16%	121 15%	221 16%	203 14%	58 14%	53 12%	181 17%H	229 17%	164 17%z	147 14%	137 14%	174 15%	533 16%Q	53 15%	19 10%	16 13%
8	769 19%PT	363 18%	405 19%	98 21%	145 19%	250 18%	277 19%	78 19%	68 15%	226 22%zH	272 20%	180 19%	201 20%	190 19%	199 17%	652 19%P	46 13%	47 23%P	24 20%P
9	506 12%	254 13%	252 12%	50 11%	98 12%	168 12%	189 13%	47 12%	45 10%	125 12%	198 15%z	140 15%zN	120 12%	125 13%	120 10%	417 12%	49 14%	26 13%	13 11%
Extremely Well 10	405 10%DNP	193 10%	212 10%	52 11%D	56 7%	149 11%D	149 10%	31 8%	33 7%	96 9%	161 12%zGH	116 12%zN	105 10%	91 9%	92 8%	343 10%P	21 6%	25 12%P	16 13%P
Don't know	211 5%AEJKLh d	75 4%	136 7%zA	28 6%	71 9%zEF	51 4%	61 4%	47 12%zIJ	34 8%IJ	45 4%J	25 2%	16 2%	34 3%	48 5%K	113 10%zKLM	175 5%	25 7%	7 3%	4 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.61AHNP	6.48	6.75zA	6.87zF	6.58	6.61	6.56	6.54	6.28	6.72H	6.89zGH	6.86zN	6.60	6.59	6.44	6.66P	6.03	6.85P	6.60P
1-3 (Net)	508 12%BCJOY	296 15%zB	210 10%	30 6%	89 11%C	183 13%C	206 14%C	53 13%	57 13%	113 11%	144 11%	107 11%	132 13%	119 12%	149 13%	399 12%	70 20%zOQ	20 10%	18 15%
1-4 (Net)	720 18%BCJOY	411 21%zB	307 15%	57 12%	127 16%	246 18%C	290 20%C	70 17%	83 19%	168 16%	207 15%	148 16%	192 19%	173 17%	208 18%	574 17%	90 26%zOQ	33 16%	23 19%
1-2 (Net)	352 9%BCY	210 11%zB	141 7%	22 5%	67 9%C	131 10%C	132 9%C	35 9%	40 9%	77 7%	100 7%	80 9%	92 9%	78 8%	102 9%	279 8%	51 15%zOQR	12 6%	10 9%
4-7 (Net)	1702 42%	817 41%	884 42%	215 46%	324 41%	564 41%	598 40%	151 37%	205 46%G	436 42%	558 41%	381 41%	421 42%	423 42%	477 41%	1448 42%	133 39%	77 38%	44 37%
5-6 (Net)	868 21%K	396 20%	471 22%	112 24%	165 21%	280 21%	311 21%	76 19%	125 28%zGIJ	200 19%	266 20%	176 19%	215 21%	232 23%K	245 21%	740 22%	60 17%	45 22%	23 19%
8-10 (Net)	1680 41%HNPTe	811 41%	869 41%	200 42%	299 38%	566 41%	615 42%	155 38%	146 33%	447 43%H	632 47%zGH	436 46%zMN	427 42%N	406 41%	412 36%	1413 41%P	116 34%	99 49%zOP	53 44%P
7-10 (Net)	2302 56%HNPTe	1117 56%	1184 56%	276 58%	420 54%	787 58%	818 55%	214 53%	199 45%	627 60%zGH	861 63%zGH	600 64%zLMN	573 57%N	543 55%	586 51%	1946 57%P	170 49%	118 58%P	69 58%
9-10 (Net)	911 22%HNe	448 22%	463 22%	102 22%	154 20%	317 23%	338 23%	78 19%	77 18%	221 21%	359 26%zGHI	256 27%zLMN	226 22%	217 22%	213 18%	760 22%	70 20%	51 25%	29 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	234 6%BCOV	23 8%VY	39 5%	8 6%	12 3%	9 4%	29 6%	5 2%	11 6%	8 7%	8 5%	20 6%	149 6%	71 5%	200 6%	24 7%
2	118 3%BRY	13 4%Y	29 3%Y	4 3%	14 4%Y	9 4%Y	14 3%	1 *	4 2%	2 2%	7 4%Y	8 2%	73 3%	42 3%	108 3%	4 1%
3	155 4%C	13 4%	30 3%	5 4%	18 5%	3 1%	17 4%	9 4%	10 6%	* *	5 3%	11 3%	81 3%	67 5%	133 4%	11 3%
4	212 5%	22 7%X	40 5%	12 8%X	22 6%	12 6%	15 3%	9 4%	14 8%	7 6%	6 4%	16 4%	117 5%	91 6%	174 5%	23 7%
5	375 9%J	32 11%	89 10%U	6 4%	29 7%	21 10%	44 9%	17 8%	17 9%	8 7%	21 14%U	31 9%	215 8%	148 10%	318 9%	33 9%
6	494 12%KRS	15 5%	137 16%zS	21 14%S	49 13%S	26 12%S	56 12%S	25 11%S	21 11%S	11 10%	16 10%	49 13%S	306 12%	175 12%	412 12%	36 10%
7	622 15%Qb	44 15%	135 16%	24 16%	52 13%	42 20%b	71 15%	39 17%b	32 17%	23 21%b	13 8%	57 16%	396 16%	217 15%	520 15%	63 18%
8	769 19%PT	57 19%	130 15%	29 19%	84 22%T	40 19%	79 17%	60 27%zTX	45 24%T	20 18%	39 25%T	69 19%	485 19%	270 18%	663 19%	64 18%
9	506 12%	41 14%	111 13%	20 13%	47 12%	25 12%	61 13%	27 12%	16 8%	18 16%	18 11%	34 9%	328 13%	168 11%	434 12%	50 14%
Extremely Well 10	405 10%DNP	25 9%	73 8%	13 9%	52 13%T	19 9%	53 11%	17 8%	15 8%	8 7%	20 12%	46 13%	270 11%	128 9%	345 10%	32 9%
Don't know	211 5%AEJKLhd	13 4%	51 6%h	6 4%	11 3%	6 3%	34 7%Vh	15 7%h	1 1%	5 5%	5 3%	26 7%Vh	108 4%	94 6%zd	180 5%	16 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 221
C6_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
News that is impartial.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**6.61AHNP**	6.35	6.56	6.62	**6.87S**	6.67	6.68	**7.04zSTh**	6.46	6.72	6.72	6.74	**6.70z**	6.52	6.62	6.65
1-3 (Net)	508	49	98	18	44	21	60	15	25	11	19	39	303	180	440	39
	12%BCJOY	**17%Y**	*11%*	*12%*	*11%*	*10%*	*13%*	*7%*	*13%*	*10%*	*12%*	*11%*	*12%*	*12%*	*13%*	*11%*
1-4 (Net)	720	72	137	31	65	33	75	24	39	18	25	55	420	271	615	62
	18%BCJOY	**24%zTXYc**	*16%*	**20%Y**	*17%*	*16%*	*16%*	*11%*	**21%Y**	*16%*	*16%*	*15%*	*17%*	*18%*	*18%*	*17%*
1-2 (Net)	352	36	68	13	26	18	43	6	15	11	14	29	222	113	307	28
	9%BCY	**12%Y**	**8%Y**	**9%Y**	*7%*	**9%Y**	**9%Y**	*3%*	*8%*	**9%Y**	**9%Y**	**8%Y**	*9%*	*8%*	*9%*	*8%*
4-7 (Net)	1702	113	401	64	151	101	186	90	84	50	56	153	1034	631	1424	155
	42%	*38%*	**46%zSVXb**	*42%*	*39%*	*48%*	*39%*	*40%*	*45%*	*44%*	*36%*	*42%*	*41%*	*43%*	*41%*	*43%*
5-6 (Net)	868	47	226	27	78	46	99	42	38	19	37	80	520	323	730	69
	21%K	*16%*	**26%zS**	*18%*	*20%*	*22%*	*21%*	*19%*	*21%*	*17%*	*24%*	*22%*	*21%*	*22%*	*21%*	*19%*
8-10 (Net)	1680	124	315	63	183	84	193	104	76	46	76	149	1083	566	1443	146
	41%HNPTe	*41%*	*36%*	*42%*	**47%zT**	*39%*	*41%*	**46%T**	*41%*	*41%*	**49%T**	*41%*	**43%ze**	*38%*	*41%*	*41%*
7-10 (Net)	2302	167	450	87	235	126	264	143	108	70	89	207	1480	783	1962	209
	56%HNPTe	*56%*	*52%*	*58%*	**60%T**	*59%*	*56%*	**64%zT**	*58%*	*62%*	*57%*	*56%*	**59%ze**	*53%*	*56%*	*59%*
9-10 (Net)	911	66	184	33	99	44	114	44	31	26	38	81	598	296	779	82
	22%HNe	*22%*	*21%*	*22%*	*25%*	*21%*	*24%*	*20%*	*17%*	*23%*	*24%*	*22%*	**24%ze**	*20%*	*22%*	*23%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 222
C6_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
News coverage that helps me understand what's going on in the world today.	**2782** **68%GHNPh**	1335 *67%*	1444 *69%*	344 *73%zDE*	512 *65%*	908 *67%*	1017 *69%*	253 *62%*	260 *59%*	744 *71%zGH*	1008 *74%zGH*	698 *74%zMN*	724 *71%zMN*	653 *66%*	706 *61%*	2357 *69%P*	198 *58%*	146 *72%P*	80 *68%P*
News that represents a range of viewpoints.	**2474** **60%HNP**	1172 *59%*	1302 *62%*	288 *61%*	454 *58%*	815 *60%*	917 *62%*	230 *57%*	226 *51%*	660 *63%zGH*	909 *67%zGH*	618 *66%zMN*	629 *62%N*	593 *59%*	635 *55%*	2094 *61%P*	174 *50%*	134 *67%zP*	72 *61%P*
News that is impartial.	**2302** **56%HNPTe**	1117 *56%*	1184 *56%*	276 *58%*	420 *54%*	787 *58%*	818 *55%*	214 *53%*	199 *45%*	627 *60%zGH*	861 *63%zGH*	600 *64%zLMN*	573 *57%N*	543 *55%*	586 *51%*	1946 *57%P*	170 *49%*	118 *58%P*	69 *58%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 222
C6_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
News coverage that helps me understand what's going on in the world today.	2782 68%GHNPh	226 76%zTh	558 65%	108 71%h	270 69%h	142 67%	320 68%	168 75%Th	108 58%	85 75%h	119 76%Th	253 69%	1735 69%	997 68%	2362 68%	253 71%
News that represents a range of viewpoints.	2474 60%HNP	185 62%	498 58%	90 59%	250 64%h	133 63%	286 61%	151 68%Th	99 53%	71 63%	102 65%	229 62%	1553 61%	874 59%	2105 60%	221 62%
News that is impartial.	2302 56%HNPTe	167 56%	450 52%	87 58%	235 60%T	126 59%	264 56%	143 64%zT	108 58%	70 62%	89 57%	207 56%	1480 59%ze	783 53%	1962 56%	209 59%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C7. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Summary Table				
	Programmes and content that are educational.	Programmes and content that are inspirational.	Programmes and content that support children and young people with their education.	Programmes and content that helps me to learn new things.	Programmes and content that are informative.
UnweightedBase	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770
Not At All Well 1	52	87	57	92	52
	1%	2%	1%	2%	1%
2	76	89	64	83	70
	2%	2%	2%	2%	2%
3	74	150	109	127	112
	2%	4%	3%	3%	3%
4	160	205	146	186	136
	4%	5%	4%	5%	3%
5	327	378	332	398	304
	8%	9%	8%	10%	7%
6	491	515	439	463	450
	12%	13%	11%	11%	11%
7	688	779	684	732	770
	17%	19%	17%	18%	19%
8	978	803	797	895	974
	24%	20%	19%	22%	24%
9	561	476	460	496	595
	14%	12%	11%	12%	15%
Extremely Well 10	402	335	410	362	431
	10%	8%	10%	9%	11%
Don't know	291	283	605	267	206
	7%	7%	15%	7%	5%
Total mentions	4101	4101	4101	4101	4101
	100%	100%	100%	100%	100%
Mean	7.18	6.82	7.09	6.92	7.22
1-3 (Net)	202	326	230	302	235
	5%	8%	6%	7%	6%
1-4 (Net)	363	532	375	488	371
	9%	13%	9%	12%	9%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 223
C7. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Summary Table				
	Programmes and content that are educational.	Programmes and content that are inspirational.	Programmes and content that support children and young people with their education.	Programmes and content that helps me to learn new things.	Programmes and content that are informative.
WeightedBase	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770
1-2 (Net)	129	176	121	175	122
	3%	4%	3%	4%	3%
4-7 (Net)	1666	1878	1600	1779	1660
	41%	46%	39%	43%	40%
5-6 (Net)	818	893	770	861	754
	20%	22%	19%	21%	18%
8-10 (Net)	1941	1614	1667	1753	2000
	47%	39%	41%	43%	49%
7-10 (Net)	2629	2393	2351	2485	2770
	64%	58%	57%	61%	68%
9-10 (Net)	963	811	870	858	1026
	23%	20%	21%	21%	25%

C7_1. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that are educational.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	52	35	18	3	15	15	19	5	7	13	12	9	7	13	24	36	12	2	3
	1%BO	*2%zB*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%zL*	*1%*	*3%zO*	*1%*	*3%zO*
2	76	42	35	4	15	25	32	9	12	13	21	14	14	18	31	63	8	3	2
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%z*	*2%*	*2%*	*2%*	*1%*
3	74	38	36	4	11	21	38	17	12	16	9	10	17	18	29	51	15	3	3
	2%JKOd	*2%*	*2%*	*1%*	*1%*	*2%*	*3%z*	*4%zIJ*	*3%J*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%K*	*1%*	*4%zO*	*2%*	*3%*
4	160	96	64	20	26	54	61	15	19	36	50	22	41	44	53	130	21	8	2
	4%BKR	*5%zB*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*2%*	*4%*	*4%K*	*5%K*	*4%*	*6%R*	*4%*	*1%*
5	327	158	169	33	60	120	115	36	38	93	91	54	81	83	109	269	32	10	16
	8%K	*8%*	*8%*	*7%*	*8%*	*9%*	*8%*	*9%*	*9%*	*9%*	*7%*	*6%*	*8%*	*8%*	*9%K*	*8%*	*9%*	*5%*	*14%zOQ*
6	491	256	234	59	102	169	161	53	67	121	159	108	111	120	152	421	40	18	12
	12%	*13%*	*11%*	*12%*	*13%*	*12%*	*11%*	*13%*	*15%*	*12%*	*12%*	*12%*	*11%*	*12%*	*13%*	*12%*	*12%*	*9%*	*10%*
7	688	345	341	76	161	227	223	56	61	195	261	173	162	178	175	578	60	35	14
	17%R	*17%*	*16%*	*16%*	*21%zF*	*17%*	*15%*	*14%*	*14%*	*19%*	*19%zGH*	*18%*	*16%*	*18%*	*15%*	*17%*	*17%*	*17%*	*12%*
8	978	476	501	127	174	325	352	91	92	267	348	253	263	223	239	838	62	51	27
	24%NP	*24%*	*24%*	*27%*	*22%*	*24%*	*24%*	*22%*	*21%*	*26%*	*26%*	*27%zN*	*26%N*	*22%*	*21%*	*24%P*	*18%*	*25%P*	*23%*
9	561	264	297	80	104	175	203	50	48	136	215	154	143	138	126	474	41	33	13
	14%N	*13%*	*14%*	*17%zE*	*13%*	*13%*	*14%*	*12%*	*11%*	*13%*	*16%zH*	*16%zN*	*14%*	*14%*	*11%*	*14%*	*12%*	*16%*	*11%*
Extremely Well 10	402	171	231	41	65	137	159	38	31	104	155	105	111	90	95	333	27	25	17
	10%AY	*9%*	*11%zA*	*9%*	*8%*	*10%*	*11%*	*9%*	*7%*	*10%*	*11%zH*	*11%N*	*11%*	*9%*	*8%*	*10%*	*8%*	*13%*	*14%zOP*
Don't know	291	118	174	26	51	97	117	36	53	47	37	38	63	72	118	244	27	12	9
	7%AIJKd	*6%*	*8%zA*	*6%*	*7%*	*7%*	*8%*	*9%IJ*	*12%zIJ*	*5%J*	*3%*	*4%*	*6%*	*7%K*	*10%zKLM*	*7%*	*8%*	*6%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 224
C7_1. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that are educational.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.18AHNP	7.05	7.31zA	7.38zD	7.10	7.17	7.17	6.98	6.82	7.23H	7.41zGH	7.48zMN	7.33zN	7.12N	6.84	7.22zP	6.65	7.45zP	7.11P
1-3 (Net)	202	115	88	11	40	61	89	31	32	42	42	33	38	48	84	150	35	9	8
	5%CJKOd	6%	4%	2%	5%C	4%	6%C	8%zIJ	7%IJ	4%	3%	3%	4%	5%	7%zKL	4%	10%zOQ	5%	7%
1-4 (Net)	363	211	152	31	66	115	150	46	51	77	92	55	78	92	137	279	56	18	10
	9%BJKOd	11%zB	7%	7%	8%	8%	10%C	11%IJ	12%IJ	7%	7%	6%	8%	9%K	12%zKL	8%	16%zOQR	9%	8%
1-2 (Net)	129	77	52	7	30	41	51	14	19	26	33	23	21	31	55	99	20	5	5
	3%BC	4%zB	2%	2%	4%C	3%	3%	4%	4%	2%	2%	2%	2%	3%	5%zKL	3%	6%zO	2%	4%
4-7 (Net)	1666	855	808	188	349	569	560	160	185	444	562	357	395	426	489	1397	153	72	44
	41%BFY	43%zB	38%	40%	45%zF	42%	38%	39%	42%	43%	41%	38%	39%	43%	42%	41%	44%Q	36%	37%
5-6 (Net)	818	414	403	92	162	288	276	89	105	214	251	162	192	203	261	690	72	28	28
	20%KQ	21%	19%	19%	21%	21%	19%	22%	24%J	21%	18%	17%	19%	20%	23%zK	20%Q	21%Q	14%	24%Q
8-10 (Net)	1941	911	1029	247	343	637	714	179	172	507	718	512	518	451	460	1645	130	109	57
	47%HNP	46%	49%	52%zD	44%	47%	48%	44%	39%	49%H	53%zGH	54%zMN	51%zMN	45%	40%	48%P	38%	54%zP	48%P
7-10 (Net)	2629	1256	1370	324	504	864	937	236	232	702	979	684	680	629	635	2223	190	144	72
	64%GHNPe	63%	65%	68%z	64%	63%	63%	58%	53%	67%zGH	72%zGHI	73%zLMN	67%N	63%N	55%	65%P	55%	71%zOPR	60%
9-10 (Net)	963	435	528	121	169	312	361	88	79	240	370	259	255	228	221	807	68	58	30
	23%AHNU	22%	25%zA	25%	22%	23%	24%	22%	18%	23%	27%zH	28%zMN	25%N	23%	19%	23%	20%	29%zP	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 224
C7_1. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that are educational.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**52**	-	8	2	1	3	14	1	-	*	2	5	30	15	50	*
	1%BO	-	*1%*	*1%*	***	*1%*	*3%zSTV*	***	-	***	*2%*	*1%*	*1%*	*1%*	*1%*	***
2	**76**	6	16	2	7	7	9	1	3	2	3	8	38	34	63	8
	2%	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
3	**74**	3	7	-	6	2	8	3	4	2	4	11	33	39	62	9
	2%JKOd	*1%*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*	*3%T*	*1%*	*3%zd*	*2%*	*3%*
4	**160**	18	33	4	8	7	18	8	11	5	5	13	96	57	134	11
	4%BKR	*6%V*	*4%*	*3%*	*2%*	*3%*	*4%*	*4%*	*6%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*
5	**327**	25	81	10	37	15	25	15	25	6	7	25	198	116	282	24
	8%K	*9%*	*9%X*	*7%*	*9%*	*7%*	*5%*	*7%*	*13%zXbc*	*5%*	*4%*	*7%*	*8%*	*8%*	*8%*	*7%*
6	**491**	24	115	18	46	32	63	16	21	25	19	42	311	168	407	45
	12%	*8%*	*13%Y*	*12%*	*12%*	*15%SY*	*13%*	*7%*	*11%*	*22%zSVYhc*	*12%*	*11%*	*12%*	*11%*	*12%*	*13%*
7	**688**	63	164	34	63	40	63	29	21	24	27	49	449	229	581	61
	17%R	**21%Xhc**	*19%X*	**23%XYhc**	*16%*	*19%*	*13%*	*13%*	*11%*	*21%*	*17%*	*13%*	*18%*	*16%*	*17%*	*17%*
8	**978**	73	196	41	87	48	106	77	46	24	47	94	616	347	831	91
	24%NP	*24%*	*23%*	*27%*	*22%*	*22%*	*22%*	*34%zSTVWXa*	*24%*	*21%*	*30%*	*26%*	*24%*	*24%*	*24%*	*25%*
9	**561**	38	107	14	66	27	82	41	22	12	18	46	360	191	479	47
	14%N	*13%*	*12%*	*9%*	*17%*	*13%*	*17%TU*	*19%U*	*12%*	*10%*	*11%*	*13%*	*14%*	*13%*	*14%*	*13%*
Extremely Well 10	**402**	24	82	9	47	18	47	10	25	9	21	42	255	140	352	32
	10%AY	*8%*	*10%Y*	*6%*	*12%Y*	*8%*	*10%Y*	*4%*	*13%Y*	*8%*	*13%Y*	*11%Y*	*10%*	*10%*	*10%*	*9%*
Don't know	**291**	25	55	17	21	14	39	23	9	5	4	33	143	136	248	28
	7%AIJKd	*8%*	*6%*	*11%b*	*5%*	*6%*	*8%b*	*10%b*	*5%*	*5%*	*2%*	*9%b*	*6%*	*9%zd*	*7%*	*8%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 224
C7_1. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that are educational.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.18AHNP	7.17	7.16	7.18	7.41	7.08	7.19	7.49	7.17	7.06	7.34	7.20	7.26z	7.12	7.19	7.23
1-3 (Net)	202	9	31	4	14	12	31	4	7	4	9	24	100	89	175	17
	5%CJKOd	3%	4%	3%	4%	5%	7%Y	2%	4%	4%	6%	7%Y	4%	6%zd	5%	5%
1-4 (Net)	363	27	64	8	22	19	49	13	18	9	14	37	196	145	308	29
	9%BJKOd	9%	7%	5%	6%	9%	10%V	6%	10%	8%	9%	10%	8%	10%	9%	8%
1-2 (Net)	129	6	24	4	8	9	23	2	3	2	5	13	68	49	113	8
	3%BC	2%	3%	3%	2%	4%Y	5%Y	1%	2%	2%	3%	4%	3%	3%	3%	2%
4-7 (Net)	1666	131	392	67	155	94	168	69	78	59	58	128	1053	569	1404	141
	41%BFY	44%Y	45%zXYc	44%Y	40%	44%Y	36%	31%	42%	52%zXYc	37%	35%	42%	39%	40%	40%
5-6 (Net)	818	50	196	28	83	46	87	31	46	30	26	67	509	284	689	69
	20%KQ	17%	23%Y	19%	21%	22%	18%	14%	24%Y	27%Y	16%	18%	20%	19%	20%	19%
8-10 (Net)	1941	134	385	64	200	93	235	128	92	45	85	183	1232	678	1661	169
	47%HNP	45%	45%	42%	51%	44%	50%	57%zSTUWa	50%	40%	54%	50%	49%	46%	48%	48%
7-10 (Net)	2629	197	549	99	262	133	298	158	114	68	113	231	1681	907	2242	230
	64%GHNPe	66%	64%	65%	67%	63%	63%	70%	61%	61%	72%	63%	66%ze	62%	64%	65%
9-10 (Net)	963	61	189	24	113	45	129	51	47	21	39	88	616	331	830	79
	23%AHNU	21%	22%	16%	29%zSTU	21%	27%U	23%	25%	18%	25%	24%	24%	22%	24%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 225
C7_2. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that are inspirational.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	87 2%d	53 3%	34 2%	13 3%	15 2%	29 2%	30 2%	13 3%	12 3%	15 1%	23 2%	18 2%	15 1%	19 2%	35 3%z	72 2%	6 2%	4 2%	4 4%
2	89 2%EJKd	48 2%	41 2%	7 1%	12 2%	19 1%	51 3%zCDE	8 2%	18 4%zIJ	18 2%	18 1%	9 1%	21 2%	22 2%	37 3%zK	66 2%	19 6%zOQR	3 1%	2 2%
3	150 4%CO	83 4%	66 3%	9 2%	24 3%	49 4%	68 5%C	17 4%	22 5%	39 4%	40 3%	29 3%	32 3%	32 3%	58 5%z	107 3%	32 9%zOQ	6 3%	6 5%
4	205 5%B	120 6%zB	85 4%	19 4%	35 4%	69 5%	82 6%	22 5%	22 5%	45 4%	68 5%	36 4%	56 6%	48 5%	66 6%	167 5%	17 5%	16 8%z	5 4%
5	378 9%S	186 9%	190 9%	42 9%	84 11%	120 9%	131 9%	42 10%	48 11%	91 9%	107 8%	72 8%	86 9%	93 9%	127 11%zK	311 9%	35 10%	18 9%	14 12%
6	515 13%Y	258 13%	256 12%	72 15%	100 13%	171 12%	172 12%	45 11%	73 16%z	126 12%	169 12%	127 14%	125 12%	120 12%	144 12%	444 13%	40 12%	18 9%	13 11%
7	779 19%N	366 18%	413 20%	90 19%	172 22%	247 18%	270 18%	65 16%	80 18%	207 20%	274 20%	207 22%zN	190 19%	200 20%N	182 16%	674 20%	54 16%	32 16%	20 17%
8	803 20%HNX	391 20%	412 20%	98 21%	148 19%	289 21%	268 18%	85 21%H	57 13%	226 22%H	307 23%zH	202 21%N	214 21%N	196 20%	191 17%	669 19%	64 19%	48 24%	21 18%
9	476 12%HR	228 11%	248 12%	54 11%	75 10%	165 12%	182 12%	45 11%	34 8%	132 13%H	175 13%H	116 12%	125 12%	119 12%	116 10%	406 12%R	29 8%	33 16%zOPR	9 7%
Extremely Well 10	335 8%A	143 7%	192 9%	40 8%	57 7%	115 8%	124 8%	31 8%	25 6%	83 8%	136 10%zH	92 10%z	88 9%	70 7%	86 7%	283 8%	19 6%	18 9%	14 12%zP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	283 7%JKQd	121 6%	162 8%	28 6%	62 8%	91 7%	102 7%	34 8%J	51 12%zIJ	57 6%J	39 3%	32 3%	62 6%K	78 8%K	112 10%zKLM	237 7%Q	28 8%Q	6 3%	11 9%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.82AHNP Se	6.68	6.96zA	6.91	6.79	6.90	6.72	6.71H	6.28	6.96zH	7.07zGH	7.07zMN	6.94N	6.82N	6.48	6.87zP	6.23	7.04P	6.68P
1-3 (Net)	326 8%BJKOTU Vd	184 9%zB	142 7%	29 6%	51 7%	97 7%	149 10%zCDE	37 9%	51 12%zIJ	72 7%	81 6%	56 6%	68 7%	74 7%	129 11%zKLM	245 7%	57 17%zOQR	12 6%	12 10%
1-4 (Net)	532 13%BJKOT UVd	304 15%zB	227 11%	48 10%	86 11%	167 12%	231 16%zCDE	59 15%	73 17%IJ	118 11%	149 11%	92 10%	124 12%	121 12%	195 17%zKLM	412 12%	75 22%zOQR	28 14%	17 14%
1-2 (Net)	176 4%JKTd	101 5%	75 4%	20 4%	27 3%	48 4%	81 5%zE	21 5%	29 7%zIJ	33 3%	41 3%	27 3%	36 4%	41 4%	72 6%zKL	138 4%	25 7%zO	7 3%	6 5%
4-7 (Net)	1878 46%Y	931 47%	944 45%	224 47%	391 50%zEF	607 44%	655 44%	175 43%	223 51%	469 45%	619 46%	442 47%	457 45%	460 46%	518 45%	1596 46%	146 42%	84 41%	52 44%
5-6 (Net)	893 22%Y	445 22%	446 21%	115 24%	183 23%	291 21%	304 21%	88 22%	121 27%zIJ	217 21%	276 20%	199 21%	211 21%	213 21%	271 23%	755 22%	75 22%	36 18%	27 23%
8-10 (Net)	1614 39%DHNPe	763 38%	851 41%	192 41%	279 36%	569 42%D	574 39%	161 40%H	116 26%	441 42%zH	619 46%zH	410 44%zN	427 42%N	384 39%	392 34%	1358 40%P	112 33%	99 49%zOPR	44 37%
7-10 (Net)	2393 58%AHNPe	1129 56%	1264 60%zA	282 60%	452 58%	816 60%	843 57%	226 56%H	196 44%	648 62%zH	893 66%zGH	618 66%zMN	617 61%N	584 59%N	574 50%	2032 59%P	166 48%	132 65%zPR	64 54%
9-10 (Net)	811 20%HP	371 19%	439 21%	94 20%	132 17%	280 20%	306 21%	76 19%	59 13%	215 21%H	312 23%zH	208 22%zN	213 21%	188 19%	201 17%	689 20%P	48 14%	51 25%zP	23 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	87 2%d	21 7%zTVWYhbc	11 1%	3 2%	2 1%	3 2%	21 4%zTVYc	2 1%	1 1%	3 3%	2 1%	2 1%	41 2%	37 3%	77 2%	5 1%
2	89 2%EJKd	12 4%TU	10 1%	- -	6 2%	5 2%	6 1%	3 1%	8 4%TU	1 1%	3 2%	11 3%	41 2%	47 3%zd	74 2%	6 2%
3	150 4%CO	17 6%Ua	30 3%	1 1%	9 2%	8 4%	11 2%	7 3%	7 4%	-	5 3%	11 3%	91 4%	56 4%	126 4%	18 5%
4	205 5%B	19 6%	37 4%	4 2%	10 3%	6 3%	26 5%	9 4%	19 10%zTUVWc	5 4%	16 10%zTUVWc	16 4%	113 4%	85 6%	176 5%	17 5%
5	378 9%S	14 5%	92 11%S	11 7%	44 11%S	21 10%	44 9%	16 7%	23 12%S	5 5%	16 10%	26 7%	223 9%	139 9%	308 9%	40 11%
6	515 13%Y	40 13%	130 15%UXY	12 8%	46 12%	27 13%	47 10%	16 7%	25 13%	32 29%zSTUVWXYhbc	19 12%	50 14%Y	329 13%	172 12%	434 12%	48 14%
7	779 19%N	57 19%	164 19%	47 31%zSTVYhbc	65 17%	46 22%	110 23%zh	41 18%	25 13%	24 21%	25 16%	70 19%	498 20%	273 19%	668 19%	67 19%
8	803 20%HNX	55 18%	175 20%	35 23%	80 20%	40 19%	72 15%	63 28%zSTXc	37 20%	19 17%	31 20%	63 17%	509 20%	278 19%	683 20%	64 18%
9	476 12%HR	28 9%	90 10%	13 8%	52 13%	21 10%	64 13%	33 15%	18 10%	12 10%	23 15%	52 14%	306 12%	162 11%	403 12%	40 11%
Extremely Well 10	335 8%A	17 6%	69 8%	9 6%	48 12%zSY	16 7%	39 8%	12 5%	18 9%	6 5%	13 8%	37 10%	223 9%	105 7%	292 8%	26 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	283 7%JKQd	19 6%	57 7%	17 11%hb	27 7%	18 8%h	33 7%	22 10%hb	5 2%	7 6%	4 3%	29 8%h	154 6%	116 8%	245 7%	24 7%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	6.82AHNP Se	6.24	6.88S	7.15Sh	7.22zSTX h	6.80S	6.77S	7.19zSh	6.56	6.78	6.82	7.05Sh	6.94ze	6.65	6.83	6.73
1-3 (Net)	326 8%BJKOT UVd	50 17%zTUVWX Yabc	51 6%	4 3%	18 5%	17 8%	39 8%	12 5%	17 9%	5 4%	10 6%	24 7%	173 7%	141 10%zd	277 8%	30 8%
1-4 (Net)	532 13%BJKOT UVd	69 23%zTUVW XYac	88 10%	8 5%	28 7%	23 11%	65 14%UV	21 9%	36 19%zTUVYa c	9 8%	26 16%UV	40 11%	286 11%	226 15%zd	453 13%	47 13%
1-2 (Net)	176 4%JKTd	32 11%zTUVWX Ybc	21 2%	3 2%	9 2%	8 4%	27 6%TV	4 2%	10 5%	5 4%	5 3%	13 4%	82 3%	84 6%zd	151 4%	11 3%
4-7 (Net)	1878 46%Y	130 44%	423 49%Y	73 48%	166 43%	101 48%	227 48%Y	82 36%	92 49%Y	66 58%zSVYc	75 48%	162 44%	1164 46%	669 46%	1587 46%	172 48%
5-6 (Net)	893 22%Y	53 18%	222 26%zSUXY	22 15%	90 23%Y	48 23%Y	91 19%	31 14%	48 26%UY	37 33%zSUXY c	35 22%	76 21%	552 22%	311 21%	743 21%	88 25%
8-10 (Net)	1614 39%DHNPe	100 34%	334 39%	57 38%	179 46%zSTXa	77 36%	174 37%	108 48%zSTWX a	73 39%	36 32%	67 43%	152 41%	1038 41%ze	545 37%	1378 40%	130 37%
7-10 (Net)	2393 58%AHNPe	158 53%	498 58%	104 68%zSTha	244 63%S	123 58%	284 60%	150 67%zSTh	98 53%	60 53%	92 59%	222 60%	1536 61%ze	818 56%	2047 59%	197 55%
9-10 (Net)	811 20%HP	46 15%	159 18%	22 15%	100 26%zSTU	37 17%	102 22%	45 20%	36 19%	17 15%	36 23%	90 24%SU	528 21%	266 18%	696 20%	66 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C7_3. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Programmes and content that support children and young people with their education.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	57 **1%B**	39 2%zB	19 1%	6 1%	13 2%	20 1%	18 1%	5 1%	9 2%	15 1%	14 1%	13 1%	9 1%	16 2%	20 2%	43 1%	9 3%	2 1%	4 3%zO
2	64 **2%BJKd**	43 2%zB	21 1%	5 1%	16 2%	17 1%	26 2%	6 1%	8 2%	20 2%J	9 1%	6 1%	15 1%	16 2%	27 2%zK	50 1%	11 3%zO	2 1%	1 1%
3	109 **3%O**	61 3%	47 2%	13 3%	16 2%	38 3%	41 3%	11 3%	12 3%	27 3%	36 3%	22 2%	23 2%	27 3%	37 3%	75 2%	21 6%zO	8 4%	5 4%O
4	146 **4%KR**	75 4%	70 3%	12 3%	36 5%	54 4%	44 3%	17 4%	27 6%zIJ	29 3%	38 3%	20 2%	46 5%K	31 3%	49 4%K	120 3%	16 5%	8 4%	2 1%
5	332 **8%c**	162 8%	169 8%	31 7%	56 7%	123 9%	122 8%	29 7%	49 11%J	84 8%	93 7%	66 7%	82 8%	67 7%	117 10%zKM	269 8%	29 8%	18 9%	16 13%zO
6	439 **11%FLQY**	224 11%	214 10%	66 14%zF	95 12%F	153 11%F	124 8%	44 11%	47 11%	124 12%	134 10%	101 11%	85 8%	132 13%zL	121 10%	381 11%Q	31 9%	13 7%	13 11%
7	684 **17%Fe**	360 18%	323 15%	102 21%zEF	147 19%F	231 17%	204 14%	52 13%	63 14%	182 17%	255 19%zG	169 18%	147 14%	185 19%	184 16%	586 17%	53 15%	30 15%	15 13%
8	797 **19%N**	371 19%	425 20%	97 20%	147 19%	264 19%	289 20%	70 17%	78 18%	219 21%	308 23%z	214 23%zMN	214 21%N	176 18%	193 17%	680 20%	60 17%	38 19%	19 16%
9	460 **11%**	221 11%	239 11%	62 13%	92 12%	149 11%	157 11%	51 13%	39 9%	123 12%	167 12%	104 11%	128 13%	112 11%	116 10%	388 11%	30 9%	31 15%zP	11 9%
Extremely Well 10	410 **10%AHN**	172 9%	237 11%zA	45 9%	81 10%	143 10%	141 10%	42 10%	29 6%	95 9%	170 13%zHI	107 11%N	110 11%N	102 10%	90 8%	343 10%	27 8%	24 12%	16 13%P
Don't know	605 **15%CDEIJ Khd**	272 14%	332 16%	35 7%	84 11%	173 13%C	313 21%zCDE	80 20%zIJ	79 18%IJ	121 12%	133 10%	118 13%	156 15%	133 13%	198 17%zK	500 15%	58 17%	29 14%	18 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 226
C7_3. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that support children and young people with their education.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.09AHNP	6.92	7.25zA	7.17	7.06	7.06	7.11	7.13H	6.65	7.07H	7.36zHI	7.31zMN	7.23N	7.08N	6.78	7.14zP	6.54	7.27P	6.90
1-3 (Net)	230	142	87	24	45	75	85	22	30	62	59	41	47	58	84	167	41	11	10
	6%BJO	7%zB	4%	5%	6%	6%	6%	5%	7%	6%	4%	4%	5%	6%	7%zKL	5%	12%zOQ	6%	9%zO
1-4 (Net)	375	217	158	37	81	129	129	39	56	92	97	61	93	89	133	287	57	20	12
	9%BJKOUV	11%zB	8%	8%	10%	9%	9%	10%	13%zJ	9%	7%	6%	9%	9%	12%zK	8%	17%zOQR	10%	10%
1-2 (Net)	121	81	40	12	29	37	44	11	17	36	23	19	24	31	47	92	20	4	5
	3%BJ	4%zB	2%	2%	4%	3%	3%	3%	4%J	3%J	2%	2%	2%	3%	4%zK	3%	6%zOQ	2%	4%
4-7 (Net)	1600	820	777	211	334	561	494	141	186	420	521	356	360	415	470	1357	129	69	45
	39%BFLe	41%zB	37%	45%zF	43%F	41%F	33%	35%	42%	40%	38%	38%	35%	42%L	41%L	39%	38%	34%	38%
5-6 (Net)	770	385	384	97	151	276	246	73	96	209	228	167	167	199	237	651	60	31	29
	19%FJY	19%	18%	21%	19%	20%F	17%	18%	22%	20%	17%	18%	16%	20%	21%L	19%	17%	15%	24%zQ
8-10 (Net)	1667	764	902	203	320	556	587	163	146	437	645	425	451	391	400	1412	116	93	46
	41%AHNPe	38%	43%zA	43%	41%	41%	40%	40%	33%	42%H	48%zGHI	45%zMN	45%zN	39%	35%	41%P	34%	46%P	38%
7-10 (Net)	2351	1124	1225	305	467	787	792	215	209	619	901	593	598	575	584	1998	169	123	61
	57%FHNPRe	56%	58%	64%zEF	60%F	58%	53%	53%	47%	60%H	66%zGHI	63%zMN	59%N	58%N	51%	58%PR	49%	61%PR	51%
9-10 (Net)	870	393	477	107	173	291	298	93	68	218	337	211	238	215	207	731	57	55	27
	21%AHNPe	20%	23%A	23%	22%	21%	20%	23%H	15%	21%H	25%zH	22%N	23%N	22%	18%	21%	16%	27%zOP	23%

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 Programmes and content that support children and young people with their education.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	57 1%B	- -	13 2%	2 1%	5 1%	3 2%	10 2%	1 *	- -	- -	1 1%	9 2%S	38 2%	14 1%	54 2%	2 1%
2	64 2%BJKd	6 2%	6 1%	- -	1 *	10 5%zTUVXY	8 2%	1 *	3 2%	* *	5 3%TV	8 2%	28 1%	31 2%d	58 2%	3 1%
3	109 3%O	11 4%	25 3%	2 1%	6 1%	4 2%	6 1%	4 2%	2 1%	4 4%	5 3%	7 2%	64 3%	41 3%	89 3%	15 4%
4	146 4%KR	5 2%	24 3%	2 1%	6 1%	8 4%	19 4%	8 4%	18 10%zSTUVXa	2 2%	10 6%SUV	17 5%V	93 4%	50 3%	126 4%	11 3%
5	332 8%c	24 8%	82 10%c	11 7%	35 9%c	18 9%	32 7%	16 7%	25 13%zXabc	4 3%	6 4%	15 4%	207 8%	109 7%	279 8%	30 8%
6	439 11%FLQY	27 9%	109 13%Y	18 12%Y	44 11%Y	23 11%Y	54 11%Y	10 4%	16 9%	19 17%Y	21 13%Y	41 11%Y	273 11%	153 10%	372 11%	33 9%
7	684 17%Fe	53 18%	158 18%	30 20%	53 13%	32 15%	76 16%	37 17%	23 13%	31 28%zVWXhb	22 14%	71 19%	455 18%ze	221 15%	565 16%	66 19%
8	797 19%N	58 19%	164 19%	33 22%	77 20%	43 20%	80 17%	63 28%zTXac	42 22%	17 15%	38 24%	67 18%	499 20%	287 20%	695 20%	54 15%
9	460 11%	33 11%	81 9%	21 14%	55 14%T	27 13%	54 11%	26 11%	20 11%	14 12%	16 10%	43 12%	302 12%	150 10%	391 11%	42 12%
Extremely Well 10	410 10%AHN	22 7%	82 9%	11 7%	50 13%	18 9%	57 12%	17 8%	24 13%	10 9%	16 10%	37 10%	275 11%	129 9%	348 10%	35 10%
Don't know	605 15%CDEIJKhd	60 20%zhb	119 14%h	22 14%	59 15%h	25 12%	79 17%h	42 19%h	13 7%	12 10%	17 11%	53 14%h	296 12%	287 19%zd	510 15%	64 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 226
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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Programmes and content that support children and young people with their education.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.09AHNP	7.10	7.02	7.33	7.45zTWc	6.90	7.16	7.43TW	7.04	7.21	7.04	7.06	7.15	7.04	7.08	7.12
1-3 (Net)	230	17	45	4	12	18	23	5	6	5	11	24	129	86	200	19
	6%BJO	6%	5%	2%	3%	8%UVY	5%	2%	3%	4%	7%	6%	5%	6%	6%	5%
1-4 (Net)	375	22	69	5	18	26	42	13	23	7	21	41	222	136	326	31
	9%BJKOUV	8%	8%	3%	5%	12%UV	9%V	6%	13%UV	6%	13%UVY	11%UV	9%	9%	9%	9%
1-2 (Net)	121	6	19	2	6	14	17	1	3	*	6	17	66	45	111	5
	3%BJ	2%	2%	1%	2%	6%zSTUVYa	4%	1%	2%	*	4%	5%VY	3%	3%	3%	1%
4-7 (Net)	1600	109	374	61	137	81	181	72	83	56	59	144	1028	533	1342	141
	39%BFLe	36%	43%zVY	40%	35%	38%	38%	32%	44%Y	50%VY	38%	39%	41%ze	36%	38%	40%
5-6 (Net)	770	51	192	29	79	41	86	26	41	23	27	56	480	262	651	63
	19%FJY	17%	22%zYc	19%	20%Y	19%	18%	12%	22%Y	20%	17%	15%	19%	18%	19%	18%
8-10 (Net)	1667	113	326	65	182	88	190	106	85	40	70	147	1076	566	1435	132
	41%AHNPe	38%	38%	43%	47%zT	42%	40%	47%T	46%	36%	45%	40%	43%ze	38%	41%	37%
7-10 (Net)	2351	166	484	95	234	120	266	143	109	71	92	218	1530	786	2000	198
	57%FHNPRe	55%	56%	63%	60%	57%	56%	64%	58%	63%	59%	59%	61%ze	53%	57%	56%
9-10 (Net)	870	55	162	32	104	46	111	43	44	24	32	80	577	279	740	77
	21%AHNPe	18%	19%	21%	27%zST	21%	23%	19%	23%	21%	20%	22%	23%ze	19%	21%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 227
C7_4. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
 Programmes and content that helps me to learn new things.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	92 **2%g**	54 *3%*	38 *2%*	9 *2%*	18 *2%*	29 *2%*	35 *2%*	10 *2%*	19 **4%zIJ**	17 *2%*	21 *2%*	16 *2%*	14 *1%*	29 *3%*	33 *3%*	69 *2%*	16 **5%zOQ**	2 *1%*	5 **4%OQ**
2	83 **2%JKd**	47 *2%*	36 *2%*	4 *1%*	9 *1%*	24 *2%*	46 **3%zCD**	11 *3%*	12 *3%*	20 *2%*	16 *1%*	10 *1%*	24 *2%*	13 *1%*	36 **3%zKM**	66 *2%*	8 *2%*	7 *3%*	3 *2%*
3	127 **3%JKO**	63 *3%*	64 *3%*	9 *2%*	27 *3%*	32 *2%*	59 **4%E**	15 *4%*	16 *4%*	42 **4%J**	28 *2%*	18 *2%*	23 *2%*	37 *4%*	49 **4%zKL**	91 *3%*	27 **8%zOQ**	2 *2%*	5 *5%*
4	186 **5%K**	98 *5%*	88 *4%*	23 *5%*	34 *4%*	56 *4%*	74 *5%*	14 *3%*	25 *6%*	45 *4%*	52 *4%*	31 *3%*	55 **5%K**	50 *5%*	50 *4%*	148 *4%*	23 **7%R**	13 **6%R**	3 *2%*
5	398 **10%JKQ**	204 *10%*	193 *9%*	44 *9%*	69 *9%*	145 *11%*	139 *9%*	51 **13%J**	51 **11%J**	97 *9%*	105 *8%*	62 *7%*	105 **10%K**	96 **10%K**	136 **12%zK**	331 **10%Q**	40 **12%Q**	11 *5%*	16 **13%zQ**
6	463 **11%F**	239 *12%*	222 *11%*	85 **18%zDEF**	82 *11%*	156 *11%*	141 *9%*	39 *10%*	56 *13%*	134 *13%*	144 *11%*	100 *11%*	127 *13%*	109 *11%*	127 *11%*	398 *12%*	29 *8%*	26 *13%*	10 *9%*
7	732 **18%NR**	351 *18%*	381 *18%*	84 *18%*	169 **22%zF**	244 *18%*	235 *16%*	67 *16%*	83 *19%*	166 *16%*	290 **21%zI**	198 **21%zN**	187 *18%*	172 *17%*	175 *15%*	626 *18%*	52 *15%*	39 *19%*	16 *13%*
8	895 **22%G**	420 *21%*	475 *23%*	94 *20%*	172 *22%*	305 *22%*	323 *22%*	70 *17%*	84 *19%*	237 *23%*	332 **24%zG**	219 *23%*	219 *22%*	225 *23%*	231 *20%*	766 *22%*	65 *19%*	37 *18%*	27 *22%*
9	496 **12%HR**	245 *12%*	251 *12%*	71 **15%z**	86 *11%*	158 *12%*	181 *12%*	59 **14%H**	32 *7%*	135 **13%H**	194 **14%zH**	133 **14%zN**	116 *11%*	124 *12%*	124 *11%*	416 **12%R**	39 *11%*	32 **16%R**	9 *8%*
Extremely Well 10	362 **9%N**	156 *8%*	206 *10%*	37 *8%*	63 *8%*	126 *9%*	136 *9%*	34 *8%*	27 *6%*	97 *9%*	138 **10%H**	107 **11%zMN**	94 *9%*	81 *8%*	81 *7%*	304 *9%*	20 *6%*	23 **11%P**	15 **13%zOP**
Don't know	267 **7%CIJKd**	122 *6%*	145 *7%*	13 *3%*	54 **7%C**	89 **7%C**	110 **7%C**	36 **9%IJ**	36 **8%IJ**	50 **5%J**	38 *3%*	47 *5%*	51 *5%*	60 *6%*	109 **10%zKLM**	221 *6%*	25 *7%*	10 *5%*	10 *9%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.92AHNP Se	6.80	7.03zA	6.99	6.93	6.97	6.84	6.82H	6.40	6.96H	7.23zGHI	7.30zLMN	6.93N	6.87N	6.61	6.97zP	6.31	7.13P	6.78P
1-3 (Net)	302	163	138	22	54	86	140	36	47	80	64	44	61	79	119	225	51	12	13
	7%CJKOTd	8%	7%	5%	7%	6%	9%zCE	9%J	11%zJ	8%J	5%	5%	6%	8%K	10%zKL	7%	15%zOQ	6%	11%zO
1-4 (Net)	488	261	226	45	88	142	214	50	72	124	117	75	115	129	169	373	74	25	16
	12%JKOVd	13%	11%	9%	11%	10%	14%zCE	12%	16%zJ	12%J	9%	8%	11%K	13%K	15%zK	11%	21%zOQR	12%	13%
1-2 (Net)	175	100	74	13	27	54	81	21	31	37	37	26	38	42	69	135	24	8	7
	4%JKVYd	5%z	4%	3%	3%	4%	5%zC	5%	7%zIJ	4%	3%	3%	4%	4%	6%zKL	4%	7%zO	4%	6%
4-7 (Net)	1779	892	884	235	354	601	589	172	215	442	592	390	474	427	488	1503	143	88	45
	43%FXY	45%	42%	50%zF	45%F	44%	40%	42%	49%	42%	44%	42%	47%zK	43%	42%	44%	42%	44%	38%
5-6 (Net)	861	443	415	129	152	301	280	90	107	231	249	162	232	205	262	729	69	37	26
	21%JK	22%	20%	27%zDEF	19%	22%	19%	22%	24%J	22%J	18%	17%	23%K	21%	23%K	21%	20%	18%	22%
8-10 (Net)	1753	821	931	202	321	589	640	163	143	469	664	459	428	430	436	1486	124	91	51
	43%HNP	41%	44%	43%	41%	43%	43%	40%	32%	45%H	49%zGH	49%zLMN	42%	43%N	38%	43%P	36%	45%P	43%
7-10 (Net)	2485	1172	1312	286	490	833	876	230	226	635	955	656	616	602	611	2112	176	130	67
	61%AHNPe	59%	63%zA	61%	63%	61%	59%	57%	51%	61%H	70%zGHI	70%zLMN	61%N	60%N	53%	61%P	51%	64%P	56%
9-10 (Net)	858	401	457	109	149	284	317	93	59	232	332	240	209	204	204	720	59	55	24
	21%HN	20%	22%	23%	19%	21%	21%	23%H	13%	22%H	24%zH	26%zLMN	21%	21%	18%	21%	17%	27%zOP	20%

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		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	92 **2%g**	5 2%	15 2%	3 2%	3 1%	3 2%	14 **3%V**	1 *	2 1%	4 **4%Y**	4 3%	15 **4%zTVY**	48 2%	38 3%	85 2%	2 1%
2	83 **2%JKd**	10 **3%V**	10 1%	- -	2 1%	7 **3%TVY**	14 **3%V**	1 *	10 **5%zTUVYc**	2 2%	6 **4%TUVY**	5 1%	32 1%	42 **3%zd**	65 2%	11 3%
3	127 **3%JKO**	10 3%	21 2%	3 2%	13 3%	6 3%	8 2%	12 **5%X**	2 1%	2 2%	5 3%	8 2%	67 3%	59 **4%z**	111 3%	11 3%
4	186 **5%K**	26 **9%zTVY**	36 4%	5 3%	10 3%	8 4%	23 5%	5 2%	10 6%	4 3%	5 3%	15 4%	118 5%	65 4%	147 4%	24 7%
5	398 **10%JKQ**	31 10%	98 **11%Xb**	19 **13%b**	35 9%	23 11%	32 7%	20 9%	31 **17%zVXabc**	6 5%	8 5%	29 8%	236 9%	145 10%	341 10%	35 10%
6	463 **11%F**	36 12%	99 11%	16 11%	50 13%	20 10%	50 11%	15 7%	20 10%	25 **22%zSTUWXYhc**	22 14%	46 12%	288 11%	166 11%	404 12%	36 10%
7	732 **18%NR**	60 20%	189 **22%zXc**	28 19%	70 18%	39 18%	67 14%	38 17%	29 16%	23 20%	28 18%	55 15%	477 19%	242 16%	616 18%	57 16%
8	895 **22%G**	61 21%	172 20%	32 21%	86 22%	39 19%	115 24%	70 **31%zSTVWh**	33 18%	23 21%	46 **30%TWh**	87 24%	574 23%	308 21%	754 22%	83 23%
9	496 **12%HR**	29 10%	90 10%	22 14%	55 14%	29 14%	62 13%	32 14%	21 11%	13 12%	19 12%	45 12%	318 13%	171 12%	421 12%	41 12%
Extremely Well 10	362 **9%N**	18 6%	76 9%	8 5%	47 **12%SUY**	21 10%	42 9%	11 5%	21 11%	8 7%	11 7%	39 11%	233 9%	122 8%	309 9%	34 10%
Don't know	267 **7%CIJKd**	13 4%	58 7%	15 **10%ab**	18 5%	15 7%	45 **10%zSVab**	19 **8%b**	8 5%	2 2%	3 2%	24 7%	138 5%	113 **8%zd**	236 7%	21 6%

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WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.92AHNP Se	6.59	6.94	7.00	7.30zSTh	6.95	7.00	7.21S	6.76	6.84	6.92	6.99	7.03ze	6.77	6.91	6.94
1-3 (Net)	302	25	46	6	18	17	36	13	13	8	15	28	147	139	260	24
	7%CJKOTd	8%	5%	4%	5%	8%	8%	6%	7%	7%	10%	8%	6%	9%zd	7%	7%
1-4 (Net)	488	51	82	11	28	25	59	19	24	12	20	43	265	205	407	48
	12%JKOVd	17%zTUVY	9%	7%	7%	12%	12%V	8%	13%	11%	13%	12%	10%	14%zd	12%	13%
1-2 (Net)	175	14	25	3	5	11	28	1	12	6	10	20	80	81	149	13
	4%JKVYd	5%VY	3%	2%	1%	5%VY	6%TVY	1%	6%VY	5%VY	7%VY	5%VY	3%	5%zd	4%	4%
4-7 (Net)	1779	153	422	68	165	90	172	78	90	58	62	145	1120	618	1508	152
	43%FXY	51%zXYc	49%zXYc	45%	42%	43%	36%	35%	48%XY	52%XY	40%	39%	44%	42%	43%	43%
5-6 (Net)	861	67	197	36	84	43	82	34	51	31	29	75	524	311	744	71
	21%JK	22%	23%Y	24%	22%	20%	17%	15%	27%XY	28%XY	19%	20%	21%	21%	21%	20%
8-10 (Net)	1753	109	338	62	189	90	220	114	74	45	76	171	1124	601	1484	159
	43%HNP	36%	39%	41%	48%ST	42%	46%ST	51%zST	40%	40%	48%	46%S	44%z	41%	43%	45%
7-10 (Net)	2485	169	527	90	259	129	286	152	104	67	103	225	1601	843	2100	216
	61%AHNPe	56%	61%	60%	66%zSh	61%	61%	68%Sh	56%	60%	66%	61%	63%ze	57%	60%	61%
9-10 (Net)	858	47	166	30	103	51	105	43	42	21	29	83	550	293	730	76
	21%HN	16%	19%	20%	26%zST	24%	22%	19%	22%	19%	19%	23%	22%	20%	21%	21%

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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	52	34	18	3	17	12	20	5	9	11	15	10	5	15	22	38	10	*	4
	1%L	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	**2%L**	1%	**3%zOQ**	*	**3%zOQ**
2	70	42	29	3	12	28	27	12	17	10	13	12	18	17	23	55	11	2	2
	2%Jd	2%	1%	1%	2%	2%	2%	**3%IJ**	**4%zIJ**	1%	1%	1%	2%	2%	2%	2%	3%	1%	2%
3	112	57	55	10	19	32	52	14	13	37	20	16	20	26	50	79	25	3	3
	3%JKO	3%	3%	2%	2%	2%	4%	**3%J**	3%	**4%J**	1%	2%	2%	3%	**4%zKL**	2%	**7%zOQR**	3%	3%
4	136	79	57	16	18	51	51	10	15	33	43	17	32	38	49	102	27	4	3
	3%KOV	4%	3%	3%	2%	4%	3%	2%	3%	3%	3%	2%	3%	**4%K**	**4%K**	3%	**8%zOQR**	2%	3%
5	304	149	155	24	63	101	117	38	39	76	75	48	77	66	113	241	31	14	18
	7%CJKd	7%	7%	5%	8%	7%	8%	**9%J**	**9%J**	7%	6%	5%	8%	7%	**10%zKM**	7%	9%	7%	**15%zOPQ**
6	450	237	212	64	98	153	135	51	57	117	136	100	106	104	140	389	34	18	9
	11%F	12%	10%	**13%F**	**12%F**	11%	9%	12%	13%	11%	10%	11%	10%	10%	12%	11%	10%	9%	7%
7	770	369	400	99	155	245	271	57	89	198	281	185	187	193	206	665	53	37	16
	19%GR	18%	19%	21%	20%	18%	18%	14%	20%	19%	**21%G**	20%	18%	19%	18%	**19%R**	15%	18%	14%
8	974	458	515	121	172	325	356	98	88	253	344	239	255	251	229	826	72	50	26
	24%N	23%	25%	26%	22%	24%	24%	24%	20%	24%	25%	**25%N**	**25%N**	**25%N**	20%	24%	21%	25%	22%
9	595	305	290	70	118	188	219	53	50	151	237	172	160	135	128	511	42	30	14
	15%N	15%	14%	15%	15%	14%	15%	13%	11%	15%	**17%zH**	**18%zMN**	**16%N**	14%	11%	15%	12%	15%	11%
Extremely Well 10	431	177	253	48	63	154	166	38	31	116	174	117	118	92	103	358	22	34	17
	11%ADHPY	9%	**12%zA**	10%	8%	**11%D**	11%	9%	7%	**11%H**	**13%zH**	**12%zN**	12%	9%	9%	**10%P**	6%	**17%zOP**	**14%P**
Don't know	206	92	114	15	50	76	65	32	34	36	21	23	35	58	90	171	18	8	8
	5%IJKLSb	5%	5%	3%	**6%C**	6%	4%	**8%zIJ**	**8%zIJ**	**3%J**	2%	2%	3%	**6%KL**	**8%zKL**	5%	5%	4%	7%

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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.22AHNP	7.10	7.35zA	7.38D	7.11	7.24	7.21	7.05	6.79	7.27H	7.51zGHI	7.55zMN	7.38zN	7.18N	6.84	7.28zP	6.48	7.61zOPR	7.05P
1-3 (Net)	235 6%BCJKOYd	133 7%zB	102 5%	16 3%	47 6%	72 5%	99 7%C	31 8%J	38 9%zJ	58 6%J	49 4%	38 4%	43 4%	58 6%	96 8%zKL	173 5%	45 13%zOQR	8 4%	9 7%
1-4 (Net)	371 9%BJKOVYd	212 11%zB	159 8%	32 7%	65 8%	123 9%	151 10%C	40 10%	53 12%J	92 9%	92 7%	55 6%	75 7%	97 10%K	144 13%zKL	275 8%	73 21%zOQR	12 6%	12 10%
1-2 (Net)	122 3%BCJdg	75 4%zB	47 2%	6 1%	29 4%C	40 3%	48 3%C	17 4%	25 6%zIJ	21 2%	28 2%	22 2%	23 2%	32 3%	45 4%	93 3%	21 6%zOQ	3 1%	6 5%Q
4-7 (Net)	1660 40%K	833 42%	824 39%	203 43%	334 43%	550 40%	574 39%	155 38%	200 45%	425 41%	535 39%	350 37%	402 40%	401 40%	507 44%zK	1398 41%	145 42%	72 36%	46 38%
5-6 (Net)	754 18%JK	386 19%	367 17%	87 18%	161 20%	254 19%	252 17%	89 22%J	96 22%J	194 19%	211 16%	148 16%	183 18%	170 17%	252 22%zKM	631 18%	65 19%	32 16%	26 22%
8-10 (Net)	2000 49%DHNP	941 47%	1058 50%	239 51%	352 45%	667 49%	741 50%	189 47%	169 38%	520 50%H	754 56%zGHI	528 56%zMN	533 53%zN	479 48%N	459 40%	1694 49%P	136 39%	113 56%zP	56 47%
7-10 (Net)	2770 68%AGHNPR	1309 66%	1458 69%zA	339 72%D	507 65%	912 67%	1012 68%	246 60%	258 59%	719 69%GH	1035 76%zGHI	713 76%zLMN	720 71%zN	671 67%N	665 58%	2359 69%zPR	189 55%	150 74%zPR	72 61%
9-10 (Net)	1026 25%HNP	482 24%	543 26%	118 25%	181 23%	342 25%	385 26%	91 22%	81 18%	268 26%H	411 30%zGHI	289 31%zMN	278 27%N	228 23%	231 20%	869 25%P	64 19%	63 31%zOP	30 25%

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					England Regions								Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	52 / 1%L	- / -	9 / 1%	3 / 2%S	3 / 1%	3 / 1%	11 / 2%S	1 / *	1 / *	* / *	2 / 2%	5 / 1%	29 / 1%	18 / 1%	50 / 1%	* / *
2	70 / 2%Jd	9 / 3%V	11 / 1%	- / -	1 / *	4 / 2%	12 / 3%V	1 / *	3 / 2%	4 / 3%V	6 / 4%VY	4 / 1%	30 / 1%	37 / 2%zd	65 / 2%	2 / 1%
3	112 / 3%JKO	7 / 2%	16 / 2%	- / -	9 / 2%	9 / 4%UX	7 / 1%	3 / 1%	10 / 5%TUX	5 / 4%U	2 / 1%	12 / 3%	63 / 2%	45 / 3%	94 / 3%	15 / 4%
4	136 / 3%KOV	15 / 5%Vc	39 / 5%Vc	3 / 2%	4 / 1%	3 / 1%	12 / 3%	5 / 2%	8 / 4%V	1 / 1%	6 / 4%	6 / 2%	83 / 3%	48 / 3%	112 / 3%	8 / 2%
5	304 / 7%CJKd	24 / 8%	81 / 9%UXa	5 / 3%	29 / 7%	17 / 8%	23 / 5%	11 / 5%	24 / 13%zUXYabc	2 / 2%	6 / 4%	21 / 6%	161 / 6%	127 / 9%zd	258 / 7%	31 / 9%
6	450 / 11%F	24 / 8%	101 / 12%	15 / 10%	46 / 12%	22 / 11%	52 / 11%	20 / 9%	18 / 10%	21 / 19%zSY	21 / 13%	48 / 13%	284 / 11%	152 / 10%	378 / 11%	33 / 9%
7	770 / 19%GR	76 / 26%zbc	167 / 19%	30 / 20%	74 / 19%	57 / 27%zTbc	89 / 19%	41 / 18%	33 / 18%	25 / 23%	20 / 13%	52 / 14%	507 / 20%	251 / 17%	642 / 18%	74 / 21%
8	974 / 24%N	74 / 25%	203 / 23%	43 / 28%	88 / 23%	42 / 20%	100 / 21%	64 / 28%	42 / 23%	28 / 25%	47 / 30%	95 / 26%	592 / 23%	367 / 25%	839 / 24%	83 / 23%
9	595 / 15%N	37 / 12%	115 / 13%	30 / 20%W	62 / 16%	21 / 10%	80 / 17%W	49 / 22%zSTWc	24 / 13%	12 / 11%	31 / 20%W	50 / 14%	387 / 15%	200 / 14%	506 / 15%	51 / 14%
Extremely Well 10	431 / 11%ADHPY	27 / 9%	84 / 10%	9 / 6%	52 / 13%UY	26 / 12%Y	56 / 12%Y	12 / 5%	22 / 12%	8 / 7%	15 / 10%	47 / 13%UY	273 / 11%	151 / 10%	369 / 11%	38 / 11%
Don't know	206 / 5%IJKLSb	5 / 2%	38 / 4%b	13 / 9%SThb	21 / 5%Sb	9 / 4%b	31 / 7%Shb	18 / 8%Shb	2 / 1%	5 / 5%b	- / -	28 / 8%Shb	120 / 5%	75 / 5%	174 / 5%	20 / 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 228
C7_5. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
** Programmes and content that are informative.**
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.22AHNP	7.14	7.16	7.54	7.51zSTWh	7.09	7.32	7.58zSTWha	7.04	7.10	7.36	7.38	7.31ze	7.14	7.22	7.32
1-3 (Net)	235	16	36	3	14	17	30	4	13	9	10	21	122	100	208	17
	6%BCJKOYd	5%	4%	2%	4%	8%Y	6%Y	2%	7%Y	8%Y	6%	6%	5%	7%zd	6%	5%
1-4 (Net)	371	31	75	6	18	20	42	9	21	9	16	27	205	148	320	26
	9%BJKOVYd	10%VY	9%V	4%	5%	9%	9%	4%	12%UVY	8%	10%V	7%	8%	10%	9%	7%
1-2 (Net)	122	9	19	3	5	7	23	1	4	4	8	9	59	55	114	2
	3%BCJdg	3%	2%	2%	1%	3%	5%TVY	1%	2%	4%	5%VY	3%	2%	4%d	3%zg	1%
4-7 (Net)	1660	139	388	53	153	99	176	77	83	50	53	127	1035	578	1391	146
	40%K	47%XYbc	45%zXYbc	35%	39%	47%Ybc	37%	35%	45%	44%	34%	35%	41%	39%	40%	41%
5-6 (Net)	754	48	182	20	75	39	75	31	42	24	26	69	445	279	636	64
	18%JK	16%	21%Y	13%	19%	18%	16%	14%	23%	21%	17%	19%	18%	19%	18%	18%
8-10 (Net)	2000	139	402	82	202	88	236	124	87	49	94	192	1252	718	1715	172
	49%DHNP	46%	47%	54%W	52%W	41%	50%	55%W	47%	43%	60%zSTWa	52%W	50%	49%	49%	48%
7-10 (Net)	2770	215	569	112	276	145	325	166	121	74	114	244	1759	969	2357	246
	68%AGHNPR	72%	66%	74%	71%	68%	69%	74%	65%	66%	73%	66%	70%ze	66%	68%	69%
9-10 (Net)	1026	64	199	39	114	46	136	60	45	20	47	97	660	351	876	89
	25%HNP	22%	23%	26%	29%	22%	29%	27%	24%	18%	30%	26%	26%	24%	25%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C7_sum. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Programmes and content that are educational.	2629 64%GHNPe	1256 63%	1370 65%	324 68%z	504 64%	864 63%	937 63%	236 58%	232 53%	702 67%zGH	979 72%zGHI	684 73%zLMN	680 67%N	629 63%N	635 55%	2223 65%P	190 55%	144 71%zOPR	72 60%
Programmes and content that are inspirational.	2393 58%AHNPe	1129 56%	1264 60%zA	282 60%	452 58%	816 60%	843 57%	226 56%H	196 44%	648 62%zH	893 66%zGH	618 66%zMN	617 61%N	584 59%N	574 50%	2032 59%P	166 48%	132 65%zPR	64 54%
Programmes and content that support children and young people with their education.	2351 57%FHNPRe	1124 56%	1225 58%	305 64%zEF	467 60%F	787 58%	792 53%	215 53%	209 47%	619 60%H	901 66%zGHI	593 63%zMN	598 59%N	575 58%N	584 51%	1998 58%PR	169 49%	123 61%PR	61 51%
Programmes and content that helps me to learn new things.	2485 61%AHNPe	1172 59%	1312 63%zA	286 61%	490 63%	833 61%	876 59%	230 57%	226 51%	635 61%H	955 70%zGHI	656 70%zLMN	616 61%N	602 60%N	611 53%	2112 61%P	176 51%	130 64%P	67 56%
Programmes and content that are informative.	2770 68%AGHNPR	1309 66%	1458 69%zA	339 72%D	507 65%	912 67%	1012 68%	246 60%	258 59%	719 69%GH	1035 76%zGHI	713 76%zLMN	720 71%zN	671 67%N	665 58%	2359 69%zPR	189 55%	150 74%zPR	72 61%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 229
C7_sum. This set of statements are about the BBC supporting learning for people of all ages.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Programmes and content that are educational.	**2629** **64%GHNPe**	197 66%	549 64%	99 65%	262 67%	133 63%	298 63%	158 70%	114 61%	68 61%	113 72%	231 63%	1681 **66%ze**	907 62%	2242 64%	230 65%
Programmes and content that are inspirational.	**2393** **58%AHNPe**	158 53%	498 58%	104 **68%zSTha**	244 **63%S**	123 58%	284 60%	150 **67%zSTh**	98 53%	60 53%	92 59%	222 60%	1536 **61%ze**	818 56%	2047 59%	197 55%
Programmes and content that support children and young people with their education.	**2351** **57%FHNPRe**	166 55%	484 56%	95 63%	234 60%	120 57%	266 56%	143 64%	109 58%	71 63%	92 59%	218 59%	1530 **61%ze**	786 53%	2000 57%	198 56%
Programmes and content that helps me to learn new things.	**2485** **61%AHNPe**	169 56%	527 61%	90 60%	259 **66%zSh**	129 61%	286 61%	152 **68%Sh**	104 56%	67 60%	103 66%	225 61%	1601 **63%ze**	843 57%	2100 60%	216 61%
Programmes and content that are informative.	**2770** **68%AGHNPR**	215 72%	569 66%	112 74%	276 71%	145 68%	325 69%	166 74%	121 65%	74 66%	114 73%	244 66%	1759 **70%ze**	969 66%	2357 68%	246 69%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018
Table 230
C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV, radio and online programmes and content	Provides high quality television, radio and online content.	Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	Provides distinctive programmes and content.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Well 1	74 2%	90 2%	59 1%	105 3%	68 2%	71 2%
2	57 1%	69 2%	66 2%	90 2%	81 2%	73 2%
3	96 2%	93 2%	76 2%	134 3%	94 2%	110 3%
4	157 4%	152 4%	133 3%	238 6%	133 3%	162 4%
5	303 7%	343 8%	326 8%	407 10%	325 8%	396 10%
6	459 11%	422 10%	434 11%	511 12%	454 11%	520 13%
7	719 18%	713 17%	733 18%	777 19%	763 19%	774 19%
8	982 24%	941 23%	923 23%	755 18%	935 23%	914 22%
9	583 14%	614 15%	606 15%	456 11%	569 14%	515 13%
Extremely Well 10	452 11%	452 11%	417 10%	294 7%	392 10%	361 9%
Don't know	216 5%	214 5%	327 8%	333 8%	288 7%	205 5%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%
Mean	7.22	7.18	7.24	6.71	7.15	7.00
1-3 (Net)	228 6%	251 6%	201 5%	330 8%	242 6%	254 6%

C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV, radio and online programmes and content	Provides high quality television, radio and online content.	Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	Provides distinctive programmes and content.
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	385	403	334	568	375	416
	9%	10%	8%	14%	9%	10%
1-2 (Net)	132	159	125	196	148	143
	3%	4%	3%	5%	4%	3%
4-7 (Net)	1639	1629	1627	1933	1675	1852
	40%	40%	40%	47%	41%	45%
5-6 (Net)	763	765	760	918	779	916
	19%	19%	19%	22%	19%	22%
8-10 (Net)	2018	2007	1946	1505	1896	1790
	49%	49%	47%	37%	46%	44%
7-10 (Net)	2737	2719	2679	2282	2658	2564
	67%	66%	65%	56%	65%	63%
9-10 (Net)	1036	1066	1023	750	961	875
	25%	26%	25%	18%	23%	21%

Table 231
C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides a broad mix of different types of TV, radio and online programmes and content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	74 2%BKO	49 2%zB	25 1%	6 1%	20 3%	23 2%	26 2%	7 2%	16 4%zIJ	14 1%	16 1%	9 1%	15 1%	17 2%	34 3%zK	53 2%	17 5%zOQ	*	4 3%Q
2	57 1%K	31 2%	26 1%	2 *	14 2%	18 1%	23 2%	10 2%	8 2%	10 1%	14 1%	7 1%	7 1%	13 1%	30 3%zKL	42 1%	11 3%zOQ	1 *	4 3%zOQ
3	96 2%JLO	58 3%	38 2%	7 1%	17 2%	32 2%	40 3%	9 2%	9 2%	30 3%	21 2%	22 2%	14 1%	33 3%L	28 2%	63 2%	23 7%zOQ	5 2%	5 4%zO
4	157 4%	78 4%	78 4%	11 2%	27 3%	45 3%	74 5%zC	24 6%J	20 4%	38 4%	43 3%	33 3%	35 3%	38 4%	51 4%	123 4%	23 7%zO	7 3%	3 3%
5	303 7%JK	147 7%	155 7%	44 9%	57 7%	98 7%	104 7%	33 8%	40 9%J	70 7%	75 6%	41 4%	74 7%K	74 7%K	115 10%zK	257 7%	21 6%	14 7%	11 9%
6	459 11%FK	235 12%	224 11%	56 12%	94 12%F	180 13%zF	130 9%	35 9%	78 18%zGIJ	118 11%	141 10%	87 9%	111 11%	121 12%	141 12%	396 12%	31 9%	22 11%	10 9%
7	719 18%H	343 17%	375 18%	78 17%	140 18%	247 18%	254 17%	62 15%	57 13%	195 19%H	256 19%H	192 20%zN	173 17%	165 17%	190 16%	617 18%	51 15%	35 17%	16 14%
8	982 24%N	491 25%	491 23%	127 27%	172 22%	309 23%	374 25%	94 23%	99 22%	259 25%	337 25%	227 24%	275 27%zN	252 25%N	228 20%	836 24%	71 21%	49 24%	27 23%
9	583 14%HN	280 14%	303 14%	64 14%	102 13%	202 15%	215 15%	50 12%	45 10%	157 15%H	230 17%zH	159 17%zN	147 14%	141 14%	137 12%	489 14%	46 13%	33 17%	14 12%
Extremely Well 10	452 11%N	207 10%	246 12%	62 13%	78 10%	146 11%	167 11%	43 11%	35 8%	111 11%	186 14%zH	131 14%zMN	123 12%N	99 10%	100 9%	378 11%	26 8%	31 15%zOP	17 14%P
Don't know	216 5%AIJKSh b	80 4%	137 7%zA	16 3%	63 8%zCEF	65 5%	73 5%	41 10%zIJ	33 8%IJ	37 4%	40 3%	34 4%	40 4%	45 4%	98 9%zKLM	181 5%	23 7%Q	6 3%	7 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 231
C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides a broad mix of different types of TV, radio and online programmes and content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.22AHNP	7.12	7.32zA	7.41zD	7.09	7.22	7.22	7.08	6.75	7.28H	7.52zGHI	7.54zMN	7.41zMN	7.16N	6.82	7.27zP	6.53	7.57zOPR	7.01P
1-3 (Net)	228 6%BCJKLO Y	139 7%zB	89 4%	15 3%	50 6%C	73 5%	89 6%C	25 6%	34 8%J	54 5%	51 4%	38 4%	35 3%	63 6%L	92 8%zKL	158 5%	51 15%zOQ	6 3%	13 11%zOQ
1-4 (Net)	385 9%BCJKL Od	217 11%zB	167 8%	26 6%	77 10%C	118 9%	163 11%zC	49 12%J	54 12%J	92 9%	94 7%	71 8%	70 7%	100 10%	143 12%zKL	281 8%	74 22%zOQR	13 6%	16 14%zOQ
1-2 (Net)	132 3%BJKOQY	80 4%zB	51 2%	8 2%	34 4%C	41 3%	49 3%	16 4%	25 6%zIJ	25 2%	30 2%	16 2%	22 2%	30 3%	64 6%zKLM	95 3%	28 8%zOQ	1 1%	8 6%zOQ
4-7 (Net)	1639 40%X	803 40%	833 40%	189 40%	318 41%	569 42%	562 38%	153 38%	195 44%	422 41%	514 38%	352 37%	393 39%	397 40%	497 43%X	1393 41%	127 37%	77 38%	41 34%
5-6 (Net)	763 19%FJKX	382 19%	380 18%	100 21%F	151 19%	278 20%F	234 16%	67 17%	118 27%zGIJ	189 18%	215 16%	127 14%	185 18%K	195 20%K	256 22%zK	653 19%	53 15%	36 18%	21 18%
8-10 (Net)	2018 49%DHNPT	977 49%	1040 50%	253 53%D	352 45%	657 48%	756 51%D	187 46%	179 41%	527 51%H	754 55%zGH	516 55%zMN	545 54%zN	492 49%N	465 40%	1703 50%P	143 42%	113 56%zP	58 49%
7-10 (Net)	2737 67%DGHNP	1321 66%	1415 67%	331 70%D	492 63%	904 66%	1010 68%D	250 61%	236 53%	723 69%GH	1009 74%zGHI	708 75%zMN	717 71%zN	657 66%N	655 57%	2320 68%P	195 56%	148 73%zPR	75 63%
9-10 (Net)	1036 25%HNT	486 24%	549 26%	126 27%	180 23%	348 25%	382 26%	94 23%	80 18%	268 26%H	416 31%zGHI	289 31%zMN	270 27%N	240 24%	237 21%	868 25%	73 21%	64 32%zOP	31 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 231
C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides a broad mix of different types of TV, radio and online programmes and content
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	74 2%BKO	* *	12 1%	1 1%	3 1%	3 1%	15 3%SVY	1 *	2 1%	- -	4 3%S	12 3%SVY	44 2%	22 2%	68 2%	4 1%
2	57 1%K	4 1%	6 1%	2 1%	6 1%	3 1%	9 2%c	- -	10 5%zTVYc	* *	3 2%c	- -	28 1%	27 2%	46 1%	4 1%
3	96 2%JLO	10 3%	17 2%	2 2%	6 1%	8 4%	6 1%	2 1%	3 1%	1 1%	4 3%	4 1%	55 2%	40 3%	86 2%	5 1%
4	157 4%	13 4%	29 3%	5 3%	10 3%	5 2%	9 2%	10 5%	16 9%zTVWX	5 5%	7 4%	14 4%	82 3%	68 5%	136 4%	14 4%
5	303 7%JK	25 8%	87 10%zXb	12 8%	30 8%	22 11%Xb	23 5%	13 6%	12 6%	6 5%	5 3%	24 7%	174 7%	118 8%	258 7%	22 6%
6	459 11%FK	44 15%X	104 12%	12 8%	48 12%	28 13%	41 9%	17 8%	22 12%	15 13%	21 14%	44 12%	306 12%	145 10%	389 11%	37 10%
7	719 18%H	57 19%	176 20%V	28 19%	54 14%	37 17%	71 15%	38 17%	30 16%	23 20%	35 22%	69 19%	458 18%	245 17%	604 17%	61 17%
8	982 24%N	71 24%	184 21%	45 30%	117 30%zTb	49 23%	108 23%	65 29%T	41 22%	31 28%	31 20%	92 25%	590 23%	377 26%	818 23%	103 29%zf
9	583 14%HN	44 15%	110 13%	21 14%	53 14%	22 10%	78 17%c	48 22%zTVWc	29 16%	18 16%	29 19%c	37 10%	376 15%	198 13%	509 15%	47 13%
Extremely Well 10	452 11%N	28 9%	77 9%	9 6%	45 12%	26 12%	78 17%zSTUY	18 8%	21 11%	12 11%	16 10%	47 13%	297 12%	147 10%	389 11%	38 11%
Don't know	216 5%AUKShb	2 1%	62 7%zShb	13 9%Shb	17 4%S	9 4%S	35 7%Shb	13 6%Sh	1 1%	2 2%	1 1%	25 7%Shb	118 5%	85 6%	185 5%	20 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 231
C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides a broad mix of different types of TV, radio and online programmes and content
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.22AHNP	7.16	7.12	7.29	7.42T	7.10	7.52zTh	7.62zSTWh	7.01	7.52	7.19	7.25	7.30z	7.15	7.21	7.36
1-3 (Net)	228 6%BCJKLOY	14 5%	35 4%	5 3%	14 4%	14 6%Y	30 6%Y	2 1%	14 8%Ya	1 1%	11 7%Y	16 4%	126 5%	89 6%	200 6%	13 4%
1-4 (Net)	385 9%BCJKLOd	27 9%	65 7%	10 7%	24 6%	19 9%	39 8%	13 6%	30 16%zTUVXYac	6 5%	18 11%	30 8%	208 8%	156 11%d	336 10%	27 8%
1-2 (Net)	132 3%BJKOQY	4 1%	18 2%	3 2%	8 2%	6 3%	24 5%STY	1 *	12 6%STYa	* *	7 4%Y	12 3%Y	71 3%	49 3%	114 3%	9 2%
4-7 (Net)	1639 40%X	139 47%VXY	396 46%zVXY	57 38%	142 36%	92 43%X	143 30%	78 35%	79 43%X	48 43%X	68 43%X	150 41%X	1021 40%	576 39%	1387 40%	134 38%
5-6 (Net)	763 19%FJKX	69 23%XY	191 22%zXY	24 16%	78 20%X	50 24%XY	63 13%	30 13%	33 18%	20 18%	27 17%	68 18%	480 19%	263 18%	647 19%	59 17%
8-10 (Net)	2018 49%DHNPT	143 48%	371 43%	76 50%	216 55%zT	97 46%	265 56%zTW	131 59%zTWc	92 49%	61 54%	76 48%	176 48%	1264 50%	723 49%	1715 49%	188 53%
7-10 (Net)	2737 67%DGHNP	200 67%	547 63%	104 69%	270 69%	134 63%	336 71%T	169 75%zTW	122 65%	84 75%	111 71%	245 67%	1722 68%	968 66%	2319 66%	249 70%
9-10 (Net)	1036 25%HNT	71 24%	187 22%	31 20%	99 25%	48 23%	157 33%zSTUVWc	66 29%T	51 27%	30 26%	45 29%	84 23%	673 27%	345 23%	897 26%	85 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 232
C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides high quality television, radio and online content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	90 2%JL	54 3%	35 2%	7 1%	24 3%	30 2%	28 2%	8 2%	14 3%J	19 2%	19 1%	14 1%	12 1%	25 3%	38 3%zKL	66 2%	17 5%zOQ	1 1%	4 4%Q
2	69 2%B	49 2%zB	20 1%	5 1%	15 2%	22 2%	27 2%	4 1%	8 2%	13 1%	22 2%	14 1%	14 1%	15 2%	25 2%	50 1%	15 4%zOQ	2 1%	2 2%
3	93 2%BCK	64 3%zB	29 1%	4 1%	23 3%C	30 2%	36 2%C	11 3%	8 2%	24 2%	24 2%	13 1%	15 1%	36 4%zKL	29 3%	72 2%	10 3%	5 2%	6 5%zO
4	152 4%KX	74 4%	77 4%	15 3%	26 3%	39 3%	71 5%zE	24 6%IJ	25 6%IJ	32 3%	42 3%	24 3%	39 4%	36 4%	52 5%K	119 3%	24 7%zOR	6 3%	2 2%
5	343 8%JKd	160 8%	182 9%	48 10%	58 7%	108 8%	129 9%	31 8%	62 14%zGIJ	93 9%J	74 5%	56 6%	74 7%	88 9%K	125 11%zKL	281 8%	26 8%	20 10%	16 14%zOP
6	422 10%KR	207 10%	214 10%	44 9%	86 11%	155 11%	137 9%	53 13%	55 13%	106 10%	126 9%	73 8%	116 11%K	99 10%	135 12%K	369 11%R	31 9%	16 8%	7 6%
7	713 17%NV	336 17%	375 18%	74 16%	138 18%	248 18%	252 17%	58 14%	70 16%	184 18%	247 18%	179 19%N	190 19%N	172 17%	171 15%	609 18%	51 15%	37 18%	15 13%
8	941 23%GN	470 24%	471 22%	133 28%zDE	172 22%	292 21%	344 23%	72 18%	83 19%	268 26%zGH	326 24%G	252 27%zN	228 22%	228 23%	233 20%	799 23%	69 20%	48 24%	25 21%
9	614 15%N	298 15%	315 15%	72 15%	111 14%	215 16%	217 15%	57 14%	49 11%	143 14%	261 19%zHI	155 17%N	167 17%N	154 15%	138 12%	522 15%	41 12%	31 16%	19 16%
Extremely Well 10	452 11%HN	200 10%	252 12%	60 13%	79 10%	155 11%	158 11%	48 12%	33 7%	123 12%H	181 13%zH	127 13%zMN	124 12%	96 10%	106 9%	374 11%	31 9%	32 16%zOP	16 13%
Don't know	214 5%ACIJKL QShd	86 4%	128 6%zA	12 3%	50 6%C	71 5%C	80 5%C	39 10%zIJ	35 8%zIJ	36 3%	37 3%	33 4%	34 3%	46 5%	100 9%zKLM	176 5%Q	29 8%zOQ	3 2%	6 5%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 232
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Provides high quality television, radio and online content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.18AHNP	7.05	7.32zA	7.41zDF	7.05	7.22	7.14	7.08H	6.68	7.26H	7.51zGHI	7.53zMN	7.36zMN	7.07N	6.82	7.23zP	6.60	7.48zPR	7.04
1-3 (Net)	251 6%BCJKLO Yg	167 8%zB	84 4%	16 3%	63 8%zC	82 6%C	91 6%C	24 6%	30 7%	56 5%	65 5%	41 4%	41 4%	77 8%KL	93 8%zKL	189 5%	42 12%zOQ	8 4%	12 10%zOQ
1-4 (Net)	403 10%BCJKO Yg	241 12%zB	161 8%	31 7%	89 11%C	120 9%	163 11%C	47 12%J	55 13%IJ	87 8%	107 8%	65 7%	80 8%	113 11%KL	145 13%zKL	308 9%	66 19%zOQR	14 7%	15 12%Q
1-2 (Net)	159 4%BLO	103 5%zB	55 3%	12 3%	40 5%	52 4%	55 4%	12 3%	22 5%	32 3%	41 3%	28 3%	26 3%	41 4%	64 6%zKL	117 3%	32 9%zOQ	3 2%	7 6%Q
4-7 (Net)	1629 40%JKX	778 39%	848 40%	180 38%	309 39%	551 40%	589 40%	166 41%	211 48%zIJ	414 40%	489 36%	332 35%	419 41%K	395 40%	483 42%K	1378 40%	132 38%	79 39%	40 34%
5-6 (Net)	765 19%JKX	367 18%	396 19%	91 19%	144 18%	264 19%	266 18%	85 21%J	117 26%zIJ	199 19%J	200 15%	129 14%	189 19%K	187 19%K	260 23%zK	650 19%	57 17%	36 18%	23 19%
8-10 (Net)	2007 49%HNPTe	968 48%	1039 49%	265 56%zDEF	362 46%	662 48%	719 49%	177 44%	165 37%	534 51%GH	768 57%zGHI	534 57%zLMN	519 51%N	478 48%N	476 41%	1694 49%P	142 41%	111 55%zP	60 51%P
7-10 (Net)	2719 66%GHNPe	1305 65%	1414 67%	338 72%zDF	500 64%	910 67%	971 66%	236 58%	234 53%	718 69%GH	1015 75%zGHI	713 76%zLMN	709 70%N	650 65%N	647 56%	2302 67%P	193 56%	148 74%zOPR	76 64%
9-10 (Net)	1066 26%HN	499 25%	567 27%	132 28%	190 24%	370 27%	375 25%	105 26%H	82 19%	266 26%H	442 33%zGHI	282 30%zMN	291 29%N	249 25%	243 21%	895 26%	73 21%	63 31%P	35 29%P

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	90 2%JL	4 1%	13 1%	2 2%	7 2%	3 1%	21 4%zTY	1 *	3 2%	- -	1 1%	13 4%Y	53 2%	27 2%	81 2%	4 1%
2	69 2%B	6 2%	16 2%	- -	5 1%	2 1%	2 *	2 1%	9 5%zTUVXY	- -	3 2%	5 1%	47 2%	20 1%	59 2%	4 1%
3	93 2%BCK	11 4%	19 2%	5 3%	5 1%	6 3%	9 2%	2 1%	3 2%	1 1%	7 4%	6 2%	51 2%	38 3%	85 2%	4 1%
4	152 4%KX	11 4%	34 4%	8 5%X	13 3%	7 3%	8 2%	7 3%	15 8%zXc	3 2%	5 3%	10 3%	80 3%	66 4%	129 4%	10 3%
5	343 8%JKd	25 9%	82 10%X	17 11%X	35 9%	18 8%	26 6%	18 8%	12 7%	10 9%	11 7%	26 7%	185 7%	141 10%d	287 8%	30 8%
6	422 10%KR	36 12%	96 11%	12 8%	48 12%	28 13%	36 8%	17 7%	22 12%	16 14%	15 10%	42 12%	262 10%	152 10%	360 10%	35 10%
7	713 17%NV	60 20%V	173 20%V	30 20%	48 12%	41 19%V	80 17%	40 18%	29 16%	23 21%	25 16%	59 16%	458 18%	243 16%	604 17%	55 16%
8	941 23%GN	66 22%	186 22%	30 20%	107 28%	42 20%	114 24%	60 27%	35 19%	34 30%	40 25%	83 23%	601 24%	326 22%	777 22%	104 29%zf
9	614 15%N	43 14%	113 13%	25 17%	65 17%	25 12%	82 17%	34 15%	37 20%	13 12%	30 19%	54 15%	400 16%	204 14%	529 15%	48 13%
Extremely Well 10	452 11%HN	36 12%	90 10%	10 7%	39 10%	24 11%	56 12%	28 12%	19 10%	9 8%	14 9%	48 13%	288 11%	156 11%	392 11%	38 11%
Don't know	214 5%ACIJKL QShd	1 *	44 5%Sh	11 7%Sh	18 5%Sh	16 7%Sh	38 8%zSh	17 7%Sh	1 1%	3 2%	5 3%S	22 6%Sh	102 4%	99 7%zd	185 5%	24 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.18AHNP	7.16	7.11	7.06	7.30	7.14	7.38	7.59zSTUWh	7.00	7.36	7.29	7.25	7.26z	7.11	7.17	7.40
1-3 (Net)	251	20	47	7	17	11	32	4	15	1	10	24	152	85	225	12
	6%BCJKLOYg	*7%Y*	*5%*	*5%*	*4%*	*5%*	*7%Y*	*2%*	*8%Ya*	*1%*	*7%Y*	*7%Y*	*6%*	*6%*	*6%g*	*3%*
1-4 (Net)	403	31	81	15	29	18	40	10	30	4	16	34	232	151	354	22
	10%BCJKOYg	*11%*	*9%*	*10%*	*8%*	*8%*	*8%*	*5%*	*16%zTVXYa*	*3%*	*10%*	*9%*	*9%*	*10%*	*10%g*	*6%*
1-2 (Net)	159	10	29	2	12	5	23	2	12	-	4	18	100	47	140	8
	4%BLO	*3%*	*3%*	*2%*	*3%*	*2%*	*5%Y*	*1%*	*6%Ya*	-	*2%*	*5%Y*	*4%*	*3%*	*4%*	*2%*
4-7 (Net)	1629	132	384	68	143	94	151	82	79	52	57	136	986	602	1380	130
	40%JKX	*44%X*	*44%zVX*	*45%X*	*37%*	*44%X*	*32%*	*36%*	*42%*	*46%X*	*36%*	*37%*	*39%*	*41%*	*40%*	*37%*
5-6 (Net)	765	61	178	30	83	46	63	35	34	26	26	68	448	293	647	65
	19%JKX	*20%X*	*21%X*	*20%*	*21%X*	*22%X*	*13%*	*15%*	*18%*	*23%X*	*17%*	*18%*	*18%*	*20%*	*19%*	*18%*
8-10 (Net)	2007	146	389	65	211	91	252	122	92	57	84	185	1289	685	1698	190
	49%HNPTe	*49%*	*45%*	*43%*	*54%TW*	*43%*	*53%TW*	*54%TW*	*49%*	*50%*	*54%*	*50%*	*51%ze*	*47%*	*49%*	*53%*
7-10 (Net)	2719	205	561	95	259	133	333	163	121	80	109	244	1747	928	2302	245
	66%GHNPe	*69%*	*65%*	*63%*	*66%*	*63%*	*70%*	*73%*	*65%*	*71%*	*70%*	*66%*	*69%ze*	*63%*	*66%*	*69%*
9-10 (Net)	1066	80	202	36	104	49	138	62	56	23	44	102	688	359	921	86
	26%HN	*27%*	*23%*	*23%*	*27%*	*23%*	*29%*	*28%*	*30%*	*20%*	*28%*	*28%*	*27%*	*24%*	*26%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 233
C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides programmes and content made for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	59 1%BJ	40 2%zB	19 1%	4 1%	14 2%	19 1%	22 1%	6 1%	12 3%J	11 1%	10 1%	11 1%	9 1%	12 1%	27 2%zL	44 1%	12 3%zOQ	*	3 3%Q
2	66 2%K	33 2%	33 2%	4 1%	19 2%	19 1%	25 2%	8 2%	7 2%	13 1%	21 2%	7 1%	19 2%	11 1%	28 2%zK	51 1%	11 3%zO	2 1%	2 2%
3	76 2%BCLOX	48 2%zB	28 1%	3 1%	9 1%	21 2%	43 3%zCD	8 2%	9 2%	23 2%	19 1%	16 2%	8 1%	20 2%	32 3%zL	51 1%	18 5%zO	5 2%	2 2%
4	133 3%BJK	80 4%zB	53 3%	13 3%	20 3%	43 3%	57 4%	18 5%J	17 4%	40 4%J	27 2%	17 2%	25 2%	46 5%zKL	45 4%K	101 3%	23 7%zOR	7 3%	2 2%
5	326 8%JKd	158 8%	167 8%	35 7%	54 7%	113 8%	124 8%	41 10%J	47 11%IJ	69 7%	82 6%	56 6%	80 8%	78 8%	113 10%zK	267 8%	28 8%	16 8%	16 13%zOP
6	434 11%KX	208 10%	226 11%	42 9%	85 11%	145 11%	161 11%	40 10%	49 11%	114 11%	131 10%	76 8%	121 12%K	112 11%	125 11%	374 11%	32 9%	19 10%	9 7%
7	733 18%GPh	349 17%	383 18%	96 20%	133 17%	262 19%	242 16%	54 13%	83 19%	200 19%G	253 19%G	181 19%	177 17%	165 17%	211 18%	638 19%P	46 13%	31 16%	17 15%
8	923 23%N	454 23%	469 22%	108 23%	169 22%	303 22%	344 23%	102 25%	91 21%	234 23%	325 24%	242 26%zN	240 24%N	221 22%	220 19%	791 23%	64 19%	42 21%	27 23%
9	606 15%GNe	290 14%	315 15%	86 18%zF	127 16%	195 14%	198 13%	37 9%	50 11%	153 15%G	268 20%zGHI	169 18%zN	160 16%N	141 14%	137 12%	499 15%	49 14%	43 21%zOPR	16 13%
Extremely Well 10	417 10%N	209 10%	208 10%	58 12%	76 10%	141 10%	142 10%	44 11%	33 7%	117 11%	161 12%zH	111 12%N	108 11%	103 10%	96 8%	345 10%	25 7%	29 14%zOP	18 16%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 233
C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides programmes and content made for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	327	132	196	24	78	104	121	48	43	65	62	54	67	88	118	275	37	8	7
	8%ACIJKQ	7%	9%zA	5%	10%C	8%	8%	12%zIJ	10%J	6%	5%	6%	7%	9%K	10%zKL	8%Q	11%Q	4%	6%
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.24AFHN Pe	7.16	7.32zA	7.55zDEF	7.26	7.26	7.11	7.08	6.88	7.30H	7.56zGHI	7.57zLMN	7.37N	7.22N	6.87	7.28zP	6.61	7.57zOP	7.28P
1-3 (Net)	201	120	81	10	42	59	90	21	28	47	50	34	36	43	88	146	41	7	7
	5%BCJKOY	6%zB	4%	2%	5%C	4%	6%C	5%	6%	5%	4%	4%	4%	4%	8%KLM	4%	12%zOQR	3%	6%
1-4 (Net)	334	200	134	24	62	102	147	40	45	87	77	51	61	89	133	247	64	14	9
	8%BCJKL Od	10%zB	6%	5%	8%	7%	10%zC	10%J	10%J	8%J	6%	5%	6%	9%K	12%zKL	7%	19%zOQR	7%	7%
1-2 (Net)	125	72	52	8	33	38	47	13	19	24	31	18	28	23	56	95	23	2	5
	3%K	4%	2%	2%	4%C	3%	3%	3%	4%	2%	2%	2%	3%	2%	5%zKLM	3%	7%zOQ	1%	4%Q
4-7 (Net)	1627	794	830	186	292	563	586	154	196	423	493	330	402	401	494	1381	128	74	44
	40%JKX	40%	40%	39%	37%	41%	40%	38%	44%J	41%	36%	35%	40%	40%	43%zK	40%	37%	37%	37%
5-6 (Net)	760	366	393	77	139	258	286	81	96	183	213	132	200	190	238	641	59	35	25
	19%JKX	18%	19%	16%	18%	19%	19%	20%	22%J	18%	16%	14%	20%K	19%K	21%K	19%	17%	18%	21%
8-10 (Net)	1946	953	992	252	372	639	683	184	174	505	754	522	508	464	452	1635	137	113	61
	47%HNPT	48%	47%	53%zEF	48%	47%	46%	45%	39%	49%H	55%zGHI	56%zLMN	50%N	47%N	39%	48%P	40%	56%zOP	51%P
7-10 (Net)	2679	1301	1376	348	505	900	926	238	257	705	1006	703	685	629	663	2273	183	144	78
	65%FGHNP e	65%	66%	74%zDEF	64%	66%	63%	58%	58%	68%GH	74%zGHI	75%zLMN	68%N	63%N	58%	66%P	53%	72%zP	66%P
9-10 (Net)	1023	499	523	144	204	336	340	81	83	270	429	279	268	244	232	844	74	71	34
	25%GHNe	25%	25%	30%zEF	26%	25%	23%	20%	19%	26%GH	32%zGHI	30%zMN	26%N	24%	20%	25%	21%	35%zOP	29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 233
C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides programmes and content made for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	59 1%BJ	-	8 1%	1 *	2 *	3 1%	16 3%zSTVYh	1 *	-	1 1%	2 2%	10 3%STV	30 1%	20 1%	50 1%	4 1%
2	66 2%K	6 2%	12 1%	-	6 2%	8 4%zTUXY	5 1%	1 *	9 5%zTUXYc	-	1 1%	4 1%	39 2%	24 2%	55 2%	5 2%
3	76 2%BCLOX	3 1%	21 2%X	5 3%X	5 1%	2 1%	2 *	2 1%	1 *	1 1%	3 2%	6 2%	40 2%	35 2%	72 2%	2 1%
4	133 3%BJK	8 3%	22 3%	1 1%	6 2%	7 3%	10 2%	6 3%	20 11%zSTUVWXYac	1 1%	11 7%zTUVYc	8 2%	73 3%	55 4%	109 3%	12 3%
5	326 8%JKd	18 6%	78 9%	8 5%	35 9%	25 12%c	34 7%	16 7%	15 8%	6 5%	12 8%	20 5%	166 7%	145 10%zd	276 8%	25 7%
6	434 11%KX	39 13%Xb	110 13%Xb	11 7%	47 12%X	22 10%	31 7%	22 10%	19 10%	16 14%Xb	8 5%	48 13%Xb	277 11%	146 10%	369 11%	32 9%
7	733 18%GPh	81 27%zTXYhc	159 18%h	35 23%h	76 19%h	45 21%h	81 17%	32 14%	19 10%	21 19%	27 17%	61 17%	477 19%	242 16%	634 18%	58 16%
8	923 23%N	59 20%	177 20%	43 28%W	88 23%	37 17%	106 22%	69 31%zSTW	48 26%	35 31%TW	45 29%W	84 23%	559 22%	349 24%	776 22%	95 27%
9	606 15%GNe	43 14%	117 14%	20 13%	52 13%	28 13%	83 18%	36 16%	30 16%	14 12%	30 19%	47 13%	408 16%ze	189 13%	516 15%	54 15%
Extremely Well 10	417 10%N	26 9%	80 9%	11 7%	39 10%	21 10%	60 13%	23 10%	18 10%	12 11%	11 7%	44 12%	278 11%	133 9%	359 10%	32 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 233
C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides programmes and content made for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	327	16	79	17	33	14	46	17	7	5	5	35	181	134	271	36
	8%ACIJKQ	5%	9%	11%hb	8%	7%	10%b	8%	4%	5%	3%	10%	7%	9%	8%	10%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.24AFHNPe	7.29	7.16	7.44	7.30	6.98	7.47zTW	7.59zTWh	7.03	7.55W	7.25	7.28	7.36ze	7.11	7.24	7.37
1-3 (Net)	201	9	41	6	14	13	22	3	9	2	7	20	109	79	177	12
	5%BCJKOY	3%	5%	4%	3%	6%Y	5%	1%	5%	1%	4%	6%Y	4%	5%	5%	3%
1-4 (Net)	334	17	64	7	20	20	32	9	30	3	18	28	181	134	286	24
	8%BCJKLOd	6%	7%	5%	5%	9%	7%	4%	16%zSTUVXYac	3%	11%VYa	8%	7%	9%	8%	7%
1-2 (Net)	125	6	20	1	8	11	20	1	9	1	3	15	69	44	105	10
	3%K	2%	2%	*	2%	5%UY	4%Y	*	5%Y	1%	2%	4%Y	3%	3%	3%	3%
4-7 (Net)	1627	146	369	55	164	100	156	76	74	45	59	137	993	588	1389	127
	40%JKX	49%zUXYc	43%X	37%	42%X	47%XY	33%	34%	40%	40%	38%	37%	39%	40%	40%	36%
5-6 (Net)	760	56	188	19	83	47	65	38	34	22	21	68	443	291	645	57
	19%JKX	19%	22%zUXb	13%	21%X	22%X	14%	17%	18%	20%	13%	18%	18%	20%	19%	16%
8-10 (Net)	1946	128	374	74	179	85	249	128	96	61	86	175	1246	671	1651	181
	47%HNPT	43%	43%	49%	46%	40%	53%STW	57%zSTVW	51%	54%W	55%TW	48%	49%z	46%	47%	51%
7-10 (Net)	2679	209	534	108	255	131	330	160	115	82	113	237	1723	913	2285	239
	65%FGHNPe	70%T	62%	72%T	65%	62%	70%T	71%T	62%	73%	72%T	64%	68%ze	62%	66%	67%
9-10 (Net)	1023	69	197	31	91	48	143	59	48	26	41	91	687	322	875	86
	25%GHNe	23%	23%	20%	23%	23%	30%zTU	26%	26%	23%	26%	25%	27%ze	22%	25%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 234
C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Takes risks and provides content that is new and innovative across all of its services
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	105 3%BJKOT	69 3%zB	37 2%	11 2%	28 4%	29 2%	38 3%	16 4%J	16 4%	23 2%	24 2%	16 2%	21 2%	24 2%	45 4%zK	78 2%	20 6%zOQ	4 2%	5 4%
2	90 2%C	52 3%	38 2%	4 1%	29 4%zCF	28 2%	29 2%	12 3%	14 3%	20 2%	29 2%	14 2%	26 3%	17 2%	33 3%	71 2%	15 4%zOQ	1 1%	3 3%Q
3	134 3%BD	85 4%zB	49 2%	12 2%	15 2%	39 3%	69 5%zDE	11 3%	23 5%J	35 3%	35 3%	29 3%	25 2%	43 4%	36 3%	102 3%	18 5%	9 4%	5 4%
4	238 6%	123 6%	114 5%	27 6%	39 5%	91 7%	81 5%	31 8%	36 8%I	49 5%	76 6%	44 5%	51 5%	57 6%	86 7%zK	184 5%	29 8%O	15 7%	10 8%
5	407 10%J	194 10%	212 10%	58 12%	71 9%	126 9%	152 10%	37 9%	52 12%J	111 11%J	104 8%	90 10%	84 8%	110 11%	122 11%	345 10%	34 10%	14 7%	14 12%
6	511 12%X	259 13%	252 12%	61 13%	107 14%	185 14%	159 11%	44 11%	50 11%	122 12%	188 14%	117 12%	142 14%	121 12%	132 11%	436 13%	35 10%	29 14%	10 9%
7	777 19%NR	387 19%	390 19%	88 19%	144 18%	269 20%	277 19%	65 16%	79 18%	199 19%	290 21%z	204 22%zN	210 21%N	183 18%	180 16%	657 19%	58 17%	46 23%R	17 14%
8	755 18%AN	327 16%	427 20%zA	101 21%	136 17%	257 19%	261 18%	61 15%	69 16%	212 20%	267 20%	195 21%zN	184 18%	193 19%	183 16%	651 19%	50 14%	30 15%	23 20%
9	456 11%RTe	235 12%	221 11%	52 11%	90 12%	150 11%	163 11%	44 11%	38 9%	119 11%	178 13%zH	104 11%	115 11%	115 12%	122 11%	381 11%	35 10%	32 16%zOR	8 7%
Extremely Well 10	294 7%Yg	133 7%	162 8%	30 6%	54 7%	92 7%	119 8%	34 8%	20 5%	75 7%	115 8%H	80 8%	78 8%	65 6%	72 6%	252 7%	16 5%	14 7%	13 11%zP
Don't know	333 8%AJKQhd	136 7%	197 9%zA	29 6%	71 9%	100 7%	132 9%	51 13%zIJ	43 10%J	74 7%J	53 4%	47 5%	77 8%K	68 7%	140 12%zKLM	279 8%Q	35 10%Q	9 4%	10 9%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 234
C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Takes risks and provides content that is new and innovative across all of its services
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.71AHNPS	6.55	6.86zA	6.79	6.63	6.73	6.70	6.55	6.21	6.80H	6.93zGH	6.92zMN	6.81N	6.68	6.44	6.77zP	6.06	6.85P	6.50
1-3 (Net)	330	205	124	27	72	96	136	39	53	78	88	59	73	84	114	250	53	14	13
	8%BJKOTUY	10%zB	6%	6%	9%C	7%	9%C	10%	12%zIJ	8%	6%	6%	7%	8%	10%zK	7%	15%zOQ	7%	11%O
1-4 (Net)	568	328	238	53	111	187	217	70	90	127	164	103	123	142	200	435	82	29	23
	14%BJKOUY	16%zB	11%	11%	14%	14%	15%	17%IJ	20%zIJ	12%	12%	11%	12%	14%	17%zKL	13%	24%zOQ	14%	19%zO
1-2 (Net)	196	121	75	15	57	57	67	28	30	43	53	30	47	41	77	148	35	5	8
	5%BKOTY	6%zB	4%	3%	7%zCEF	4%	5%	7%J	7%J	4%	4%	3%	5%	4%	7%zKM	4%	10%zOQ	2%	7%Q
4-7 (Net)	1933	963	967	233	361	670	669	177	217	481	658	455	486	471	521	1623	156	103	51
	47%X	48%	46%	49%	46%	49%	45%	44%	49%	46%	48%	48%	48%	47%	45%	47%	45%	51%	43%
5-6 (Net)	918	453	464	119	178	310	311	81	102	233	292	207	226	231	254	782	69	43	24
	22%X	23%	22%	25%	23%	23%	21%	20%	23%	22%	22%	22%	22%	23%	22%	23%	20%	21%	20%
8-10 (Net)	1505	695	810	184	280	499	543	139	128	406	560	378	377	373	377	1284	100	76	45
	37%AHNPe	35%	39%zA	39%	36%	37%	37%	34%	29%	39%H	41%zGH	40%zN	37%	37%	33%	37%P	29%	38%P	38%P
7-10 (Net)	2282	1081	1200	271	423	767	819	204	206	605	849	582	587	556	558	1941	158	122	61
	56%HNP	54%	57%	57%	54%	56%	55%	50%	47%	58%GH	63%zGH	62%zMN	58%N	56%N	48%	56%P	46%	60%P	52%
9-10 (Net)	750	367	383	83	144	241	282	78	58	194	293	183	193	180	195	633	50	46	21
	18%H	18%	18%	17%	18%	18%	19%	19%	13%	19%H	22%zH	20%	19%	18%	17%	18%	15%	23%P	18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 234
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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Takes risks and provides content that is new and innovative across all of its services
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	105 3%BJKOT	11 4%TV	11 1%	3 2%	3 1%	5 2%	19 4%TV	2 1%	2 1%	4 4%	1 1%	17 5%TVY	54 2%	43 3%	94 3%	7 2%
2	90 2%C	11 4%Y	12 1%	1 *	8 2%	5 3%	8 2%	1 *	9 5%zTUY	3 2%	4 3%	9 2%	60 2%	29 2%	82 2%	5 1%
3	134 3%BD	11 4%	24 3%	1 1%	16 4%	5 3%	16 3%	3 1%	6 3%	3 3%	3 2%	12 3%	78 3%	52 4%	113 3%	13 4%
4	238 6%	33 11%zTUVXac	52 6%	4 3%	13 3%	11 5%	17 4%	12 5%	18 9%UVXc	2 2%	12 7%	11 3%	136 5%	95 6%	200 6%	21 6%
5	407 10%J	23 8%	89 10%	16 11%	45 12%	21 10%	40 8%	20 9%	23 12%	14 13%	13 8%	41 11%	241 10%	149 10%	333 10%	48 13%zf
6	511 12%X	46 16%X	115 13%	23 15%	56 14%X	26 12%	42 9%	26 11%	20 11%	9 8%	21 13%	53 14%X	335 13%	162 11%	426 12%	46 13%
7	777 19%NR	53 18%	186 21%	26 17%	62 16%	49 23%	87 18%	42 19%	37 20%	29 20%	29 19%	63 17%	480 19%	288 20%	660 19%	67 19%
8	755 18%AN	47 16%	150 17%	27 18%	82 21%	33 16%	95 20%	61 27%zSTWbc	37 20%	31 27%STWb	23 15%	63 17%	487 19%	254 17%	641 18%	62 18%
9	456 11%RTe	32 11%	76 9%	21 14%	35 9%	31 15%T	64 14%T	29 13%	17 9%	10 9%	24 15%T	41 11%	304 12%	143 10%	393 11%	39 11%
Extremely Well 10	294 7%Yg	18 6%	65 8%	8 5%	39 10%WY	9 4%	34 7%	7 3%	13 7%	7 6%	19 12%WY	33 9%Y	190 7%	103 7%	255 7%	15 4%
Don't know	333 8%AJKQhd	13 4%	85 10%Sh	22 15%zSVhbc	29 7%h	16 8%h	49 10%Sh	23 10%Sh	3 2%	6 6%	8 5%	24 7%h	163 6%	153 10%zd	289 8%	32 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.71AHNPS	6.34	6.78S	7.00S	6.89S	6.72	6.84S	7.07zSh	6.51	6.74	7.05S	6.66	6.79ze	6.62	6.71	6.58
1-3 (Net)	330	32	47	5	27	15	44	5	17	11	8	38	192	124	290	25
	8%BJKOTUY	11%TUY	5%	3%	7%Y	7%Y	9%TUY	2%	9%Y	9%Y	5%	10%TUY	8%	8%	8%	7%
1-4 (Net)	568	65	99	8	41	26	61	17	35	13	20	49	329	219	490	46
	14%BJKOUY	22%zTUVWXYc	11%	6%	10%	12%	13%U	8%	19%TUVY	11%	13%	13%U	13%	15%	14%	13%
1-2 (Net)	196	22	23	3	11	10	28	3	11	7	5	26	114	72	177	11
	5%BKOTY	7%TVY	3%	2%	3%	5%	6%TY	1%	6%Y	6%Y	3%	7%TVY	4%	5%	5%	3%
4-7 (Net)	1933	155	441	69	176	107	186	99	98	48	74	168	1192	694	1619	182
	47%X	52%X	51%zX	46%	45%	51%X	39%	44%	53%X	43%	47%	46%	47%	47%	46%	51%
5-6 (Net)	918	70	204	40	101	47	82	45	43	24	34	94	576	311	760	94
	22%X	23%	24%X	26%X	26%X	22%	17%	20%	23%	21%	21%	25%X	23%	21%	22%	26%
8-10 (Net)	1505	98	291	55	157	73	194	97	68	47	66	138	981	500	1290	117
	37%AHNPe	33%	34%	37%	40%	35%	41%T	43%T	36%	42%	42%	37%	39%ze	34%	37%	33%
7-10 (Net)	2282	150	476	81	219	123	281	139	105	70	95	200	1462	788	1949	184
	56%HNP	50%	55%	54%	56%	58%	59%	62%S	57%	62%	61%	54%	58%ze	54%	56%	52%
9-10 (Net)	750	50	141	29	75	40	99	36	30	17	43	74	494	246	648	54
	18%H	17%	16%	19%	19%	19%	21%	16%	16%	15%	27%zSTYh	20%	20%	17%	19%	15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 235
C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides television,radio and online content which appeals to a wide range of audiences in the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	68 2%O	37 2%	30 1%	3 1%	18 2%	21 2%	26 2%	11 3%IJ	12 3%IJ	10 1%	15 1%	12 1%	11 1%	12 1%	34 3%zKLM	47 1%	15 4%zOQ	2 1%	4 4%zOQ
2	81 2%CKOX	42 2%	39 2%	2 *	22 3%C	30 2%C	27 2%	2 1%	12 3%	22 2%	19 1%	10 1%	11 1%	28 3%KL	32 3%KL	58 2%	19 5%zOQR	2 1%	2 2%
3	94 2%BC	66 3%zB	27 1%	1 *	15 2%C	33 2%C	45 3%C	11 3%	11 2%	22 2%	27 2%	19 2%	18 2%	22 2%	34 3%	70 2%	12 3%	5 3%	6 5%zO
4	133 3%X	72 4%	61 3%	16 3%	23 3%	37 3%	57 4%	13 3%	24 5%zJ	30 3%	36 3%	26 3%	36 4%	35 3%	36 3%	106 3%	18 5%	5 2%	4 3%
5	325 8%IJad	146 7%	177 8%	44 9%	62 8%	103 8%	116 8%	40 10%IJ	45 10%IJ	64 6%	83 6%	67 7%	75 7%	76 8%	107 9%	259 8%	36 11%	14 7%	15 13%zOQ
6	454 11%KRg	226 11%	227 11%	58 12%	90 12%	166 12%	140 9%	38 9%	50 11%	113 11%	163 12%	87 9%	109 11%	112 11%	146 13%K	398 12%R	28 8%	21 10%	8 7%
7	763 19%	362 18%	400 19%	89 19%	144 18%	266 20%	263 18%	67 16%	75 17%	198 19%	268 20%	192 20%	174 17%	202 20%	194 17%	648 19%	56 16%	41 20%	18 15%
8	935 23%BNPW	492 25%zB	443 21%	120 25%	185 24%	302 22%	329 22%	84 21%	92 21%	277 27%z	324 24%	243 26%zN	252 25%N	228 23%N	212 18%	804 23%P	54 16%	50 25%P	27 23%P
9	569 14%NR	258 13%	310 15%	77 16%	92 12%	191 14%	209 14%	51 12%	47 11%	141 14%	222 16%zH	140 15%	164 16%N	131 13%	134 12%	484 14%R	42 12%	32 16%R	11 9%
Extremely Well 10	392 10%	187 9%	205 10%	42 9%	71 9%	135 10%	144 10%	40 10%	30 7%	100 10%	158 12%zH	104 11%	109 11%	80 8%	98 9%	324 9%	30 9%	21 11%	16 14%zO
Don't know	288 7%ACJKLS hd	109 5%	179 9%zA	21 4%	61 8%C	81 6%	125 8%zCE	49 12%zIJ	44 10%zIJ	62 6%J	42 3%	40 4%	54 5%	70 7%K	124 11%zKLM	238 7%	34 10%Q	9 4%	7 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.15HNP	7.07	7.22	7.38zDF	7.03	7.16	7.13	7.07	6.72	7.27H	7.39zGH	7.38zMN	7.37zMN	7.07N	6.81	7.21zPR	6.48	7.38PR	6.90
1-3 (Net)	242 6%BCJKLOY	146 7%zB	96 5%	6 1%	55 7%C	84 6%C	97 7%C	25 6%	35 8%J	55 5%	62 5%	41 4%	40 4%	62 6%	100 9%zKL	175 5%	46 13%zOQ	9 5%	12 10%zOQ
1-4 (Net)	375 9%BCJKOX	218 11%zB	157 7%	23 5%	78 10%C	120 9%C	154 10%C	38 9%	59 13%zIJ	85 8%	98 7%	67 7%	75 7%	96 10%	136 12%zKL	281 8%	64 19%zOQ	14 7%	16 13%zOQ
1-2 (Net)	148 4%CJKLOY	79 4%	69 3%	6 1%	40 5%zC	51 4%C	52 4%C	14 3%	24 5%J	32 3%	35 3%	22 2%	22 2%	40 4%	66 6%zKL	105 3%	34 10%zOQ	4 2%	6 5%
4-7 (Net)	1675 41%X	806 40%	865 41%	207 44%	320 41%	572 42%	576 39%	158 39%	193 44%	405 39%	550 41%	372 40%	394 39%	425 43%	484 42%	1411 41%	139 40%	80 40%	45 38%
5-6 (Net)	779 19%KX	372 19%	404 19%	102 22%	153 19%	269 20%	256 17%	78 19%	95 21%	177 17%	246 18%	154 16%	184 18%	188 19%	253 22%zK	657 19%	64 19%	35 17%	23 20%
8-10 (Net)	1896 46%HNPTWe	938 47%	958 46%	239 50%	348 44%	628 46%	682 46%	175 43%	168 38%	518 50%zH	705 52%zGH	486 52%zMN	526 52%zMN	440 44%N	444 39%	1612 47%P	125 36%	104 51%P	54 46%P
7-10 (Net)	2658 65%HNPTe	1299 65%	1358 65%	328 69%zD	492 63%	894 65%	945 64%	242 60%	243 55%	716 69%zGH	973 72%zGH	678 72%zMN	700 69%N	642 64%N	638 55%	2260 66%zP	182 53%	144 72%zPR	72 61%
9-10 (Net)	961 23%HN	446 22%	515 25%	119 25%	163 21%	326 24%	353 24%	91 22%	77 17%	241 23%H	380 28%zHI	244 26%zMN	273 27%zMN	212 21%	232 20%	808 24%	72 21%	54 27%	27 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

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													Working		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	68 2%O	* *	10 1%	1 1%	4 1%	3 1%	17 4%zSTVY	1 *	1 *	- -	2 2%	8 2%	34 1%	26 2%	62 2%	3 1%
2	81 2%CKOX	6 2%	14 2%	2 1%	6 1%	3 2%	2 *	1 1%	10 5%zTVXY	1 1%	5 3%X	9 2%X	54 2%	25 2%	70 2%	4 1%
3	94 2%BC	7 2%	22 3%	3 2%	10 3%	7 3%	6 1%	3 1%	3 2%	1 1%	3 2%	5 1%	52 2%	38 3%	76 2%	9 3%
4	133 3%X	7 3%	30 3%X	4 3%	15 4%X	11 5%X	3 1%	8 4%X	10 6%X	1 1%	6 4%X	10 3%	74 3%	53 4%	109 3%	14 4%
5	325 8%IJad	27 9%a	74 9%a	12 8%a	32 8%a	18 9%a	25 5%	17 8%a	14 7%a	* *	10 7%a	30 8%a	171 7%	138 9%zd	279 8%	32 9%
6	454 11%KRg	31 10%	121 14%zX	13 8%	48 12%	31 15%	44 9%	22 10%	22 12%	14 13%	16 10%	34 9%	298 12%	149 10%	398 11%	27 7%
7	763 19%	73 24%zTb	148 17%	30 20%	69 18%	44 21%	87 18%	43 19%	38 20%	31 28%zTbc	22 14%	63 17%	483 19%	268 18%	636 18%	72 20%
8	935 23%BNPW	73 25%	170 20%	38 25%	94 24%	34 16%	111 23%	68 30%zTW	49 26%W	25 22%	43 27%W	98 27%TW	611 24%	313 21%	793 23%	80 23%
9	569 14%NR	41 14%	112 13%	27 18%	49 13%	31 15%	78 17%	28 12%	22 12%	21 19%	27 17%	47 13%	358 14%	199 14%	484 14%	54 15%
Extremely Well 10	392 10%	26 9%	77 9%	7 4%	44 11%U	16 7%	55 12%U	14 6%	17 9%	11 10%	14 9%	43 12%U	256 10%	130 9%	327 9%	37 11%
Don't know	288 7%ACJKLShd	5 2%	86 10%zSVh	14 9%Sh	19 5%h	14 6%Sh	45 10%SVh	19 8%Sh	1 1%	6 5%h	7 5%	22 6%Sh	138 5%	131 9%zd	254 7%	23 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 235
C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides television,radio and online content which appeals to a wide range of audiences in the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.15HNP	7.22	7.07	7.27	7.21	6.90	7.44zTWh	7.33W	6.99	7.69zTWh	7.23	7.26	7.23ze	7.06	7.13	7.27
1-3 (Net)	242 6%BCJKLOY	14 5%	46 5%	6 4%	20 5%	14 6%Y	25 5%	4 2%	13 7%Y	2 2%	10 7%	21 6%	140 6%	89 6%	208 6%	17 5%
1-4 (Net)	375 9%BCJKOX	21 7%	75 9%	10 6%	35 9%	25 12%Xa	29 6%	13 6%	23 13%XYa	3 3%	17 11%	31 8%	214 8%	143 10%	317 9%	31 9%
1-2 (Net)	148 4%CJKLOY	6 2%	24 3%	3 2%	9 2%	6 3%	19 4%	2 1%	10 5%Y	1 1%	7 4%	17 4%Y	88 3%	51 3%	132 4%	7 2%
4-7 (Net)	1675 41%X	139 46%X	373 43%X	59 39%	163 42%X	104 49%zXbc	159 34%	91 40%	85 45%X	47 42%	54 35%	137 37%	1026 41%	608 41%	1422 41%	144 41%
5-6 (Net)	779 19%KX	58 20%	195 23%zX	25 16%	80 20%	49 23%X	69 15%	39 17%	36 19%	15 13%	26 17%	64 18%	469 19%	287 19%	677 19%	58 16%
8-10 (Net)	1896 46%HNPTWe	140 47%	359 42%	72 48%	188 48%W	81 38%	243 51%TW	111 49%W	87 47%	57 51%	85 54%TW	188 51%TW	1224 48%ze	643 44%	1604 46%	172 48%
7-10 (Net)	2658 65%HNPTe	213 71%TW	507 59%	103 68%	256 66%	125 59%	330 70%TW	154 69%T	126 67%	89 79%zTVW	106 68%	251 68%T	1707 68%ze	911 62%	2240 64%	244 69%
9-10 (Net)	961 23%HN	67 22%	189 22%	34 22%	93 24%	47 22%	133 28%zTY	42 19%	38 20%	33 29%	42 27%	90 25%	614 24%	330 22%	811 23%	92 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 236
C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides distinctive programmes and content.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	71 **2%BJ**	46 2%zB	24 1%	3 1%	17 2%	25 2%	25 2%	10 **3%J**	13 **3%J**	13 1%	12 1%	13 1%	11 1%	14 1%	32 3%zL	52 2%	14 **4%zOQ**	1 *	4 **4%zOQ**
2	73 **2%K**	44 2%	29 1%	10 2%	16 2%	24 2%	23 2%	8 2%	10 2%	14 1%	22 2%	9 1%	13 1%	20 2%	31 3%zKL	55 2%	14 **4%zOQ**	2 1%	3 2%
3	110 **3%JK**	55 3%	55 3%	15 3%	16 2%	31 2%	49 3%	13 3%	19 **4%J**	29 3%	24 2%	12 1%	24 2%	31 3%K	43 4%zK	85 2%	17 **5%zOQ**	3 2%	6 **5%zOQ**
4	162 **4%V**	90 5%	71 3%	14 3%	40 5%	45 3%	63 4%	21 5%	16 4%	37 4%	52 4%	34 4%	36 4%	43 4%	49 4%	126 4%	20 6%	12 6%	3 3%
5	396 **10%JKX**	193 10%	203 10%	45 10%	67 9%	139 10%	146 10%	42 10%	58 **13%zJ**	93 9%	105 8%	69 7%	97 10%	90 9%	140 12%zK	322 9%	43 12%	17 9%	14 12%
6	520 **13%**	234 12%	284 14%	72 **15%F**	113 14%	172 13%	162 11%	44 11%	77 **17%zGJ**	132 13%	165 12%	112 12%	127 12%	125 13%	156 14%	454 13%	33 10%	21 10%	12 10%
7	774 **19%BFHNYh**	411 21%zB	362 17%	95 20%	155 20%	277 **20%F**	246 17%	69 17%	59 13%	212 **20%H**	284 **21%zH**	198 **21%N**	205 **20%N**	207 **21%N**	164 14%	652 19%	61 18%	44 **22%R**	17 15%
8	914 **22%D**	438 22%	476 23%	93 20%	149 19%	309 23%	364 **25%zD**	79 19%	95 22%	250 24%	323 24%	217 23%	249 **25%N**	216 22%	231 20%	789 23%	62 18%	38 19%	26 22%
9	515 **13%HR**	239 12%	276 13%	61 13%	96 12%	170 12%	187 13%	46 11%	37 8%	133 13%	197 **14%zH**	147 **16%zN**	123 12%	120 12%	124 11%	435 **13%R**	39 11%	31 **16%R**	9 8%
Extremely Well 10	361 **9%N**	168 8%	193 9%	48 10%	60 8%	108 8%	144 10%	37 9%	27 6%	93 9%	139 **10%H**	96 **10%N**	102 **10%N**	83 8%	81 7%	294 9%	22 7%	27 **13%zOP**	17 **15%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 236
C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides distinctive programmes and content.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	205 5%AIJKLQ hd	82 4%	123 6%zA	16 3%	54 7%zC	63 5%	71 5%	38 9%zIJ	30 7%IJ	34 3%	33 2%	32 3%	27 3%	47 5%	99 9%zKLM	174 5%	20 6%	4 2%	7 6%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.00AHNP	6.90	7.10zA	7.06	6.87	7.00	7.05	6.83	6.54	7.10H	7.24zGH	7.30zMN	7.15zN	6.96N	6.64	7.04zP	6.41	7.32zOPR	6.87P
1-3 (Net)	254 6%BJKOQT Y	145 7%zB	109 5%	28 6%	49 6%	80 6%	97 7%	32 8%J	42 9%zIJ	56 5%	59 4%	35 4%	48 5%	65 7%K	106 9%zKL	191 6%	45 13%zOQ	6 3%	13 11%zOQ
1-4 (Net)	416 10%BJKOY	236 12%zB	180 9%	42 9%	89 11%	125 9%	160 11%	52 13%J	58 13%J	93 9%	111 8%	69 7%	84 8%	108 11%K	156 14%zKL	317 9%	65 19%zOQ	18 9%	16 13%O
1-2 (Net)	143 3%BJKOQ	90 4%zB	53 3%	13 3%	33 4%	49 4%	48 3%	19 5%	23 5%IJ	27 3%	35 3%	23 2%	24 2%	34 3%	63 6%zKL	106 3%	28 8%zOQ	3 1%	7 6%zOQ
4-7 (Net)	1852 45%FY	928 46%	921 44%	226 48%F	375 48%F	634 46%F	617 42%	175 43%	209 47%	474 46%	607 45%	413 44%	465 46%	465 47%	509 44%	1554 45%	157 46%	95 47%	47 39%
5-6 (Net)	916 22%JKX	427 21%	487 23%	117 25%	180 23%	311 23%	308 21%	86 21%	134 30%zGIJ	224 22%	271 20%	181 19%	224 22%	215 22%	296 26%zK	776 23%	76 22%	38 19%	26 22%
8-10 (Net)	1790 44%DHNP	844 42%	945 45%	202 43%	305 39%	588 43%	695 47%zD	162 40%	160 36%	476 46%H	659 48%zGH	460 49%zMN	474 47%N	419 42%	436 38%	1518 44%P	123 36%	97 48%P	52 44%
7-10 (Net)	2564 63%DGHNP e	1255 63%	1308 62%	298 63%	460 59%	865 63%	940 64%	230 57%	219 50%	689 66%zGH	943 69%zGH	658 70%zMN	680 67%zN	626 63%N	600 52%	2169 63%P	184 53%	141 70%zOPR	70 59%
9-10 (Net)	875 21%HN	406 20%	469 22%	110 23%	156 20%	279 20%	331 22%	83 20%	65 15%	226 22%H	335 25%zH	242 26%zMN	225 22%N	203 20%	205 18%	729 21%	61 18%	59 29%zOP	27 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 236
C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides distinctive programmes and content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**71** **2%BJ**	3 *1%*	10 *1%*	1 *1%*	5 *1%*	3 *2%*	16 **3%zTY**	1 ***	3 *2%*	- -	1 *1%*	10 *3%*	37 *1%*	25 *2%*	62 *2%*	4 *1%*
2	**73** **2%K**	7 *2%*	12 *1%*	2 *1%*	4 *1%*	1 ***	11 *2%*	2 *1%*	9 **5%zTVWc**	* *	6 **4%Wc**	2 ***	46 *2%*	26 *2%*	62 *2%*	3 *1%*
3	**110** **3%JK**	15 **5%zTXY**	14 *2%*	2 *1%*	16 **4%T**	10 **5%TY**	7 *2%*	2 *1%*	3 *1%*	1 *1%*	8 **5%TXY**	6 *2%*	60 *2%*	47 *3%*	94 *3%*	9 *3%*
4	**162** **4%V**	12 *4%*	41 **5%V**	3 *2%*	6 *2%*	6 *3%*	14 *3%*	7 *3%*	18 **10%zSTUVWXYbc**	5 *5%*	4 *3%*	10 *3%*	94 *4%*	62 *4%*	134 *4%*	17 *5%*
5	**396** **10%JKX**	28 *9%*	100 **12%X**	10 *7%*	36 *9%*	25 **12%X**	28 *6%*	22 *10%*	22 **12%X**	7 *6%*	16 *10%*	28 *8%*	228 *9%*	150 *10%*	342 *10%*	36 *10%*
6	**520** **13%**	44 *15%*	112 *13%*	25 *16%*	61 *16%*	35 *17%*	51 *11%*	28 *12%*	24 *13%*	16 *14%*	14 *9%*	45 *12%*	321 *13%*	190 *13%*	427 *12%*	48 *13%*
7	**774** **19%BFHNYh**	59 *20%*	170 **20%Yh**	36 **24%Yh**	71 *18%*	47 **22%Yh**	98 **21%Yh**	26 *12%*	22 *12%*	32 **29%zYhb**	23 *14%*	67 *18%*	502 *20%*	262 *18%*	666 *19%*	59 *16%*
8	**914** **22%D**	58 *20%*	199 *23%*	33 *22%*	89 *23%*	35 *16%*	104 *22%*	70 **31%zSTWXh**	37 *20%*	27 *24%*	44 **28%W**	92 *25%*	569 *22%*	330 *22%*	772 *22%*	86 *24%*
9	**515** **13%HR**	36 *12%*	92 *11%*	15 *10%*	52 *13%*	29 *14%*	69 *15%*	39 **17%T**	30 *16%*	11 *10%*	21 *13%*	42 *11%*	338 *13%*	168 *11%*	436 *13%*	47 *13%*
Extremely Well 10	**361** **9%N**	24 *8%*	68 *8%*	10 *7%*	38 *10%*	15 *7%*	42 *9%*	13 *6%*	17 *9%*	9 *8%*	17 *11%*	39 *11%*	229 *9%*	125 *8%*	312 *9%*	31 *9%*

C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:
Provides distinctive programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	205 5%AIJKLQhd	13 4%h	47 5%h	14 9%zVWhb	13 3%	5 2%	34 7%VWh	15 7%h	- -	3 3%	3 2%	27 7%VWh	106 4%	86 6%d	179 5%	16 4%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.00AHNP	6.85	6.98	7.11	7.13	6.86	7.10	7.35zSTWh	6.75	7.22	7.05	7.21	7.08z	6.93	7.00	7.08
1-3 (Net)	254 6%BJKOQTY	25 8%TY	35 4%	5 3%	24 6%	14 7%	34 7%Y	5 2%	15 8%Y	2 2%	15 10%TYa	18 5%	143 6%	98 7%	219 6%	16 4%
1-4 (Net)	416 10%BJKOY	36 12%Y	76 9%	8 5%	30 8%	20 9%	47 10%	12 5%	33 18%zTUVXYac	7 6%	19 12%Y	28 8%	236 9%	160 11%	353 10%	33 9%
1-2 (Net)	143 3%BJKOQ	9 3%	21 2%	3 2%	9 2%	4 2%	27 6%zTVY	3 1%	12 6%TVYa	* *	7 4%	11 3%	83 3%	51 3%	125 4%	7 2%
4-7 (Net)	1852 45%FY	143 48%	423 49%XYbc	74 49%	173 44%	114 54%zXYbc	191 40%	83 37%	87 46%	60 54%XYb	57 36%	150 41%	1144 45%	664 45%	1569 45%	160 45%
5-6 (Net)	916 22%JKX	72 24%	212 25%X	35 23%	96 25%X	60 28%Xc	79 17%	50 22%	47 25%	23 20%	30 19%	73 20%	548 22%	340 23%	769 22%	84 24%
8-10 (Net)	1790 44%DHNP	118 40%	359 42%	58 38%	180 46%	79 37%	215 45%	122 54%zSTUW	85 46%	47 42%	81 52%SUW	173 47%	1136 45%	623 42%	1520 44%	164 46%
7-10 (Net)	2564 63%DGHNPe	177 59%	529 61%	94 62%	250 64%	126 60%	313 66%	148 66%	107 57%	80 71%	104 66%	240 65%	1638 65%ze	885 60%	2187 63%	223 63%
9-10 (Net)	875 21%HN	60 20%	160 19%	25 17%	91 23%	44 21%	111 23%	52 23%	48 26%	20 18%	37 24%	81 22%	567 22%	293 20%	748 21%	78 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C8_sum. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Provides a broad mix of different types of TV, radio and online programmes and content	2737 67%DGHNP	1321 66%	1415 67%	331 70%D	492 63%	904 66%	1010 68%D	250 61%	236 53%	723 69%GH	1009 74%zGHI	708 75%zMN	717 71%zN	657 66%N	655 57%	2320 68%P	195 56%	148 73%zPR	75 63%
Provides high quality television, radio and online content.	2719 66%GHNPe	1305 65%	1414 67%	338 72%zDF	500 64%	910 67%	971 66%	236 58%	234 53%	718 69%GH	1015 75%zGHI	713 76%zLMN	709 70%zN	650 65%N	647 56%	2302 67%P	193 56%	148 74%zOPR	76 64%
Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2679 65%FGHNPe	1301 65%	1376 66%	348 74%zDEF	505 64%	900 66%	926 63%	238 58%	257 58%	705 68%GH	1006 74%zGHI	703 75%zLMN	685 68%N	629 63%N	663 58%	2273 66%P	183 53%	144 72%zP	78 66%P
Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	2282 56%HNP	1081 54%	1200 57%	271 57%	423 54%	767 56%	819 55%	204 50%	206 47%	605 58%GH	849 63%zGHI	582 62%zMN	587 58%N	556 56%N	558 48%	1941 56%P	158 46%	122 60%P	61 52%
Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	2658 65%HNPTe	1299 65%	1358 65%	328 69%zD	492 63%	894 65%	945 64%	242 60%	243 55%	716 69%zGH	973 72%zGH	678 72%zMN	700 69%zN	642 64%N	638 55%	2260 66%zP	182 53%	144 72%zPR	72 61%
Provides distinctive programmes and content.	2564 63%DGHNPe	1255 63%	1308 62%	298 63%	460 59%	865 63%	940 64%	230 57%	219 50%	689 66%zGH	943 69%zGH	658 70%zMN	680 67%zN	626 63%N	600 52%	2169 63%P	184 53%	141 70%zOPR	70 59%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 237
C8_sum. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: (7-10)
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Provides a broad mix of different types of TV, radio and online programmes and content	2737 67%DGHNP	200 67%	547 63%	104 69%	270 69%	134 63%	336 71%T	169 75%zTW	122 65%	84 75%	111 71%	245 67%	1722 68%	968 66%	2319 66%	249 70%
Provides high quality television, radio and online content.	2719 66%GHNPe	205 69%	561 65%	95 63%	259 66%	133 63%	333 70%	163 73%	121 65%	80 71%	109 70%	244 66%	1747 69%ze	928 63%	2302 66%	245 69%
Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2679 65%FGHNP e	209 70%T	534 62%	108 72%T	255 65%	131 62%	330 70%T	160 71%T	115 62%	82 73%	113 72%T	237 64%	1723 68%ze	913 62%	2285 66%	239 67%
Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	2282 56%HNP	150 50%	476 55%	81 54%	219 56%	123 58%	281 59%	139 62%S	105 57%	70 62%	95 61%	200 54%	1462 58%ze	788 54%	1949 56%	184 52%
Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	2658 65%HNPTe	213 71%TW	507 59%	103 68%	256 66%	125 59%	330 70%TW	154 69%T	126 67%	89 79%zTVW	106 68%	251 68%T	1707 68%ze	911 62%	2240 64%	244 69%
Provides distinctive programmes and content.	2564 63%DGHNP e	177 59%	529 61%	94 62%	250 64%	126 60%	313 66%	148 66%	107 57%	80 71%	104 66%	240 65%	1638 65%ze	885 60%	2187 63%	223 63%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 238
C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	A good range of programmes and content that includes people like me.	A good range of programmes and content that represents where I live.	An authentic portrayal of people like me.	An authentic portrayal of the region where I live.	Programmes and content that are relevant to me.
			Summary Table		
UnweightedBase	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770
Not At All Well 1	141	173	196	178	157
	3%	4%	5%	4%	4%
2	106	116	152	115	102
	3%	3%	4%	3%	2%
3	181	195	189	211	160
	4%	5%	5%	5%	4%
4	261	259	271	255	221
	6%	6%	7%	6%	5%
5	398	500	479	477	425
	10%	12%	12%	12%	10%
6	523	574	573	566	511
	13%	14%	14%	14%	12%
7	744	708	711	709	754
	18%	17%	17%	17%	18%
8	772	696	666	713	838
	19%	17%	16%	17%	20%
9	465	375	363	352	468
	11%	9%	9%	9%	11%
Extremely Well 10	317	256	229	229	301
	8%	6%	6%	6%	7%
Don't know	194	247	272	296	165
	5%	6%	7%	7%	4%
Total mentions	4101	4101	4101	4101	4101
	100%	100%	100%	100%	100%
Mean	6.60	6.34	6.23	6.30	6.63
1-3 (Net)	428	484	536	504	419
	10%	12%	13%	12%	10%
1-4 (Net)	689	743	807	759	639
	17%	18%	20%	19%	16%
1-2 (Net)	247	289	347	293	259
	6%	7%	8%	7%	6%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 238
C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Base = All respondents

	A good range of programmes and content that includes people like me.	A good range of programmes and content that represents where I live.	An authentic portrayal of people like me.	An authentic portrayal of the region where I live.	Programmes and content that are relevant to me.
WeightedBase	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770
4-7 (Net)	1926 47%	2042 50%	2034 50%	2007 49%	1911 47%
5-6 (Net)	921 22%	1074 26%	1052 26%	1042 25%	936 23%
8-10 (Net)	1554 38%	1328 32%	1259 31%	1294 32%	1606 39%
7-10 (Net)	2298 56%	2036 50%	1970 48%	2004 49%	2360 58%
9-10 (Net)	782 19%	631 15%	592 14%	581 14%	769 19%

Summary Table

C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
  A good range of programmes and content that includes people like me.

	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000-£14,999 (H)	£15,000-£29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	N. Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	141 3%BJKYd	91 5%zB	50 2%	14 3%	25 3%	49 4%	53 4%	22 5%IJ	22 5%J	27 3%	32 2%	19 2%	35 3%	24 2%	63 5%zKM	111 3%	21 6%zOQ	3 2%	6 5%Q
2	106 3%KO	62 3%	44 2%	7 1%	21 3%	29 2%	49 3%	9 2%	15 3%	29 3%	25 2%	16 2%	19 2%	37 4%K	34 3%	69 2%	25 7%zOQ	6 3%	5 4%O
3	181 4%KOd	93 5%	87 4%	19 4%	27 3%	61 4%	74 5%	28 7%zJ	28 6%J	43 4%	47 3%	30 3%	36 4%	56 6%K	60 5%K	137 4%	23 7%O	14 7%O	7 6%
4	261 6%Kf	120 6%	140 7%	30 6%	42 5%	96 7%	93 6%	23 6%	24 6%	59 6%	79 6%	43 5%	77 8%K	70 7%	71 6%	214 6%	33 10%zOQR	9 5%	5 4%
5	398 10%JKX	202 10%	195 9%	48 10%	70 9%	131 10%	149 10%	49 12%J	58 13%zJ	109 10%J	93 7%	61 7%	88 9%	84 8%	165 14%zKLM	336 10%	29 9%	15 7%	17 14%zOPQ
6	523 13%R	261 13%	261 12%	50 11%	111 14%	166 12%	196 13%	41 10%	72 16%G	139 13%	170 13%	130 14%	134 13%	115 12%	144 13%	440 13%R	38 11%	36 18%zOPR	10 8%
7	744 18%N	338 17%	405 19%	98 21%	149 19%	233 17%	264 18%	58 14%	73 16%	172 17%	280 21%zGI	201 21%zN	184 19%	185 19%	174 15%	626 18%	64 19%	33 16%	20 17%
8	772 19%GNe	372 19%	400 19%	82 17%	136 17%	292 21%zF	262 18%	57 14%	67 15%	217 21%GH	290 21%zGH	192 20%N	199 20%	195 20%	186 16%	664 19%	50 14%	36 18%	22 18%
9	465 11%N	227 11%	238 11%	67 14%z	85 11%	150 11%	163 11%	54 13%H	36 8%	125 12%	199 15%zH	136 15%zMN	129 13%N	93 9%	107 9%	397 12%	34 10%	24 12%	10 8%
Extremely Well 10	317 8%P	149 7%	168 8%	40 9%	65 8%	97 7%	114 8%	35 9%	22 5%	71 7%	118 9%H	80 8%	81 8%	78 8%	79 7%	269 8%P	14 4%	23 11%zP	11 9%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 239
C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	194 5%JKLQh	84 4%	110 5%	18 4%	53 7%zF	60 4%	62 4%	31 8%zJ	24 6%J	49 5%J	24 2%	33 3%	32 3%	59 6%KL	70 6%zKL	172 5%Q	12 4%	3 2%	6 5%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.60AHNPSe	6.49	6.72zA	6.81F	6.67	6.60	6.50	6.41	6.09	6.66H	6.96zGHI	7.01zLMN	6.70N	6.54N	6.23	6.68zPR	5.86	6.76P	6.34P
1-3 (Net)	428 10%BJKOTYd	246 12%zB	181 9%	39 8%	73 9%	139 10%	176 12%	58 14%zIJ	66 15%zIJ	99 10%	104 8%	64 7%	90 9%	117 12%K	157 14%zKL	317 9%	69 20%zOQ	23 12%	18 15%zO
1-4 (Net)	689 17%BJKOTd	366 18%zB	321 15%	69 15%	115 15%	236 17%	269 18%	81 20%J	90 20%IJ	159 15%	183 13%	107 11%	167 17%K	187 19%K	228 20%zK	531 15%	102 30%zOQR	32 16%	23 19%
1-2 (Net)	247 6%BJKOTUYd	153 8%zB	94 4%	21 4%	46 6%	79 6%	102 7%	31 8%J	37 8%J	56 5%	57 4%	34 4%	54 5%	62 6%K	97 8%zKL	180 5%	46 13%zOQ	9 5%	11 9%zOQ
4-7 (Net)	1926 47%b	922 46%	1001 48%	226 48%	372 47%	626 46%	702 47%	171 42%	227 51%G	479 46%	622 46%	436 46%	483 48%	454 46%	554 48%	1616 47%	165 48%	93 46%	52 44%
5-6 (Net)	921 22%J	463 23%	456 22%	98 21%	181 23%	297 22%	346 23%	91 22%	130 29%zJ	248 24%J	263 19%	192 20%	222 22%	199 20%	309 27%zKLM	776 23%	67 20%	51 25%	27 23%
8-10 (Net)	1554 38%HNPTe	747 37%	806 38%	190 40%	286 36%	539 39%	539 36%	147 36%H	124 28%	413 40%H	608 45%zGHI	408 43%zMN	409 40%N	366 37%	372 32%	1330 39%P	98 28%	82 41%P	43 36%
7-10 (Net)	2298 56%GHNPe	1086 54%	1211 58%	288 61%zF	434 55%	772 57%	803 54%	204 50%	197 45%	585 56%H	888 65%zGHI	609 65%zLMN	592 58%N	551 55%N	546 47%	1956 57%P	163 47%	116 57%P	63 53%
9-10 (Net)	782 19%HNP	375 19%	406 19%	108 23%zE	150 19%	247 18%	277 19%	90 22%H	58 13%	196 19%H	317 23%zHI	216 23%zMN	209 21%N	171 17%	186 16%	666 19%P	48 14%	47 23%P	21 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 239
C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: A good range of programmes and content that includes people like me.																
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	141 3%BJKYd	15 5%UY	19 2%	* *	8 2%	6 3%	32 7%zTUVY	1 *	5 3%	3 3%	6 4%	15 4%Y	70 3%	58 4%	125 4%	9 2%
2	106 3%KO	6 2%	14 2%	2 1%	5 1%	9 4%	8 2%	3 1%	10 5%TVX	1 1%	5 3%	7 2%	61 2%	39 3%	91 3%	8 2%
3	181 4%KOd	20 7%h	29 3%	7 4%	19 5%	9 4%	17 4%	9 4%	2 1%	3 3%	7 5%	15 4%	92 4%	84 6%zd	152 4%	19 5%
4	261 6%Kf	43 14%zTUVWX Yabc	57 7%	9 6%	20 5%	7 3%	19 4%	13 6%	21 11%zVWXbc	4 3%	3 2%	18 5%	156 6%	98 7%	205 6%	27 8%
5	398 10%JKX	20 7%	92 11%X	13 9%	43 11%	33 16%zSXb	30 6%	19 9%	22 12%	12 10%	7 5%	45 12%Xb	223 9%	161 11%	333 10%	43 12%
6	523 13%R	35 12%	142 16%zYhc	22 15%	46 12%	26 12%	61 13%	18 8%	17 9%	16 14%	18 11%	38 10%	340 13%	176 12%	463 13%	34 10%
7	744 18%N	53 18%	167 19%	23 15%	62 16%	42 20%	93 20%	44 20%	33 18%	26 23%	20 13%	64 18%	454 18%	275 19%	616 18%	72 20%
8	772 19%GNe	51 17%	143 17%	39 26%zTWX	79 20%	33 16%	75 16%	66 29%zSTVW Xc	42 23%	24 22%	41 26%TWX	71 19%	510 20%ze	249 17%	663 19%	65 18%
9	465 11%N	27 9%	95 11%	20 13%	46 12%	21 10%	61 13%	22 10%	15 8%	14 13%	30 19%zSTWY h	47 13%	309 12%	149 10%	399 11%	43 12%
Extremely Well 10	317 8%P	18 6%	55 6%	8 5%	41 10%T	21 10%	49 10%T	13 6%	19 10%	7 6%	13 9%	26 7%	200 8%	112 8%	273 8%	22 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 239
C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	194 5%JKLQh	11 4%h	50 6%h	9 6%h	21 6%h	6 3%	29 6%h	16 7%h	-	3 2%	7 4%h	21 6%h	113 4%	71 5%	168 5%	14 4%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	6.60AHNPSe	6.15	6.63S	6.92S	6.87S	6.55	6.70S	6.98zS	6.56	6.86S	7.08zS	6.64S	6.74ze	6.44	6.61	6.54
1-3 (Net)	428 10%BJKOTYd	41 14%BJKOTUY	62 7%	9 6%	32 8%	24 11%	57 12%TY	13 6%	17 9%	7 7%	18 11%	37 10%	223 9%	181 12%zd	369 11%	36 10%
1-4 (Net)	689 17%BJKOTd	84 28%zTUVWXYabc	120 14%	18 12%	52 13%	31 14%	76 16%	26 12%	38 20%	11 10%	21 13%	56 15%	379 15%	279 19%zd	573 16%	63 18%
1-2 (Net)	247 6%BJKOTUYd	21 7%UY	34 4%	2 1%	13 3%	15 7%UY	39 8%TUVY	4 2%	15 8%UY	4 4%	11 7%UY	22 6%	131 5%	98 7%	216 6%	17 5%
4-7 (Net)	1926 47%b	151 51%b	458 53%zVXYbc	67 44%b	170 44%b	107 51%b	203 43%b	95 42%	93 50%b	57 51%b	48 31%	166 45%b	1173 46%	709 48%	1616 46%	176 50%
5-6 (Net)	921 22%J	55 19%	234 27%zSXYb	35 23%	89 23%	59 28%SXYb	91 19%	38 17%	39 21%	28 25%	25 16%	83 22%	563 22%	337 23%	796 23%	77 22%
8-10 (Net)	1554 38%HNPTe	95 32%	293 34%	67 44%ST	165 42%ST	75 35%	185 39%	100 45%ST	76 41%	45 40%	84 54%zSTWXc	144 39%	1019 40%ze	510 35%	1335 38%	130 36%
7-10 (Net)	2298 56%GHNPe	149 50%	460 53%	90 59%	227 58%	116 55%	277 59%	145 64%zST	110 59%	71 63%	104 66%zST	208 57%	1473 58%ze	785 53%	1951 56%	202 57%
9-10 (Net)	782 19%HNP	45 15%	150 17%	28 18%	87 22%	42 20%	109 23%ST	35 16%	34 18%	21 19%	43 28%zSTY	73 20%	509 20%	261 18%	672 19%	64 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 240
C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
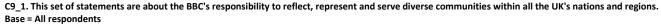 A good range of programmes and content that represents where I live.

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	173 / 4%BKOY	111 / 6%zB	62 / 3%	14 / 3%	36 / 5%	60 / 4%	63 / 4%	19 / 5%	24 / 5%	38 / 4%	54 / 4%	23 / 2%	38 / 4%	38 / 4%	73 / 6%zKLM	123 / 4%	34 / 10%zOQ	7 / 4%	8 / 7%zO
2	116 / 3%JKO	62 / 3%	55 / 3%	17 / 4%	15 / 2%	29 / 2%	56 / 4%zDE	17 / 4%J	15 / 3%	22 / 2%	25 / 2%	15 / 2%	37 / 4%K	32 / 3%	33 / 3%	84 / 2%	19 / 6%zO	10 / 5%O	4 / 4%
3	195 / 5%CKOhf	96 / 5%	99 / 5%	13 / 3%	30 / 4%	77 / 6%C	75 / 5%	28 / 7%	26 / 6%	45 / 4%	60 / 4%	25 / 3%	45 / 4%	62 / 6%K	64 / 6%K	145 / 4%	32 / 9%zO	11 / 5%	8 / 6%
4	259 / 6%T	119 / 6%	139 / 7%	30 / 6%	52 / 7%	79 / 6%	98 / 7%	21 / 5%	35 / 8%	63 / 6%	75 / 5%	47 / 5%	59 / 6%	77 / 8%K	76 / 7%	220 / 6%	15 / 4%	17 / 9%	7 / 6%
5	500 / 12%DJ	243 / 12%	256 / 12%	65 / 14%D	69 / 9%	167 / 12%D	198 / 13%D	48 / 12%	66 / 15%J	132 / 13%J	124 / 9%	109 / 12%	121 / 12%	111 / 11%	159 / 14%	418 / 12%	39 / 11%	27 / 14%	16 / 14%
6	574 / 14%	282 / 14%	292 / 14%	57 / 12%	111 / 14%	198 / 15%	208 / 14%	55 / 14%	61 / 14%	139 / 13%	209 / 15%	153 / 16%z	129 / 13%	140 / 14%	152 / 13%	478 / 14%	55 / 16%	30 / 15%	12 / 10%
7	708 / 17%NP	336 / 17%	372 / 18%	84 / 18%	146 / 19%	234 / 17%	244 / 16%	54 / 13%	68 / 15%	188 / 18%	265 / 20%zG	180 / 19%N	195 / 19%N	162 / 16%	171 / 15%	618 / 18%P	36 / 10%	33 / 16%P	22 / 18%P
8	696 / 17%T	333 / 17%	363 / 17%	80 / 17%	120 / 15%	249 / 18%	248 / 17%	62 / 15%	75 / 17%	198 / 19%	253 / 19%	183 / 19%z	172 / 17%	159 / 16%	182 / 16%	601 / 17%	49 / 14%	28 / 14%	17 / 15%
9	375 / 9%HNRe	186 / 9%	190 / 9%	45 / 10%	90 / 12%zF	116 / 9%	124 / 8%	34 / 8%	25 / 6%	94 / 9%	150 / 11%zH	97 / 10%N	103 / 10%	90 / 9%	85 / 7%	315 / 9%R	34 / 10%	20 / 10%R	6 / 5%
Extremely Well 10	256 / 6%EYg	126 / 6%	130 / 6%	46 / 10%zDEF	48 / 6%	68 / 5%	94 / 6%	34 / 8%H	17 / 4%	58 / 6%	101 / 7%H	71 / 8%	58 / 6%	65 / 7%	62 / 5%	215 / 6%	14 / 4%	14 / 7%	12 / 10%zOP
Don't know	247 / 6%JKQh	105 / 5%	142 / 7%	21 / 5%	66 / 8%zCF	88 / 6%	72 / 5%	35 / 8%J	31 / 7%J	65 / 6%J	43 / 3%	37 / 4%	56 / 6%	60 / 6%	94 / 8%zK	221 / 6%Q	17 / 5%	4 / 2%	6 / 5%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 240
C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.34HNPe	6.26	6.42	6.58zEF	6.48	6.30	6.23	6.21	5.93	6.44H	6.61zGH	6.74zLMN	6.39N	6.25	6.04	6.43zPR	5.64	6.18P	6.12P
1-3 (Net)	484	269	215	44	81	165	194	64	64	105	139	62	119	132	170	351	85	28	20
	12%BKOTd	13%zB	10%	9%	10%	12%	13%C	16%zIJ	14%IJ	10%	10%	7%	12%K	13%K	15%zK	10%	25%zOQR	14%	17%zO
1-4 (Net)	743	388	354	74	133	244	292	85	99	168	213	109	178	210	246	570	101	45	27
	18%JKOTd	19%	17%	16%	17%	18%	20%	21%J	22%zIJ	16%	16%	12%	18%K	21%zK	21%zK	17%	29%zO	22%O	23%O
1-2 (Net)	289	172	117	31	51	89	118	36	38	60	79	38	75	70	106	206	53	17	12
	7%BKOUY	9%zB	6%	7%	7%	7%	8%	9%	9%	6%	6%	4%	7%K	7%K	9%zK	6%	16%zOQ	8%	10%zO
4-7 (Net)	2042	980	1058	237	378	679	749	178	229	521	673	489	504	491	557	1733	145	108	57
	50%GP	49%	50%	50%	48%	50%	51%	44%	52%	50%	50%	52%	50%	49%	48%	50%P	42%	53%P	48%
5-6 (Net)	1074	525	547	123	180	366	407	103	127	271	333	262	250	251	311	895	93	57	28
	26%X	26%	26%	26%	23%	27%	27%	25%	29%	26%	25%	28%	25%	25%	27%	26%	27%	28%	24%
8-10 (Net)	1328	645	683	171	258	433	465	130	117	350	504	351	333	313	330	1131	98	63	36
	32%HNe	32%	33%	36%	33%	32%	31%	32%	26%	34%H	37%zH	37%zMN	33%	31%	29%	33%	28%	31%	30%
7-10 (Net)	2036	981	1055	255	404	667	709	184	184	537	769	531	528	475	501	1749	134	96	58
	50%HNP	49%	50%	54%F	52%	49%	48%	45%	42%	52%H	57%zGHI	57%zMN	52%N	48%	43%	51%zP	39%	47%	49%P
9-10 (Net)	631	311	320	91	139	184	217	68	42	152	251	168	161	155	147	530	48	34	18
	15%EHNeg	16%	15%	19%zEF	18%E	14%	15%	17%H	9%	15%H	18%zHI	18%zN	16%	16%	13%	15%	14%	17%	15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: A good range of programmes and content that represents where I live.																
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	173 4%BKOY	10 3%	26 3%	2 2%	9 2%	10 5%Y	30 6%TVY	2 1%	5 3%	1 1%	6 4%	21 6%Y	96 4%	63 4%	152 4%	14 4%
2	116 3%JKO	9 3%	26 3%	- -	7 2%	7 3%	10 2%	3 1%	11 6%UVb	2 2%	* *	7 2%	66 3%	45 3%	97 3%	8 2%
3	195 5%CKOhf	24 8%zTXh	28 3%	8 5%h	21 5%h	8 4%	12 3%	11 5%h	1 *	3 3%	10 6%h	18 5%h	107 4%	81 5%	153 4%	33 9%zf
4	259 6%T	33 11%zTb	37 4%	8 5%	23 6%	13 6%	30 6%	18 8%b	24 13%zTVXbc	7 6%	3 2%	24 6%	145 6%	105 7%	218 6%	22 6%
5	500 12%DJ	39 13%	113 13%	13 9%	47 12%	32 15%	42 9%	24 11%	19 10%	15 13%	22 14%	50 14%	289 11%	195 13%	418 12%	42 12%
6	574 14%	36 12%	121 14%	31 21%zX	51 13%	29 14%	59 12%	31 14%	25 13%	21 18%	19 12%	55 15%	370 15%	196 13%	498 14%	47 13%
7	708 17%NP	56 19%	185 21%zVWc	33 22%Vc	52 13%	29 14%	95 20%Vc	41 18%	38 20%	18 16%	21 13%	50 13%	438 17%	259 18%	599 17%	65 18%
8	696 17%T	50 17%	119 14%	25 16%	79 20%T	39 18%	70 15%	43 19%	36 19%	27 24%T	39 25%zTX	74 20%T	447 18%	240 16%	587 17%	71 20%
9	375 9%HNRe	18 6%	80 9%	12 8%	39 10%	24 11%	43 9%	22 10%	16 8%	7 6%	21 13%S	35 9%	256 10%ze	116 8%	326 9%	27 8%
Extremely Well 10	256 6%EYg	14 5%	58 7%	6 4%	39 10%zSYc	12 5%	37 8%Y	6 3%	10 5%	9 8%	7 4%	18 5%	166 7%	85 6%	222 6%	12 3%
Don't know	247 6%JKQh	9 3%	72 8%zShc	13 8%Sh	22 6%	9 4%	44 9%zShc	22 10%zShc	2 1%	4 3%	8 5%	16 4%	149 6%	87 6%	218 6%	14 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								**Working**		**Urbanity**
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	6.34HNPe	6.02	**6.49S**	**6.56S**	**6.69zSc**	6.31	6.42	6.49	6.32	**6.70S**	**6.69S**	6.24	**6.47ze**	6.20	6.36	6.16
1-3 (Net)	484 **12%BKOTd**	43 **14%Y**	80 *9%*	11 *7%*	37 *10%*	26 *12%*	53 *11%*	16 *7%*	16 *9%*	6 *6%*	16 *10%*	47 *13%*	268 *11%*	189 *13%*	403 *12%*	54 *15%*
1-4 (Net)	743 **18%JKOTd**	75 **25%zTUVX Yab**	117 *14%*	19 *12%*	60 *15%*	38 *18%*	83 *18%*	35 *15%*	40 **22%T**	13 *12%*	19 *12%*	71 **19%T**	413 *16%*	294 **20%zd**	621 *18%*	76 *21%*
1-2 (Net)	289 **7%BKOUY**	19 *6%*	52 *6%*	2 *2%*	17 *4%*	17 **8%UY**	40 **9%UVY**	5 *2%*	16 **8%UY**	3 *3%*	6 *4%*	29 **8%UY**	161 *6%*	108 *7%*	250 *7%*	22 *6%*
4-7 (Net)	2042 **50%GP**	164 **55%Vb**	456 **53%Vb**	86 **57%Vb**	173 *44%*	103 *48%*	227 *48%*	115 *51%*	107 **57%Vb**	60 *54%*	65 *42%*	179 *49%*	1242 *49%*	754 *51%*	1733 *50%*	176 *50%*
5-6 (Net)	1074 **26%X**	75 *25%*	234 *27%*	44 *29%*	98 *25%*	61 *29%*	101 *21%*	55 *25%*	45 *24%*	36 *32%*	41 *26%*	105 *29%*	659 *26%*	390 *27%*	916 *26%*	89 *25%*
8-10 (Net)	1328 **32%HNe**	82 *28%*	256 *30%*	42 *28%*	157 **40%zSTUX**	74 *35%*	150 *32%*	71 *32%*	61 *33%*	43 *38%*	67 **43%zSTUX**	126 *34%*	869 **34%ze**	441 *30%*	1134 *33%*	111 *31%*
7-10 (Net)	2036 **50%HNP**	139 *46%*	441 *51%*	76 *50%*	209 *54%*	103 *49%*	245 *52%*	112 *50%*	99 *53%*	60 *54%*	88 *56%*	176 *48%*	1307 **52%ze**	699 *48%*	1733 *50%*	176 *49%*
9-10 (Net)	631 **15%EHNeg**	32 *11%*	138 *16%*	18 *12%*	78 **20%zS**	35 *17%*	80 *17%*	28 *12%*	26 *14%*	16 *14%*	28 *18%*	53 *14%*	422 **17%ze**	201 *14%*	548 **16%g**	39 *11%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

Base = All respondents

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
An authentic portrayal of people like me.

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	196 5%BMOV	124 6%zB	71 3%	17 4%	48 6%	65 5%	66 4%	22 5%	24 5%	48 5%	56 4%	35 4%	44 4%	31 3%	85 7%zKLM	148 4%	27 8%zO	9 4%	11 9%zOQ
2	152 4%BKOU	89 4%zB	62 3%	16 3%	19 2%	55 4%	61 4%	14 3%	20 5%	36 4%	39 3%	16 2%	50 5%K	46 5%K	40 3%K	107 3%	36 10%zOQR	4 2%	4 3%
3	189 5%CJXd	87 4%	100 5%	13 3%	25 3%	65 5%	87 6%zCD	30 7%zIJ	28 6%J	43 4%	46 3%	34 4%	40 4%	54 5%	61 5%	150 4%	19 5%	11 5%	9 8%zO
4	271 7%R	123 6%	147 7%	31 7%	50 6%	88 6%	102 7%	33 8%	33 8%	54 5%	99 7%	51 5%	70 7%	71 7%	79 7%	223 6%	28 8%R	16 8%	4 3%
5	479 12%Sb	255 13%	224 11%	73 15%zDF	80 10%	158 12%	168 11%	46 11%	51 12%	115 11%	138 10%	98 10%	104 10%	120 12%	156 14%	407 12%	30 9%	25 13%	16 14%
6	573 14%	270 14%	303 14%	60 13%	121 15%	198 14%	194 13%	54 13%	63 14%	170 16%z	189 14%	152 16%zL	121 12%	134 13%	165 14%	478 14%	50 14%	34 17%R	10 10%
7	711 17%GN	338 17%	373 18%	74 16%	136 17%	233 17%	268 18%	53 13%	82 19%	177 17%	263 19%zG	177 19%N	204 20%zN	171 17%	159 14%	610 18%	51 15%	28 14%	23 19%
8	666 16%P	321 16%	346 16%	89 19%	121 15%	237 17%	220 15%	62 15%	64 15%	182 17%	232 17%	176 19%z	167 17%	148 15%	175 15%	572 17%	41 12%	36 18%	17 14%
9	363 9%H	175 9%	188 9%	47 10%	68 9%	117 9%	131 9%	37 9%	25 6%	88 8%	167 12%zHI	95 10%	94 9%	85 9%	89 8%	308 9%	28 8%	20 10%	7 6%
Extremely Well 10	229 6%N	100 5%	129 6%	32 7%	50 6%	67 5%	81 5%	24 6%	20 4%	54 5%	90 7%	63 7%N	60 6%	57 6%	49 4%	195 6%	13 4%	11 6%	10 8%P
Don't know	272 7%JKQh	118 6%	155 7%	22 5%	66 8%C	83 6%	101 7%	32 8%J	30 7%J	72 7%J	40 3%	42 4%	58 6%	80 8%K	93 8%K	238 7%Q	21 6%	7 3%	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 241
C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.23AHNPSe	6.09	6.37zA	6.45zF	6.30	6.20	6.15	6.04	5.91	6.30H	6.51zGH	6.59zLMN	6.29N	6.20N	5.89	6.31zPR	5.53	6.27P	5.93
1-3 (Net)	536	300	234	45	91	185	215	66	72	127	141	85	134	131	186	406	82	24	24
	13%BCJKOUd	15%zB	11%	9%	12%	14%C	15%C	16%J	16%J	12%	10%	9%	13%K	13%K	16%zK	12%	24%zOQ	12%	20%zOQ
1-4 (Net)	807	423	380	76	142	273	316	99	106	181	240	136	204	202	265	629	110	40	28
	20%BJKOUXd	21%zB	18%	16%	18%	20%	21%C	24%zIJ	24%IJ	17%	18%	14%	20%K	20%K	23%zK	18%	32%zOQR	20%	24%O
1-2 (Net)	347	213	134	32	67	120	128	36	44	84	95	51	94	76	126	256	63	13	15
	8%BJKOTUV	11%zB	6%	7%	9%	9%	9%	9%	10%	8%	7%	5%	9%K	8%	11%zKM	7%	18%zOQ	7%	13%zOQ
4-7 (Net)	2034	985	1047	238	387	676	732	186	230	517	689	479	500	496	559	1717	159	103	55
	50%	49%	50%	50%	49%	50%	49%	46%	52%	50%	51%	51%	49%	50%	49%	50%	46%	51%	46%
5-6 (Net)	1052	524	527	133	201	355	363	100	114	285	327	251	225	255	321	884	80	59	28
	26%LSb	26%	25%	28%	26%	26%	25%	25%	26%	27%	24%	27%L	22%	26%	28%L	26%	23%	29%	24%
8-10 (Net)	1259	596	663	168	239	421	432	123	109	324	488	334	322	290	313	1075	83	68	33
	31%HNPe	30%	32%	35%zF	30%	31%	29%	30%	25%	31%H	36%zHI	36%zMN	32%	29%	27%	31%P	24%	34%P	28%
7-10 (Net)	1970	933	1036	242	375	654	699	176	191	501	752	511	526	460	472	1685	133	95	56
	48%NPe	47%	49%	51%	48%	48%	47%	43%	43%	48%	55%zGHI	54%zMN	52%zMN	46%	41%	49%zP	39%	47%	47%
9-10 (Net)	592	275	317	79	118	184	212	61	45	142	257	158	155	142	138	503	41	32	17
	14%HNY	14%	15%	17%	15%	13%	14%	15%	10%	14%	19%zHI	17%zN	15%	14%	12%	15%	12%	16%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
An authentic portrayal of people like me.

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	196 5%BMOV	26 9%zTUVY	30 3%	3 2%	9 2%	11 5%	28 6%V	6 3%	6 3%	5 5%	6 4%	17 5%	113 4%	69 5%	166 5%	21 6%
2	152 4%BKOU	11 4%	24 3%	- -	11 3%	9 4%U	15 3%	5 2%	14 8%zTUVXY	1 1%	4 3%	12 3%	90 4%	53 4%	128 4%	12 3%
3	189 5%CJXd	27 9%zTVXhc	43 5%X	5 3%	16 4%	10 4%	8 2%	13 6%X	4 2%	3 3%	6 4%	15 4%	99 4%	84 6%zd	155 4%	22 6%
4	271 7%R	38 13%zTVXYc	53 6%	9 6%	22 6%	15 7%	20 4%	8 3%	18 10%XY	9 8%	11 7%	20 5%	153 6%	113 8%	221 6%	19 5%
5	479 12%Sb	20 7%	124 14%zSb	17 11%	47 12%b	32 15%Sb	62 13%Sb	21 9%	19 10%	17 15%Sb	7 5%	41 11%	279 11%	184 13%	405 12%	38 11%
6	573 14%	28 10%	128 15%	23 15%	56 14%	28 13%	58 12%	34 15%	23 12%	15 13%	20 12%	64 17%S	377 15%	187 13%	484 14%	57 16%
7	711 17%GN	49 16%	173 20%	29 19%	61 16%	31 15%	87 18%	39 17%	37 20%	19 17%	27 17%	58 16%	439 17%	259 18%	594 17%	73 21%
8	666 16%P	38 13%	123 14%	31 20%	64 17%	27 13%	89 19%	53 24%zSTWc	34 18%	20 18%	36 23%STW	56 15%	434 17%	221 15%	582 17%	48 13%
9	363 9%H	16 5%	80 9%	13 8%	35 9%	23 11%	40 9%	13 6%	12 7%	12 11%	19 12%S	44 12%SY	246 10%	113 8%	313 9%	31 9%
Extremely Well 10	229 6%N	19 6%	39 4%	8 5%	40 10%zTXYc	14 7%	25 5%	6 3%	17 9%Y	3 3%	9 6%	16 4%	146 6%	79 5%	195 6%	14 4%
Don't know	272 7%JKQh	26 9%h	48 6%h	14 9%h	27 7%h	13 6%h	39 8%h	25 11%zTh	1 1%	7 6%h	12 8%h	26 7%h	152 6%	110 7%	244 7%	21 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 241
C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	6.23AHNPSe	5.62	6.26S	6.69zS	6.63zSTW	6.12	6.37S	6.41S	6.29S	6.30	6.67S	6.31S	6.35ze	6.10	6.25	6.07
1-3 (Net)	536 **13%BCJKOUd**	64 **22%zTUVXYabc**	97 *11%*	8 *5%*	37 *9%*	30 **14%U**	51 *11%*	24 *11%*	24 *13%*	10 *9%*	16 *10%*	44 *12%*	302 *12%*	205 *14%*	449 *13%*	55 *15%*
1-4 (Net)	807 **20%BJKOUXd**	102 **34%zTUVWXYhabc**	150 *17%*	17 *11%*	59 *15%*	45 **21%U**	71 *15%*	32 *14%*	42 **23%U**	19 *17%*	27 *17%*	64 *17%*	455 *18%*	318 **22%zd**	670 *19%*	74 *21%*
1-2 (Net)	347 **8%BJKOTUV**	37 **12%TUVY**	54 *6%*	3 *2%*	20 *5%*	21 **10%U**	44 **9%U**	11 *5%*	20 **11%UV**	7 *6%*	10 *6%*	29 **8%U**	203 *8%*	122 *8%*	294 *8%*	33 *9%*
4-7 (Net)	2034 *50%*	136 *45%*	477 **55%zSVXYb**	78 *52%*	186 *48%*	105 *50%*	228 *48%*	102 *46%*	98 *52%*	61 *54%*	65 *41%*	182 *50%*	1249 *49%*	743 *51%*	1704 *49%*	187 *53%*
5-6 (Net)	1052 **26%LSb**	48 *16%*	251 **29%zSb**	40 **26%S**	103 **26%S**	59 **28%Sb**	120 **25%S**	55 *25%*	43 *23%*	32 **29%S**	27 *17%*	105 **28%Sb**	657 *26%*	371 *25%*	889 *25%*	95 *27%*
8-10 (Net)	1259 **31%HNPe**	73 *24%*	242 *28%*	51 *34%*	140 **36%ST**	64 *30%*	155 *33%*	72 *32%*	63 *34%*	35 *31%*	64 **41%ST**	116 *32%*	826 **33%ze**	413 *28%*	1090 *31%*	93 *26%*
7-10 (Net)	1970 **48%NPe**	122 *41%*	415 *48%*	81 **53%S**	201 **52%S**	95 *45%*	242 **51%S**	111 *50%*	100 **54%S**	54 *48%*	91 **58%zSW**	174 *47%*	1265 **50%ze**	672 *46%*	1684 *48%*	166 *47%*
9-10 (Net)	592 **14%HNY**	35 *12%*	119 *14%*	21 *14%*	75 **19%zSTY**	37 **17%Y**	66 *14%*	19 *8%*	29 *16%*	15 *14%*	27 **18%Y**	60 **16%Y**	392 *15%*	192 *13%*	508 *15%*	45 *13%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

Base = All respondents

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
An authentic portrayal of the region where I live.

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	178 4%KO	102 5%z	76 4%	15 3%	40 5%	55 4%	67 5%	17 4%	26 6%	37 4%	55 4%	24 3%	42 4%	37 4%	75 6%zKM	133 4%	27 8%zO	9 5%	9 7%zO
2	115 3%BKOTX	75 4%zB	40 2%	10 2%	19 2%	39 3%	47 3%	12 3%	13 3%	29 3%	35 3%	15 2%	26 3%	34 3%K	40 3%K	68 2%	35 10%zOQR	8 4%O	4 4%
3	211 5%K	103 5%	108 5%	21 4%	37 5%	69 5%	84 6%	32 8%zIJ	24 5%	43 4%	58 4%	29 3%	56 6%K	66 7%K	61 5%K	166 5%	29 8%zO	9 4%	9 7%
4	255 6%KX	110 5%	143 7%	30 6%	53 7%	87 6%	85 6%	23 6%	38 9%J	57 5%	72 5%	46 5%	65 6%	69 7%	76 7%	212 6%	20 6%	18 9%	5 4%
5	477 12%DJ	228 11%	248 12%	59 13%D	66 8%	173 13%D	179 12%D	47 12%	54 12%	125 12%	124 9%	119 13%	109 11%	97 10%	151 13%	386 11%	42 12%	29 15%	20 16%zO
6	566 14%	278 14%	287 14%	68 14%	102 13%	185 14%	211 14%	55 13%	61 14%	152 15%	192 14%	129 14%	158 16%	124 12%	155 13%	485 14%	40 12%	29 14%	11 10%
7	709 17%GN	341 17%	368 18%	74 16%	157 20%	235 17%	243 16%	45 11%	70 16%	181 17%G	294 22%zGHI	195 21%zMN	185 18%N	165 17%	164 14%	610 18%	48 14%	33 16%	19 16%
8	713 17%P	350 17%	364 17%	74 16%	140 18%	235 17%	263 18%	70 17%	69 16%	200 19%	239 18%	183 19%LN	157 15%	192 19%	181 16%	618 18%P	40 11%	33 16%	22 19%P
9	352 9%Re	179 9%	173 8%	52 11%	61 8%	114 8%	125 8%	36 9%	33 8%	84 8%	155 11%zI	107 11%zMN	89 9%	75 8%	81 7%	309 9%R	25 7%	14 7%	5 4%
Extremely Well 10	229 6%Y	106 5%	123 6%	32 7%	45 6%	70 5%	83 6%	24 6%	19 4%	53 5%	80 6%	59 6%	57 6%	55 6%	59 5%	190 6%	16 5%	13 6%	10 8%
Don't know	296 7%JKQ	128 6%	168 8%	38 8%	65 8%	101 7%	92 6%	46 11%zJ	35 8%J	78 8%J	56 4%	34 4%	71 7%K	82 8%K	109 9%zK	260 8%Q	23 7%	8 4%	5 4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 242
C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.30HNPRe	6.23	6.37	6.49	6.34	6.27	6.25	6.18	6.00	**6.39H**	**6.54zGH**	**6.70zLMN**	**6.29N**	**6.27N**	5.98	**6.41zPR**	5.45	**6.11P**	**6.00P**
1-3 (Net)	504	279	224	45	96	164	199	61	63	109	148	68	124	137	175	366	90	26	22
	12%BKOTUd	**14%zB**	*11%*	*10%*	*12%*	*12%*	*13%*	**15%I**	*14%*	*10%*	*11%*	*7%*	**12%K**	**14%K**	**15%zK**	*11%*	**26%zOQR**	*13%*	**18%zO**
1-4 (Net)	759	389	368	75	149	252	284	84	101	166	220	114	188	205	251	578	111	44	27
	19%IJKO	*19%*	*18%*	*16%*	*19%*	*18%*	*19%*	*21%*	**23%IJ**	*16%*	*16%*	*12%*	**19%K**	**21%K**	**22%zK**	*17%*	**32%zOQR**	*22%*	**23%O**
1-2 (Net)	293	177	116	25	59	95	114	29	39	66	90	40	68	71	115	200	62	17	13
	7%BKO	**9%zB**	*6%*	*5%*	*8%*	*7%*	*8%*	*7%*	*9%*	*6%*	*7%*	*4%*	**7%K**	**7%K**	**10%zKL**	*6%*	**18%zOQR**	*9%*	**11%zO**
4-7 (Net)	2007	957	1046	231	378	681	718	170	223	515	681	489	516	455	547	1693	151	109	55
	49%GXb	*48%*	*50%*	*49%*	*48%*	*50%*	*49%*	*42%*	**51%G**	**50%G**	**50%G**	**52%zM**	*51%*	*46%*	*48%*	*49%*	*44%*	**54%P**	*46%*
5-6 (Net)	1042	506	535	127	167	358	390	102	115	277	316	248	267	221	307	871	82	58	31
	25%DM	*25%*	*25%*	**27%D**	*21%*	**26%D**	**26%D**	*25%*	*26%*	*27%*	*23%*	*26%*	*26%*	*22%*	*27%*	*25%*	*24%*	*29%*	*26%*
8-10 (Net)	1294	634	660	158	246	419	471	130	121	337	473	349	303	323	320	1117	80	59	37
	32%NP	*32%*	*31%*	*33%*	*31%*	*31%*	*32%*	*32%*	*27%*	*32%*	**35%zH**	**37%zLN**	*30%*	*32%*	*28%*	**33%zP**	*23%*	*29%*	**31%P**
7-10 (Net)	2004	976	1028	232	403	654	714	174	191	519	767	544	487	488	485	1727	129	92	56
	49%GHNPe	*49%*	*49%*	*49%*	*51%*	*48%*	*48%*	*43%*	*43%*	**50%G**	**56%zGHI**	**58%zLMN**	**48%N**	**49%N**	*42%*	**50%zP**	*37%*	*46%*	**47%P**
9-10 (Net)	581	285	296	84	106	184	208	60	52	137	234	166	146	130	139	499	41	27	15
	14%NYe	*14%*	*14%*	**18%zE**	*14%*	*13%*	*14%*	*15%*	*12%*	*13%*	**17%zHI**	**18%zMN**	*14%*	*13%*	*12%*	*15%*	*12%*	*13%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
  An authentic portrayal of the region where I live.

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	178 4%KO	9 3%	33 4%	3 2%	13 3%	9 4%	26 6%	6 3%	5 3%	1 1%	5 3%	22 6%	99 4%	63 4%	147 4%	17 5%
2	115 3%BKOTX	7 2%	13 2%	1 1%	8 2%	8 4%X	4 1%	4 2%	9 5%TX	2 2%	4 3%	8 2%	64 3%	46 3%	99 3%	11 3%
3	211 5%K	25 8%Tc	36 4%	5 3%	22 6%	15 7%c	27 6%	9 4%	6 3%	7 6%	5 3%	10 3%	117 5%	87 6%	171 5%	30 9%zf
4	255 6%KX	26 9%X	59 7%	10 6%	19 5%	10 5%	17 4%	14 6%	18 10%X	6 5%	11 7%	23 6%	159 6%	91 6%	214 6%	16 5%
5	477 12%DJ	30 10%	97 11%	21 14%	44 11%	30 14%b	46 10%	23 10%	17 9%	19 17%b	10 6%	49 13%	290 11%	174 12%	400 11%	43 12%
6	566 14%	34 12%	139 16%	19 12%	50 13%	27 13%	67 14%	28 13%	31 17%	17 15%	18 12%	55 15%	335 13%	214 15%	497 14%	38 11%
7	709 17%GN	63 21%	158 18%	26 17%	74 19%	37 18%	75 16%	46 20%	32 17%	19 17%	22 14%	57 15%	456 18%	244 17%	587 17%	70 20%
8	713 17%P	47 16%	142 16%	30 20%	60 15%	37 17%	87 18%	50 22%	36 19%	20 18%	39 25%zTV	72 19%	442 17%	261 18%	610 17%	69 19%
9	352 9%Re	20 7%	80 9%	13 9%	30 8%	15 7%	51 11%	13 6%	16 8%	13 12%	22 14%zSY	35 10%	252 10%ze	97 7%	301 9%	27 8%
Extremely Well 10	229 6%Y	15 5%	54 6%Y	4 3%	37 9%zUYc	11 5%Y	28 6%Y	3 1%	10 5%	5 4%	10 7%Y	14 4%	143 6%	80 5%	197 6%	18 5%
Don't know	296 7%JKQ	23 8%	53 6%	19 13%zThac	34 9%	13 6%	45 9%h	28 13%zThac	6 3%	4 4%	10 6%	23 6%	170 7%	114 8%	263 8%	16 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 242
C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	**4101**	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**6.30HNPRe**	6.18	6.44	6.52	6.53	6.16	6.48	6.36	6.32	6.48	**6.81zSW**	6.28	**6.41ze**	6.19	6.32	6.19
1-3 (Net)	**504**	41	82	9	43	32	56	19	20	10	14	39	280	196	418	58
	12%BKOTUd	**14%U**	*10%*	*6%*	*11%*	**15%U**	*12%*	*9%*	*11%*	*9%*	*9%*	*11%*	*11%*	*13%*	*12%*	**16%zf**
1-4 (Net)	**759**	66	141	19	62	41	74	33	38	16	25	62	440	288	632	74
	19%IJKO	**22%U**	*16%*	*12%*	*16%*	*19%*	*16%*	*15%*	*20%*	*14%*	*16%*	*17%*	*17%*	*20%*	*18%*	*21%*
1-2 (Net)	**293**	16	46	4	21	17	30	10	14	3	9	29	163	109	246	28
	7%BKO	*5%*	*5%*	*3%*	*5%*	*8%*	*6%*	*5%*	*8%*	*3%*	*6%*	*8%*	*6%*	*7%*	*7%*	*8%*
4-7 (Net)	**2007**	153	453	76	186	104	206	111	98	61	61	184	1241	723	1698	168
	49%GXb	**51%b**	**52%Xb**	*50%*	*48%*	*49%*	*44%*	*49%*	**53%b**	*54%*	*39%*	*50%*	*49%*	*49%*	*49%*	*47%*
5-6 (Net)	**1042**	64	236	40	93	57	113	51	48	36	28	105	626	388	897	82
	25%DM	*21%*	**27%b**	*26%*	*24%*	*27%*	*24%*	*23%*	*26%*	**32%b**	*18%*	**28%b**	*25%*	*26%*	*26%*	*23%*
8-10 (Net)	**1294**	82	276	47	127	63	166	66	62	38	71	121	838	438	1108	114
	32%NP	*27%*	*32%*	*31%*	*33%*	*30%*	*35%*	*29%*	*33%*	*33%*	**46%zSTUV WYc**	*33%*	**33%z**	*30%*	*32%*	*32%*
7-10 (Net)	**2004**	145	433	74	201	101	241	112	94	57	93	177	1294	682	1695	184
	49%GHNPe	*49%*	*50%*	*49%*	*52%*	*47%*	*51%*	*50%*	*51%*	*50%*	**60%z**	*48%*	**51%ze**	*46%*	*49%*	*52%*
9-10 (Net)	**581**	35	134	17	67	26	79	16	26	18	32	49	396	177	499	45
	14%NYe	*12%*	**15%Y**	*11%*	**17%Y**	*12%*	**17%Y**	*7%*	*14%*	*16%*	**21%SY**	*13%*	**16%ze**	*12%*	*14%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
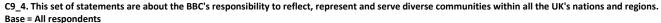* small base

C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

Base = All respondents

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Programmes and content that are relevant to me.

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	157 4%BCJKLO	92 5%zB	64 3%	10 2%	41 5%C	56 4%	50 3%	11 3%	21 5%J	42 4%	33 2%	26 3%	22 2%	45 4%L	64 6%zKL	118 3%	27 8%zOQ	6 3%	6 5%
2	102 2%BKO	64 3%zB	38 2%	5 1%	17 2%	34 3%	46 3%C	9 2%	17 4%	22 2%	31 2%	9 1%	24 2%K	37 4%zK	32 3%K	75 2%	20 6%zOQ	4 2%	3 2%
3	160 4%JKOd	86 4%	72 3%	16 3%	22 3%	44 3%	78 5%zDE	29 7%zIJ	23 5%J	37 4%	34 2%	22 2%	41 4%	35 3%	61 5%zK	113 3%	26 8%zO	10 5%	10 9%zO
4	221 5%Rf	110 6%	111 5%	26 5%	43 6%	73 5%	79 5%	15 4%	22 5%	59 6%	64 5%	44 5%	49 5%	60 6%	68 6%	188 5%	23 7%R	8 4%	3 2%
5	425 10%DJd	210 11%	214 10%	59 13%D	58 7%	131 10%	177 12%D	47 11%	52 12%J	106 10%	109 8%	94 10%	98 10%	88 9%	145 13%zM	351 10%	38 11%	22 11%	14 12%
6	511 12%Ye	257 13%	254 12%	47 10%	113 14%C	170 12%	181 12%	50 12%	63 14%	126 12%	178 13%	119 13%	113 11%	125 13%	153 13%	426 12%	39 11%	35 17%zOPR	12 10%
7	754 18%GN	344 17%	409 19%	100 21%F	161 21%F	249 18%	243 16%	52 13%	94 21%G	192 18%G	264 19%G	171 18%	223 22%zN	179 18%	181 16%	648 19%	58 17%	30 15%	18 15%
8	838 20%HNPV	403 20%	434 21%	99 21%	160 20%	288 21%	291 20%	78 19%	61 14%	242 23%zH	302 22%H	221 24%zN	217 21%N	210 21%N	190 16%	729 21%zP	40 12%	42 21%P	27 23%P
9	468 11%S	226 11%	242 12%	56 12%	76 10%	168 12%	167 11%	48 12%	37 8%	112 11%	202 15%zHI	132 14%zN	120 12%	105 11%	111 10%	389 11%	43 12%	25 12%	11 9%
Extremely Well 10	301 7%	136 7%	165 8%	38 8%	51 7%	97 7%	114 8%	25 6%	22 5%	70 7%	123 9%zH	86 9%zN	76 7%	69 7%	70 6%	256 7%	17 5%	19 9%P	10 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	165 4%JKQShd	69 3%	96 5%	16 3%	41 5%	54 4%	54 4%	44 11%zIJ	28 6%zIJ	32 3%J	18 1%	18 2%	30 3%	43 4%K	75 6%zKL	144 4%Q	14 4%	2 1%	5 4%Q
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.63AHNP Se	6.50	6.77zA	6.85zF	6.58	6.68	6.55	6.55	6.19	6.66H	7.00GHI	7.02zLMN	6.80zMN	6.53N	6.24	6.71zP	5.87	6.76P	6.44P
1-3 (Net)	419 10%BCJKO Vd	243 12%zB	174 8%	31 7%	80 10%C	134 10%	174 12%C	49 12%J	61 14%zJ	101 10%	98 7%	56 6%	88 9%	116 12%K	158 14%zKL	306 9%	73 21%zOQ	20 10%	19 16%zOQ
1-4 (Net)	639 16%BCJKO UVd	353 18%zB	285 14%	57 12%	124 16%	206 15%	253 17%C	64 16%	84 19%J	160 15%J	162 12%	100 11%	137 14%	176 18%KL	227 20%zKL	494 14%	96 28%zOQR	27 14%	22 19%
1-2 (Net)	259 6%BCJKLO T	156 8%zB	102 5%	15 3%	58 7%C	90 7%C	96 6%C	20 5%	38 9%J	64 6%	65 5%	34 4%	46 5%	82 8%zKL	97 8%zKL	193 6%	47 14%zOQR	10 5%	9 8%
4-7 (Net)	1911 47%GRX	922 46%	987 47%	233 49%	375 48%	623 46%	680 46%	163 40%	231 52%zGJ	482 46%	616 45%	427 45%	484 48%	452 45%	548 48%	1612 47%R	157 46%	94 47%	47 39%
5-6 (Net)	936 23%Y	467 23%	468 22%	107 23%	170 22%	301 22%	358 24%	96 24%	115 26%	232 22%	287 21%	213 23%	212 21%	213 21%	299 26%zL	777 23%	77 22%	57 28%z	26 22%
8-10 (Net)	1606 39%HNPe	766 38%	841 40%	193 41%	287 37%	554 41%	572 39%	151 37%H	121 27%	424 41%H	627 46%zGHI	439 47%LMN	412 41%N	384 39%N	371 32%	1374 40%P	100 29%	85 42%P	47 40%P
7-10 (Net)	2360 58%AGHNP e	1110 56%	1249 60%zA	294 62%zF	448 57%	803 59%	815 55%	203 50%	214 49%	616 59%GH	891 66%zGHI	609 65%zMN	635 63%zMN	564 57%N	552 48%	2022 59%zP	158 46%	115 57%P	66 55%P
9-10 (Net)	769 19%HNS	362 18%	406 19%	94 20%	127 16%	266 19%	281 19%	73 18%	59 13%	182 18%	325 24%zGHI	218 23%zMN	195 19%	175 18%	181 16%	645 19%	60 17%	44 22%	21 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 243
C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

							England Regions							Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:
Programmes and content that are relevant to me.

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	157 **4%BCJKLO**	15 *5%*	22 *3%*	2 *2%*	9 *2%*	7 *3%*	27 **6%TVY**	3 *2%*	5 *2%*	1 *1%*	3 *2%*	24 **6%zTVY**	90 *4%*	55 *4%*	136 *4%*	12 *3%*
2	102 **2%BKO**	9 *3%*	15 *2%*	2 *2%*	5 *1%*	8 *4%*	10 *2%*	3 *1%*	11 **6%zTVYc**	2 *2%*	7 **4%c**	4 *1%*	61 *2%*	36 *2%*	92 *3%*	6 *2%*
3	160 **4%JKOd**	11 *4%*	32 *4%*	5 *4%*	11 *3%*	12 **5%X**	9 *2%*	14 **6%Xh**	2 *1%*	6 *5%*	2 *1%*	9 *2%*	76 *3%*	76 **5%zd**	126 *4%*	23 **7%zf**
4	221 **5%Rf**	38 **13%zTUVWX Yabc**	59 **7%XY**	3 *2%*	19 *5%*	11 *5%*	15 *3%*	5 *2%*	13 *7%*	2 *2%*	6 *4%*	16 *4%*	130 *5%*	85 *6%*	173 *5%*	20 *6%*
5	425 **10%DJd**	23 *8%*	86 *10%*	16 *10%*	54 *14%*	24 *11%*	40 *9%*	17 *8%*	24 *13%*	16 *14%*	12 *8%*	38 *10%*	220 *9%*	187 **13%zd**	359 *10%*	36 *10%*
6	511 **12%Ye**	35 *12%*	125 **14%Y**	29 **19%zXY**	54 **14%Y**	23 *11%*	47 *10%*	16 *7%*	20 *11%*	17 *15%*	19 *12%*	43 *12%*	345 **14%ze**	154 *10%*	455 **13%z**	36 *10%*
7	754 **18%GN**	58 *20%*	182 **21%W**	24 *16%*	69 *18%*	28 *13%*	80 *17%*	50 **22%W**	33 *18%*	21 *18%*	32 *21%*	70 *19%*	480 *19%*	261 *18%*	636 *18%*	70 *20%*
8	838 **20%HNPV**	67 **22%V**	170 *20%*	33 *22%*	55 *14%*	48 **22%V**	104 **22%V**	71 **32%zTVXc**	42 **23%V**	27 *24%*	37 **23%V**	76 *21%*	548 *22%*	279 *19%*	703 *20%*	82 *23%*
9	468 **11%S**	19 *6%*	90 *10%*	17 *11%*	51 **13%S**	30 **14%S**	59 **12%S**	24 *11%*	18 *10%*	13 *12%*	22 **14%S**	46 **13%S**	309 *12%*	153 *10%*	403 *12%*	40 *11%*
Extremely Well 10	301 *7%*	20 *7%*	55 *6%*	6 *4%*	43 **11%zTUYc**	12 *6%*	52 **11%zTUYc**	11 *5%*	18 *9%*	7 *6%*	11 *7%*	21 *6%*	186 *7%*	109 *7%*	259 *7%*	18 *5%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 243
C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	165 4%JKQShd	3 1%	29 3%	13 9%zSTha	19 5%Sh	9 4%	30 6%zSTh	10 5%Sh	1 1%	2 1%	7 4%	21 6%Sh	81 3%	76 5%zd	146 4%	13 4%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	6.63AHNP Se	6.28	6.65	6.77	6.86S	6.56	6.90zS	6.99zS	6.63	6.80	6.96S	6.62	6.75ze	6.51	6.65	6.57
1-3 (Net)	419 10%BCJKO Vd	35 12%	69 8%	10 7%	25 6%	27 13%V	46 10%	19 9%	18 10%	9 8%	12 7%	36 10%	228 9%	167 11%d	354 10%	41 12%
1-4 (Net)	639 16%BCJKO UVd	74 25%zTUVX Yabc	128 15%	13 9%	44 11%	38 18%U	61 13%	25 11%	31 17%	11 10%	18 11%	52 14%	358 14%	252 17%d	527 15%	61 17%
1-2 (Net)	259 6%BCJKLO T	24 8%Y	37 4%	5 3%	14 4%	15 7%	37 8%TVY	6 3%	16 8%Y	3 3%	9 6%	27 7%Y	152 6%	91 6%	228 7%	18 5%
4-7 (Net)	1911 47%GRX	155 52%WXY	451 52%zWXY	71 47%	195 50%XY	87 41%	182 39%	89 40%	90 48%	56 49%	69 44%	167 46%	1175 46%	687 47%	1623 47%	162 45%
5-6 (Net)	936 23%Y	58 19%	211 24%XY	44 29%XY	108 28%XY	47 22%	87 18%	33 15%	44 24%	33 29%XY	31 20%	81 22%	565 22%	341 23%	813 23%	72 20%
8-10 (Net)	1606 39%HNPe	105 35%	315 36%	56 37%	150 38%	90 42%	215 45%zST	106 47%zST	78 42%	47 41%	69 44%	143 39%	1044 41%ze	542 37%	1365 39%	140 39%
7-10 (Net)	2360 58%AGHNP e	164 55%	497 57%	81 53%	219 56%	118 56%	295 62%	156 70%zSTUV Wc	110 59%	67 60%	102 65%	213 58%	1524 60%ze	802 55%	2001 57%	210 59%
9-10 (Net)	769 19%HNS	39 13%	145 17%	23 15%	94 24%zSTY	42 20%	111 23%zST	35 16%	35 19%	20 18%	32 21%	67 18%	496 20%	262 18%	662 19%	58 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

C9_sum. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**2770**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A good range of programmes and content that includes people like me.	**2298** **56%GHNPe**	1086 *54%*	1211 *58%*	288 *61%zF*	434 *55%*	772 *57%*	803 *54%*	204 *50%*	197 *45%*	585 *56%H*	888 *65%zGHI*	609 *65%zLMN*	592 *58%N*	551 *55%N*	546 *47%*	1956 *57%P*	163 *47%*	116 *57%P*	63 *53%*
A good range of programmes and content that represents where I live.	**2036** **50%HNP**	981 *49%*	1055 *50%*	255 *54%F*	404 *52%*	667 *49%*	709 *48%*	184 *45%*	184 *42%*	537 *52%H*	769 *57%zGHI*	531 *57%zMN*	528 *52%N*	475 *48%*	501 *43%*	1749 *51%z*	134 *39%*	96 *47%*	58 *49%P*
An authentic portrayal of people like me.	**1970** **48%NPe**	933 *47%*	1036 *49%*	242 *51%*	375 *48%*	654 *48%*	699 *47%*	176 *43%*	191 *43%*	501 *48%*	752 *55%zGHI*	511 *54%zMN*	526 *52%zMN*	460 *46%*	472 *41%*	1685 *49%zP*	133 *39%*	95 *47%*	56 *47%*
An authentic portrayal of the region where I live.	**2004** **49%GHNPe**	976 *49%*	1028 *49%*	232 *49%*	403 *51%*	654 *48%*	714 *48%*	174 *43%*	191 *43%*	519 *50%G*	767 *56%zGHI*	544 *58%zLMN*	487 *48%N*	488 *49%N*	485 *42%*	1727 *50%zP*	129 *37%*	92 *46%*	56 *47%P*
Programmes and content that are relevant to me.	**2360** **58%AGHNP e**	1110 *56%*	1249 *60%zA*	294 *62%zF*	448 *57%*	803 *59%*	815 *55%*	203 *50%*	214 *49%*	616 *59%GH*	891 *66%zGHI*	609 *65%zMN*	635 *63%zMN*	564 *57%N*	552 *48%*	2022 *59%zP*	158 *46%*	115 *57%P*	66 *55%P*

Table 244
C9_sum. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.
On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: (7-10)
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A good range of programmes and content that includes people like me.	**2298** **56%GHNPe**	149 50%	460 53%	90 59%	227 58%	116 55%	277 59%	145 **64%zST**	110 59%	71 63%	104 **66%zST**	208 57%	1473 **58%ze**	785 53%	1951 56%	202 57%
A good range of programmes and content that represents where I live.	**2036** **50%HNP**	139 46%	441 51%	76 50%	209 54%	103 49%	245 52%	112 50%	99 53%	60 54%	88 56%	176 48%	1307 **52%ze**	699 48%	1733 50%	176 49%
An authentic portrayal of people like me.	**1970** **48%NPe**	122 41%	415 48%	81 **53%S**	201 **52%S**	95 45%	242 **51%S**	111 50%	100 **54%S**	54 48%	91 **58%zSW**	174 47%	1265 **50%ze**	672 46%	1684 48%	166 47%
An authentic portrayal of the region where I live.	**2004** **49%GHNPe**	145 49%	433 50%	74 49%	201 52%	101 47%	241 51%	112 50%	94 51%	57 50%	93 **60%z**	177 48%	1294 **51%ze**	682 46%	1695 49%	184 52%
Programmes and content that are relevant to me.	**2360** **58%AGHNP** **e**	164 55%	497 57%	81 53%	219 56%	118 56%	295 62%	156 **70%zSTUV** **Wc**	110 59%	67 60%	102 65%	213 58%	1524 **60%ze**	802 55%	2001 57%	210 59%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 245
D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Well 1	75 2%	89 2%	74 2%	117 3%	77 2%	74 2%
2	68 2%	71 2%	56 1%	88 2%	66 2%	83 2%
3	118 3%	97 2%	115 3%	168 4%	126 3%	129 3%
4	179 4%	197 5%	141 3%	218 5%	180 4%	188 5%
5	382 9%	344 8%	354 9%	419 10%	386 9%	394 10%
6	470 11%	403 10%	471 11%	537 13%	485 12%	493 12%
7	750 18%	698 17%	684 17%	696 17%	723 18%	712 17%
8	878 21%	904 22%	910 22%	770 19%	909 22%	863 21%
9	481 12%	548 13%	510 12%	416 10%	429 10%	474 12%
Extremely Well 10	391 10%	464 11%	388 9%	284 7%	360 9%	364 9%
Don't know	309 8%	286 7%	399 10%	389 9%	361 9%	326 8%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%
Mean	6.99	7.11	7.08	6.63	6.93	6.92
1-3 (Net)	261 6%	256 6%	245 6%	373 9%	269 7%	286 7%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 245
D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	441 11%	454 11%	386 9%	591 14%	449 11%	474 12%
1-2 (Net)	144 4%	160 4%	130 3%	205 5%	143 3%	157 4%
4-7 (Net)	1781 43%	1642 40%	1650 40%	1869 46%	1775 43%	1788 44%
5-6 (Net)	851 21%	747 18%	825 20%	955 23%	871 21%	888 22%
8-10 (Net)	1750 43%	1916 47%	1807 44%	1470 36%	1697 41%	1701 41%
7-10 (Net)	2500 61%	2615 64%	2491 61%	2166 53%	2420 59%	2413 59%
9-10 (Net)	871 21%	1012 25%	897 22%	700 17%	788 19%	838 20%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 246
D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... (by users)
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3566	3566	3566	3566	3566	3566
WeightedBase	3521	3521	3521	3521	3521	3521
EffectiveBase	2441	2441	2441	2441	2441	2441
Not At All Well 1	37	44	36	66	38	35
	1%	1%	1%	2%	1%	1%
2	40	49	38	62	41	56
	1%	1%	1%	2%	1%	2%
3	85	65	79	128	91	94
	2%	2%	2%	4%	3%	3%
4	130	148	104	178	132	145
	4%	4%	3%	5%	4%	4%
5	318	281	290	343	325	333
	9%	8%	8%	10%	9%	9%
6	400	350	398	481	405	417
	11%	10%	11%	14%	12%	12%
7	690	634	623	641	671	648
	20%	18%	18%	18%	19%	18%
8	819	842	857	714	843	806
	23%	24%	24%	20%	24%	23%
9	457	516	483	395	410	449
	13%	15%	14%	11%	12%	13%
Extremely Well 10	368	445	366	273	340	351
	10%	13%	10%	8%	10%	10%
Don't know	176	146	249	242	224	189
	5%	4%	7%	7%	6%	5%
Total mentions	3521	3521	3521	3521	3521	3521
	100%	100%	100%	100%	100%	100%
Mean	7.19	7.32	7.28	6.82	7.13	7.11
1-3 (Net)	162	158	153	256	169	185
	5%	4%	4%	7%	5%	5%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 246
D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... (by users)
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	3521	3521	3521	3521	3521	3521
EffectiveBase	2441	2441	2441	2441	2441	2441
1-4 (Net)	293 8%	306 9%	257 7%	433 12%	301 9%	329 9%
1-2 (Net)	77 2%	93 3%	73 2%	128 4%	78 2%	91 3%
4-7 (Net)	1539 44%	1414 40%	1415 40%	1642 47%	1534 44%	1543 44%
5-6 (Net)	719 20%	632 18%	688 20%	824 23%	730 21%	750 21%
8-10 (Net)	1644 47%	1803 51%	1705 48%	1381 39%	1594 45%	1605 46%
7-10 (Net)	2334 66%	2437 69%	2328 66%	2022 57%	2265 64%	2253 64%
9-10 (Net)	825 23%	962 27%	848 24%	668 19%	751 21%	799 23%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 247
D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	75 2%KOVg	45 2%	30 1%	8 2%	18 2%	28 2%	21 1%	6 1%	14 3%	16 2%	20 1%	7 1%	18 2%	19 2%	30 3%K	50 1%	18 5%zOQ	3 2%	4 3%
2	68 2%EKOTd	41 2%	27 1%	3 1%	19 2%CE	12 1%	35 2%CE	13 3%IJ	11 3%	12 1%	16 1%	7 1%	12 1%	20 2%	29 3%zK	48 1%	15 4%zO	3 2%	2 2%
3	118 3%JKOX	56 3%	61 3%	16 3%	21 3%	39 3%	42 3%	19 5%J	15 3%	27 3%	23 2%	16 2%	20 2%	27 3%	54 5%zKL	87 3%	22 7%zOQ	4 2%	5 4%
4	179 4%	93 5%	86 4%	27 6%	36 5%	55 4%	62 4%	20 5%	26 6%	40 4%	64 5%	39 4%	38 4%	47 5%	55 5%	141 4%	25 7%zO	10 5%	4 3%
5	382 9%CDJKd	173 9%	208 10%	29 6%	52 7%	146 11%CD	154 10%CD	43 11%	46 10%	92 9%	96 7%	63 7%	84 8%	102 10%K	132 11%zKL	328 10%	27 8%	19 9%	8 7%
6	470 11%Fc	244 12%	223 11%	63 13%F	104 13%F	164 12%	139 9%	40 10%	63 14%	111 11%	173 13%	102 11%	119 12%	104 10%	144 13%	405 12%	32 9%	21 11%	12 10%
7	750 18%FRh	363 18%	387 18%	97 21%	136 17%	278 20%zF	239 16%	60 15%	78 18%	204 20%	264 19%	180 19%	192 19%	192 19%	186 16%	644 19%	53 15%	37 18%	16 14%
8	878 21%N	416 21%	463 22%	98 21%	171 22%	275 20%	335 23%	74 18%	81 18%	252 24%zGH	320 24%z	241 26%zMN	235 23%N	208 21%	195 17%	758 22%	59 17%	41 20%	21 18%
9	481 12%Ne	248 12%	233 11%	70 15%zE	88 11%	145 11%	177 12%	42 10%	44 10%	124 12%	192 14%z	139 15%zMN	124 12%	108 11%	110 10%	399 12%	44 13%	27 13%	11 9%
Extremely Well 10	391 10%HP	184 9%	206 10%	45 9%	62 8%	130 9%	154 10%	43 11%H	25 6%	100 10%H	149 11%H	92 10%	107 11%	95 10%	97 8%	328 10%	20 6%	28 14%zOP	15 12%P

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 247
D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	309	134	175	19	76	94	121	49	39	62	42	52	65	73	120	248	31	9	22
	8%CJKQSh	7%	8%	4%	10%zCE	7%C	8%C	12%zIJ	9%J	6%J	3%	5%	6%	7%	10%zKL	7%	9%Q	4%	19%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.99HNP	6.94	7.05	7.10	6.90	6.96	7.04	6.80	6.54	7.12zGH	7.23zGH	7.34zMN	7.16zN	6.93N	6.60	7.05zP	6.29	7.20P	6.95P
1-3 (Net)	261	143	118	26	58	79	98	37	40	55	59	31	50	66	114	185	55	10	11
	6%JKOSU	7%	6%	6%	7%	6%	7%	9%IJ	9%IJ	5%	4%	3%	5%	7%K	10%zKLM	5%	16%zOQR	5%	9%O
1-4 (Net)	441	236	204	53	94	134	160	57	65	95	123	70	88	114	169	326	80	20	14
	11%JKLOT Ua	12%	10%	11%	12%	10%	11%	14%IJ	15%zIJ	9%	9%	7%	9%	11%K	15%zKL	10%	23%zOQR	10%	12%
1-2 (Net)	144	87	57	10	37	40	56	19	25	28	36	14	30	39	60	99	33	6	6
	4%BKOVd	4%zB	3%	2%	5%C	3%	4%	5%	6%zIJ	3%	3%	2%	3%	4%K	5%zKL	3%	9%zOQ	3%	5%
4-7 (Net)	1781	874	904	216	328	642	594	162	212	448	597	385	433	446	517	1518	136	87	40
	43%FR	44%	43%	46%	42%	47%zF	40%	40%	48%	43%	44%	41%	43%	45%	45%	44%R	39%	43%R	33%
5-6 (Net)	851	418	431	93	156	310	293	83	109	203	269	166	203	206	276	733	58	40	20
	21%Kc	21%	21%	20%	20%	23%	20%	20%	25%	20%	20%	18%	20%	21%	24%zK	21%	17%	20%	17%
8-10 (Net)	1750	848	902	212	321	550	667	159	150	476	660	472	466	411	401	1485	123	96	46
	43%HNP	42%	43%	45%	41%	40%	45%E	39%	34%	46%zH	49%zGH	50%zMN	46%N	41%N	35%	43%P	36%	47%P	39%
7-10 (Net)	2500	1211	1289	309	457	828	905	218	228	680	924	652	658	603	587	2129	175	133	62
	61%GHNPR	61%	61%	65%D	58%	61%	61%	54%	52%	65%zGH	68%zGH	69%zMN	65%zN	61%N	51%	62%zPR	51%	66%PR	53%
9-10 (Net)	871	432	439	114	151	275	332	85	69	224	341	231	231	203	207	727	64	55	26
	21%HNe	22%	21%	24%	19%	20%	22%	21%	16%	22%H	25%zH	25%zN	23%N	20%	18%	21%	19%	27%zOP	21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 247
D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**75** **2%KOVg**	1 *	12 1%	* *	* *	3 1%	14 **3%SVY**	- -	3 2%	* *	1 1%	16 **4%zSTUVY**	39 2%	25 2%	69 2%	1 *
2	**68** **2%EKOTd**	4 1%	6 1%	- -	5 1%	6 **3%T**	6 1%	5 2%	10 **5%zTUVXc**	- -	3 2%	3 1%	32 1%	33 2%	56 2%	6 2%
3	**118** **3%JKOX**	3 1%	26 **3%X**	1 1%	17 **4%X**	8 **4%X**	4 1%	8 **4%X**	4 2%	2 1%	4 3%	10 3%	71 3%	42 3%	99 3%	7 2%
4	**179** **4%**	17 6%	27 3%	6 4%	20 5%	5 2%	13 3%	6 3%	16 **9%zTWXYa**	2 2%	8 5%	21 6%	108 4%	64 4%	146 4%	20 6%
5	**382** **9%CDJKd**	28 9%	85 10%	12 8%	45 12%	22 10%	40 9%	19 9%	21 11%	15 14%	13 8%	28 8%	203 8%	167 **11%zd**	320 9%	38 11%
6	**470** **11%Fc**	49 **16%zc**	112 **13%c**	23 **15%c**	46 **12%c**	24 11%	50 11%	21 9%	25 **13%c**	12 10%	20 **13%c**	23 6%	310 12%	151 10%	394 11%	35 10%
7	**750** **18%FRh**	66 **22%Vh**	172 **20%Vh**	30 **20%h**	55 14%	35 16%	96 **20%h**	39 18%	17 9%	26 **23%h**	26 16%	82 **22%Vh**	466 18%	273 19%	637 18%	72 20%
8	**878** **21%N**	63 21%	172 20%	41 **27%X**	93 24%	43 20%	85 18%	67 **30%zTXc**	48 26%	33 **29%X**	36 23%	77 21%	544 22%	317 22%	743 21%	82 23%
9	**481** **12%Ne**	36 12%	92 11%	17 12%	42 11%	26 12%	66 14%	29 13%	15 8%	10 9%	16 10%	50 14%	325 **13%ze**	151 10%	410 12%	44 12%
Extremely Well 10	**391** **10%HP**	26 9%	73 8%	9 6%	46 **12%Y**	17 8%	55 **12%Y**	13 6%	23 12%	10 9%	20 13%	35 10%	247 10%	135 9%	343 10%	27 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 247
D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	309	6	87	11	20	23	44	16	4	4	11	22	183	114	270	23
	8%CJKQSh	2%	10%zSVh	8%Sh	5%	11%SVh	9%Sh	7%S	2%	3%	7%S	6%S	7%	8%	8%	7%
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.99HNP	7.06	7.00	7.24	7.07	6.91	7.20h	7.14	6.72	7.24	7.14	6.98	7.09ze	6.90	7.01	7.05
1-3 (Net)	261	8	45	2	22	17	23	13	17	2	8	29	142	100	224	14
	6%JKOSU	3%	5%	1%	6%U	8%SU	5%	6%U	9%SU	2%	5%	8%SU	6%	7%	6%	4%
1-4 (Net)	441	25	72	7	42	22	37	20	33	4	16	49	250	164	370	34
	11%JKLOTUa	8%	8%	5%	11%	10%	8%	9%	18%zSTUXYa	3%	10%	13%TUXa	10%	11%	11%	10%
1-2 (Net)	144	5	19	*	5	9	20	5	13	*	4	19	71	58	125	7
	4%BKOVd	2%	2%	*	1%	4%U	4%UV	2%	7%zSTUVa	*	2%	5%TUV	3%	4%	4%	2%
4-7 (Net)	1781	160	396	71	166	86	200	86	80	55	66	154	1087	655	1498	165
	43%FR	54%zVWXYc	46%	47%	43%	40%	42%	38%	43%	48%	42%	42%	43%	45%	43%	46%
5-6 (Net)	851	77	196	35	91	46	91	40	46	27	33	51	513	318	714	73
	21%Kc	26%c	23%c	23%c	23%c	22%c	19%	18%	25%c	24%c	21%	14%	20%	22%	20%	21%
8-10 (Net)	1750	124	337	68	181	86	206	110	86	53	71	163	1116	603	1496	153
	43%HNP	42%	39%	45%	47%T	41%	44%	49%T	46%	47%	45%	44%	44%	41%	43%	43%
7-10 (Net)	2500	190	510	98	236	121	302	149	104	78	97	245	1582	876	2133	225
	61%GHNPR	64%	59%	65%	61%	57%	64%	66%	56%	70%	62%	67%Th	63%z	60%	61%	63%
9-10 (Net)	871	62	165	27	89	43	121	42	38	20	36	86	572	286	753	71
	21%HNe	21%	19%	18%	23%	20%	26%T	19%	20%	17%	23%	23%	23%ze	19%	22%	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 248
D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	89 2%BKg	55 3%zB	34 2%	9 2%	22 3%	31 2%	26 2%	7 2%	20 5%zJ	23 2%	20 1%	4 *	18 2%K	25 3%K	42 4%zKL	70 2%	14 4%zOQ	1 1%	4 3%Q
2	71 2%BJK	48 2%zB	23 1%	7 1%	16 2%	16 1%	32 2%	6 1%	8 2%	18 2%	14 1%	8 1%	16 2%	16 2%	31 3%zK	55 2%	10 3%	4 2%	2 2%
3	97 2%O	45 2%	51 2%	12 3%	19 2%	36 3%	30 2%	18 5%zIJ	8 2%	19 2%	25 2%	19 2%	27 3%	19 2%	31 3%	68 2%	23 7%zOQR	3 2%	2 2%
4	197 5%OX	102 5%	93 4%	19 4%	37 5%	57 4%	85 6%	19 5%	29 7%	43 4%	68 5%	39 4%	39 4%	60 6%	60 5%	146 4%	33 10%zOR	14 7%	5 4%
5	344 8%JK	157 8%	187 9%	29 6%	55 7%	137 10%zC	123 8%	38 9%	42 10%J	89 9%	84 6%	44 5%	75 7%K	83 8%K	142 12%zKLM	297 9%	25 7%	16 8%	7 6%
6	403 10%	200 10%	203 10%	48 10%	77 10%	146 11%	132 9%	42 10%	49 11%	107 10%	131 10%	81 9%	99 10%	111 11%	112 10%	346 10%	27 8%	18 9%	12 10%
7	698 17%	338 17%	359 17%	94 20%	150 19%	214 16%	240 16%	56 14%	95 21%zG	197 19%G	230 17%	174 18%	171 17%	170 17%	184 16%	590 17%	59 17%	34 17%	15 13%
8	904 22%ANP	410 20%	495 24%	123 26%z	162 21%	302 22%	317 21%	78 19%	79 18%	232 22%	332 24%zH	235 25%zN	252 25%N	210 21%	208 18%	785 23%zP	56 16%	43 21%	21 17%
9	548 13%HNe	290 15%	257 12%	61 13%	102 13%	183 13%	202 14%	48 12%	41 9%	138 13%	236 17%zGHI	155 17%zN	137 13%N	143 14%N	113 10%	459 13%	49 14%	27 13%	13 11%
Extremely Well 10	464 11%HNP	223 11%	241 11%	54 11%	71 9%	156 11%	183 12%	52 13%H	33 7%	116 11%	182 13%zH	134 14%zMN	132 13%MN	92 9%	106 9%	392 11%	26 8%	31 15%zP	16 13%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 248
D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	286	130	156	18	72	87	110	43	37	59	38	48	49	68	122	228	24	11	23
	7%CJKLS	7%	7%	4%	9%zCE	6%	7%C	11%zIJ	8%J	6%J	3%	5%	5%	7%	11%zKLM	7%	7%	5%	19%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.11HNP	7.05	7.18	7.24	6.99	7.10	7.15	7.04H	6.62	7.14H	7.43zGHI	7.59zLMN	7.27zMN	7.01N	6.65	7.17zP	6.49	7.30P	7.11P
1-3 (Net)	256	148	108	27	57	84	88	31	36	60	58	30	61	61	105	194	46	8	8
	6%BJKO	7%zB	5%	6%	7%	6%	6%	8%J	8%J	6%	4%	3%	6%K	6%K	9%zKLM	6%	13%zOQR	4%	7%
1-4 (Net)	454	250	201	46	94	140	173	50	65	102	126	69	100	120	165	339	79	22	13
	11%BJKOXad	13%zB	10%	10%	12%	10%	12%	12%	15%zIJ	10%	9%	7%	10%	12%K	14%zKL	10%	23%zOQR	11%	11%
1-2 (Net)	160	103	56	15	38	47	58	13	28	41	33	11	34	41	73	125	23	5	6
	4%BJKd	5%zB	3%	3%	5%	3%	4%	3%	6%zJ	4%	2%	1%	3%K	4%K	6%zKL	4%	7%zOQ	3%	5%
4-7 (Net)	1642	797	842	190	319	553	580	154	215	436	512	337	384	423	498	1378	143	82	39
	40%KRY	40%	40%	40%	41%	41%	39%	38%	49%zGIJ	42%	38%	36%	38%	42%K	43%zKL	40%R	42%R	41%	32%
5-6 (Net)	747	357	390	77	132	282	255	80	91	196	215	125	174	194	254	642	52	34	19
	18%JK	18%	19%	16%	17%	21%z	17%	20%	21%	19%	16%	13%	17%K	19%K	22%zKL	19%	15%	17%	16%
8-10 (Net)	1916	923	993	238	335	641	702	178	153	486	750	524	520	445	427	1636	131	100	49
	47%DHNP	46%	47%	50%D	43%	47%	47%	44%H	35%	47%H	55%zGHI	56%zMN	51%zMN	45%N	37%	48%P	38%	50%P	41%
7-10 (Net)	2615	1261	1352	332	485	855	942	234	248	683	980	698	691	614	611	2226	190	135	64
	64%GHNPR	63%	64%	70%zDEF	62%	63%	64%	58%	56%	66%GH	72%zGHI	74%zLMN	68%zMN	62%N	53%	65%zP	55%	67%PR	54%
9-10 (Net)	1012	514	498	115	173	339	385	100	74	254	418	289	269	235	219	851	75	58	29
	25%HNe	26%	24%	24%	22%	25%	26%	25%H	17%	24%H	31%zHI	31%zMN	27%N	24%N	19%	25%	22%	29%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 248
D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
													Working		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	89 / 2%BKg	5 / 2%	16 / 2%	1 / *	5 / 1%	5 / 2%	18 / 4%Y	1 / *	3 / 2%	- / -	3 / 2%	14 / 4%Y	48 / 2%	29 / 2%	82 / 2%	2 / 1%
2	71 / 2%BJK	7 / 2%	8 / 1%	- / -	7 / 2%	9 / 4%zTUX	3 / 1%	4 / 2%	10 / 5%zTUXc	* / *	3 / 2%	5 / 1%	35 / 1%	31 / 2%	57 / 2%	5 / 1%
3	97 / 2%O	3 / 1%	20 / 2%	2 / 2%	8 / 2%	6 / 3%	4 / 1%	6 / 3%	5 / 3%	2 / 2%	2 / 1%	10 / 3%	57 / 2%	35 / 2%	82 / 2%	7 / 2%
4	197 / 5%OX	29 / 10%zTVWXYabc	34 / 4%	7 / 5%	15 / 4%	6 / 3%	9 / 2%	7 / 3%	18 / 10%zTVWXYabc	2 / 2%	5 / 3%	14 / 4%	107 / 4%	84 / 6%	164 / 5%	23 / 7%
5	344 / 8%JK	19 / 6%	91 / 10%	10 / 6%	35 / 9%	15 / 7%	35 / 7%	18 / 8%	17 / 9%	19 / 17%zSUWXc	13 / 8%	26 / 7%	200 / 8%	130 / 9%	278 / 8%	38 / 11%
6	403 / 10%	27 / 9%	79 / 9%	15 / 10%	53 / 14%zY	24 / 11%	54 / 11%	13 / 6%	19 / 10%	9 / 8%	16 / 10%	37 / 10%	249 / 10%	144 / 10%	349 / 10%	29 / 8%
7	698 / 17%	55 / 19%	147 / 17%	34 / 22%	58 / 15%	40 / 19%	81 / 17%	30 / 14%	25 / 13%	18 / 16%	27 / 17%	74 / 20%	432 / 17%	255 / 17%	586 / 17%	66 / 18%
8	904 / 22%ANP	71 / 24%	203 / 24%	43 / 28%X	96 / 25%	39 / 18%	87 / 18%	68 / 30%zWXhc	36 / 19%	29 / 26%	36 / 23%	77 / 21%	566 / 22%	326 / 22%	776 / 22%	76 / 21%
9	548 / 13%HNe	40 / 13%	103 / 12%	16 / 11%	42 / 11%	17 / 8%	84 / 18%zTVW	38 / 17%W	27 / 14%	20 / 18%W	17 / 11%	54 / 15%	375 / 15%ze	169 / 11%	458 / 13%	52 / 15%
Extremely Well 10	464 / 11%HNP	36 / 12%	86 / 10%	12 / 8%	54 / 14%	28 / 13%	58 / 12%	20 / 9%	22 / 12%	11 / 9%	24 / 16%	42 / 11%	294 / 12%	160 / 11%	407 / 12%	34 / 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	286 7%CJKLS	8 3%	78 9%zSVhc	12 8%S	17 4%	22 10%SVhac	39 8%S	18 8%S	5 3%	2 2%	12 7%	15 4%	166 7%	109 7%	247 7%	24 7%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.11HNP	7.12	7.11	7.30	7.22	6.95	7.32h	7.42h	6.79	7.37	7.33	7.08	7.23ze	7.02	7.13	7.14
1-3 (Net)	256 6%BJKO	14 5%	45 5%	3 2%	19 5%	20 9%Ua	26 5%	11 5%	17 9%Ua	2 2%	8 5%	29 8%U	139 6%	94 6%	221 6%	14 4%
1-4 (Net)	454 11%BJKOX ad	43 14%TXa	79 9%	10 7%	34 9%	26 12%a	34 7%	18 8%	36 19%zTUVXY ab	4 3%	12 8%	43 12%a	247 10%	179 12%d	385 11%	37 10%
1-2 (Net)	160 4%BJKd	11 4%	24 3%	1 *	11 3%	14 6%TUa	21 4%	5 2%	13 7%TUa	* *	6 4%	19 5%U	82 3%	60 4%	138 4%	7 2%
4-7 (Net)	1642 40%KRY	130 44%Y	350 41%Y	65 43%Y	162 41%Y	85 40%	179 38%	69 31%	79 42%	48 43%	60 38%	151 41%Y	989 39%	613 42%	1378 40%	156 44%
5-6 (Net)	747 18%JK	46 15%	169 20%	25 16%	88 23%Y	39 18%	89 19%	31 14%	36 19%	28 25%	29 18%	63 17%	450 18%	273 19%	627 18%	67 19%
8-10 (Net)	1916 47%DHNP	146 49%	392 45%	71 47%	192 49%	85 40%	230 49%	126 56%zTW	85 45%	60 53%	77 49%	172 47%	1235 49%ze	655 45%	1642 47%	162 46%
7-10 (Net)	2615 64%GHNPR	202 68%	539 62%	105 69%	250 64%	125 59%	311 66%	157 70%	109 59%	79 70%	104 67%	246 67%	1667 66%ze	911 62%	2228 64%	228 64%
9-10 (Net)	1012 25%HNe	75 25%	188 22%	28 19%	96 25%	46 22%	142 30%zTU	58 26%	49 26%	31 27%	41 26%	95 26%	669 26%ze	329 22%	866 25%	87 24%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 249
D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	74 **2%Kg**	42 2%	32 2%	8 2%	18 2%	31 2%	17 1%	8 2%	17 **4%zIJ**	14 1%	16 1%	6 1%	14 1%	22 **2%K**	32 **3%zK**	56 2%	13 **4%zOQ**	1 1%	3 3%
2	56 **1%EKO**	35 2%	21 1%	2 *	15 **2%C**	11 1%	28 **2%CE**	8 2%	7 2%	11 1%	16 1%	2 *	11 **1%K**	12 **1%K**	30 **3%zKL**	39 1%	13 **4%zO**	3 2%	1 1%
3	115 **3%KO**	60 3%	55 3%	13 3%	27 3%	33 2%	42 3%	14 4%	12 3%	28 3%	30 2%	16 2%	27 3%	36 **4%K**	35 3%	77 2%	29 **8%zOQR**	7 3%	3 2%
4	141 **3%CK**	73 4%	67 3%	9 2%	26 3%	47 3%	60 **4%C**	14 4%	20 5%	33 3%	41 3%	18 2%	32 3%	41 **4%K**	49 **4%K**	113 3%	18 5%	7 4%	3 2%
5	354 **9%JKX**	165 8%	189 9%	39 8%	60 8%	124 9%	131 9%	46 **11%J**	46 **10%J**	83 8%	87 6%	59 6%	84 8%	102 **10%K**	110 **10%K**	297 9%	29 9%	16 8%	11 10%
6	471 **11%R**	229 11%	242 12%	56 12%	88 11%	177 13%	151 10%	37 9%	65 **15%GI**	103 10%	168 12%	105 11%	125 12%	98 10%	142 12%	410 **12%R**	36 11%	16 8%	9 8%
7	684 **17%FGP**	333 17%	350 17%	91 **19%F**	143 18%	234 17%	216 15%	49 12%	74 17%	196 **19%G**	257 **19%zG**	164 17%	155 15%	176 18%	189 16%	586 17%	42 12%	39 **19%P**	17 15%
8	910 **22%N**	442 22%	468 22%	98 21%	169 22%	288 21%	355 24%	89 22%	94 21%	243 23%	300 22%	257 **27%zMN**	238 **24%N**	205 21%	209 18%	776 23%	69 20%	42 21%	22 19%
9	510 **12%HNe**	266 13%	243 12%	72 15%	90 12%	165 12%	182 12%	45 11%	35 8%	135 **13%H**	234 **17%zGHI**	151 **16%zMN**	138 **14%N**	113 11%	108 9%	434 13%	38 11%	26 13%	11 9%
Extremely Well 10	388 **9%HP**	168 8%	220 10%	52 11%	66 8%	140 10%	130 9%	37 9%	28 6%	108 **10%H**	137 **10%H**	87 9%	104 10%	105 10%	92 8%	322 9%	20 6%	31 **15%zOP**	15 **13%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 249
D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	399	187	212	34	83	115	167	59	44	87	72	73	86	86	154	326	36	13	24
	10%JKVh	9%	10%	7%	11%	8%	11%CE	14%zIJ	10%J	8%J	5%	8%	8%	9%	13%zKLM	9%	10%	7%	20%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.08HNP	7.02	7.15	7.30zD	6.96	7.08	7.08	6.93	6.61	7.23zH	7.33zGH	7.49zLMN	7.20N	6.98N	6.71	7.14zP	6.35	7.36zP	7.14P
1-3 (Net)	245	137	108	22	60	75	88	30	36	53	62	25	52	71	98	172	55	11	7
	6%JKOTg	7%	5%	5%	8%	5%	6%	7%	8%J	5%	5%	3%	5%K	7%K	8%zKL	5%	16%zOQR	5%	6%
1-4 (Net)	386	210	175	31	86	122	148	45	56	86	103	43	84	112	147	285	72	18	10
	9%CJKOT Ud	11%z	8%	6%	11%C	9%	10%C	11%	13%zIJ	8%	8%	5%	8%K	11%K	13%zKL	8%	21%zOQR	9%	8%
1-2 (Net)	130	77	53	9	33	42	46	16	24	25	32	8	25	34	62	95	26	4	4
	3%BKOTg	4%zB	3%	2%	4%	3%	3%	4%	6%zIJ	2%	2%	1%	2%K	3%K	5%zKL	3%	8%zOQ	2%	4%
4-7 (Net)	1650	800	848	194	317	582	558	146	204	415	553	347	395	417	491	1406	126	78	40
	40%KR	40%	40%	41%	40%	43%F	38%	36%	46%zG	40%	41%	37%	39%	42%	43%K	41%R	37%	39%	34%
5-6 (Net)	825	393	431	95	147	301	282	83	110	186	255	164	209	200	252	707	66	32	20
	20%KY	20%	21%	20%	19%	22%	19%	20%	25%zIJ	18%	19%	17%	21%	20%	22%K	21%	19%	16%	17%
8-10 (Net)	1807	876	930	222	324	593	667	172	157	485	672	495	480	423	409	1532	128	99	48
	44%HNPT	44%	44%	47%	41%	43%	45%	42%	36%	47%H	49%zGH	53%zLMN	47%N	42%N	36%	45%P	37%	49%P	40%
7-10 (Net)	2491	1209	1280	313	468	827	883	221	231	681	929	659	635	599	598	2117	170	138	65
	61%GHNP	60%	61%	66%zDF	60%	61%	60%	54%	52%	66%zGH	68%zGH	70%zLMN	63%N	60%N	52%	62%PR	49%	68%zOPR	55%
9-10 (Net)	897	434	462	124	156	305	312	83	63	242	371	238	242	217	200	756	58	57	26
	22%HNPe	22%	22%	26%zDF	20%	22%	21%	20%	14%	23%H	27%zGH	25%zN	24%N	22%N	17%	22%	17%	28%zOP	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	74	-	10	1	6	5	17	1	1	*	1	15	37	24	65	1
	2%Kg	-	1%	1%	2%	2%S	4%zSTY	*	1%	*	1%	4%zSTY	1%	2%	2%	*
2	56	4	6	-	4	3	1	6	10	-	3	4	30	25	49	1
	1%EKO	1%	1%	-	1%	1%	*	3%TX	5%zSTUVXc	-	2%	1%	1%	2%	1%	*
3	115	7	18	2	15	8	8	2	3	1	3	9	71	38	103	7
	3%KO	2%	2%	1%	4%	4%	2%	1%	2%	1%	2%	2%	3%	3%	3%	2%
4	141	16	22	2	12	9	18	5	8	2	6	13	76	60	114	15
	3%CK	5%	3%	1%	3%	4%	4%	2%	4%	2%	4%	3%	3%	4%	3%	4%
5	354	26	94	16	31	13	27	12	23	13	11	30	203	141	298	34
	9%JKX	9%	11%zXY	11%	8%	6%	6%	5%	12%X	12%	7%	8%	8%	10%	9%	9%
6	471	33	102	17	52	38	55	19	24	18	18	33	299	162	406	35
	11%R	11%	12%	12%	13%	18%zTYc	12%	8%	13%	16%	12%	9%	12%	11%	12%	10%
7	684	60	160	27	61	28	75	42	23	20	25	65	430	243	570	68
	17%FGP	20%	18%	18%	16%	13%	16%	19%	12%	17%	16%	18%	17%	17%	16%	19%
8	910	62	169	42	91	43	97	63	47	30	38	95	562	333	775	77
	22%N	21%	20%	27%	23%	20%	20%	28%T	25%	26%	24%	26%T	22%	23%	22%	22%
9	510	36	103	15	48	20	67	32	28	15	20	49	342	160	424	49
	12%HNe	12%	12%	10%	12%	9%	14%	14%	15%	14%	13%	13%	14%ze	11%	12%	14%
Extremely Well 10	388	30	72	12	48	22	52	17	13	10	18	28	250	130	347	26
	9%HP	10%	8%	8%	12%	11%	11%	8%	7%	9%	12%	8%	10%	9%	10%z	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 249
D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	399 10%JKVh	24 8%	108 13%zVhac	17 12%Vha	21 5%	23 11%h	56 12%Vha	25 11%Vha	7 4%	3 3%	14 9%	27 7%	228 9%	155 11%	337 10%	43 12%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.08HNP	7.16	7.10	7.28	7.17	6.92	7.20	7.40Wh	6.89	7.29	7.30	7.00	7.18ze	7.00	7.09	7.22
1-3 (Net)	245 6%JKOTg	11 4%	34 4%	3 2%	25 6%	15 7%U	26 6%	9 4%	14 7%	2 1%	7 4%	28 8%TU	138 5%	87 6%	217 6%g	9 2%
1-4 (Net)	386 9%CJKOTU d	27 9%	56 6%	5 3%	37 10%U	25 12%TU	44 9%U	14 6%	22 12%U	4 4%	13 8%	40 11%TU	213 8%	147 10%	331 9%	24 7%
1-2 (Net)	130 3%BKOTg	4 1%	15 2%	1 1%	10 2%	7 3%	18 4%	6 3%	11 6%STU	* *	4 2%	19 5%STU	66 3%	49 3%	114 3%g	2 *
4-7 (Net)	1650 40%KR	135 45%	377 44%Y	63 42%	157 40%	89 42%	175 37%	78 35%	78 42%	53 47%	60 38%	140 38%	1007 40%	605 41%	1387 40%	152 43%
5-6 (Net)	825 20%KY	59 20%	196 23%Y	34 22%	84 21%	51 24%Y	82 17%	31 14%	47 25%Y	31 27%Y	30 19%	63 17%	502 20%	303 21%	704 20%	68 19%
8-10 (Net)	1807 44%HNPT	128 43%	345 40%	68 45%	186 48%T	85 40%	216 46%	113 50%T	88 47%	55 49%	76 49%	172 47%	1155 46%z	624 42%	1546 44%	152 43%
7-10 (Net)	2491 61%GHNP	188 63%	504 58%	95 63%	248 64%W	113 54%	291 62%	154 69%zTW	111 60%	75 66%	101 64%	237 64%W	1585 63%ze	867 59%	2115 61%	221 62%
9-10 (Net)	897 22%HNPe	66 22%	176 20%	27 18%	96 25%	42 20%	119 25%	50 22%	40 22%	25 22%	39 25%	77 21%	592 23%ze	290 20%	771 22%	75 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 250
D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	117 **3%BKV**	73 *4%zB*	44 *2%*	13 *3%*	28 *4%*	42 *3%*	35 *2%*	18 *4%*	20 **5%J**	24 *2%*	31 *2%*	12 *1%*	30 **3%K**	25 *3%*	50 **4%zK**	90 *3%*	17 **5%zO**	6 *3%*	3 *3%*
2	88 **2%B**	63 **3%zB**	25 *1%*	7 *1%*	23 *3%*	23 *2%*	35 *2%*	8 *2%*	15 *3%*	24 *2%*	26 *2%*	16 *2%*	14 *1%*	24 *2%*	35 **3%L**	71 *2%*	11 *3%*	3 *1%*	4 *3%*
3	168 *4%*	85 *4%*	83 *4%*	27 *6%*	35 *5%*	51 *4%*	54 *4%*	24 *6%*	15 *3%*	37 *4%*	49 *4%*	30 *3%*	46 *5%*	43 *4%*	49 *4%*	129 *4%*	26 **8%zO**	8 *4%*	6 *5%*
4	218 *5%*	94 *5%*	124 *6%*	25 *5%*	34 *4%*	78 *6%*	81 *5%*	22 *5%*	40 **9%zIJ**	44 *4%*	73 *5%*	43 *5%*	55 *5%*	69 *7%*	51 *4%*	174 *5%*	22 *7%*	16 *8%*	6 *5%*
5	419 **10%JKYd**	217 *11%*	200 *10%*	52 *11%*	65 *8%*	137 *10%*	164 *11%*	54 **13%J**	41 *9%*	105 *10%*	104 *8%*	76 *8%*	86 *8%*	117 **12%K**	139 **12%zKL**	343 *10%*	40 *12%*	22 *11%*	13 *11%*
6	537 **13%R**	251 *13%*	284 *14%*	76 **16%F**	93 *12%*	199 **15%F**	169 *11%*	39 *10%*	62 *14%*	139 *13%*	190 *14%*	123 *13%*	155 **15%N**	131 *13%*	129 *11%*	455 **13%R**	48 **14%R**	25 *12%*	8 *7%*
7	696 **17%G**	336 *17%*	359 *17%*	82 *17%*	135 *17%*	224 *16%*	254 *17%*	51 *13%*	83 **19%G**	186 **18%G**	248 **18%G**	206 **22%zLMN**	168 *17%*	149 *15%*	173 *15%*	600 *17%*	51 *15%*	29 *15%*	15 *13%*
8	770 *19%*	377 *19%*	393 *19%*	81 *17%*	142 *18%*	279 *20%*	268 *18%*	65 *16%*	69 *16%*	216 *21%*	297 **22%zGH**	182 *19%*	186 *18%*	199 *20%*	204 *18%*	656 *19%*	52 *15%*	39 *19%*	23 *19%*
9	416 **10%EHNRe**	211 *11%*	206 *10%*	56 **12%E**	85 *11%*	114 *8%*	162 *11%*	36 *9%*	29 *7%*	113 **11%H**	165 **12%zH**	117 **12%zN**	109 *11%*	94 *9%*	96 *8%*	359 **10%R**	30 *9%*	20 *10%*	7 *6%*
Extremely Well 10	284 **7%HPY**	128 *6%*	156 *7%*	29 *6%*	61 *8%*	99 *7%*	95 *6%*	30 **7%H**	16 *4%*	68 *7%*	116 **9%zH**	72 *8%*	78 *8%*	66 *7%*	67 *6%*	240 **7%P**	12 *3%*	23 **11%zOP**	9 **8%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 250
D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
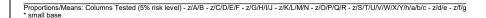including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	389 9%ACJKQVhd	164 8%	225 11%zA	26 5%	81 10%C	118 9%C	164 11%C	59 14%zIJ	50 11%J	84 8%J	60 4%	64 7%	87 9%	79 8%	159 14%zKLM	319 9%Q	35 10%Q	10 5%	25 21%zOPQ
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.63AGHNPe	6.52	6.73zA	6.56	6.64	6.62	6.65	6.34	6.12	6.74GH	6.88zGH	6.95zLMN	6.69N	6.53	6.36	6.69zP	6.00	6.73P	6.46P
1-3 (Net)	373 9%BKOTU	221 11%zB	152 7%	47 10%	86 11%	117 9%	123 8%	50 12%IJ	50 11%	85 8%	106 8%	57 6%	90 9%K	92 9%K	134 12%zK	289 8%	54 16%zOQ	17 8%	13 11%
1-4 (Net)	591 14%KOT	315 16%z	276 13%	72 15%	120 15%	195 14%	204 14%	72 18%I	91 21%zIJ	129 12%	179 13%	101 11%	144 14%K	161 16%K	185 16%K	463 13%	76 22%zO	33 16%	19 16%
1-2 (Net)	205 5%BKTUV	136 7%zB	69 3%	20 4%	51 6%	65 5%	69 5%	26 6%	35 8%zIJ	48 5%	57 4%	27 3%	44 4%	49 5%	84 7%zKL	161 5%	28 8%zO	9 5%	7 6%
4-7 (Net)	1869 46%R	898 45%	968 46%	234 50%D	328 42%	638 47%	668 45%	166 41%	227 51%zG	473 46%	615 45%	448 48%N	464 46%	465 47%	492 43%	1573 46%R	162 47%R	92 46%R	42 36%
5-6 (Net)	955 23%R	468 23%	484 23%	128 27%D	159 20%	336 25%	332 22%	93 23%	103 23%	244 23%	294 22%	199 21%	241 24%	248 25%	268 23%	799 23%	88 26%R	47 23%	21 18%
8-10 (Net)	1470 36%HNPe	716 36%	754 36%	166 35%	288 37%	492 36%	525 35%	132 32%	114 26%	397 38%H	578 43%zGH	371 39%zN	373 37%N	360 36%	367 32%	1255 37%P	94 27%	82 41%P	39 33%
7-10 (Net)	2166 53%GHNPR	1052 53%	1114 53%	248 52%	424 54%	716 52%	779 53%	183 45%	198 45%	583 56%zGH	825 61%zGH	577 61%zLMN	542 53%N	509 51%	539 47%	1855 54%zPR	145 42%	112 55%PR	54 45%
9-10 (Net)	700 17%HNPe	339 17%	361 17%	85 18%	146 19%	212 16%	257 17%	66 16%H	45 10%	181 17%H	281 21%zH	189 20%zN	188 19%N	161 16%	163 14%	599 17%P	41 12%	43 22%PR	16 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 250
D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**117** **3%BKV**	13 4%TV	15 2%	1 1%	2 *	6 3%V	23 5%zTUVY	2 1%	3 2%	5 4%V	2 2%	17 5%TVY	65 3%	41 3%	97 3%	11 3%
2	**88** **2%B**	8 3%	10 1%	- -	8 2%	7 3%	8 2%	8 4%TU	12 7%zTUVXc	3 2%	3 2%	5 1%	49 2%	35 2%	73 2%	7 2%
3	**168** **4%**	19 6%	33 4%	4 2%	15 4%	7 3%	14 3%	8 4%	13 7%a	1 1%	3 2%	13 4%	103 4%	63 4%	137 4%	16 4%
4	**218** **5%**	28 9%zTWXc	33 4%	8 5%	26 7%	8 4%	22 5%	9 4%	11 6%	5 5%	12 8%	13 3%	129 5%	82 6%	179 5%	27 8%
5	**419** **10%JKYd**	27 9%	99 12%Y	16 11%	44 11%Y	28 13%Y	35 7%	10 5%	20 11%	13 11%	18 12%Y	32 9%	231 9%	174 12%zd	340 10%	42 12%
6	**537** **13%R**	28 9%	116 13%	19 12%	63 16%S	29 14%	56 12%	31 14%	27 14%	19 17%	18 11%	50 14%	353 14%	171 12%	457 13%	44 13%
7	**696** **17%G**	56 19%	159 18%b	32 21%b	54 14%	34 16%	83 18%	35 16%	32 17%	19 17%	16 10%	81 22%zVb	421 17%	262 18%	606 17%	52 15%
8	**770** **19%**	52 17%	158 18%	31 21%	80 20%	34 16%	86 18%	57 25%zc	34 18%	22 19%	41 26%zWc	61 17%	490 19%	269 18%	652 19%	72 20%
9	**416** **10%EHNRe**	33 11%	82 9%	7 5%	38 10%	24 11%	47 10%	34 15%zTUh	12 6%	13 12%	20 13%U	50 14%Uh	286 11%ze	123 8%	355 10%	38 11%
Extremely Well 10	**284** **7%HPY**	19 6%	59 7%Y	11 7%	37 10%Y	14 7%	40 8%Y	5 2%	16 9%Y	7 7%	10 6%	22 6%	188 7%	91 6%	248 7%	18 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 250
D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	389 9%ACJKQVhd	17 6%	101 12%zSVhc	22 15%SVhc	23 6%	23 11%h	59 13%SVhc	24 11%h	5 3%	6 6%	13 8%	24 7%	214 8%	159 11%d	345 10%	28 8%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	6.63AGHNPe	6.35	6.76Sh	6.87	6.81Sh	6.56	6.70	6.87Sh	6.30	6.70	6.87	6.69	6.73ze	6.50	6.66	6.48
1-3 (Net)	373 9%BKOTU	39 13%TUVb	57 7%	4 3%	24 6%	20 9%U	45 9%U	19 8%	29 15%zTUVb	8 7%	8 5%	35 10%U	216 9%	139 9%	307 9%	34 9%
1-4 (Net)	591 14%KOT	67 23%zTUVWXYabc	90 10%	13 8%	50 13%	27 13%	66 14%	28 12%	40 21%zTUVc	13 11%	20 13%	48 13%	345 14%	222 15%	486 14%	61 17%
1-2 (Net)	205 5%BKTUV	21 7%TUV	25 3%	1 1%	9 2%	13 6%U	31 7%TUV	10 5%	16 8%TUV	7 6%U	5 3%	22 6%TUV	113 4%	76 5%	170 5%	18 5%
4-7 (Net)	1869 46%R	138 46%	407 47%Y	75 50%	187 48%Y	98 46%	196 41%	85 38%	91 49%	56 50%	64 41%	176 48%	1134 45%	690 47%	1581 45%	165 46%
5-6 (Net)	955 23%R	55 18%	215 25%	35 23%	107 28%SXY	57 27%	91 19%	41 18%	47 25%	32 29%	36 23%	82 22%	584 23%	345 23%	796 23%	86 24%
8-10 (Net)	1470 36%HNPe	104 35%	298 35%	50 33%	155 40%	72 34%	173 37%	96 43%	62 33%	42 38%	71 46%zT	132 36%	965 38%ze	483 33%	1255 36%	129 36%
7-10 (Net)	2166 53%GHNPR	159 53%	457 53%	81 54%	209 54%	105 50%	257 54%	131 58%	95 51%	61 54%	87 56%	213 58%	1386 55%ze	745 51%	1860 53%	180 51%
9-10 (Net)	700 17%HNPe	52 17%	140 16%	18 12%	75 19%	37 18%	87 18%	39 17%	28 15%	21 19%	30 19%	71 19%	474 19%ze	214 15%	603 17%	57 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 251
D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	77 2%K	45 2%	32 2%	6 1%	25 3%zCF	24 2%	23 2%	9 2%	14 3%	14 1%	21 2%	6 1%	20 2%K	17 2%	35 3%zK	56 2%	16 5%zOQ	2 1%	3 2%
2	66 2%	41 2%	24 1%	4 1%	13 2%	19 1%	31 2%	7 2%	8 2%	12 1%	17 1%	9 1%	14 1%	14 1%	28 2%zK	53 2%	9 3%	2 1%	2 1%
3	126 3%JO	54 3%	72 3%	14 3%	28 4%	40 3%	44 3%	18 5%J	13 3%	36 3%J	23 2%	25 3%	25 2%	42 4%	34 3%	84 2%	28 8%zOQ	7 4%	6 5%O
4	180 4%D	93 5%	87 4%	18 4%	22 3%	61 4%	78 5%D	15 4%	31 7%zI	36 3%	61 4%	31 3%	46 5%	49 5%	54 5%	143 4%	25 7%zO	7 3%	5 4%
5	386 9%JS	199 10%	187 9%	44 9%	70 9%	134 10%	139 9%	44 11%	44 10%	90 9%	103 8%	79 8%	81 8%	101 10%	124 11%	332 10%	26 8%	20 10%	8 7%
6	485 12%FY	229 11%	255 12%	63 13%F	98 12%	185 14%zF	139 9%	43 10%	47 11%	130 13%	173 13%	106 11%	126 12%	122 12%	132 11%	419 12%	32 9%	22 11%	13 11%
7	723 18%D	352 18%	370 18%	90 19%D	110 14%	241 18%	281 19%D	66 16%	93 21%	187 18%	243 18%	191 20%zN	180 18%	164 16%	188 16%	614 18%	54 16%	39 19%	16 14%
8	909 22%FNT	430 22%	478 23%	107 23%	195 25%F	316 23%	290 20%	86 21%	87 20%	250 24%	334 25%z	233 25%zN	240 24%N	219 22%	217 19%	779 23%	63 18%	45 22%	22 18%
9	429 10%B	240 12%zB	189 9%	59 12%	80 10%	130 10%	159 11%	31 8%	32 7%	113 11%	191 14%zGHI	111 12%	110 11%	93 9%	115 10%	357 10%	38 11%	23 12%	11 9%
Extremely Well 10	360 9%HN	155 8%	205 10%	47 10%	61 8%	111 8%	140 9%	37 9%	23 5%	94 9%H	139 10%H	90 10%	105 10%N	84 8%	81 7%	300 9%	22 7%	25 13%zP	12 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 251
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Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	361 9%CJKLQShcd	161 8%	200 10%	21 5%	81 10%C	104 8%C	154 10%zCE	50 12%zIJ	49 11%J	79 8%J	54 4%	59 6%	66 7%	91 9%K	145 13%zKLM	298 9%Q	31 9%	9 5%	22 19%zOPQ
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.93HNPhe	6.88	6.99	7.12	6.87	6.90	6.93	6.77	6.54	7.05H	7.20zGH	7.22zMN	7.06N	6.83	6.66	6.98zP	6.33	7.17P	6.86P
1-3 (Net)	269 7%JKOUd	140 7%	128 6%	23 5%	66 8%C	82 6%	98 7%	35 9%J	35 8%J	62 6%	61 4%	40 4%	59 6%	74 7%K	97 8%zK	193 6%	53 16%zOQR	12 6%	10 9%
1-4 (Net)	449 11%JKOU	233 12%	215 10%	41 9%	88 11%	143 10%	176 12%	50 12%	65 15%zIJ	98 9%	122 9%	71 8%	105 10%	123 12%K	151 13%zK	337 10%	79 23%zOQR	18 9%	15 13%
1-2 (Net)	143 3%BKg	86 4%zB	57 3%	9 2%	38 5%C	42 3%	54 4%	17 4%	21 5%	26 3%	38 3%	15 2%	34 3%K	32 3%	62 5%zKM	109 3%	25 7%zOQ	4 2%	4 4%
4-7 (Net)	1775 43%DRY	873 44%	899 43%	216 46%D	300 38%	622 46%D	637 43%	168 41%	215 49%z	443 43%	581 43%	407 43%	434 43%	436 44%	498 43%	1509 44%R	136 40%	87 43%	42 35%
5-6 (Net)	871 21%F	428 21%	442 21%	107 23%	167 21%	319 23%zF	278 19%	87 21%	91 21%	220 21%	277 20%	185 20%	207 20%	223 22%	256 22%	751 22%	57 17%	42 21%	21 17%
8-10 (Net)	1697 41%HNTe	825 41%	871 42%	213 45%	337 43%	557 41%	590 40%	154 38%	142 32%	457 44%H	663 49%zGHI	434 46%zMN	455 45%zN	396 40%	412 36%	1436 42%	123 36%	94 46%PR	44 37%
7-10 (Net)	2420 59%HNPRT	1177 59%	1242 59%	303 64%zD	447 57%	798 59%	871 59%	220 54%	235 53%	643 62%GH	906 67%zGHI	625 67%zMN	635 63%zMN	560 56%	600 52%	2050 60%PR	177 51%	132 65%zPR	61 51%
9-10 (Net)	788 19%H	395 20%	394 19%	106 22%E	142 18%	241 18%	300 20%	68 17%	55 13%	207 20%H	330 24%zGHI	201 21%N	215 21%N	177 18%	195 17%	657 19%	60 17%	48 24%	22 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 251
D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
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Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	77 2%K	2 1%	12 1%	* *	5 1%	3 1%	15 3%Y	1 *	3 2%	3 3%	1 1%	13 4%zSTY	38 1%	29 2%	69 2%	2 *
2	66 2%	4 1%	11 1%	1 1%	5 1%	5 3%X	2 *	5 2%	10 5%zSTUVX	* *	3 2%	7 2%	39 2%	24 2%	56 2%	3 1%
3	126 3%JO	7 2%	21 2%	2 1%	9 2%	9 4%Y	12 3%	1 1%	3 2%	3 2%	4 2%	14 4%	68 3%	53 4%	106 3%	12 3%
4	180 4%D	19 6%a	38 4%	4 3%	23 6%a	5 2%	14 3%	8 4%	15 8%zWXac	- -	6 4%	12 3%	109 4%	66 4%	153 4%	14 4%
5	386 9%JS	15 5%	93 11%S	15 10%	35 9%	29 14%S	38 8%	21 9%	28 15%zSXc	12 11%	17 11%	29 8%	227 9%	146 10%	314 9%	39 11%
6	485 12%FY	51 17%zY	124 14%zY	19 12%	50 13%	21 10%	53 11%	15 7%	19 10%	13 11%	14 9%	40 11%	307 12%	169 11%	415 12%	41 12%
7	723 18%D	68 23%V	158 18%	31 20%	59 15%	32 15%	75 16%	35 16%	30 16%	24 21%	25 16%	76 21%	437 17%	276 19%	616 18%	68 19%
8	909 22%FNT	65 22%	158 18%	42 28%T	92 24%	40 19%	108 23%	74 33%zSTVWXc	45 24%	31 28%	43 28%T	79 22%	591 23%	304 21%	767 22%	85 24%
9	429 10%B	35 12%	84 10%	11 7%	41 10%	19 9%	50 11%	31 14%	13 7%	11 10%	20 13%	43 12%	276 11%	146 10%	369 11%	42 12%
Extremely Well 10	360 9%HN	20 7%	66 8%	9 6%	45 11%Y	22 10%	55 12%Y	11 5%	16 8%	12 10%	9 6%	36 10%	237 9%	115 8%	306 9%	25 7%

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D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	361 9%CJKLQS hcd	14 5%	99 11%zSVha c	17 11%Shc	26 7%	28 13%SVhac	51 11%Shc	23 10%hc	6 3%	4 3%	14 9%	17 5%	199 8%	144 10%	316 9%	26 7%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	6.93HNPh e	7.01	6.86	7.11h	7.09h	6.84	7.13h	7.27zTh	6.55	7.20h	7.07	6.91	7.03ze	6.83	6.94	7.04
1-3 (Net)	269 7%JKOUd	12 4%	44 5%	3 2%	18 5%	17 8%U	29 6%	7 3%	16 8%U	6 5%	8 5%	35 9%STUVY	145 6%	106 7%	231 7%	16 5%
1-4 (Net)	449 11%JKOU	31 10%	82 9%	7 5%	41 10%	22 10%	43 9%	15 7%	31 17%zTUXYa	6 5%	13 8%	46 13%U	254 10%	172 12%	384 11%	30 8%
1-2 (Net)	143 3%BKg	5 2%	23 3%	1 1%	9 2%	8 4%	16 3%	6 2%	13 7%STUV	3 3%	4 2%	21 6%STU	77 3%	53 4%	125 4%g	4 1%
4-7 (Net)	1775 43%DRY	152 51%zXY	413 48%zXY	70 46%	167 43%	87 41%	180 38%	79 35%	92 49%XY	49 43%	62 40%	157 43%	1080 43%	656 45%	1498 43%	161 45%
5-6 (Net)	871 21%F	66 22%	217 25%zY	34 23%	85 22%	50 24%	91 19%	36 16%	47 25%	25 22%	31 20%	69 19%	534 21%	315 21%	729 21%	80 22%
8-10 (Net)	1697 41%HNTe	120 40%	308 36%	62 41%	178 46%T	80 38%	213 45%T	116 52%zSTWh	73 39%	54 48%T	73 46%T	159 43%T	1104 44%ze	565 38%	1442 41%	152 43%
7-10 (Net)	2420 59%HNPRT	188 63%T	466 54%	93 61%	237 61%	112 53%	288 61%	151 67%zTWh	103 55%	78 69%TW	98 63%	235 64%TW	1541 61%ze	840 57%	2059 59%	220 62%
9-10 (Net)	788 19%H	55 18%	150 17%	20 13%	85 22%	40 19%	105 22%U	41 18%	28 15%	23 20%	29 19%	80 22%	513 20%	261 18%	675 19%	67 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 252
D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	74 2%d	46 2%	29 1%	6 1%	20 3%	23 2%	26 2%	7 2%	14 3%IJ	12 1%	19 1%	11 1%	16 2%	15 1%	32 3%zK	54 2%	14 4%zO	3 1%	3 3%
2	83 2%BC	54 3%zB	28 1%	3 1%	18 2%	22 2%	39 3%C	13 3%	8 2%	15 1%	21 2%	13 1%	17 2%	19 2%	34 3%zK	64 2%	13 4%zOQ	2 1%	4 4%Q
3	129 3%JKOX	68 3%	60 3%	23 5%zF	29 4%	42 3%	35 2%	13 3%	15 3%	36 3%	31 2%	20 2%	27 3%	42 4%K	40 3%	91 3%	30 9%zOQR	5 3%	2 2%
4	188 5%	87 4%	101 5%	18 4%	26 3%	73 5%	71 5%	18 4%	33 7%zI	41 4%	62 5%	40 4%	49 5%	45 4%	54 5%	152 4%	22 6%	9 5%	5 5%
5	394 10%JKf	200 10%	192 9%	57 12%	68 9%	136 10%	133 9%	47 11%	55 12%J	92 9%	105 8%	74 8%	93 9%	102 10%	126 11%K	335 10%	27 8%	23 12%	9 7%
6	493 12%KP	221 11%	272 13%	50 11%	92 12%	182 13%	169 11%	45 11%	62 14%	126 12%	157 12%	93 10%	128 13%	131 13%	142 12%	436 13%zP	25 7%	21 11%	11 10%
7	712 17%GRh	348 17%	364 17%	89 19%	151 19%	245 18%	228 15%	51 12%	83 19%G	187 18%G	266 20%zG	192 20%zMN	173 17%	162 16%	185 16%	595 17%R	60 18%	43 21%R	14 12%
8	863 21%HNW	423 21%	440 21%	98 21%	166 21%	287 21%	311 21%	73 18%	60 14%	242 23%H	333 25%zGH	225 24%zN	243 24%zN	208 21%N	188 16%	746 22%Q	61 18%	33 16%	23 20%
9	474 12%HNe	254 13%	220 10%	63 13%	83 11%	146 11%	181 12%	48 12%	34 8%	123 12%	194 14%zH	135 14%zLN	108 11%	120 12%	111 10%	398 12%	39 11%	27 13%	11 9%
Extremely Well 10	364 9%P	163 8%	202 10%	47 10%	55 7%	118 9%	144 10%	35 9%	29 7%	95 9%	133 10%	92 10%	101 10%	78 8%	93 8%	306 9%P	18 5%	28 14%zOP	12 10%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 252
D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Don't know	326	135	191	20	75	90	142	57	48	71	38	45	58	76	147	259	36	8	23
	8%ACEJKL QVh	7%	9%zA	4%	10%CE	7%	10%zCE	14%zIJ	11%IJ	7%J	3%	5%	6%	8%K	13%zKLM	8%	10%Q	4%	20%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.92HNP	6.85	6.98	7.01	6.81	6.88	6.98	6.78H	6.38	7.06zH	7.17zGH	7.22zLMN	7.01N	6.85	6.61	6.97zP	6.28	7.14P	6.85P
1-3 (Net)	286	168	117	32	67	87	100	33	38	62	71	44	60	76	106	209	58	10	10
	7%BJKOd	8%zB	6%	7%	9%	6%	7%	8%	9%J	6%	5%	5%	6%	8%K	9%zKL	6%	17%zOQR	5%	8%
1-4 (Net)	474	255	218	50	93	160	171	51	70	103	132	84	109	120	160	361	79	19	15
	12%JKOUX	13%z	10%	11%	12%	12%	12%	13%	16%zIJ	10%	10%	9%	11%	12%	14%zK	10%	23%zOQR	9%	13%
1-2 (Net)	157	100	57	9	38	45	65	20	23	27	40	24	33	34	66	118	27	4	7
	4%BCIKOU Vd	5%zB	3%	2%	5%C	3%	4%C	5%	5%I	3%	3%	3%	3%	3%	6%zKLM	3%	8%zOQ	2%	6%OQ
4-7 (Net)	1788	856	929	214	337	636	601	160	233	446	590	399	443	439	507	1517	134	97	40
	44%FRY	43%	44%	45%	43%	47%zF	41%	39%	53%zGIJ	43%	43%	42%	44%	44%	44%	44%R	39%	48%PR	34%
5-6 (Net)	888	421	464	107	160	318	302	92	117	218	263	166	221	232	268	771	52	45	20
	22%JKP	21%	22%	23%	20%	23%	20%	23%	27%zJ	21%	19%	18%	22%	23%K	23%K	22%zP	15%	22%P	17%
8-10 (Net)	1701	840	861	208	305	552	637	156	123	461	660	452	452	406	391	1450	118	87	46
	41%HNP	42%	41%	44%	39%	40%	43%	38%H	28%	44%H	49%zGH	48%zMN	45%N	41%N	34%	42%P	34%	43%P	38%
7-10 (Net)	2413	1187	1225	296	456	796	865	207	206	648	926	644	625	568	576	2045	178	130	60
	59%GHNPR	59%	58%	63%	58%	58%	58%	51%	47%	62%zGH	68%zGHI	69%zLMN	62%N	57%N	50%	60%PR	52%	64%PR	51%
9-10 (Net)	838	416	421	109	138	264	326	83	63	218	327	227	209	198	203	704	57	54	23
	20%HNe	21%	20%	23%D	18%	19%	22%D	20%	14%	21%H	24%zH	24%zN	21%	20%	18%	20%	16%	27%zOPR	19%

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Table 252
D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**74** **2%d**	2 *1%*	11 *1%*	* *	2 *	3 *1%*	18 *4%zSTVY*	1 *	2 *1%*	-	2 *2%*	15 *4%zSTVY*	35 *1%*	29 *2%*	63 *2%*	5 *1%*
2	**83** **2%BC**	7 *2%*	10 *1%*	-	4 *1%*	10 *5%zTUVX*	3 *1%*	8 *4%TUX*	10 *5%zTUVX*	2 *2%*	2 *1%*	8 *2%*	45 *2%*	31 *2%*	68 *2%*	9 *2%*
3	**129** **3%JKOX**	14 *5%XY*	27 *3%*	3 *2%*	15 *4%XY*	5 *2%*	5 *1%*	1 *1%*	4 *2%*	1 *1%*	3 *2%*	11 *3%*	76 *3%*	49 *3%*	110 *3%*	9 *3%*
4	**188** **5%**	21 *7%Xc*	36 *4%*	4 *2%*	21 *5%*	8 *4%*	12 *3%*	12 *5%*	15 *8%Xc*	5 *5%*	7 *5%*	9 *3%*	125 *5%*	57 *4%*	166 *5%*	14 *4%*
5	**394** **10%JKf**	21 *7%*	93 *11%*	20 *13%*	47 *12%*	19 *9%*	34 *7%*	14 *6%*	31 *16%zSXYb*	9 *8%*	11 *7%*	36 *10%*	221 *9%*	160 *11%*	310 *9%*	44 *12%*
6	**493** **12%KP**	44 *15%*	110 *13%*	20 *13%*	50 *13%*	28 *13%*	60 *13%*	25 *11%*	27 *14%*	13 *11%*	17 *11%*	43 *12%*	313 *12%*	170 *12%*	433 *12%*	37 *11%*
7	**712** **17%GRh**	54 *18%*	136 *16%*	33 *22%h*	59 *15%*	30 *14%*	101 *21%TYh*	29 *13%*	19 *10%*	31 *28%zTVWYh*	36 *23%Yh*	65 *18%*	442 *17%*	260 *18%*	596 *17%*	69 *19%*
8	**863** **21%HNW**	60 *20%*	204 *24%W*	39 *26%W*	84 *22%*	31 *14%*	90 *19%*	66 *29%zSWXb*	44 *24%*	25 *22%*	25 *16%*	78 *21%*	539 *21%*	309 *21%*	753 *22%*	64 *18%*
9	**474** **12%HNe**	29 *10%*	90 *10%*	10 *6%*	37 *10%*	28 *13%*	58 *12%*	36 *16%U*	17 *9%*	13 *12%*	28 *18%TUV*	52 *14%U*	318 *13%e*	149 *10%*	389 *11%*	48 *13%*
Extremely Well 10	**364** **9%P**	28 *9%*	62 *7%*	11 *7%*	53 *14%zTY*	21 *10%*	49 *10%*	13 *6%*	15 *8%*	10 *9%*	13 *8%*	31 *9%*	233 *9%*	125 *9%*	314 *9%*	30 *9%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 252
D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Don't know	326 **8%ACEJKL QVh**	18 6%	84 **10%Vhc**	10 7%	17 4%	30 **14%zSVhac**	42 **9%Vh**	19 **9%h**	3 2%	3 3%	12 **8%h**	18 5%	182 7%	133 9%	285 8%	26 7%
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	**6.92HNP**	6.83	6.93	7.02	**7.05h**	6.85	**7.10h**	**7.19h**	6.54	**7.20h**	**7.13h**	6.89	**7.00z**	6.85	6.93	6.91
1-3 (Net)	286 **7%BJKOd**	23 8%	48 6%	4 3%	21 5%	18 8%	26 6%	10 5%	15 8%	3 2%	8 5%	34 **9%U**	156 6%	109 7%	240 7%	23 7%
1-4 (Net)	474 **12%JKOUX**	44 **15%UX**	85 10%	8 5%	42 11%	25 12%	38 8%	22 10%	31 **16%TUX**	8 7%	15 10%	43 **12%U**	280 11%	166 11%	407 12%	37 11%
1-2 (Net)	157 **4%BCIKOU Vd**	9 3%	21 2%	* *	6 1%	13 **6%TUV**	21 **4%UV**	9 4%	11 **6%TUV**	2 2%	5 3%	22 **6%TUV**	80 3%	60 4%	131 4%	14 4%
4-7 (Net)	1788 **44%FRY**	140 **47%Y**	376 43%	78 **51%Y**	177 45%	85 40%	207 44%	80 36%	91 **49%Y**	58 **52%Y**	72 46%	154 42%	1101 44%	646 44%	1506 43%	164 46%
5-6 (Net)	888 **22%JKP**	65 22%	203 23%	40 27%	97 25%	47 22%	94 20%	38 17%	57 **31%zXYb**	22 19%	28 18%	79 21%	535 21%	329 22%	743 21%	81 23%
8-10 (Net)	1701 **41%HNP**	117 39%	356 41%	60 39%	175 45%	79 37%	197 42%	115 **51%zSTW**	76 41%	48 43%	65 42%	162 44%	1090 **43%z**	583 40%	1456 42%	142 40%
7-10 (Net)	2413 **59%GHNPR**	171 57%	493 57%	93 62%	233 60%	109 52%	298 **63%Wh**	144 **64%Wh**	95 51%	79 **71%zTWh**	101 **65%Wh**	227 **62%W**	1531 **61%z**	843 57%	2053 59%	211 59%
9-10 (Net)	838 **20%HNe**	57 19%	152 18%	20 13%	90 **23%U**	48 23%	107 **23%U**	49 22%	32 17%	23 21%	40 **26%U**	84 **23%U**	551 **22%ze**	274 19%	703 20%	78 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	37	21	16	2	11	13	11	4	4	10	14	6	8	8	15	22	10	3	2
	1%O	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**3%zO**	2%	**2%O**
2	40	25	15	1	9	5	25	10	4	5	10	4	11	12	14	30	5	3	2
	1%EKdf	1%	1%	*	**1%E**	*	**2%zE**	**3%zIJ**	1%	1%	1%	*	1%	1%	**1%K**	1%	2%	1%	2%
3	85	42	42	14	11	28	32	17	5	22	22	11	19	22	33	64	15	4	3
	2%Kg	2%	2%	4%	2%	2%	2%	**5%zHJ**	1%	2%	2%	1%	2%	3%	**4%zK**	2%	**5%zO**	2%	3%
4	130	65	65	18	27	35	51	17	18	29	45	31	21	36	43	105	15	8	3
	4%L	4%	4%	5%	4%	3%	4%	5%	5%	3%	4%	4%	2%	4%	**5%L**	4%	5%	4%	3%
5	318	142	177	17	39	120	142	37	35	76	83	57	75	88	99	277	20	14	8
	9%CDJKd	8%	10%	5%	6%	**10%CD**	**10%CD**	**11%J**	10%	8%	7%	7%	9%	**10%K**	**11%K**	9%	7%	7%	8%
6	400	211	187	53	77	139	132	32	55	96	153	92	108	84	116	344	26	21	9
	11%Fc	12%	10%	**14%F**	13%	12%	10%	9%	**16%zGI**	10%	13%	11%	12%	10%	13%	12%	9%	11%	9%
7	690	321	369	80	112	268	230	55	74	193	241	159	184	183	165	593	47	36	14
	20%FRh	19%	20%	21%	18%	**23%zF**	17%	16%	21%	21%	20%	19%	21%	21%	18%	**20%R**	17%	19%	14%
8	819	380	439	84	153	259	324	68	76	238	296	234	214	195	176	705	57	39	19
	23%N	22%	24%	22%	25%	22%	24%	20%	22%	26%	24%	**28%zMN**	**24%N**	22%	19%	24%	20%	21%	19%
9	457	238	218	65	84	134	174	40	42	116	187	137	114	104	101	382	39	26	11
	13%e	14%	12%	**17%zE**	14%	11%	13%	12%	12%	13%	**15%z**	**16%zMN**	13%	12%	11%	13%	14%	14%	11%
Extremely Well 10	368	166	202	38	60	118	152	37	20	97	145	92	102	92	83	306	20	28	14
	10%H	10%	11%	10%	10%	10%	11%	**11%H**	6%	**11%H**	**12%H**	11%	12%	11%	9%	10%	7%	**15%zOP**	**14%P**

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Table 253
D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	176	80	95	7	29	51	89	29	20	35	24	26	28	45	76	129	24	7	16
	5%CJKLOSd	5%	5%	2%	5%C	4%C	7%zC	8%zIJ	6%J	4%J	2%	3%	3%	5%	8%zKLM	4%	9%zOQ	4%	16%zOPQ
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.19GHNPhe	7.15	7.23	7.31	7.19	7.16	7.18	6.88	6.94	7.28GH	7.36zGH	7.47zMN	7.29N	7.14N	6.88	7.23P	6.77	7.29P	7.16
1-3 (Net)	162	88	74	17	31	46	69	31	13	38	47	21	38	42	62	116	29	9	8
	5%KOX	5%	4%	4%	5%	4%	5%	9%zHIJ	4%	4%	4%	2%	4%	5%K	7%zK	4%	11%zOQ	5%	8%zO
1-4 (Net)	293	153	139	34	58	80	120	48	31	67	92	52	58	78	105	221	44	18	10
	8%KOX	9%	8%	9%	9%	7%	9%	14%zIJ	9%	7%	8%	6%	7%	9%	11%zKL	7%	16%zOQ	9%	10%
1-2 (Net)	77	46	31	3	20	18	36	14	8	15	24	10	19	20	29	52	15	6	4
	2%CKO	3%	2%	1%	3%CE	2%	3%C	4%I	2%	2%	2%	1%	2%	2%	3%K	2%	5%zO	3%	4%O
4-7 (Net)	1539	739	797	168	255	562	555	141	182	394	522	338	388	391	423	1319	108	79	33
	44%FKR	44%	44%	44%	42%	48%zDF	41%	41%	51%zGIJ	43%	43%	40%	44%	45%	46%K	45%R	39%	42%	33%
5-6 (Net)	719	353	364	70	116	259	274	69	90	172	236	149	183	172	214	621	46	35	17
	20%Kc	21%	20%	19%	19%	22%	20%	20%	25%zIJ	19%	19%	18%	21%	20%	23%zK	21%	17%	19%	17%
8-10 (Net)	1644	784	860	187	296	511	650	145	138	451	628	463	430	391	360	1393	116	92	44
	47%EHNe	46%	47%	49%	49%	44%	48%	42%	39%	49%H	51%zGH	55%zLMN	49%N	45%N	39%	47%	42%	49%	44%
7-10 (Net)	2334	1106	1228	266	409	779	880	200	212	644	869	621	614	574	525	1985	163	128	58
	66%GHNPrh	65%	67%	70%	67%	67%	65%	58%	60%	70%zGH	71%zGH	73%zMN	69%N	66%N	57%	67%PR	59%	68%PR	57%
9-10 (Net)	825	404	421	103	144	252	326	77	62	213	332	229	216	196	184	688	59	53	25
	23%HNe	24%	23%	27%E	24%	22%	24%	22%	18%	23%	27%zH	27%zN	24%	23%	20%	23%	21%	28%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 253
**D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.**
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	**3521**	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	**2441**	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	**37**	-	6	*	*	1	3	-	2	*	-	9	22	14	36	1
	1%O	-	1%	*	*	1%	1%	-	1%	*	-	3%zSV	1%	1%	1%	*
2	**40**	4	3	-	2	2	2	5	10	-	-	2	15	22	28	5
	1%EKdf	2%	*	-	1%	1%	1%	2%T	6%zTUVXbc	-	-	*	1%	2%zd	1%	2%
3	**85**	1	18	1	16	5	3	7	2	2	3	6	56	26	72	2
	2%Kg	*	3%	1%	5%zSX	2%	1%	3%S	1%	1%	2%	2%	3%	2%	2%	1%
4	**130**	10	20	5	13	2	9	4	16	2	5	18	77	48	103	16
	4%L	4%	3%	4%	4%	1%	2%	2%	9%zTVWXYa	2%	4%	6%W	4%	4%	3%	5%
5	**318**	21	65	12	39	16	35	17	19	14	12	27	167	141	263	32
	9%CDJKd	8%	9%	9%	11%	9%	9%	9%	11%	13%	9%	8%	8%	11%zd	9%	10%
6	**400**	38	87	22	36	21	47	20	23	11	18	22	263	131	340	30
	11%Fc	15%c	12%c	17%c	10%	11%	12%	10%	13%	10%	13%	7%	12%	10%	11%	10%
7	**690**	61	150	27	52	33	93	37	17	26	24	72	426	257	588	66
	20%FRh	24%Vh	21%h	21%h	15%	18%	23%Vh	18%	10%	24%h	18%	22%h	20%	20%	20%	21%
8	**819**	58	159	36	85	42	81	65	47	31	29	73	508	296	693	78
	23%N	23%	23%	28%	25%	23%	20%	32%zTXc	27%	29%	21%	22%	23%	23%	23%	25%
9	**457**	34	87	16	41	25	64	29	13	10	14	49	309	144	390	42
	13%e	13%	12%	12%	12%	13%	16%h	14%	8%	9%	11%	15%	14%ze	11%	13%	13%
Extremely Well 10	**368**	26	67	7	45	17	46	13	22	10	19	34	231	128	320	27
	10%H	10%	10%	6%	13%Y	9%	12%	6%	13%	9%	14%	10%	11%	10%	11%	9%

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Table 253
D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	176 5%CJKLOSd	3 1%	36 5%S	4 3%	13 4%	20 11%zSTUVX Yhac	15 4%	6 3%	3 2%	3 2%	11 8%Sh	15 5%	90 4%	79 6%zd	149 5%	16 5%
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	7.19GHNPhe	7.27	7.20	7.19	7.21	7.28	7.42zh	7.23	6.78	7.26	7.37	7.18	7.27ze	7.09	7.22	7.21
1-3 (Net)	162 5%KOX	5 2%	28 4%	2 1%	19 5%	8 4%	8 2%	12 6%	14 8%SUX	2 2%	3 2%	17 5%	94 4%	63 5%	136 5%	8 2%
1-4 (Net)	293 8%KOX	15 6%	48 7%	6 5%	32 9%X	10 6%	18 4%	15 8%	30 17%zSTUVW XYab	4 3%	8 6%	35 11%X	171 8%	111 9%	238 8%	23 7%
1-2 (Net)	77 2%CKO	4 2%	10 1%	* *	2 1%	4 2%	5 1%	5 2%	12 7%zSTUVX ab	* *	- -	10 3%	38 2%	37 3%	64 2%	6 2%
4-7 (Net)	1539 44%FKR	131 51%Y	321 46%	65 50%	140 41%	73 39%	184 46%	78 39%	75 43%	53 49%	59 44%	139 43%	933 43%	577 45%	1293 43%	144 46%
5-6 (Net)	719 20%Kc	59 23%c	152 22%c	34 26%c	75 22%	37 20%	82 20%	37 18%	41 24%	25 23%	30 22%	49 15%	430 20%	272 21%	603 20%	63 20%
8-10 (Net)	1644 47%EHNe	118 46%	313 45%	59 46%	171 50%	84 45%	192 48%	107 53%	82 47%	50 47%	62 46%	156 48%	1048 48%ze	568 44%	1403 47%	147 47%
7-10 (Net)	2334 66%GHNPRh	179 70%h	462 66%	86 66%	223 65%	117 63%	285 71%h	144 71%h	100 57%	76 71%	86 64%	228 70%h	1474 68%ze	825 64%	1991 67%	213 68%
9-10 (Net)	825 23%HNe	60 23%	154 22%	23 18%	86 25%	42 23%	111 28%	42 21%	36 20%	20 18%	33 25%	83 25%	540 25%ze	273 21%	710 24%	69 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 254
D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	44 1%K	27 2%	16 1%	4 1%	12 2%	14 1%	14 1%	4 1%	7 2%	14 2%	14 1%	3 *	10 1%	11 1%	20 2%zK	35 1%	5 2%	1 1%	3 3%
2	49 1%BK	34 2%zB	15 1%	4 1%	13 2%	10 1%	22 2%	5 1%	2 1%	11 1%	13 1%	5 1%	13 1%	15 2%	16 2%K	40 1%	5 2%	2 1%	2 2%
3	65 2%OX	34 2%	32 2%	9 2%	9 1%	20 2%	28 2%	16 5%zHIJ	3 1%	13 1%	17 1%	10 1%	23 3%	10 1%	23 3%	46 2%	15 5%zO	3 2%	2 2%
4	148 4%LX	76 5%	70 4%	11 3%	23 4%	41 3%	73 5%z	17 5%	21 6%	32 3%	51 4%	33 4%	23 3%	46 5%L	47 5%L	115 4%	17 6%	12 7%	4 4%
5	281 8%CJKf	125 7%	156 9%	19 5%	36 6%	114 10%zCD	112 8%	33 10%J	35 10%J	74 8%	68 6%	42 5%	68 8%K	71 8%K	101 11%zK	240 8%	23 8%	12 6%	6 6%
6	350 10%	171 10%	179 10%	38 10%	56 9%	130 11%	126 9%	36 10%	43 12%	94 10%	119 10%	72 8%	91 10%	95 11%	93 10%	299 10%	24 9%	18 9%	10 10%
7	634 18%R	302 18%	331 18%	81 21%	129 21%	196 17%	229 17%	48 14%	88 25%zGJ	183 20%G	205 17%	155 18%	159 18%	151 17%	168 18%	538 18%R	50 18%	33 18%	12 12%
8	842 24%AN	375 22%	467 26%A	104 27%	146 24%	287 25%	305 22%	70 20%	74 21%	220 24%	305 25%	229 27%zN	229 26%N	199 23%	184 20%	729 25%	52 19%	41 22%	20 20%
9	516 15%HNe	271 16%	245 13%	54 14%	96 16%	170 15%	196 14%	43 13%	36 10%	129 14%	234 19%zGHI	150 18%zN	128 14%	139 16%N	99 11%	435 15%	43 16%	26 14%	12 12%
Extremely Well 10	445 13%HN	210 12%	235 13%	48 13%	69 11%	148 13%	180 13%	48 14%H	29 8%	114 12%	177 15%zH	133 16%zMN	127 14%MN	89 10%	96 10%	376 13%	23 8%	31 16%P	15 15%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 254
D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	146	66	80	6	24	39	78	26	16	32	18	16	15	42	73	103	18	9	16
	4%CJKLOSd	4%	4%	2%	4%	3%	6%zCE	7%zIJ	5%J	4%J	1%	2%	2%	5%KL	8%zKLM	3%	7%O	5%	16%zOPQ
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.32HNPhe	7.26	7.38	7.45	7.30	7.33	7.28	7.11	6.99	7.33H	7.56zGHI	7.72zLMN	7.41N	7.23N	6.93	7.35P	6.89	7.42P	7.31
1-3 (Net)	158	95	63	17	33	44	64	25	11	39	44	17	45	36	60	120	25	7	6
	4%BKO	6%zB	3%	4%	5%	4%	5%	7%zJ	3%	4%	4%	2%	5%K	4%K	7%zK	4%	9%zOQ	3%	6%
1-4 (Net)	306	171	133	28	56	85	137	42	32	71	95	50	68	82	107	236	42	19	10
	9%BKOXbd	10%zB	7%	7%	9%	7%	10%E	12%IJ	9%	8%	8%	6%	8%	9%K	12%zKL	8%	15%zO	10%	10%
1-2 (Net)	93	61	32	8	24	25	36	8	8	25	27	8	22	26	37	75	11	3	4
	3%BK	4%zB	2%	2%	4%E	2%	3%	2%	2%	3%	2%	1%	3%K	3%K	4%zK	3%	4%	2%	4%
4-7 (Net)	1414	675	736	149	243	481	540	134	187	383	443	302	340	363	408	1193	114	75	31
	40%JKRY	40%	40%	39%	40%	41%	40%	39%	53%zGIJ	42%J	36%	36%	38%	42%K	44%zKL	40%R	41%R	40%	31%
5-6 (Net)	632	296	335	58	91	244	238	69	79	168	187	114	159	166	194	540	47	30	16
	18%JK	18%	18%	15%	15%	21%zCD	17%	20%	22%J	18%	15%	13%	18%K	19%K	21%zK	18%	17%	16%	16%
8-10 (Net)	1803	856	947	206	311	605	681	161	139	464	715	513	484	427	379	1540	119	97	47
	51%HNPe	51%	52%	55%	51%	52%	50%	47%	39%	51%H	59%zGHI	60%zLMN	55%N	49%N	41%	52%P	43%	52%	47%
7-10 (Net)	2437	1158	1278	287	440	801	910	209	227	647	920	668	643	579	547	2078	169	130	59
	69%GNPRhe	68%	70%	76%zEF	72%	68%	67%	60%	64%	71%G	75%zGHI	79%zLMN	73%zMN	67%N	59%	70%zPR	61%	70%R	59%
9-10 (Net)	962	481	480	102	165	318	376	91	65	244	411	283	255	228	195	811	67	56	27
	27%HNe	28%	26%	27%	27%	27%	28%	26%H	18%	27%H	34%zGHI	33%zMN	29%N	26%N	21%	27%	24%	30%	27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 254
D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	**44** **1%K**	2 *1%*	10 *1%*	1 *1%*	5 *1%*	1 *1%*	5 *1%*	1 ***	2 *1%*	- -	- -	8 *2%*	26 *1%*	16 *1%*	41 *1%*	2 *1%*
2	**49** **1%BK**	7 *3%*	6 *1%*	- -	5 *1%*	2 *1%*	3 *1%*	3 *1%*	10 *6%zTUVXc*	* ***	2 *2%*	3 *1%*	24 *1%*	24 *2%*	38 *1%*	2 *1%*
3	**65** **2%OX**	- -	14 *2%*	2 *2%*	7 *2%*	6 *3%SX*	1 ***	6 *3%SX*	3 *2%*	2 *2%*	- -	5 *2%*	37 *2%*	23 *2%*	54 *2%*	4 *1%*
4	**148** **4%LX**	21 *8%zTVWXYb*	28 *4%*	6 *5%*	9 *3%*	3 *2%*	6 *2%*	5 *3%*	18 *11%zTVWXYabc*	2 *2%*	1 *1%*	14 *4%*	79 *4%*	65 *5%*	120 *4%*	19 *6%*
5	**281** **8%CJKf**	14 *5%*	67 *10%*	10 *7%*	30 *9%*	11 *6%*	29 *7%*	16 *8%*	13 *7%*	15 *14%S*	11 *8%*	25 *8%*	165 *8%*	104 *8%*	223 *7%*	34 *11%*
6	**350** **10%**	26 *10%*	61 *9%*	12 *9%*	39 *11%*	22 *12%*	49 *12%Y*	12 *6%*	19 *11%*	9 *8%*	16 *12%*	35 *11%*	215 *10%*	130 *10%*	307 *10%*	26 *8%*
7	**634** **18%R**	48 *19%*	121 *17%*	31 *24%*	56 *16%*	39 *21%*	79 *20%*	30 *15%*	23 *13%*	18 *17%*	25 *18%*	68 *21%*	390 *18%*	234 *18%*	535 *18%*	57 *18%*
8	**842** **24%AN**	64 *25%*	185 *27%*	37 *28%*	92 *27%*	37 *20%*	83 *21%*	64 *32%zWXh*	34 *20%*	29 *27%*	31 *23%*	74 *23%*	529 *24%*	302 *23%*	720 *24%*	74 *23%*
9	**516** **15%HNe**	37 *15%*	96 *14%*	16 *13%*	41 *12%*	17 *9%*	78 *19%zTVW*	38 *19%W*	26 *15%*	20 *19%*	16 *12%*	49 *15%*	353 *16%ze*	160 *12%*	432 *14%*	49 *16%*
Extremely Well 10	**445** **13%HN**	36 *14%*	81 *12%*	10 *8%*	52 *15%*	28 *15%*	56 *14%*	20 *10%*	21 *12%*	11 *10%*	22 *16%*	39 *12%*	282 *13%*	154 *12%*	389 *13%*	34 *11%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 254
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including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions								Working		Urbanity
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	146 4%CJKLOSd	2 1%	29 4%S	5 4%	8 2%	18 10%zSTVXhac	8 2%	8 4%	5 3%	1 1%	11 8%SVXc	8 2%	66 3%	73 6%zd	121 4%	14 5%
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	7.32HNPhe	7.33	7.29	7.28	7.36	7.38	7.58zTh	7.52h	6.88	7.44	7.61h	7.26	7.42ze	7.20	7.34	7.30
1-3 (Net)	158 4%BKO	9 3%	30 4%	3 2%	16 5%	9 5%	10 3%	9 4%	14 8%Xb	2 2%	2 2%	16 5%	87 4%	63 5%	134 4%	7 2%
1-4 (Net)	306 9%BKOXbd	29 11%Xb	58 8%X	9 7%	26 7%	12 7%	16 4%	14 7%	33 19%zTUVWXYabc	4 4%	4 3%	29 9%X	166 8%	129 10%d	254 9%	26 8%
1-2 (Net)	93 3%BK	9 3%	16 2%	1 1%	10 3%	3 2%	9 2%	3 2%	12 7%zTUXYa	* *	2 2%	11 3%	50 2%	40 3%	79 3%	3 1%
4-7 (Net)	1414 40%JKRY	108 42%	277 40%	59 45%Y	135 39%	75 41%	163 41%	63 31%	73 42%	45 42%	53 39%	142 43%Y	849 39%	534 41%	1185 40%	136 43%
5-6 (Net)	632 18%JK	40 16%	128 18%	21 16%	69 20%	33 18%	78 19%	28 14%	32 18%	24 23%	26 20%	60 18%	380 18%	234 18%	530 18%	60 19%
8-10 (Net)	1803 51%HNPe	137 53%	362 52%	63 48%	184 54%	83 45%	217 54%	122 60%zWhc	82 47%	59 55%	69 51%	162 50%	1163 54%ze	616 48%	1541 52%	158 50%
7-10 (Net)	2437 69%GNPRhe	185 72%h	482 69%	94 72%	240 70%	122 66%	297 74%h	152 75%h	105 60%	78 72%	94 70%	230 70%	1554 72%ze	850 66%	2076 70%	214 68%
9-10 (Net)	962 27%HNe	73 29%	177 25%	26 20%	92 27%	46 25%	134 34%zTU	58 29%	47 27%	31 29%	38 28%	89 27%	635 29%ze	315 24%	821 28%	84 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	36	20	16	3	9	15	9	5	4	11	11	6	6	9	15	26	7	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%zO	1%	2%
2	38	26	12	2	9	6	21	6	2	6	14	1	11	12	14	28	7	1	1
	1%BEK	2%zB	1%	*	1%	1%	2%	2%	1%	1%	1%	*	1%K	1%K	1%K	1%	3%zO	1%	1%
3	79	43	36	6	13	23	37	13	5	20	25	11	17	29	22	54	18	5	2
	2%KO	3%	2%	2%	2%	2%	3%	4%	1%	2%	2%	1%	2%	3%K	2%	2%	7%zOR	3%	2%
4	104	57	47	6	19	29	50	13	13	23	32	12	21	25	45	91	6	5	2
	3%K	3%	3%	2%	3%	2%	4%	4%	4%	3%	3%	1%	2%	3%	5%zKL	3%	2%	3%	2%
5	290	127	162	30	39	103	119	42	37	65	69	52	74	83	80	241	24	15	10
	8%JK	8%	9%	8%	6%	9%	9%	12%zIJ	11%J	7%	6%	6%	8%	10%K	9%	8%	9%	8%	10%
6	398	193	204	41	65	152	140	30	56	90	147	95	110	83	110	345	30	16	7
	11%	11%	11%	11%	11%	13%	10%	9%	16%zGI	10%	12%	11%	12%	10%	12%	12%	11%	9%	7%
7	623	300	322	79	118	218	208	45	69	182	230	148	149	161	165	533	38	38	14
	18%FG	18%	18%	21%F	19%	19%	15%	13%	20%	20%G	19%G	17%	17%	19%	18%	18%	14%	20%	14%
8	857	409	448	84	156	272	345	84	87	231	282	252	220	193	191	732	65	40	20
	24%N	24%	25%	22%	26%	23%	25%	24%	25%	25%	23%	30%zLMN	25%	22%	21%	25%	23%	21%	20%
9	483	249	232	61	87	157	178	38	35	129	228	147	124	108	104	412	36	25	10
	14%Ne	15%	13%	16%	14%	13%	13%	11%	10%	14%	19%zGHI	17%zMN	14%	12%	11%	14%	13%	13%	10%
Extremely Well 10	366	154	212	48	64	127	127	35	23	103	134	86	101	104	75	304	17	30	15
	10%AHNP	9%	12%A	13%	10%	11%	9%	10%	6%	11%H	11%H	10%	11%	12%N	8%	10%	6%	16%zOP	15%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	249 7%JKOVd	114 7%	135 7%	19 5%	33 5%	68 6%	129 9%zCDE	37 11%zIJ	23 6%	58 6%J	48 4%	39 5%	50 6%	60 7%	100 11%zKLM	192 6%	29 10%O	12 6%	17 17%zOQ
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	7.28GHNPe	7.21	7.34	7.50zF	7.29	7.28	7.20	7.02	7.01	7.39GH	7.44zGH	7.60zLMN	7.34N	7.21	6.97	7.31P	6.76	7.49P	7.35P
1-3 (Net)	153 4%BKOg	89 5%zB	64 4%	11 3%	31 5%	44 4%	66 5%	23 7%	11 3%	36 4%	50 4%	18 2%	35 4%K	50 6%K	50 5%K	109 4%	32 12%zOQR	8 4%	5 5%
1-4 (Net)	257 7%BCKO	145 9%zB	111 6%	17 5%	51 8%C	73 6%	116 9%C	36 10%	24 7%	59 6%	82 7%	30 4%	56 6%K	75 9%K	96 10%zKL	200 7%	38 14%zOQR	12 7%	6 6%
1-2 (Net)	73 2%BK	45 3%zB	28 2%	5 1%	18 3%	22 2%	29 2%	10 3%	6 2%	16 2%	25 2%	7 1%	18 2%	20 2%K	28 3%zK	54 2%	14 5%zOQ	3 1%	3 3%
4-7 (Net)	1415 40%KR	678 40%	735 40%	156 41%	241 39%	502 43%zF	517 38%	129 37%	176 50%zGIJ	360 39%	479 39%	306 36%	356 40%	353 41%	400 43%zK	1209 41%R	99 36%	73 39%	33 33%
5-6 (Net)	688 20%I	321 19%	366 20%	71 19%	104 17%	255 22%zD	259 19%	72 21%	94 27%zIJ	155 17%	217 18%	146 17%	185 21%	167 19%	190 21%	586 20%	54 20%	31 16%	18 18%
8-10 (Net)	1705 48%HNe	812 48%	892 49%	192 51%	306 50%	555 48%	650 48%	156 45%	144 41%	463 50%H	644 53%zGH	485 57%zLMN	444 50%N	405 47%N	370 40%	1447 49%	117 42%	95 51%	46 46%
7-10 (Net)	2328 66%FGHNPRe	1112 66%	1214 66%	272 72%zF	424 69%F	774 66%	858 63%	201 58%	214 60%	645 70%zGH	874 72%zGH	633 75%zLMN	594 67%N	567 65%N	535 58%	1980 67%PR	156 56%	133 71%PR	60 59%
9-10 (Net)	848 24%HNe	403 24%	444 24%	108 29%zF	150 25%	284 24%	306 22%	73 21%	58 16%	232 25%H	362 30%zGH	233 27%zN	224 25%N	212 24%N	179 19%	715 24%	53 19%	55 29%P	25 25%

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						England Regions							Working		Urbanity	
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
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EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	**36**	-	4	1	6	1	4	1	-	*	-	9	20	13	32	1
	1%	-	*1%*	*1%*	*2%*	*1%*	*1%*	***	-	***	-	**3%zST**	*1%*	*1%*	*1%*	***
2	**38**	4	5	-	2	-	1	5	10	-	-	2	18	19	30	1
	1%BEK	*1%*	*1%*	-	*1%*	-	***	**3%X**	**6%zTUVWX bc**	-	-	***	*1%*	*2%*	*1%*	***
3	**79**	4	13	2	15	3	6	2	1	1	1	4	51	25	72	2
	2%KO	*2%*	*2%*	*1%*	**4%z**	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*
4	**104**	16	17	2	6	7	14	4	8	2	2	12	54	47	82	12
	3%K	**6%zTV**	*2%*	*2%*	*2%*	*4%*	*3%*	*2%*	*5%*	*2%*	*2%*	*4%*	*2%*	*4%*	*3%*	*4%*
5	**290**	20	62	16	26	10	25	10	20	12	11	29	164	117	244	28
	8%JK	*8%*	*9%*	*12%*	*8%*	*5%*	*6%*	*5%*	*12%*	*11%*	*9%*	*9%*	*8%*	*9%*	*8%*	*9%*
6	**398**	24	86	15	39	34	47	17	23	17	16	26	252	138	348	27
	11%	*9%*	*12%*	*12%*	*11%*	**18%zSYc**	*12%*	*9%*	*13%*	*16%*	*12%*	*8%*	*12%*	*11%*	*12%*	*8%*
7	**623**	52	136	23	59	28	73	39	20	20	23	59	387	227	517	63
	18%FG	*20%*	*20%*	*18%*	*17%*	*15%*	*18%*	*19%*	*12%*	*18%*	*17%*	*18%*	*18%*	*18%*	*17%*	*20%*
8	**857**	57	154	39	86	42	94	59	46	30	33	92	534	312	725	77
	24%N	*22%*	*22%*	*30%*	*25%*	*23%*	*24%*	*29%*	*27%*	*28%*	*25%*	*28%*	*25%*	*24%*	*24%*	*24%*
9	**483**	36	102	12	45	20	61	32	27	13	18	46	323	153	405	45
	14%Ne	*14%*	*15%*	*9%*	*13%*	*11%*	*15%*	*16%*	*16%*	*12%*	*13%*	*14%*	**15%ze**	*12%*	*14%*	*14%*
Extremely Well 10	**366**	28	63	10	46	22	51	17	12	10	17	26	236	123	326	26
	10%AHNP	*11%*	*9%*	*8%*	*13%*	*12%*	*13%*	*9%*	*7%*	*9%*	*13%*	*8%*	*11%*	*10%*	**11%z**	*8%*

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* small base

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Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	249 7%JKOVd	15 6%	55 8%V	10 8%	13 4%	19 10%Va	23 6%	15 8%	7 4%	2 2%	13 9%V	20 6%	126 6%	112 9%zd	201 7%	34 11%zf
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	7.28GHNPe	7.27	7.28	7.23	7.30	7.34	7.47h	7.46	6.99	7.29	7.56h	7.21	7.36ze	7.17	7.29	7.40
1-3 (Net)	153 4%BKOg	8 3%	23 3%	3 2%	23 7%TXb	4 2%	11 3%	8 4%	11 6%	2 2%	1 1%	15 4%	90 4%	57 4%	135 5%g	4 1%
1-4 (Net)	257 7%BCKO	24 9%b	40 6%	5 4%	29 9%	11 6%	25 6%	12 6%	19 11%b	4 4%	4 3%	27 8%	143 7%	105 8%	216 7%	15 5%
1-2 (Net)	73 2%BK	4 1%	9 1%	1 1%	8 2%	1 1%	5 1%	6 3%	10 6%zTWXb	* *	- -	10 3%	38 2%	33 3%	62 2%	1 *
4-7 (Net)	1415 40%KR	112 44%	301 43%	56 43%	130 38%	78 42%	159 40%	71 35%	71 41%	51 47%	53 39%	127 39%	857 40%	529 41%	1190 40%	129 41%
5-6 (Net)	688 20%I	44 17%	148 21%Y	31 24%Y	65 19%	43 24%Y	72 18%	27 14%	43 25%Y	29 27%Y	28 21%	55 17%	416 19%	255 20%	591 20%	54 17%
8-10 (Net)	1705 48%HNe	121 47%	319 46%	61 47%	177 52%	84 46%	206 52%	108 53%	86 49%	53 49%	68 50%	165 50%	1093 50%ze	587 46%	1456 49%	148 47%
7-10 (Net)	2328 66%FGHNPRe	173 68%	455 65%	84 65%	236 69%	112 61%	279 70%	147 73%W	106 61%	72 67%	91 67%	225 69%	1481 68%ze	815 63%	1973 66%	211 67%
9-10 (Net)	848 24%HNe	64 25%	165 24%	22 17%	92 27%	42 23%	112 28%U	49 24%	39 23%	23 21%	35 26%	73 22%	559 26%ze	276 21%	731 25%	71 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 256
**D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	66 2%B	42 2%zB	24 1%	5 1%	16 3%	22 2%	23 2%	11 3%	7 2%	18 2%	21 2%	10 1%	19 2%	15 2%	23 2%	50 2%	9 3%	6 3%	2 2%
2	62 2%B	42 2%zB	20 1%	5 1%	13 2%	17 1%	26 2%	7 2%	8 2%	17 2%	21 2%	12 1%	13 1%	19 2%	18 2%	51 2%	5 2%	3 1%	3 3%
3	128 4%K	65 4%	62 3%	21 6%zE	21 3%	35 3%	50 4%	22 6%zIJ	11 3%	28 3%	39 3%	21 2%	39 4%	32 4%	35 4%	100 3%	18 6%zO	6 3%	4 4%
4	178 5%	80 5%	98 5%	22 6%	29 5%	56 5%	71 5%	16 5%	29 8%zI	36 4%	65 5%	38 4%	42 5%	58 7%	40 4%	144 5%	15 6%	13 7%	5 5%
5	343 10%JY	174 10%	168 9%	34 9%	48 8%	111 10%	149 11%	46 13%J	31 9%	83 9%	87 7%	70 8%	74 8%	96 11%	104 11%	281 10%	30 11%	21 11%	11 10%
6	481 14%R	223 13%	256 14%	66 17%zDF	71 12%	182 16%zF	162 12%	35 10%	54 15%	128 14%	174 14%	110 13%	143 16%zN	117 13%	111 12%	407 14%R	44 16%R	23 12%	7 7%
7	641 18%R	300 18%	341 19%	69 18%	111 18%	216 19%	245 18%	47 14%	80 22%G	174 19%	228 19%	189 22%zLMN	158 18%	142 16%	152 16%	554 19%R	46 17%	28 15%	13 13%
8	714 20%	344 20%	369 20%	65 17%	128 21%	260 22%	261 19%	61 18%	63 18%	200 22%	277 23%z	177 21%	172 19%	184 21%	181 20%	608 21%	47 17%	37 20%	21 21%
9	395 11%Ee	202 12%	193 11%	53 14%E	83 14%E	104 9%	155 11%	34 10%	29 8%	106 12%	157 13%zH	115 14%zN	98 11%	93 11%	89 10%	340 11%	28 10%	20 11%	7 7%
Extremely Well 10	273 8%HPY	119 7%	153 8%	26 7%	58 10%	94 8%	94 7%	30 9%H	14 4%	68 7%	113 9%zH	72 8%	78 9%	62 7%	61 7%	229 8%	12 4%	23 12%zOP	9 9%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 256
D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
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Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	242 7%CJKd	101 6%	141 8%	12 3%	31 5%	72 6%	126 9%zCDE	36 10%zJ	29 8%J	60 7%J	39 3%	35 4%	49 6%	51 6%	108 12%zKLM	193 7%	23 8%	9 5%	18 18%zOPQ
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	6.82AGHP he	6.73	6.90zA	6.74	6.95	6.83	6.77	6.53	6.50	6.90GH	7.00zGH	7.06zLMN	6.83	6.70	6.68	6.86zP	6.37	6.83P	6.69
1-3 (Net)	256 7%BK	149 9%zB	106 6%	32 8%	50 8%	74 6%	100 7%	40 12%zIJ	26 7%	63 7%	81 7%	43 5%	70 8%K	67 8%	75 8%K	201 7%	31 11%zO	14 8%	9 9%
1-4 (Net)	433 12%KTf	229 14%	204 11%	54 14%	79 13%	130 11%	170 12%	56 16%I	55 15%	99 11%	146 12%	81 10%	112 13%	125 14%K	115 13%	345 12%	47 17%zO	27 15%	15 15%
1-2 (Net)	128 4%B	84 5%zB	44 2%	10 3%	29 5%	39 3%	50 4%	18 5%	15 4%	34 4%	42 3%	22 3%	31 4%	34 4%	40 4%	101 3%	14 5%	8 4%	5 5%
4-7 (Net)	1642 47%DR	777 46%	863 47%	191 50%D	260 42%	566 48%D	626 46%	144 42%	194 55%zGIJ	421 46%	554 45%	407 48%	417 47%	412 47%	406 44%	1386 47%R	136 49%R	85 45%R	35 35%
5-6 (Net)	824 23%DR	397 23%	424 23%	100 26%D	120 20%	293 25%D	311 23%	81 23%	85 24%	211 23%	261 21%	180 21%	217 25%	212 24%	215 23%	688 23%	75 27%R	44 23%	17 17%
8-10 (Net)	1381 39%HPe	665 39%	716 39%	143 38%	270 44%zF	457 39%	511 37%	125 36%	106 30%	374 41%H	547 45%zGH	363 43%zN	348 39%	339 39%	332 36%	1177 40%P	87 31%	80 43%P	38 37%
7-10 (Net)	2022 57%GNPRe	965 57%	1057 58%	212 56%	381 62%zF	674 58%	755 55%	173 50%	185 52%	548 60%GH	775 63%zGH	552 65%zLMN	506 57%	481 55%	483 52%	1731 59%zPR	133 48%	108 58%P	50 50%
9-10 (Net)	668 19%HNe	321 19%	347 19%	78 21%	142 23%zEF	198 17%	250 18%	64 19%	43 12%	174 19%H	270 22%zH	186 22%zN	176 20%	155 18%	150 16%	569 19%	40 14%	43 23%P	16 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 256
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Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
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Base = All who have watched BBC TV or BBC on demand in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	66 2%B	8 3%V	10 1%	1 1%	2 *	3 2%	6 1%	2 1%	2 1%	5 4%V	- 	11 3%V	38 2%	27 2%	51 2%	11 3%
2	62 2%B	4 1%	8 1%	- -	6 2%	2 1%	8 2%	5 2%	12 7%zSTUVW Xc	3 2%	2 1%	2 *	37 2%	25 2%	51 2%	4 1%
3	128 4%K	14 6%	20 3%	4 3%	15 4%	4 2%	14 3%	7 4%	11 6%b	1 1%	1 1%	10 3%	77 4%	50 4%	103 3%	13 4%
4	178 5%	21 8%c	29 4%	8 6%	20 6%	6 3%	17 4%	9 4%	11 6%	4 4%	9 7%	11 3%	106 5%	68 5%	142 5%	25 8%zf
5	343 10%JY	22 9%	74 11%Y	14 11%	37 11%Y	21 12%Y	30 8%	9 5%	18 10%	9 9%	16 12%Y	31 9%	190 9%	142 11%	276 9%	35 11%
6	481 14%R	27 10%	95 14%	17 13%	52 15%	29 16%	51 13%	29 14%	25 15%	19 18%	15 11%	46 14%	313 14%	158 12%	406 14%	44 14%
7	641 18%R	50 20%	142 20%b	28 22%b	53 16%	32 18%	78 19%	34 17%	31 18%	19 17%	15 11%	72 22%b	384 18%	246 19%	562 19%	44 14%
8	714 20%	52 20%	139 20%	30 23%	73 21%	31 17%	82 21%	54 27%	31 18%	22 20%	35 26%	60 18%	455 21%	250 19%	607 20%	65 21%
9	395 11%Ee	27 10%	75 11%	7 6%	36 10%	24 13%	46 12%	33 16%zUh	12 7%	13 13%	19 14%	48 15%Uh	271 13%ze	117 9%	335 11%	37 12%
Extremely Well 10	273 8%HPY	19 7%	56 8%Y	7 6%	36 10%Y	14 8%	38 9%Y	5 3%	16 9%Y	7 7%	10 7%	22 7%	180 8%	88 7%	237 8%	18 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	242 7%CJKd	13 5%	51 7%	13 10%Vh	14 4%	19 10%Vh	29 7%	15 7%	4 3%	5 5%	13 10%h	16 5%	114 5%	117 9%zd	210 7%	20 6%
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	6.82AGHPhe	6.60	6.91h	6.81	6.91h	6.92	6.99h	6.98h	6.35	6.77	7.12h	6.89h	6.91ze	6.68	6.87zg	6.57
1-3 (Net)	256 7%BK	26 10%Tb	38 5%	4 3%	22 6%	9 5%	27 7%	14 7%	26 15%zTUVWXbc	8 7%	3 2%	23 7%	152 7%	101 8%	205 7%	27 9%
1-4 (Net)	433 12%KTf	47 18%zTWXbc	67 10%	13 10%	42 12%	15 8%	44 11%	23 11%	37 21%zTUVWXYbc	12 11%	12 9%	34 10%	257 12%	169 13%	347 12%	52 16%zf
1-2 (Net)	128 4%B	12 5%	18 3%	1 1%	8 2%	5 3%	14 3%	7 3%	15 8%zTUVXb	7 7%U	2 1%	13 4%	75 3%	52 4%	102 3%	14 5%
4-7 (Net)	1642 47%DR	120 47%	339 49%	68 52%	162 47%	89 48%	176 44%	81 40%	85 49%	52 48%	55 41%	159 49%	993 46%	613 48%	1387 47%	148 47%
5-6 (Net)	824 23%DR	49 19%	169 24%	31 24%	89 26%	51 27%	82 20%	38 19%	43 25%	29 27%	32 23%	77 23%	503 23%	299 23%	682 23%	79 25%
8-10 (Net)	1381 39%HPe	97 38%	269 39%	45 34%	145 42%	68 37%	166 42%	92 46%	59 34%	42 39%	64 47%	130 40%	907 42%ze	456 35%	1179 40%	120 38%
7-10 (Net)	2022 57%GNPRe	147 58%	411 59%	73 56%	198 58%	101 54%	244 61%	126 62%	90 52%	61 57%	78 58%	201 61%	1290 60%ze	701 55%	1741 58%z	164 52%
9-10 (Net)	668 19%HNe	45 18%	130 19%	15 11%	72 21%U	37 20%	84 21%U	38 19%	28 16%	21 19%	29 21%	70 21%U	451 21%ze	205 16%	572 19%	55 18%

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Table 257
D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	38 1%	22 1%	16 1%	1 *	12 2%C	12 1%	13 1%	7 2%	2 *	11 1%	14 1%	5 1%	12 1%	8 1%	13 1%	28 1%	7 2%zO	1 1%	1 1%
2	41 1%K	25 1%	16 1%	2 1%	9 2%	12 1%	18 1%	6 2%	3 1%	6 1%	12 1%	2 *	13 1%K	11 1%K	14 2%K	33 1%	5 2%	1 1%	1 1%
3	91 3%JO	38 2%	53 3%	13 4%	12 2%	26 2%	40 3%	18 5%zHJ	6 2%	27 3%J	18 1%	18 2%	22 3%	31 4%	20 2%	60 2%	18 7%zO	7 4%	5 5%zO
4	132 4%	68 4%	64 3%	10 3%	17 3%	39 3%	65 5%	9 3%	20 6%	27 3%	49 4%	28 3%	25 3%	38 4%	42 5%	110 4%	15 5%	3 2%	4 4%
5	325 9%JS	166 10%	158 9%	31 8%	56 9%	114 10%	125 9%	37 11%	35 10%	75 8%	90 7%	72 8%	74 8%	89 10%	91 10%	282 10%	20 7%	17 9%	7 7%
6	405 12%Y	186 11%	218 12%	50 13%	69 11%	151 13%	135 10%	37 11%	41 12%	109 12%	149 12%	89 10%	109 12%	101 12%	106 12%	350 12%	23 8%	21 11%	11 11%
7	671 19%DR	327 19%	344 19%	80 21%D	93 15%	233 20%D	265 19%	59 17%	86 24%zJ	180 20%	223 18%	180 21%	167 19%	152 17%	172 19%	572 19%R	49 18%	37 20%	13 13%
8	843 24%FNTe	390 23%	453 25%	89 24%	173 28%zF	298 25%F	284 21%	79 23%	81 23%	235 26%	309 25%	222 26%N	224 25%N	210 24%	187 20%	721 24%	60 22%	43 23%	19 19%
9	410 12%B	225 13%zB	185 10%	51 13%	78 13%	125 11%	156 11%	29 8%	30 8%	107 12%	186 15%zGHI	110 13%	106 12%	89 10%	105 11%	343 12%	34 12%	23 12%	11 11%
Extremely Well 10	340 10%AHN	142 8%	198 11%A	43 11%	60 10%	102 9%	136 10%	33 10%	21 6%	89 10%	135 11%H	89 11%	99 11%N	81 9%	70 8%	283 10%	21 7%	24 13%P	12 12%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	224 6%CEJKLcd	103 6%	121 7%	8 2%	32 5%C	58 5%C	126 9%zCDE	32 9%J	30 8%J	51 6%J	35 3%	34 4%	34 4%	58 7%KL	99 11%zKLM	174 6%	26 10%OQ	8 4%	16 16%zOPQ
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	7.13GNPhe	7.09	7.18	7.29	7.19	7.11	7.08	6.87	6.96	7.20G	7.34zGH	7.35zMN	7.21N	7.02	6.95	7.16P	6.78	7.29P	7.05
1-3 (Net)	169 5%JKO	84 5%	85 5%	16 4%	33 5%	50 4%	70 5%	30 9%zHIJ	11 3%	44 5%	43 4%	25 3%	47 5%K	50 6%K	48 5%K	122 4%	30 11%zOQ	10 5%	8 8%zO
1-4 (Net)	301 9%KOXb	152 9%	149 8%	26 7%	50 8%	89 8%	136 10%	40 12%	31 9%	71 8%	92 8%	52 6%	71 8%	88 10%K	90 10%K	231 8%	45 16%zOQ	13 7%	12 12%
1-2 (Net)	78 2%K	46 3%	32 2%	3 1%	21 3%C	23 2%	31 2%	12 4%	5 1%	17 2%	26 2%	7 1%	24 3%K	19 2%K	28 3%K	61 2%	12 4%zO	3 1%	3 3%
4-7 (Net)	1534 44%DR	748 44%	784 43%	171 45%	235 38%	537 46%D	590 43%	142 41%	181 51%zGIJ	391 43%	512 42%	368 43%	375 42%	380 44%	411 45%	1313 44%R	106 38%	79 42%	35 35%
5-6 (Net)	730 21%P	353 21%	376 21%	81 21%	124 20%	265 23%	260 19%	73 21%	75 21%	184 20%	239 20%	161 19%	183 21%	190 22%	197 21%	632 21%P	42 15%	38 20%	18 18%
8-10 (Net)	1594 45%FHNTe	757 45%	836 46%	182 48%	311 51%zEF	525 45%	576 42%	142 41%	132 37%	431 47%H	630 52%zGH	422 50%zMN	429 49%N	381 44%	363 39%	1347 46%	114 41%	90 48%	42 42%
7-10 (Net)	2265 64%FGNRTe	1084 64%	1180 65%	263 70%zF	404 66%	758 65%	841 62%	201 58%	218 62%	612 67%G	854 70%zGH	602 71%zMN	596 67%MN	533 61%	534 58%	1919 65%R	164 59%	128 68%R	55 54%
9-10 (Net)	751 21%HUe	367 22%	384 21%	93 25%E	138 23%	227 19%	292 21%	63 18%	51 14%	196 21%H	321 26%zGHI	200 24%N	205 23%	170 20%	175 19%	626 21%	55 20%	47 25%	22 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 257
D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	**3521**	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	**2441**	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	**38** **1%**	1 *	7 1%	* *	5 1%	1 1%	2 1%	1 *	2 1%	3 3%	- -	7 2%	22 1%	15 1%	34 1%	1 *
2	**41** **1%K**	4 1%	5 1%	- -	2 1%	2 1%	2 *	2 1%	10 6%zTUVWX	* *	1 1%	6 2%	23 1%	17 1%	31 1%	1 1%
3	**91** **3%JO**	4 2%	13 2%	2 1%	8 2%	6 3%	10 2%	1 1%	1 1%	3 2%	1 1%	11 3%	47 2%	42 3%	75 3%	8 2%
4	**132** **4%**	12 5%	31 4%	4 3%	17 5%	4 2%	7 2%	8 4%	15 9%zWXabc	- -	1 1%	10 3%	81 4%	48 4%	111 4%	9 3%
5	**325** **9%JS**	12 5%	75 11%S	14 11%	29 8%	20 11%S	33 8%	19 9%	24 14%S	11 10%	17 13%S	27 8%	193 9%	121 9%	261 9%	34 11%
6	**405** **12%Y**	38 15%Y	98 14%Y	17 13%	39 11%	20 11%	48 12%	13 6%	17 10%	12 11%	11 8%	38 12%	249 12%	151 12%	348 12%	36 11%
7	**671** **19%DR**	59 23%	143 21%	30 23%	58 17%	30 16%	75 19%	35 17%	29 17%	24 22%	24 18%	65 20%	405 19%	258 20%	575 19%	59 19%
8	**843** **24%FNTe**	62 24%	135 19%	38 29%T	84 25%	38 21%	104 26%T	71 35%zSTVWc	44 25%	29 27%	38 28%	77 24%	553 26%ze	280 22%	711 24%	83 26%
9	**410** **12%B**	33 13%	80 11%	11 8%	38 11%	19 10%	47 12%	31 15%h	12 7%	11 11%	19 14%	42 13%	266 12%	139 11%	353 12%	40 13%
Extremely Well 10	**340** **10%AHN**	20 8%	63 9%	6 4%	43 13%UY	22 12%	49 12%UY	10 5%	15 9%	12 11%	8 6%	36 11%	225 10%	108 8%	288 10%	24 8%

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including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	224 6%CEJKLcd	11 4%	48 7%c	9 7%	20 6%	24 13%zSTVXYhac	22 5%	12 6%	5 3%	3 2%	14 10%hc	9 3%	102 5%	110 9%zd	193 6%	18 6%
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	7.13GNPhe	7.20h	7.04	7.09	7.22h	7.19h	7.39zTh	7.36h	6.63	7.22	7.33h	7.11	7.22ze	7.00	7.15	7.19
1-3 (Net)	169 5%JKO	9 3%	25 4%	2 2%	15 4%	9 5%	14 3%	4 2%	13 7%	6 5%	2 2%	23 7%TY	92 4%	74 6%	141 5%	11 4%
1-4 (Net)	301 9%KOXb	21 8%	55 8%	6 5%	32 9%b	12 7%	21 5%	12 6%	28 16%zTUWXYab	6 5%	4 3%	34 10%Xb	173 8%	122 9%	252 8%	20 6%
1-2 (Net)	78 2%K	4 2%	12 2%	* *	7 2%	3 2%	4 1%	3 1%	12 7%zSTUVXYb	3 3%	1 1%	12 4%X	45 2%	32 3%	66 2%	4 1%
4-7 (Net)	1534 44%DR	121 47%	347 50%zVWXY	64 50%	143 42%	73 40%	163 41%	74 37%	86 49%Y	47 44%	54 40%	140 43%	928 43%	577 45%	1294 43%	137 44%
5-6 (Net)	730 21%P	50 20%	173 25%zY	30 23%	68 20%	40 22%	81 20%	31 16%	41 24%	23 21%	28 21%	65 20%	442 20%	272 21%	608 20%	70 22%
8-10 (Net)	1594 45%FHNTe	115 45%	278 40%	54 42%	166 48%T	79 43%	200 50%T	112 55%zTUWh	71 41%	52 49%	64 48%	156 48%	1043 48%ze	526 41%	1353 45%	148 47%
7-10 (Net)	2265 64%FGNRTe	174 68%	421 60%	84 65%	224 65%	109 59%	276 69%TWh	146 73%zTWh	100 57%	76 71%	89 66%	220 67%	1448 67%ze	784 61%	1928 65%	207 66%
9-10 (Net)	751 21%HUe	53 21%	143 20%	17 13%	81 24%U	40 22%	96 24%U	41 20%	27 16%	23 21%	27 20%	78 24%U	490 23%e	247 19%	641 22%	64 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 258
D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,
including programmes you watch on other devices such as desktops, laptops or tablets.
Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000-£14,999 (H)	Household Income £15,000-£29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Well 1	35 1%B	25 1%zB	10 1%	* *	11 2%C	10 1%	14 1%	4 1%	1 *	8 1%	13 1%	10 1%	9 1%	5 1%	11 1%	24 1%	7 3%zO	2 1%	2 2%
2	56 2%K	32 2%	24 1%	2 1%	11 2%	17 1%	26 2%	12 3%zIJ	5 1%	9 1%	15 1%	5 1%	16 2%K	17 2%K	18 2%K	43 1%	8 3%	1 1%	4 4%zOQ
3	94 3%OX	49 3%	44 2%	18 5%zEF	17 3%	28 2%	31 2%	13 4%	9 3%	26 3%	27 2%	15 2%	22 3%	32 4%K	25 3%	68 2%	19 7%zO	5 3%	2 2%
4	145 4%	67 4%	77 4%	13 3%	18 3%	53 5%	61 4%	14 4%	23 7%z	33 4%	46 4%	34 4%	36 4%	32 4%	42 5%	122 4%	13 5%	6 3%	3 3%
5	333 9%JKdf	163 10%	169 9%	42 11%	54 9%	115 10%	121 9%	41 12%J	44 12%J	78 8%	91 7%	62 7%	84 9%	91 10%	96 10%K	285 10%	20 7%	21 11%	7 7%
6	417 12%KP	190 11%	228 12%	39 10%	65 11%	151 13%	162 12%	36 11%	54 15%	109 12%	139 11%	80 9%	108 12%	113 13%K	116 13%	368 12%P	20 7%	20 11%	9 9%
7	648 18%FGh	305 18%	343 19%	77 20%	124 20%F	230 20%F	217 16%	44 13%	76 22%G	177 19%G	238 19%G	179 21%z	161 18%	145 17%	164 18%	539 18%	54 19%	42 22%R	14 14%
8	806 23%HNQ	391 23%	415 23%	81 21%	153 25%	273 23%	299 22%	66 19%	56 16%	225 25%H	313 26%zGH	221 26%zN	225 25%N	198 23%N	162 18%	697 24%Q	58 21%	31 16%	20 20%
9	449 13%Be	242 14%zB	207 11%	56 15%	79 13%	136 12%	178 13%	46 13%	31 9%	117 13%	188 15%zH	128 15%zN	101 11%	119 14%	101 11%	381 13%	33 12%	25 13%	11 11%
Extremely Well 10	351 10%	151 9%	200 11%	42 11%	54 9%	111 9%	144 11%	35 10%	26 7%	94 10%	130 11%	92 11%	101 11%	74 8%	84 9%	293 10%	18 6%	28 15%zOP	12 12%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Don't know	189 5%CEJKLOd	78 5%	111 6%	7 2%	25 4%	46 4%	110 8%zCDE	35 10%zIJ	27 8%J	41 4%J	20 2%	23 3%	23 3%	42 5%	100 11%zKLM	139 5%	27 10%zOQ	7 3%	16 16%zOPQ
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	7.11HNPh	7.06	7.16	7.20	7.10	7.07	7.13	6.90	6.76	7.20H	7.30zGH	7.37zLMN	7.15N	7.02	6.91	7.14P	6.67	7.25P	7.06
1-3 (Net)	185 5%BKO	106 6%zB	78 4%	20 5%	38 6%	55 5%	71 5%	29 8%zIJ	15 4%	43 5%	55 5%	29 3%	47 5%	54 6%K	54 6%K	134 5%	34 12%zOQ	8 4%	8 8%O
1-4 (Net)	329 9%KOX	174 10%	155 8%	33 9%	56 9%	108 9%	132 10%	42 12%	38 11%	76 8%	101 8%	63 7%	82 9%	87 10%	97 11%K	256 9%	48 17%zOQ	14 7%	11 11%
1-2 (Net)	91 3%BCO	57 3%zB	34 2%	3 1%	22 4%C	27 2%	40 3%C	16 5%I	6 2%	17 2%	29 2%	14 2%	24 3%	23 3%	30 3%	67 2%	15 6%zOQ	3 2%	5 5%zOQ
4-7 (Net)	1543 44%R	725 43%	816 45%	172 45%	261 43%	549 47%zF	562 41%	135 39%	198 56%zGIJ	397 43%	513 42%	355 42%	388 44%	382 44%	418 45%	1313 44%R	107 39%	89 48%R	33 33%
5-6 (Net)	750 21%JKP	352 21%	396 22%	82 22%	119 19%	266 23%	284 21%	77 22%	98 28%zIJ	187 20%	230 19%	142 17%	191 22%K	204 24%K	212 23%K	652 22%P	40 14%	41 22%P	16 16%
8-10 (Net)	1605 46%HNe	784 46%	821 45%	179 47%	286 47%	520 44%	620 46%	147 43%H	114 32%	436 48%H	631 52%zGH	440 52%zMN	427 48%N	391 45%N	348 38%	1370 46%P	109 39%	83 45%	42 42%
7-10 (Net)	2253 64%GHNRhe	1088 64%	1164 64%	256 68%F	411 67%F	749 64%	837 61%	191 55%	190 54%	613 67%GH	869 71%zGH	619 73%zLMN	588 66%N	536 62%N	511 56%	1909 65%R	162 59%	125 67%R	57 56%
9-10 (Net)	799 23%HUe	393 23%	406 22%	98 26%	133 22%	247 21%	322 24%	81 24%	58 16%	211 23%H	318 26%zH	220 26%zN	202 23%	193 22%	185 20%	674 23%	50 18%	53 28%zP	23 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

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Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	**3521**	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	**2441**	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Well 1	**35** **1%B**	1 *	6 1%	* *	2 *	1 1%	5 1%	1 *	1 *	- -	- -	8 2%z	20 1%	15 1%	28 1%	5 2%
2	**56** **2%K**	4 1%	5 1%	- -	2 1%	4 2%	3 1%	6 3%T	10 6%zTUVX	2 2%	1 1%	6 2%	29 1%	24 2%	44 1%	6 2%
3	**94** **3%OX**	9 4%X	20 3%	3 3%	15 4%XY	2 1%	3 1%	1 1%	2 1%	1 1%	1 1%	9 3%	57 3%	33 3%	77 3%	6 2%
4	**145** **4%**	15 6%	30 4%	4 3%	15 4%	6 3%	10 2%	11 5%	15 9%zXc	5 5%	4 3%	7 2%	96 4%	44 3%	129 4%	8 3%
5	**333** **9%JKdf**	17 7%	71 10%	18 14%	40 12%	13 7%	31 8%	13 6%	28 16%zSWXY	7 7%	11 8%	36 11%	183 8%	138 11%	256 9%	39 12%
6	**417** **12%KP**	38 15%	83 12%	18 14%	40 12%	26 14%	50 12%	22 11%	25 14%	13 12%	14 11%	38 12%	265 12%	147 11%	367 12%	35 11%
7	**648** **18%FGh**	49 19%h	119 17%h	28 22%h	56 16%	27 14%	97 24%zTVWYh	29 14%	16 9%	29 27%WYh	31 23%h	58 18%h	399 18%	241 19%	548 18%	60 19%
8	**806** **23%HNQ**	54 21%	186 27%zW	36 28%W	76 22%	30 16%	84 21%	62 31%zWXb	43 25%	25 23%	24 18%	76 23%	506 23%	286 22%	702 24%	61 19%
9	**449** **13%Be**	28 11%	82 12%	10 7%	37 11%	28 15%	58 15%	36 18%U	16 9%	13 12%	24 18%U	49 15%	302 14%ze	142 11%	369 12%	45 14%
Extremely Well 10	**351** **10%**	28 11%	60 9%	9 7%	50 15%zTY	21 11%	45 11%	13 6%	15 9%	10 9%	13 9%	31 9%	223 10%	122 9%	300 10%	30 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...
Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Don't know	189 5%CEJKLOd	13 5%	37 5%	3 2%	10 3%	26 14%zSTUVX Yhac	13 3%	8 4%	3 2%	2 2%	12 9%UVXhc	11 3%	86 4%	95 7%zd	160 5%	18 6%
Total mentions	3521 100%	256 100%	698 100%	130 100%	343 100%	185 100%	399 100%	202 100%	174 100%	108 100%	134 100%	328 100%	2165 100%	1287 100%	2981 100%	315 100%
Mean	7.11HNPh	7.07	7.11h	7.01	7.16h	7.24h	7.35zh	7.28h	6.61	7.24h	7.40h	7.08	7.18	7.03	7.13	7.06
1-3 (Net)	185 5%BKO	14 5%	31 4%	4 3%	19 5%	8 4%	12 3%	8 4%	12 7%	3 2%	2 2%	22 7%X	106 5%	72 6%	150 5%	17 6%
1-4 (Net)	329 9%KOX	28 11%X	61 9%	8 6%	33 10%	14 8%	21 5%	18 9%	28 16%zTUXb	8 7%	7 5%	29 9%	202 9%	116 9%	278 9%	26 8%
1-2 (Net)	91 3%BCO	4 2%	11 2%	* *	4 1%	6 3%	8 2%	6 3%	10 6%zTUV	2 2%	1 1%	14 4%TV	49 2%	39 3%	72 2%	11 4%
4-7 (Net)	1543 44%R	119 46%	303 43%	68 53%WY	151 44%	72 39%	187 47%	75 37%	84 48%	54 50%	60 45%	139 42%	944 44%	570 44%	1300 44%	143 46%
5-6 (Net)	750 21%JKP	56 22%	153 22%	36 28%	81 23%	39 21%	81 20%	35 18%	53 31%zXY	20 18%	25 19%	73 22%	448 21%	285 22%	624 21%	75 24%
8-10 (Net)	1605 46%HNe	110 43%	327 47%	55 42%	163 48%	78 42%	187 47%	111 55%zSW	75 43%	48 45%	60 44%	156 47%	1031 48%ze	550 43%	1371 46%	136 43%
7-10 (Net)	2253 64%GHNRhe	159 62%	446 64%h	83 64%	219 64%h	105 57%	284 71%zTWh	140 69%Wh	90 52%	77 72%Wh	91 67%h	214 65%h	1430 66%ze	791 61%	1919 64%	196 62%
9-10 (Net)	799 23%HUe	56 22%	142 20%	18 14%	87 25%U	48 26%U	103 26%U	49 24%	31 18%	23 22%	36 27%U	79 24%U	524 24%ze	263 20%	669 22%	75 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Income Up to £10,000 (G)	Income £10,000-£14,999 (H)	Income £15,000-£29,999 (I)	Income £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Provides a broad mix of different types of TV programmes and content.	2334 66%GHNPRh	1106 65%	1228 67%	266 70%	409 67%	779 67%	880 65%	200 58%	212 60%	644 70%zGH	869 71%zGH	621 73%zMN	614 69%N	574 66%N	525 57%	1985 67%PR	163 59%	128 68%PR	58 57%
Provides high quality television content.	2437 69%GNPRe	1158 68%	1278 70%	287 76%zEF	440 72%	801 68%	910 67%	209 60%	227 64%	647 71%G	920 75%zGHI	668 79%zLMN	643 73%zMN	579 67%N	547 59%	2078 70%PR	169 61%	130 70%R	59 59%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2328 66%FGHNPRe	1112 66%	1214 66%	272 72%zF	424 69%F	774 66%	858 63%	201 58%	214 60%	645 70%zGH	874 72%zGH	633 75%zLMN	594 67%N	567 65%N	535 58%	1980 67%PR	156 56%	133 71%PR	60 59%
Takes risks and provides TV programmes and content that is new and innovative.	2022 57%GNPRe	965 57%	1057 58%	212 56%	381 62%zF	674 58%	755 55%	173 50%	185 52%	548 60%GH	775 63%zGH	552 65%zLMN	506 57%	481 55%	483 52%	1731 59%zPR	133 48%	108 58%P	50 50%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2265 64%FGNRTe	1084 64%	1180 65%	263 70%zF	404 66%	758 65%	841 62%	201 58%	218 62%	612 67%G	854 70%zGH	602 71%zMN	596 67%MN	533 61%	534 58%	1919 65%R	164 59%	128 68%R	55 54%
Provides distinctive TV programmes and content.	2253 64%GHNRhe	1088 64%	1164 64%	256 68%F	411 67%F	749 64%	837 61%	191 55%	190 54%	613 67%GH	869 71%zGH	619 73%zLMN	588 66%N	536 62%N	511 56%	1909 65%R	162 59%	125 67%R	57 56%

Table 259
D1_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Provides a broad mix of different types of TV programmes and content.	**2334** **66%GHNPRh**	179 **70%h**	462 *66%*	86 *66%*	223 *65%*	117 *63%*	285 **71%h**	144 **71%h**	100 *57%*	76 *71%*	86 *64%*	228 **70%h**	1474 **68%ze**	850 *64%*	1991 *67%*	213 *68%*
Provides high quality television content.	**2437** **69%GNPRhe**	185 **72%h**	482 *69%*	94 *72%*	240 *70%*	122 *66%*	297 **74%h**	152 **75%h**	105 *60%*	78 *72%*	94 *70%*	230 *70%*	1554 **72%ze**	850 *66%*	2076 *70%*	214 *68%*
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	**2328** **66%FGHNPRe**	173 *68%*	455 *65%*	84 *65%*	236 *69%*	112 *61%*	279 *70%*	147 **73%W**	106 *61%*	72 *67%*	91 *67%*	225 *69%*	1481 **68%ze**	815 *63%*	1973 *66%*	211 *67%*
Takes risks and provides TV programmes and content that is new and innovative.	**2022** **57%GNPRe**	147 *58%*	411 *59%*	73 *56%*	198 *58%*	101 *54%*	244 *61%*	126 *62%*	90 *52%*	61 *57%*	78 *58%*	201 *61%*	1290 **60%ze**	701 *55%*	1741 **58%z**	164 *52%*
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	**2265** **64%FGNRTe**	174 *68%*	421 *60%*	84 *65%*	224 *65%*	109 *59%*	276 **69%TWh**	146 **73%zTWh**	100 *57%*	76 *71%*	89 *66%*	220 *67%*	1448 **67%ze**	784 *61%*	1928 *65%*	207 *66%*
Provides distinctive TV programmes and content.	**2253** **64%GHNRhe**	159 *62%*	446 **64%h**	83 *64%*	219 **64%h**	105 *57%*	284 **71%zTWh**	140 **69%Wh**	90 *52%*	77 **72%Wh**	91 **67%h**	214 **65%h**	1430 **66%ze**	791 *61%*	1919 *64%*	196 *62%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 260
D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Important 1	66 2%	63 2%	77 2%	86 2%	75 2%	58 1%
2	46 1%	55 1%	54 1%	61 1%	48 1%	53 1%
3	78 2%	70 2%	92 2%	97 2%	81 2%	77 2%
4	131 3%	102 2%	129 3%	159 4%	122 3%	133 3%
5	288 7%	250 6%	318 8%	298 7%	287 7%	322 8%
6	382 9%	347 8%	379 9%	413 10%	366 9%	378 9%
7	653 16%	547 13%	678 17%	712 17%	671 16%	687 17%
8	954 23%	947 23%	923 23%	919 22%	952 23%	983 24%
9	701 17%	745 18%	613 15%	590 14%	618 15%	587 14%
Extremely Important 10	618 15%	813 20%	611 15%	551 13%	682 17%	605 15%
Don't know	184 4%	163 4%	228 6%	214 5%	200 5%	217 5%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%
Mean	7.49	7.71	7.38	7.27	7.49	7.42
1-3 (Net)	190 5%	188 5%	222 5%	243 6%	204 5%	188 5%
1-4 (Net)	321 8%	290 7%	351 9%	403 10%	326 8%	321 8%

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Table 260
D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-2 (Net)	111 3%	118 3%	131 3%	147 4%	123 3%	111 3%
4-7 (Net)	1454 35%	1246 30%	1503 37%	1583 39%	1445 35%	1521 37%
5-6 (Net)	670 16%	597 15%	697 17%	711 17%	652 16%	700 17%
8-10 (Net)	2273 55%	2504 61%	2148 52%	2061 50%	2252 55%	2175 53%
7-10 (Net)	2926 71%	3052 74%	2825 69%	2773 68%	2923 71%	2863 70%
9-10 (Net)	1319 32%	1558 38%	1224 30%	1142 28%	1301 32%	1193 29%

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Table 261
D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3566	3566	3566	3566	3566	3566
WeightedBase	3521	3521	3521	3521	3521	3521
EffectiveBase	2441	2441	2441	2441	2441	2441
Not At All Important 1	19 / 1%	24 / 1%	34 / 1%	27 / 1%	28 / 1%	17 / *
2	25 / 1%	25 / 1%	26 / 1%	41 / 1%	24 / 1%	35 / 1%
3	57 / 2%	38 / 1%	60 / 2%	69 / 2%	56 / 2%	44 / 1%
4	95 / 3%	68 / 2%	99 / 3%	123 / 3%	89 / 3%	105 / 3%
5	213 / 6%	188 / 5%	238 / 7%	234 / 7%	215 / 6%	240 / 7%
6	323 / 9%	289 / 8%	320 / 9%	349 / 10%	309 / 9%	328 / 9%
7	575 / 16%	479 / 14%	613 / 17%	649 / 18%	591 / 17%	602 / 17%
8	891 / 25%	872 / 25%	857 / 24%	842 / 24%	875 / 25%	914 / 26%
9	637 / 18%	697 / 20%	570 / 16%	546 / 16%	573 / 16%	537 / 15%
Extremely Important 10	587 / 17%	754 / 21%	570 / 16%	515 / 15%	640 / 18%	574 / 16%
Don't know	99 / 3%	86 / 2%	135 / 4%	127 / 4%	120 / 3%	126 / 4%
Total mentions	3521 / 100%	3521 / 100%	3521 / 100%	3521 / 100%	3521 / 100%	3521 / 100%
Mean	7.71	7.94	7.60	7.49	7.71	7.63
1-3 (Net)	101 / 3%	87 / 2%	120 / 3%	136 / 4%	108 / 3%	96 / 3%
1-4 (Net)	196 / 6%	155 / 4%	219 / 6%	260 / 7%	197 / 6%	201 / 6%

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Table 261
D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	3521	3521	3521	3521	3521	3521
EffectiveBase	2441	2441	2441	2441	2441	2441
1-2 (Net)	45	49	60	68	52	52
	1%	1%	2%	2%	1%	1%
4-7 (Net)	1207	1025	1270	1355	1204	1275
	34%	29%	36%	38%	34%	36%
5-6 (Net)	537	478	558	583	524	567
	15%	14%	16%	17%	15%	16%
8-10 (Net)	2114	2323	1996	1902	2089	2025
	60%	66%	57%	54%	59%	58%
7-10 (Net)	2690	2802	2609	2551	2679	2627
	76%	80%	74%	72%	76%	75%
9-10 (Net)	1223	1451	1139	1061	1214	1111
	35%	41%	32%	30%	34%	32%

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Table 262
D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	66 2%JKOTV	36 2%	30 1%	3 1%	17 2%	29 2%	16 1%	7 2%	15 3%lJ	13 1%	10 1%	8 1%	16 2%	11 1%	31 3%zKM	44 1%	17 5%zOQ	2 1%	3 2%
2	46 1%BE	30 2%B	15 1%	2 *	10 1%	5 *	29 2%zCE	5 1%	7 2%	10 1%	15 1%	6 1%	9 1%	9 1%	22 2%zK	33 1%	11 3%zOQ	1 *	2 1%
3	78 2%J	48 2%	30 1%	7 1%	21 3%	24 2%	27 2%	9 2%	14 3%J	15 1%	15 1%	15 2%	12 1%	26 3%	25 2%	58 2%	19 5%zOQR	1 *	1 1%
4	131 3%KR	71 4%	60 3%	12 2%	23 3%	51 4%	45 3%	10 2%	18 4%	25 2%	40 3%	16 2%	34 3%	31 3%	50 4%zK	99 3%	25 7%zOQR	6 3%	1 1%
5	288 7%AJKSX	114 6%	174 8%zA	30 6%	46 6%	102 7%	110 7%	32 8%	39 9%J	73 7%	74 5%	46 5%	62 6%	77 8%K	103 9%zKL	229 7%	36 10%zO	16 8%	7 6%
6	382 9%QRe	200 10%	181 9%	50 11%	77 10%	140 10%	116 8%	37 9%	36 8%	107 10%	124 9%	83 9%	97 10%	88 9%	115 10%	339 10%QR	26 8%	11 6%	6 5%
7	653 16%FP	329 16%	323 15%	95 20%zEF	150 19%zEF	207 15%	201 14%	64 16%	66 15%	156 15%	240 18%	158 17%	139 14%	181 18%L	176 15%	569 17%P	39 11%	31 15%	15 12%
8	954 23%NP	487 24%	468 22%	104 22%	165 21%	310 23%	375 25%	114 28%z	102 23%	263 25%	304 22%	239 25%N	262 26%N	216 22%	238 21%	811 24%	63 18%	53 26%P	28 23%
9	701 17%GNe	328 16%	372 18%	85 18%	138 18%	235 17%	243 16%	45 11%	64 15%	195 19%G	280 21%zGH	173 18%N	198 20%N	178 18%N	152 13%	593 17%	56 16%	34 17%	17 14%
Extremely Important 10	618 15%ADH	269 13%	349 17%zA	70 15%	87 11%	217 16%D	244 16%D	56 14%	48 11%	151 15%	233 17%zH	163 17%z	156 15%	135 14%	163 14%	507 15%	40 12%	42 21%zOP	29 24%zOP
Don't know	184 4%EIJLShd	86 4%	98 5%	15 3%	50 6%zCE	45 3%	74 5%	29 7%zIJ	31 7%zIJ	33 3%	24 2%	34 4%	28 3%	46 5%	76 7%zKL	154 4%	13 4%	5 3%	11 10%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 262
D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.49ADHNP	7.39	7.59zA	7.61D	7.31	7.49	7.55D	7.38	7.06	7.59H	7.73zGH	7.79zMN	7.62N	7.45N	7.15	7.54zP	6.67	7.87zOP	7.90zOP
1-3 (Net)	190 5%BCJKOQU	115 6%zB	75 4%	12 3%	48 6%C	58 4%	72 5%	21 5%	36 8%zIJ	37 4%	40 3%	29 3%	37 4%	45 5%	78 7%zKL	135 4%	46 13%zOQR	3 2%	5 4%
1-4 (Net)	321 8%BCIJKOV	186 9%zB	135 6%	24 5%	71 9%C	109 8%	117 8%	30 7%	54 12%zIJ	62 6%	80 6%	45 5%	71 7%	76 8%K	128 11%zKLM	234 7%	72 21%zOQR	9 5%	6 5%
1-2 (Net)	111 3%CJKOTd	66 3%	45 2%	5 1%	27 3%C	34 3%	45 3%C	12 3%	22 5%zIJ	22 2%	25 2%	14 2%	25 2%	20 2%	53 5%zKLM	77 2%	28 8%zOQ	2 1%	5 4%Q
4-7 (Net)	1454 35%FKRY	714 36%	737 35%	186 39%F	297 38%F	499 37%F	472 32%	142 35%	159 36%	361 35%	477 35%	303 32%	331 33%	377 38%K	443 39%zKL	1235 36%R	126 37%R	64 32%	29 24%
5-6 (Net)	670 16%KR	313 16%	355 17%	80 17%	123 16%	241 18%	226 15%	69 17%	76 17%	180 17%	197 15%	129 14%	159 16%	165 17%	218 19%zK	568 17%	62 18%R	27 14%	13 11%
8-10 (Net)	2273 55%DHNPT	1084 54%	1189 57%	259 55%	389 50%	762 56%D	862 58%zD	216 53%	215 49%	609 59%zH	818 60%GH	574 61%zMN	616 61%zMN	529 53%	554 48%	1911 56%P	159 46%	130 64%zOP	74 62%zP
7-10 (Net)	2926 71%HNPT	1413 71%	1511 72%	354 75%D	539 69%	970 71%	1063 72%	279 69%	281 64%	765 74%H	1057 78%zGHI	732 78%zMN	755 75%zN	709 71%N	729 63%	2480 72%P	197 57%	160 79%zOP	88 74%P
9-10 (Net)	1319 32%AGHNT	597 30%	721 34%zA	155 33%	224 29%	452 33%	487 33%	102 25%	113 26%	346 33%GH	514 38%zGH	336 36%zN	354 35%N	313 31%	315 27%	1100 32%	96 28%	77 38%zP	46 39%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 262
D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	66 2%JKOTV	- -	5 1%	- -	* *	4 2%V	14 3%STV	5 2%SV	3 2%	- -	3 2%SV	10 3%STV	33 1%	25 2%	57 2%	5 1%
2	46 1%BE	1 *	5 1%	- -	4 1%	7 3%zSTX	1 *	3 1%	6 3%zTX	- -	2 1%	3 1%	22 1%	19 1%	36 1%	6 2%
3	78 2%J	6 2%	19 2%	* *	7 2%	6 3%	4 1%	3 1%	3 2%	1 1%	2 1%	7 2%	48 2%	31 2%	71 2%	4 1%
4	131 3%KR	16 5%V	22 3%	8 5%V	5 1%	3 1%	13 3%	3 2%	10 5%V	3 2%	7 4%	9 2%	74 3%	50 3%	108 3%	13 4%
5	288 7%AJKSX	8 3%	82 9%zSXb	10 7%	25 6%	25 12%zSXYbc	17 4%	11 5%	17 9%SXb	8 7%	4 3%	22 6%	166 7%	111 8%	248 7%	22 6%
6	382 9%QRe	34 11%	100 12%	8 6%	35 9%	14 7%	54 11%	17 8%	20 10%	11 10%	16 10%	31 8%	254 10%	117 8%	326 9%	30 8%
7	653 16%FP	55 18%	148 17%	33 22%	54 14%	33 16%	85 18%	31 14%	23 12%	24 21%	27 17%	56 15%	415 16%	227 15%	543 16%	58 16%
8	954 23%NP	74 25%	186 22%	36 24%	94 24%	52 24%	94 20%	72 32%zTX	42 22%	22 20%	38 24%	100 27%X	569 22%	369 25%	815 23%	89 25%
9	701 17%GNe	52 18%	137 16%	24 16%	66 17%	34 16%	84 18%	51 23%	25 13%	22 20%	31 20%	67 18%	472 19%ze	221 15%	598 17%	63 18%
Extremely Important 10	618 15%ADH	49 16%	109 13%	16 10%	85 22%zTUWX Yc	24 11%	72 15%	24 11%	38 20%TUYc	21 19%	25 16%	45 12%	380 15%	225 15%	525 15%	48 14%
Don't know	184 4%EIJLSh d	3 1%	51 6%Sh	15 10%zSVYha b	14 4%h	9 4%h	34 7%zSYhb	5 2%	- -	2 2%	2 1%	19 5%Sh	96 4%	76 5%	160 5%	17 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 262
D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides a broad mix of different types of TV programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.49ADHNP	7.68W	7.40	7.56	7.89zTWXhc	7.18	7.55	7.63	7.34	7.83W	7.62	7.46	7.55	7.45	7.49	7.50
1-3 (Net)	190	7	29	*	11	17	20	11	12	1	7	20	103	75	164	15
	5%BCJKOQU	*2%*	*3%*	*	*3%*	*8%zSTUVa*	*4%U*	*5%U*	*6%U*	*1%*	*4%U*	*5%U*	*4%*	*5%*	*5%*	*4%*
1-4 (Net)	321	23	51	8	16	20	33	14	22	4	13	29	176	126	273	28
	8%BCIJKOV	*8%*	*6%*	*6%*	*4%*	*10%V*	*7%*	*6%*	*12%TV*	*3%*	*9%*	*8%*	*7%*	*9%*	*8%*	*8%*
1-2 (Net)	111	1	10	-	4	11	15	8	9	-	5	13	55	44	94	11
	3%CJKOTd	*	*1%*	-	*1%*	*5%STUVa*	*3%ST*	*3%ST*	*5%STUV*	-	*3%*	*4%STU*	*2%*	*3%*	*3%*	*3%*
4-7 (Net)	1454	112	352	60	119	75	169	63	70	45	53	117	909	505	1226	123
	35%FKRY	*38%*	*41%zVYc*	*40%Y*	*31%*	*36%*	*36%*	*28%*	*37%*	*40%*	*34%*	*32%*	*36%*	*34%*	*35%*	*35%*
5-6 (Net)	670	41	181	19	60	39	71	28	37	18	20	53	420	228	574	52
	16%KR	*14%*	*21%zSUXYc*	*12%*	*15%*	*18%*	*15%*	*13%*	*20%*	*16%*	*13%*	*14%*	*17%*	*16%*	*16%*	*15%*
8-10 (Net)	2273	176	432	76	246	110	250	146	105	65	94	211	1421	815	1938	200
	55%DHNPT	*59%T*	*50%*	*50%*	*63%zTUWX*	*52%*	*53%*	*65%zTUWX*	*56%*	*58%*	*60%*	*57%*	*56%*	*55%*	*56%*	*56%*
7-10 (Net)	2926	231	580	109	300	143	335	177	128	89	121	267	1837	1041	2481	258
	71%HNPT	*77%TW*	*67%*	*72%*	*77%zTW*	*68%*	*71%*	*79%zTW*	*69%*	*79%T*	*77%T*	*73%*	*73%*	*71%*	*71%*	*73%*
9-10 (Net)	1319	102	246	40	151	59	156	74	63	43	56	111	853	446	1123	111
	32%AGHNT	*34%*	*28%*	*26%*	*39%zTUWc*	*28%*	*33%*	*33%*	*34%*	*38%*	*36%*	*30%*	*34%z*	*30%*	*32%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 263
D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	63 **2%JK**	37 2%	25 1%	3 1%	15 2%	28 2%	17 1%	8 2%	11 3%J	10 1%	13 1%	7 1%	17 2%	13 1%	26 2%K	46 1%	12 4%zO	2 1%	3 2%
2	55 **1%BJKOT**	39 2%zB	16 1%	4 1%	13 2%	12 1%	26 2%	5 1%	10 2%J	15 1%	9 1%	5 *	8 1%	19 2%K	24 2%KL	37 1%	17 5%zOQR	-	1 1%
3	70 **2%CLOQ**	43 2%	28 1%	3 1%	23 3%zCE	18 1%	26 2%	7 2%	8 2%	11 1%	15 1%	11 1%	5 *	21 2%L	34 3%zKL	50 1%	19 5%zOQR	* *	2 1%
4	102 **2%KO**	47 2%	55 3%	11 2%	18 2%	36 3%	37 3%	9 2%	17 4%	24 2%	26 2%	14 2%	31 3%	24 2%	33 3%	74 2%	20 6%zOR	7 3%	1 1%
5	250 **6%JL**	110 5%	140 7%	26 5%	49 6%	92 7%	83 6%	23 6%	33 8%	71 7%	65 5%	50 5%	44 4%	71 7%L	84 7%L	210 6%	22 7%	11 5%	6 5%
6	347 **8%KQR**	189 9%	157 7%	45 9%	72 9%	111 8%	119 8%	39 9%	43 10%	86 8%	114 8%	56 6%	94 9%K	93 9%K	105 9%K	302 9%QR	30 9%	9 5%	5 4%
7	547 **13%**	270 14%	276 13%	75 16%	127 16%zEF	169 12%	177 12%	55 14%	57 13%	140 13%	176 13%	134 14%	120 12%	120 12%	173 15%	470 14%	35 10%	27 13%	15 13%
8	947 **23%DNPR**	449 22%	495 24%	129 27%zD	155 20%	326 24%	337 23%	97 24%	84 19%	250 24%	353 26%zH	239 25%N	241 24%	241 24%N	226 20%	810 24%PR	58 17%	58 29%zPR	20 17%
9	745 **18%**	367 18%	378 18%	72 15%	148 19%	225 17%	299 20%CE	70 17%	79 18%	206 20%	246 18%	178 19%	198 20%	180 18%	189 16%	632 18%	55 16%	37 18%	21 17%
Extremely Important 10	813 **20%DNUW**	382 19%	431 21%	94 20%D	116 15%	304 22%zD	298 20%D	71 17%	73 17%	194 19%	318 23%zGHI	216 23%zMN	227 22%N	182 18%	188 16%	675 20%	58 17%	45 22%	35 29%zOP
Don't know	163 **4%J**	66 3%	97 5%	12 2%	47 6%zCE	43 3%	61 4%	23 6%J	26 6%IJ	33 3%J	23 2%	30 3%	29 3%	33 3%	71 6%zKLM	128 4%	18 5%	6 3%	11 9%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 263
D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.71ADHN PW	7.62	7.80zA	7.82D	7.45	7.75D	7.77D	7.62	7.36	7.76H	7.97zGHI	8.03zMN	7.90zMN	7.60N	7.36	7.75zP	6.92	8.04zOP	8.07zOP
1-3 (Net)	188 5%BCJKLO Q	119 6%zB	69 3%	10 2%	51 7%zC	58 4%C	69 5%C	20 5%	30 7%IJ	36 3%	37 3%	23 2%	29 3%	53 5%KL	84 7%zKL	133 4%Q	48 14%zOQR	2 1%	6 5%Q
1-4 (Net)	290 7%BCJKO	166 8%zB	124 6%	20 4%	69 9%C	94 7%	106 7%	29 7%	46 10%zIJ	59 6%	63 5%	37 4%	60 6%	77 8%K	116 10%zKL	207 6%	68 20%zOQR	9 4%	7 6%
1-2 (Net)	118 3%BJKOST	76 4%zB	42 2%	7 1%	28 4%	40 3%	43 3%	14 3%	22 5%zIJ	25 2%	22 2%	12 1%	25 2%	32 3%K	50 4%zK	82 2%	29 8%zOQR	2 1%	4 4%Q
4-7 (Net)	1246 30%JKR	616 31%	628 30%	156 33%	266 34%F	408 30%	416 28%	125 31%	150 34%	320 31%	381 28%	255 27%	289 29%	309 31%	394 34%zKL	1057 31%	108 31%R	54 27%	27 23%
5-6 (Net)	597 15%KQR	299 15%	297 14%	70 15%	121 15%	203 15%	202 14%	61 15%	76 17%	157 15%	179 13%	106 11%	138 14%	165 17%K	188 16%K	513 15%QR	53 15%	20 10%	11 9%
8-10 (Net)	2504 61%DHNPW	1198 60%	1304 62%	296 63%D	420 54%	855 63%D	934 63%D	238 59%	236 54%	651 63%H	918 68%zGHI	633 67%zMN	666 66%zN	602 60%	603 52%	2118 62%P	171 50%	140 69%zOP	75 63%P
7-10 (Net)	3052 74%DHNP	1468 73%	1580 75%	371 78%D	546 70%	1024 75%D	1110 75%D	293 72%	293 66%	791 76%H	1094 81%zGHI	767 82%zMN	787 78%zMN	722 72%N	776 67%	2588 75%zP	206 60%	167 83%zOP	90 76%P
9-10 (Net)	1558 38%DNW	749 37%	809 39%	166 35%	264 34%	530 39%	597 40%D	141 35%	152 35%	401 39%	564 42%zGH	394 42%zMN	425 42%zMN	362 36%	377 33%	1307 38%	113 33%	82 41%	55 47%zOP

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 263
D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	63 2%JK	- -	7 1%	1 1%	2 *	4 2%	16 3%zSTV	2 1%	3 2%	- -	2 1%	10 3%STV	32 1%	23 2%	58 2%	2 *
2	55 1%BJKOT	1 *	3 *	- -	4 1%	7 3%TX	2 *	1 1%	6 3%TX	* *	3 2%	9 2%TX	31 1%	22 2%	48 1%	4 1%
3	70 2%CLOQ	6 2%	18 2%	* *	5 1%	4 2%	2 *	5 2%	2 1%	1 1%	2 1%	5 1%	39 2%	29 2%	54 2%	9 2%
4	102 2%KO	8 3%	18 2%	3 2%	7 2%	7 3%	9 2%	4 2%	7 4%	1 1%	3 2%	8 2%	60 2%	36 2%	86 2%	12 3%
5	250 6%JL	13 4%	68 8%X	9 6%	23 6%	18 8%X	17 4%	14 6%	17 9%X	8 7%	6 4%	16 4%	151 6%	89 6%	216 6%	20 6%
6	347 8%KQR	28 10%	81 9%	9 6%	37 9%	18 9%	39 8%	16 7%	14 8%	10 9%	15 9%	36 10%	204 8%	134 9%	292 8%	37 10%
7	547 13%	57 19%zVXY	123 14%	22 15%	37 10%	34 16%	58 12%	24 11%	22 12%	20 18%	17 11%	57 16%V	341 13%	191 13%	457 13%	44 12%
8	947 23%DNPR	65 22%	194 22%	49 32%zSTXa	91 23%	48 23%	108 23%	64 28%	43 23%	19 17%	45 29%	86 23%	608 24%	324 22%	812 23%	79 22%
9	745 18%	58 19%	151 17%	29 19%	67 17%	38 18%	80 17%	56 25%zTX	30 16%	28 25%	28 18%	67 18%	459 18%	278 19%	617 18%	71 20%
Extremely Important 10	813 20%DNUW	58 19%	157 18%	19 12%	103 26%zTUWYc	26 12%	113 24%TUWY	33 15%	41 22%W	25 23%	34 22%W	64 17%	520 21%	277 19%	708 20%	62 17%
Don't know	163 4%J	4 1%	44 5%Sh	9 6%Sh	14 4%	10 5%	29 6%Shc	5 2%	2 1%	1 1%	3 2%	9 2%	85 3%	66 4%	139 4%	17 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 263
D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.71ADHNPW	7.84W	7.69W	7.85W	8.00zTWc	7.28	7.89W	7.83W	7.56	8.05W	7.88W	7.53	7.78z	7.66	7.71	7.67
1-3 (Net)	188 5%BCJKLOQ	7 2%	28 3%	1 1%	11 3%	14 7%U	20 4%	8 4%	11 6%	1 1%	6 4%	24 7%STUV	102 4%	74 5%	160 5%	14 4%
1-4 (Net)	290 7%BCJKO	15 5%	46 5%	4 3%	18 5%	21 10%TUVa	29 6%	12 5%	18 9%Ua	2 2%	10 6%	33 9%Ua	162 6%	111 8%	246 7%	26 7%
1-2 (Net)	118 3%BJKOST	1 *	10 1%	1 1%	5 1%	10 5%STV	18 4%ST	3 1%	9 5%ST	* *	5 3%	19 5%zSTUV	63 2%	45 3%	106 3%	5 2%
4-7 (Net)	1246 30%JKR	106 36%X	289 33%X	43 29%	104 27%	77 36%VX	123 26%	58 26%	60 32%	39 34%	41 26%	118 32%	755 30%	451 31%	1050 30%	113 32%
5-6 (Net)	597 15%KQR	42 14%	148 17%X	19 12%	60 15%	36 17%	56 12%	30 13%	31 17%	18 16%	20 13%	52 14%	354 14%	224 15%	508 15%	57 16%
8-10 (Net)	2504 61%DHNPW	181 61%	503 58%	97 64%	260 67%zTW	112 53%	301 64%W	153 68%TW	114 61%	72 64%	107 68%W	217 59%	1587 63%z	880 60%	2138 61%	212 60%
7-10 (Net)	3052 74%DHNP	238 80%W	626 72%	120 79%	297 76%	145 69%	359 76%	177 79%W	136 73%	92 82%W	124 79%	274 75%	1927 76%ze	1071 73%	2595 74%	256 72%
9-10 (Net)	1558 38%DNW	116 39%	308 36%	48 32%	170 44%TUW	64 30%	194 41%W	89 40%	71 38%	53 47%UW	62 40%	131 36%	978 39%	556 38%	1326 38%	133 37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 264
D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**77** **2%IK**	44 2%	32 2%	10 2%	23 3%zF	25 2%	19 1%	9 2%	16 4%zIJ	8 1%	20 1%	10 1%	21 2%	20 2%	26 2%	56 2%	12 3%O	4 2%	5 4%zO
2	**54** **1%KT**	34 2%	19 1%	9 2%	7 1%	17 1%	22 1%	7 2%	7 2%	14 1%	17 1%	6 1%	9 1%	8 1%	30 3%zKLM	41 1%	11 3%zOQ	- -	2 1%Q
3	**92** **2%O**	53 3%	39 2%	5 1%	27 3%zC	26 2%	34 2%	6 1%	13 3%	15 1%	30 2%	23 2%	15 1%	28 3%	26 2%	65 2%	23 7%zOQR	2 1%	2 1%
4	**129** **3%K**	66 3%	62 3%	16 3%	30 4%	39 3%	44 3%	8 2%	19 4%	33 3%	39 3%	15 2%	32 3%K	43 4%K	39 3%K	100 3%	21 6%zO	5 3%	3 2%
5	**318** **8%JKb**	141 7%	174 8%	34 7%	56 7%	108 8%	120 8%	38 9%J	42 10%J	85 8%J	75 6%	56 6%	79 8%	76 8%	107 9%K	261 8%	35 10%	12 6%	8 7%
6	**379** **9%FRe**	205 10%	174 8%	45 9%	84 11%F	140 10%F	110 7%	40 10%	39 9%	81 8%	146 11%zI	84 9%	97 10%	90 9%	109 9%	334 10%R	26 8%	12 6%	7 6%
7	**678** **17%**	336 17%	341 16%	91 19%	128 16%	213 16%	245 17%	65 16%	73 17%	179 17%	235 17%	164 17%	179 18%	162 16%	173 15%	579 17%	48 14%	33 16%	17 14%
8	**923** **23%NR**	461 23%	463 22%	113 24%	169 22%	326 24%	315 21%	92 23%	96 22%	247 24%	332 24%	247 26%zN	228 23%	221 22%	227 20%	788 23%R	64 19%	54 27%PR	17 15%
9	**613** **15%N**	286 14%	327 16%	67 14%	120 15%	187 14%	239 16%	46 11%	58 13%	168 16%G	219 16%G	151 16%N	160 16%	160 16%	143 12%	522 15%	38 11%	35 17%P	18 15%
Extremely Important 10	**611** **15%Dc**	278 14%	333 16%	65 14%	87 11%	224 16%D	235 16%D	55 14%	53 12%	168 16%	224 16%	144 15%	147 15%	143 14%	177 15%	506 15%	40 12%	36 18%	30 25%zOP
Don't know	**228** **6%AIJKhd**	93 5%	135 6%A	18 4%	52 7%	61 4%	97 7%CE	41 10%zIJ	25 6%J	43 4%J	22 2%	40 4%	46 5%	47 5%	95 8%zKLM	183 5%	25 7%	8 4%	11 10%zOQ

Table 264
D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.38ADHNP	7.28	**7.49zA**	7.35	7.14	**7.43D**	7.48D	7.26	7.02	**7.56zGH**	7.53zH	**7.62zMN**	**7.42N**	7.35	7.18	**7.43zP**	6.64	**7.75zOP**	7.61P
1-3 (Net)	**222**	131	91	24	57	67	74	22	36	37	67	40	45	55	82	162	46	6	8
	5%BIOT	**7%zB**	4%	5%	**7%z**	5%	5%	5%	**8%zIJ**	4%	5%	4%	4%	6%	**7%zKL**	5%	**13%zOQR**	3%	**7%Q**
1-4 (Net)	**351**	198	152	40	87	107	118	30	55	70	106	54	77	98	121	262	67	11	11
	9%BIKOd	**10%zB**	7%	8%	**11%zEF**	8%	8%	7%	**12%zGIJ**	7%	8%	6%	8%	**10%K**	**11%zK**	8%	**19%zOQR**	6%	9%
1-2 (Net)	**131**	79	52	19	30	42	41	16	23	22	37	16	31	28	56	98	22	4	6
	3%BIKOT	**4%zB**	2%	4%	4%	3%	3%	4%	**5%IJ**	2%	3%	2%	3%	3%	**5%zKM**	3%	**7%zOQ**	2%	**5%zO**
4-7 (Net)	**1503**	749	751	186	298	500	519	151	172	377	496	318	387	371	428	1275	131	63	35
	37%KR	37%	36%	39%	38%	37%	35%	37%	39%	36%	36%	34%	38%	37%	37%	**37%R**	38%	31%	29%
5-6 (Net)	**697**	346	348	78	140	248	230	78	81	165	222	140	176	165	216	595	61	25	15
	17%KQU	17%	17%	17%	18%	18%	16%	19%	18%	16%	16%	15%	17%	17%	**19%K**	17%	18%	12%	13%
8-10 (Net)	**2148**	1025	1122	246	375	737	789	192	207	584	774	542	535	524	547	1816	143	125	64
	52%DNP	51%	53%	52%	48%	**54%D**	53%D	47%	47%	**56%zGH**	57%zGH	**58%zN**	53%N	53%	47%	**53%P**	41%	**62%zOP**	54%P
7-10 (Net)	**2825**	1362	1463	337	504	950	1034	257	280	762	1009	706	714	686	720	2395	191	158	82
	69%DGHNPW	68%	70%	**71%D**	64%	**70%D**	70%D	63%	64%	**73%zGH**	74%zGH	**75%zLMN**	70%N	69%N	62%	**70%P**	55%	**78%zOPR**	69%P
9-10 (Net)	**1224**	565	660	133	207	411	474	101	111	337	443	295	307	303	320	1028	79	71	47
	30%PT	28%	31%	28%	26%	30%	**32%D**	25%	25%	**32%GH**	33%zGH	31%	30%	30%	28%	**30%P**	23%	**35%P**	**40%zOP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
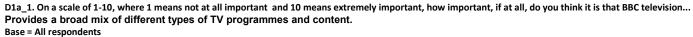* small base

D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	77 2%IK	- -	9 1%	- -	4 1%	4 2%	18 4%zSTUV	2 1%	1 1%	* *	2 1%	17 5%zSTUVYh	41 2%	28 2%	68 2%	3 1%
2	54 1%KT	5 2%	4 *	2 1%	4 1%	10 5%zTVXYc	4 1%	2 1%	6 3%T	- -	3 2%	2 1%	28 1%	21 1%	46 1%	6 2%
3	92 2%O	10 3%	17 2%	3 2%	10 2%	3 2%	4 1%	3 1%	5 3%	1 1%	3 2%	6 2%	55 2%	35 2%	79 2%	6 2%
4	129 3%K	13 4%	27 3%	4 2%	6 2%	6 3%	13 3%	7 3%	9 5%	4 3%	4 3%	9 2%	68 3%	56 4%	104 3%	15 4%
5	318 8%JKb	16 5%	93 11%zSUXb	7 4%	31 8%	21 10%Xb	23 5%	14 6%	14 7%	12 11%b	4 2%	26 7%	189 7%	120 8%	277 8%	28 8%
6	379 9%FRe	30 10%	94 11%	8 5%	32 8%	23 11%	41 9%	20 9%	20 11%	8 7%	16 10%	42 11%	257 10%e	115 8%	324 9%	30 9%
7	678 17%	69 23%zTVWX Yh	141 16%	39 26%zTVWX Yh	55 14%	26 12%	72 15%	31 14%	25 14%	23 20%	32 20%	66 18%	411 16%	249 17%	566 16%	61 17%
8	923 23%NR	56 19%	208 24%	36 24%	92 24%	45 21%	99 21%	74 33%zSTVW Xbc	47 25%	26 23%	34 21%	71 19%	592 23%	318 22%	772 22%	88 25%
9	613 15%N	47 16%	109 13%	23 15%	62 16%	33 16%	75 16%	39 18%	26 14%	20 18%	19 12%	68 19%T	378 15%	226 15%	520 15%	57 16%
Extremely Important 10	611 15%Dc	40 14%	111 13%	22 15%	82 21%zSTWY c	26 12%	86 18%TYc	24 11%	30 16%	15 13%	34 22%zTWYc	35 9%	400 16%	200 14%	533 15%	40 11%
Don't know	228 6%AIJKhd	13 4%	51 6%h	8 6%	13 3%	14 7%h	38 8%zVh	7 3%	3 1%	4 4%	6 4%	26 7%h	109 4%	105 7%zd	198 6%	22 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.38ADHNP	7.37	7.32	**7.69Wc**	**7.72zTWc**	7.10	**7.55Wc**	7.56	7.33	7.58	7.65	7.16	**7.45z**	7.32	7.38	7.35
1-3 (Net)	222 **5%BIOT**	15 *5%*	29 *3%*	4 *3%*	17 *4%*	18 **8%Ta**	25 *5%*	7 *3%*	12 *7%*	1 *1%*	8 *5%*	25 **7%T**	125 *5%*	84 *6%*	194 *6%*	15 *4%*
1-4 (Net)	351 **9%BIKOd**	28 *9%*	57 *7%*	8 *5%*	23 *6%*	23 *11%*	38 *8%*	14 *6%*	21 *11%*	5 *4%*	12 *8%*	34 *9%*	193 *8%*	139 *9%*	298 *9%*	30 *8%*
1-2 (Net)	131 **3%BIKOT**	5 *2%*	13 *1%*	2 *1%*	8 *2%*	14 **7%zSTUVYa**	21 **5%T**	4 *2%*	7 *4%*	* ***	5 *3%*	19 **5%T**	70 *3%*	49 *3%*	114 *3%*	9 *3%*
4-7 (Net)	1503 **37%KR**	128 **43%VXY**	356 **41%zVXY**	57 *38%*	123 *32%*	76 *36%*	150 *32%*	72 *32%*	68 *36%*	46 *41%*	56 *36%*	143 *39%*	925 *37%*	539 *37%*	1271 *36%*	134 *38%*
5-6 (Net)	697 **17%KQU**	46 *15%*	187 **22%zUXb**	15 *10%*	62 *16%*	44 **21%U**	65 *14%*	35 *16%*	34 *18%*	20 *18%*	20 *13%*	68 **18%U**	446 *18%*	235 *16%*	601 *17%*	58 *16%*
8-10 (Net)	2148 **52%DNP**	143 *48%*	428 *50%*	81 *54%*	236 **61%zSTWc**	104 *49%*	260 *55%*	138 **61%zSTWc**	104 *56%*	61 *54%*	87 *55%*	174 *47%*	1370 **54%z**	744 *51%*	1825 *52%*	185 *52%*
7-10 (Net)	2825 **69%DGHNPW**	212 *71%*	569 *66%*	120 **79%zTWc**	291 **75%zTWc**	131 *62%*	332 *70%*	168 **75%TWc**	129 *69%*	84 *75%*	118 **76%W**	240 *65%*	1780 **70%z**	993 *67%*	2391 *69%*	246 *69%*
9-10 (Net)	1224 **30%PT**	87 *29%*	220 *25%*	45 *30%*	144 **37%zTc**	59 *28%*	160 **34%T**	63 *28%*	57 *30%*	35 *31%*	53 *34%*	103 *28%*	778 *31%*	426 *29%*	1053 *30%*	97 *27%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 265
D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	86 2%JKOTV	42 2%	44 2%	6 1%	22 3%	33 2%	24 2%	11 3%J	16 4%IJ	15 1%	15 1%	10 1%	20 2%	21 2%	34 3%K	58 2%	21 6%zOQ	3 1%	4 3%
2	61 1%	38 2%	23 1%	3 1%	15 2%	15 1%	28 2%	5 1%	8 2%	17 2%	19 1%	12 1%	10 1%	15 2%	24 2%	47 1%	11 3%zO	2 1%	1 1%
3	97 2%BOTX	69 3%zB	28 1%	8 2%	27 3%	30 2%	32 2%	9 2%	10 2%	18 2%	33 2%	16 2%	17 2%	26 3%	39 3%zKL	63 2%	29 8%zOQR	3 1%	2 2%
4	159 4%BOX	92 5%	67 3%	22 5%	27 3%	57 4%	53 4%	10 2%	19 4%	39 4%	56 4%	34 4%	44 4%	37 4%	44 4%	119 3%	29 8%zOQR	7 3%	4 4%
5	298 7%J	130 6%	167 8%	35 7%	50 6%	104 8%	108 7%	41 10%J	39 9%J	71 7%	70 5%	59 6%	65 6%	72 7%	102 9%zK	252 7%	19 5%	16 8%	11 9%
6	413 10%R	197 10%	216 10%	56 12%	74 9%	149 11%	135 9%	41 10%	50 11%	105 10%	131 10%	94 10%	100 10%	110 11%	109 9%	362 11%R	31 9%	15 7%	5 5%
7	712 17%Rh	350 18%	362 17%	99 21%z	133 17%	233 17%	248 17%	72 18%	73 17%	184 18%	271 20%z	185 20%zL	159 16%	177 18%	191 17%	618 18%R	50 14%	31 16%	14 12%
8	919 22%C	461 23%	457 22%	86 18%	194 25%C	324 24%C	316 21%	82 20%	101 23%	244 23%	341 25%z	209 22%	257 25%zN	221 22%	233 20%	770 22%	70 20%	54 27%	25 21%
9	590 14%N	272 14%	317 15%	76 16%	100 13%	192 14%	222 15%	55 14%	48 11%	177 17%zH	202 15%	148 16%N	153 15%	154 15%	136 12%	505 15%	36 11%	33 16%	16 14%
Extremely Important 10	551 13%Pg	252 13%	299 14%	65 14%	93 12%	176 13%	217 15%	52 13%	47 11%	133 13%	196 14%	135 14%	145 14%	127 13%	144 13%	464 14%P	29 8%	34 17%P	24 20%zOP
Don't know	214 5%EIJMQh d	94 5%	120 6%	16 3%	50 6%CE	52 4%	96 6%zCE	30 7%IJ	30 7%IJ	38 4%J	24 2%	39 4%	43 4%	36 4%	96 8%zKLM	179 5%	19 5%	5 2%	12 10%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 265
D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
Mean	7.27AHNP	7.16	**7.38zA**	7.34	7.14	7.24	7.35	7.18	6.94	**7.39H**	7.43zH	7.46zN	7.41N	7.25	7.01	7.34zP	6.30	7.61zP	7.51P
1-3 (Net)	243 **6%BCKOT**	149 *7%zB*	94 *4%*	18 *4%*	64 **8%zC**	78 *6%*	84 *6%*	24 *6%*	34 *8%*	50 *5%*	67 *5%*	37 *4%*	47 *5%*	62 *6%*	97 *8%zKL*	168 *5%*	62 **18%zOQR**	7 *4%*	7 *6%*
1-4 (Net)	403 **10%BKOTX**	241 *12%zB*	160 *8%*	40 *8%*	91 *12%*	135 *10%*	137 *9%*	34 *8%*	53 *12%*	88 *8%*	124 *9%*	71 *8%*	91 *9%*	99 *10%*	141 *12%zKL*	287 *8%*	90 **26%zOQR**	14 *7%*	11 *9%*
1-2 (Net)	147 **4%JKOSV**	80 *4%*	66 *3%*	9 *2%*	37 **5%C**	48 *4%*	52 *4%*	16 *4%*	24 *5%J*	32 *3%*	34 *3%*	22 *2%*	30 *3%*	36 *4%*	58 *5%zK*	105 *3%*	33 **10%zOQR**	4 *2%*	5 *4%*
4-7 (Net)	1583 **39%R**	769 *38%*	811 *39%*	212 **45%zDF**	283 *36%*	543 *40%*	544 *37%*	164 *40%*	181 *41%*	398 *38%*	528 *39%*	373 *40%*	369 *36%*	396 *40%*	446 *39%*	1351 **39%R**	128 **37%R**	69 *34%*	34 *29%*
5-6 (Net)	711 **17%J**	327 *16%*	383 *18%*	91 *19%*	124 *16%*	253 *19%*	243 *16%*	82 **20%J**	90 **20%J**	176 *17%*	201 *15%*	153 *16%*	165 *16%*	182 *18%*	211 *18%*	614 *18%*	50 *15%*	31 *15%*	16 *13%*
8-10 (Net)	2061 **50%HNP**	986 *49%*	1074 *51%*	227 *48%*	386 *49%*	692 *51%*	755 *51%*	188 *46%*	196 *44%*	554 **53%GH**	739 *54%zGH*	491 *52%N*	555 *55%zN*	502 *50%N*	513 *45%*	1739 **51%P**	128 *39%*	121 **60%zOP**	66 **55%P**
7-10 (Net)	2773 **68%HNPe**	1336 *67%*	1436 *68%*	326 *69%*	519 *66%*	925 *68%*	1004 *68%*	260 *64%*	269 *61%*	738 **71%zGH**	1010 *74%zGH*	677 *72%zN*	714 *70%N*	679 *68%N*	704 *61%*	2356 **69%zP**	185 *54%*	152 **76%zOPR**	80 **67%P**
9-10 (Net)	1142 **28%HNPT**	524 *26%*	616 *29%*	141 *30%*	193 *25%*	368 *27%*	439 **30%D**	106 *26%*	95 *22%*	310 **30%H**	398 *29%H*	283 *30%N*	298 *29%N*	281 *28%*	280 *24%*	969 **28%P**	65 *19%*	67 **33%zP**	40 **34%zP**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 265
D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	86 2%JKOTV	-	7 1%	1 *	2 *	4 2%	18 4%zSTV	5 2%S	1 1%	3 3%S	4 2%S	15 4%zSTV	45 2%	32 2%	75 2%	7 2%
2	61 1%	2 1%	14 2%	2 1%	4 1%	7 3%X	2 *	3 1%	7 4%zXc	2 1%	1 *	3 1%	35 1%	23 2%	48 1%	5 1%
3	97 2%BOTX	9 3%X	10 1%	4 3%	8 2%	5 3%	3 1%	3 1%	6 3%X	2 2%	3 2%	9 2%	56 2%	35 2%	80 2%	11 3%
4	159 4%BOX	15 5%X	30 3%	4 3%	12 3%	6 3%	7 2%	12 5%X	8 4%	3 2%	6 4%	16 4%X	97 4%	55 4%	129 4%	20 6%
5	298 7%J	16 5%	78 9%c	10 7%	34 9%	25 12%zSXYc	28 6%	12 5%	19 10%c	6 6%	8 5%	17 5%	163 6%	124 8%	259 7%	25 7%
6	413 10%R	21 7%	97 11%	22 15%S	44 11%	18 8%	49 10%	17 8%	20 11%	8 7%	13 8%	53 14%zS	253 10%	152 10%	352 10%	32 9%
7	712 17%Rh	82 27%zTVXhbc	139 16%	28 18%	67 17%	43 20%h	89 19%h	41 18%	19 10%	22 19%	20 13%	67 18%	456 18%	242 16%	594 17%	66 19%
8	919 22%C	60 20%	223 26%zVWc	30 20%	74 19%	37 17%	102 21%	59 26%	44 24%	26 23%	44 28%W	71 19%	601 24%	304 21%	784 22%	83 23%
9	590 14%N	38 13%	111 13%	21 14%	48 12%	37 17%	64 14%	46 20%zTV	23 12%	25 22%TV	32 21%TV	60 16%	363 14%	218 15%	491 14%	60 17%
Extremely Important 10	551 13%Pg	37 12%	99 12%	16 11%	82 21%zSTUWYc	20 9%	74 16%	21 10%	38 20%zTWYc	13 11%	23 15%	41 11%	356 14%	188 13%	482 14%g	29 8%
Don't know	214 5%EIJMQhd	18 6%h	56 7%Yh	13 8%Yhb	15 4%	11 5%h	39 8%zVYhb	5 2%	1 1%	3 3%	3 2%	15 4%	103 4%	99 7%zd	192 6%	17 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 265
D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.27AHNP	7.36	7.31	7.23	7.55zWc	7.01	7.46W	7.37	7.32	7.45	7.60W	7.12	7.35z	7.22	7.28	7.12
1-3 (Net)	243 6%BCKOT	11 4%	31 4%	7 5%	14 4%	16 8%T	22 5%	11 5%	14 7%	7 6%	8 5%	26 7%T	136 5%	89 6%	204 6%	23 6%
1-4 (Net)	403 10%BKOTX	26 9%	61 7%	11 7%	26 7%	22 11%	30 6%	23 10%	21 11%	10 9%	14 9%	43 12%TX	233 9%	145 10%	333 10%	43 12%
1-2 (Net)	147 4%JKOSV	2 1%	21 2%	3 2%	6 1%	11 5%SV	20 4%S	8 4%	8 4%S	5 4%	5 3%	18 5%SV	80 3%	55 4%	124 4%	12 3%
4-7 (Net)	1583 39%R	134 45%b	344 40%	65 43%b	156 40%	92 43%b	172 36%	82 37%	66 36%	39 35%	46 30%	154 42%b	969 38%	573 39%	1335 38%	144 40%
5-6 (Net)	711 17%J	37 12%	175 20%SY	33 22%S	77 20%S	43 20%	76 16%	29 13%	39 21%S	14 13%	21 13%	70 19%	416 16%	276 19%	611 18%	57 16%
8-10 (Net)	2061 50%HNP	135 45%	433 50%	67 44%	204 53%	93 44%	240 51%	126 56%SW	105 56%W	64 56%	99 63%zSTUWXc	172 47%	1320 52%ze	710 48%	1757 50%	173 49%
7-10 (Net)	2773 68%HNPe	217 73%	573 66%	95 62%	271 70%	136 64%	328 69%	167 75%U	125 67%	85 76%	119 76%UWc	240 65%	1776 70%ze	952 65%	2351 67%	239 67%
9-10 (Net)	1142 28%HNPT	75 25%	210 24%	37 24%	130 33%zT	56 26%	138 29%	67 30%	61 33%	38 33%	55 35%T	102 28%	719 28%	406 28%	973 28%	90 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 266
D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	75 **2%IJKOT**	39 2%	36 2%	4 1%	18 2%	26 2%	26 2%	9 2%	14 **3%IJ**	11 1%	16 1%	9 1%	22 2%	17 2%	27 **2%K**	50 1%	19 **5%zOQ**	3 1%	3 3%
2	48 **1%**	31 2%	17 1%	5 1%	7 1%	11 1%	26 2%	3 1%	7 2%	14 1%	12 1%	9 1%	8 1%	8 1%	23 **2%z**	38 1%	9 **2%z**	1 1%	* *
3	81 **2%BLO**	50 **3%zB**	31 1%	5 1%	19 2%	29 2%	28 2%	9 2%	12 3%	16 2%	26 2%	14 1%	10 1%	20 2%	36 **3%zKL**	53 2%	25 **7%zOQR**	2 1%	2 1%
4	122 **3%d**	63 3%	59 3%	16 3%	17 2%	42 3%	47 3%	12 3%	14 3%	28 3%	40 3%	22 2%	30 3%	30 3%	40 3%	92 3%	22 **6%zOQ**	4 2%	4 3%
5	287 **7%JKRXb**	152 8%	135 6%	30 6%	68 9%	96 7%	94 6%	33 8%	34 8%	77 7%	70 5%	44 5%	61 6%	88 **9%K**	94 **8%K**	232 7%	32 **9%R**	19 **9%R**	4 3%
6	366 **9%**	186 9%	179 9%	41 9%	69 9%	134 10%	121 8%	37 9%	51 **12%I**	78 7%	120 9%	69 7%	84 8%	103 10%	109 10%	322 9%	22 6%	13 6%	8 7%
7	671 **16%NR**	325 16%	345 16%	105 **22%zDEF**	134 17%	217 16%	215 15%	66 16%	59 13%	172 16%	247 18%	177 **19%zN**	161 16%	170 17%	163 14%	579 **17%R**	49 14%	32 **16%R**	11 9%
8	952 **23%**	477 24%	473 23%	94 20%	176 22%	331 24%	350 24%	100 25%	101 23%	271 **26%z**	314 23%	241 **26%zN**	251 25%	217 22%	242 21%	814 24%	66 19%	49 24%	23 19%
9	618 **15%PV**	280 14%	337 16%	89 **19%zDE**	109 14%	186 14%	234 16%	60 15%	61 14%	163 16%	224 17%	145 15%	171 17%	148 15%	155 13%	530 **15%P**	33 10%	33 **16%P**	21 **18%P**
Extremely Important 10	682 **17%Heg**	308 15%	374 18%	68 14%	112 14%	245 18%	258 17%	55 14%	52 12%	175 **17%H**	265 **19%zGH**	173 18%	180 18%	152 15%	177 15%	565 16%	46 13%	41 **20%P**	30 **25%zOP**
Don't know	200 **5%EIJhd**	87 4%	113 5%	16 3%	55 **7%zCE**	48 3%	82 **6%E**	23 **6%J**	36 **8%zIJ**	36 **3%J**	25 2%	37 4%	35 3%	43 4%	86 **7%zKLM**	162 5%	21 6%	5 3%	12 **10%zOQ**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 266
D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.49AHNP W	7.36	7.62zA	7.57	7.35	7.50	7.53	7.38	7.12	7.61H	7.69zGH	7.74zMN	7.64zMN	7.39	7.23	7.55zP	6.58	7.75zP	7.93zOP
1-3 (Net)	204 5%BCKOTU	121 6%zB	83 4%	14 3%	44 6%	66 5%	80 5%	21 5%	33 8%zIJ	40 4%	53 4%	32 3%	40 4%	45 5%	86 7%zKLM	141 4%	52 15%zOQR	6 3%	5 5%
1-4 (Net)	326 8%BKOTd	184 9%zB	142 7%	30 6%	61 8%	108 8%	127 9%	33 8%	47 11%zIJ	68 7%	93 7%	54 6%	70 7%	76 8%	126 11%zKLM	232 7%	74 22%zOQR	10 5%	9 8%
1-2 (Net)	123 3%JKOS	70 4%	53 3%	9 2%	25 3%	37 3%	52 4%	12 3%	21 5%zIJ	24 2%	28 2%	18 2%	29 3%	25 3%	50 4%zK	88 3%	27 8%zOQR	4 2%	4 3%
4-7 (Net)	1445 35%FRV	726 36%	717 34%	192 41%zF	288 37%	489 36%	476 32%	148 36%	159 36%	354 34%	478 35%	312 33%	336 33%	391 39%zKL	406 35%	1225 36%R	125 36%R	68 34%R	27 23%
5-6 (Net)	652 16%JKR	338 17%	313 15%	71 15%	137 17%	230 17%	215 14%	70 17%	85 19%zJ	155 15%	190 14%	113 12%	145 14%	191 19%zKL	204 18%K	555 16%R	54 16%	32 16%	12 10%
8-10 (Net)	2252 55%DHNP	1065 53%	1185 56%	251 53%	397 51%	762 56%	841 57%D	216 53%	213 48%	609 59%zH	803 59%zH	559 59%zMN	602 59%zMN	517 52%	574 50%	1908 56%P	146 42%	123 61%zP	74 62%zOP
7-10 (Net)	2923 71%ADHNP We	1390 70%	1530 73%	356 75%D	531 68%	979 72%	1056 71%	282 69%	272 62%	781 75%zH	1050 77%zGH	736 78%zMN	763 75%zMN	687 69%	737 64%	2487 72%zP	195 57%	156 77%zP	85 72%P
9-10 (Net)	1301 32%ADHNP	588 29%	712 34%zA	157 33%	221 28%	431 32%	492 33%D	116 28%	112 25%	338 33%H	489 36%zGH	318 34%N	351 35%N	300 30%	332 29%	1095 32%P	81 23%	74 37%P	51 43%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	75 2%IJKOT	-	6 1%	-	3 1%	6 3%ST	16 3%zSTV	5 2%S	1 1%	-	2 1%	12 3%STV	38 2%	28 2%	64 2%	7 2%
2	48 1%	1 *	9 1%	-	4 1%	8 4%zSTUX	2 *	2 1%	6 3%zX	-	2 1%	3 1%	28 1%	16 1%	42 1%	2 1%
3	81 2%BLO	5 2%	11 1%	1 1%	12 3%X	6 3%	3 1%	2 1%	6 3%X	2 1%	-	5 1%	46 2%	34 2%	72 2%	5 2%
4	122 3%d	12 4%	21 2%	4 2%	5 1%	2 1%	8 2%	9 4%	9 5%V	1 1%	8 5%V	14 4%	60 2%	56 4%zd	101 3%	13 4%
5	287 7%JKRXb	12 4%	82 9%zSXbc	11 7%	27 7%	23 11%SXbc	19 4%	12 6%	15 8%b	9 8%	3 2%	19 5%	166 7%	109 7%	242 7%	33 9%
6	366 9%	24 8%	83 10%	11 8%	35 9%	21 10%	48 10%	16 7%	21 11%	12 10%	13 8%	37 10%	230 9%	124 8%	310 9%	26 7%
7	671 16%NR	59 20%V	149 17%	33 22%V	48 12%	31 15%	83 18%	35 15%	26 14%	26 23%V	26 16%	65 18%	430 17%	229 16%	559 16%	63 18%
8	952 23%	71 24%	207 24%	38 25%	109 28%	48 23%	104 22%	62 28%	35 19%	23 20%	36 23%	82 22%	592 23%	346 23%	798 23%	97 27%
9	618 15%PV	55 18%V	121 14%	23 15%	37 10%	29 14%	81 17%V	42 19%V	25 13%	23 20%V	32 20%V	63 17%V	391 15%	219 15%	524 15%	54 15%
Extremely Important 10	682 17%Heg	51 17%	123 14%	22 15%	94 24%zTWXYc	24 11%	77 16%	35 16%	41 22%TW	17 15%	29 19%	51 14%	450 18%e	219 15%	594 17%g	43 12%
Don't know	200 5%EIJhd	9 3%	53 6%Yh	8 6%h	16 4%h	14 7%Yh	32 7%Yh	4 2%	1 *	2 2%	6 4%	17 5%h	96 4%	92 6%zd	181 5%	12 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 266
D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.49AHNPW	7.77W	7.47W	7.72W	7.75zW	7.05	7.61W	7.62W	7.35	7.73W	7.79W	7.39	7.59ze	7.40	7.50	7.37
1-3 (Net)	204 **5%BCKOTU**	6 *2%*	26 *3%*	1 *1%*	18 *5%*	19 **9%zSTUa**	21 *4%*	9 *4%*	13 **7%STU**	2 *1%*	5 *3%*	20 **5%U**	112 *4%*	78 *5%*	179 *5%*	15 *4%*
1-4 (Net)	326 **8%BKOTd**	18 *6%*	47 *5%*	5 *3%*	23 *6%*	22 **10%TUa**	29 *6%*	18 *8%*	23 **12%TUVXa**	3 *2%*	12 *8%*	34 **9%U**	172 *7%*	134 **9%d**	280 *8%*	28 *8%*
1-2 (Net)	123 **3%JKOS**	1 ***	15 *2%*	- -	6 *2%*	13 **6%zSTUVa**	18 **4%SU**	7 *3%*	7 **4%S**	- -	5 *3%*	15 **4%SU**	67 *3%*	44 *3%*	106 *3%*	9 *3%*
4-7 (Net)	1445 **35%FRV**	106 *36%*	334 **39%V**	59 *39%*	115 *30%*	77 *36%*	158 *33%*	72 *32%*	72 *39%*	47 *42%*	50 *32%*	135 *37%*	887 *35%*	518 *35%*	1211 *35%*	135 *38%*
5-6 (Net)	652 **16%JKR**	36 *12%*	164 **19%zSb**	22 *15%*	63 *16%*	44 **21%Sb**	67 *14%*	29 *13%*	37 *20%*	20 *18%*	16 *10%*	57 *15%*	397 *16%*	233 *16%*	551 *16%*	59 *17%*
8-10 (Net)	2252 **55%DHNP**	176 **59%W**	451 *52%*	83 *55%*	240 **62%zTW**	101 *48%*	262 *55%*	139 **62%TW**	101 *54%*	62 *55%*	97 **62%W**	196 *53%*	1433 **57%z**	783 *53%*	1917 *55%*	194 *54%*
7-10 (Net)	2923 **71%ADHNPWe**	235 **79%zTWh**	600 *69%*	116 **77%W**	288 **74%W**	132 *62%*	346 **73%W**	174 **78%W**	126 *68%*	88 **78%W**	122 **78%W**	260 *71%*	1864 **74%ze**	1012 *69%*	2475 *71%*	256 *72%*
9-10 (Net)	1301 **32%ADHNP**	105 **35%W**	244 *28%*	46 *30%*	131 *34%*	53 *25%*	158 *33%*	78 *35%*	66 *35%*	40 *35%*	61 **39%TW**	114 *31%*	841 **33%z**	438 *30%*	1118 *32%*	97 *27%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**58** **1%JK**	30 1%	28 1%	6 1%	18 2%F	21 2%	13 1%	7 2%	11 3%J	10 1%	10 1%	7 1%	18 2%	9 1%	24 2%K	42 1%	10 3%zO	2 1%	4 3%zO
2	**53** **1%**	33 2%	20 1%	3 1%	11 1%	10 1%	29 2%zE	5 1%	9 2%	14 1%	13 1%	13 1%	7 1%	11 1%	22 2%L	41 1%	10 3%zOQ	1 *	2 1%
3	**77** **2%BKO**	50 3%zB	27 1%	8 2%	23 3%z	21 2%	25 2%	7 2%	11 3%	20 2%	20 1%	6 1%	12 1%	26 3%K	34 3%zKL	48 1%	25 7%zOQR	2 1%	2 2%
4	**133** **3%RT**	71 4%	61 3%	13 3%	21 3%	54 4%	45 3%	15 4%	13 3%	28 3%	43 3%	22 2%	39 4%	35 3%	37 3%	103 3%	26 8%zOQR	3 2%	1 1%
5	**322** **8%JKL**	157 8%	164 8%	40 8%	65 8%	117 9%	100 7%	43 10%J	41 9%J	82 8%	81 6%	55 6%	61 6%	86 9%	120 10%zKL	265 8%	33 10%	17 8%	6 5%
6	**378** **9%FKRe**	192 10%	185 9%	50 11%F	79 10%	144 11%F	105 7%	36 9%	53 12%	84 8%	127 9%	69 7%	106 10%K	97 10%	106 9%	330 10%R	25 7%	16 8%	6 5%
7	**687** **17%NP**	318 16%	369 18%	102 22%zDEF	127 16%	218 16%	240 16%	64 16%	63 14%	173 17%	247 18%	174 18%N	168 17%	181 18%	165 14%	597 17%P	40 12%	34 17%	16 14%
8	**983** **24%BNS**	515 26%zB	467 22%	101 21%	195 25%	322 24%	364 25%	94 23%	98 22%	265 25%	345 25%	271 29%zLMN	236 23%	236 24%	241 21%	843 25%	66 19%	50 25%	24 20%
9	**587** **14%**	282 14%	305 15%	74 16%	99 13%	186 14%	228 15%	54 13%	52 12%	164 16%	229 17%zH	142 15%	169 17%N	135 14%	142 12%	496 14%	47 14%	30 15%	15 13%
Extremely Important 10	**605** **15%AT**	259 13%	347 17%zA	61 13%	97 12%	219 16%	229 15%	50 12%	51 12%	155 15%	218 16%	148 16%	153 15%	143 14%	162 14%	495 14%	38 11%	42 21%zOP	30 26%zOP
Don't know	**217** **5%CEJKQhd**	92 5%	125 6%	15 3%	49 6%CE	52 4%	101 7%zCE	32 8%zIJ	38 9%zIJ	47 5%J	24 2%	34 4%	45 4%	39 4%	99 9%zKLM	177 5%	24 7%Q	4 2%	12 10%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 267
D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.42ADHNP	7.31	7.53zA	7.41	7.22	7.42	7.53zD	7.24	7.05	7.52GH	7.62zGH	7.69zMN	7.51N	7.37	7.15	7.46zP	6.67	7.77zOP	7.76zOP
1-3 (Net)	188 5%BJKOU	113 6%zB	75 4%	16 3%	52 7%zCE	52 4%	68 5%	19 5%	32 7%zIJ	43 4%	43 3%	26 3%	37 4%	46 5%	80 7%zKL	130 4%	45 13%zOQR	5 2%	8 7%OQ
1-4 (Net)	321 8%BJKOQT	184 9%zB	137 7%	29 6%	73 9%	106 8%	113 8%	34 8%	45 10%J	71 7%	87 6%	47 5%	76 8%	80 8%K	117 10%zK	233 7%	71 21%zOQR	8 4%	9 8%
1-2 (Net)	111 3%J	62 3%	48 2%	8 2%	29 4%	31 2%	43 3%	12 3%	21 5%zIJ	23 2%	23 2%	19 2%	25 2%	20 2%	46 4%zKM	82 2%	20 6%zOQ	3 1%	6 5%zOQ
4-7 (Net)	1521 37%FKR	738 37%	779 37%	206 43%zF	292 37%	533 39%F	490 33%	158 39%	171 39%	367 35%	499 37%	320 34%	374 37%	398 40%K	428 37%	1295 38%R	125 36%R	71 35%R	30 25%
5-6 (Net)	700 17%FKR	349 17%	349 17%	90 19%F	144 18%F	261 19%zF	205 14%	79 19%	94 21%zIJ	166 16%	208 15%	124 13%	167 17%	183 18%K	226 20%zK	596 17%R	58 17%	33 17%	13 11%
8-10 (Net)	2175 53%HNPS	1056 53%	1119 53%	236 50%	392 50%	727 53%	821 55%D	198 49%	201 45%	583 56%GH	793 58%zGH	561 60%zMN	557 55%N	513 52%	544 47%	1834 53%P	151 44%	122 61%zOP	69 58%P
7-10 (Net)	2863 70%DGHNP	1374 69%	1488 71%	339 72%	518 66%	945 69%	1060 72%D	262 64%	264 60%	756 73%zGH	1040 77%zGH	734 78%zLMN	725 72%N	694 70%N	710 62%	2430 71%zP	191 55%	156 77%zOP	85 72%P
9-10 (Net)	1193 29%ADHNe	541 27%	652 31%zA	135 29%	196 25%	405 30%	457 31%D	104 25%	103 23%	318 31%H	447 33%zGH	290 31%N	322 32%N	278 28%	304 26%	991 29%	85 25%	72 36%zOP	45 38%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 267
D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	58 1%JK	1 *	6 1%	- -	* *	4 2%V	13 3%zTV	5 2%V	1 1%	- -	2 1%	10 3%TV	28 1%	24 2%	49 1%	6 2%
2	53 1%	1 *	9 1%	- -	5 1%	7 3%X	2 *	2 1%	7 4%zSTX	* *	2 1%	5 1%	30 1%	21 1%	46 1%	5 1%
3	77 2%BKO	5 2%	15 2%	- -	6 2%	4 2%	3 1%	2 1%	4 2%	1 1%	2 2%	5 1%	43 2%	32 2%	66 2%	6 2%
4	133 3%RT	16 5%TWX	16 2%	7 4%	11 3%	2 1%	8 2%	8 3%	10 5%TWX	5 4%	7 4%	15 4%	81 3%	47 3%	107 3%	21 6%zf
5	322 8%JKL	17 6%	82 9%X	11 7%	33 8%	24 11%XY	26 6%	11 5%	16 8%	6 6%	11 7%	28 8%	188 7%	122 8%	276 8%	28 8%
6	378 9%FKRe	32 11%	85 10%	11 7%	41 10%	19 9%	47 10%	21 10%	22 12%	6 5%	10 6%	37 10%	247 10%	116 8%	318 9%	30 8%
7	687 17%NP	69 23%zVhc	162 19%V	33 22%V	50 13%	40 19%	77 16%	39 17%	25 13%	23 21%	23 15%	56 15%	431 17%	246 17%	591 17%	50 14%
8	983 24%BNS	50 17%	217 25%S	43 28%S	103 27%S	49 23%	118 25%S	63 28%S	46 25%	27 24%	40 25%	88 24%	603 24%	369 25%	826 24%	91 26%
9	587 14%	46 15%	122 14%	19 13%	43 11%	23 11%	67 14%	47 21%zTVWh	18 10%	23 21%Vh	27 17%	60 16%	383 15%	193 13%	502 14%	57 16%
Extremely Important 10	605 15%AT	38 13%	101 12%	14 9%	84 21%zSTUW Yc	28 13%	77 16%	22 10%	37 20%TUY	22 19%	26 16%	47 13%	394 16%	199 14%	512 15%	47 13%
Don't know	217 5%CEJKQh d	23 8%VYha	51 6%ha	14 9%VYha	13 3%	13 6%ha	34 7%VYha	5 2%	1 *	* *	7 5%h	16 4%h	102 4%	103 7%zd	195 6%	16 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 267
D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides distinctive TV programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.42ADHNP	7.40	7.41	7.49	7.66zW	7.16	7.59W	7.51	7.26	7.90zTWhc	7.60	7.30	7.49z	7.35	7.42	7.35
1-3 (Net)	188 5%BJKOU	8 3%	29 3%	- -	11 3%	15 7%U	19 4%U	9 4%U	12 7%U	1 1%	6 4%U	20 6%U	100 4%	77 5%	161 5%	16 4%
1-4 (Net)	321 8%BJKOQT	23 8%	45 5%	7 4%	23 6%	17 8%	26 6%	16 7%	22 12%TUVX	6 5%	13 8%	35 10%T	181 7%	124 8%	268 8%	37 10%
1-2 (Net)	111 3%J	2 1%	15 2%	- -	5 1%	10 5%STUV	15 3%	7 3%	8 4%U	* *	4 2%	16 4%STU	57 2%	45 3%	95 3%	10 3%
4-7 (Net)	1521 37%FKR	134 45%zVXb	344 40%	62 41%	135 35%	85 40%	158 33%	79 35%	73 39%	40 35%	50 32%	135 37%	947 37%	531 36%	1291 37%	128 36%
5-6 (Net)	700 17%FKR	49 17%	166 19%	23 15%	74 19%	43 20%	73 15%	32 14%	38 21%	12 11%	20 13%	65 18%	435 17%	238 16%	594 17%	58 16%
8-10 (Net)	2175 53%HNPS	134 45%	440 51%	75 50%	230 59%zSTW	100 47%	262 55%S	132 59%SW	101 54%	71 63%SW	93 59%S	196 53%	1380 55%	760 52%	1840 53%	196 55%
7-10 (Net)	2863 70%DGHNP	203 68%	602 70%	109 72%	280 72%	139 66%	340 72%	171 76%W	125 67%	95 84%zSTVWXhc	116 74%	251 68%	1811 72%z	1007 68%	2431 70%	245 69%
9-10 (Net)	1193 29%ADHNe	84 28%	223 26%	33 22%	127 33%TU	51 24%	144 30%	69 31%	54 29%	45 40%zTUW	53 34%U	107 29%	777 31%ze	392 27%	1014 29%	104 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 268
D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important 1	**19** **1%B**	17 1%zB	3 *	- -	6 1%	7 1%	6 *	1 *	2 1%	4 *	8 1%	5 1%	6 1%	2 *	6 1%	13 *	5 2%zO	1 1%	1 1%
2	**25** **1%**	14 1%	11 1%	1 *	3 *	4 *	17 1%zE	4 1%	3 1%	5 1%	12 1%	3 *	7 1%	5 1%	10 1%	19 1%	5 2%	- -	1 1%Q
3	**57** **2%O**	34 2%	23 1%	4 1%	15 2%	16 1%	22 2%	7 2%	7 2%	9 1%	14 1%	10 1%	8 1%	20 2%	18 2%	39 1%	16 6%zOQR	1 *	1 1%
4	**95** **3%K**	50 3%	45 2%	10 3%	13 2%	33 3%	39 3%	9 3%	14 4%	18 2%	31 3%	14 2%	22 2%	22 3%	37 4%zK	76 3%	14 5%zOR	4 2%	1 1%
5	**213** **6%ADJKSX**	82 5%	131 7%zA	19 5%	25 4%	72 6%	98 7%D	27 8%J	30 9%J	60 7%J	48 4%	34 4%	51 6%	56 6%	73 8%zK	166 6%	28 10%zO	14 7%	6 6%
6	**323** **9%FR**	168 10%	154 8%	40 11%	65 11%F	118 10%	101 7%	33 10%	30 9%	93 10%	111 9%	74 9%	85 10%	74 8%	90 10%	289 10%zR	18 7%	11 6%	5 5%
7	**575** **16%L**	287 17%	287 16%	71 19%	126 21%zEF	181 15%	198 15%	50 14%	57 16%	143 16%	215 18%	143 17%	119 14%	161 19%L	152 17%	500 17%	34 12%	29 16%	12 12%
8	**891** **25%**	454 27%	437 24%	93 25%	135 22%	298 26%	365 27%	105 30%J	94 27%	241 26%	288 24%	222 26%	248 28%	206 24%	215 23%	759 26%	59 21%	48 26%	25 24%
9	**637** **18%GNe**	293 17%	344 19%	69 18%	125 20%	214 18%	228 17%	42 12%	54 15%	181 20%G	255 21%zG	168 20%N	172 19%N	164 19%N	133 14%	542 18%	48 17%	33 17%	15 15%
Extremely Important 10	**587** **17%AD**	248 15%	339 19%zA	63 17%	82 13%	203 17%	239 18%	54 16%	43 12%	142 16%	226 19%H	159 19%	152 17%	131 15%	145 16%	480 16%	40 14%	41 22%zOP	26 26%zOP
Don't know	**99** **3%JLd**	45 3%	54 3%	9 2%	16 3%	24 2%	50 4%	14 4%J	18 5%zIJ	21 2%	13 1%	16 2%	12 1%	27 3%	43 5%zKL	74 3%	11 4%	5 3%	9 9%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.71AHNP	7.60	7.81zA	7.79	7.62	7.74	7.70	7.55	7.42	7.76H	7.84zGH	7.92zMN	7.79N	7.66	7.47	7.73P	7.16	7.97zP	8.06zOP
1-3 (Net)	101	65	36	5	24	27	45	12	13	18	33	18	22	28	34	71	26	2	3
	3%BOX	4%zB	2%	1%	4%C	2%	3%	3%	4%	2%	3%	2%	2%	3%	4%	2%	9%zOQR	1%	3%
1-4 (Net)	196	115	81	15	37	60	84	20	27	36	64	32	44	50	71	146	40	6	4
	6%BIKO	7%zB	4%	4%	6%	5%	6%	6%	8%I	4%	5%	4%	5%	6%	8%zK	5%	14%zOQR	3%	4%
1-2 (Net)	45	31	13	1	9	11	23	5	6	9	20	8	14	7	16	32	9	1	2
	1%B	2%zB	1%	*	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	3%zOQ	1%	2%
4-7 (Net)	1207	587	616	139	228	403	436	119	131	314	405	264	278	313	351	1031	94	58	24
	34%KRV	35%	34%	37%	37%F	34%	32%	34%	37%	34%	33%	31%	31%	36%	38%zKL	35%R	34%R	31%	24%
5-6 (Net)	537	250	284	59	90	189	199	61	60	153	159	108	137	130	162	455	46	25	11
	15%JK	15%	16%	16%	15%	16%	15%	18%	17%	17%J	13%	13%	15%	15%	18%K	15%	17%	13%	11%
8-10 (Net)	2114	995	1119	225	342	715	832	201	192	564	769	549	572	501	492	1781	147	122	65
	60%NPTU	59%	61%	59%	56%	61%	61%	58%	54%	62%	63%zH	65%zMN	65%zMN	58%	53%	60%P	53%	65%P	65%P
7-10 (Net)	2690	1282	1406	295	468	896	1030	250	249	707	984	692	691	662	644	2281	181	151	77
	76%HNP	76%	77%	78%	77%	77%	76%	72%	70%	77%H	81%zGH	82%zMN	78%N	76%N	70%	77%P	65%	81%P	77%P
9-10 (Net)	1223	541	683	132	207	417	468	96	98	323	481	327	324	295	278	1022	88	74	40
	35%AGHNU	32%	37%zA	35%	34%	36%	34%	28%	28%	35%GH	39%zGH	39%zN	37%N	34%	30%	35%	32%	39%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 268
D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important 1	19 1%B	- -	2 *	- -	* *	1 1%	1 *	- -	2 1%	- -	1 1%	5 2%zT	12 1%	7 1%	18 1%	1 *
2	25 1%	1 1%	3 *	- -	2 1%	2 1%	1 *	3 2%	6 3%zTXc	- -	- -	1 *	12 1%	13 1%	19 1%	3 1%
3	57 2%O	4 2%	15 2%X	* *	5 2%	2 1%	1 *	3 1%	3 2%	1 1%	- -	4 1%	33 2%	23 2%	50 2%	3 1%
4	95 3%K	10 4%	18 3%	7 5%V	4 1%	3 2%	10 3%	3 2%	8 4%	* *	3 3%	9 3%	51 2%	39 3%	76 3%	11 3%
5	213 6%ADJKSX	6 2%	46 7%S	10 8%S	19 6%	18 10%SXb	13 3%	9 4%	14 8%SX	6 6%	3 2%	21 6%	119 6%	86 7%	183 6%	18 6%
6	323 9%FR	30 12%	84 12%z	7 5%	26 8%	13 7%	47 12%	16 8%	18 11%	11 10%	12 9%	25 8%	216 10%	101 8%	275 9%	26 8%
7	575 16%L	46 18%	121 17%	30 23%VYh	48 14%	33 18%	74 18%	26 13%	21 12%	23 21%	26 19%	53 16%	365 17%	201 16%	477 16%	50 16%
8	891 25%	67 26%	169 24%	31 24%	89 26%	50 27%	93 23%	67 33%zTX	39 23%	22 21%	38 28%	94 29%	532 25%	346 27%	761 26%	86 27%
9	637 18%GNe	44 17%	117 17%	19 14%	64 19%	32 18%	79 20%	49 24%T	25 14%	22 21%	28 20%	63 19%	426 20%ze	205 16%	545 18%	57 18%
Extremely Important 10	587 17%AD	44 17%	102 15%	13 10%	79 23%zTUWYc	24 13%	72 18%	24 12%	37 21%UYc	20 19%	22 16%	42 13%	359 17%	215 17%	498 17%	45 14%
Don't know	99 3%JLd	3 1%	22 3%	12 9%zSTVXYhabc	8 2%	6 3%h	9 2%	1 1%	- -	2 2%	2 1%	10 3%	41 2%	51 4%zd	80 3%	15 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 268
D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides a broad mix of different types of TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521	256	698	130	343	185	399	202	174	108	134	328	2165	1287	2981	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.71AHNP	7.76	7.59	7.50	8.02zTUWhc	7.58	7.89TUh	7.82	7.45	7.93	7.93	7.63	7.75	7.66	7.71	7.69
1-3 (Net)	101	5	19	*	8	5	3	6	11	1	1	10	57	43	87	8
	3%BOX	2%	3%	*	2%	3%	1%	3%	6%zUXb	1%	1%	3%	3%	3%	3%	2%
1-4 (Net)	196	16	37	7	12	8	13	10	19	1	4	19	108	82	163	19
	6%BIKO	6%	5%	6%	3%	5%	3%	5%	11%zTVXa	1%	3%	6%	5%	6%	5%	6%
1-2 (Net)	45	1	5	-	2	3	2	3	8	-	1	6	23	20	37	4
	1%B	1%	1%	-	1%	2%	1%	2%	4%zSTUVX	-	1%	2%	1%	2%	1%	1%
4-7 (Net)	1207	92	269	54	97	66	144	54	62	40	45	108	751	428	1011	104
	34%KRV	36%	39%zVY	42%VY	28%	36%	36%	27%	35%	38%	33%	33%	35%	33%	34%	33%
5-6 (Net)	537	36	130	17	45	31	60	25	33	17	15	46	335	187	458	44
	15%JK	14%	19%z	13%	13%	17%	15%	13%	19%	16%	11%	14%	15%	15%	15%	14%
8-10 (Net)	2114	155	388	63	231	107	243	140	102	64	87	199	1316	765	1803	188
	60%NPTU	61%	56%	49%	67%zTU	58%	61%U	69%zTU	58%	60%	65%U	61%U	61%	59%	60%	60%
7-10 (Net)	2690	201	510	93	279	139	317	166	123	87	113	253	1681	967	2280	238
	76%HNP	79%	73%	72%	81%Th	75%	79%	82%Th	71%	81%	84%TUh	77%	78%	75%	76%	76%
9-10 (Net)	1223	88	220	32	143	57	150	73	62	42	49	105	785	419	1043	102
	35%AGHNU	34%	31%	25%	42%zTUWc	31%	38%U	36%	36%	39%	37%	32%	36%	33%	35%	32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 269
D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important	24	19	5	-	7	9	8	2	2	5	10	4	7	3	10	17	4	1	1
1	1%B	1%zB	*		1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%
2	25	16	9	3	2	3	16	4	3	6	6	1	7	10	6	19	5	-	1
	1%EK	1%	*	1%	*	*	1%E	1%	1%	1%	*	*	1%	1%K	1%	1%	2%	-	1%
3	38	25	14	2	7	15	15	6	4	4	12	2	4	13	19	23	14	*	*
	1%IKO	1%	1%	1%	1%	1%	1%	2%I	1%	*	1%	*	*	2%K	2%zKL	1%	5%zOQR	*	*
4	68	30	38	5	12	22	29	6	10	16	16	13	14	16	24	52	10	5	1
	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%	2%	4%O	3%	1%
5	188	82	107	16	31	69	73	16	27	56	56	39	39	59	52	155	19	9	5
	5%	5%	6%	4%	5%	6%	5%	5%	8%	6%	5%	5%	4%	7%	6%	5%	7%	5%	5%
6	289	160	129	37	54	92	107	33	38	77	98	53	79	75	83	254	23	9	4
	8%BKR	9%zB	7%	10%	9%	8%	8%	10%	11%	8%	8%	6%	9%	9%	9%K	9%R	8%	5%	4%
7	479	232	246	60	97	148	174	52	51	127	145	113	104	105	156	407	32	26	14
	14%	14%	13%	16%	16%	13%	13%	15%	14%	14%	12%	13%	12%	12%	17%zLM	14%	12%	14%	14%
8	872	415	455	105	142	305	320	87	76	226	328	229	217	224	202	749	51	54	18
	25%PR	25%	25%	28%	23%	26%	23%	25%	22%	25%	27%	27%N	25%	26%	22%	25%PR	18%	29%PR	18%
9	697	338	359	64	135	206	292	66	71	195	235	172	186	170	169	596	48	36	18
	20%E	20%	20%	17%	22%	18%	21%	19%	20%	21%	19%	20%	21%	20%	18%	20%	17%	19%	18%
Extremely Important	754	342	413	81	108	278	287	61	59	183	305	209	213	173	160	626	55	44	30
10	21%DNUW	20%	23%	21%	18%	24%zD	21%	18%	17%	20%	25%zGHI	25%zN	24%N	20%	17%	21%	20%	23%	30%zOP
Don't know	86	35	52	4	16	23	44	11	13	23	9	14	14	19	39	58	15	4	9
	2%JOd	2%	3%	1%	3%	2%	3%	3%J	4%J	2%J	1%	2%	2%	2%	4%zKL	2%	5%zO	2%	9%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.94AHNP	7.85	8.03zA	7.99	7.85	7.98	7.94	7.77	7.68	7.96H	8.09zGH	8.19zMN	8.08zMN	7.84	7.67	7.97P	7.42	8.12P	8.26zOP
1-3 (Net)	87	60	27	5	16	27	39	13	9	15	27	7	17	27	35	60	24	1	2
	2%BKO	4%zB	1%	1%	3%	2%	3%	4%	3%	2%	2%	1%	2%	3%K	4%zK	2%	9%zOQR	1%	2%
1-4 (Net)	155	90	65	10	28	49	68	19	19	31	44	20	32	43	59	112	34	6	3
	4%BKO	5%zB	4%	3%	5%	4%	5%	5%	5%	3%	4%	2%	4%	5%K	6%zKL	4%	12%zOQR	3%	3%
1-2 (Net)	49	35	14	3	9	12	24	6	5	11	16	5	14	14	16	36	9	1	2
	1%BK	2%zB	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	3%zO	1%	2%
4-7 (Net)	1025	503	520	118	194	330	383	108	125	276	316	218	236	255	316	868	84	49	24
	29%JK	30%	28%	31%	32%	28%	28%	31%	35%zJ	30%	26%	26%	27%	29%	34%zKL	29%	30%	26%	23%
5-6 (Net)	478	241	236	53	85	160	180	49	65	133	154	91	118	133	135	409	42	18	9
	14%KR	14%	13%	14%	14%	14%	13%	14%	18%zJ	14%	13%	11%	13%	15%K	15%K	14%R	15%	10%	9%
8-10 (Net)	2323	1095	1227	251	385	789	898	214	207	605	868	609	616	567	531	1971	154	133	66
	66%HNP	65%	67%	66%	63%	68%	66%	62%	58%	66%H	71%zGHI	72%zMN	70%zN	65%N	58%	67%P	56%	71%P	65%P
7-10 (Net)	2802	1326	1474	311	482	937	1072	267	257	731	1013	723	720	673	687	2378	186	159	80
	80%HNP	78%	81%	82%	79%	80%	79%	77%	73%	80%H	83%zGHI	85%zMN	81%N	77%	75%	80%zP	67%	85%zP	80%P
9-10 (Net)	1451	679	772	145	243	485	578	127	130	378	540	380	399	343	329	1222	103	79	47
	41%NU	40%	42%	38%	40%	41%	42%	37%	37%	41%	44%zGH	45%zN	45%zN	40%	36%	41%	37%	42%	47%P

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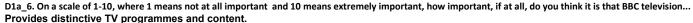* small base

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 Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important 1	24 1%B	- -	3 *	- -	2 1%	1 1%	3 1%	- -	2 1%	- -	1 1%	5 2%	15 1%	8 1%	22 1%	1 *
2	25 1%EK	1 1%	1 *	- -	2 1%	4 2%TX	- -	1 1%	6 3%zTX	* *	- -	3 1%	12 1%	13 1%	19 1%	3 1%
3	38 1%IKO	3 1%	7 1%	* *	5 2%	- -	2 1%	2 1%	- -	1 1%	- -	2 1%	20 1%	18 1%	32 1%	3 1%
4	68 2%	4 2%	12 2%	2 2%	5 1%	3 2%	6 2%	4 2%	7 4%	1 1%	- -	7 2%	39 2%	27 2%	54 2%	10 3%
5	188 5%	12 5%	46 7%X	7 6%	18 5%	11 6%	12 3%	12 6%	13 7%	7 6%	4 3%	13 4%	114 5%	67 5%	160 5%	16 5%
6	289 8%BKR	22 9%	64 9%	8 6%	26 8%	18 9%	36 9%	15 7%	14 8%	10 9%	11 8%	32 10%	172 8%	112 9%	244 8%	31 10%
7	479 14%	47 18%V	95 14%	21 16%	32 9%	33 18%V	46 12%	21 10%	20 11%	20 19%V	16 12%	56 17%V	289 13%	177 14%	396 13%	39 12%
8	872 25%PR	57 22%	174 25%	45 35%zSa	84 24%	46 25%	103 26%	58 29%	41 23%	18 17%	42 31%a	81 25%	564 26%	296 23%	751 25%	75 24%
9	697 20%E	53 21%	140 20%	22 17%	65 19%	37 20%	78 19%	54 27%z	29 17%	26 24%	27 20%	66 20%	426 20%	264 21%	580 19%	66 21%
Extremely Important 10	754 21%DNUW	53 21%	138 20%	17 13%	96 28%zTUWYc	26 14%	106 27%zTUWYc	33 16%	41 23%	24 23%	32 23%	59 18%	478 22%	261 20%	655 22%	57 18%
Don't know	86 2%JOd	4 2%	18 3%	7 6%zXYc	8 2%	7 4%c	6 2%	1 1%	2 1%	1 1%	2 1%	2 1%	37 2%	43 3%zd	69 2%	14 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides high quality television content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**3521**	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521 *100%*	256 *100%*	698 *100%*	130 *100%*	343 *100%*	185 *100%*	399 *100%*	202 *100%*	174 *100%*	108 *100%*	134 *100%*	328 *100%*	2165 *100%*	1287 *100%*	2981 *100%*	315 *100%*
Mean	7.94AHNP	7.97	7.91	7.89	**8.14Wc**	7.70	**8.20zTWhc**	7.99	7.70	8.05	**8.24Whc**	7.78	7.99	7.88	7.96	7.85
1-3 (Net)	87 **2%BKO**	4 *2%*	11 *2%*	* ***	9 *3%*	5 *3%*	5 *1%*	3 *2%*	8 *4%*	1 *1%*	1 *1%*	11 *3%*	47 *2%*	39 *3%*	72 *2%*	7 *2%*
1-4 (Net)	155 **4%BKO**	9 *3%*	23 *3%*	3 *2%*	14 *4%*	8 *4%*	11 *3%*	8 *4%*	15 *8%zTXb*	2 *2%*	1 *1%*	18 *6%*	86 *4%*	66 *5%*	127 *4%*	16 *5%*
1-2 (Net)	49 **1%BK**	1 *1%*	4 *1%*	- *-*	4 *1%*	5 *3%T*	3 *1%*	1 *1%*	8 *4%zSTUX*	* ***	1 *1%*	9 *3%T*	26 *1%*	21 *2%*	40 *1%*	4 *1%*
4-7 (Net)	1025 **29%JK**	85 *33%V*	217 *31%V*	38 *29%*	81 *24%*	64 *35%V*	101 *25%*	52 *26%*	54 *31%*	38 *35%*	31 *23%*	108 *33%V*	614 *28%*	383 *30%*	854 *29%*	95 *30%*
5-6 (Net)	478 **14%KR**	34 *13%*	110 *16%*	15 *12%*	44 *13%*	28 *15%*	48 *12%*	27 *13%*	27 *15%*	16 *15%*	15 *11%*	45 *14%*	286 *13%*	179 *14%*	404 *14%*	47 *15%*
8-10 (Net)	2323 **66%HNP**	163 *64%*	451 *65%*	84 *65%*	245 *71%W*	109 *59%*	287 *72%zTWc*	145 *72%W*	111 *64%*	68 *63%*	100 *75%W*	207 *63%*	1467 *68%ze*	822 *64%*	1985 *67%*	199 *63%*
7-10 (Net)	2802 **80%HNP**	210 *82%*	546 *78%*	104 *81%*	277 *81%*	142 *77%*	333 *83%*	166 *82%*	131 *75%*	88 *82%*	116 *87%h*	263 *80%*	1756 *81%ze*	999 *78%*	2382 *80%*	238 *76%*
9-10 (Net)	1451 **41%NU**	106 *41%*	277 *40%*	39 *30%*	161 *47%UW*	63 *34%*	184 *46%UW*	87 *43%U*	70 *40%*	50 *47%U*	58 *43%*	125 *38%*	904 *42%*	526 *41%*	1234 *41%*	124 *39%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 270
D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
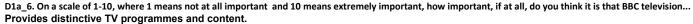 **Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important 1	**34** **1%O**	23 1%	11 1%	5 1%	12 2%zF	8 1%	9 1%	4 1%	2 1%	7 1%	17 1%	8 1%	11 1%	6 1%	9 1%	21 1%	7 2%zO	3 2%	3 3%zO
2	**26** **1%**	16 1%	11 1%	4 1%	2 *	10 1%	11 1%	5 1%	2 1%	5 *	11 1%	5 1%	8 1%	6 1%	8 1%	22 1%	3 1%	- -	1 1%
3	**60** **2%O**	35 2%	25 1%	4 1%	15 2%	19 2%	22 2%	4 1%	6 2%	9 1%	27 2%	16 2%	10 1%	20 2%	14 1%	42 1%	15 5%zOQR	2 1%	1 1%
4	**99** **3%K**	51 3%	47 3%	12 3%	19 3%	29 2%	39 3%	8 2%	12 3%	22 2%	34 3%	13 2%	22 2%	35 4%K	30 3%K	80 3%	14 5%z	3 2%	2 2%
5	**238** **7%J**	104 6%	131 7%	19 5%	42 7%	71 6%	106 8%	33 10%J	27 8%	64 7%	57 5%	45 5%	62 7%	57 7%	73 8%	194 7%	26 9%	10 5%	8 7%
6	**320** **9%Fe**	172 10%	148 8%	39 10%	59 10%	123 10%F	100 7%	33 9%	37 10%	73 8%	122 10%	74 9%	85 10%	72 8%	89 10%	281 10%	22 8%	12 6%	6 6%
7	**613** **17%**	304 18%	309 17%	71 19%	109 18%	197 17%	236 17%	57 16%	63 18%	170 19%	214 18%	150 18%	160 18%	149 17%	153 17%	524 18%	42 15%	31 17%	15 15%
8	**857** **24%R**	425 25%	432 24%	99 26%	151 25%	300 26%	307 23%	87 25%	87 25%	227 25%	310 25%	231 27%zN	216 24%	203 23%	207 22%	731 25%R	61 22%	49 26%R	16 15%
9	**570** **16%**	264 16%	305 17%	58 15%	110 18%	171 15%	230 17%	44 13%	57 16%	154 17%	204 17%	146 17%	143 16%	148 17%	132 14%	488 17%	33 12%	34 18%	15 15%
Extremely Important 10	**570** **16%ADce**	248 15%	322 18%A	58 15%	77 13%	207 18%D	228 17%D	48 14%	47 13%	159 17%	214 18%	139 16%	142 16%	140 16%	149 16%	473 16%	37 13%	35 19%	25 25%zOP
Don't know	**135** **4%AJKOYd**	50 3%	86 5%zA	9 2%	17 3%	35 3%	74 5%zCDE	23 7%zIJ	13 4%J	28 3%J	10 1%	20 2%	26 3%	32 4%	57 6%zKL	100 3%	18 6%zO	8 4%	9 9%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 270
D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	7.60AP	7.49	7.71zA	7.57	7.45	7.65	7.64	7.42	7.49	7.73G	7.62	7.73zN	7.59	7.58	7.51	7.63P	7.03	7.88zP	7.76P
1-3 (Net)	120 3%BIO	74 4%zB	46 3%	13 3%	28 5%	37 3%	43 3%	13 4%	10 3%	20 2%	55 5%zI	29 3%	29 3%	32 4%	31 3%	86 3%	25 9%zOQ	4 2%	5 5%
1-4 (Net)	219 6%BIO	125 7%zB	94 5%	25 7%	47 8%	65 6%	82 6%	21 6%	22 6%	42 5%	89 7%I	42 5%	51 6%	66 8%	60 7%	166 6%	39 14%zOQR	7 4%	7 7%
1-2 (Net)	60 2%B	39 2%zB	22 1%	9 2%	13 2%	18 2%	21 2%	9 2%	5 1%	11 1%	28 2%	13 1%	19 2%	12 1%	17 2%	44 1%	10 3%zO	3 2%	4 4%zO
4-7 (Net)	1270 36%V	631 37%	635 35%	140 37%	228 37%	419 36%	481 35%	130 38%	139 39%	329 36%	427 35%	283 33%	328 37%	314 36%	345 37%	1080 37%	103 37%	57 30%	30 30%
5-6 (Net)	558 16%	277 16%	279 15%	57 15%	101 16%	194 17%	206 15%	66 19%	65 18%	137 15%	179 15%	119 14%	147 17%	130 15%	163 18%	475 16%	48 17%	22 12%	13 13%
8-10 (Net)	1996 57%NP	937 55%	1059 58%	216 57%	337 55%	678 58%	765 56%	179 52%	191 54%	540 59%	728 60%zG	517 61%zN	501 57%	491 57%	487 53%	1691 57%P	131 47%	118 63%zP	56 56%
7-10 (Net)	2609 74%GNPe	1241 73%	1368 75%	286 76%	446 73%	875 75%	1000 73%	236 68%	254 72%	710 77%zG	942 77%zG	667 79%zMN	661 75%N	640 74%	640 70%	2215 75%P	173 62%	150 80%zPR	71 71%
9-10 (Net)	1139 32%AGP	512 30%	627 34%zA	116 31%	186 31%	379 32%	458 34%	92 27%	104 29%	313 34%G	418 34%G	286 34%	285 32%	288 33%	281 30%	960 32%P	70 25%	69 37%P	40 40%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 270
D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important 1	34 1%O	- -	6 1%	- -	4 1%	1 1%	2 *	- -	- -	* *	1 1%	7 2%	20 1%	12 1%	28 1%	3 1%
2	26 1%	3 1%	3 *	1 1%	2 *	3 2%	3 1%	2 1%	6 3%zTVXc	- -	- -	1 *	13 1%	13 1%	22 1%	3 1%
3	60 2%O	5 2%	10 1%	3 2%	8 2%	3 1%	2 1%	3 1%	3 2%	1 1%	2 1%	3 1%	39 2%	20 2%	50 2%	5 2%
4	99 3%K	11 4%	21 3%	2 2%	6 2%	4 2%	9 2%	7 3%	7 4%	4 3%	1 1%	9 3%	50 2%	46 4%	77 3%	13 4%
5	238 7%J	10 4%	54 8%	7 5%	23 7%	15 8%	22 5%	12 6%	11 6%	11 10%	4 3%	25 8%	133 6%	97 8%	209 7%	22 7%
6	320 9%Fe	29 11%	75 11%	7 6%	22 6%	21 11%	35 9%	17 8%	18 10%	8 7%	13 9%	37 11%	217 10%e	98 8%	274 9%	26 8%
7	613 17%	57 22%	126 18%	37 28%zTVWXYh	50 15%	24 13%	65 16%	28 14%	25 15%	22 20%	26 20%	63 19%	375 17%	223 17%	513 17%	52 17%
8	857 24%R	52 20%	179 26%	33 25%	85 25%	45 24%	97 24%	70 35%zSTVXc	46 26%	24 22%	34 25%	67 20%	550 25%	298 23%	718 24%	84 27%
9	570 16%	41 16%	104 15%	15 11%	62 18%	32 17%	66 17%	39 19%	26 15%	20 19%	16 12%	67 20%	345 16%	217 17%	484 16%	51 16%
Extremely Important 10	570 16%ADce	36 14%	100 14%	19 14%	76 22%zSTYc	25 14%	85 21%zTYc	24 12%	30 17%	14 13%	33 25%zSTWYc	32 10%	375 17%	185 14%	494 17%	39 12%
Don't know	135 4%AJKOYd	13 5%Y	21 3%	7 5%Y	7 2%	11 6%VYh	13 3%	1 1%	2 1%	4 4%	6 4%	16 5%Y	49 2%	77 6%zd	112 4%	17 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 270
D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521	256	698	130	343	185	399	202	174	108	134	328	2165	1287	2981	315
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.60AP	7.52	7.52	7.62	**7.86zTc**	7.50	**7.89zSTc**	7.69	7.48	7.58	**7.98Tc**	7.41	7.65	7.53	7.62	7.47
1-3 (Net)	120	8	19	3	13	7	7	5	9	1	3	11	73	45	100	11
	3%BIO	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*	*2%*	*5%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
1-4 (Net)	219	19	40	6	19	11	16	11	17	5	4	19	123	91	177	24
	6%BIO	*7%*	*6%*	*4%*	*5%*	*6%*	*4%*	*5%*	**10%X**	*4%*	*3%*	*6%*	*6%*	*7%*	*6%*	*8%*
1-2 (Net)	60	3	9	1	5	4	4	2	6	*	1	7	34	25	50	6
	2%B	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	***	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*
4-7 (Net)	1270	106	275	54	101	65	131	64	62	44	44	134	775	465	1073	113
	36%V	**41%V**	**39%V**	**41%V**	*30%*	*35%*	*33%*	*32%*	*35%*	*41%*	*33%*	**41%V**	*36%*	*36%*	*36%*	*36%*
5-6 (Net)	558	39	129	14	45	36	57	29	29	19	16	63	350	195	482	48
	16%	*15%*	*18%*	*11%*	*13%*	*20%*	*14%*	*14%*	*17%*	*17%*	*12%*	*19%*	*16%*	*15%*	*16%*	*15%*
8-10 (Net)	1996	129	383	66	222	102	248	132	101	58	82	166	1269	700	1697	174
	57%NP	*51%*	*55%*	*51%*	**65%zSTUc**	*55%*	**62%Sc**	**66%zSTUc**	*58%*	*54%*	*61%*	*51%*	**59%ze**	*54%*	*57%*	*55%*
7-10 (Net)	2609	186	509	103	273	126	313	161	127	80	109	229	1644	923	2210	226
	74%GNPe	*73%*	*73%*	*80%*	**79%Wc**	*68%*	**78%Wc**	**80%Wc**	*73%*	*74%*	**81%W**	*70%*	**76%ze**	*72%*	*74%*	*72%*
9-10 (Net)	1139	77	204	33	137	57	151	63	56	34	49	99	719	402	979	90
	32%AGP	*30%*	*29%*	*26%*	**40%zTUc**	*31%*	**38%zTU**	*31%*	*32%*	*32%*	*36%*	*30%*	*33%*	*31%*	*33%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 271
D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important 1	27 1%O	17 1%	11 1%	1 *	9 1%	8 1%	9 1%	6 2%	2 1%	6 1%	10 1%	6 1%	10 1%	5 1%	6 1%	18 1%	7 2%zO	2 1%	1 1%
2	41 1%	21 1%	19 1%	3 1%	8 1%	10 1%	20 1%	4 1%	4 1%	12 1%	14 1%	7 1%	10 1%	10 1%	13 1%	30 1%	8 3%zO	2 1%	1 1%
3	69 2%BO	52 3%zB	17 1%	5 1%	17 3%	23 2%	24 2%	9 2%	6 2%	14 2%	23 2%	12 1%	15 2%	20 2%	21 2%	43 1%	22 8%zOQR	2 1%	2 2%
4	123 3%X	67 4%	56 3%	16 4%	20 3%	40 3%	48 4%	8 2%	13 4%	31 3%	48 4%	26 3%	32 4%	28 3%	37 4%	95 3%	19 7%zO	6 3%	4 4%
5	234 7%J	102 6%	132 7%	24 6%	36 6%	77 7%	97 7%	34 10%IJ	32 9%J	54 6%	59 5%	49 6%	58 7%	58 7%	69 8%	199 7%	13 5%	13 7%	9 9%
6	349 10%R	169 10%	180 10%	47 12%	52 8%	127 11%	123 9%	33 10%	45 13%	93 10%	118 10%	83 10%	87 10%	96 11%	83 9%	307 10%R	24 9%	13 7%	5 5%
7	649 18%Rh	314 19%	334 18%	78 21%	116 19%	212 18%	243 18%	67 19%	61 17%	170 18%	251 21%z	170 20%	147 17%	165 19%	167 18%	562 19%R	43 16%	31 16%	12 12%
8	842 24%C	423 25%	419 23%	73 19%	168 28%zCF	301 26%C	299 22%	78 23%	87 24%	220 24%	313 26%	198 23%	231 26%	201 23%	212 23%	704 24%	65 24%	49 26%	24 23%
9	546 16%	252 15%	293 16%	66 17%	87 14%	181 15%	212 16%	51 15%	41 12%	169 18%zH	185 15%	145 17%	131 15%	144 17%	126 14%	466 16%	34 12%	32 17%	14 14%
Extremely Important 10	515 15%Ag	223 13%	292 16%A	57 15%	83 14%	162 14%	214 16%	42 12%	45 13%	128 14%	185 15%	128 15%	137 15%	124 14%	126 14%	432 15%	28 10%	34 18%P	21 21%zOP
Don't know	127 4%EIJMYd	53 3%	74 4%	9 2%	17 3%	29 2%	72 5%zCDE	15 4%J	18 5%IJ	21 2%	13 1%	23 3%	27 3%	17 2%	60 7%zKLM	100 3%	14 5%	5 2%	9 9%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 271
D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49AP	7.37	7.60zA	7.53	7.42	7.48	7.51	7.29	7.30	7.55	7.53	7.60zN	7.50	7.47	7.37	7.53zP	6.78	7.71P	7.67P
1-3 (Net)	136	90	47	8	33	42	53	18	12	33	47	25	35	35	41	90	37	5	4
	4%BOX	5%zB	3%	2%	5%C	4%	4%	5%	3%	4%	4%	3%	4%	4%	4%	3%	13%zOQR	3%	4%
1-4 (Net)	260	157	102	24	53	82	101	26	25	64	95	51	67	64	78	185	55	11	8
	7%BOX	9%zB	6%	6%	9%	7%	7%	7%	7%	7%	8%	6%	8%	7%	8%	6%	20%zOQR	6%	8%
1-2 (Net)	68	38	30	4	16	19	29	9	6	18	24	13	20	15	20	48	15	3	2
	2%O	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	5%zO	2%	2%
4-7 (Net)	1355	652	701	165	223	455	512	141	151	348	477	329	324	347	356	1163	99	63	29
	38%R	39%	38%	44%zD	37%	39%	38%	41%	43%	38%	39%	39%	37%	40%	39%	39%R	36%	34%	29%
5-6 (Net)	583	270	312	71	88	204	221	67	77	147	178	133	145	154	152	506	37	27	13
	17%J	16%	17%	19%	14%	17%	16%	19%	22%zIJ	16%	15%	16%	16%	18%	16%	17%	13%	14%	13%
8-10 (Net)	1902	897	1004	196	338	643	725	171	173	516	684	472	498	468	464	1603	128	114	58
	54%NPU	53%	55%	52%	55%	55%	53%	50%	49%	56%	56%H	56%	56%N	54%	50%	54%P	46%	61%zP	58%P
7-10 (Net)	2551	1212	1338	274	454	854	969	238	234	686	934	642	645	633	631	2165	171	145	70
	72%HNPUe	72%	73%	72%	74%	73%	71%	69%	66%	75%H	77%zGH	76%zN	73%	73%	69%	73%P	62%	77%P	70%
9-10 (Net)	1061	474	585	123	170	342	426	93	86	297	370	274	267	268	252	899	62	66	35
	30%AHP	28%	32%zA	32%	28%	29%	31%	27%	24%	32%H	30%	32%N	30%	31%	27%	30%P	22%	35%P	35%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 271
D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important 1	27 1%O	- -	4 1%	- -	2 *	1 1%	2 *	- -	- -	3 3%S	1 1%	5 2%	14 1%	12 1%	23 1%	4 1%
2	41 1%	1 1%	7 1%	2 2%	2 1%	4 2%	2 *	2 1%	7 4%zSTVXc	2 1%	- -	1 *	23 1%	18 1%	33 1%	5 2%
3	69 2%BO	3 1%	7 1%	4 3%	7 2%	2 1%	3 1%	3 2%	4 2%	2 2%	2 1%	6 2%	43 2%	21 2%	56 2%	7 2%
4	123 3%X	12 5%X	22 3%	3 2%	10 3%	3 2%	4 1%	12 6%X	8 4%X	3 3%	6 4%X	13 4%X	75 3%	47 4%	96 3%	17 6%
5	234 7%J	14 6%	54 8%	10 8%	27 8%	17 9%	22 5%	10 5%	17 9%	5 5%	6 4%	17 5%	128 6%	98 8%	203 7%	19 6%
6	349 10%R	17 7%	75 11%	21 16%S	34 10%	17 9%	42 10%	16 8%	19 11%	7 7%	11 8%	48 15%zSY	297 10%	130 10%	297 10%	29 9%
7	649 18%Rh	70 28%zTVhb	120 17%	25 20%	59 17%	43 23%h	83 21%h	38 19%	18 10%	22 20%	20 15%	64 19%h	416 19%	220 17%	540 18%	60 19%
8	842 24%C	54 21%	192 28%zc	25 19%	72 21%	36 20%	98 25%	55 27%	42 24%	24 22%	39 29%	67 20%	545 25%	285 22%	724 24%	75 24%
9	546 16%	33 13%	101 14%	15 11%	45 13%	35 19%	60 15%	46 23%zSTUV	23 13%	25 23%UV	27 20%	57 17%	334 15%	205 16%	451 15%	56 18%
Extremely Important 10	515 15%Ag	35 14%	90 13%	14 11%	76 22%zSTUW Yac	19 10%	70 18%Y	19 10%	37 21%zTWYc	12 11%	21 15%	40 12%	329 15%	179 14%	449 15%g	28 9%
Don't know	127 4%EIJMYd	15 6%Yh	25 4%	10 7%zYh	9 3%	8 4%h	14 4%	1 1%	* *	3 3%	3 2%	10 3%	46 2%	73 6%zd	110 4%	14 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 271
D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Takes risks and provides TV programmes and content that is new and innovative.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521	256	698	130	343	185	399	202	174	108	134	328	2165	1287	2981	315
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.49AP	7.51	7.49	7.15	**7.66U**	7.37	**7.79zTUW c**	7.55	7.43	7.45	**7.78U**	7.37	7.54	7.43	7.51	7.25
1-3 (Net)	136	5	17	7	11	7	6	5	11	7	3	12	80	51	111	16
	4%BOX	*2%*	*2%*	*5%*	*3%*	*4%*	*1%*	*3%*	**6%X**	**6%X**	*2%*	*4%*	*4%*	*4%*	*4%*	*5%*
1-4 (Net)	260	17	40	10	21	10	10	17	18	10	8	25	154	97	207	33
	7%BOX	**7%X**	**6%X**	**7%X**	**6%X**	*6%*	*2%*	**8%X**	**10%X**	**9%X**	*6%*	**8%X**	*7%*	*8%*	*7%*	**11%f**
1-2 (Net)	68	1	10	2	4	6	3	2	7	5	1	6	36	30	55	8
	2%O	*1%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	**4%SX**	**4%SX**	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*
4-7 (Net)	1355	114	272	59	131	80	150	76	61	37	42	142	832	495	1137	126
	38%R	**45%b**	*39%*	*46%*	*38%*	*43%*	*38%*	*37%*	*35%*	*34%*	*32%*	*43%*	*38%*	*38%*	*38%*	*40%*
5-6 (Net)	583	32	129	31	62	34	63	25	35	12	17	65	342	228	501	48
	17%J	*12%*	*19%*	**24%SYab**	*18%*	*18%*	*16%*	*13%*	*20%*	*11%*	*13%*	*20%*	*16%*	*18%*	*17%*	*15%*
8-10 (Net)	1902	122	383	54	192	90	229	120	102	60	86	164	1208	668	1623	159
	54%NPU	*48%*	**55%U**	*42%*	**56%U**	*49%*	**57%U**	**59%SU**	**59%U**	*56%*	**64%zSUWc**	*50%*	**56%z**	*52%*	*54%*	*51%*
7-10 (Net)	2551	192	504	79	251	133	312	158	120	82	106	227	1623	889	2164	220
	72%HNPUe	**75%U**	**72%U**	*61%*	**73%U**	*72%*	**78%zUc**	**78%U**	*69%*	**76%U**	**79%U**	*69%*	**75%ze**	*69%*	*73%*	*70%*
9-10 (Net)	1061	68	191	29	121	53	130	65	60	37	47	97	663	383	899	84
	30%AHP	*26%*	*27%*	*22%*	**35%TU**	*29%*	*33%*	*32%*	*35%*	*34%*	*35%*	*30%*	*31%*	*30%*	*30%*	*27%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 272
D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important 1	28 **1%BO**	21 *1%zB*	7 *	-	8 *1%C*	6 *1%*	14 *1%*	3 *1%*	1 *	7 *1%*	10 *1%*	4 *	11 *1%*	9 *1%*	5 *1%*	16 *1%*	9 *3%zO*	2 *1%*	1 *1%*
2	24 **1%**	15 *1%*	9 *	3 *1%*	3 *	4 *	14 *1%*	3 *1%*	3 *1%*	4 *	9 *1%*	6 *1%*	6 *1%*	5 *1%*	6 *1%*	21 *1%*	1 *	1 *1%*	* *
3	56 **2%O**	33 *2%*	24 *1%*	2 *	12 *2%*	22 *2%*	20 *1%*	6 *2%*	7 *2%*	13 *1%*	21 *2%*	11 *1%*	8 *1%*	14 *2%*	23 *2%zL*	37 *1%*	18 *6%zOQR*	1 *	1 *1%*
4	89 **3%d**	44 *3%*	45 *2%*	11 *3%*	10 *2%*	27 *2%*	41 *3%*	9 *3%*	9 *2%*	21 *2%*	31 *3%*	18 *2%*	20 *2%*	22 *3%*	29 *3%*	71 *2%*	13 *5%zO*	3 *2%*	2 *2%*
5	215 **6%JK**	113 *7%*	102 *6%*	20 *5%*	45 *7%*	70 *6%*	80 *6%*	27 *8%J*	26 *7%*	57 *6%*	54 *4%*	34 *4%*	52 *6%*	64 *7%K*	65 *7%K*	171 *6%*	24 *9%*	16 *9%*	4 *4%*
6	309 **9%**	155 *9%*	153 *8%*	32 *9%*	50 *8%*	115 *10%*	112 *8%*	33 *10%*	50 *14%zIJ*	65 *7%*	110 *9%*	61 *7%*	72 *8%*	88 *10%*	88 *10%*	270 *9%*	20 *7%*	13 *7%*	7 *7%*
7	591 **17%R**	291 *17%*	300 *16%*	86 *23%zEF*	105 *17%*	190 *16%*	209 *15%*	58 *17%*	49 *14%*	153 *17%*	222 *18%*	164 *19%zN*	142 *16%*	151 *17%*	134 *15%*	513 *17%R*	37 *13%*	30 *16%*	10 *10%*
8	875 **25%C**	436 *26%*	438 *24%*	74 *20%*	154 *25%*	310 *26%C*	337 *25%*	95 *28%*	91 *26%*	248 *27%*	288 *24%*	222 *26%*	232 *26%*	201 *23%*	221 *24%*	749 *25%*	61 *22%*	45 *24%*	20 *20%*
9	573 **16%V**	259 *15%*	313 *17%*	78 *21%zE*	99 *16%*	173 *15%*	222 *16%*	55 *16%*	50 *14%*	156 *17%*	208 *17%*	140 *17%*	147 *17%*	141 *16%*	144 *16%*	491 *17%*	32 *12%*	31 *17%*	19 *19%P*
Extremely Important 10	640 **18%AGHeg**	275 *16%*	365 *20%zA*	63 *17%*	103 *17%*	224 *19%*	250 *18%*	46 *13%*	45 *13%*	167 *18%H*	254 *21%zGH*	168 *20%*	172 *19%*	147 *17%*	154 *17%*	531 *18%*	42 *15%*	41 *22%*	27 *27%zOP*
Don't know	120 **3%EJKOYd**	50 *3%*	71 *4%*	9 *2%*	21 *3%*	27 *2%*	64 *5%zE*	9 *3%*	24 *7%zGIJ*	26 *3%J*	14 *1%*	20 *2%*	22 *2%*	26 *3%*	53 *6%zKLM*	87 *3%*	19 *7%zO*	5 *3%*	9 *9%zOQ*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 272
D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.71AHPe	7.57	7.85zA	7.79	7.64	7.74	7.70	7.52	7.45	7.80GH	7.80GH	7.87zMN	7.79	7.60	7.59	7.75P	7.04	7.86P	8.15zOP
1-3 (Net)	108	68	40	5	23	33	47	12	11	24	40	21	25	27	34	74	28	3	2
	3%BCO	4%zB	2%	1%	4%C	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	10%zOQR	2%	2%
1-4 (Net)	197	113	85	16	33	60	88	22	19	45	71	40	45	50	63	145	41	7	4
	6%BOX	7%zB	5%	4%	5%	5%	6%	6%	6%	5%	6%	5%	5%	6%	7%	5%	15%zOQR	4%	4%
1-2 (Net)	52	36	16	3	11	11	27	6	4	11	19	11	17	13	11	37	11	3	1
	1%B	2%zB	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	4%zO	1%	1%
4-7 (Net)	1204	603	600	149	211	402	443	127	133	296	416	277	286	326	315	1024	94	63	23
	34%RV	36%	33%	39%zF	34%	34%	32%	37%	38%	32%	34%	33%	32%	38%	34%	35%R	34%R	33%R	23%
5-6 (Net)	524	268	255	52	95	184	192	60	75	121	163	94	124	152	153	440	44	29	11
	15%K	16%	14%	14%	16%	16%	14%	17%	21%zlJ	13%	13%	11%	14%	18%K	17%K	15%	16%	15%	11%
8-10 (Net)	2089	971	1116	215	356	707	810	197	186	572	750	530	551	489	519	1771	135	116	66
	59%AHP	57%	61%	57%	58%	61%	59%	57%	52%	62%H	61%H	62%zMN	62%MN	56%	56%	60%P	49%	62%P	66%P
7-10 (Net)	2679	1262	1416	301	462	898	1019	255	235	725	972	694	693	640	653	2284	173	147	76
	76%HNPe	75%	78%	80%	76%	77%	75%	74%	66%	79%zH	80%zH	82%zMN	78%N	74%	71%	77%zP	62%	78%P	76%P
9-10 (Net)	1214	534	678	141	202	398	473	102	95	323	462	308	319	288	298	1022	74	72	46
	34%AHPe	32%	37%zA	37%	33%	34%	35%	29%	27%	35%H	38%zGH	36%	36%	33%	32%	35%P	27%	38%P	45%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 272
D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important 1	28 1%BO	- -	3 *	- -	3 1%	3 2%	1 *	- -	- -	- -	1 1%	6 2%	16 1%	11 1%	24 1%	3 1%
2	24 1%	1 1%	6 1%	- -	2 1%	1 *	2 1%	2 1%	6 3%zTXc	- -	- -	- -	14 1%	10 1%	20 1%	- -
3	56 2%O	2 1%	5 1%	- -	10 3%T	5 3%	3 1%	1 1%	4 2%	2 2%	- -	5 1%	36 2%	20 2%	48 2%	5 1%
4	89 3%d	6 3%	17 2%	4 3%	5 1%	1 1%	5 1%	8 4%	9 5%VWX	1 1%	4 3%	11 3%	43 2%	43 3%zd	72 2%	10 3%
5	215 6%JK	8 3%	47 7%	11 8%	20 6%	15 8%	15 4%	12 6%	13 7%	8 7%	3 2%	19 6%	122 6%	84 7%	179 6%	28 9%
6	309 9%	23 9%	67 10%	9 7%	24 7%	20 11%	42 10%	14 7%	20 11%	9 9%	11 8%	30 9%	192 9%	109 8%	264 9%	23 7%
7	591 17%R	49 19%	123 18%	30 23%V	44 13%	30 16%	75 19%	30 15%	23 13%	26 24%V	22 16%	61 19%	375 17%	207 16%	488 16%	56 18%
8	875 25%C	63 25%	183 26%	33 25%	102 30%h	47 26%	96 24%	58 29%	33 19%	22 20%	36 27%	77 24%	541 25%	323 25%	739 25%	89 28%
9	573 16%V	47 18%V	110 16%	18 14%	37 11%	27 15%	79 20%V	41 20%V	25 14%	23 21%V	25 19%	61 19%V	359 17%	206 16%	485 16%	51 16%
Extremely Important 10	640 18%AGHeg	46 18%	114 16%	20 15%	87 25%zTUWc	24 13%	73 18%	35 17%	40 23%W	16 15%	27 20%	48 15%	421 19%e	206 16%	556 19%g	40 13%
Don't know	120 3%EJKOYd	9 4%Y	23 3%Y	6 5%Yh	10 3%	11 6%Yh	10 3%	* *	1 *	2 2%	6 4%Y	9 3%	45 2%	67 5%zd	106 4%	9 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 272
D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521	256	698	130	343	185	399	202	174	108	134	328	2165	1287	2981	315
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.71AHPe	7.89W	7.68	7.69	7.88	7.47	7.93zWhc	7.82	7.48	7.77	8.01W	7.59	7.78ze	7.62	7.73	7.53
1-3 (Net)	108	4	15	-	14	9	6	4	10	2	1	10	66	41	92	8
	3%BCO	*1%*	*2%*	-	*4%U*	*5%U*	*1%*	*2%*	*6%STUX*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*
1-4 (Net)	197	10	31	4	19	10	10	12	20	3	5	22	109	84	164	18
	6%BOX	*4%*	*4%*	*3%*	*5%*	*5%*	*3%*	*6%*	*11%zSTUXa*	*2%*	*4%*	*7%X*	*5%*	*7%*	*5%*	*6%*
1-2 (Net)	52	1	10	-	5	4	3	2	6	-	1	6	30	21	44	3
	1%B	*1%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*3%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
4-7 (Net)	1204	87	254	53	93	66	136	64	65	43	40	122	733	443	1002	117
	34%RV	*34%*	*36%V*	*41%V*	*27%*	*36%*	*34%*	*32%*	*38%*	*40%V*	*30%*	*37%V*	*34%*	*34%*	*34%*	*37%*
5-6 (Net)	524	31	115	20	45	35	56	26	33	17	14	49	315	193	443	51
	15%K	*12%*	*16%*	*15%*	*13%*	*19%*	*14%*	*13%*	*19%*	*16%*	*11%*	*15%*	*15%*	*15%*	*15%*	*16%*
8-10 (Net)	2089	156	406	70	226	99	248	134	98	61	88	187	1322	735	1780	180
	59%AHP	*61%*	*58%*	*54%*	*66%zW*	*53%*	*62%*	*66%W*	*56%*	*56%*	*65%*	*57%*	*61%z*	*57%*	*60%*	*57%*
7-10 (Net)	2679	205	529	100	270	129	323	164	121	86	109	248	1697	942	2268	236
	76%HNPe	*80%W*	*76%*	*77%*	*78%*	*70%*	*81%Wh*	*81%Wh*	*70%*	*80%*	*81%*	*76%*	*78%ze*	*73%*	*76%*	*75%*
9-10 (Net)	1214	93	223	37	124	51	152	76	65	39	52	110	780	413	1041	91
	34%AHPe	*36%*	*32%*	*29%*	*36%*	*28%*	*38%W*	*37%*	*37%*	*36%*	*39%*	*33%*	*36%e*	*32%*	*35%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 273
D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	3566	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Not At All Important 1	17 *B	14 1%zB	4 *	2 1%	7 1%	5 *	4 *	2 *	1 *	4 *	7 1%	4 *	7 1%	2 *	4 *	12 *	2 1%	1 1%	2 2%zO
2	35 1%E	21 1%	14 1%	3 1%	9 2%E	5 *	18 1%	4 1%	5 1%	7 1%	13 1%	8 1%	7 1%	8 1%	11 1%	28 1%	5 2%	1 *	1 1%
3	44 1%BKO	29 2%zB	14 1%	7 2%	7 1%	12 1%	17 1%	7 2%	4 1%	10 1%	14 1%	3 *	9 1%	16 2%K	15 2%K	27 1%	15 5%zOQR	1 *	1 1%
4	105 3%	58 3%	46 3%	12 3%	16 3%	37 3%	41 3%	13 4%	6 2%	24 3%	37 3%	19 2%	26 3%	30 3%	29 3%	82 3%	20 7%zOQR	3 1%	1 1%
5	240 7%JK	115 7%	125 7%	22 6%	40 7%	88 8%	89 7%	37 11%zJ	28 8%J	63 7%	56 5%	45 5%	48 5%	60 7%	86 9%zKL	198 7%	22 8%	14 8%	5 5%
6	328 9%FKRe	161 9%	165 9%	44 12%F	63 10%F	126 11%F	95 7%	29 8%	50 14%zGIJ	71 8%	119 10%	62 7%	98 11%K	84 10%	83 9%	286 10%R	20 7%	16 8%	5 5%
7	602 17%P	278 16%	324 18%	79 21%	100 16%	189 16%	234 17%	58 17%	53 15%	157 17%	217 18%	151 18%	150 17%	159 18%	142 15%	523 18%P	33 12%	31 17%	15 15%
8	914 26%BNS	477 28%zB	437 24%	89 23%	174 29%	299 26%	352 26%	89 26%	90 26%	242 26%	327 27%	260 31%zLMN	220 25%	221 26%	212 23%	784 27%	62 22%	47 25%	21 21%
9	537 15%	254 15%	283 15%	60 16%	89 15%	176 15%	212 16%	49 14%	44 12%	153 17%	212 17%z	135 16%	143 16%	126 15%	133 14%	452 15%	43 16%	29 15%	13 13%
Extremely Important 10	574 16%ATU	238 14%	336 18%zA	56 15%	89 15%	203 17%	226 17%	46 13%	47 13%	149 16%	207 17%	143 17%	150 17%	138 16%	143 15%	470 16%	36 13%	41 22%zOP	26 26%zOP
Don't know	126 4%ACEJKOd	47 3%	78 4%A	6 1%	15 2%	30 3%	75 6%zCDE	12 3%J	26 7%zJ	37 4%J	13 1%	16 2%	25 3%	21 2%	63 7%zKLM	94 3%	18 7%zOQ	4 2%	9 9%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Total mentions	3521 100%	1692 100%	1826 100%	378 100%	611 100%	1169 100%	1363 100%	346 100%	354 100%	918 100%	1220 100%	848 100%	884 100%	868 100%	921 100%	2957 100%	277 100%	187 100%	100 100%
Mean	7.63AGNP	7.51	7.75zA	7.54	7.53	7.65	7.68	7.38	7.45	7.71G	7.72GH	7.81zMN	7.66	7.56	7.49	7.65P	7.13	7.89zP	7.93zOP
1-3 (Net)	96 3%BEO	64 4%zB	32 2%	11 3%	23 4%E	22 2%	40 3%	13 4%	10 3%	21 2%	34 3%	16 2%	23 3%	27 3%	30 3%	67 2%	22 8%zOQ	2 1%	5 5%OQ
1-4 (Net)	201 6%BKOQX	122 7%zB	78 4%	23 6%	39 6%	59 5%	80 6%	26 8%	16 5%	45 5%	71 6%	35 4%	49 6%	57 7%	60 6%K	149 5%	42 15%zOQR	5 3%	6 6%
1-2 (Net)	52 1%BE	35 2%zB	17 1%	4 1%	16 3%zE	10 1%	22 2%	6 2%	6 2%	11 1%	20 2%	12 1%	14 2%	11 1%	15 2%	40 1%	8 3%	2 1%	3 3%zO
4-7 (Net)	1275 36%KR	611 36%	661 36%	156 41%zF	220 36%	440 38%	459 34%	137 40%	137 39%	315 34%	428 35%	278 33%	323 36%	334 38%K	340 37%	1089 37%R	96 35%	64 34%	26 26%
5-6 (Net)	567 16%FKR	275 16%	290 16%	66 17%	103 17%	214 18%zF	184 14%	65 19%	78 22%zIJ	134 15%	174 14%	107 13%	146 17%K	144 17%	169 18%K	484 16%R	43 15%	30 16%	10 10%
8-10 (Net)	2025 58%HNPS	970 57%	1055 58%	205 54%	353 58%	678 58%	790 58%	184 53%	181 51%	544 59%H	746 61%GH	538 63%LMN	513 58%	486 56%	487 53%	1707 58%	141 51%	117 62%P	61 61%P
7-10 (Net)	2627 75%HNP	1248 74%	1380 76%	284 75%	453 74%	867 74%	1023 75%	242 70%	234 66%	701 76%H	963 79%zGH	689 81%zLMN	663 75%N	645 74%N	630 68%	2230 75%P	174 63%	148 79%P	75 75%P
9-10 (Net)	1111 32%AHUe	492 29%	619 34%zA	116 31%	178 29%	379 32%	437 32%	95 28%	91 26%	302 33%H	419 34%zGH	278 33%	293 33%	265 30%	275 30%	922 31%	79 29%	70 37%	40 39%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	3566	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Not At All Important	17	1	3	-	*	1	1	-	-	-	1	5	9	8	14	2
1	*B	*	*	-	*	1%	*	-	-	-	1%	2%z	*	1%	*	1%
2	35	1	5	-	3	4	2	2	7	*	-	3	20	15	28	5
	1%E	1%	1%	-	1%	2%	1%	1%	4%zSTX	*	-	1%	1%	1%	1%	1%
3	44	3	11	-	5	1	1	2	2	1	-	2	24	19	36	3
	1%BKO	1%	2%	-	1%	*	*	1%	1%	1%	-	1%	1%	2%	1%	1%
4	105	9	12	6	11	1	5	7	10	5	3	15	65	38	82	18
	3%	3%	2%	4%W	3%	*	1%	3%	6%TWX	4%W	3%	4%TWX	3%	3%	3%	6%zf
5	240	13	49	11	23	17	22	11	12	5	9	27	136	94	204	22
	7%JK	5%	7%	9%	7%	9%	5%	5%	7%	5%	6%	8%	6%	7%	7%	7%
6	328	25	76	9	33	16	41	19	21	5	9	32	216	100	277	25
	9%FKRe	10%	11%	7%	10%	9%	10%	9%	12%	5%	7%	10%	10%	8%	9%	8%
7	602	59	132	28	44	39	69	31	24	23	19	54	376	219	516	43
	17%P	23%zV	19%V	22%V	13%	21%V	17%	15%	14%	22%	14%	17%	17%	17%	17%	14%
8	914	47	191	40	97	48	112	61	44	24	39	82	556	349	773	88
	26%BNS	18%	27%S	31%S	28%S	26%	28%S	30%S	25%	23%	29%	25%	26%	27%	26%	28%
9	537	40	106	12	43	21	62	46	18	23	25	55	345	181	457	54
	15%	16%	15%	9%	13%	11%	16%	23%zTUVWh	10%	22%Uh	19%	17%	16%	14%	15%	17%
Extremely Important	574	37	93	12	77	28	77	22	36	21	23	46	372	190	485	43
10	16%ATU	15%	13%	9%	23%zTUYc	15%	19%TUY	11%	21%UY	19%	17%	14%	17%	15%	16%	14%
Don't know	126	21	20	11	7	10	7	1	1	*	7	7	46	73	110	13
	4%ACEJKOd	8%zTVXYhac	3%	9%zTVXYhac	2%	5%Yh	2%	1%	*	*	5%Yh	2%	2%	6%zd	4%	4%

| | | England Regions | | | | | | | | | | | Working | | Urbanity | |

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 273
D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...
 Provides distinctive TV programmes and content.
Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	**3521**	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Total mentions	3521	256	698	130	343	185	399	202	174	108	134	328	2165	1287	2981	315
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.63AGNP	7.60	7.57	7.42	7.79	7.54	7.88zTUhc	7.72	7.39	7.92	7.90	7.45	7.67	7.56	7.64	7.53
1-3 (Net)	96	5	18	-	8	6	4	3	9	1	1	11	54	42	78	9
	3%BEO	*2%*	*3%*	*-*	*2%*	*3%*	*1%*	*2%*	**5%UX**	*1%*	*1%*	*3%*	*2%*	*3%*	*3%*	*3%*
1-4 (Net)	201	14	30	6	19	6	9	10	19	6	4	25	118	79	160	27
	6%BKOQX	*5%*	*4%*	*4%*	*6%*	*3%*	*2%*	*5%*	**11%zTWXb**	*5%*	*3%*	**8%X**	*5%*	*6%*	*5%*	**9%f**
1-2 (Net)	52	2	7	-	4	5	3	2	7	*	1	9	29	22	42	6
	1%BE	*1%*	*1%*	*-*	*1%*	*3%*	*1%*	*1%*	**4%zTX**	***	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*
4-7 (Net)	1275	105	270	55	111	72	137	67	67	38	40	128	793	451	1079	108
	36%KR	*41%*	*39%*	*42%*	*32%*	*39%*	*34%*	*33%*	*38%*	*35%*	*30%*	*39%*	*37%*	*35%*	*36%*	*34%*
5-6 (Net)	567	37	125	21	56	33	63	30	33	10	17	59	352	195	481	46
	16%FKR	*15%*	*18%*	*16%*	*16%*	*18%*	*16%*	*15%*	*19%*	*9%*	*13%*	*18%*	*16%*	*15%*	*16%*	*15%*
8-10 (Net)	2025	124	390	64	217	97	251	130	97	68	86	182	1273	721	1715	185
	58%HNPS	*49%*	*56%*	*49%*	**63%SUW**	*52%*	**63%SUW**	**64%SU**	*56%*	**63%S**	**64%SU**	*56%*	*59%*	*56%*	*58%*	*59%*
7-10 (Net)	2627	184	522	92	261	136	319	161	121	91	106	237	1649	940	2231	228
	75%HNP	*72%*	*75%*	*71%*	*76%*	*74%*	**80%zhc**	*80%*	*70%*	**85%zSUhc**	*79%*	*72%*	**76%z**	*73%*	*75%*	*73%*
9-10 (Net)	1111	78	199	24	121	49	139	69	54	44	48	101	717	372	942	97
	32%AHUe	**30%U**	**28%U**	*18%*	**35%U**	*27%*	**35%U**	**34%U**	**31%U**	**41%TUW**	**35%U**	**31%U**	**33%e**	*29%*	*32%*	*31%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 274
D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Provides a broad mix of different types of TV programmes and content.	**2926** **71%HNPT**	1413 71%	1511 72%	354 **75%D**	539 69%	970 71%	1063 72%	279 69%	281 64%	765 **74%H**	1057 **78%GHI**	732 **78%zMN**	755 **75%zN**	709 **71%N**	729 63%	2480 **72%P**	197 57%	160 **79%zOP**	88 **74%P**
Provides high quality television content.	**3052** **74%DHNP**	1468 73%	1580 75%	371 **78%D**	546 70%	1024 **75%D**	1110 **75%D**	293 72%	293 66%	791 **76%H**	1094 **81%zGHI**	767 **82%zMN**	787 **78%zMN**	722 **72%N**	776 67%	2588 **75%zP**	206 60%	167 **83%zOP**	90 **76%P**
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	**2825** **69%DGHNP W**	1362 68%	1463 70%	337 **71%D**	504 64%	950 **70%D**	1034 **70%D**	257 63%	280 64%	762 **73%zGH**	1009 **74%zGH**	706 **75%zLMN**	714 **70%N**	686 **69%N**	720 62%	2395 **70%P**	191 55%	158 **78%zOPR**	82 **69%P**
Takes risks and provides TV programmes and content that is new and innovative.	**2773** **68%HNPe**	1336 67%	1436 68%	326 69%	519 66%	925 68%	1004 68%	260 64%	269 61%	738 **71%zGH**	1010 **74%zGH**	677 **72%zN**	714 **70%N**	679 **68%N**	704 61%	2356 **69%zP**	185 54%	152 **76%OPR**	80 **67%P**
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	**2923** **71%ADHNP We**	1390 70%	1530 73%	356 **75%D**	531 68%	979 72%	1056 71%	282 69%	272 62%	781 **75%zH**	1050 **77%zGH**	736 **78%zMN**	763 **75%zMN**	687 69%	737 64%	2487 **72%zP**	195 57%	156 **77%zP**	85 **72%P**
Provides distinctive TV programmes and content.	**2863** **70%DGHNP**	1374 69%	1488 71%	339 72%	518 66%	945 69%	1060 **72%D**	262 64%	264 60%	756 **73%zGH**	1040 **77%zGH**	734 **78%zLMN**	725 **72%N**	694 **70%N**	710 62%	2430 **71%zP**	191 55%	156 **77%zOP**	85 **72%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 274
D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Provides a broad mix of different types of TV programmes and content.	2926 71%HNPT	231 77%TW	580 67%	109 72%	300 77%zTW	143 68%	335 71%	177 79%zTW	128 69%	89 79%T	121 77%T	267 73%	1837 73%	1041 71%	2481 71%	258 73%
Provides high quality television content.	3052 74%DHNP	238 80%W	626 72%	120 79%	297 76%	145 69%	359 76%	177 79%W	136 73%	92 82%W	124 79%	274 75%	1927 76%ze	1071 73%	2595 74%	256 72%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2825 69%DGHNP W	212 71%	569 66%	120 79%zTWc	291 75%zTWc	131 62%	332 70%	168 75%TWc	129 69%	84 75%	118 76%W	240 65%	1780 70%z	993 67%	2391 69%	246 69%
Takes risks and provides TV programmes and content that is new and innovative.	2773 68%HNPe	217 73%	573 66%	95 62%	271 70%	136 64%	328 69%	167 75%U	125 67%	85 76%	119 76%UWc	240 65%	1776 70%ze	952 65%	2351 67%	239 67%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2923 71%ADHNP We	235 79%zTWh	600 69%	116 77%W	288 74%W	132 62%	346 73%W	174 78%W	126 68%	88 78%W	122 78%W	260 71%	1864 74%ze	1012 69%	2475 71%	256 72%
Provides distinctive TV programmes and content.	2863 70%DGHNP	203 68%	602 70%	109 72%	280 72%	139 66%	340 72%	171 76%W	125 67%	95 84%zSTVW Xhc	116 74%	251 68%	1811 72%z	1007 68%	2431 70%	245 69%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)
Base = Those who have watched BBC TV

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3566**	1751	1811	483	661	1231	1191	340	355	936	1314	1093	828	727	918	2706	299	310	251
WeightedBase	3521	1692	1826	378	611	1169	1363	346	354	918	1220	848	884	868	921	2957	277	187	100
EffectiveBase	2441	1231	1212	319	459	847	842	237	241	648	903	772	588	501	645	1938	215	218	197
Provides a broad mix of different types of TV programmes and content.	**2690** **76%HNP**	1282 *76%*	1406 *77%*	295 *78%*	468 *77%*	896 *77%*	1030 *76%*	250 *72%*	249 *70%*	707 **77%H**	984 **81%zGH**	692 **82%zMN**	691 **78%N**	662 **76%N**	644 *70%*	2281 **77%P**	181 *65%*	151 **81%P**	77 **77%P**
Provides high quality television content.	**2802** **80%HNP**	1326 *78%*	1474 *81%*	311 *82%*	482 *79%*	937 *80%*	1072 *79%*	267 *77%*	257 *73%*	731 **80%H**	1013 **83%zGH**	723 **85%zMN**	720 **81%N**	673 *77%*	687 *75%*	2378 **80%zP**	186 *67%*	159 **85%zP**	80 **80%P**
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	**2609** **74%GNPe**	1241 *73%*	1368 *75%*	286 *76%*	446 *73%*	875 *75%*	1000 *73%*	236 *68%*	254 *72%*	710 **77%zG**	942 **77%zG**	667 **79%zMN**	661 **75%N**	640 *74%*	640 *70%*	2215 **75%P**	173 *62%*	150 **80%zPR**	71 *71%*
Takes risks and provides TV programmes and content that is new and innovative.	**2551** **72%HNPUe**	1212 *72%*	1338 *73%*	274 *72%*	454 *74%*	854 *73%*	969 *71%*	238 *69%*	234 *66%*	686 **75%H**	934 **77%zGH**	642 **76%zN**	645 *73%*	633 *73%*	631 *69%*	2165 **73%P**	171 *62%*	145 **77%P**	70 *70%*
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	**2679** **76%HNPe**	1262 *75%*	1416 *78%*	301 *80%*	462 *76%*	898 *77%*	1019 *75%*	255 *74%*	235 *66%*	725 **79%zH**	972 **80%zH**	694 **82%zMN**	693 **78%N**	640 *74%*	653 *71%*	2284 **77%zP**	173 *62%*	147 **78%P**	76 **76%P**
Provides distinctive TV programmes and content.	**2627** **75%HNP**	1248 *74%*	1380 *76%*	284 *75%*	453 *74%*	867 *74%*	1023 *75%*	242 *70%*	234 *66%*	701 **76%H**	963 **79%zGH**	689 **81%zLMN**	663 **75%N**	645 **74%N**	630 *68%*	2230 **75%P**	174 *63%*	148 **79%P**	75 **75%P**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
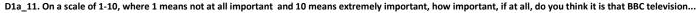* small base

Table 275
D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)
Base = Those who have watched BBC TV

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**3566**	218	664	126	313	170	367	187	145	93	119	304	2044	1422	2977	349
WeightedBase	3521	256	698	130*	343	185	399	202	174	108*	134*	328	2165	1287	2981	315
EffectiveBase	2441	152	462	94	222	129	265	136	106	66	91	219	1410	981	2053	234
Provides a broad mix of different types of TV programmes and content.	2690 76%HNP	201 79%	510 73%	93 72%	279 81%Th	139 75%	317 79%	166 82%Th	123 71%	87 81%	113 84%TUh	253 77%	1681 78%	967 75%	2280 76%	238 76%
Provides high quality television content.	2802 80%HNP	210 82%	546 78%	104 81%	277 81%	142 77%	333 83%	166 82%	131 75%	88 82%	116 87%h	263 80%	1756 81%ze	999 78%	2382 80%	238 76%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2609 74%GNPe	186 73%	509 73%	103 80%	273 79%Wc	126 68%	313 78%Wc	161 80%Wc	127 73%	80 74%	109 81%W	229 70%	1644 76%ze	923 72%	2210 74%	226 72%
Takes risks and provides TV programmes and content that is new and innovative.	2551 72%HNPUe	192 75%U	504 72%U	79 61%	251 73%U	133 72%	312 78%zUc	158 78%U	120 69%	82 76%U	106 79%U	227 69%	1623 75%ze	889 69%	2164 73%	220 70%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2679 76%HNPe	205 80%W	529 76%	100 77%	270 78%	129 70%	323 81%Wh	164 81%Wh	121 70%	86 80%	109 81%	248 76%	1697 78%ze	942 73%	2268 76%	236 75%
Provides distinctive TV programmes and content.	2627 75%HNP	184 72%	522 75%	92 71%	261 76%	136 74%	319 80%zhc	161 80%	121 70%	91 85%zSUhc	106 79%	237 72%	1649 76%z	940 73%	2231 75%	228 73%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 276
D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have used BBC channel/service in the last 3 months

						Summary Table					
	BBC One offers me something that other television and video providers do not	BBC Two offers me something that other television and video providers do not	BBC Four offers me something that other television and video providers do not	BBC News Channel offers me something that other television and video providers do not	BBC Parliament offers me something that other television and video providers do not	BBC Alba offers me something that other television and video providers do not	CBBC offers me something that other television and video providers do not	CBeebies offers me something that other television and video providers do not	BBC iPlayer offers me something that other television and video providers do not	BBC Three (now available only online) offers me something that other television and video providers do not	BBC iPlayer Kids offers me something that other television and video providers do not
UnweightedBase	3323	2388	1128	1089	246	95	364	448	1748	183	180
WeightedBase	3291	2327	1214	1125	234	98	329	443	1570	141	154
EffectiveBase	2283	1661	716	672	160	63	223	284	1185	134	129
Not At All Agree 1	156 5%	76 3%	32 3%	33 3%	5 2%	4 4%	6 2%	10 2%	48 3%	5 4%	2 1%
2	91 3%	54 2%	11 1%	26 2%	2 1%	-	-	4 1%	26 2%	1 1%	1 *
3	119 4%	74 3%	22 2%	39 3%	2 1%	2 2%	3 1%	5 1%	31 2%	- -	1 *
4	188 6%	93 4%	29 2%	63 6%	5 2%	-	15 4%	11 2%	62 4%	1 1%	7 4%
5	325 10%	240 10%	103 8%	97 9%	15 7%	3 3%	27 8%	34 8%	145 9%	7 5%	10 7%
6	417 13%	272 12%	124 10%	133 12%	17 7%	7 7%	36 11%	32 7%	191 12%	19 14%	12 8%
7	565 17%	382 16%	205 17%	188 17%	28 12%	15 16%	45 14%	60 14%	263 17%	20 14%	13 9%
8	636 19%	523 22%	239 20%	248 22%	46 20%	20 20%	84 25%	106 24%	328 21%	23 16%	46 30%
9	347 11%	304 13%	188 15%	152 14%	50 21%	24 24%	48 14%	75 17%	235 15%	31 22%	29 19%
Agree Completely 10	349 11%	230 10%	191 16%	119 11%	59 25%	16 17%	57 17%	84 19%	207 13%	32 23%	33 21%
Don't know	99 3%	78 3%	71 6%	27 2%	6 2%	7 7%	8 2%	20 5%	35 2%	2 2%	1 *
Total mentions	3291 100%	2327 100%	1214 100%	1125 100%	234 100%	98 100%	329 100%	443 100%	1570 100%	141 100%	154 100%
Mean	6.65	6.90	7.38	6.92	7.95	7.75	7.52	7.65	7.14	7.76	7.86
1-3 (Net)	366 11%	205 9%	65 5%	97 9%	8 3%	7 7%	9 3%	20 4%	104 7%	7 5%	3 2%
1-4 (Net)	554 17%	298 13%	94 8%	161 14%	13 6%	7 7%	24 7%	30 7%	167 11%	8 6%	10 7%

D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have used BBC channel/service in the last 3 months

	BBC One offers me something that other television and video providers do not	BBC Two offers me something that other television and video providers do not	BBC Four offers me something that other television and video providers do not	BBC News Channel offers me something that other television and video providers do not	BBC Parliament offers me something that other television and video providers do not	BBC Alba offers me something that other television and video providers do not	CBBC offers me something that other television and video providers do not	CBeebies offers me something that other television and video providers do not	BBC iPlayer offers me something that other television and video providers do not	BBC Three (now available only online) offers me something that other television and video providers do not	BBC iPlayer Kids offers me something that other television and video providers do not
WeightedBase	3291	2327	1214	1125	234	98	329	443	1570	141	154
EffectiveBase	2283	1661	716	672	160	63	223	284	1185	134	129
1-2 (Net)	247	131	43	59	6	4	6	14	74	7	2
	8%	6%	4%	5%	3%	4%	2%	3%	5%	5%	2%
4-7 (Net)	1494	986	460	481	66	25	123	137	661	47	43
	45%	42%	38%	43%	28%	26%	37%	31%	42%	33%	28%
5-6 (Net)	742	512	227	230	32	10	63	66	336	26	22
	23%	22%	19%	20%	14%	10%	19%	15%	21%	18%	14%
8-10 (Net)	1332	1058	618	520	155	59	189	266	770	86	107
	40%	45%	51%	46%	66%	61%	57%	60%	49%	61%	70%
7-10 (Net)	1897	1439	822	708	183	75	234	326	1033	105	121
	58%	62%	68%	63%	78%	77%	71%	74%	66%	75%	79%
9-10 (Net)	696	534	379	272	109	40	105	159	442	62	62
	21%	23%	31%	24%	46%	41%	32%	36%	28%	44%	40%

Summary Table

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 277
D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC One offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**3323**	1631	1688	424	584	1153	1162	315	323	888	1231	1029	757	678	859	2504	285	299	235
WeightedBase	3291	1586	1702	334	544	1086	1328	325	317	874	1143	805	813	809	865	2751	266	181	94
EffectiveBase	2283	1150	1134	282	411	792	824	219	221	613	850	732	540	470	602	1803	205	211	185
Not At All Agree 1	**156** **5%KT**	68 4%	88 5%	10 3%	23 4%	58 5%	65 5%	15 5%	16 5%	41 5%	47 4%	22 3%	47 6%K	31 4%	56 7%zKM	122 4%	16 6%	9 5%	8 9%zO
2	**91** **3%DKf**	55 3%	37 2%	10 3%	5 1%	26 2%	51 4%zD	12 4%	3 1%	21 2%	27 2%	12 2%	23 3%	19 2%	37 4%zK	77 3%	8 3%	5 3%	2 2%
3	**119** **4%J**	60 4%	59 3%	6 2%	22 4%	32 3%	57 4%	14 4%	9 3%	27 3%	27 2%	27 3%	34 4%	27 3%	31 4%	95 3%	11 4%	8 5%	4 5%
4	**188** **6%**	92 6%	96 6%	19 6%	25 5%	76 7%	68 5%	19 6%	24 8%	44 5%	69 6%	42 5%	44 5%	47 6%	54 6%	154 6%	17 6%	11 6%	5 6%
5	**325** **10%J**	141 9%	182 11%	34 10%	47 9%	113 10%	132 10%	38 12%J	39 12%J	87 10%	85 7%	75 9%	81 10%	87 11%	82 9%	274 10%	21 8%	21 11%	9 10%
6	**417** **13%**	197 12%	219 13%	47 14%	69 13%	140 13%	161 12%	31 9%	50 16%G	125 14%	138 12%	105 13%	96 12%	116 14%	100 12%	364 13%	29 11%	16 9%	8 8%
7	**565** **17%FV**	283 18%	282 17%	71 21%F	107 20%F	189 17%	197 15%	43 13%	50 16%	159 18%	213 19%	144 18%	130 16%	138 17%	153 18%	476 17%	43 16%	28 15%	18 20%
8	**636** **19%**	309 19%	327 19%	52 16%	108 20%	212 20%	263 20%	62 19%	73 23%	156 18%	243 21%	160 20%	168 21%	162 20%	146 17%	542 20%	45 17%	30 16%	19 20%
9	**347** **11%**	170 11%	177 10%	36 11%	62 11%	103 9%	145 11%	35 11%	26 8%	97 11%	127 11%	97 12%	77 10%	82 10%	91 10%	288 10%	28 11%	20 11%	10 11%
Agree Completely 10	**349** **11%HNU**	166 10%	183 11%	46 14%	60 11%	104 10%	139 11%	34 10%	21 7%	90 10%	151 13%zH	103 13%zN	93 11%	81 10%	72 8%	282 10%	29 11%	31 17%zOR	7 8%
Don't know	**99** **3%CJKd**	45 3%	54 3%	3 1%	15 3%	33 3%	48 4%C	21 7%zHIJ	6 2%	26 3%J	14 1%	16 2%	20 2%	21 3%	43 5%zKLM	76 3%	18 7%zOQ	2 1%	3 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 277
D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC One offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	3291	1586	1702	334	544	1086	1328	325	317	874	1143	805	813	809	865	2751	266	181	94
EffectiveBase	2283	1150	1134	282	411	792	824	219	221	613	850	732	540	470	602	1803	205	211	185
Total mentions	3291 100%	1586 100%	1702 100%	334 100%	544 100%	1086 100%	1328 100%	325 100%	317 100%	874 100%	1143 100%	805 100%	813 100%	809 100%	865 100%	2751 100%	266 100%	181 100%	94 100%
Mean	6.65NS	6.66	6.64	6.87	6.85E	6.56	6.59	6.54	6.50	6.68	6.92zGH	6.98zLMN	6.60	6.68N	6.35	6.66	6.55	6.77	6.38
1-3 (Net)	366 11%JK	182 12%	183 11%	26 8%	51 9%	116 11%	173 13%zC	42 13%	27 9%	89 10%	101 9%	61 8%	104 13%K	76 9%	125 14%zKM	295 11%	35 13%	22 12%	14 15%
1-4 (Net)	554 17%K	274 17%	279 16%	45 13%	76 14%	192 18%	241 18%	61 19%	52 16%	133 15%	171 15%	103 13%	148 18%K	124 15%	179 21%zKM	449 16%	52 19%	34 19%	19 21%
1-2 (Net)	247 8%DK	123 8%	124 7%	20 6%	28 5%	83 8%	116 9%D	28 9%	19 6%	62 7%	74 6%	34 4%	70 9%K	50 6%	93 11%zKM	200 7%	24 9%	14 8%	10 11%
4-7 (Net)	1494 45%FY	713 45%	779 46%	170 51%zF	248 46%	518 48%F	558 42%	131 40%	163 52%G	416 48%	505 44%	367 46%	351 43%	388 48%	389 45%	1268 46%	110 41%	76 42%	40 43%
5-6 (Net)	742 23%JY	338 21%	401 24%	80 24%	116 21%	253 23%	293 22%	69 21%	89 28%zJ	213 24%J	223 20%	181 22%	177 22%	203 25%	181 21%	638 23%	50 19%	37 20%	17 18%
8-10 (Net)	1332 40%N	645 41%	686 40%	134 40%	230 42%	419 39%	548 41%	132 40%	121 38%	343 39%	522 46%zHI	361 45%N	338 42%N	324 40%	309 36%	1112 40%	103 39%	80 44%	36 39%
7-10 (Net)	1897 58%NV	929 59%	968 57%	205 61%	338 62%zEF	608 56%	746 56%	174 54%	170 54%	502 57%	734 64%zGHI	505 63%zN	468 58%	462 57%	462 53%	1588 58%	146 55%	108 60%	55 58%
9-10 (Net)	696 21%H	336 21%	360 21%	82 25%E	122 22%	207 19%	285 21%	69 21%	47 15%	187 21%H	278 24%zH	201 25%zMN	170 21%	162 20%	163 19%	571 21%	58 22%	51 28%zOR	17 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 277
D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC One offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	3323	208	577	122	288	156	348	177	137	89	112	290	1891	1346	2770	335
WeightedBase	3291	246	617	125*	316	169	388	192	162	104*	127*	306	2003	1229	2788	302
EffectiveBase	2283	144	405	91	204	118	254	128	102	64	85	212	1306	934	1913	226
Not At All Agree 1	156 5%KT	15 6%	18 3%	10 8%TW	16 5%	3 2%	22 6%	14 7%TW	4 2%	3 3%	5 4%	12 4%	90 5%	57 5%	133 5%	16 5%
2	91 3%DKf	14 6%zVX	16 3%	2 2%	5 1%	6 4%	5 1%	5 3%	6 4%	10 10%zTUVXYbc	1 *	8 3%	50 2%	41 3%	68 2%	13 4%
3	119 4%J	13 5%Wh	21 3%	5 4%h	17 6%Wh	1 *	14 4%	4 2%	-	3 3%	5 4%h	11 4%h	69 3%	47 4%	100 4%	13 4%
4	188 6%	14 6%	32 5%	1 1%	15 5%	15 9%U	18 5%	8 4%	24 15%zSTUVXYabc	2 2%	7 5%	18 6%	116 6%	68 6%	153 5%	21 7%
5	325 10%J	24 10%	68 11%	11 9%	49 15%zXYbc	15 9%	34 9%	14 7%	20 12%	8 8%	7 6%	23 8%	193 10%	127 10%	276 10%	29 10%
6	417 13%	29 12%	94 15%Y	19 15%	48 15%Y	21 13%	53 14%	14 7%	24 15%	9 9%	13 10%	38 12%	255 13%	157 13%	365 13%	31 10%
7	565 17%FV	39 16%	114 19%V	24 19%	35 11%	35 21%V	66 17%	32 17%	22 14%	31 29%zSTVXYhc	28 22%V	51 17%	354 18%	201 16%	473 17%	58 19%
8	636 19%	45 18%	109 18%	26 21%	59 19%	29 17%	87 22%	54 28%zTVWa	32 20%	13 12%	25 20%	62 20%	382 19%	247 20%	547 20%	52 17%
9	347 11%	23 9%	62 10%	12 10%	31 10%	22 13%	35 9%	31 16%zXh	10 6%	15 14%	14 11%	34 11%	227 11%	114 9%	288 10%	36 12%
Agree Completely 10	349 11%HNU	21 9%	67 11%U	5 4%	36 11%U	19 11%U	44 11%U	12 6%	18 11%	10 9%	19 15%UY	31 10%	220 11%	124 10%	305 11%	23 8%
Don't know	99 3%CJKd	9 4%	15 3%	8 7%zTVXh	6 2%	3 2%	8 2%	3 2%	2 1%	1 1%	2 2%	17 6%zTX	49 2%	46 4%	81 3%	12 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 277
D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC One offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	3291	246	617	125*	316	169	388	192	162	104*	127*	306	2003	1229	2788	302
EffectiveBase	2283	144	405	91	204	118	254	128	102	64	85	212	1306	934	1913	226
Total mentions	3291	246	617	125	316	169	388	192	162	104	127	306	2003	1229	2788	302
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.65NS	6.25	6.73S	6.37	6.52	6.89S	6.73	6.77	6.49	6.60	7.06S	6.75	6.71	6.57	6.68	6.42
1-3 (Net)	366	42	55	18	38	10	41	24	10	16	11	31	209	145	301	41
	11%JK	17%zTWh	9%	14%W	12%	6%	11%	12%	6%	15%Wh	9%	10%	10%	12%	11%	14%
1-4 (Net)	554	56	86	19	52	25	60	32	34	18	18	49	324	213	454	62
	17%K	23%zT	14%	15%	17%	15%	15%	17%	21%	18%	14%	16%	16%	17%	16%	20%
1-2 (Net)	247	29	34	12	20	9	27	19	10	13	6	20	140	98	201	28
	8%DK	12%zT	5%	10%	6%	5%	7%	10%	6%	12%T	5%	7%	7%	8%	7%	9%
4-7 (Net)	1494	105	309	56	147	86	172	68	90	50	55	130	918	552	1267	139
	45%FY	43%	50%zY	45%	46%Y	51%Y	44%	35%	56%zYc	48%	44%	42%	46%	45%	45%	46%
5-6 (Net)	742	53	163	30	97	37	88	28	44	17	21	62	448	284	641	60
	23%JY	22%	26%zY	24%	31%zYabc	22%	23%	14%	27%Y	17%	16%	20%	22%	23%	23%	20%
8-10 (Net)	1332	89	238	43	125	70	166	97	61	37	58	127	828	485	1139	110
	40%N	36%	39%	35%	40%	41%	43%	50%zSTUh	37%	36%	46%	42%	41%	39%	41%	36%
7-10 (Net)	1897	128	353	67	161	105	232	129	82	68	86	178	1182	685	1612	168
	58%NV	52%	57%	54%	51%	62%V	60%	67%zSTUVh	51%	65%V	68%zSVh	58%	59%	56%	58%	56%
9-10 (Net)	696	45	129	17	66	41	79	43	28	25	33	65	446	238	593	58
	21%H	18%	21%	13%	21%	24%	20%	22%	17%	24%	26%U	21%	22%	19%	21%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
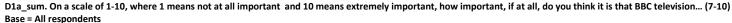* small base

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Table 278
D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Two offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	HHI Up to £10,000 (G)	HHI £10,000 - £14,999 (H)	HHI £15,000 - £29,999 (I)	HHI £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2388	1252	1133	262	366	812	948	198	218	622	946	818	558	462	550	1790	206	232	160
WeightedBase	2327	1175	1150	205	326	750	1047	199	222	599	860	635	595	549	548	1931	187	144	66
EffectiveBase	1661	899	768	180	267	567	668	135	152	438	666	589	400	324	395	1301	148	166	130
Not At All Agree 1	76 3%KT	36 3%	40 3%	5 2%	14 4%	24 3%	34 3%	3 2%	4 2%	22 4%	25 3%	11 2%	23 4%	16 3%	26 5%K	63 3%	6 3%	4 3%	4 6%
2	54 2%Jf	31 3%	23 2%	6 3%	3 1%	12 2%	34 3%D	6 3%	2 1%	14 2%	13 1%	13 2%	7 1%	14 3%	20 4%L	49 3%	1 *	2 2%	2 3%
3	74 3%B	48 4%zB	26 2%	8 4%	11 3%	22 3%	33 3%	2 1%	8 3%	16 3%	26 3%	15 2%	16 3%	32 6%zKLN	11 2%	60 3%	7 4%	6 4%	2 3%
4	93 4%	38 3%	55 5%	13 6%	10 3%	33 4%	37 4%	10 5%	9 4%	23 4%	28 3%	22 3%	25 4%	19 3%	27 5%	79 4%	5 3%	4 3%	5 7%
5	240 10%K	109 9%	129 11%	22 11%	30 9%	89 12%	99 9%	22 11%	32 15%J	59 10%	75 9%	53 8%	64 11%	57 10%	67 12%K	200 10%	17 9%	16 11%	7 11%
6	272 12%F	141 12%	131 11%	26 13%	52 16%zF	95 13%	100 10%	26 13%	29 13%	67 11%	106 12%	68 11%	66 11%	71 13%	67 12%	225 12%	24 13%	18 13%	5 8%
7	382 16%	205 17%	177 15%	31 15%	55 17%	125 17%	170 16%	28 14%	42 19%	109 18%	145 17%	108 17%	105 18%	84 15%	85 15%	317 16%	31 17%	22 16%	11 17%
8	523 22%N	265 23%	258 22%	40 20%	63 19%	178 24%	242 23%	36 18%	42 19%	142 24%	203 24%	166 26%zN	129 22%	127 23%	102 19%	445 23%	37 20%	27 19%	14 21%
9	304 13%	158 13%	146 13%	21 10%	44 14%	89 12%	149 14%	28 14%	35 16%	73 12%	122 14%	86 14%	78 13%	62 11%	78 14%	251 13%	30 16%	17 12%	7 10%
Agree Completely 10	230 10%EHNg	110 9%	120 10%	29 14%zE	35 11%	56 7%	111 11%	21 11%	11 5%	61 10%	108 13%zH	77 12%zN	64 11%N	52 10%	37 7%	182 9%	19 10%	23 16%zO	7 11%
Don't know	78 3%Jd	33 3%	45 4%	4 2%	9 3%	26 3%	39 4%	16 8%zIJ	9 4%J	13 2%	10 1%	16 3%	18 3%	14 2%	30 5%zKM	60 3%	12 6%O	4 3%	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Two offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2327	1175	1150	205	326	750	1047	199	222	599	860	635	595	549	548	1931	187	144	66
EffectiveBase	1661	899	768	180	267	567	668	135	152	438	666	589	400	324	395	1301	148	166	130
Total mentions	2327 100%	1175 100%	1150 100%	205 100%	326 100%	750 100%	1047 100%	199 100%	222 100%	599 100%	860 100%	635 100%	595 100%	549 100%	548 100%	1931 100%	187 100%	144 100%	66 100%
Mean	6.90N	6.89	6.91	6.85	6.92	6.80	6.97	7.00	6.81	6.92	7.13z	7.22zLMN	6.95N	6.76	6.59	6.88	7.08	7.06	6.61
1-3 (Net)	205 9%Kf	116 10%	89 8%	19 9%	28 8%	59 8%	100 10%	11 6%	14 6%	52 9%	64 7%	40 6%	46 8%	62 11%K	57 10%K	172 9%	13 7%	12 8%	8 12%
1-4 (Net)	298 13%JK	154 13%	144 12%	32 16%	38 12%	92 12%	137 13%	21 11%	22 10%	75 13%	91 11%	61 10%	71 12%	82 15%K	84 15%K	251 13%	19 10%	16 11%	12 19%zP
1-2 (Net)	131 6%K	67 6%	63 5%	11 5%	17 5%	36 5%	67 6%	9 5%	6 3%	36 6%	38 4%	24 4%	30 5%	31 6%	46 8%zK	112 6%	7 4%	7 5%	6 8%
4-7 (Net)	986 42%FS	493 42%	491 43%	92 45%	146 45%	342 46%F	406 39%	86 43%	112 50%zJ	257 43%	354 41%	250 39%	260 44%	231 42%	245 45%	821 43%	76 41%	61 42%	28 42%
5-6 (Net)	512 22%FK	250 21%	260 23%	48 23%	81 25%F	184 24%F	199 19%	48 24%	61 28%	125 21%	181 21%	121 19%	130 22%	128 23%	133 24%K	425 22%	40 22%	34 24%	12 19%
8-10 (Net)	1058 45%N	533 45%	525 46%	90 44%	142 44%	323 43%	502 48%	86 43%	87 39%	277 46%	433 50%zH	329 52%zLMN	271 45%	242 44%	216 39%	878 45%	85 46%	67 47%	28 42%
7-10 (Net)	1439 62%N	738 63%	702 61%	121 59%	197 61%	449 60%	672 64%	113 57%	129 58%	386 64%	579 67%zGH	437 69%zMN	376 63%N	326 59%	301 55%	1195 62%	116 62%	89 62%	39 59%
9-10 (Net)	534 23%E	268 23%	267 23%	50 24%	79 24%	145 19%	260 25%E	49 25%	46 21%	135 22%	230 27%z	163 26%	142 24%	115 21%	115 21%	432 22%	48 26%	40 28%	14 21%

Table 278
D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Two offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2388	149	392	88	214	111	244	130	95	68	75	224	1356	972	1968	269
WeightedBase	2327	168	402	90*	237	117*	266	134*	114*	80*	84*	238	1396	889	1955	247
EffectiveBase	1661	104	284	66	149	86	182	99	70	48	57	162	946	682	1377	182
Not At All Agree 1	76 3%KT	10 6%T	5 1%	5 6%T	9 4%	2 2%	9 3%	8 6%T	4 4%	- -	4 5%	6 3%	45 3%	26 3%	63 3%	11 4%
2	54 2%Jf	12 7%zTUVX	9 2%	- -	4 2%	2 2%	4 2%	4 3%	3 3%	4 4%	1 1%	6 3%	31 2%	22 2%	39 2%	8 3%
3	74 3%B	7 4%	13 3%	5 5%Yh	15 6%zXYh	1 1%	4 2%	1 *	- -	2 3%	5 6%Yh	7 3%	46 3%	26 3%	56 3%	13 5%
4	93 4%	5 3%	15 4%	1 1%	9 4%	10 9%zU	13 5%	6 4%	6 6%	1 2%	2 3%	9 4%	53 4%	38 4%	79 4%	10 4%
5	240 10%K	14 8%	39 10%	11 13%	27 11%	14 12%	30 11%	12 9%	17 15%	7 8%	5 6%	25 10%	153 11%	83 9%	202 10%	26 10%
6	272 12%F	16 10%	52 13%	13 14%	22 9%	12 11%	32 12%	10 7%	20 18%Y	11 13%	14 16%	23 10%	161 12%	106 12%	225 12%	28 11%
7	382 16%	20 12%	72 18%	19 21%	39 16%	22 19%	37 14%	19 14%	15 13%	23 29%zSXYhc	16 19%	35 15%	226 16%	150 17%	331 17%	38 15%
8	523 22%N	39 23%	86 21%	15 17%	54 23%	24 21%	71 27%	37 28%	24 21%	15 19%	17 20%	63 27%	323 23%	196 22%	434 22%	57 23%
9	304 13%	19 11%	55 14%	14 15%	28 12%	14 12%	31 12%	28 21%zXc	13 12%	12 15%	12 14%	25 11%	180 13%	117 13%	253 13%	35 14%
Agree Completely 10	230 10%EHNg	23 14%UY	44 11%	3 3%	22 9%	11 9%	25 9%	6 5%	11 9%	5 6%	7 8%	25 10%	142 10%	85 10%	207 11%zg	14 6%
Don't know	78 3%Jd	3 2%	12 3%	4 5%	8 3%	4 4%	9 3%	4 3%	- -	* *	2 2%	13 6%h	34 2%	41 5%zd	66 3%	8 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
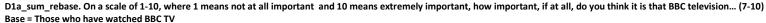* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 278
D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Two offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2327	168	402	90*	237	117*	266	134*	114*	80*	84*	238	1396	889	1955	247
EffectiveBase	1661	104	284	66	149	86	182	99	70	48	57	162	946	682	1377	182
Total mentions	2327	168	402	90	237	117	266	134	114	80	84	238	1396	889	1955	247
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**6.90N**	6.66	7.07	6.58	6.71	6.87	6.95	6.92	6.71	7.00	6.74	6.97	6.91	6.91	**6.95z**	6.60
1-3 (Net)	205	28	27	10	29	5	17	13	8	6	10	19	122	74	158	31
	9%Kf	*17%zTWXc*	*7%*	*11%*	*12%*	*5%*	*7%*	*10%*	*7%*	*7%*	*12%*	*8%*	*9%*	*8%*	*8%*	*13%f*
1-4 (Net)	298	33	42	10	37	16	31	19	14	7	13	28	176	112	236	42
	13%JK	*20%zT*	*10%*	*12%*	*16%*	*14%*	*12%*	*14%*	*12%*	*9%*	*15%*	*12%*	*13%*	*13%*	*12%*	*17%*
1-2 (Net)	131	21	14	5	13	4	13	12	8	4	5	12	76	49	102	19
	6%K	*13%zTWXc*	*4%*	*6%*	*6%*	*4%*	*5%*	*9%T*	*7%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	*8%*
4-7 (Net)	986	55	178	44	97	58	112	46	58	42	37	92	594	377	837	102
	42%FS	*33%*	*44%S*	*49%S*	*41%*	*50%SY*	*42%*	*34%*	*51%SY*	*53%SY*	*44%*	*39%*	*43%*	*42%*	*43%*	*41%*
5-6 (Net)	512	30	91	24	50	26	62	21	37	17	19	48	315	189	428	53
	22%FK	*18%*	*23%*	*27%*	*21%*	*22%*	*23%*	*16%*	*33%zSYc*	*22%*	*22%*	*20%*	*23%*	*21%*	*22%*	*22%*
8-10 (Net)	1058	81	185	32	103	49	128	71	48	32	35	113	645	397	894	106
	45%N	*48%*	*46%*	*35%*	*44%*	*42%*	*48%*	*53%U*	*42%*	*40%*	*41%*	*48%*	*46%*	*45%*	*46%*	*43%*
7-10 (Net)	1439	101	258	51	142	71	165	90	63	55	51	148	871	547	1225	144
	62%N	*60%*	*64%*	*57%*	*60%*	*60%*	*62%*	*67%*	*55%*	*69%*	*61%*	*62%*	*62%*	*62%*	*63%*	*58%*
9-10 (Net)	534	42	99	17	50	25	57	34	24	17	18	50	322	201	460	49
	23%E	*25%*	*25%*	*19%*	*21%*	*21%*	*21%*	*25%*	*21%*	*21%*	*22%*	*21%*	*23%*	*23%*	*24%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 279
D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Four offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1128**	637	489	104	176	386	462	81	105	303	477	419	280	207	222	839	97	116	76
WeightedBase	1214	663	549	82*	169	380	583	83*	124*	314	461	356	326	279	253	998	94*	87*	36*
EffectiveBase	716	423	297	66	118	249	299	51	73	186	321	279	184	130	149	555	62	72	62
Not At All Agree 1	**32** **3%Jd**	16 2%	16 3%	* *	3 2%	7 2%	22 4%	3 4%	5 4%	10 3%	5 1%	7 2%	8 3%	2 1%	15 6%zKM	25 3%	4 4%	* *	3 7%zOQ
2	**11** **1%**	4 1%	8 1%	- -	2 1%	1 *	9 2%	2 2%I	* *	- -	6 1%	2 1%	2 1%	3 1%	4 2%	10 1%	1 1%	1 1%	- -
3	**22** **2%**	17 3%	5 1%	1 1%	2 1%	6 2%	14 2%	* *	1 1%	5 2%	8 2%	12 3%zL	2 *	7 2%	2 1%	15 1%	4 5%	1 2%	1 3%
4	**29** **2%B**	24 4%zB	5 1%	4 5%	2 1%	15 4%	8 1%	1 2%	5 4%	5 1%	8 2%	9 2%	10 3%	5 2%	6 2%	25 3%	- -	3 3%	1 3%
5	**103** **8%JK**	47 7%	55 10%	8 10%	20 12%	28 7%	46 8%	10 13%	14 11%	36 11%J	28 6%	21 6%	23 7%	33 12%	26 10%	81 8%	13 14%	4 4%	5 14%Q
6	**124** **10%**	68 10%	56 10%	13 16%	15 9%	37 10%	58 10%	11 13%	13 10%	26 8%	46 10%	34 10%	31 10%	31 11%	27 10%	109 11%	4 5%	8 9%	3 8%
7	**205** **17%**	102 15%	102 19%	13 16%	35 21%	56 15%	101 17%	19 23%	22 17%	51 16%	76 16%	49 14%	57 17%	54 19%	45 18%	175 18%	11 12%	12 14%	6 16%
8	**239** **20%Ge**	129 19%	109 20%	21 26%	35 20%	85 23%	97 17%	5 6%	17 13%	81 26%zGH	91 20%G	63 18%	64 20%	62 22%	49 19%	199 20%	26 27%QR	10 12%	4 12%
9	**188** **15%**	117 18%	71 13%	9 11%	25 15%	60 16%	94 16%	10 12%	20 16%	46 15%	84 18%	65 18%N	56 17%	39 14%	28 11%	149 15%	16 17%	19 22%	4 11%
Agree Completely 10	**191** **16%M**	105 16%	86 16%	10 12%	25 15%	71 19%	85 15%	14 17%	12 9%	46 15%	97 21%zH	80 22%zMN	53 16%	27 10%	31 12%	151 15%	13 14%	22 25%zO	5 14%
Don't know	**71** **6%EIJd**	34 5%	37 7%	2 2%	6 4%	13 3%	50 9%zE	6 7%	15 12%zIJ	9 3%	14 3%	14 4%	19 6%	16 6%	22 9%	60 6%	1 1%	6 7%	4 11%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 279
D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Four offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**1214**	663	549	82*	169	380	583	83*	124*	314	461	356	326	279	253	998	94*	87*	36*
EffectiveBase	716	423	297	66	118	249	299	51	73	186	321	279	184	130	149	555	62	72	62
Total mentions	1214 100%	663 100%	549 100%	82 100%	169 100%	380 100%	583 100%	83 100%	124 100%	314 100%	461 100%	356 100%	326 100%	279 100%	253 100%	998 100%	94 100%	87 100%	36 100%
Mean	7.38NRVe	7.42	7.34	7.31	7.39	7.58	7.25	7.04	6.98	7.40	7.75zGH	7.68zMN	7.53N	7.21	6.94	7.37R	7.23	7.97zOR	6.75
1-3 (Net)	65 5%T	37 6%	28 5%	1 1%	6 4%	13 4%	44 8%zE	5 7%	6 5%	15 5%	18 4%	21 6%	12 4%	11 4%	21 8%	49 5%	9 10%	3 3%	4 10%
1-4 (Net)	94 8%T	60 9%	34 6%	5 6%	8 5%	28 8%	52 9%	7 8%	12 10%	20 6%	27 6%	29 8%	22 7%	17 6%	26 10%	74 7%	9 10%	6 6%	5 13%
1-2 (Net)	43 4%d	20 3%	24 4%	* *	5 3%	8 2%	31 5%	5 6%	6 5%	10 3%	10 2%	9 3%	11 3%	5 2%	19 7%zKM	35 3%	5 5%	1 1%	3 7%
4-7 (Net)	460 38%K	241 36%	218 40%	38 47%	73 43%	136 36%	213 37%	42 50%J	54 43%	116 37%	157 34%	113 32%	121 37%	123 44%K	103 41%	390 39%	28 30%	27 31%	15 41%
5-6 (Net)	227 19%	115 17%	111 20%	21 26%	36 21%	65 17%	104 18%	21 26%	27 22%	61 19%	73 16%	56 16%	54 17%	64 23%	52 21%	190 19%	17 18%	11 13%	8 22%
8-10 (Net)	618 51%GHNRe	351 53%	265 48%	41 50%	84 50%	217 57%zF	276 47%	30 36%	49 39%	173 55%GH	272 59%zGH	208 58%zMN	174 53%N	128 46%	108 42%	498 50%	55 59%R	51 59%R	13 38%
7-10 (Net)	822 68%HNRVe	454 68%	367 67%	54 66%	119 70%	273 72%	376 65%	49 59%	70 57%	224 71%H	347 75%zGH	257 72%zN	231 71%N	182 65%	153 60%	673 68%R	66 70%	64 73%R	19 54%
9-10 (Net)	379 31%MN	222 34%	157 29%	19 24%	50 29%	131 35%	179 31%	25 30%	32 26%	92 29%	181 39%zHI	145 41%zMN	110 34%N	66 24%	58 23%	299 30%	29 31%	41 47%zOR	9 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Four offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	1128	66	197	38	98	53	124	66	46	24	36	91	664	439	955	107
WeightedBase	1214	78*	229	41**	122*	57*	148*	76*	57*	37**	50**	103*	726	468	1044	116*
EffectiveBase	716	37	132	28	63	39	81	46	33	18	29	54	427	275	607	68
Not At All Agree 1	32 3%Jd	6 8%Tc	2 1%	-	9 7%zTc	2 3%	4 3%	3 4%	-	-	-	-	11 2%	19 4%d	26 2%	4 4%
2	11 1%	-	2 1%	-	-	-	-	2 2%	2 4%	-	-	4 4%z	6 1%	5 1%	9 1%	-
3	22 2%	1 1%	-	2 4%	2 2%	1 1%	7 5%T	-	1 2%	-	-	1 1%	15 2%	6 1%	16 2%	2 2%
4	29 2%B	2 3%	4 2%	-	1 *	* 1%	1 1%	3 4%	3 5%	1 2%	1 2%	8 8%zTVX	20 3%	9 2%	22 2%	5 4%
5	103 8%JK	1 2%	17 8%	8 19%	21 17%zSTY	3 5%	15 10%	3 4%	4 6%	-	1 1%	8 7%	62 9%	41 9%	92 9%	8 7%
6	124 10%	7 9%	26 11%	7 18%	18 15%	11 19%Yc	15 10%	4 5%	7 12%	3 9%	6 12%	5 5%	65 9%	58 12%	112 11%	8 7%
7	205 17%	7 9%	43 19%	5 13%	17 14%	8 13%	27 18%	10 13%	7 12%	14 39%	13 27%	24 23%	115 16%	88 19%	185 18%	15 13%
8	239 20%Ge	14 19%	41 18%	7 17%	19 15%	13 22%	28 19%	25 33%zTV	15 26%	8 22%	7 15%	21 20%	161 22%ze	73 16%	204 20%	19 17%
9	188 15%	20 26%X	41 18%	7 18%	16 13%	9 16%	15 10%	13 17%	8 14%	3 8%	5 9%	12 12%	118 16%	68 15%	154 15%	25 22%
Agree Completely 10	191 16%M	13 17%	38 17%	2 6%	15 12%	9 16%	21 14%	10 13%	10 17%	5 15%	12 24%	14 14%	124 17%	61 13%	165 16%	17 15%
Don't know	71 6%EIJd	6 7%	15 7%	2 6%	4 4%	2 4%	15 10%	3 3%	-	2 5%	5 10%	6 6%	30 4%	39 8%zd	59 6%	11 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 279
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 - BBC Four offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	1214	78*	229	41**	122*	57*	148*	76*	57*	37**	50**	103*	726	468	1044	116*
EffectiveBase	716	37	132	28	63	39	81	46	33	18	29	54	427	275	607	68
Total mentions	1214	78	229	41	122	57	148	76	57	37	50	103	726	468	1044	116
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.38NRVe**	7.51	**7.69V**	6.98	6.76	7.50	7.15	7.48	7.34	7.71	7.94	7.21	**7.53ze**	7.14	7.39	7.45
1-3 (Net)	65	7	3	2	11	2	11	5	4	-	-	5	32	31	51	6
	5%T	**9%T**	*1%*	*4%*	**9%T**	*4%*	**8%T**	*6%*	*7%*			*4%*	*4%*	*7%*	*5%*	*5%*
1-4 (Net)	94	9	7	2	12	3	12	8	7	1	1	13	52	39	73	11
	8%T	**12%T**	*3%*	*4%*	*10%*	*5%*	*8%*	*11%*	**12%T**	*2%*	*2%*	**13%T**	*7%*	*8%*	*7%*	*10%*
1-2 (Net)	43	6	3	-	9	2	4	5	2	-	-	4	17	25	35	4
	4%d	**8%T**	*1%*		**7%T**	*3%*	*3%*	*6%*	*4%*			*4%*	*2%*	**5%d**	*3%*	*4%*
4-7 (Net)	460	18	90	21	57	22	58	21	21	18	21	45	261	196	411	37
	38%K	*23%*	*39%*	*50%*	**46%SY**	*38%*	*39%*	*27%*	*36%*	*50%*	*42%*	**44%S**	*36%*	*42%*	*39%*	*32%*
5-6 (Net)	227	9	43	15	39	14	30	7	11	3	7	13	127	99	204	17
	19%	*11%*	*19%*	*37%*	**32%zSTYc**	*24%*	*20%*	*9%*	*19%*	*9%*	*14%*	*12%*	*17%*	*21%*	*20%*	*15%*
8-10 (Net)	618	47	120	17	50	31	65	48	33	17	24	47	403	203	523	62
	51%GHNRe	*61%*	*52%*	*41%*	*41%*	*54%*	*44%*	**63%VX**	*57%*	*45%*	*48%*	*46%*	**56%ze**	*43%*	*50%*	*53%*
7-10 (Net)	822	54	163	22	67	38	92	58	40	31	37	71	518	291	709	77
	68%HNRVe	*70%*	**71%V**	*54%*	*55%*	*67%*	*62%*	**77%V**	*70%*	*84%*	*75%*	*69%*	**71%ze**	*62%*	*68%*	*66%*
9-10 (Net)	379	33	79	10	31	18	36	23	18	8	17	26	242	130	319	42
	31%MN	*42%*	*34%*	*24%*	*25%*	*32%*	*24%*	*31%*	*31%*	*23%*	*33%*	*26%*	*33%*	*28%*	*31%*	*37%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC News Channel offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	1089	627	461	118	190	398	383	58	92	282	503	448	255	187	199	859	92	86	52
WeightedBase	1125	630	495	91*	177	369	488	55*	103*	276	461	362	302	235	227	961	82*	60*	23*
EffectiveBase	672	405	270	67	121	254	246	37	60	168	327	282	163	120	128	547	59	49	43
Not At All Agree 1	33 3%BK	26 4%zB	6 1%	2 2%	8 5%	10 3%	13 3%	1 3%	2 2%	7 2%	19 4%	5 1%	9 3%	7 3%	12 5%K	26 3%	5 6%	1 2%	-
2	26 2%	16 2%	10 2%	* *	1 *	9 2%	17 3%	1 3%	- -	13 5%z	12 3%	6 2%	3 1%	6 3%	11 5%zL	24 3%	1 1%	* 1%	* 2%
3	39 3%	24 4%	14 3%	2 2%	7 4%	9 3%	20 4%	4 6%	3 3%	8 3%	11 2%	16 5%	10 3%	3 1%	10 4%	35 4%	2 2%	1 1%	1 6%
4	63 6%	36 6%	27 5%	6 6%	5 3%	24 6%	29 6%	* 1%	8 8%	10 4%	33 7%	25 7%	14 5%	12 5%	12 5%	57 6%	2 3%	2 3%	1 6%
5	97 9%	49 8%	48 10%	13 14%	11 6%	33 9%	40 8%	5 9%	11 11%	19 7%	30 7%	40 11%	20 7%	21 9%	16 7%	84 9%	6 7%	5 8%	2 8%
6	133 12%E	75 12%	58 12%	16 18%E	31 17%zE	29 8%	57 12%	8 14%	12 11%	36 13%	47 10%	42 12%	42 14%	28 12%	21 9%	104 11%	21 25%zOQR	6 10%	2 8%
7	188 17%AI	90 14%	97 20%	13 14%	33 19%	76 21%zF	67 14%	13 23%	20 20%	31 11%	93 20%zI	56 16%	55 18%	45 19%	32 14%	160 17%	16 20%	8 14%	4 16%
8	248 22%	138 22%	110 22%	15 16%	40 22%	79 21%	115 24%	10 18%	21 20%	83 30%zJ	97 21%	70 19%	76 25%	53 23%	50 22%	213 22%	14 17%	16 27%	5 20%
9	152 14%	93 15%	60 12%	16 17%	28 16%	54 15%	54 11%	5 8%	15 15%	37 13%	62 13%	53 15%	39 13%	33 14%	27 12%	132 14%	7 9%	8 13%	5 22%P
Agree Completely 10	119 11%	66 10%	54 11%	8 9%	11 6%	39 11%	61 13%	5 8%	9 8%	29 11%	53 12%	39 11%	31 10%	21 9%	28 12%	101 10%	5 6%	12 20%zOP	2 9%
Don't know	27 2%J	16 3%	11 2%	1 1%	4 2%	8 2%	15 3%	4 7%J	2 2%	4 2%	5 1%	10 3%	4 1%	5 2%	8 4%	24 3%	2 3%	- -	1 2%
Total mentions	1125 100%	630 100%	495 100%	91 100%	177 100%	369 100%	488 100%	55 100%	103 100%	276 100%	461 100%	362 100%	302 100%	235 100%	227 100%	961 100%	82 100%	60 100%	23 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC News Channel offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1125	630	495	91*	177	369	488	55*	103*	276	461	362	302	235	227	961	82*	60*	23*
EffectiveBase	672	405	270	67	121	254	246	37	60	168	327	282	163	120	128	547	59	49	43
Mean	6.92	6.84	7.02	6.89	6.89	6.99	6.88	6.70	6.96	7.01	6.91	6.92	7.05	6.98	6.69	6.91	6.49	**7.55zP**	7.17
1-3 (Net)	97	66	31	4	16	28	49	6	5	27	41	27	22	16	33	85	8	2	2
	9%	11%z	6%	5%	9%	8%	10%	12%	5%	10%	9%	7%	7%	7%	14%zKLM	9%	10%	4%	8%
1-4 (Net)	161	103	58	10	21	52	78	7	13	37	74	52	36	28	45	142	11	5	3
	14%	16%	12%	11%	12%	14%	16%	12%	12%	13%	16%	14%	12%	12%	20%	15%	13%	8%	14%
1-2 (Net)	59	42	17	2	9	19	29	3	2	20	30	11	12	13	23	50	6	2	*
	5%K	7%z	3%	2%	5%	5%	6%	5%	2%	7%	7%	3%	4%	5%	10%zKL	5%	7%	3%	2%
4-7 (Net)	481	251	230	48	80	161	193	26	51	96	203	163	131	106	81	406	46	21	9
	43%I	40%	46%	53%	45%	44%	40%	47%	50%I	35%	44%I	45%	43%	45%	36%	42%	56%zOQ	35%	39%
5-6 (Net)	230	125	106	29	42	61	97	13	23	55	77	82	62	49	37	189	27	11	4
	20%J	20%	21%	32%zEF	24%	17%	20%	23%	22%	20%	17%	23%	21%	21%	16%	20%	33%zO	18%	16%
8-10 (Net)	520	296	223	39	78	172	231	19	44	149	212	162	146	108	105	445	26	36	12
	46%P	47%	45%	42%	44%	47%	47%	35%	43%	54%zG	46%	45%	48%	46%	46%	46%P	32%	61%zP	52%P
7-10 (Net)	708	386	321	52	111	248	297	32	64	180	305	218	201	153	136	605	42	44	16
	63%	61%	65%	56%	63%	67%	61%	58%	63%	65%	66%	60%	66%	65%	60%	63%	52%	74%P	68%
9-10 (Net)	272	158	113	24	39	93	116	9	24	66	115	92	70	55	55	232	12	20	7
	24%	25%	23%	26%	22%	25%	24%	17%	23%	24%	25%	25%	23%	23%	24%	24%	15%	33%P	32%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 280
D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC News Channel offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	1089	63	245	38	111	46	110	66	39	24	25	92	677	386	917	102
WeightedBase	1125	72*	263	41**	126*	53**	146*	58*	50**	25**	23**	103*	706	401	961	107*
EffectiveBase	672	39	154	26	73	28	71	48	27	14	17	57	424	232	570	62
Not At All Agree 1	33 / 3%BK	2 / 2%	7 / 3%	2 / 6%	1 / 1%	- / -	7 / 5%	4 / 7%	1 / 1%	- / -	- / -	2 / 2%	23 / 3%	7 / 2%	27 / 3%	5 / 5%
2	26 / 2%	4 / 5%	3 / 1%	1 / 3%	3 / 3%	4 / 7%	2 / 2%	1 / 2%	- / -	4 / 17%	- / -	1 / 1%	19 / 3%	8 / 2%	21 / 2%	4 / 4%
3	39 / 3%	4 / 5%	8 / 3%	2 / 4%	7 / 6%	1 / 1%	2 / 1%	2 / 4%	3 / 5%	- / -	1 / 4%	5 / 5%	21 / 3%	17 / 4%	32 / 3%	1 / 1%
4	63 / 6%	6 / 8%	12 / 5%	- / -	9 / 7%	4 / 7%	5 / 4%	3 / 6%	7 / 15%	2 / 8%	1 / 5%	7 / 7%	34 / 5%	29 / 7%	54 / 6%	8 / 7%
5	97 / 9%	9 / 13%	15 / 6%	5 / 11%	17 / 14%T	* / 1%	15 / 11%	4 / 7%	8 / 15%	1 / 4%	2 / 7%	8 / 8%	55 / 8%	38 / 10%	83 / 9%	8 / 7%
6	133 / 12%E	4 / 6%	33 / 13%	6 / 14%	9 / 7%	2 / 3%	16 / 11%	7 / 12%	3 / 7%	2 / 8%	2 / 10%	19 / 19%V	75 / 11%	56 / 14%	113 / 12%	13 / 12%
7	188 / 17%AI	15 / 21%	49 / 19%	4 / 9%	15 / 12%	17 / 33%	20 / 13%	9 / 15%	9 / 18%	5 / 18%	7 / 28%	12 / 12%	123 / 17%	63 / 16%	167 / 17%	11 / 10%
8	248 / 22%	7 / 10%	67 / 26%SV	12 / 29%	17 / 14%	17 / 32%	32 / 22%	13 / 22%	10 / 20%	7 / 30%	8 / 35%	22 / 21%	160 / 23%	88 / 22%	207 / 22%	27 / 25%
9	152 / 14%	8 / 12%	35 / 13%	2 / 5%	27 / 21%z	6 / 11%	23 / 16%	11 / 19%	4 / 9%	4 / 15%	1 / 6%	10 / 10%	109 / 15%	41 / 10%	136 / 14%	12 / 11%
Agree Completely 10	119 / 11%	10 / 14%	22 / 8%	7 / 18%	18 / 14%Y	3 / 6%	18 / 12%	2 / 3%	5 / 10%	* / *	1 / 5%	15 / 14%	72 / 10%	45 / 11%	97 / 10%	16 / 15%
Don't know	27 / 2%J	3 / 4%	10 / 4%	- / -	2 / 2%	- / -	5 / 3%	2 / 4%	- / -	- / -	- / -	2 / 2%	16 / 2%	9 / 2%	24 / 2%	3 / 3%
Total mentions	1125 / 100%	72 / 100%	263 / 100%	41 / 100%	126 / 100%	53 / 100%	146 / 100%	58 / 100%	50 / 100%	25 / 100%	23 / 100%	103 / 100%	706 / 100%	401 / 100%	961 / 100%	107 / 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 280
D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC News Channel offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
WeightedBase	1125	72*	263	41**	126*	53**	146*	58*	50**	25**	23**	103*	706	401	961	107*
EffectiveBase	672	39	154	26	73	28	71	48	27	14	17	57	424	232	570	62
Mean	6.92	6.55	7.04	6.88	7.00	7.07	7.04	6.55	6.57	6.37	7.08	6.94	6.99	6.85	6.93	6.89
1-3 (Net)	97	9	19	5	12	4	11	8	3	4	1	8	63	31	80	11
	9%	13%	7%	13%	10%	8%	8%	13%	7%	17%	4%	8%	9%	8%	8%	10%
1-4 (Net)	161	15	31	5	21	8	17	11	11	6	2	15	96	60	134	18
	14%	21%	12%	13%	17%	15%	11%	19%	21%	25%	9%	14%	14%	15%	14%	17%
1-2 (Net)	59	6	11	4	5	4	9	5	1	4	-	3	42	14	48	10
	5%K	8%	4%	9%	4%	7%	6%	9%	1%	17%	-	3%	6%	4%	5%	9%
4-7 (Net)	481	35	109	14	50	23	57	23	27	10	12	47	287	186	417	39
	43%I	48%	42%	35%	40%	43%	39%	39%	55%	38%	50%	45%	41%	46%	43%	36%
5-6 (Net)	230	14	48	11	26	2	32	11	11	3	4	27	130	95	196	21
	20%J	19%	18%	26%	21%	3%	22%	19%	22%	12%	17%	27%	18%	24%	20%	19%
8-10 (Net)	520	26	125	21	62	26	73	26	19	11	11	46	341	175	440	55
	46%P	36%	47%	52%	49%	49%	50%	44%	39%	45%	46%	45%	48%	44%	46%	51%
7-10 (Net)	708	41	173	25	76	43	93	34	28	16	17	58	464	237	607	66
	63%	56%	66%	61%	61%	81%	63%	59%	56%	63%	74%	57%	66%z	59%	63%	61%
9-10 (Net)	272	18	57	10	45	9	41	13	10	4	3	25	181	87	233	28
	24%	26%	22%	23%	35%zT	17%	28%	21%	19%	15%	11%	24%	26%	22%	24%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 281
D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Parliament offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	246	144	102	27	51	90	78	15	18	61	127	111	73	28	34	182	28	24	12
WeightedBase	234	129	106*	19**	44*	79*	93*	15**	18**	53*	115*	84*	92*	25**	34**	189	24**	16**	5**
EffectiveBase	160	103	61	17	37	63	50	11	10	36	91	73	51	20	23	124	18	12	9
Not At All Agree 1	5	2	3	-	-	3	2	1	-	1	3	-	1	-	4	3	1	-	-
	2%	2%	3%	-	-	3%	2%	10%	-	1%	2%	-	1%	-	12%	2%	6%	-	-
2	2	2	-	-	-	-	2	-	-	-	2	2	-	-	-	2	-	-	-
	1%	1%	-	-	-	-	2%	-	-	-	1%	2%	-	-	-	1%	-	-	-
3	2	-	2	-	1	1	-	-	1	-	1	1	-	-	1	1	1	-	-
	1%	-	2%	-	2%	1%	-	-	5%	-	1%	1%	-	-	3%	1%	3%	-	-
4	5	2	3	-	1	1	3	1	-	-	1	3	1	-	1	4	-	1	-
	2%	1%	3%	-	2%	2%	3%	6%	-	-	1%	3%	2%	-	3%	2%	-	5%	-
5	15	8	7	*	7	4	4	1	-	1	6	6	9	*	1	11	1	3	1
	7%	6%	7%	2%	15%z	5%	5%	9%	-	2%	5%	7%	10%	2%	2%	6%	3%	21%	17%
6	17	10	7	3	1	8	5	2	2	5	9	6	7	1	3	15	2	*	-
	7%	8%	6%	17%	2%	10%	6%	13%	10%	9%	8%	7%	8%	5%	8%	8%	6%	2%	-
7	28	11	18	2	6	13	7	1	1	10	16	11	12	1	4	25	2	1	-
	12%A	8%	17%	9%	14%	17%	8%	7%	3%	19%	14%	14%	13%	3%	11%	13%	9%	6%	-
8	46	24	22	*	6	19	20	-	5	12	24	11	20	8	7	36	6	3	1
	20%	18%	21%	1%	14%	25%	22%	-	28%	22%	21%	13%	22%	34%	20%	19%	26%	16%	15%
9	50	26	24	4	11	16	18	1	6	10	28	20	16	9	4	35	8	4	2
	21%	20%	23%	24%	26%	20%	19%	9%	31%	19%	25%	24%	17%	37%	13%	19%	33%	26%	37%
Agree Completely 10	59	44	15	8	10	14	27	6	3	15	22	22	26	5	6	51	3	4	2
	25%B	34%zB	15%	44%	22%	18%	29%	37%	18%	28%	20%	27%	28%	20%	18%	27%	13%	23%	31%
Don't know	6	1	5	*	1	-	4	2	1	*	3	2	-	-	4	6	-	-	-
	2%Ad	1%	5%	2%	2%	-	5%	11%	4%	1%	3%	2%	-	-	11%	3%	-	-	-
Total mentions	234	129	106	19	44	79	93	15	18	53	115	84	92	25	34	189	24	16	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.95	8.21z	7.61	8.62	7.88	7.69	8.07	7.27	8.19	8.26	7.87	8.02	8.05	8.58	6.95	7.98	7.73	7.78	8.48

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 281
D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Parliament offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	234	129	106*	19**	44*	79*	93*	15**	18**	53*	115*	84*	92*	25**	34**	189	24**	16**	5**
EffectiveBase	160	103	61	17	37	63	50	11	10	36	91	73	51	20	23	124	18	12	9
1-3 (Net)	8	4	5	-	1	4	4	1	1	1	5	2	1	-	5	6	2	-	-
	3%d	3%	4%	-	2%	4%	4%	10%	5%	1%	4%	3%	1%	-	15%	3%	9%	-	-
1-4 (Net)	13	5	8	-	2	5	6	2	1	1	6	5	2	-	6	10	2	1	-
	6%d	4%	8%	-	4%	6%	7%	15%	5%	1%	5%	6%	2%	-	17%	5%	9%	5%	-
1-2 (Net)	6	4	3	-	-	3	4	1	-	1	4	2	1	-	4	5	1	-	-
	3%	3%	3%	-	-	3%	4%	10%	-	1%	4%	2%	1%	-	12%	3%	6%	-	-
4-7 (Net)	66	31	35	6	15	26	19	5	2	16	32	25	30	2	8	55	4	6	1
	28%	24%	33%	29%	33%	33%	21%	34%	13%	29%	28%	30%	33%	10%	24%	29%	18%	35%	17%
5-6 (Net)	32	19	14	4	8	11	10	3	2	6	15	11	16	2	3	26	2	4	1
	14%	15%	13%	20%	17%	14%	10%	22%	10%	11%	13%	13%	18%	7%	10%	14%	9%	23%	17%
8-10 (Net)	155	93	62	13	27	49	65	7	14	37	75	54	62	22	17	122	18	11	4
	66%	73%z	58%	69%	62%	62%	70%	46%	77%	69%	65%	64%	67%	90%	50%	65%	73%	65%	83%
7-10 (Net)	183	104	79	15	34	63	72	8	15	47	91	65	74	23	21	148	20	12	4
	78%	81%	75%	78%	77%	79%	78%	53%	80%	87%	79%	78%	80%	93%	62%	78%	82%	71%	83%
9-10 (Net)	109	70	39	13	21	30	45	7	9	25	51	43	42	14	10	86	11	8	3
	46%	54%zB	37%	67%	48%	38%	49%	46%	49%	47%	44%	51%	45%	57%	31%	46%	47%	49%	68%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	246	12	58	7	18	9	27	14	7	4	6	20	156	82	210	21
WeightedBase	234	12**	64*	6**	18**	8**	31**	11**	9**	3**	7**	19**	142	85*	209	14**
EffectiveBase	160	8	38	7	12	6	20	11	5	4	4	14	114	47	137	15
Not At All Agree 1	5 / 2%	-	-	-	-	-	1 / 2%	-	-	-	-	3 / 14%	-	2 / 2%	5 / 2%	-
2	2 / 1%	-	-	-	-	-	2 / 5%	-	-	-	-	-	-	2 / 2%	2 / 1%	-
3	2 / 1%	-	* / 1%	-	-	-	-	-	-	-	-	1 / 3%	1 / 1%	1 / 1%	2 / 1%	-
4	5 / 2%	-	-	-	-	-	-	-	1 / 7%	-	-	3 / 18%	1 / 1%	4 / 4%	5 / 2%	-
5	15 / 7%	-	2 / 4%	-	4 / 24%	-	1 / 3%	-	2 / 26%	-	* / 6%	-	13 / 9%z	1 / 1%	15 / 7%	* / 2%
6	17 / 7%	1 / 11%	6 / 9%	* / 8%	1 / 5%	-	2 / 5%	2 / 18%	-	1 / 27%	2 / 22%	1 / 4%	11 / 8%	5 / 6%	17 / 8%	* / 3%
7	28 / 12%A	1 / 5%	17 / 26%z	-	1 / 7%	-	1 / 5%	3 / 29%	1 / 6%	-	-	1 / 5%	16 / 11%	12 / 15%	23 / 11%	2 / 11%
8	46 / 20%	1 / 5%	15 / 23%	2 / 28%	3 / 15%	1 / 14%	3 / 9%	3 / 29%	2 / 24%	-	2 / 25%	5 / 26%	26 / 18%	20 / 23%	42 / 20%	2 / 17%
9	50 / 21%	1 / 5%	9 / 15%	2 / 36%	2 / 10%	4 / 51%	12 / 40%	1 / 9%	1 / 11%	-	-	3 / 16%	34 / 24%	14 / 17%	43 / 21%	5 / 33%
Agree Completely 10	59 / 25%B	9 / 74%	14 / 22%	1 / 12%	4 / 24%	3 / 34%	8 / 25%	2 / 14%	2 / 25%	2 / 73%	3 / 47%	2 / 13%	38 / 27%	19 / 23%	51 / 24%	5 / 34%
Don't know	6 / 2%Ad	-	-	1 / 15%	3 / 15%	-	2 / 7%	-	-	-	-	-	1 / 1%	5 / 6%	6 / 3%	-
Total mentions	234 / 100%	12 / 100%	64 / 100%	6 / 100%	18 / 100%	8 / 100%	31 / 100%	11 / 100%	9 / 100%	3 / 100%	7 / 100%	19 / 100%	142 / 100%	85 / 100%	209 / 100%	14 / 100%
Mean	7.95	9.26	8.00	8.51	7.64	9.20	8.26	7.73	7.44	8.94	8.32	6.41	8.15z	7.83	7.86	8.79

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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
WeightedBase	234	12**	64*	6**	18**	8**	31**	11**	9**	3**	7**	19**	142	85*	209	14**
EffectiveBase	160	8	38	7	12	6	20	11	5	4	4	14	114	47	137	15
1-3 (Net)	8	-	*	-	-	-	2	-	-	-	-	3	1	4	8	-
	3%d	-	1%	-	-	-	7%	-	-	-	-	17%	1%	5%	4%	-
1-4 (Net)	13	-	*	-	-	-	2	-	1	-	-	7	2	8	13	-
	6%d	-	1%	-	-	-	7%	-	7%	-	-	35%	2%	9%d	6%	-
1-2 (Net)	6	-	-	-	-	-	2	-	-	-	-	3	-	4	6	-
	3%	-	-	-	-	-	7%	-	-	-	-	14%	-	4%	3%	-
4-7 (Net)	66	2	25	*	7	-	4	5	4	1	2	5	42	23	59	2
	28%	16%	39%	8%	36%	-	12%	47%	40%	27%	28%	28%	30%	26%	28%	16%
5-6 (Net)	32	1	8	*	5	-	2	2	2	1	2	1	25	6	32	1
	14%	11%	13%	8%	29%	-	8%	18%	26%	27%	28%	4%	17%z	8%	15%	5%
8-10 (Net)	155	10	39	5	9	8	23	6	6	2	5	10	99	54	135	12
	66%	84%	60%	76%	49%	100%	74%	53%	60%	73%	72%	55%	69%	63%	65%	84%
7-10 (Net)	183	11	56	5	10	8	24	9	6	2	5	11	114	66	158	13
	78%	89%	87%	76%	56%	100%	79%	82%	66%	73%	72%	60%	80%	78%	76%	95%
9-10 (Net)	109	10	24	3	6	7	20	3	3	2	3	6	72	34	94	9
	46%	79%	37%	48%	34%	86%	65%	24%	35%	73%	47%	29%	51%	40%	45%	67%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**95**	61	34	10	24	38	23	3	6	22	58	43	30	9	13	58	30	5	2
WeightedBase	**98***	60*	37**	8**	25**	36**	30**	4**	6**	15**	58*	34*	38**	9**	16**	62*	32**	2**	1**
EffectiveBase	63	45	20	9	18	28	13	3	4	18	44	33	18	6	11	42	18	4	2
Not At All Agree 1	**4**	1	3	-	1	2	1	1	-	1	-	-	-	1	4	1	4	-	-
	4%O	2%	8%	-	2%	7%	5%	37%	-	4%	-	-	-	6%	23%	1%	12%	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	1	1	-	1	-	1	1	-	-	1	2	-	-	-	1	-	1	-
	2%	1%	4%	-	6%	-	3%	20%	-	-	3%	7%	-	-	-	2%	-	32%	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**3**	3	-	-	-	2	1	-	-	-	3	3	-	-	-	3	-	-	-
	3%	4%	-	-	-	5%	2%	-	-	-	5%	8%z	-	-	-	4%	-	-	-
6	**7**	5	2	1	-	4	2	-	-	3	4	2	1	1	3	5	1	1	-
	7%	8%	6%	17%	-	12%	5%	-	-	18%	7%	5%	3%	13%	18%	8%	3%	29%	-
7	**15**	12	3	1	9	5	2	-	-	4	12	6	6	2	1	8	7	-	-
	16%	20%	9%	8%	35%	13%	6%	-	-	24%	20%	18%	17%	20%	7%	14%	22%	-	-
8	**20**	16	4	1	7	8	4	-	-	4	13	7	9	3	1	14	5	-	*
	20%	26%	10%	13%	30%	22%	12%	-	-	24%	22%	21%	23%	29%	6%	22%	16%	-	52%
9	**24**	17	7	2	4	12	6	2	3	5	14	10	10	1	3	16	6	1	*
	24%	28%	18%	31%	15%	33%	20%	43%	60%	29%	24%	29%	25%	14%	18%	25%	20%	39%	48%
Agree Completely 10	**16**	6	10	2	3	3	7	-	2	*	9	3	8	2	4	8	8	-	-
	17%AK	10%	28%	30%	12%	9%	25%	-	40%	2%	16%	7%	20%	17%	28%	12%	26%	-	-
Don't know	**7**	-	7	-	-	-	7	-	-	-	2	2	5	-	-	7	-	-	-
	7%	-	18%	-	-	-	22%	-	-	-	4%	6%	12%	-	-	11%	-	-	-
Total mentions	**98**	60	37	8	25	36	30	4	6	15	58	34	38	9	16	62	32	2	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	**7.75**	7.76	7.72	8.48	7.59	7.54	8.00	4.84	9.40	7.49	7.94	7.57	8.49	7.61	6.66	7.88	7.61	6.19	8.48
1-3 (Net)	**7**	2	4	-	2	2	2	2	-	1	1	2	-	1	4	2	4	1	-
	7%J	4%	12%	-	8%	7%	7%	57%	-	4%	3%	7%	-	6%	23%	3%	12%	32%	-

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	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	98*	60*	37**	8**	25**	36**	30**	4**	6**	15**	58*	34*	38**	9**	16**	62*	32**	2**	1**
EffectiveBase	63	45	20	9	18	28	13	3	4	18	44	33	18	6	11	42	18	4	2
1-4 (Net)	**7**	2	4	-	2	2	2	2	-	1	1	2	-	1	4	2	4	1	-
	7%J	4%	12%	-	8%	7%	7%	57%	-	4%	3%	7%	-	6%	23%	3%	12%	32%	-
1-2 (Net)	**4**	1	3	-	1	2	1	1	-	1	-	-	-	1	4	1	4	-	-
	4%O	2%	8%	-	2%	7%	5%	37%	-	4%	-	-	-	6%	23%	1%	12%	-	-
4-7 (Net)	**25**	19	6	2	9	11	4	-	-	6	19	11	7	3	4	16	8	1	-
	26%	32%	15%	26%	35%	30%	13%	-	-	42%	32%	31%	20%	34%	25%	26%	25%	29%	-
5-6 (Net)	**10**	7	2	1	-	6	2	-	-	3	7	4	1	1	3	8	1	1	-
	10%	12%	6%	17%	-	17%	8%	-	-	18%	12%	13%	3%	13%	18%	12%	3%	29%	-
8-10 (Net)	**59**	39	20	6	14	23	17	2	6	8	35	19	26	6	8	38	20	1	1
	61%	64%	55%	74%	57%	64%	57%	43%	100%	55%	62%	57%	68%	61%	52%	60%	63%	39%	100%
7-10 (Net)	**75**	51	24	6	23	27	19	2	6	12	47	26	32	8	9	46	27	1	1
	77%	84%z	64%	83%	92%	77%	63%	43%	100%	79%	82%	74%	85%	81%	59%	74%	85%	39%	100%
9-10 (Net)	**40**	23	17	5	7	15	13	2	6	5	23	12	17	3	7	24	15	1	*
	41%	38%	46%	61%	27%	42%	45%	43%	100%	31%	40%	36%	45%	31%	46%	38%	47%	39%	48%

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	95	2	31	3	1	4	5	3	6	1	-	2	74	20	80	8
WeightedBase	98*	2**	31**	2**	1**	3**	7**	3**	11**	1**	-**	2**	72*	25**	84*	7**
EffectiveBase	63	2	25	3	1	3	4	3	4	1	-	2	52	12	51	7
Not At All Agree 1	4 4%O	- -	- -	1 25%	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	2 8%	4 5%	1 7%
2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	2 2%	- -	- -	- -	- -	- -	- -	- -	1 13%	- -	- -	- -	1 2%	1 3%	2 3%	- -
4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
5	3 3%	- -	2 6%	- -	- -	- -	- -	1 27%	- -	- -	- -	- -	3 4%	- -	3 3%	- -
6	7 7%	1 66%	1 4%	1 46%	- -	- -	- -	- -	2 15%	- -	- -	- -	5 7%	2 6%	5 6%	1 17%
7	15 16%	- -	3 11%	- -	- -	- -	1 9%	1 48%	1 7%	1 100%	- -	1 47%	13 19%	2 8%	15 19%	- -
8	20 20%	- -	11 34%	1 29%	- -	2 63%	- -	- -	1 9%	- -	- -	- -	16 22%	4 15%	15 19%	- -
9	24 24%	1 34%	10 32%	- -	1 100%	1 37%	1 13%	- -	2 14%	- -	- -	1 53%	19 26%	5 20%	19 23%	3 41%
Agree Completely 10	16 17%AK	- -	4 13%	- -	- -	- -	3 46%	1 25%	- -	- -	- -	- -	13 18%	3 12%	13 16%	3 35%
Don't know	7 7%	- -	- -	- -	- -	- -	2 32%	- -	5 42%	- -	- -	- -	- -	7 27%	7 8%	- -
Total mentions	98 100%	2 100%	31 100%	2 100%	1 100%	3 100%	7 100%	3 100%	11 100%	1 100%	-	2 100%	72 100%	25 100%	84 100%	7 100%
Mean	7.75	7.03	8.20	5.31	9.00	8.37	9.40	7.21	6.47	7.00	-	8.06	7.84	7.32	7.66	8.25
1-3 (Net)	7 7%J	- -	- -	1 25%	- -	- -	- -	- -	1 13%	- -	- -	- -	4 5%	3 11%	6 7%	1 7%

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	98*	2**	31**	2**	1**	3**	7**	3**	11**	1**	-**	2**	72*	25**	84*	7**
EffectiveBase	63	2	25	3	1	3	4	3	4	1	-	2	52	12	51	7
1-4 (Net)	7	-	-	1	-	-	-	-	1	-	-	-	4	3	6	1
	7%J	-	-	25%	-	-	-	-	13%	-	-	-	5%	11%	7%	7%
1-2 (Net)	4	-	-	1	-	-	-	-	-	-	-	-	2	2	4	1
	4%O	-	-	25%	-	-	-	-	-	-	-	-	3%	8%	5%	7%
4-7 (Net)	25	1	7	1	-	-	1	2	2	1	-	1	21	4	23	1
	26%	66%	21%	46%	-	-	9%	75%	22%	100%	-	47%	30%	15%	28%	17%
5-6 (Net)	10	1	3	1	-	-	-	1	2	-	-	-	8	2	8	1
	10%	66%	10%	46%	-	-	-	27%	15%	-	-	-	11%	6%	9%	17%
8-10 (Net)	59	1	25	1	1	3	4	1	3	-	-	1	47	12	48	6
	61%	34%	79%	29%	100%	100%	59%	25%	23%	-	-	53%	65%	47%	57%	76%
7-10 (Net)	75	1	28	1	1	3	4	2	3	1	-	2	61	14	63	6
	77%	34%	90%	29%	100%	100%	68%	73%	30%	100%	-	100%	84%z	56%	76%	76%
9-10 (Net)	40	1	14	-	1	1	4	1	2	-	-	1	31	8	32	6
	41%	34%	45%	-	100%	37%	59%	25%	14%	-	-	53%	43%	32%	38%	76%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 283
D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - CBBC offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**364**	159	205	57	122	140	45	20	29	96	186	132	86	76	70	288	28	26	22
WeightedBase	329	141	188	32*	113*	131*	52**	21**	23**	88*	154	88*	88*	89*	64*	284	18**	16**	10**
EffectiveBase	223	101	122	40	75	93	26	14	15	58	129	88	62	42	49	180	23	17	17
Not At All Agree 1	6	4	2	*	6	1	-	-	1	2	4	-	2	4	1	5	-	1	1
	2%	3%	1%	1%	5%	*	-	-	3%	2%	3%	-	2%	4%	1%	2%	-	4%	5%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	1	2	-	1	-	2	-	-	1	2	-	2	-	1	3	-	-	-
	1%	*	1%	-	1%	-	5%	-	-	1%	2%	-	3%	-	1%	1%	-	-	-
4	15	3	12	1	1	9	4	-	4	2	7	1	1	9	3	13	-	1	1
	4%DKf	2%	6%	2%	1%	6%	9%	-	19%	3%	4%	1%	2%	10%K	4%	5%	-	4%	6%
5	27	19	8	2	8	10	6	3	*	7	9	6	8	8	5	24	1	*	1
	8%B	13%zB	4%	8%	7%	8%	12%	14%	2%	8%	6%	6%	10%	9%	7%	8%	7%	2%	12%
6	36	17	19	3	15	12	6	*	4	11	13	7	11	12	7	30	3	3	-
	11%	12%	10%	10%	13%	9%	12%	2%	19%	13%	9%	8%	12%	13%	11%	11%	17%	18%	-
7	45	20	26	4	18	17	6	3	3	12	23	13	13	15	5	38	2	4	1
	14%	14%	14%	14%	16%	13%	12%	14%	13%	14%	15%	14%	14%	17%	8%	13%	9%	27%	13%
8	84	33	51	8	27	40	9	5	2	22	44	27	24	17	15	75	5	1	3
	25%	23%	27%	26%	24%	30%	17%	25%	9%	26%	29%	31%	28%	19%	24%	26%	28%	6%	27%
9	48	25	23	5	11	27	5	1	3	15	25	16	12	10	9	41	4	1	1
	14%e	17%	12%	16%	10%	21%z	9%	4%	12%	17%	16%	19%	14%	11%	14%	15%	20%	8%	13%
Agree Completely 10	57	19	38	7	27	14	9	9	5	13	22	14	12	12	18	48	3	3	2
	17%E	13%	20%	22%	23%E	11%	18%	41%	22%	15%	14%	16%	14%	14%	29%z	17%	18%	21%	24%
Don't know	8	2	6	1	2	2	4	-	*	2	4	4	2	2	*	6	-	2	-
	2%	1%	3%	2%	1%	2%	7%	-	1%	2%	2%	4%	2%	3%	1%	2%	-	10%	-
Total mentions	329	141	188	32	113	131	52	21	23	88	154	88	88	89	64	284	18	16	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	**7.52**	7.34	7.65	7.89	7.52	7.59	7.09	8.28	7.02	7.53	7.50	**7.98zLM**	7.37	6.96	**7.87M**	7.50	7.94	7.26	7.54

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 - CBBC offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**329**	141	188	32*	113*	131*	52**	21**	23**	88*	154	88*	88*	89*	64*	284	18**	16**	10**
EffectiveBase	223	101	122	40	75	93	26	14	15	58	129	88	62	42	49	180	23	17	17
1-3 (Net)	**9**	5	5	*	6	1	2	-	1	2	6	-	4	4	1	8	-	1	1
	3%E	3%	2%	1%	5%E	*	5%	-	3%	3%	4%	-	5%	4%	2%	3%	-	4%	5%
1-4 (Net)	**24**	8	16	1	7	9	7	-	5	5	13	1	6	13	4	22	-	1	1
	7%K	6%	9%	3%	6%	7%	13%	-	22%	5%	8%	1%	7%	15%K	7%	8%	-	8%	11%
1-2 (Net)	**6**	4	2	*	6	1	-	-	1	2	4	-	2	4	1	5	-	1	1
	2%	3%	1%	1%	5%	*	-	-	3%	2%	3%	-	2%	4%	1%	2%	-	4%	5%
4-7 (Net)	**123**	58	65	11	42	47	23	6	12	33	52	26	33	44	20	105	6	8	3
	37%	41%	35%	34%	37%	36%	45%	30%	52%	38%	34%	30%	38%	49%K	31%	37%	33%	52%	31%
5-6 (Net)	**63**	35	28	6	23	22	12	3	5	19	23	12	19	20	12	54	4	3	1
	19%	25%zB	15%	18%	20%	17%	24%	15%	20%	21%	15%	14%	22%	22%	19%	19%	24%	21%	12%
8-10 (Net)	**189**	76	112	21	64	81	23	15	10	50	92	58	49	39	43	164	12	6	7
	57%	54%	60%	63%	56%	62%	44%	70%	43%	57%	60%	66%zM	55%	44%	66%M	58%	67%	34%	64%
7-10 (Net)	**234**	96	138	25	82	98	29	18	13	63	114	71	61	54	48	202	14	10	8
	71%	68%	73%	77%	72%	75%	56%	85%	56%	71%	74%	80%zM	70%	61%	74%	71%	76%	61%	77%
9-10 (Net)	**105**	43	61	12	37	41	14	10	8	28	47	31	24	22	27	89	7	5	4
	32%	31%	33%	38%	33%	31%	27%	45%	34%	32%	31%	35%	28%	25%	42%	31%	39%	28%	37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	364	8	72	14	52	23	46	20	10	4	12	27	263	90	312	23
WeightedBase	329	4**	58*	14**	47*	26**	54*	23**	15**	2**	8**	32**	260	63*	281	24**
EffectiveBase	223	7	49	11	31	14	33	12	8	2	10	16	172	45	193	13
Not At All Agree 1	6	-	3	-	2	-	-	-	-	-	-	1	5	1	4	1
	2%	-	5%	-	4%	-	-	-	-	-	-	2%	2%	2%	1%	2%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	-	-	2	-	-	1	1	-	-	-	-	1	2	3	-
	1%	-	-	12%	-	-	1%	3%	-	-	-	-	1%	3%	1%	-
4	15	-	2	1	2	-	1	-	-	-	-	7	8	6	10	5
	4%DKf	-	3%	10%	4%	-	3%	-	-	-	-	22%	3%	10%d	3%	21%
5	27	-	3	2	10	1	3	-	-	-	1	4	25	2	26	1
	8%B	-	5%	12%	21%zT	5%	6%	-	-	-	12%	12%	9%	4%	9%	4%
6	36	-	4	1	4	2	7	2	3	*	-	6	27	8	32	2
	11%	-	7%	10%	9%	6%	12%	10%	23%	20%	-	19%	10%	12%	11%	6%
7	45	1	7	1	6	3	10	4	*	-	3	2	36	9	41	1
	14%	14%	13%	4%	14%	12%	18%	19%	3%	-	39%	7%	14%	14%	15%	4%
8	84	1	20	2	11	3	12	6	8	1	3	7	66	18	74	4
	25%	27%	34%	14%	24%	13%	23%	28%	53%	57%	33%	22%	25%	28%	26%	17%
9	48	1	8	5	4	10	7	1	2	*	1	1	43	3	36	6
	14%e	18%	14%	34%	9%	40%	12%	3%	15%	4%	16%	4%	17%e	4%	13%	24%
Agree Completely 10	57	2	11	1	6	7	11	7	1	*	-	3	43	11	49	3
	17%E	41%	20%	3%	13%	25%	20%	28%	6%	18%	-	9%	17%	18%	18%	12%
Don't know	8	-	-	-	1	-	3	2	-	-	-	1	4	3	5	2
	2%	-	-	-	1%	-	5%	10%	-	-	-	3%	2%	4%	2%	10%
Total mentions	329	4	58	14	47	26	54	23	15	2	8	32	260	63	281	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.52	8.87	7.68	6.79	6.97	8.50	7.71	8.08	7.78	8.00	7.40	6.37	7.57	7.19	7.53	7.11

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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
WeightedBase	329	4**	58*	14**	47*	26**	54*	23**	15**	2**	8**	32**	260	63*	281	24**
EffectiveBase	223	7	49	11	31	14	33	12	8	2	10	16	172	45	193	13
1-3 (Net)	9 / 3%E	-	3 / 5%	2 / 12%	2 / 4%	-	1 / 1%	1 / 3%	-	-	-	1 / 2%	6 / 2%	3 / 5%	7 / 3%	1 / 2%
1-4 (Net)	24 / 7%K	-	4 / 8%	3 / 23%	4 / 8%	-	2 / 4%	1 / 3%	-	-	-	8 / 24%	15 / 6%	9 / 15%zd	17 / 6%	6 / 23%
1-2 (Net)	6 / 2%	-	3 / 5%	- / -	2 / 4%	-	-	-	-	-	-	1 / 2%	5 / 2%	1 / 2%	4 / 1%	1 / 2%
4-7 (Net)	123 / 37%	1 / 14%	16 / 27%	5 / 36%	22 / 48%	6 / 23%	21 / 39%	7 / 28%	4 / 26%	* / 20%	4 / 51%	19 / 60%	96 / 37%	25 / 40%	109 / 39%	9 / 36%
5-6 (Net)	63 / 19%	-	7 / 11%	3 / 22%	14 / 30%T	3 / 11%	10 / 19%	2 / 10%	3 / 23%	* / 20%	1 / 12%	10 / 31%	51 / 20%	10 / 16%	58 / 21%	3 / 11%
8-10 (Net)	189 / 57%	4 / 86%	39 / 68%	7 / 52%	22 / 47%	20 / 77%	30 / 55%	14 / 59%	11 / 74%	2 / 80%	4 / 49%	11 / 36%	153 / 59%	32 / 51%	160 / 57%	13 / 52%
7-10 (Net)	234 / 71%	4 / 100%	47 / 81%	8 / 56%	28 / 61%	23 / 89%	39 / 72%	18 / 78%	11 / 77%	2 / 80%	7 / 88%	14 / 42%	189 / 73%	41 / 65%	201 / 72%	14 / 57%
9-10 (Net)	105 / 32%	3 / 59%	20 / 34%	5 / 38%	11 / 23%	17 / 65%	17 / 32%	7 / 31%	3 / 21%	* / 23%	1 / 16%	4 / 14%	87 / 33%	14 / 22%	86 / 30%	9 / 35%

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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 284
D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - CBeebies offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**448**	153	295	45	164	178	61	30	38	123	207	147	107	89	105	370	30	19	29
WeightedBase	**443**	162	281	38*	159	175	70*	33**	33**	123*	190	114*	121*	97*	111*	396	21**	12**	14**
EffectiveBase	284	101	183	32	106	110	39	18	24	81	134	96	73	53	69	240	23	13	24
Not At All Agree 1	**10** **2%**	2 1%	8 3%	-	4 2%	2 1%	4 6%	* 1%	1 4%	1 1%	7 4%	1 1%	* *	3 3%	6 5%	8 2%	-	1 5%	1 5%
2	**4** **1%**	3 2%	1 *	2 5%zD	-	3 1%	-	-	-	-	3 1%	1 1%	3 2%	1 1%	-	4 1%	-	-	1 5%
3	**5** **1%**	2 1%	4 1%	1 2%	1 *	1 1%	2 3%	-	-	1 1%	5 2%	-	2 2%	-	3 3%	5 1%	-	-	-
4	**11** **2%**	3 2%	8 3%	-	2 1%	9 5%z	-	-	-	2 2%	7 4%	-	6 5%K	5 5%	-	9 2%	1 5%	1 5%	-
5	**34** **8%BIJ**	20 13%zB	14 5%	2 5%	9 5%	22 12%z	2 3%	6 17%	5 16%	4 3%	7 4%	6 5%	9 7%	14 14%	6 5%	31 8%	1 5%	* 3%	1 9%
6	**32** **7%**	10 6%	22 8%	2 5%	16 10%	13 7%	2 2%	1 3%	3 9%	19 15%zJ	8 4%	7 6%	7 6%	13 13%	6 5%	27 7%	4 19%	1 8%	1 5%
7	**60** **14%**	24 15%	36 13%	9 25%E	26 16%	18 10%	7 10%	5 17%	5 16%	17 14%	27 14%	17 15%	19 16%	9 9%	15 14%	53 13%	4 17%	1 11%	2 14%
8	**106** **24%**	40 25%	67 24%	9 25%	38 24%	44 25%	15 21%	3 9%	9 25%	35 29%	42 22%	28 24%	30 25%	25 26%	24 21%	102 26%	3 13%	1 8%	* 3%
9	**75** **17%**	26 16%	49 18%	9 24%	22 14%	24 14%	20 29%zDE	5 14%	2 7%	23 19%	40 21%	30 27%zL	14 11%	14 15%	17 15%	67 17%	3 14%	2 20%	3 23%
Agree Completely 10	**84** **19%**	26 16%	58 21%	3 9%	32 20%	36 21%	12 18%	13 39%	6 17%	19 16%	36 19%	21 18%	23 19%	11 11%	29 26%M	70 18%	5 21%	5 38%	5 34%
Don't know	**20** **5%E**	7 4%	13 5%	-	12 7%E	3 1%	6 8%E	* 1%	2 6%	2 2%	8 4%	4 4%	8 6%	3 3%	5 5%	19 5%	1 6%	-	* 2%
Total mentions	**443** **100%**	162 100%	281 100%	38 100%	159 100%	175 100%	70 100%	33 100%	33 100%	123 100%	190 100%	114 100%	121 100%	97 100%	111 100%	396 100%	21 100%	12 100%	14 100%

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Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	443	162	281	38*	159	175	70*	33**	33**	123*	190	114*	121*	97*	111*	396	21**	12**	14**
EffectiveBase	284	101	183	32	106	110	39	18	24	81	134	96	73	53	69	240	23	13	24
Mean	7.65M	7.52	7.72	7.54	7.77	7.51	7.83	8.14	7.30	7.78	7.61	8.13zLM	7.54	7.08	7.78	7.64	7.65	7.99	7.72
1-3 (Net)	20	6	13	3	5	6	6	*	1	2	14	1	5	4	9	18	-	1	1
	4%K	4%	5%	7%	3%	3%	9%	1%	4%	2%	8%z	1%	4%	5%	8%K	4%	-	5%	10%
1-4 (Net)	30	9	21	3	6	15	6	*	1	4	22	1	11	9	9	27	1	1	1
	7%K	6%	8%	7%	4%	9%	9%	1%	4%	3%	11%zl	1%	9%K	10%K	8%K	7%	5%	11%	10%
1-2 (Net)	14	5	9	2	4	5	4	*	1	1	10	1	3	4	6	12	-	1	1
	3%	3%	3%	5%	2%	3%	6%	1%	4%	1%	5%	1%	2%	5%	5%	3%	-	5%	10%
4-7 (Net)	137	57	81	13	52	62	10	12	13	41	50	29	41	40	27	120	10	3	4
	31%F	35%	29%	34%	32%F	35%F	15%	37%	40%	34%	26%	26%	34%	41%	25%	30%	46%	28%	28%
5-6 (Net)	66	30	36	4	24	35	4	7	8	23	15	13	16	26	12	58	5	1	2
	15%J	19%	13%	10%	15%	20%F	5%	20%	25%	18%J	8%	11%	13%	27%zKN	11%	15%	24%	12%	14%
8-10 (Net)	266	92	174	22	91	105	48	20	17	77	118	78	67	51	70	239	10	8	8
	60%	57%	62%	59%	57%	60%	68%	62%	50%	63%	62%	69%zM	55%	52%	63%	61%	48%	66%	60%
7-10 (Net)	326	116	210	31	117	123	54	26	22	94	145	95	86	59	86	293	14	9	10
	74%M	72%	75%	83%	74%	70%	77%	79%	65%	76%	76%	84%zM	71%	61%	77%	74%	65%	78%	74%
9-10 (Net)	159	52	107	13	54	61	32	17	8	42	76	51	37	25	46	137	8	7	8
	36%	32%	38%	34%	34%	35%	46%	53%	24%	34%	40%	45%zM	31%	26%	42%	35%	36%	58%	56%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 284
D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - CBeebies offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	448	23	86	16	50	27	50	24	17	12	18	47	308	122	387	33
WeightedBase	443	22**	92*	18**	52*	34**	59*	28**	18**	10**	14**	49**	319	107*	391	30**
EffectiveBase	284	15	50	13	32	18	36	17	12	9	14	30	195	80	243	23
Not At All Agree 1	10	-	3	1	-	-	-	1	-	-	-	5	8	2	9	1
	2%	-	3%	3%	-	-	-	3%	-	-	-	9%	2%	2%	2%	3%
2	4	-	-	-	2	-	-	2	-	-	-	-	2	2	4	1
	1%	-	-	-	3%	-	-	7%	-	-	-	-	1%	2%	1%	2%
3	5	-	-	3	-	-	1	1	1	-	-	-	3	3	5	1
	1%	-	-	18%	-	-	1%	2%	5%	-	-	-	1%	2%	1%	3%
4	11	-	6	-	-	-	-	-	-	-	-	3	10	1	11	-
	2%	-	7%z	-	-	-	-	-	-	-	-	5%	3%	1%	3%	-
5	34	-	4	-	6	4	3	6	6	-	-	1	22	7	34	*
	8%BIJ	-	4%	-	13%	13%	6%	20%	35%	-	-	3%	7%	7%	9%	1%
6	32	*	3	3	4	2	4	1	1	2	5	26	5	26	5
	7%	2%	3%	18%	8%	5%	7%	4%	8%	13%	10%	11%	8%	4%	7%	16%
7	60	1	14	4	6	1	9	4	2	3	2	9	47	13	55	4
	14%	2%	15%	20%	11%	2%	15%	13%	11%	33%	16%	18%	15%	12%	14%	12%
8	106	7	21	6	13	10	20	9	4	*	2	10	76	30	94	3
	24%	30%	23%	33%	25%	30%	35%	31%	23%	4%	13%	20%	24%	28%	24%	9%
9	75	5	19	*	9	5	7	5	*	2	5	9	59	14	65	7
	17%	22%	21%	3%	17%	14%	12%	16%	3%	20%	33%	19%	19%	13%	17%	23%
Agree Completely 10	84	6	16	1	12	10	9	1	3	3	4	6	55	22	74	5
	19%	27%	17%	5%	24%	29%	15%	4%	17%	30%	27%	11%	17%	21%	19%	16%
Don't know	20	4	6	-	-	2	5	-	-	-	-	2	12	7	16	5
	5%E	17%	6%	-	-	6%	9%	-	-	-	-	3%	4%	7%	4%	15%
Total mentions	443	22	92	18	52	34	59	28	18	10	14	49	319	107	391	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 284
D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - CBeebies offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	443	22**	92*	18**	52*	34**	59*	28**	18**	10**	14**	49**	319	107*	391	30**
EffectiveBase	284	15	50	13	32	18	36	17	12	9	14	30	195	80	243	23
Mean	7.65M	8.84	7.73	6.46	7.81	8.21	7.91	6.70	6.82	8.22	8.51	7.03	7.63	7.67	7.61	7.50
1-3 (Net)	20 4%K	-	3 3%	4 21%	2 3%	-	1 1%	3 12%	1 5%	-	-	5 9%	12 4%	7 7%	17 4%	3 8%
1-4 (Net)	30 7%K	-	9 10%	4 21%	2 3%	-	1 1%	3 12%	1 5%	-	-	7 15%	22 7%	8 8%	28 7%	3 8%
1-2 (Net)	14 3%	-	3 3%	1 3%	2 3%	-	-	3 10%	-	-	-	5 9%	10 3%	5 4%	13 3%	2 5%
4-7 (Net)	137 31%F	1 4%	27 29%	7 38%	16 31%	7 21%	16 27%	10 37%	10 53%	5 46%	4 26%	18 37%	105 33%	26 24%	125 32%	9 29%
5-6 (Net)	66 15%J	* 2%	7 7%	3 18%	11 21%	6 18%	7 12%	7 23%	8 42%	1 13%	2 10%	7 13%	48 15%	12 11%	60 15%	5 17%
8-10 (Net)	266 60%	18 79%	57 62%	7 41%	34 65%	25 73%	36 62%	14 51%	8 42%	6 54%	11 74%	25 50%	190 60%	67 62%	233 60%	14 48%
7-10 (Net)	326 74%M	18 81%	71 77%	11 61%	39 76%	25 76%	45 77%	18 64%	10 53%	9 87%	13 90%	33 68%	237 74%	79 74%	288 74%	18 59%
9-10 (Net)	159 36%	11 49%	35 39%	1 8%	21 41%	14 43%	16 28%	6 20%	3 19%	5 50%	9 60%	15 30%	114 36%	36 34%	139 36%	12 39%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 285
D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1748**	850	897	283	339	678	448	115	128	459	788	637	458	344	309	1302	155	178	113
WeightedBase	1570	755	815	214	306	610	441	83*	110*	408	708	485	452	378	255	1304	120	100	46*
EffectiveBase	1185	600	587	184	238	486	288	86	89	319	550	440	319	232	224	917	119	123	88
Not At All Agree 1	**48**	30	18	7	10	24	7	1	3	11	19	12	18	11	8	36	4	5	2
	3%e	4%	2%	3%	3%	4%	2%	1%	3%	3%	3%	2%	4%	3%	3%	3%	4%	5%	5%
2	**26**	8	18	3	3	13	7	3	3	3	13	7	10	2	7	19	2	2	3
	2%	1%	2%	2%	1%	2%	2%	3%I	3%	1%	2%	1%	2%	*	3%M	1%	2%	2%	6%zO
3	**31**	19	12	6	8	11	5	1	4	7	11	6	10	13	2	19	3	9	*
	2%O	2%	1%	3%	3%	2%	1%	2%	4%	2%	1%	1%	2%	3%	1%	1%	3%	9%zOPR	1%
4	**62**	32	30	9	14	24	16	4	7	18	25	6	19	20	17	52	4	3	4
	4%K	4%	4%	4%	5%	4%	4%	4%	6%	4%	4%	1%	4%K	5%K	7%zK	4%	3%	3%	8%
5	**145**	68	77	25	23	61	36	9	11	44	53	42	39	42	22	127	9	5	4
	9%J	9%	10%	12%	8%	10%	8%	10%	10%	11%	7%	9%	9%	11%	9%	10%	7%	5%	8%
6	**191**	82	108	26	27	70	68	9	11	56	79	51	53	48	38	158	16	11	5
	12%d	11%	13%	12%	9%	11%	15%D	11%	10%	14%	11%	11%	12%	13%	15%	12%	14%	11%	11%
7	**263**	120	143	34	60	102	67	18	18	66	123	74	77	65	47	216	24	15	8
	17%	16%	17%	16%	20%	17%	15%	21%	17%	16%	17%	15%	17%	17%	18%	17%	20%	15%	16%
8	**328**	169	159	44	67	130	87	16	16	82	161	106	91	88	43	284	19	16	9
	21%	22%	20%	20%	22%	21%	20%	19%	15%	20%	23%	22%	20%	23%	17%	22%	16%	16%	20%
9	**235**	115	120	26	44	88	77	8	21	60	107	89	60	47	38	193	18	17	6
	15%V	15%	15%	12%	14%	14%	18%	10%	19%	15%	15%	18%zM	13%	13%	15%	15%	15%	17%	13%
Agree Completely 10	**207**	96	111	34	42	75	56	13	12	46	109	80	63	36	29	169	16	16	5
	13%	13%	14%	16%	14%	12%	13%	16%	11%	11%	15%z	17%zM	14%	9%	11%	13%	14%	16%	12%
Don't know	**35**	16	18	1	7	13	14	2	2	14	9	12	12	6	4	31	4	*	*
	2%J	2%	2%	1%	2%	2%	3%	2%	2%	3%J	1%	2%	3%	2%	2%	2%	3%	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 285

D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	**1570**	755	815	214	306	610	441	83*	110*	408	708	485	452	378	255	1304	120	100	46*
EffectiveBase	1185	600	587	184	238	486	288	86	89	319	550	440	319	232	224	917	119	123	88
Total mentions	1570 100%	755 100%	815 100%	214 100%	306 100%	610 100%	441 100%	83 100%	110 100%	408 100%	708 100%	485 100%	452 100%	378 100%	255 100%	1304 100%	120 100%	100 100%	46 100%
Mean	7.14	7.11	7.17	7.07	7.19	7.04	7.28	7.11	6.89	7.09	7.32z	7.51zLMN	7.03	6.93	6.93	7.18	7.08	6.93	6.71
1-3 (Net)	104 7%Oe	56 7%	48 6%	16 7%	21 7%	47 8%	20 5%	5 6%	11 10%	20 5%	43 6%	25 5%	38 8%	25 7%	17 7%	74 6%	10 8%	16 16%zO	5 11%O
1-4 (Net)	167 11%KOXce	88 12%	78 10%	25 12%	35 12%	71 12%	36 8%	9 10%	17 16%	38 9%	68 10%	31 6%	57 13%K	45 12%K	34 13%K	126 10%	14 11%	19 19%zO	9 19%zO
1-2 (Net)	74 5%e	38 5%	36 4%	10 5%	13 4%	36 6%	15 3%	4 5%	6 6%	14 3%	32 5%	19 4%	28 6%	12 3%	15 6%	55 4%	7 5%	7 7%	5 11%zO
4-7 (Net)	661 42%K	302 40%	358 44%	93 44%	125 41%	256 42%	187 42%	39 47%	48 44%	184 45%	279 39%	173 36%	188 42%	175 46%K	124 49%zK	554 42%	53 44%	34 34%	20 43%
5-6 (Net)	336 21%DJd	150 20%	186 23%	50 23%	50 17%	130 21%	104 24%D	18 22%	23 21%	100 25%J	131 19%	93 19%	92 20%	90 24%	60 23%	286 22%	25 21%	16 16%	9 19%
8-10 (Net)	770 49%N	380 50%	390 48%	103 48%	153 50%	294 48%	220 50%	37 45%	50 45%	189 46%	377 53%zl	275 57%zLMN	214 47%	171 45%	110 43%	646 50%	54 45%	49 49%	21 45%
7-10 (Net)	1033 66%	501 66%	532 65%	138 64%	213 70%	396 65%	286 65%	55 66%	68 62%	255 63%	500 71%zl	350 72%zLMN	291 64%	236 62%	157 62%	862 66%	78 65%	65 65%	28 61%
9-10 (Net)	442 28%M	211 28%	231 28%	60 28%	86 28%	164 27%	133 30%	21 26%	33 30%	106 26%	216 30%	169 35%zLMN	123 27%	83 22%	67 26%	363 28%	35 29%	33 33%	12 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 285
D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1748	106	292	47	161	81	179	114	65	43	59	155	1145	555	1452	167
WeightedBase	1570	115*	279	41*	171	75*	180	120*	68*	41*	62*	152	1140	401	1328	131
EffectiveBase	1185	69	197	35	109	62	133	84	45	31	43	115	806	362	984	124
Not At All Agree 1	48 3%e	2 1%	12 4%c	3 8%Xhc	4 2%	2 3%	3 1%	6 5%c	-	2 5%c	2 3%	* *	39 3%	7 2%	36 3%	5 4%
2	26 2%	5 4%V	3 1%	-	* *	2 2%	3 2%	2 1%	-	-	1 2%	4 2%	21 2%	4 1%	24 2%	-
3	31 2%O	2 2%	3 1%	-	6 4%	1 1%	1 1%	-	-	1 3%	4 6%TXYc	1 *	25 2%	5 1%	23 2%	6 5%zf
4	62 4%K	6 5%	8 3%	1 3%	10 6%	2 3%	3 2%	1 1%	11 17%zSTVWX Yac	1 2%	6 10%TXYc	2 1%	48 4%	15 4%	50 4%	4 3%
5	145 9%J	8 7%	27 10%	6 15%	22 13%	7 9%	12 7%	17 14%	8 12%	2 6%	2 3%	16 11%	98 9%	43 11%	127 10%	11 9%
6	191 12%d	13 12%	24 9%	8 21%TY	22 13%	8 10%	32 18%zTY	9 7%	10 15%	9 21%TY	5 8%	19 12%	122 11%	63 16%zd	157 12%	16 12%
7	263 17%	24 21%	48 17%	4 10%	25 14%	20 26%zha	29 16%	25 21%	7 10%	3 6%	9 14%	24 16%	199 17%	60 15%	226 17%	22 17%
8	328 21%	15 13%	49 17%	10 24%	42 25%	15 20%	46 26%S	29 24%	13 19%	10 26%	19 31%ST	35 23%	238 21%	87 22%	287 22%	24 18%
9	235 15%V	17 14%	47 17%V	6 14%	14 8%	10 14%	27 15%	20 17%	12 17%	7 17%	6 9%	29 19%V	177 16%	55 14%	189 14%	28 21%zf
Agree Completely 10	207 13%	19 16%	47 17%UY	1 3%	25 15%	9 12%	19 10%	9 7%	6 8%	5 13%	8 14%	21 14%	146 13%	55 14%	183 14%	11 9%
Don't know	35 2%J	5 4%	12 4%	1 1%	1 *	* 1%	5 3%	3 2%	2 3%	1 1%	* 1%	2 1%	26 2%	6 2%	25 2%	4 3%

Table 285
D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1570	115*	279	41*	171	75*	180	120*	68*	41*	62*	152	1140	401	1328	131
EffectiveBase	1185	69	197	35	109	62	133	84	45	31	43	115	806	362	984	124
Total mentions	1570 *100%*	115 *100%*	279 *100%*	41 *100%*	171 *100%*	75 *100%*	180 *100%*	120 *100%*	68 *100%*	41 *100%*	62 *100%*	152 *100%*	1140 *100%*	401 *100%*	1328 *100%*	131 *100%*
Mean	7.14	7.14	7.30	6.54	6.99	7.15	**7.31U**	7.03	6.90	7.20	6.97	**7.51U**	7.11	7.22	7.17	7.04
1-3 (Net)	104 **7%Oe**	9 *8%*	18 *6%*	3 **8%h**	11 *6%*	5 *6%*	7 *4%*	8 *6%*	-	3 *8%*	7 **11%h**	5 *3%*	85 **7%e**	16 *4%*	83 *6%*	12 *9%*
1-4 (Net)	167 **11%KOXce**	14 **13%c**	26 *9%*	5 *11%*	21 **12%c**	7 *9%*	10 *5%*	9 *7%*	11 **17%Xc**	4 *10%*	13 **20%zTXYc**	6 *4%*	133 **12%e**	31 *8%*	133 *10%*	16 *12%*
1-2 (Net)	74 **5%e**	7 *6%*	15 *5%*	3 **8%h**	4 *2%*	4 *5%*	5 *3%*	8 *6%*	-	2 *5%*	3 *5%*	4 *3%*	60 *5%*	11 *3%*	60 *5%*	5 *4%*
4-7 (Net)	661 **42%K**	51 *44%*	108 *38%*	20 *49%*	78 *46%*	36 *48%*	77 *43%*	52 *43%*	36 *53%*	14 *35%*	21 *35%*	61 *40%*	468 *41%*	181 *45%*	560 *42%*	53 *40%*
5-6 (Net)	336 **21%DJd**	21 *18%*	52 *18%*	14 **36%zSTb**	43 *25%*	14 *19%*	45 *25%*	26 *22%*	18 *26%*	11 *27%*	7 *11%*	35 *23%*	221 *19%*	106 **26%zd**	284 *21%*	27 *21%*
8-10 (Net)	770 **49%N**	51 *44%*	143 *51%*	17 *42%*	81 *48%*	34 *46%*	92 *51%*	58 *48%*	30 *44%*	23 *56%*	33 *54%*	85 *56%*	561 *49%*	198 *49%*	660 *50%*	63 *48%*
7-10 (Net)	1033 **66%**	75 *65%*	190 *68%*	21 *52%*	106 *62%*	54 *72%*	120 *67%*	82 *69%*	37 *55%*	25 *62%*	42 *68%*	109 **72%Uh**	761 *67%*	258 *64%*	886 *67%*	84 *65%*
9-10 (Net)	442 **28%M**	35 *31%*	94 *34%*	7 *17%*	39 *23%*	19 *26%*	45 *25%*	29 *24%*	17 *25%*	12 *30%*	14 *23%*	50 *33%*	323 *28%*	110 *28%*	373 *28%*	39 *30%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 286
D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Three (now available only online) offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	183	96	87	49	60	58	16	13	8	42	107	86	44	29	24	137	16	18	12
WeightedBase	141	77*	64*	32*	52*	46*	11**	9**	8**	30*	85*	58*	39*	28**	17**	115	11**	9**	5**
EffectiveBase	134	72	62	36	45	43	11	8	6	33	81	62	33	24	16	102	14	15	10
Not At All Agree 1	5	3	2	2	2	-	1	2	-	3	-	1	2	2	-	4	1	-	-
	4%	4%	3%	7%	5%	-	6%	25%	-	10%J	-	1%	5%	8%	-	4%	6%	-	-
2	1	-	1	1	-	1	-	-	-	-	1	1	-	-	-	1	-	-	1
	1%	-	2%	2%	-	2%	-	-	-	-	2%	2%	-	-	-	1%	-	-	12%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	1%	2%	-	4%	-	-	-	-	-	-	-	-	-	-	8%	1%	-	-	-
5	7	3	3	4	-	-	2	*	-	3	3	4	2	-	1	6	1	-	-
	5%	4%	5%	14%zDE	-	-	19%	3%	-	9%	4%	7%	4%	-	4%	5%	5%	-	-
6	19	12	8	4	11	3	1	4	-	3	13	7	4	6	3	17	2	-	1
	14%	15%	12%	12%	22%E	7%	7%	45%	-	9%	15%	12%	10%	20%	16%	15%	15%	-	10%
7	20	12	8	5	4	10	*	-	1	5	13	6	8	4	2	15	*	2	1
	14%	15%	12%	16%	8%	22%	3%	-	13%	15%	15%	11%	20%	14%	10%	13%	4%	26%	25%
8	23	12	11	3	8	10	3	1	1	6	13	6	10	6	*	21	1	*	1
	16%	16%	17%	8%	15%	22%	22%	9%	19%	19%	15%	11%	27%K	22%	2%	18%	11%	4%	16%
9	31	16	14	5	12	12	2	1	2	5	19	16	7	3	5	24	3	2	1
	22%	21%	22%	14%	23%	26%	18%	8%	30%	17%	22%	27%	18%	11%	29%	21%	31%	23%	21%
Agree Completely 10	32	17	15	7	14	9	2	1	3	5	22	16	5	6	5	24	3	4	1
	23%	22%	24%	22%	27%	19%	19%	10%	38%	17%	26%	27%	14%	21%	31%	21%	28%	37%	17%
Don't know	2	1	1	-	-	1	1	-	-	1	1	1	-	1	-	1	-	1	-
	2%f	1%	2%	-	-	3%	7%	-	-	3%	1%	2%	-	3%	-	1%	-	10%	-
Total mentions	141	77	64	32	52	46	11	9	8	30	85	58	39	28	17	115	11	9	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.76C	7.72	7.80	6.99	7.94	8.19C	7.39	5.57	8.92	7.18	8.07zI	8.02	7.53	7.37	8.05	7.68	7.97	8.80	7.40

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 286
D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Three (now available only online) offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	141	77*	64*	32*	52*	46*	11**	9**	8**	30*	85*	58*	39*	28**	17**	115	11**	9**	5**
EffectiveBase	134	72	62	36	45	43	11	8	6	33	81	62	33	24	16	102	14	15	10
1-3 (Net)	7	3	4	3	2	1	1	2	-	3	1	2	2	2	-	5	1	-	1
	5%J	4%	6%	9%	5%	2%	6%	25%	-	10%J	2%	4%	5%	8%	-	5%	6%	-	12%
1-4 (Net)	8	4	4	4	2	1	1	2	-	3	1	2	2	2	1	7	1	-	1
	6%J	6%	6%	13%zE	5%	2%	6%	25%	-	10%J	2%	4%	5%	8%	8%	6%	6%	-	12%
1-2 (Net)	7	3	4	3	2	1	1	2	-	3	1	2	2	2	-	5	1	-	1
	5%J	4%	6%	9%	5%	2%	6%	25%	-	10%J	2%	4%	5%	8%	-	5%	6%	-	12%
4-7 (Net)	47	28	19	15	15	13	3	4	1	10	29	17	14	9	6	40	3	2	2
	33%	36%	30%	47%z	30%	28%	29%	48%	13%	33%	34%	30%	35%	34%	38%	35%	24%	26%	34%
5-6 (Net)	26	15	11	8	11	3	3	4	-	5	16	11	6	6	3	23	2	-	1
	18%E	19%	17%	26%E	22%E	7%	26%	48%	-	18%	19%	19%	15%	20%	20%	20%	20%	-	10%
8-10 (Net)	86	46	40	14	34	31	7	2	7	16	53	37	23	15	10	69	8	6	3
	61%C	59%	63%	44%	66%	67%C	59%	27%	87%	53%	63%	64%	59%	54%	62%	60%	70%	64%	54%
7-10 (Net)	105	57	48	20	38	41	7	2	8	21	66	43	31	19	12	84	8	8	4
	75%C	74%	75%	61%	73%	89%zC	62%	27%	100%C	69%	78%	75%	80%	68%	72%	73%	74%	90%	79%
9-10 (Net)	62	33	29	12	26	20	4	2	5	10	41	31	13	9	10	48	6	6	2
	44%	43%	46%	36%	51%	45%	37%	18%	68%	34%	48%	54%zL	32%	31%	60%	42%	59%	61%	38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 286
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 - BBC Three (now available only online) offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	183	7	36	7	18	10	21	10	6	6	6	10	132	49	150	17
WeightedBase	141	4**	32**	7**	14**	8**	21**	6**	5**	6**	4**	8**	113*	27*	116	12**
EffectiveBase	134	6	26	6	13	8	15	9	5	5	4	7	100	37	111	13
Not At All Agree 1	5 4%	- -	1 3%	1 20%	- -	- -	2 10%	- -	- -	- -	- -	- -	4 4%	1 2%	4 4%	1 5%
2	1 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 2%	1 1%	1 5%
3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
4	1 1%	- -	- -	1 19%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -
5	7 5%	* 6%	* 1%	1 13%	1 5%	- -	3 12%	- -	* 5%	1 13%	* 10%	- -	4 4%	2 9%	6 5%	- -
6	19 14%	2 41%	3 11%	1 19%	2 15%	1 11%	1 5%	1 22%	1 15%	- -	2 47%	2 31%	16 14%	3 13%	19 16%	1 5%
7	20 14%	* 7%	3 8%	1 13%	2 15%	3 39%	2 10%	- -	- -	1 11%	* 7%	3 40%	16 14%	4 14%	17 15%	* 1%
8	23 16%	* 8%	6 20%	1 10%	3 19%	3 31%	1 4%	1 15%	1 30%	2 43%	2 35%	1 14%	16 14%	6 23%	20 17%	2 15%
9	31 22%	1 20%	7 22%	- -	5 34%	2 19%	6 30%	2 25%	2 35%	- -	- -	* 3%	26 23%	5 17%	22 19%	3 24%
Agree Completely 10	32 23%	1 18%	11 34%	1 7%	2 12%	- -	6 29%	2 39%	- -	2 34%	- -	1 7%	27 24%	5 17%	26 22%	4 30%
Don't know	2 2%f	- -	- -	- -	- -	- -	- -	- -	1 16%	- -	- -	* 6%	1 1%	1 3%	* -	2 14%
Total mentions	141 100%	4 100%	32 100%	7 100%	14 100%	8 100%	21 100%	6 100%	5 100%	6 100%	4 100%	8 100%	113 100%	27 100%	116 100%	12 100%
Mean	7.76C	7.49	8.25	5.08	8.00	7.58	7.57	8.59	7.87	8.17	6.67	7.11	7.82	7.52	7.65	8.04

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 286
D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Three (now available only online) offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
WeightedBase	141	4**	32**	7**	14**	8**	21**	6**	5**	6**	4**	8**	113*	27*	116	12**
EffectiveBase	134	6	26	6	13	8	15	9	5	5	4	7	100	37	111	13
1-3 (Net)	7	-	2	1	-	-	2	-	-	-	-	-	5	1	5	1
	5%J	-	5%	20%	-	-	10%	-	-	-	-	-	5%	5%	5%	11%
1-4 (Net)	8	-	2	3	-	-	2	-	-	-	-	-	7	1	7	1
	6%J	-	5%	39%	-	-	10%	-	-	-	-	-	6%	5%	6%	11%
1-2 (Net)	7	-	2	1	-	-	2	-	-	-	-	-	5	1	5	1
	5%J	-	5%	20%	-	-	10%	-	-	-	-	-	5%	5%	5%	11%
4-7 (Net)	47	2	6	5	5	4	6	1	1	1	3	6	37	10	43	1
	33%	54%	20%	63%	35%	50%	27%	22%	20%	24%	65%	70%	33%	36%	37%z	6%
5-6 (Net)	26	2	4	2	3	1	4	1	1	1	2	2	20	6	24	1
	18%E	47%	11%	32%	19%	11%	18%	22%	20%	13%	57%	31%	18%	22%	21%	5%
8-10 (Net)	86	2	24	1	9	4	13	5	3	4	2	2	70	15	67	8
	61%C	46%	75%	17%	65%	50%	62%	78%	64%	76%	35%	24%	61%	56%	58%	69%
7-10 (Net)	105	2	27	2	11	8	15	5	3	5	2	5	85	19	84	9
	75%C	53%	84%	29%	81%	89%	72%	78%	64%	87%	43%	64%	75%	71%	73%	70%
9-10 (Net)	62	2	18	1	7	2	12	4	2	2	-	1	53	9	48	7
	44%	38%	56%	7%	46%	19%	58%	64%	35%	34%	-	10%	47%	34%	41%	54%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 287
D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer Kids offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**180**	74	106	27	60	78	15	8	15	52	90	69	47	28	36	144	15	11	10
WeightedBase	154	60*	94*	20**	49*	66*	18**	9**	8**	45*	79*	52*	50*	25**	27**	133	9**	6**	5**
EffectiveBase	129	56	74	20	48	57	9	6	12	33	68	48	36	19	27	105	12	9	9
Not At All Agree 1	**2**	2	-	-	1	1	-	-	-	1	1	-	-	2	-	2	-	-	-
	1%	3%	-	-	2%	2%	-	-	-	2%	1%	-	-	8%	-	1%	-	-	-
2	**1**	-	1	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-
	*	-	1%	-	1%	-	-	-	6%	-	-	-	-	-	2%	*	-	-	-
3	**1**	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	1	-
	*	-	1%	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	12%	-
4	**7**	*	6	1	2	4	-	-	-	3	3	1	3	2	1	7	-	-	-
	4%A	1%	7%	4%	4%	6%	-	-	-	7%	4%	1%	7%	8%	4%	5%	-	-	-
5	**10**	1	9	1	2	3	4	-	-	6	3	4	1	4	2	9	1	1	-
	7%A	2%	9%	4%	3%	5%	23%	-	-	13%	4%	7%	1%	17%	6%	7%	7%	11%	-
6	**12**	5	7	2	4	4	2	1	-	5	5	4	6	1	1	12	-	*	-
	8%	9%	7%	10%	9%	6%	10%	7%	-	12%	6%	8%	13%	2%	5%	9%	-	6%	-
7	**13**	5	8	5	3	5	1	3	3	2	4	2	7	1	3	12	1	-	1
	9%	9%	9%	23%	6%	8%	6%	35%	31%	5%	5%	5%	13%	4%	12%	9%	11%	-	17%
8	**46**	17	28	5	13	19	8	1	2	13	25	15	16	7	8	40	2	1	3
	30%	29%	30%	27%	27%	29%	43%	11%	25%	28%	32%	29%	32%	28%	29%	30%	25%	17%	51%
9	**29**	11	18	4	7	15	2	1	1	8	15	14	8	2	5	24	3	1	1
	19%	18%	19%	22%	14%	22%	14%	17%	10%	19%	18%	26%	16%	10%	18%	18%	33%	10%	16%
Agree Completely 10	**33**	17	16	2	17	14	1	2	2	6	22	12	9	6	6	27	2	3	1
	21%	28%	17%	10%	34%z	21%	4%	23%	28%	14%	28%	23%	18%	24%	22%	21%	24%	44%	16%
Don't know	**1**	1	*	*	1	-	-	1	-	-	-	-	-	*	1	1	-	-	-
	*	1%	*	1%	1%	-	-	7%	-	-	-	-	-	1%	2%	1%	-	-	-
Total mentions	**154**	60	94	20	49	66	18	9	8	45	79	52	50	25	27	133	9	6	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.86	8.16	7.67	7.72	8.15	7.86	7.26	8.15	7.96	7.38	8.14	8.18	7.82	7.15	7.98	7.80	8.49	7.93	8.30
1-3 (Net)	**3**	2	1	-	1	2	-	-	1	1	2	1	-	2	1	2	-	1	-
	2%	3%	1%	-	3%	3%	-	-	6%	2%	2%	1%	-	8%	2%	2%	-	12%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 287
D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer Kids offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	154	60*	94*	20**	49*	66*	18**	9**	8**	45*	79*	52*	50*	25**	27**	133	9**	6**	5**
EffectiveBase	129	56	74	20	48	57	9	6	12	33	68	48	36	19	27	105	12	9	9
1-4 (Net)	10	2	8	1	3	6	-	-	1	4	5	1	3	4	1	9	-	1	-
	7%	4%	8%	4%	7%	9%	-	-	6%	9%	7%	3%	7%	15%	6%	7%	-	12%	-
1-2 (Net)	2	2	1	-	1	1	-	-	1	1	1	-	-	2	1	2	-	-	-
	2%	3%	1%	-	3%	2%	-	-	6%	2%	1%	-	-	8%	2%	2%	-	-	-
4-7 (Net)	43	12	30	8	11	17	7	4	3	17	15	11	17	8	7	39	2	1	1
	28%J	21%	32%	40%	22%	25%	39%	42%	31%	37%	19%	21%	34%	30%	26%	29%	18%	17%	17%
5-6 (Net)	22	7	16	3	6	7	6	1	-	11	8	8	7	5	3	21	1	1	-
	14%	11%	17%	14%	12%	11%	33%	7%	-	25%J	10%	15%	14%	19%	10%	15%	7%	17%	-
8-10 (Net)	107	45	62	12	37	48	11	4	5	27	62	40	33	15	18	91	8	4	4
	70%	75%	66%	59%	74%	72%	61%	51%	62%	61%	78%z	78%	66%	62%	69%	68%	82%	71%	83%
7-10 (Net)	121	50	70	16	40	53	12	7	8	30	66	43	40	16	22	103	9	4	5
	79%	84%	75%	82%	80%	80%	67%	86%	94%	66%	84%I	83%	79%	65%	82%	77%	93%	71%	100%
9-10 (Net)	62	28	34	6	24	28	3	3	3	15	36	25	17	8	11	51	5	3	2
	40%	46%	36%	32%	48%	43%	18%	40%	37%	33%	46%	49%	34%	34%	41%	39%	57%	54%	31%

Table 287
D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer Kids offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	180	3	49	9	21	8	22	9	4	7	3	9	142	34	150	9
WeightedBase	154	2**	48*	8**	22**	9**	20**	7**	3**	8**	2**	6**	122	29**	132	5**
EffectiveBase	129	2	36	7	15	6	18	7	4	4	2	7	105	21	107	8
Not At All Agree 1	2	-	1	-	1	-	-	-	-	-	-	-	2	-	2	-
	1%	-	2%	-	5%	-	-	-	-	-	-	-	2%	-	1%	-
2	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	-	-	7%	-	-	-	-	-	-	-	-	-	2%	*	-
3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-
4	7	-	3	-	-	2	1	-	-	1	-	-	6	1	6	1
	4%A	-	7%	-	-	22%	5%	-	-	9%	-	-	5%	2%	5%	10%
5	10	-	2	2	3	-	-	1	1	1	-	-	10	-	9	-
	7%A	-	4%	20%	13%	-	-	10%	28%	12%	-	-	8%	-	7%	-
6	12	-	7	1	-	-	3	1	-	*	-	-	8	3	12	-
	8%	-	14%	12%	-	-	13%	17%	-	6%	-	-	7%	9%	9%	-
7	13	*	3	1	2	-	4	-	-	-	-	2	11	2	13	*
	9%	12%	6%	10%	8%	-	21%	-	-	-	-	26%	9%	8%	10%	4%
8	46	1	12	2	8	4	3	2	2	4	1	2	32	13	40	2
	30%	55%	25%	29%	34%	45%	15%	29%	52%	52%	39%	30%	27%	43%	30%	33%
9	29	1	9	1	3	1	5	2	1	-	1	3	23	5	23	2
	19%	32%	18%	9%	12%	8%	24%	29%	20%	-	53%	44%	19%	18%	17%	42%
Agree Completely 10	33	-	12	1	6	2	4	1	-	1	-	-	28	5	25	1
	21%	-	24%	14%	28%	25%	22%	15%	-	13%	-	-	23%	17%	19%	11%
Don't know	1	-	-	-	-	-	-	-	-	1	*	-	-	*	1	-
	*	-	-	-	-	-	-	-	-	8%	8%	-	-	1%	*	-
Total mentions	154	2	48	8	22	9	20	7	3	8	2	6	122	29	132	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.86	8.20	7.82	7.01	7.85	7.67	8.00	7.94	7.35	7.36	8.58	8.18	7.82	8.08	7.73	8.19
1-3 (Net)	3	-	1	1	1	-	-	-	-	-	-	-	3	1	3	-
	2%	-	2%	7%	5%	-	-	-	-	-	-	-	2%	2%	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 287
D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iPlayer Kids offers me something that other television and video providers do not
Base = All who have used BBC channel/service in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	154	2**	48*	8**	22**	9**	20**	7**	3**	8**	2**	6**	122	29**	132	5**
EffectiveBase	129	2	36	7	15	6	18	7	4	4	2	7	105	21	107	8
1-4 (Net)	10	-	4	1	1	2	1	-	-	1	-	-	9	1	10	1
	7%	-	9%	7%	5%	22%	5%	-	-	9%	-	-	7%	4%	7%	10%
1-2 (Net)	2	-	1	1	1	-	-	-	-	-	-	-	2	1	2	-
	2%	-	2%	7%	5%	-	-	-	-	-	-	-	2%	2%	2%	-
4-7 (Net)	43	*	15	3	5	2	8	2	1	2	-	2	36	5	40	1
	28%J	12%	31%	42%	21%	22%	39%	27%	28%	27%	-	26%	29%	19%	30%	14%
5-6 (Net)	22	-	8	2	3	-	3	2	1	1	-	-	18	3	21	-
	14%	-	18%	32%	13%	-	13%	27%	28%	18%	-	-	15%	9%	16%	-
8-10 (Net)	107	2	32	4	16	7	12	5	2	5	2	4	83	23	88	5
	70%	88%	67%	51%	74%	78%	61%	73%	72%	65%	92%	74%	68%	79%	67%	86%
7-10 (Net)	121	2	35	5	18	7	16	5	2	5	2	6	94	25	101	5
	79%	100%	74%	61%	82%	78%	82%	73%	72%	65%	92%	100%	78%	87%	76%	90%
9-10 (Net)	62	1	20	2	9	3	9	3	1	1	1	3	51	10	48	3
	40%	32%	43%	22%	39%	32%	46%	44%	20%	13%	53%	44%	42%	36%	37%	53%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 288
D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Base = All respondents

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Well 1	53	53	61	69	58	58
	1%	1%	1%	2%	1%	1%
2	32	32	25	44	44	27
	1%	1%	1%	1%	1%	1%
3	57	61	61	93	79	75
	1%	1%	1%	2%	2%	2%
4	118	103	91	164	106	133
	3%	3%	2%	4%	3%	3%
5	262	262	255	362	278	278
	6%	6%	6%	9%	7%	7%
6	374	335	319	384	379	445
	9%	8%	8%	9%	9%	11%
7	554	589	554	593	615	581
	13%	14%	14%	14%	15%	14%
8	808	807	792	670	772	744
	20%	20%	19%	16%	19%	18%
9	522	563	501	413	493	518
	13%	14%	12%	10%	12%	13%
Extremely Well 10	464	465	426	285	408	390
	11%	11%	10%	7%	10%	10%
Don't know	858	832	1017	1023	868	852
	21%	20%	25%	25%	21%	21%
Total mentions	4101	4101	4101	4101	4101	4101
	100%	100%	100%	100%	100%	100%
Mean	7.40	7.44	7.40	6.92	7.26	7.24
1-3 (Net)	142	146	146	206	182	160
	3%	4%	4%	5%	4%	4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 288
D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Base = All respondents

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	260 6%	249 6%	237 6%	370 9%	287 7%	293 7%
1-2 (Net)	85 2%	86 2%	86 2%	113 3%	102 2%	85 2%
4-7 (Net)	1307 32%	1289 31%	1218 30%	1504 37%	1378 34%	1437 35%
5-6 (Net)	636 15%	598 15%	573 14%	746 18%	657 16%	724 18%
8-10 (Net)	1794 44%	1835 45%	1719 42%	1369 33%	1673 41%	1652 40%
7-10 (Net)	2348 57%	2423 59%	2274 55%	1962 48%	2288 56%	2232 54%
9-10 (Net)	986 24%	1028 25%	927 23%	699 17%	901 22%	908 22%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 289
D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Base = All who have listened to BBC radio in the past 3 months

GfK

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	2297	2297	2297	2297	2297	2297
WeightedBase	2211	2211	2211	2211	2211	2211
EffectiveBase	1551	1551	1551	1551	1551	1551
Not At All Well 1	14 / 1%	14 / 1%	18 / 1%	17 / 1%	12 / 1%	11 / 1%
2	12 / 1%	14 / 1%	- / -	18 / 1%	15 / 1%	7 / *
3	23 / 1%	22 / 1%	28 / 1%	54 / 2%	34 / 2%	28 / 1%
4	62 / 3%	39 / 2%	43 / 2%	97 / 4%	49 / 2%	64 / 3%
5	100 / 5%	102 / 5%	113 / 5%	170 / 8%	114 / 5%	112 / 5%
6	192 / 9%	174 / 8%	161 / 7%	238 / 11%	202 / 9%	268 / 12%
7	345 / 16%	380 / 17%	350 / 16%	394 / 18%	411 / 19%	378 / 17%
8	576 / 26%	571 / 26%	550 / 25%	473 / 21%	542 / 25%	531 / 24%
9	401 / 18%	435 / 20%	375 / 17%	304 / 14%	359 / 16%	404 / 18%
Extremely Well 10	384 / 17%	380 / 17%	346 / 16%	230 / 10%	339 / 15%	315 / 14%
Don't know	102 / 5%	81 / 4%	226 / 10%	216 / 10%	135 / 6%	92 / 4%
Total mentions	2211 / 100%	2211 / 100%	2211 / 100%	2211 / 100%	2211 / 100%	2211 / 100%
Mean	7.81	7.87	7.80	7.25	7.69	7.65
1-3 (Net)	50 / 2%	49 / 2%	47 / 2%	89 / 4%	61 / 3%	47 / 2%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 289
D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Base = All who have listened to BBC radio in the past 3 months

GfK

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	2211	2211	2211	2211	2211	2211
EffectiveBase	1551	1551	1551	1551	1551	1551
1-4 (Net)	111	89	90	186	109	110
	5%	4%	4%	8%	5%	5%
1-2 (Net)	26	28	18	35	27	18
	1%	1%	1%	2%	1%	1%
4-7 (Net)	699	695	667	898	775	822
	32%	31%	30%	41%	35%	37%
5-6 (Net)	292	276	274	407	316	381
	13%	12%	12%	18%	14%	17%
8-10 (Net)	1360	1386	1271	1008	1241	1250
	62%	63%	57%	46%	56%	57%
7-10 (Net)	1706	1766	1621	1402	1651	1628
	77%	80%	73%	63%	75%	74%
9-10 (Net)	785	815	721	535	698	719
	35%	37%	33%	24%	32%	33%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 290
D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	53 1%BK	41 2%zB	11 1%	4 1%	15 2%	17 1%	16 1%	5 1%	3 1%	18 2%	15 1%	5 1%	14 1%	16 2%	18 2%K	40 1%	8 2%	2 1%	3 3%
2	32 1%B	24 1%zB	9 *	3 1%	9 1%	12 1%	9 1%	2 1%	6 1%	5 1%	9 1%	4 *	3 *	15 2%zKL	10 1%	22 1%	7 2%zO	3 1%	1 1%
3	57 1%	36 2%	21 1%	9 2%	8 1%	22 2%	18 1%	7 2%	10 2%	9 1%	13 1%	11 1%	10 1%	16 2%	20 2%	42 1%	10 3%zO	2 1%	3 3%zO
4	118 3%O	66 3%	51 2%	17 4%	22 3%	47 3%	31 2%	5 1%	15 3%	22 2%	48 4%G	22 2%	30 3%	42 4%zKN	24 2%	83 2%	28 8%zOQR	4 2%	2 2%
5	262 6%J	125 6%	136 6%	37 8%	59 8%	84 6%	81 5%	31 8%	28 6%	79 8%J	70 5%	48 5%	65 6%	58 6%	90 8%K	216 6%	23 7%	13 6%	9 8%
6	374 9%Rcg	190 10%	184 9%	44 9%	86 11%	124 9%	120 8%	28 7%	46 10%	95 9%	134 10%	87 9%	91 9%	78 8%	118 10%	332 10%R	25 7%	12 6%	5 5%
7	554 13%FNQ	256 13%	296 14%	72 15%	115 15%	198 15%F	168 11%	42 10%	64 15%	147 14%	214 16%zG	133 14%	143 14%	146 15%	132 11%	472 14%	45 13%	19 9%	17 14%
8	808 20%HNe	422 21%	387 18%	91 19%	154 20%	254 19%	309 21%	71 17%	57 13%	237 23%zH	314 23%zGH	205 22%N	221 22%N	209 21%N	173 15%	693 20%	55 16%	41 20%	19 16%
9	522 13%NR	279 14%	243 12%	66 14%	83 11%	178 13%	195 13%	40 10%	47 11%	130 12%	209 15%zGH	164 17%LMN	136 13%N	112 11%	110 10%	441 13%R	41 12%	31 15%R	10 8%
Extremely Well 10	464 11%NUe	212 11%	252 12%	61 13%	71 9%	175 13%D	157 11%	34 8%	35 8%	107 10%	207 15%zGHI	139 15%zMN	126 12%N	105 11%	94 8%	384 11%	29 8%	32 16%zOP	19 16%zOP
Don't know	858 21%ACEIJ KLad	348 17%	508 24%zA	68 14%	161 21%C	252 18%	377 25%zCDE	143 35%zIJ	131 30%zIJ	190 18%J	124 9%	123 13%	174 17%K	198 20%K	362 31%zKLM	711 21%	73 21%	43 22%	30 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 290
D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.40ADHNP	7.28	7.52zA	7.40	7.16	7.40D	7.53zD	7.30	7.07	7.38H	7.61zGHI	7.74zLMN	7.50MN	7.24	7.09	7.44zP	6.81	7.72zOP	7.32P
1-3 (Net)	142 3%BKO	101 5%zB	41 2%	16 3%	32 4%	51 4%	43 3%	14 4%	19 4%	33 3%	37 3%	20 2%	27 3%	47 5%K	48 4%K	103 3%	24 7%zO	7 3%	7 6%zO
1-4 (Net)	260 6%BFKOYe	167 8%zB	92 4%	33 7%	54 7%	98 7%F	74 5%	19 5%	34 8%	55 5%	85 6%	42 4%	57 6%	89 9%zKL	72 6%	186 5%	52 15%zOQR	11 6%	10 8%
1-2 (Net)	85 2%BKOV	65 3%zB	20 1%	7 1%	24 3%	29 2%	25 2%	7 2%	9 2%	24 2%	23 2%	8 1%	17 2%	31 3%K	28 2%K	61 2%	15 4%zO	5 2%	4 3%
4-7 (Net)	1307 32%FGQce	637 32%	668 32%	171 36%zF	282 36%zF	454 33%F	399 27%	105 26%	153 35%G	344 33%G	467 34%zG	290 31%	329 32%	325 33%	363 32%	1104 32%Q	122 35%Q	47 23%	34 29%
5-6 (Net)	636 15%Fc	316 16%	320 15%	82 17%	145 19%zF	209 15%	200 14%	58 14%	74 17%	174 17%	204 15%	135 14%	156 15%	136 14%	208 18%zKM	548 16%	48 14%	24 12%	15 12%
8-10 (Net)	1794 44%DGHNPe	913 46%z	882 42%	219 46%D	308 39%	607 44%	660 45%	145 36%	139 31%	473 46%GH	731 54%zGHI	507 54%zLMN	483 48%zN	426 43%N	378 33%	1517 44%P	125 36%	104 52%zOPR	47 40%
7-10 (Net)	2348 57%GHNPe	1168 58%	1178 56%	291 61%D	424 54%	805 59%	828 56%	186 46%	203 46%	621 60%GH	945 70%zGHI	640 68%zLMN	626 62%zN	573 57%N	509 44%	1990 58%P	171 50%	123 61%P	64 54%
9-10 (Net)	986 24%DGHNUe	491 25%	495 24%	127 27%D	154 20%	353 26%D	351 24%	74 18%	81 18%	237 23%	417 31%zGHI	302 32%zLMN	262 26%N	217 22%	204 18%	825 24%	70 20%	63 31%zOP	28 24%

Table 290
D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All respondents

	Total	England Regions											Working		Urbanity	
		East of England	London	Midlands East	Midlands West	North East and Cumbria	North West	South	South East	South West	West	Yorkshire and Lincolnshire	Yes	No	Urban	Rural
	Total (z)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(h)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	53 1%BK	- -	8 1%	2 1%	2 *	2 1%	14 3%zSTV	1 *	- -	- -	4 3%S	7 2%	32 1%	14 1%	48 1%	1 *
2	32 1%B	4 1%	4 1%	* *	- -	4 2%V	2 1%	2 1%	4 2%V	- -	1 1%	1 *	19 1%	10 1%	24 1%	3 1%
3	57 1%	6 2%	11 1%	1 1%	4 1%	4 2%	2 *	1 *	- -	2 2%	4 3%X	8 2%X	36 1%	21 1%	50 1%	4 1%
4	118 3%O	7 3%	27 3%	2 1%	9 2%	3 1%	10 2%	1 1%	10 6%Yc	3 3%	5 3%	6 2%	78 3%	33 2%	94 3%	11 3%
5	262 6%J	13 4%	66 8%	13 8%	26 7%	10 5%	27 6%	12 6%	16 9%	2 2%	8 5%	22 6%	158 6%	96 7%	212 6%	25 7%
6	374 9%Rcg	41 14%zc	92 11%c	17 11%c	36 9%c	26 12%c	43 9%c	16 7%	16 8%	16 14%c	13 8%	16 4%	236 9%	131 9%	333 10%g	17 5%
7	554 13%FNQ	54 18%V	117 14%	21 14%	42 11%	26 12%	55 12%	31 14%	30 16%	25 22%zVXc	28 18%	45 12%	363 14%	177 12%	456 13%	59 17%
8	808 20%HNe	65 22%	168 19%	39 25%	69 18%	41 19%	86 18%	65 29%zTVXb	36 19%	22 20%	27 18%	77 21%	541 21%ze	261 18%	681 20%	72 20%
9	522 13%NR	27 9%	113 13%	16 11%	53 14%	29 14%	62 13%	27 12%	22 12%	19 17%	16 10%	58 16%S	337 13%	177 12%	436 12%	62 17%zf
Extremely Well 10	464 11%NUe	36 12%U	80 9%	6 4%	51 13%U	17 8%	56 12%U	31 14%U	22 11%	13 11%	22 14%U	52 14%TU	318 13%ze	135 9%	397 11%	40 11%
Don't know	858 21%ACEIJ KLad	46 15%	178 21%a	35 23%a	98 25%Sa	51 24%Sa	116 24%Sa	38 17%	33 18%	11 10%	29 18%	77 21%a	409 16%	418 28%zd	756 22%z	61 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 290
D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.40ADHNP	7.38	7.31	7.23	**7.64T**	7.31	7.40	**7.79zSTU Wh**	7.27	7.60	7.31	**7.65T**	7.45	7.36	7.40	7.59
1-3 (Net)	142 **3%BKO**	9 *3%*	23 *3%*	3 *2%*	6 *1%*	9 *4%*	18 *4%*	4 *2%*	4 *2%*	2 *2%*	9 **6%V**	16 **4%V**	88 *3%*	45 *3%*	123 *4%*	8 *2%*
1-4 (Net)	260 **6%BFKOYe**	17 *6%*	50 *6%*	5 *3%*	14 *4%*	12 *6%*	29 *6%*	5 *2%*	14 **8%Y**	5 *4%*	14 **9%Y**	22 *6%*	166 *7%*	77 *5%*	217 *6%*	19 *5%*
1-2 (Net)	85 **2%BKOV**	4 *1%*	12 *1%*	2 *1%*	2 ***	5 *3%*	17 **4%TV**	3 *1%*	4 *2%*	-	5 **3%V**	8 *2%*	52 *2%*	24 *2%*	72 *2%*	4 *1%*
4-7 (Net)	1307 **32%FGQce**	115 **39%zVXYc**	303 **35%c**	52 **35%c**	113 *29%*	65 *31%*	136 *29%*	60 *27%*	72 **39%Yc**	46 **41%Yc**	53 *34%*	89 *24%*	835 *33%*	437 *30%*	1095 *31%*	113 *32%*
5-6 (Net)	636 **15%Fc**	54 **18%c**	158 **18%c**	30 **20%c**	62 *16%*	36 *17%*	71 *15%*	28 *13%*	32 *17%*	18 *16%*	20 *13%*	38 *10%*	394 *16%*	227 *15%*	545 *16%*	43 *12%*
8-10 (Net)	1794 **44%DGHNP e**	128 *43%*	361 *42%*	61 *40%*	173 *44%*	87 *41%*	203 *43%*	122 **54%zSTUV WXh**	78 *42%*	54 *48%*	66 *42%*	186 **51%zT**	1197 **47%ze**	572 *39%*	1514 *43%*	174 *49%*
7-10 (Net)	2348 **57%GHNPe**	181 *61%*	478 *55%*	82 *54%*	214 *55%*	112 *53%*	258 *55%*	153 **68%zTUVW X**	107 *58%*	79 **70%zTUVW X**	94 *60%*	231 *63%*	1559 **62%ze**	749 *51%*	1970 *56%*	233 **65%zf**
9-10 (Net)	986 **24%DGHNU e**	63 *21%*	193 *22%*	22 *15%*	104 **27%U**	46 *22%*	118 **25%U**	57 **26%U**	42 *23%*	31 **28%U**	38 *24%*	109 **30%zSTU**	655 **26%ze**	311 *21%*	833 *24%*	102 *29%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 291
D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	53 1%BJKO	37 2%zB	16 1%	6 1%	14 2%	21 2%	12 1%	3 1%	6 1%	20 2%J	8 1%	4 *	11 1%	15 2%K	23 2%zK	32 1%	15 4%zO	3 1%	3 3%zO
2	32 1%BKe	27 1%zB	5 *	1 *	9 1%	11 1%	12 1%	2 1%	5 1%	8 1%	9 1%	1 *	5 *	16 2%zK	11 1%K	23 1%	8 2%zO	1 *	1 *
3	61 1%	34 2%	26 1%	6 1%	9 1%	22 2%	24 2%	9 2%	6 1%	11 1%	20 1%	14 1%	9 1%	14 1%	23 2%	48 1%	10 3%	1 1%	2 2%
4	103 3%JKO	61 3%	42 2%	12 3%	20 3%	45 3%F	26 2%	10 2%	12 3%	29 3%	21 2%	13 1%	34 3%K	24 2%	31 3%	75 2%	20 6%zOR	7 3%	2 2%
5	262 6%	119 6%	143 7%	29 6%	59 8%	91 7%	83 6%	26 6%	42 9%zJ	75 7%	81 6%	49 5%	62 6%	64 6%	87 8%K	221 6%	25 7%	11 6%	5 4%
6	335 8%Fce	163 8%	172 8%	56 12%zF	69 9%	116 9%	94 6%	25 6%	39 9%	81 8%	121 9%	69 7%	82 8%	73 7%	111 10%	288 8%	27 8%	11 6%	9 7%
7	589 14%Ne	281 14%	308 15%	72 15%	138 18%zEF	181 13%	197 13%	50 12%	59 13%	153 15%	239 18%zG	155 16%zN	144 14%	160 16%N	129 11%	507 15%	44 13%	21 11%	16 14%
8	807 20%NR	423 21%z	383 18%	101 21%	147 19%	280 21%	279 19%	64 16%	69 16%	244 23%zGH	300 22%zGH	203 22%N	223 22%N	201 20%N	180 16%	693 20%R	58 17%	41 20%R	14 12%
9	563 14%MNf	294 15%	269 13%	63 13%	90 12%	186 14%	224 15%	45 11%	45 10%	127 12%	231 17%zGHI	177 19%zMN	162 16%MN	111 11%	113 10%	475 14%	44 13%	30 15%	15 13%
Extremely Well 10	465 11%DHNPU	219 11%	246 12%	62 13%D	67 9%	167 12%D	169 11%	40 10%	32 7%	98 9%	210 15%zGHI	144 15%zLMN	119 12%N	113 11%N	89 8%	388 11%	26 7%	31 15%zP	20 17%zOP
Don't know	832 20%ACEJK LSad	341 17%	489 23%zA	66 14%	160 20%C	244 18%	361 24%zCE	132 33%zIJ	127 29%zIJ	194 19%J	118 9%	111 12%	162 16%K	205 21%KL	353 31%zKLM	685 20%	70 20%	45 22%	32 27%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 291
D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.44ADHNP	7.35	7.53zA	7.49D	7.18	7.40	7.60zD	7.37	7.06	7.32	7.70zGHI	7.84zLMN	7.55N	7.33N	7.01	7.49zP	6.71	7.75zP	7.56P
1-3 (Net)	146 4%BKO	99 5%zB	47 2%	13 3%	33 4%	53 4%	47 3%	14 3%	16 4%	39 4%	37 3%	19 2%	25 2%	45 4%K	57 5%zKL	104 3%	32 9%zOQ	4 2%	6 5%
1-4 (Net)	249 6%BJKO	160 8%zB	89 4%	25 5%	53 7%	98 7%F	73 5%	24 6%	28 6%	68 7%J	58 4%	33 3%	59 6%K	69 7%K	88 8%zK	178 5%	52 15%zOQR	11 5%	8 6%
1-2 (Net)	86 2%BJKO	64 3%zB	21 1%	7 1%	24 3%	32 2%	23 2%	5 1%	10 2%	28 3%J	17 1%	5 1%	15 2%	31 3%K	34 3%K	56 2%	23 7%zOQ	3 2%	4 3%
4-7 (Net)	1289 31%FQXe	624 31%	664 32%	168 36%F	286 37%zF	434 32%F	400 27%	111 27%	152 34%	338 33%	463 34%zG	286 30%	323 32%	321 32%	359 31%	1091 32%Q	115 33%Q	50 25%	32 27%
5-6 (Net)	598 15%FKc	282 14%	315 15%	84 18%zF	128 16%F	208 15%F	177 12%	51 13%	80 18%	156 15%	203 15%	118 13%	144 14%	137 14%	199 17%zK	510 15%	52 15%	22 11%	14 12%
8-10 (Net)	1835 45%BDGHNPTe	935 47%zB	898 43%	225 48%D	305 39%	633 46%D	671 45%D	149 37%	146 33%	469 45%GH	741 55%zGHI	524 56%zLMN	504 50%zMN	425 43%N	382 33%	1556 45%P	127 37%	102 51%PR	49 41%
7-10 (Net)	2423 59%GHNPe	1216 61%	1206 57%	297 63%	443 57%	814 60%	869 59%	199 49%	205 47%	622 60%GH	980 72%zGHI	678 72%zLMN	648 64%zN	586 59%N	512 44%	2063 60%zP	171 50%	123 61%P	66 55%
9-10 (Net)	1028 25%DHINe	513 26%	515 25%	125 26%D	158 20%	353 26%D	393 27%D	85 21%	77 18%	225 22%	441 32%zGHI	321 34%zLMN	281 28%MN	224 23%N	202 18%	863 25%	69 20%	61 30%P	35 30%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 291
D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All respondents

		England Regions											Working		Urbanity	
	Total **(z)**	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	**53** **1%BJKO**	1 *	4 1%	- -	2 *	2 1%	15 **3%zSTVY**	1 *	- -	- -	5 **3%STV**	3 1%	29 1%	16 1%	48 1%	2 1%
2	**32** **1%BKe**	4 1%	5 1%	- -	1 *	- -	2 *	2 1%	4 2%	- -	1 1%	5 1%	26 1%	6 *	27 1%	* *
3	**61** **1%**	6 2%	17 2%	1 1%	6 2%	6 3%	3 1%	1 *	- -	1 1%	* *	6 2%	35 1%	22 1%	49 1%	7 2%
4	**103** **3%JKO**	11 4%	13 2%	5 3%	10 2%	6 3%	6 1%	3 1%	9 **5%TX**	1 1%	3 2%	8 2%	58 2%	39 3%	86 2%	7 2%
5	**262** **6%**	26 **9%XY**	72 **8%zXY**	12 8%	27 7%	10 5%	19 4%	6 3%	15 8%	8 7%	10 6%	18 5%	166 7%	91 6%	218 6%	23 7%
6	**335** **8%Fce**	39 **13%zVc**	82 10%c	15 10%c	27 7%	17 8%	37 8%	18 8%	17 **9%c**	5 5%	13 9%	14 4%	226 9%	101 7%	293 8%	22 6%
7	**589** **14%Ne**	45 15%	143 17%	15 10%	49 13%	29 14%	56 12%	35 15%	26 14%	24 **22%UX**	22 14%	62 17%	393 **16%ze**	187 13%	488 14%	60 17%
8	**807** **20%NR**	63 21%	152 18%	41 **27%zTV**	69 18%	49 23%	92 19%	50 22%	39 21%	30 27%	37 24%	71 19%	518 20%	280 19%	695 20%	59 17%
9	**563** **14%MNf**	34 11%	115 13%	21 14%	58 15%	20 10%	63 13%	41 **18%W**	20 11%	22 **20%W**	23 15%	57 15%	371 15%	184 12%	448 13%	75 **21%zf**
Extremely Well 10	**465** **11%DHNPU**	37 **12%U**	86 **10%U**	5 3%	57 **15%U**	20 9%	60 **13%U**	28 **12%U**	24 **13%U**	9 9%	18 **11%U**	44 **12%U**	302 12%	153 10%	403 12%	35 10%
Don't know	**832** **20%ACEJK** **LSad**	32 11%	174 **20%Sa**	36 **24%Sa**	85 **22%Sa**	52 **25%Sa**	120 **25%zSab**	41 18%	32 17%	11 9%	24 15%	79 **22%Sa**	404 16%	394 **27%zd**	732 **21%z**	65 18%

Table 291
D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.44ADHNP	7.27	7.36	7.35	7.68ST	7.34	7.54	7.88zSTUWh	7.39	7.74	7.44	7.62	7.47	7.46	7.44	7.62
1-3 (Net)	146	10	27	1	8	9	21	3	4	1	6	14	90	43	124	10
	4%BKO	3%	3%	1%	2%	4%	4%	1%	2%	1%	4%	4%	4%	3%	4%	3%
1-4 (Net)	249	21	40	6	18	15	27	6	12	2	9	22	148	82	210	17
	6%BJKO	7%	5%	4%	5%	7%	6%	3%	7%	2%	6%	6%	6%	6%	6%	5%
1-2 (Net)	86	5	10	-	2	2	17	2	4	-	6	8	55	22	75	3
	2%BJKO	2%	1%	-	1%	1%	4%TUV	1%	2%	-	4%TUV	2%	2%	1%	2%	1%
4-7 (Net)	1289	121	311	47	113	62	118	62	67	39	49	102	843	418	1085	112
	31%FQXe	41%zVWXYc	36%zXc	31%	29%	29%	25%	28%	36%X	35%	31%	28%	33%ze	28%	31%	32%
5-6 (Net)	598	65	154	27	54	26	56	24	32	14	23	33	392	192	511	45
	15%FKc	22%zVWXYc	18%zXYc	18%c	14%	12%	12%	11%	17%c	12%	15%	9%	15%	13%	15%	13%
8-10 (Net)	1835	135	352	67	184	89	215	119	83	62	78	172	1191	616	1547	169
	45%BDGHNPTe	45%	41%	44%	47%	42%	45%	53%zT	45%	55%T	50%	47%	47%ze	42%	44%	48%
7-10 (Net)	2423	180	495	82	233	119	271	153	109	86	100	234	1584	803	2035	229
	59%GHNPe	60%	57%	54%	60%	56%	57%	68%zTUWX	59%	77%zSTUVWXhc	64%	64%	63%ze	55%	58%	64%
9-10 (Net)	1028	71	201	26	115	40	123	69	44	32	41	101	673	336	852	110
	25%DHINe	24%	23%	17%	30%UW	19%	26%	31%UW	24%	29%	26%	27%U	27%ze	23%	24%	31%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 292
D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	HH Income Up to £10,000 (G)	HH Income £10,000-£14,999 (H)	HH Income £15,000-£29,999 (I)	HH Income £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	N.Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**61** 1%BJKOT	40 *2%zB*	21 *1%*	3 *1%*	16 *2%*	21 *2%*	21 *1%*	4 *1%*	9 *2%J*	18 *2%J*	9 *1%*	5 *1%*	16 *2%*	16 *2%*	24 *2%K*	39 *1%*	15 *4%zO*	4 *2%*	2 *2%*
2	**25** 1%	18 *1%*	8 ***	1 ***	6 *1%*	13 *1%*	5 ***	6 *1%*	1 ***	4 ***	10 *1%*	2 ***	8 *1%*	4 ***	10 *1%*	17 ***	8 *2%zOQ*	* ***	* ***
3	**61** 1%CO	36 *2%*	25 *1%*	2 ***	15 *2%C*	17 *1%*	27 *2%C*	8 *2%*	8 *2%*	12 *1%*	15 *1%*	12 *1%*	12 *1%*	16 *2%*	20 *2%*	41 *1%*	18 *5%zOQR*	1 *1%*	1 *1%*
4	**91** 2%	43 *2%*	47 *2%*	9 *2%*	25 *3%*	29 *2%*	27 *2%*	8 *2%*	14 *3%*	26 *3%*	24 *2%*	18 *2%*	25 *3%*	21 *2%*	26 *2%*	73 *2%*	12 *3%*	3 *2%*	2 *2%*
5	**255** 6%Kbf	129 *6%*	126 *6%*	27 *6%*	50 *6%*	101 *7%*	77 *5%*	26 *6%*	30 *7%*	68 *7%*	76 *6%*	40 *4%*	59 *6%*	65 *7%*	91 *8%zK*	211 *6%*	21 *6%*	13 *7%*	9 *8%*
6	**319** 8%FG	155 *8%*	164 *8%*	44 *9%F*	63 *8%*	122 *9%F*	91 *6%*	18 *4%*	34 *8%*	86 *8%G*	131 *10%zG*	82 *9%*	87 *9%*	72 *7%*	77 *7%*	278 *8%*	21 *6%*	14 *7%*	6 *5%*
7	**554** 14%FNX	295 *15%*	257 *12%*	81 *17%zF*	114 *15%*	189 *14%*	170 *11%*	44 *11%*	63 *14%*	154 *15%*	218 *16%zG*	152 *16%zN*	137 *14%N*	150 *15%N*	115 *10%*	476 *14%*	42 *12%*	23 *11%*	14 *12%*
8	**792** 19%N	397 *20%*	394 *19%*	97 *21%*	152 *19%*	259 *19%*	284 *19%*	65 *16%*	82 *19%*	213 *20%*	314 *23%zG*	210 *22%zN*	209 *21%*	183 *18%*	191 *17%*	673 *20%*	60 *17%*	40 *20%*	20 *16%*
9	**501** 12%HN	250 *13%*	250 *12%*	74 *16%zDE*	87 *11%*	157 *11%*	183 *12%*	51 *13%H*	32 *7%*	130 *13%H*	191 *14%zH*	144 *15%zN*	125 *12%N*	127 *13%N*	104 *9%*	418 *12%*	42 *12%*	29 *14%*	12 *10%*
Extremely Well 10	**426** 10%FNPe	206 *10%*	220 *10%*	59 *12%F*	78 *10%*	166 *12%zF*	124 *8%*	32 *8%*	31 *7%*	95 *9%*	194 *14%zGHI*	108 *11%N*	123 *12%N*	98 *10%*	98 *8%*	359 *10%*	23 *7%*	26 *13%P*	19 *16%zOP*
Don't know	**1017** 25%ACEJK Lad	429 *21%*	587 *28%zA*	76 *16%*	178 *23%C*	292 *21%C*	472 *32%zCDE*	145 *36%zIJ*	136 *31%zIJ*	233 *22%J*	177 *13%*	167 *18%*	211 *21%*	244 *24%K*	395 *34%zKLM*	850 *25%*	84 *24%*	49 *24%*	34 *28%*

Table 292
D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.40ADHNP	7.32	7.49A	7.66zDE	7.22	7.38	7.44	7.32	7.04	7.35H	7.64zGHI	7.67zLMN	7.45N	7.38N	7.10	7.46zP	6.68	7.61P	7.57P
1-3 (Net)	146	93	53	6	37	51	52	18	19	34	34	19	37	36	55	97	40	6	4
	4%BCJKO	5%zB	3%	1%	5%C	4%C	4%C	4%	4%	3%	3%	2%	4%	4%	5%zK	3%	12%zOQR	3%	3%
1-4 (Net)	237	137	100	15	63	80	79	26	32	60	58	37	62	57	81	170	52	9	6
	6%BCJKOY	7%zB	5%	3%	8%zCF	6%C	5%	6%	7%J	6%	4%	4%	6%	6%	7%K	5%	15%zOQR	4%	5%
1-2 (Net)	86	57	28	4	22	34	26	10	11	22	19	7	24	20	34	56	22	4	3
	2%BKOT	3%zB	1%	1%	3%C	2%	2%	2%	2%	2%	1%	1%	2%K	2%	3%zK	2%	6%zOQR	2%	2%
4-7 (Net)	1218	623	594	162	252	440	365	96	140	334	449	292	309	308	309	1039	96	53	31
	30%FGNXe	31%	28%	34%zF	32%F	32%zF	25%	24%	32%G	32%G	33%zG	31%	31%	31%	27%	30%	28%	26%	26%
5-6 (Net)	573	284	289	71	113	222	168	44	64	154	207	122	147	137	168	489	42	27	15
	14%Fc	14%	14%	15%	14%	16%zF	11%	11%	14%	15%	15%	13%	14%	14%	15%	14%	12%	13%	13%
8-10 (Net)	1719	854	865	230	317	582	591	148	146	439	699	462	457	408	393	1450	125	94	50
	42%GHNTe	43%	41%	49%zDEF	40%	43%	40%	36%	33%	42%H	51%zGHI	49%zMN	45%N	41%N	34%	42%	36%	47%P	42%
7-10 (Net)	2274	1149	1122	311	430	771	761	192	209	593	917	614	594	558	508	1926	166	117	64
	55%BFGHNPe	57%zB	53%	66%zDEF	55%	57%F	51%	47%	47%	57%GH	67%zGHI	65%zLMN	59%N	56%N	44%	56%P	48%	58%P	54%
9-10 (Net)	927	456	471	133	164	323	307	83	64	226	385	252	248	225	202	777	65	55	31
	23%HNTe	23%	22%	28%zDF	21%	24%	21%	20%	14%	22%H	28%zGHI	27%zN	24%N	23%N	18%	23%	19%	27%P	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	61 1%BJKOT	2 1%	5 1%	-	3 1%	3 2%	15 3%zTVY	1 *	-	-	6 4%zTUVYh	4 1%	32 1%	20 1%	58 2%	1 *
2	25 1%	1 *	3 *	-	-	3 1%	5 1%	1 1%	-	-	-	4 1%	15 1%	8 1%	20 1%	2 1%
3	61 1%CO	4 1%	14 2%	1 1%	6 1%	3 1%	3 1%	1 *	4 2%	1 1%	3 2%	1 *	39 2%	20 1%	51 1%	3 1%
4	91 2%	5 2%	16 2%	1 1%	7 2%	5 2%	9 2%	1 1%	13 7%zSTUVX Y	3 3%	3 2%	11 3%	58 2%	27 2%	83 2%	5 1%
5	255 6%Kbf	20 7%b	71 8%zWb	10 7%b	27 7%b	7 3%	25 5%b	12 5%b	19 10%Wbc	3 3%	1 1%	16 4%	161 6%	89 6%	199 6%	28 8%
6	319 8%FG	23 8%	89 10%zXc	16 11%	32 8%	13 6%	29 6%	14 6%	19 10%	10 9%	12 7%	20 5%	212 8%	98 7%	270 8%	27 7%
7	554 14%FNX	48 16%X	132 15%X	21 14%	43 11%	29 14%	45 9%	41 18%VX	25 14%	22 19%X	24 15%	48 13%	364 14%	182 12%	471 14%	43 12%
8	792 19%N	62 21%	156 18%	40 27%Th	69 18%	39 18%	97 21%	39 18%	29 16%	32 28%Th	37 24%	73 20%	520 21%	261 18%	662 19%	78 22%
9	501 12%HN	34 11%	90 10%	17 11%	51 13%	30 14%	55 12%	37 16%Th	15 8%	14 12%	16 10%	59 16%Th	325 13%	171 12%	417 12%	57 16%z
Extremely Well 10	426 10%FNPe	30 10%	76 9%	9 6%	42 11%	19 9%	57 12%	27 12%	23 12%	11 10%	21 13%	44 12%	302 12%ze	117 8%	369 11%	32 9%
Don't know	1017 25%ACEJK Lad	68 23%	214 25%	35 23%	111 28%a	62 29%a	133 28%a	50 22%	39 21%	16 15%	35 22%	87 24%	501 20%	478 33%zd	889 26%z	79 22%

D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.40ADHNP	7.45	7.29	7.49	7.54	7.48	7.42	**7.79zTh**	7.12	7.66	7.49	**7.66Th**	7.46	7.36	7.40	7.58
1-3 (Net)	146	8	21	1	9	9	23	3	4	1	9	10	86	48	128	7
	4%BCJKO	*3%*	*2%*	*1%*	*2%*	*4%*	*5%*	*1%*	*2%*	*1%*	**6%Y**	*3%*	*3%*	*3%*	*4%*	*2%*
1-4 (Net)	237	13	36	2	16	13	32	4	16	4	12	21	144	75	210	12
	6%BCJKOY	*4%*	*4%*	*2%*	*4%*	*6%*	**7%UY**	*2%*	**9%TUY**	*4%*	**8%UY**	*6%*	*6%*	*5%*	*6%*	*3%*
1-2 (Net)	86	4	7	-	3	6	20	2	-	-	6	8	47	29	77	3
	2%BKOT	*1%*	*1%*	-	*1%*	**3%T**	**4%zTUVh**	*1%*	-	-	**4%TUVh**	*2%*	*2%*	*2%*	*2%*	*1%*
4-7 (Net)	1218	96	308	48	108	53	108	68	76	38	39	95	795	396	1023	103
	30%FGNXe	**32%X**	**36%zVWXbc**	*32%*	*28%*	*25%*	*23%*	*30%*	**41%zVWXbc**	*34%*	*25%*	*26%*	**31%ze**	*27%*	*29%*	*29%*
5-6 (Net)	573	43	161	26	59	19	55	26	38	14	12	36	373	187	469	54
	14%Fc	*14%*	**19%zWXYbc**	**17%Wbc**	*15%*	*9%*	*12%*	*12%*	**21%zWXYbc**	*12%*	*8%*	*10%*	*15%*	*13%*	*13%*	*15%*
8-10 (Net)	1719	127	321	67	162	88	209	103	67	57	74	176	1147	549	1448	167
	42%GHNTe	*42%*	*37%*	*44%*	*42%*	*42%*	**44%T**	**46%T**	*36%*	**51%T**	*47%*	**48%Th**	**45%ze**	*37%*	*42%*	*47%*
7-10 (Net)	2274	175	453	87	204	117	254	144	92	79	97	224	1511	731	1919	211
	55%BFGHNPe	*59%*	*52%*	*58%*	*52%*	*55%*	*54%*	**64%zTVXh**	*50%*	**70%zTVWXh**	*62%*	**61%Th**	**60%ze**	*50%*	*55%*	*59%*
9-10 (Net)	927	64	166	26	93	49	112	64	38	25	36	103	627	288	786	89
	23%HNTe	*22%*	*19%*	*17%*	*24%*	*23%*	*24%*	**29%TU**	*20%*	*22%*	*23%*	**28%zTU**	**25%ze**	*20%*	*23%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 293
D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	69 2%BOV	45 2%zB	23 1%	7 1%	12 2%	29 2%	21 1%	4 1%	10 2%	21 2%	16 1%	11 1%	12 1%	20 2%	25 2%	47 1%	17 5%zOQ	2 1%	3 2%
2	44 1%Bf	33 2%zB	11 1%	4 1%	16 2%z	12 1%	13 1%	5 1%	2 1%	8 1%	15 1%	6 1%	13 1%	11 1%	14 1%	32 1%	5 1%	4 2%	3 3%zO
3	93 2%BJK	64 3%zB	29 1%	13 3%	17 2%	29 2%	34 2%	15 4%J	10 2%	24 2%	20 1%	13 1%	27 3%	22 2%	31 3%	70 2%	16 5%zO	4 2%	3 3%
4	164 4%W	84 4%	80 4%	16 3%	32 4%	46 3%	69 5%	13 3%	19 4%	34 3%	60 4%	46 5%	39 4%	38 4%	41 4%	138 4%	19 6%	4 2%	2 2%
5	362 9%FX	188 9%	174 8%	45 10%	76 10%	138 10%F	103 7%	36 9%	48 11%	106 10%	114 8%	74 8%	91 9%	98 10%	99 9%	304 9%	30 9%	20 10%	8 7%
6	384 9%Ge	179 9%	204 10%	41 9%	75 10%	141 10%	127 9%	25 6%	48 11%G	109 10%G	139 10%G	88 9%	99 10%	93 9%	104 9%	322 9%	30 9%	19 10%	13 11%
7	593 14%GN	296 15%	297 14%	85 18%zEF	128 16%	189 14%	190 13%	38 9%	49 11%	174 17%zGH	236 17%zGH	162 17%zN	168 17%N	138 14%	126 11%	517 15%	37 11%	23 11%	16 13%
8	670 16%FHNe	351 18%	319 15%	83 18%	136 17%	241 18%F	211 14%	56 14%	47 11%	175 17%H	298 22%zGHI	182 19%zN	166 16%	169 17%	154 13%	561 16%	63 18%	31 15%	15 12%
9	413 10%NRe	211 11%	203 10%	56 12%	74 9%	145 11%	139 9%	39 10%	43 10%	100 10%	165 12%z	122 13%zN	105 10%	96 10%	91 8%	358 10%R	24 7%	24 12%PR	7 6%
Extremely Well 10	285 7%NP	126 6%	160 8%	46 10%zF	54 7%	92 7%	93 6%	24 6%	20 5%	62 6%	130 10%zHI	73 8%	80 8%	69 7%	63 5%	237 7%	14 4%	18 9%P	16 13%zOP
Don't know	1023 25%ACDEI JKLad	422 21%	599 29%zA	77 16%	163 21%	302 22%C	480 32%zCDE	152 37%zIJ	144 33%zIJ	226 22%J	165 12%	163 17%	213 21%	242 24%K	404 35%zKLM	849 25%	90 26%	51 25%	33 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 293
D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.92AHNP	6.78	7.07zA	7.11	6.84	6.91	6.90	6.85	6.61	6.84	7.18zGHI	7.16zMN	6.96N	6.87	6.67	6.97zP	6.28	7.09P	6.92P
1-3 (Net)	206	142	63	23	45	69	68	24	22	54	51	29	53	53	70	149	37	10	9
	5%BJKOVf	7%zB	3%	5%	6%	5%	5%	6%	5%	5%	4%	3%	5%K	5%K	6%K	4%	11%zOQ	5%	8%zO
1-4 (Net)	370	226	143	39	77	116	138	37	41	88	111	76	92	91	111	287	57	15	12
	9%BO	11%zB	7%	8%	10%	8%	9%	9%	9%	8%	8%	8%	9%	9%	10%	8%	16%zOQR	7%	10%
1-2 (Net)	113	78	35	10	28	40	34	9	12	30	31	17	26	31	39	79	21	6	6
	3%BKOVf	4%zB	2%	2%	4%	3%	2%	2%	3%	3%	2%	2%	3%	3%	3%K	2%	6%zO	3%	5%zO
4-7 (Net)	1504	747	755	188	312	515	489	112	164	422	550	370	397	367	370	1281	116	67	39
	37%FGNXe	37%	36%	40%F	40%F	38%F	33%	28%	37%G	41%zG	40%zG	39%N	39%N	37%	32%	37%	34%	33%	33%
5-6 (Net)	746	367	378	86	151	279	230	61	96	215	253	162	190	191	203	626	60	39	21
	18%FXe	18%	18%	18%	19%	20%zF	16%	15%	22%G	21%zG	19%	17%	19%	19%	18%	18%	17%	20%	18%
8-10 (Net)	1369	687	681	185	263	479	442	119	111	337	593	377	351	334	308	1157	101	74	37
	33%FHNe	34%	32%	39%zF	34%	35%F	30%	29%	25%	32%H	44%zGHI	40%zLMN	35%N	34%N	27%	34%	29%	37%	32%
7-10 (Net)	1962	984	978	270	391	668	633	157	160	511	829	539	519	472	433	1674	138	97	53
	48%FGHNPe	49%	47%	57%zDEF	50%F	49%F	43%	39%	36%	49%GH	61%zGHI	57%zLMN	51%N	47%N	38%	49%P	40%	48%	45%
9-10 (Net)	699	336	363	102	127	237	232	63	64	163	295	195	185	165	154	596	38	43	23
	17%NPUe	17%	17%	22%zDF	16%	17%	16%	16%	14%	16%	22%zGHI	21%zMN	18%N	17%	13%	17%P	11%	21%P	19%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 293
D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
							England Regions						**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	69 2%BOV	- -	11 1%	- -	1 *	3 2%	15 3%zSV	4 2%	- -	1 1%	6 4%STUVh	6 2%	38 1%	22 1%	59 2%	4 1%
2	44 1%Bf	2 1%	6 1%	3 2%V	- -	2 1%	2 *	4 2%V	7 4%zTVX	* *	- -	5 1%	32 1%	12 1%	24 1%	8 2%f
3	93 2%BJK	14 5%zTYc	16 2%	3 2%	9 2%	8 4%Y	7 2%	1 *	2 1%	2 2%	2 1%	5 1%	53 2%	36 2%	77 2%	7 2%
4	164 4%W	23 8%zWXYc	40 5%W	6 4%	19 5%W	2 1%	14 3%	5 2%	13 7%W	2 2%	5 3%	11 3%	102 4%	56 4%	144 4%	9 3%
5	362 9%FX	33 11%X	100 12%zXYc	11 7%	29 8%	17 8%	26 5%	13 6%	24 13%Xc	11 10%	16 10%	22 6%	242 10%	112 8%	309 9%	33 9%
6	384 9%Ge	21 7%	83 10%	20 13%	43 11%	13 6%	36 8%	28 12%	22 12%	14 12%	10 6%	34 9%	262 10%ze	114 8%	321 9%	39 11%
7	593 14%GN	46 15%	136 16%	19 13%	49 13%	35 16%	65 14%	36 16%	30 16%	19 17%	21 13%	60 16%	386 15%	199 13%	509 15%	40 11%
8	670 16%FHNe	56 19%	124 14%	34 23%Th	61 16%	29 14%	72 15%	45 20%	23 13%	23 21%	23 21%	59 16%	445 18%ze	213 14%	564 16%	61 17%
9	413 10%NRe	25 8%	88 10%	8 5%	42 11%	19 9%	63 13%U	22 10%	12 7%	18 16%Uh	17 11%	45 12%U	286 11%ze	124 8%	346 10%	46 13%
Extremely Well 10	285 7%NP	17 6%	50 6%	5 3%	35 9%	19 9%	32 7%	16 7%	16 9%	8 7%	14 9%	26 7%	194 8%	88 6%	243 7%	23 6%
Don't know	1023 25%ACDEI JKLad	61 20%	210 24%a	43 28%a	102 26%a	63 30%Sa	141 30%zSha	50 22%	36 20%	15 13%	32 20%	96 26%a	489 19%	497 34%zd	891 26%	87 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 293
D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.92AHNP	6.74	6.82	6.81	7.18STh	7.05	7.10	7.12	6.63	7.26	7.03	7.14h	6.98	6.88	6.93	6.99
1-3 (Net)	206	16	33	6	9	14	25	9	9	3	9	16	122	69	161	19
	5%BJKOVf	*5%*	*4%*	*4%*	*2%*	*7%V*	*5%*	*4%*	*5%*	*3%*	*6%*	*4%*	*5%*	*5%*	*5%*	*5%*
1-4 (Net)	370	39	73	12	28	16	39	13	22	5	13	26	224	125	304	28
	9%BO	*13%VY*	*8%*	*8%*	*7%*	*8%*	*8%*	*6%*	*12%*	*5%*	*9%*	*7%*	*9%*	*9%*	*9%*	*8%*
1-2 (Net)	113	2	17	3	1	6	17	8	7	1	6	11	69	33	83	12
	3%BKOVf	*1%*	*2%V*	*2%*	***	*3%V*	*4%SV*	*4%V*	*4%V*	*1%*	*4%SV*	*3%V*	*3%*	*2%*	*2%*	*3%*
4-7 (Net)	1504	123	359	56	140	67	141	82	89	46	52	126	992	481	1283	121
	37%FGNXe	*41%X*	*42%zWX*	*37%*	*36%*	*31%*	*30%*	*37%*	*48%zVWXbc*	*40%*	*33%*	*34%*	*39%ze*	*33%*	*37%*	*34%*
5-6 (Net)	746	54	184	30	72	30	61	41	46	25	26	56	504	226	630	71
	18%FXe	*18%*	*21%zXc*	*20%*	*19%*	*14%*	*13%*	*18%*	*25%WXc*	*22%*	*17%*	*15%*	*20%ze*	*15%*	*18%*	*20%*
8-10 (Net)	1369	99	262	47	137	68	167	83	52	49	64	130	926	425	1153	129
	33%FHNe	*33%*	*30%*	*31%*	*35%*	*32%*	*35%*	*37%*	*28%*	*43%Th*	*41%Th*	*35%*	*37%ze*	*29%*	*33%*	*36%*
7-10 (Net)	1962	145	398	66	187	102	232	119	82	68	85	190	1312	623	1662	170
	48%FGHNPe	*49%*	*46%*	*44%*	*48%*	*48%*	*49%*	*53%*	*44%*	*60%zTUh*	*54%*	*52%*	*52%ze*	*42%*	*48%*	*48%*
9-10 (Net)	699	42	138	13	77	39	94	38	28	25	31	71	480	212	589	68
	17%NPUe	*14%*	*16%U*	*8%*	*20%U*	*18%U*	*20%U*	*17%U*	*15%*	*23%U*	*20%U*	*19%U*	*19%ze*	*14%*	*17%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 294
D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**58** **1%BKO**	40 *2%zB*	18 *1%*	5 *1%*	13 *2%*	23 *2%*	17 *1%*	7 *2%*	4 *1%*	18 *2%*	15 *1%*	6 *1%*	13 *1%*	17 *2%*	23 *2%K*	41 *1%*	12 *3%zO*	3 *1%*	3 *2%*
2	**44** **1%**	26 *1%*	19 *1%*	2 ***	12 *2%*	15 *1%*	15 *1%*	5 *1%*	9 *2%I*	5 *1%*	19 *1%*	5 *1%*	7 *1%*	17 *2%K*	15 *1%*	35 *1%*	7 *2%*	1 *1%*	2 *2%*
3	**79** **2%OX**	48 *2%*	32 *2%*	8 *2%*	23 *3%*	21 *2%*	27 *2%*	8 *2%*	9 *2%*	17 *2%*	25 *2%*	12 *1%*	20 *2%*	17 *2%*	31 *3%K*	57 *2%*	17 *5%zOR*	4 *2%*	2 *1%*
4	**106** **3%f**	63 *3%*	43 *2%*	14 *3%*	18 *2%*	43 *3%*	31 *2%*	10 *2%*	10 *2%*	27 *3%*	28 *2%*	19 *2%*	28 *3%*	31 *3%*	27 *2%*	82 *2%*	19 *5%zOQ*	3 *1%*	2 *2%*
5	**278** **7%**	135 *7%*	144 *7%*	39 *8%*	54 *7%*	101 *7%*	85 *6%*	32 *8%*	33 *8%*	77 *7%*	83 *6%*	51 *5%*	59 *6%*	70 *7%*	99 *9%zKL*	238 *7%*	21 *6%*	10 *5%*	9 *8%*
6	**379** **9%GXe**	178 *9%*	200 *10%*	49 *10%*	78 *10%*	131 *10%*	121 *8%*	19 *5%*	51 *12%G*	105 *10%G*	130 *10%G*	93 *10%*	98 *10%*	81 *8%*	106 *9%*	325 *9%*	28 *8%*	18 *9%*	8 *7%*
7	**615** **15%NP**	323 *16%*	291 *14%*	77 *16%*	122 *16%*	213 *16%*	203 *14%*	56 *14%*	55 *13%*	177 *17%*	219 *16%*	157 *17%N*	169 *17%N*	145 *15%*	144 *12%*	541 *16%zP*	32 *9%*	24 *12%*	17 *15%*
8	**772** **19%Ne**	400 *20%*	371 *18%*	101 *21%*	160 *20%*	241 *18%*	269 *18%*	79 *19%*	74 *17%*	191 *18%*	320 *24%HI*	193 *21%N*	199 *20%N*	200 *20%N*	180 *16%*	657 *19%*	64 *19%*	33 *16%*	18 *15%*
9	**493** **12%N**	254 *13%*	239 *11%*	63 *13%*	89 *11%*	175 *13%*	166 *11%*	34 *8%*	38 *9%*	129 *12%*	205 *15%zGH*	159 *17%zLMN*	127 *13%N*	116 *12%N*	91 *8%*	412 *12%*	38 *11%*	32 *16%R*	10 *9%*
Extremely Well 10	**408** **10%GNTe**	179 *9%*	230 *11%*	50 *11%*	62 *8%*	154 *11%D*	142 *10%*	26 *6%*	35 *8%*	99 *10%*	180 *13%zGHI*	110 *12%N*	112 *11%N*	96 *10%*	91 *8%*	337 *10%*	31 *9%*	23 *12%*	16 *13%*
Don't know	**868** **21%ACEJK LSad**	353 *18%*	512 *24%zA*	66 *14%*	152 *19%C*	248 *18%*	403 *27%zCDE*	130 *32%zIJ*	122 *28%zIJ*	195 *19%J*	134 *10%*	135 *14%*	182 *18%*	206 *21%K*	346 *30%zKLM*	710 *21%*	76 *22%*	51 *25%*	31 *26%zO*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 294
D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.26ADHN PT	7.15	7.37zA	7.34	7.09	7.26	7.33	7.05	7.00	7.24	7.49zGHI	7.60zLMN	7.36N	7.19N	6.89	7.29P	6.77	7.54zP	7.24
1-3 (Net)	182 4%BKO	113 6%zB	68 3%	15 3%	48 6%zC	60 4%	60 4%	20 5%	22 5%	41 4%	59 4%	22 2%	40 4%	51 5%K	69 6%zK	132 4%	35 10%zOQ	8 4%	6 5%
1-4 (Net)	287 7%BKOf	176 9%zB	111 5%	28 6%	66 8%	103 8%	91 6%	30 7%	32 7%	67 6%	87 6%	41 4%	68 7%	82 8%K	96 8%K	214 6%	54 16%zOQR	11 5%	9 7%
1-2 (Net)	102 2%BKO	65 3%zB	37 2%	6 1%	25 3%	39 3%	33 2%	12 3%	13 3%	24 2%	34 3%	11 1%	20 2%	34 3%K	38 3%K	76 2%	18 5%zOQ	4 2%	5 4%
4-7 (Net)	1378 34%FQe	699 35%	678 32%	179 38%F	272 35%F	487 36%F	440 30%	117 29%	150 34%	385 37%zG	461 34%	321 34%	354 35%	327 33%	376 33%	1187 35%zQ	100 29%	55 27%	37 31%
5-6 (Net)	657 16%FXe	313 16%	344 16%	88 19%F	132 17%	231 17%	205 14%	52 13%	85 19%G	181 17%	214 16%	145 15%	156 15%	151 15%	205 18%	563 16%	49 14%	28 14%	17 14%
8-10 (Net)	1673 41%GHNe	833 42%	840 40%	214 45%zF	312 40%	570 42%	577 39%	139 34%	147 33%	419 40%H	705 52%zGHI	462 49%zLMN	438 43%N	412 41%N	361 31%	1407 41%	134 39%	88 44%	44 37%
7-10 (Net)	2288 56%FGHNP Te	1156 58%zB	1131 54%	291 62%zF	434 55%	782 57%F	781 53%	195 48%	202 46%	596 57%GH	923 68%zGHI	619 66%zLMN	607 60%zN	557 56%N	505 44%	1948 57%P	166 48%	113 56%	62 52%
9-10 (Net)	901 22%GHNTe	433 22%	469 22%	113 24%	151 19%	329 24%D	308 21%	61 15%	73 16%	228 22%G	385 28%zGHI	269 29%zLMN	239 24%N	212 21%N	182 16%	750 22%	70 20%	56 28%zO	26 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 294
D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	58 1%BKO	- -	10 1%	- -	2 *	4 2%	15 3%zSTVY	1 *	- -	* *	6 4%zSTUVYh	4 1%	32 1%	17 1%	50 1%	3 1%
2	44 1%	2 1%	6 1%	2 1%	3 1%	4 2%	3 1%	2 1%	1 1%	1 1%	2 1%	10 3%zT	27 1%	14 1%	38 1%	5 1%
3	79 2%OX	9 3%X	19 2%X	3 2%	4 1%	4 2%	2 *	3 1%	3 2%	2 2%	5 3%X	3 1%	55 2%	22 1%	61 2%	6 2%
4	106 3%f	9 3%	21 2%	3 2%	7 2%	1 1%	14 3%	2 1%	12 7%zTVWYb	2 1%	1 1%	9 3%	67 3%	33 2%	80 2%	10 3%
5	278 7%	16 5%	97 11%zSUVXYc	5 3%	25 6%	17 8%	22 5%	12 5%	11 6%	5 4%	13 8%	15 4%	173 7%	95 6%	240 7%	18 5%
6	379 9%GXe	33 11%X	86 10%X	17 11%X	46 12%X	15 7%	27 6%	20 9%	21 11%	14 12%	14 9%	32 9%	256 10%e	116 8%	331 9%	31 9%
7	615 15%NP	64 21%zTVWb	124 14%	25 17%	45 11%	25 12%	92 20%zTVW	33 15%	32 17%	21 19%	19 12%	62 17%	399 16%	204 14%	521 15%	47 13%
8	772 19%Ne	63 21%	166 19%	38 25%V	62 16%	37 18%	80 17%	51 23%	35 19%	29 25%	32 20%	64 17%	511 20%ze	249 17%	649 19%	63 18%
9	493 12%N	26 9%	99 11%	18 12%	55 14%	25 12%	55 12%	33 15%	17 9%	22 19%Sh	15 10%	47 13%	327 13%	159 11%	410 12%	62 17%zf
Extremely Well 10	408 10%GNTe	38 13%T	56 6%	9 6%	47 12%T	24 11%	47 10%	26 11%T	19 10%	9 8%	21 13%T	41 11%T	279 11%ze	123 8%	350 10%	37 10%
Don't know	868 21%ACEJKLSad	39 13%	181 21%Sa	31 21%a	94 24%Sa	56 26%Sa	116 24%Sa	41 18%	34 18%	9 8%	29 19%	79 22%Sa	401 16%	438 30%zd	758 22%	75 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 294
D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.26ADHNPT**	7.36	7.04	7.39	**7.52T**	7.31	7.29	**7.64zT**	7.18	**7.56T**	7.13	**7.37T**	7.30	7.26	7.27	7.48
1-3 (Net)	182	11	34	4	9	12	19	6	5	3	13	17	115	54	150	13
	4%BKO	*4%*	*4%*	*3%*	*2%*	*6%*	*4%*	*3%*	*2%*	*3%*	**8%VY**	*5%*	*5%*	*4%*	*4%*	*4%*
1-4 (Net)	287	20	55	8	16	13	34	8	17	5	14	26	182	87	229	24
	7%BKOf	*7%*	*6%*	*5%*	*4%*	*6%*	*7%*	*3%*	*9%*	*4%*	*9%*	*7%*	*7%*	*6%*	*7%*	*7%*
1-2 (Net)	102	2	15	2	5	8	18	2	1	1	8	14	60	32	88	8
	2%BKO	*1%*	*2%*	*1%*	*1%*	**4%S**	**4%S**	*1%*	*1%*	*1%*	**5%STVh**	**4%S**	*2%*	*2%*	*3%*	*2%*
4-7 (Net)	1378	121	328	50	123	58	156	68	77	41	47	118	896	448	1172	106
	34%FQe	**41%zW**	**38%zW**	*33%*	*31%*	*27%*	*33%*	*30%*	**41%W**	*36%*	*30%*	*32%*	**35%ze**	*30%*	*34%*	*30%*
5-6 (Net)	657	49	184	22	71	32	49	32	32	18	28	46	430	211	571	49
	16%FXe	*16%*	**21%zXc**	*14%*	**18%X**	*15%*	*10%*	*14%*	*17%*	*16%*	*18%*	*13%*	*17%*	*14%*	*16%*	*14%*
8-10 (Net)	1673	127	321	65	164	87	182	109	71	59	68	153	1117	531	1409	161
	41%GHNe	*43%*	*37%*	*43%*	*42%*	*41%*	*38%*	**49%zTX**	*38%*	**53%zTX**	*43%*	*42%*	**44%ze**	*36%*	*40%*	*45%*
7-10 (Net)	2288	191	445	90	209	111	274	143	104	80	86	215	1517	735	1930	208
	56%FGHNPTe	**64%zTVW**	*51%*	*60%*	*54%*	*52%*	*58%*	**64%zT**	*56%*	**71%zTVWXhb**	*55%*	*59%*	**60%ze**	*50%*	*55%*	*59%*
9-10 (Net)	901	65	155	27	102	49	102	58	36	31	36	89	606	282	760	99
	22%GHNTe	*22%*	*18%*	*18%*	**26%T**	*23%*	*21%*	**26%T**	*19%*	*27%*	*23%*	**24%T**	**24%ze**	*19%*	*22%*	**28%zf**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 295
D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**58** **1%BK**	42 *2%zB*	16 *1%*	5 *1%*	21 *3%zEF*	13 *1%*	18 *1%*	5 *1%*	8 *2%*	14 *1%*	17 *1%*	5 *1%*	16 *2%*	13 *1%*	24 *2%K*	43 *1%*	10 *3%zO*	3 *1%*	2 *2%*
2	**27** **1%O**	19 *1%*	8 ***	1 ***	1 ***	14 *1%*	11 *1%*	1 ***	6 *1%*	6 *1%*	8 *1%*	6 *1%*	2 ***	9 *1%*	10 *1%*	17 *1%*	7 *2%zO*	2 *1%*	1 *1%*
3	**75** **2%IKTX**	44 *2%*	31 *1%*	7 *2%*	15 *2%*	25 *2%*	28 *2%*	10 *2%*	10 *2%*	10 *1%*	20 *1%*	10 *1%*	10 *1%*	25 *2%K*	30 *3%KL*	56 *2%*	15 *4%zOQ*	2 *1%*	2 *1%*
4	**133** **3%B**	85 *4%zB*	48 *2%*	13 *3%*	29 *4%*	54 *4%*	36 *2%*	12 *3%*	14 *3%*	32 *3%*	51 *4%*	29 *3%*	36 *4%*	37 *4%*	31 *3%*	109 *3%*	19 *5%zQ*	3 *1%*	3 *2%*
5	**278** **7%JK**	129 *6%*	149 *7%*	37 *8%*	56 *7%*	93 *7%*	92 *6%*	34 *8%*	40 *9%J*	77 *7%*	74 *5%*	49 *5%*	55 *5%*	67 *7%*	106 *9%zKL*	233 *7%*	25 *7%*	11 *6%*	9 *7%*
6	**445** **11%e**	234 *12%*	212 *10%*	60 *13%*	88 *11%*	151 *11%*	146 *10%*	32 *8%*	47 *11%*	123 *12%*	158 *12%*	115 *12%*	116 *11%*	100 *10%*	115 *10%*	387 *11%*	27 *8%*	21 *10%*	11 *9%*
7	**581** **14%FNe**	287 *14%*	291 *14%*	85 *18%zEF*	135 *17%zF*	186 *14%*	175 *12%*	49 *12%*	59 *13%*	145 *14%*	231 *17%zG*	148 *16%N*	162 *16%N*	150 *15%N*	120 *10%*	491 *14%*	41 *12%*	32 *16%*	16 *14%*
8	**744** **18%GHNR**	372 *19%*	372 *18%*	92 *20%*	141 *18%*	245 *18%*	266 *18%*	52 *13%*	61 *14%*	218 *21%zGH*	292 *21%zGH*	193 *20%zN*	188 *19%*	187 *19%*	176 *15%*	633 *18%R*	61 *18%*	35 *17%*	15 *13%*
9	**518** **13%Ne**	278 *14%z*	240 *11%*	65 *14%*	90 *12%*	173 *13%*	190 *13%*	42 *10%*	47 *11%*	126 *12%*	210 *15%zGH*	164 *17%zMN*	144 *14%N*	114 *11%*	96 *8%*	450 *13%*	33 *10%*	24 *12%*	12 *10%*
Extremely Well 10	**390** **10%NU**	178 *9%*	212 *10%*	45 *9%*	58 *7%*	151 *11%zD*	137 *9%*	27 *7%*	29 *7%*	92 *9%*	165 *12%zGHI*	103 *11%N*	103 *10%*	99 *10%*	84 *7%*	319 *9%*	27 *8%*	28 *14%zOP*	16 *14%zOP*
Don't know	**852** **21%ACJKL ad**	332 *17%*	519 *25%zA*	63 *13%*	149 *19%C*	260 *19%C*	380 *26%zCDE*	142 *35%zIJ*	120 *27%zIJ*	197 *19%J*	133 *10%*	118 *13%*	181 *18%K*	194 *19%K*	360 *31%zKLM*	698 *20%*	79 *23%*	42 *21%*	32 *27%zO*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 295
D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.24ADHNP	7.12	7.36zA	7.28	7.02	7.26D	7.31D	7.02	6.85	7.26H	7.43zGH	7.52zMN	7.37N	7.17N	6.86	7.27P	6.69	7.48P	7.31P
1-3 (Net)	160 4%BKOT	104 5%zB	56 3%	14 3%	37 5%	52 4%	57 4%	16 4%	24 5%	30 3%	44 3%	21 2%	28 3%	47 5%K	64 6%zKL	116 3%	32 9%zOQR	7 4%	5 4%
1-4 (Net)	293 7%BKO	190 9%zB	103 5%	27 6%	66 8%	107 8%	93 6%	28 7%	38 9%	62 6%	95 7%	50 5%	64 6%	85 8%K	95 8%K	225 7%	51 15%zOQR	10 5%	8 6%
1-2 (Net)	85 2%BKOe	60 3%zB	25 1%	6 1%	23 3%	27 2%	29 2%	7 2%	14 3%	21 2%	24 2%	11 1%	18 2%	23 2%	33 3%K	60 2%	17 5%zO	5 2%	3 3%
4-7 (Net)	1437 35%Fe	735 37%	700 33%	195 41%zEF	308 39%zF	485 36%F	450 30%	127 31%	160 36%	377 36%	513 38%zG	341 36%	369 36%	355 36%	372 32%	1220 36%	112 33%	67 33%	38 32%
5-6 (Net)	724 18%e	363 18%	361 17%	97 20%	144 18%	245 18%	239 16%	66 16%	87 20%	200 19%	232 17%	164 17%	171 17%	167 17%	221 19%	620 18%	52 15%	32 16%	19 16%
8-10 (Net)	1652 40%GHNe	828 41%	824 39%	202 43%	289 37%	568 42%	593 40%	122 30%	136 31%	436 42%GH	667 49%zGHI	460 49%zLMN	435 43%N	400 40%N	357 31%	1402 41%	121 35%	86 43%	43 37%
7-10 (Net)	2232 54%GHNPe	1115 56%	1115 53%	287 61%zDF	424 54%	754 55%	768 52%	171 42%	196 44%	581 56%GH	898 66%zGHI	608 65%zLMN	598 59%zN	550 55%N	476 41%	1893 55%P	162 47%	118 59%P	60 50%
9-10 (Net)	908 22%DGHNTe	455 23%	452 22%	109 23%	148 19%	324 24%D	327 22%	70 17%	75 17%	218 21%	375 28%zGHI	267 28%zMN	247 24%N	213 21%N	180 16%	769 22%	60 17%	51 25%P	28 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 295
D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	58 1%BK	- -	9 1%	- -	2 *	3 2%	13 3%SV	3 1%	- -	- -	4 2%S	9 2%S	36 1%	15 1%	53 2%	1 *
2	27 1%O	2 1%	6 1%	- -	1 *	2 1%	3 1%	2 1%	- -	- -	- -	1 *	20 1%	6 *	25 1%	* *
3	75 2%IKTX	15 5%zTVXc	6 1%	3 2%	5 1%	5 2%	2 *	4 2%	4 2%	3 3%	3 2%	6 2%	43 2%	29 2%	62 2%	7 2%
4	133 3%B	5 2%	43 5%zWY	7 5%	11 3%	2 1%	13 3%	2 1%	13 7%zSWYc	2 2%	3 2%	8 2%	83 3%	44 3%	108 3%	11 3%
5	278 7%JK	27 9%	72 8%	12 8%	26 7%	11 5%	24 5%	12 5%	14 8%	5 4%	12 8%	18 5%	173 7%	97 7%	235 7%	22 6%
6	445 11%e	34 11%	106 12%	13 9%	52 13%	30 14%	54 11%	24 11%	22 12%	12 11%	10 6%	32 9%	296 12%e	137 9%	379 11%	30 8%
7	581 14%FNe	48 16%	119 14%	20 13%	43 11%	24 11%	62 13%	31 14%	29 16%	24 21%V	26 17%	65 18%V	394 16%ze	180 12%	484 14%	55 15%
8	744 18%GHNR	58 20%	160 19%	37 24%	66 17%	32 15%	81 17%	58 26%zTVWXbc	31 17%	28 25%	22 14%	59 16%	479 19%	255 17%	630 18%	67 19%
9	518 13%Ne	31 10%	98 11%	19 13%	48 12%	28 13%	71 15%	30 14%	20 11%	16 15%	29 19%ST	58 16%	349 14%ze	164 11%	432 12%	56 16%
Extremely Well 10	390 10%NU	32 11%U	65 8%	4 3%	45 12%U	20 9%U	38 8%	24 11%U	22 12%U	10 9%	19 12%U	38 10%U	259 10%	122 8%	338 10%	32 9%
Don't know	852 21%ACJKLad	47 16%	180 21%a	36 24%a	91 23%a	54 25%SYa	112 24%SYa	34 15%	31 17%	12 10%	28 18%	75 20%	396 16%	423 29%zd	742 21%	75 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.24ADHNP	7.18	7.09	7.15	7.41	7.25	7.28	7.50T	7.22	7.51	7.47	7.39	7.27	7.24	7.23	7.47
1-3 (Net)	160	17	21	3	8	11	17	8	4	3	7	16	99	50	140	9
	4%BKOT	6%T	2%	2%	2%	5%	4%	4%	2%	3%	4%	4%	4%	3%	4%	3%
1-4 (Net)	293	22	64	10	20	12	30	11	16	5	10	24	182	94	248	20
	7%BKO	7%	7%	7%	5%	6%	6%	5%	9%	5%	7%	6%	7%	6%	7%	6%
1-2 (Net)	85	2	15	-	3	6	16	5	-	-	4	10	56	21	78	2
	2%BKOe	1%	2%	-	1%	3%	3%V	2%	-	-	2%	3%	2%	1%	2%	1%
4-7 (Net)	1437	113	339	52	132	67	153	69	78	43	51	122	947	458	1206	117
	35%Fe	38%	39%zX	34%	34%	32%	32%	31%	42%	38%	32%	33%	37%ze	31%	35%	33%
5-6 (Net)	724	60	178	25	77	41	78	36	36	17	22	49	470	234	614	52
	18%e	20%	21%zc	17%	20%	19%	16%	16%	20%	15%	14%	13%	19%	16%	18%	15%
8-10 (Net)	1652	122	323	60	158	81	191	112	73	55	71	155	1086	541	1400	155
	40%GHNe	41%	37%	40%	41%	38%	40%	50%zTWX	39%	48%	45%	42%	43%ze	37%	40%	44%
7-10 (Net)	2232	169	442	80	202	105	253	143	103	79	97	220	1481	720	1883	210
	54%GHNPe	57%	51%	53%	52%	49%	54%	64%zTVWX	55%	70%zTUVWX	62%TW	60%TW	59%ze	49%	54%	59%
9-10 (Net)	908	63	163	23	93	48	110	55	42	27	49	96	608	286	770	88
	22%DGHNTe	21%	19%	16%	24%	23%	23%	24%	23%	24%	31%zTU	26%TU	24%ze	19%	22%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 296
D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2297**	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	**14** **1%B**	13 *1%zB*	1 *	2 *1%*	3 *1%*	7 *1%*	3 *	1 *1%*	- -	8 *1%z*	3 *	3 *	2 *	6 *1%*	3 *1%*	12 *1%*	- -	1 *1%*	1 *2%*
2	**12** **1%K**	9 *1%*	4 *	2 *1%*	4 *1%*	4 *	3 *	- -	2 *1%*	2 *	3 *	* *	2 *	8 *2%zK*	2 *	10 *1%*	1 *1%*	1 *1%*	- -
3	**23** **1%**	15 *1%*	8 *1%*	7 *3%zDF*	2 *	9 *1%*	6 *1%*	1 *1%*	4 *2%*	7 *1%*	6 *1%*	5 *1%*	2 *	12 *2%L*	4 *1%*	17 *1%*	4 *3%*	- -	2 *3%zOQ*
4	**62** **3%**	36 *3%*	26 *2%*	6 *2%*	5 *1%*	31 *4%zD*	19 *2%*	1 *1%*	6 *3%*	10 *2%*	26 *3%*	15 *2%*	20 *3%*	22 *4%N*	5 *1%*	48 *3%*	9 *5%*	4 *3%*	1 *2%*
5	**100** **5%EJ**	46 *4%*	53 *5%*	14 *5%*	25 *6%E*	22 *3%*	38 *5%*	11 *7%J*	10 *5%*	30 *5%*	29 *3%*	21 *3%*	27 *5%*	21 *4%*	31 *7%zK*	85 *5%*	5 *3%*	4 *3%*	5 *8%*
6	**192** **9%c**	100 *9%*	92 *9%*	23 *9%*	43 *11%*	58 *8%*	68 *8%*	12 *8%*	21 *11%*	49 *9%*	76 *8%*	53 *8%*	49 *8%*	43 *8%*	47 *11%*	170 *9%*	10 *6%*	9 *7%*	3 *4%*
7	**345** **16%F**	166 *15%*	178 *17%*	45 *17%*	76 *19%F*	115 *16%*	109 *13%*	31 *20%*	32 *17%*	93 *17%*	142 *16%*	94 *15%*	97 *16%*	88 *16%*	67 *16%*	295 *16%*	23 *14%*	15 *12%*	12 *18%*
8	**576** **26%**	316 *28%*	259 *24%*	62 *24%*	105 *27%*	174 *24%*	235 *28%*	40 *26%*	40 *21%*	155 *28%*	242 *27%*	163 *25%*	170 *28%*	142 *26%*	101 *24%*	483 *26%*	46 *28%*	31 *26%*	16 *24%*
9	**401** **18%R**	210 *18%*	191 *18%*	47 *18%*	58 *15%*	129 *18%*	167 *20%*	25 *17%*	37 *20%*	93 *17%*	175 *19%*	136 *21%z*	108 *18%*	87 *16%*	70 *16%*	334 *18%*	33 *20%*	27 *22%R*	7 *11%*
Extremely Well 10	**384** **17%U**	183 *16%*	201 *19%*	48 *18%*	62 *16%*	143 *20%z*	131 *16%*	20 *13%*	24 *13%*	89 *16%*	186 *20%zH*	124 *19%*	105 *17%*	87 *16%*	69 *16%*	316 *17%*	26 *16%*	26 *22%*	16 *25%zO*
Don't know	**102** **5%CEJd**	50 *4%*	51 *5%*	5 *2%*	14 *4%*	22 *3%*	61 *7%zCDE*	10 *6%J*	12 *7%J*	26 *5%*	22 *2%*	30 *5%*	22 *4%*	21 *4%*	30 *7%zL*	92 *5%*	4 *2%*	4 *3%*	2 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.81M	7.73	7.90	7.69	7.66	7.83	7.91D	7.71	7.57	7.72	7.99zHI	8.01zMN	7.88M	7.59	7.70	7.80	7.76	8.07	7.75
1-3 (Net)	50 2%BJL	37 3%zB	13 1%	11 4%zF	8 2%	19 3%	11 1%	2 1%	6 3%	16 3%	12 1%	9 1%	6 1%	26 5%zKL	9 2%	40 2%	5 3%	2 1%	3 5%
1-4 (Net)	111 5%BKe	72 6%zB	39 4%	17 7%	13 3%	50 7%zDF	30 4%	4 2%	13 7%	26 5%	38 4%	24 4%	26 4%	47 9%zKLN	15 3%	87 5%	14 9%zO	5 4%	4 7%
1-2 (Net)	26 1%B	21 2%zB	5 *	4 2%	7 2%	10 1%	5 1%	1 1%	2 1%	9 2%	6 1%	4 1%	4 1%	14 3%zKL	5 1%	23 1%	1 1%	2 1%	1 2%
4-7 (Net)	699 32%FKc	348 30%	350 33%	89 34%	150 38%zF	226 32%	234 28%	55 36%	69 36%	181 32%	273 30%	184 29%	193 32%	174 32%	149 35%	598 32%	48 30%	32 26%	21 32%
5-6 (Net)	292 13%g	147 13%	145 14%	38 14%	69 17%zE	79 11%	106 13%	23 15%	30 16%	79 14%	105 12%	74 12%	76 13%	64 12%	77 18%zKLM	255 14%	16 10%	13 11%	8 12%
8-10 (Net)	1360 62%DN	709 62%	652 61%	157 60%	225 57%	446 62%	533 64%D	86 56%	101 54%	337 60%	602 66%zGHI	423 66%N	383 63%N	315 59%	240 56%	1132 61%	105 65%	84 69%zO	39 60%
7-10 (Net)	1706 77%N	875 76%	830 78%	202 77%	301 76%	561 79%	642 77%	116 76%	133 70%	430 77%	744 82%zHI	517 80%zN	479 80%N	403 75%	307 72%	1428 77%	128 79%	100 82%	51 78%
9-10 (Net)	785 35%DU	393 34%	392 37%	95 36%	119 30%	272 38%D	298 36%	45 30%	62 33%	182 32%	360 40%zGI	259 40%zMN	213 35%	174 32%	139 32%	649 35%	59 37%	53 44%zO	23 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 296
D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	14 1%B	- -	2 *	2 2%	1 *	- -	3 1%	1 *	- -	- -	3 3%zT	1 1%	10 1%	3 *	12 1%	1 *
2	12 1%K	2 1%	- -	- -	- -	2 2%T	2 1%	1 *	4 3%zTVc	- -	1 1%	- -	9 1%	3 *	9 *	- -
3	23 1%	1 1%	4 1%	1 2%	3 2%	- -	1 *	1 *	- -	1 1%	1 1%	4 2%	19 1%	4 1%	20 1%	3 1%
4	62 3%	4 3%	15 4%	1 1%	6 3%	* *	5 2%	1 1%	8 7%zWXYc	3 4%	1 1%	4 2%	45 3%	14 2%	48 3%	7 3%
5	100 5%EJ	4 2%	19 5%	3 3%	13 6%	4 5%	13 5%	8 5%	8 7%	2 3%	3 3%	9 4%	70 5%	28 4%	80 4%	7 3%
6	192 9%c	18 11%c	43 11%Yc	6 7%	18 8%	17 17%zVYc	26 10%	5 4%	9 7%	14 17%zYc	6 7%	9 4%	119 8%	70 10%	167 9%	11 5%
7	345 16%F	34 20%	64 16%	14 18%	27 12%	13 13%	41 16%	22 15%	18 16%	15 19%	21 24%Vc	26 12%	231 16%	109 15%	287 16%	36 17%
8	576 26%	38 23%	101 25%	28 36%X	50 23%	24 24%	56 21%	56 39%zSTVWXb	29 25%	20 24%	20 22%	62 29%	392 27%	180 25%	477 26%	58 27%
9	401 18%R	21 13%	79 20%	12 16%	42 19%	20 21%	46 18%	23 16%	18 16%	11 14%	11 12%	49 23%S	263 18%	133 19%	331 18%	52 24%zf
Extremely Well 10	384 17%U	30 18%U	61 15%	4 6%	43 20%U	14 14%	52 20%U	21 15%	18 16%	12 15%	20 23%U	40 18%U	265 18%	110 16%	329 18%	31 14%
Don't know	102 5%CEJd	15 9%zT	11 3%	8 10%zT	16 7%T	4 4%	15 6%	4 3%	3 2%	2 3%	3 3%	11 5%	44 3%	56 8%zd	87 5%	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 296
D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211 100%	168 100%	398 100%	80 100%	218 100%	97 100%	261 100%	141 100%	115 100%	79 100%	89 100%	214 100%	1466 100%	710 100%	1847 100%	213 100%
Mean	7.81M	7.78	7.75	7.53	7.91	7.75	7.84	7.97	7.46	7.62	7.72	8.08Uh	7.80	7.86	7.83	7.95
1-3 (Net)	50 2%BJL	3 2%	6 2%	3 4%	4 2%	2 2%	6 2%	2 1%	4 3%	1 1%	5 6%	5 2%	38 3%	10 1%	41 2%	3 2%
1-4 (Net)	111 5%BKe	7 4%	21 5%	4 5%	10 5%	2 2%	11 4%	3 2%	12 10%zWY	4 4%	6 6%	9 4%	83 6%e	23 3%	89 5%	10 5%
1-2 (Net)	26 1%B	2 1%	2 *	2 2%	1 *	2 2%	5 2%	1 1%	4 3%T	-	4 4%zTV	1 1%	19 1%	6 1%	21 1%	1 *
4-7 (Net)	699 32%FKc	60 36%c	140 35%c	24 30%	63 29%	35 35%c	86 33%c	36 25%	43 38%c	34 43%Yc	31 34%	47 22%	464 32%	221 31%	581 31%	60 28%
5-6 (Net)	292 13%g	22 13%	62 16%c	8 11%	30 14%	21 22%zYc	39 15%	13 9%	17 14%	16 20%c	9 10%	18 8%	189 13%	98 14%	247 13%	18 8%
8-10 (Net)	1360 62%DN	89 53%	241 61%	45 57%	135 62%	57 59%	154 59%	100 71%Sa	66 57%	42 53%	51 57%	151 70%zSTXha	920 63%	424 60%	1138 62%	140 66%
7-10 (Net)	1706 77%N	123 73%	305 77%	59 74%	162 74%	70 72%	196 75%	122 86%zSTVWXha	84 73%	58 72%	72 80%	177 82%	1151 78%	533 75%	1425 77%	176 82%
9-10 (Net)	785 35%DU	51 31%	141 35%U	17 21%	85 39%U	34 35%	98 38%U	44 31%	36 32%	23 29%	31 35%	89 41%U	528 36%	243 34%	660 36%	82 39%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	14	11	3	1	3	6	3	*	2	7	1	1	3	6	3	10	2	1	1
	1%JK	1%	*	*	1%	1%	*	*	1%	1%J	*	*	1%	1%	1%	1%	1%	1%	1%
2	14	12	2	1	5	3	6	-	2	2	3	1	1	11	1	8	6	1	-
	1%BKO	1%zB	*	*	1%	*	1%	-	1%	*	*	*	*	2%zKLN	*	*	4%zO	*	-
3	22	11	10	1	2	12	7	2	2	6	10	5	3	7	6	20	-	*	1
	1%	1%	1%	*	*	2%z	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	2%
4	39	27	12	5	2	18	15	1	1	11	12	8	15	9	7	33	4	2	1
	2%D	2%	1%	2%	*	2%D	2%	1%	*	2%	1%	1%	3%	2%	2%	2%	2%	1%	1%
5	102	48	54	8	18	33	43	14	10	31	39	27	25	23	28	87	6	5	4
	5%	4%	5%	3%	5%	5%	5%	9%zJ	5%	6%	4%	4%	4%	4%	6%	5%	4%	4%	6%
6	174	82	92	29	35	53	57	9	21	49	58	40	46	41	46	151	10	9	4
	8%	7%	9%	11%F	9%	7%	7%	6%	11%J	9%	6%	6%	8%	8%	11%zK	8%	6%	7%	7%
7	380	188	192	49	84	109	138	30	34	99	163	108	96	111	66	327	27	16	10
	17%	16%	18%	19%	21%zE	15%	16%	19%	18%	18%	18%	17%	16%	21%	15%	18%	17%	13%	16%
8	571	312	258	72	104	188	208	39	50	162	224	163	157	137	115	483	46	30	12
	26%R	27%	24%	27%	26%	26%	25%	26%	26%	29%	25%	25%	26%	26%	27%	26%	28%	25%	18%
9	435	229	206	42	69	137	187	27	36	90	200	151	134	84	66	364	34	26	11
	20%IMNf	20%	19%	16%	17%	19%	22%	18%	19%	16%	22%zI	23%zMN	22%MN	16%	16%	20%	21%	21%	17%
Extremely Well 10	380	184	196	49	58	136	136	25	19	85	186	126	102	87	64	312	21	27	19
	17%HU	16%	18%	19%	15%	19%	16%	17%	10%	15%	20%zHI	20%	17%	16%	15%	17%	13%	22%P	29%zOP
Don't know	81	40	40	5	18	19	40	6	13	19	14	16	20	20	25	67	6	5	3
	4%JK	3%	4%	2%	4%	3%	5%	4%	7%J	3%	2%	2%	3%	4%	6%zK	4%	4%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 297
D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.87IMN	7.81	7.93	7.89	7.76	7.86	7.92	7.81	7.61	7.70	8.06zHI	8.10zMN	7.95MN	7.64	7.67	7.86	7.67	8.12P	8.07
1-3 (Net)	49 2%BJKe	34 3%zB	15 1%	3 1%	10 2%	22 3%	15 2%	2 1%	6 3%	15 3%	13 1%	7 1%	7 1%	24 5%zKL	11 2%	38 2%	7 5%	2 1%	2 3%
1-4 (Net)	89 4%BJK	61 5%zB	27 3%	8 3%	11 3%	40 6%z	30 4%	3 2%	6 3%	26 5%	25 3%	15 2%	23 4%	33 6%zK	18 4%	71 4%	11 7%	3 3%	3 4%
1-2 (Net)	28 1%BJKO	23 2%zB	5 *	2 1%	8 2%	10 1%	9 1%	* *	4 2%J	9 2%J	3 *	2 *	4 1%	18 3%zKL	4 1%	18 1%	7 5%zO	1 1%	1 1%
4-7 (Net)	695 31%K	345 30%	350 33%	91 35%	139 35%	212 30%	253 30%	54 35%	65 35%	190 34%	272 30%	182 28%	182 30%	184 34%	147 34%	597 32%	47 29%	32 26%	19 29%
5-6 (Net)	276 12%Kc	130 11%	146 14%	37 14%	53 13%	86 12%	100 12%	23 15%	31 17%	80 14%	98 11%	67 10%	71 12%	64 12%	74 17%zKL	238 13%	16 10%	14 11%	8 12%
8-10 (Net)	1386 63%MNT	725 63%	659 62%	163 62%	230 58%	461 65%	531 63%	91 60%	105 55%	337 60%	609 67%zHI	439 68%zMN	394 65%MN	307 57%	246 57%	1160 62%	101 63%	83 68%	42 64%
7-10 (Net)	1766 80%NU	913 80%	852 80%	212 81%	315 79%	569 80%	669 80%	121 79%	138 73%	436 78%	772 85%zHI	547 85%zMN	490 81%N	418 78%	312 73%	1486 80%	128 79%	100 82%	52 80%
9-10 (Net)	815 37%DIMN	413 36%	401 38%	92 35%	127 32%	273 38%	324 39%	52 34%	55 29%	175 31%	386 42%zHI	277 43%zMN	237 39%MN	170 32%	131 31%	676 36%	56 34%	53 43%	30 46%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 297
D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	**14** **1%JK**	1 *	2 *	- -	1 *	1 1%	3 1%	- -	- -	- -	3 3%zT	1 *	8 1%	4 1%	11 1%	1 1%
2	**14** **1%BKO**	- -	1 *	- -	- -	- -	2 1%	1 *	4 3%zTVc	- -	1 1%	- -	12 1%	1 *	11 1%	- -
3	**22** **1%**	- -	10 3%z	1 2%	3 2%	- -	2 1%	1 *	- -	1 1%	- -	3 1%	18 1%	3 *	17 1%	3 1%
4	**39** **2%D**	7 4%	8 2%	1 1%	4 2%	4 4%	4 2%	1 1%	2 2%	- -	1 1%	2 1%	21 1%	14 2%	32 2%	1 1%
5	**102** **5%**	10 6%	24 6%c	5 6%	13 6%	5 5%	8 3%	3 2%	6 5%	7 9%c	3 3%	4 2%	66 5%	35 5%	87 5%	9 4%
6	**174** **8%**	17 10%	38 10%c	6 7%	13 6%	10 10%	19 7%	12 9%	14 12%c	5 6%	8 9%	9 4%	122 8%	50 7%	151 8%	12 5%
7	**380** **17%**	30 18%	80 20%	12 15%	38 17%	16 16%	35 13%	22 15%	19 16%	16 20%	13 15%	46 22%	259 18%	116 16%	305 17%	47 22%
8	**571** **26%R**	43 25%	87 22%	22 27%	49 23%	32 33%	71 27%	39 28%	31 27%	26 32%	25 28%	58 27%	376 26%	191 27%	492 27%	43 20%
9	**435** **20%IMNf**	27 16%	79 20%	17 22%	46 21%	14 14%	49 19%	34 24%	17 15%	13 17%	18 20%	49 23%	287 20%	144 20%	344 19%	58 27%zf
Extremely Well 10	**380** **17%HU**	31 18%U	61 15%U	4 5%	47 22%U	16 17%U	55 21%U	23 16%U	20 17%U	10 12%	16 18%U	31 14%	252 17%	119 17%	325 18%	31 15%
Don't know	**81** **4%JK**	3 2%	8 2%	11 14%zSTVWX Yhab	4 2%	1 1%	14 6%	6 4%	3 2%	2 2%	1 1%	14 6%T	45 3%	34 5%	71 4%	8 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 297
D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**7.87IMN**	7.79	7.68	7.66	8.00	7.75	**8.03T**	**8.11T**	7.65	7.77	7.79	**8.06T**	7.85	7.93	7.87	7.97
1-3 (Net)	49	1	12	1	4	1	6	1	4	1	4	3	38	8	39	4
	2%BJKe	*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*5%*	*2%*	*3%*	*1%*	*2%*	*2%*
1-4 (Net)	89	7	20	2	8	4	10	2	6	1	5	5	60	23	71	6
	4%BJK	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*1%*	*5%*	*1%*	*6%*	*2%*	*4%*	*3%*	*4%*	*3%*
1-2 (Net)	28	1	3	-	1	1	5	1	4	-	4	1	20	5	22	1
	1%BJKO	*	*1%*	-	*	*1%*	*2%*	*	*3%*	-	*5%zTVc*	*	*1%*	*1%*	*1%*	*1%*
4-7 (Net)	695	63	150	24	68	34	66	38	41	28	25	60	468	214	575	69
	31%K	**37%X**	**38%zX**	*30%*	*31%*	*35%*	*25%*	*27%*	*36%*	*35%*	*28%*	*28%*	*32%*	*30%*	*31%*	*32%*
5-6 (Net)	276	26	63	11	25	15	27	15	20	12	11	12	188	85	238	20
	12%Kc	**16%c**	**16%c**	*14%*	*12%*	**16%c**	*10%*	*11%*	**17%c**	**15%c**	*12%*	*6%*	*13%*	*12%*	*13%*	*9%*
8-10 (Net)	1386	101	227	43	143	62	175	96	68	49	59	137	915	454	1161	132
	63%MNT	*60%*	*57%*	*54%*	*65%*	*63%*	**67%T**	*68%*	*59%*	*61%*	*66%*	*64%*	*62%*	*64%*	*63%*	*62%*
7-10 (Net)	1766	131	307	55	181	77	210	118	87	65	73	183	1174	569	1466	180
	80%NU	*78%*	*77%*	*69%*	**83%U**	*79%*	*80%*	**83%U**	*75%*	*82%*	*81%*	**86%TU**	*80%*	*80%*	*79%*	*84%*
9-10 (Net)	815	58	140	22	93	30	103	57	37	23	34	80	539	263	670	89
	37%DIMN	*35%*	*35%*	*27%*	**43%U**	*31%*	*39%*	*40%*	*32%*	*29%*	*38%*	*37%*	*37%*	*37%*	*36%*	*42%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 298
D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	18 1%BJ	17 1%zB	2 *	1 *	3 1%	9 1%	6 1%	1 1%	3 2%J	7 1%J	2 *	2 *	5 1%	9 2%	2 *	15 1%	2 1%	1 1%	1 1%
2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	28 1%e	16 1%	13 1%	1 *	10 3%z	7 1%	10 1%	1 1%	6 3%IJ	3 1%	7 1%	4 1%	4 1%	13 2%K	7 2%	22 1%	6 4%zOQ	- -	1 1%
4	43 2%e	20 2%	23 2%	4 1%	10 3%	12 2%	17 2%	2 2%	3 2%	15 3%	16 2%	11 2%	13 2%	8 1%	12 3%	37 2%	2 1%	3 2%	1 2%
5	113 5%JKf	58 5%	55 5%	11 4%	18 5%	48 7%z	35 4%	10 7%	16 9%J	30 5%	35 4%	18 3%	27 5%	36 7%K	32 7%zK	93 5%	8 5%	7 6%	6 9%
6	161 7%	71 6%	90 8%	25 10%	27 7%	59 8%	50 6%	6 4%	13 7%	50 9%	71 8%	45 7%	53 9%	41 8%	22 5%	140 8%	10 6%	7 6%	4 6%
7	350 16%X	200 17%	149 14%	50 19%	71 18%	112 16%	118 14%	25 16%	29 15%	98 17%	152 17%	107 17%	84 14%	98 18%	61 14%	299 16%	23 14%	18 15%	10 15%
8	550 25%	286 25%	263 25%	62 24%	97 24%	177 25%	214 26%	39 25%	57 30%	143 26%	228 25%	167 26%	155 26%	113 21%	115 27%	458 25%	48 30%	31 25%	14 22%
9	375 17%N	190 17%	184 17%	55 21%	64 16%	115 16%	142 17%	29 19%	24 13%	88 16%	167 18%	123 19%N	98 16%	100 19%N	54 13%	315 17%	29 18%	23 19%	8 12%
Extremely Well 10	346 16%Feg	173 15%	173 16%	41 16%	69 17%	128 18%F	108 13%	20 13%	20 11%	81 14%	168 18%zH	98 15%	105 17%	73 14%	70 16%	289 16%	17 11%	23 19%P	17 25%zOP
Don't know	226 10%CDEJd	112 10%	113 11%	14 5%	27 7%	46 6%	138 16%zCDE	19 12%J	18 9%	46 8%	63 7%	68 11%	59 10%	46 9%	54 12%	195 10%	17 11%	9 7%	4 7%
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 298
D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
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Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Mean	7.80HMh	7.75	7.86	7.92	7.75	7.77	7.82	7.83	7.40	7.68	7.99zHI	7.98zMN	7.86	7.60	7.73	7.81	7.63	7.97	7.91
1-3 (Net)	47 2%BJKe	32 3%zB	15 1%	2 1%	14 3%C	16 2%	15 2%	2 2%	9 5%zJ	10 2%	8 1%	6 1%	10 2%	22 4%zK	9 2%	37 2%	7 5%zO	1 1%	1 2%
1-4 (Net)	90 4%JKe	53 5%	37 3%	5 2%	24 6%C	29 4%	33 4%	5 3%	12 6%J	25 4%	24 3%	17 3%	23 4%	29 5%K	21 5%	74 4%	10 6%	4 3%	2 4%
1-2 (Net)	18 1%BJ	17 1%zB	2 *	1 *	3 1%	9 1%	6 1%	1 1%	3 2%J	7 1%J	2 *	2 *	5 1%	9 2%	2 *	15 1%	2 1%	1 1%	1 1%
4-7 (Net)	667 30%F	350 31%	316 30%	89 34%F	127 32%	231 32%F	221 26%	43 29%	61 33%	193 34%z	274 30%	182 28%	177 29%	182 34%	127 30%	568 31%	43 27%	35 29%	21 32%
5-6 (Net)	274 12%Kb	130 11%	145 14%	36 14%	46 12%	107 15%zF	86 10%	16 11%	30 16%	80 14%	107 12%	63 10%	81 13%	76 14%	54 13%	233 12%	18 11%	14 12%	9 14%
8-10 (Net)	1271 57%	650 57%	621 58%	158 60%	229 58%	420 59%	464 55%	88 57%	101 53%	312 56%	563 62%zI	389 60%	357 59%	286 53%	239 56%	1062 57%	94 58%	77 63%	39 60%
7-10 (Net)	1621 73%Fh	849 74%	770 72%	207 79%zF	300 76%	532 75%	582 69%	113 74%	129 69%	410 73%	714 79%zHI	496 77%zN	441 73%	384 72%	300 70%	1361 73%	117 72%	95 78%	49 75%
9-10 (Net)	721 33%H	363 32%	358 34%	95 36%	133 33%	243 34%	250 30%	49 32%	44 23%	169 30%	335 37%zHI	221 34%	202 34%	173 32%	124 29%	604 32%	46 28%	46 38%	25 38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 298
D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	18 1%BJ	2 1%	3 1%	- -	2 1%	- -	4 1%	- -	- -	- -	3 3%z	1 1%	11 1%	5 1%	17 1%	1 *
2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3	28 1%e	- -	9 2%	1 2%	3 1%	1 1%	1 1%	1 1%	4 3%c	1 1%	1 1%	- -	25 2%e	3 *	22 1%	2 1%
4	43 2%e	4 2%	6 2%	- -	3 2%	4 4%	5 2%	1 1%	5 4%	3 4%	- -	6 3%	32 2%	7 1%	38 2%	2 1%
5	113 5%JKf	9 6%	24 6%	2 3%	13 6%	3 3%	11 4%	7 5%	13 11%zWXbc	3 3%	- -	8 4%	78 5%	34 5%	83 4%	15 7%
6	161 7%	15 9%	36 9%	6 7%	14 6%	5 5%	20 8%	8 5%	11 10%	8 10%	3 4%	14 7%	111 8%	47 7%	133 7%	19 9%
7	350 16%X	28 17%	79 20%X	12 15%	28 13%	21 22%X	28 11%	27 19%X	15 13%	13 16%	16 18%	31 14%	229 16%	115 16%	304 16%	26 12%
8	550 25%	33 20%	99 25%	28 35%S	51 23%	23 23%	68 26%	31 22%	25 22%	27 34%	24 27%	50 23%	368 25%	179 25%	452 24%	60 28%
9	375 17%N	24 14%	57 14%	14 18%	42 19%	20 20%	44 17%	30 21%a	13 11%	6 8%	14 15%	52 24%zTha	250 17%	123 17%	307 17%	46 21%
Extremely Well 10	346 16%Feg	26 16%	54 14%	8 10%	36 16%	14 14%	48 18%	22 16%	19 17%	11 14%	19 21%	32 15%	249 17%e	92 13%	300 16%	23 11%
Don't know	226 10%CDEJd	25 15%T	32 8%	9 11%	27 12%	7 7%	33 13%	14 10%	10 9%	8 10%	10 11%	21 10%	114 8%	105 15%zd	192 10%	20 9%
Total mentions	2211 100%	168 100%	398 100%	80 100%	218 100%	97 100%	261 100%	141 100%	115 100%	79 100%	89 100%	214 100%	1466 100%	710 100%	1847 100%	213 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Mean	7.80HMh	7.71	7.61	7.91	7.88	7.88	7.95h	8.01h	7.38	7.66	8.03	7.99Th	7.80	7.86	7.83	7.77
1-3 (Net)	47	2	11	1	5	1	5	1	4	1	4	1	36	8	39	3
	2%BJKe	1%	3%	2%	2%	1%	2%	1%	3%	1%	5%c	1%	2%	1%	2%	1%
1-4 (Net)	90	6	18	1	8	5	10	2	9	4	4	7	68	16	77	5
	4%JKe	4%	4%	2%	4%	5%	4%	1%	8%	5%	5%	3%	5%e	2%	4%	2%
1-2 (Net)	18	2	3	-	2	-	4	-	-	-	3	1	11	5	17	1
	1%BJ	1%	1%	-	1%	-	1%	-	-	-	3%z	1%	1%	1%	1%	*
4-7 (Net)	667	57	145	20	58	33	63	43	45	26	19	59	450	204	557	62
	30%F	34%	36%zXb	25%	27%	33%	24%	30%	39%Xb	33%	21%	28%	31%	29%	30%	29%
5-6 (Net)	274	24	59	8	27	8	30	15	25	11	3	23	188	81	215	35
	12%Kb	14%b	15%b	10%	12%	8%	12%	11%	21%zWbc	13%	4%	11%	13%	11%	12%	16%
8-10 (Net)	1271	83	210	50	129	57	160	83	57	45	56	133	867	393	1060	128
	57%	50%	53%	62%	59%	58%	61%	59%	50%	56%	63%	62%	59%	55%	57%	60%
7-10 (Net)	1621	112	289	62	157	78	188	110	72	57	72	164	1096	508	1363	153
	73%Fh	67%	73%	77%	72%	80%h	72%	78%h	63%	72%	81%h	77%h	75%	72%	74%	72%
9-10 (Net)	721	50	111	22	78	34	92	52	32	18	33	83	499	214	608	68
	33%H	30%	28%	28%	36%	35%	35%	37%	28%	22%	36%	39%Ta	34%	30%	33%	32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 299
D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2297**	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	**17** 1%	12 1%	5 *	2 1%	3 1%	8 1%	3 *	1 1%	1 *	8 2%	4 *	3 1%	5 1%	6 1%	2 *	12 1%	3 2%	1 1%	1 2%
2	**18** **1%f**	13 1%	4 *	2 1%	4 1%	5 1%	7 1%	1 1%	1 *	3 *	6 1%	4 1%	3 *	4 1%	7 2%	15 1%	- -	1 *	2 **3%zOP**
3	**54** **2%BJK**	39 **3%zB**	15 1%	6 2%	7 2%	22 3%	19 2%	7 **4%J**	9 **5%J**	11 2%	11 1%	9 1%	18 3%	15 3%	13 3%	41 2%	9 **6%zO**	2 2%	2 3%
4	**97** 4%	47 4%	50 5%	11 4%	13 3%	23 3%	51 **6%zE**	7 4%	14 7%	22 4%	37 4%	27 4%	28 5%	19 4%	23 5%	85 5%	7 5%	4 3%	1 2%
5	**170** **8%X**	93 8%	77 7%	17 6%	29 7%	64 9%	60 7%	13 8%	26 **14%zlJ**	43 8%	58 6%	45 7%	41 7%	46 9%	38 9%	144 8%	10 6%	11 9%	4 6%
6	**238** 11%	112 10%	125 12%	27 10%	44 11%	82 11%	85 10%	12 8%	19 10%	76 **14%z**	96 11%	58 9%	63 10%	67 13%	49 11%	201 11%	15 9%	13 11%	9 13%
7	**394** 18%	213 19%	181 17%	56 21%	77 19%	123 17%	137 16%	27 18%	26 14%	117 21%	170 19%	123 19%	107 18%	96 18%	68 16%	338 18%	26 16%	19 15%	11 17%
8	**473** **21%T**	245 21%	228 21%	60 23%	84 21%	173 **24%zF**	156 19%	32 21%	34 18%	118 21%	219 **24%z**	144 22%	130 22%	119 22%	80 19%	392 21%	46 **28%z**	24 19%	12 19%
9	**304** **14%R**	157 14%	147 14%	38 14%	60 15%	102 14%	105 12%	19 13%	28 15%	72 13%	142 16%	101 16%	82 14%	68 13%	54 13%	262 **14%R**	18 11%	21 **17%R**	3 5%
Extremely Well 10	**230** **10%U**	108 9%	122 11%	31 12%	50 12%	67 9%	84 10%	15 10%	14 7%	54 10%	112 **12%z**	68 11%	68 11%	52 10%	43 10%	187 10%	11 7%	18 **15%P**	14 **22%zOP**
Don't know	**216** **10%CDEIJd**	103 9%	112 11%	13 5%	25 6%	45 6%	133 **16%zCDE**	20 **13%IJ**	18 9%	37 7%	55 6%	63 10%	58 10%	43 8%	53 12%	185 10%	16 10%	9 7%	5 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.25AHSh	7.14	7.37zA	7.35	7.39	7.20	7.18	7.14	6.85	7.17	7.49zHI	7.42zMN	7.28	7.15	7.06	7.25	7.05	7.50	7.27
1-3 (Net)	89 4%BJK	65 6%zB	24 2%	10 4%	15 4%	35 5%	29 3%	9 6%J	11 6%J	22 4%	21 2%	16 2%	26 4%	25 5%	22 5%K	68 4%	12 7%O	4 3%	5 8%zO
1-4 (Net)	186 8%BJ	113 10%zB	74 7%	21 8%	28 7%	58 8%	80 10%	16 10%	25 13%J	44 8%	58 6%	43 7%	54 9%	45 8%	44 10%	153 8%	19 12%	7 6%	7 10%
1-2 (Net)	35 2%Bf	26 2%zB	9 1%	4 1%	8 2%	13 2%	10 1%	2 1%	2 1%	11 2%	10 1%	7 1%	8 1%	11 2%	9 2%	28 1%	3 2%	1 1%	3 5%zOQ
4-7 (Net)	898 41%	465 41%	432 41%	111 42%	163 41%	292 41%	333 40%	58 38%	84 45%	257 46%zJ	360 40%	254 39%	239 40%	228 43%	178 41%	769 41%	58 36%	47 38%	25 38%
5-6 (Net)	407 18%X	205 18%	201 19%	44 17%	73 18%	146 20%	145 17%	24 16%	45 24%	119 21%	154 17%	103 16%	104 17%	113 21%	87 20%	346 19%	25 15%	24 20%	13 20%
8-10 (Net)	1008 46%Fe	511 45%	497 47%	128 49%F	194 49%F	342 48%F	344 41%	66 43%	76 40%	245 44%	473 52%HI	312 48%N	280 46%	239 45%	176 41%	840 45%	75 47%	63 51%	30 46%
7-10 (Net)	1402 63%FHN	724 63%	678 64%	184 70%zF	271 68%zF	465 65%F	481 57%	93 61%	102 54%	361 64%H	643 71%zGHI	436 68%zN	387 64%	335 63%	244 57%	1178 63%	101 63%	81 67%	41 62%
9-10 (Net)	535 24%Ue	265 23%	269 25%	69 26%	110 28%	168 24%	188 22%	34 22%	42 22%	126 23%	254 28%zI	169 26%	150 25%	120 22%	96 23%	448 24%	30 18%	39 32%zOP	18 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	17 1%	- -	3 1%	- -	- -	- -	2 1%	2 1%	- -	1 1%	3 3%zV	2 1%	11 1%	5 1%	13 1%	2 1%
2	18 1%f	1 *	4 1%	- -	- -	- -	* *	3 2%	7 6%zSTVWXc	* *	- -	1 *	15 1%	3 *	7 *	4 2%f
3	54 2%BJK	11 6%zTXYc	6 2%	2 3%	4 2%	3 3%	4 2%	1 1%	2 2%	2 3%	1 1%	3 1%	34 2%	19 3%	48 3%	4 2%
4	97 4%	16 9%zWYc	24 6%	3 4%	12 5%	1 1%	9 4%	2 1%	11 9%zWYc	2 2%	2 2%	4 2%	61 4%	32 4%	80 4%	8 4%
5	170 8%X	19 11%X	34 9%X	2 3%	16 7%	10 10%X	8 3%	10 7%	13 11%X	11 14%UX	8 9%	13 6%	116 8%	51 7%	139 8%	20 9%
6	238 11%	10 6%	43 11%	11 14%	26 12%	9 9%	25 10%	19 14%	14 13%	12 14%	10 11%	23 11%	170 12%	64 9%	197 11%	25 12%
7	394 18%	30 18%	82 21%	13 17%	35 16%	22 22%	47 18%	28 20%	20 17%	8 10%	9 10%	44 20%	257 18%	133 19%	335 18%	30 14%
8	473 21%T	34 20%	65 16%	24 31%T	47 22%	20 21%	60 23%	36 25%	20 17%	21 26%	24 27%	41 19%	320 22%	148 21%	398 22%	46 21%
9	304 14%R	18 11%	64 16%	6 8%	30 14%	11 11%	45 17%	14 10%	10 9%	9 12%	13 15%	40 19%	219 15%	83 12%	253 14%	33 15%
Extremely Well 10	230 10%U	11 7%	39 10%	2 2%	29 13%U	16 16%SU	25 9%	15 10%	14 12%U	8 10%	12 13%U	18 8%	161 11%	67 9%	193 10%	19 9%
Don't know	216 10%CDEIJd	19 11%	33 8%	16 20%zTVWYh	19 9%	6 6%	36 14%h	12 9%	4 3%	6 8%	8 9%	26 12%h	104 7%	105 15%zd	183 10%	24 11%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 299
D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.25AHSh	6.74	7.17	7.11	7.42Sh	7.50Sh	7.56zSTh	7.26	6.70	7.12	7.40	7.47Sh	7.28	7.23	7.28	7.18
1-3 (Net)	89	12	14	2	4	3	6	6	9	3	4	5	59	26	68	9
	4%BJK	7%	3%	3%	2%	3%	2%	4%	8%V	4%	5%	2%	4%	4%	4%	4%
1-4 (Net)	186	27	37	6	16	4	16	7	20	5	6	9	120	58	148	17
	8%BJ	16%zVWXYc	9%	7%	7%	4%	6%	5%	17%zVWXYc	7%	6%	4%	8%	8%	8%	8%
1-2 (Net)	35	1	7	-	-	-	2	5	7	1	3	2	25	7	20	6
	2%Bf	*	2%	-	-	-	1%	3%V	6%zSVWXc	1%	3%V	1%	2%	1%	1%	3%
4-7 (Net)	898	75	183	30	89	41	89	59	58	32	29	84	603	281	752	83
	41%	44%	46%Xb	37%	41%	42%	34%	42%	51%Xb	41%	32%	39%	41%	40%	41%	39%
5-6 (Net)	407	28	77	13	42	19	33	30	27	22	18	37	286	115	336	45
	18%X	17%	19%	16%	19%	19%	13%	21%	24%X	28%X	20%	17%	19%	16%	18%	21%
8-10 (Net)	1008	63	168	32	106	47	130	64	44	38	49	99	699	298	844	97
	46%Fe	38%	42%	40%	49%	48%	50%	46%	38%	48%	55%S	46%	48%ze	42%	46%	46%
7-10 (Net)	1402	93	251	45	141	69	176	92	64	46	58	142	956	431	1179	127
	63%FHN	56%	63%	57%	65%	70%	67%	65%	56%	58%	65%	66%	65%	61%	64%	60%
9-10 (Net)	535	29	103	8	59	27	70	28	24	17	25	58	379	150	446	52
	24%Ue	17%	26%U	10%	27%U	27%U	27%U	20%	21%	22%	28%U	27%U	26%ze	21%	24%	24%

Table 300
D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2297**	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	12 1%BJ	11 1%zB	1 *	* *	3 1%	6 1%	3 *	1 1%	-	8 1%zJ	1 *	3 *	2 *	6 1%	1 *	9 *	1 *	1 1%	1 2%
2	15 1%	7 1%	8 1%	1 *	1 *	8 1%	4 *	* *	4 2%I	- -	10 1%I	3 *	1 *	7 1%	3 1%	12 1%	1 1%	1 *	1 2%
3	34 2%	21 2%	13 1%	5 2%	4 1%	10 1%	15 2%	1 1%	5 3%	8 1%	9 1%	6 1%	9 1%	6 1%	14 3%zK	28 1%	5 3%	* *	* 1%
4	49 2%f	33 3%	16 1%	6 2%	8 2%	19 3%	15 2%	3 2%	2 1%	10 2%	21 2%	10 2%	17 3%	12 2%	9 2%	40 2%	6 3%	2 2%	1 1%
5	114 5%	54 5%	59 6%	13 5%	18 4%	43 6%	40 5%	13 8%J	10 5%	39 7%J	36 4%	26 4%	21 3%	30 6%	36 8%zKL	94 5%	11 6%	3 2%	6 9%zOQ
6	202 9%G	95 8%	107 10%	30 11%	40 10%	58 8%	75 9%	5 3%	29 15%zGJ	55 10%G	71 8%	54 8%	56 9%	47 9%	46 11%	174 9%	12 7%	11 9%	5 7%
7	411 19%P	219 19%	192 18%	48 18%	81 20%	130 18%	151 18%	33 22%	30 16%	126 22%zJ	152 17%	112 17%	116 19%	103 19%	80 19%	360 19%P	19 11%	20 17%	12 18%
8	542 25%	292 26%	250 23%	72 27%	107 27%	169 24%	194 23%	50 32%zI	45 24%	123 22%	243 27%	158 24%	147 24%	141 26%	96 22%	460 25%	42 26%	27 22%	14 21%
9	359 16%NS	190 17%	169 16%	41 16%	67 17%	124 17%	128 15%	18 12%	28 15%	81 14%	178 20%zI	132 20%zMN	96 16%	80 15%	51 12%	295 16%	28 17%	29 23%zOR	8 12%
Extremely Well 10	339 15%AT	155 14%	184 17%A	40 15%	53 13%	120 17%	126 15%	18 12%	22 11%	87 16%	158 17%	98 15%	97 16%	77 14%	68 16%	276 15%	27 17%	21 17%	15 23%zO
Don't know	135 6%CDEJd	68 6%	65 6%	5 2%	15 4%	27 4%	88 10%zCDE	10 7%	15 8%J	24 4%	32 3%	45 7%	39 7%	27 5%	24 5%	115 6%	11 7%	7 5%	3 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 300
D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.69NT	7.60	7.77	7.66	7.68	7.67	7.71	7.61	7.42	7.57	7.88zHI	7.88zMN	7.75N	7.58	7.44	7.67	7.65	8.00zO	7.66
1-3 (Net)	61 3%K	39 3%	22 2%	7 3%	8 2%	24 3%	22 3%	3 2%	9 5%	15 3%	19 2%	11 2%	13 2%	19 4%	18 4%K	49 3%	7 5%	2 1%	2 4%
1-4 (Net)	109 5%BK	72 6%zB	37 4%	13 5%	16 4%	43 6%	37 4%	6 4%	11 6%	25 4%	40 4%	21 3%	30 5%	31 6%	28 6%K	89 5%	13 8%	4 3%	3 5%
1-2 (Net)	27 1%	18 2%	8 1%	2 1%	5 1%	14 2%	6 1%	2 1%	4 2%	8 1%	11 1%	5 1%	4 1%	13 2%z	4 1%	21 1%	2 1%	1 1%	2 3%
4-7 (Net)	775 35%JK	400 35%	375 35%	97 37%	147 37%	249 35%	281 34%	53 35%	71 37%	230 41%zJ	280 31%	202 31%	211 35%	192 36%	171 40%zK	668 36%	47 29%	37 30%	24 36%
5-6 (Net)	316 14%J	149 13%	167 16%	43 16%	58 15%	100 14%	115 14%	18 12%	39 21%zJ	95 17%J	107 12%	80 12%	77 13%	77 14%	82 19%zKL	268 14%	22 14%	14 12%	11 17%
8-10 (Net)	1241 56%Ne	637 56%	604 57%	153 58%	227 57%	413 58%	448 53%	86 56%	95 50%	291 52%	578 64%zHI	387 60%N	340 56%	298 56%	216 50%	1030 55%	97 60%	77 63%	36 56%
7-10 (Net)	1651 75%FHNTe	856 75%	796 75%	201 77%	308 78%	543 76%	599 71%	119 78%H	124 66%	417 74%	730 80%zHI	499 77%N	457 76%N	400 75%	295 69%	1390 75%	116 72%	97 80%	48 74%
9-10 (Net)	698 32%	345 30%	353 33%	81 31%	120 30%	244 34%	254 30%	36 24%	50 26%	168 30%	335 37%zGHI	229 36%zN	193 32%	157 29%	119 28%	571 31%	56 34%	50 41%zO	23 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 300
D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	12 1%BJ	- -	3 1%	- -	- -	- -	2 1%	- -	- -	* *	3 3%zV	2 1%	8 1%	2 *	10 1%	1 *
2	15 1%	* *	2 *	2 2%	1 *	- -	2 1%	1 *	1 1%	1 1%	- -	3 2%	9 1%	5 1%	14 1%	1 *
3	34 2%	6 3%X	6 1%	2 3%	4 2%	3 3%X	* *	2 1%	3 3%X	1 1%	- -	1 *	25 2%	9 1%	28 1%	3 1%
4	49 2%f	2 1%	11 3%	1 1%	5 2%	1 1%	6 2%	1 1%	9 8%zSYc	2 2%	1 1%	* *	34 2%	11 1%	34 2%	2 1%
5	114 5%	5 3%	36 9%zUXc	* 1%	12 5%	9 10%UXc	9 3%	7 5%	4 3%	3 3%	4 4%	5 2%	75 5%	36 5%	92 5%	9 4%
6	202 9%G	15 9%	41 10%	8 10%	23 10%	5 5%	20 8%	10 7%	11 9%	10 13%	10 11%	22 10%	133 9%	67 9%	171 9%	21 10%
7	411 19%P	35 21%	68 17%	17 21%	31 14%	19 19%	65 25%zV	26 19%	26 22%	16 20%	13 14%	45 21%	271 19%	133 19%	349 19%	33 15%
8	542 25%	44 26%	101 25%	26 33%	43 20%	22 22%	58 22%	44 31%V	26 23%	23 30%	23 26%	47 22%	375 26%	162 23%	447 24%	50 23%
9	359 16%NS	16 9%	64 16%	10 13%	47 21%S	17 18%	36 14%	26 18%	13 12%	14 17%	11 12%	40 19%S	248 17%	106 15%	297 16%	47 22%zf
Extremely Well 10	339 15%AT	34 20%T	41 10%	7 9%	40 18%T	16 16%	45 17%T	17 12%	16 14%	9 11%	18 21%T	32 15%	235 16%	100 14%	289 16%	30 14%
Don't know	135 6%CDEJd	11 6%	25 6%	6 8%	13 6%	6 6%	18 7%	7 5%	6 5%	1 1%	6 6%	17 8%	53 4%	80 11%zd	115 6%	16 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 300
D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**2211**	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211 *100%*	168 *100%*	398 *100%*	80 *100%*	218 *100%*	97 *100%*	261 *100%*	141 *100%*	115 *100%*	79 *100%*	89 *100%*	214 *100%*	1466 *100%*	710 *100%*	1847 *100%*	213 *100%*
Mean	**7.69NT**	7.76	7.43	7.55	**7.87T**	7.69	**7.78T**	7.81	7.35	7.63	7.74	**7.80T**	7.70	7.68	7.70	7.86
1-3 (Net)	61 **3%K**	6 *4%*	10 *2%*	4 *5%*	4 *2%*	3 *3%*	4 *2%*	3 *2%*	5 *4%*	2 *3%*	3 *3%*	6 *3%*	42 *3%*	16 *2%*	52 *3%*	4 *2%*
1-4 (Net)	109 **5%BK**	8 *5%*	21 *5%*	5 *6%*	9 *4%*	4 *5%*	10 *4%*	4 *3%*	13 *12%zXYc*	3 *4%*	4 *5%*	6 *3%*	76 *5%*	27 *4%*	86 *5%*	6 *3%*
1-2 (Net)	27 *1%*	* *	4 *1%*	2 *2%*	1 *1%*	- *	4 *1%*	1 **	1 *1%*	1 *1%*	3 *3%*	5 *2%*	17 *1%*	7 *1%*	24 *1%*	1 *1%*
4-7 (Net)	775 **35%JK**	58 *34%*	157 *39%*	26 *33%*	71 *32%*	34 *35%*	99 *38%*	45 *32%*	49 *42%*	31 *39%*	28 *31%*	73 *34%*	514 *35%*	247 *35%*	646 *35%*	66 *31%*
5-6 (Net)	316 **14%J**	21 *12%*	77 *19%zX*	8 *10%*	35 *16%*	14 *14%*	28 *11%*	17 *12%*	14 *12%*	13 *16%*	14 *15%*	28 *13%*	209 *14%*	103 *14%*	263 *14%*	30 *14%*
8-10 (Net)	1241 **56%Ne**	93 *56%*	207 *52%*	44 *55%*	131 *60%*	55 *56%*	140 *53%*	87 *62%*	56 *49%*	46 *58%*	53 *59%*	119 *55%*	858 **58%ze**	368 *52%*	1034 *56%*	128 *60%*
7-10 (Net)	1651 **75%FHNTe**	128 *76%*	275 *69%*	61 *76%*	161 *74%*	73 *75%*	204 *78%T*	113 *80%T*	82 *71%*	63 *79%*	66 *74%*	164 *76%*	1129 **77%ze**	501 *71%*	1382 *75%*	160 *75%*
9-10 (Net)	698 *32%*	49 *29%*	105 *27%*	18 *22%*	87 *40%zTUh*	33 *34%*	81 *31%*	43 *31%*	30 *26%*	23 *28%*	29 *33%*	72 *33%*	483 *33%*	205 *29%*	586 *32%*	78 *36%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 301
D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Well 1	11 **1%**	11 1%B	- -	1 *	4 1%	2 *	3 *	1 1%	1 *	4 1%	3 *	3 *	5 1%	2 *	2 1%	9 *	1 *	1 1%	1 1%
2	7 *	5 *	2 *	1 *	1 *	5 1%	1 *	- -	2 1%	1 *	4 *	2 *	- -	5 1%	1 *	4 *	2 1%O	1 *	1 1%
3	28 **1%IK**	14 1%	14 1%	3 1%	5 1%	9 1%	12 1%	1 1%	7 4%zIJ	1 *	8 1%	2 *	3 1%	13 2%KL	9 2%K	22 1%	5 3%	2 1%	* *
4	64 **3%B**	46 4%zB	18 2%	8 3%	6 2%	28 4%	22 3%	1 1%	8 4%	20 4%	24 3%	18 3%	20 3%	16 3%	10 2%	55 3%	5 3%	2 2%	2 3%
5	112 **5%**	54 5%	59 6%	11 4%	21 5%	34 5%	46 5%	17 11%zIJ	10 5%	30 5%	39 4%	25 4%	21 3%	28 5%	38 9%zKL	95 5%	11 7%	2 2%	4 6%
6	268 **12%**	147 13%	121 11%	40 15%	46 12%	83 12%	99 12%	14 9%	27 15%	77 14%	101 11%	70 11%	68 11%	70 13%	60 14%	233 13%	14 9%	15 12%	6 10%
7	378 **17%**	183 16%	193 18%	52 20%	85 21%zEF	110 15%	131 16%	29 19%	23 12%	96 17%	165 18%	117 18%	115 19%	86 16%	60 14%	317 17%	27 17%	22 18%	12 18%
8	531 **24%**	267 23%	264 25%	65 25%	95 24%	167 23%	203 24%	36 24%	48 25%	148 26%	209 23%	150 23%	133 22%	139 26%	110 26%	444 24%	44 27%	30 24%	14 21%
9	404 **18%N**	222 19%	182 17%	45 17%	73 19%	136 19%	150 18%	24 16%	31 16%	89 16%	189 21%zI	142 22%zN	121 20%N	89 17%	51 12%	347 19%	27 17%	21 17%	9 14%
Extremely Well 10	315 **14%U**	156 14%	159 15%	34 13%	47 12%	115 16%	119 14%	18 12%	19 10%	75 13%	148 16%z	94 15%	87 15%	76 14%	58 13%	256 14%	21 13%	23 19%	14 22%zO
Don't know	92 **4%CJMd**	39 3%	53 5%	2 1%	12 3%	25 4%C	53 6%zCDE	12 8%IJ	13 7%J	18 3%	20 2%	23 4%	28 5%	12 2%	29 7%zKM	80 4%	6 3%	4 3%	3 4%

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Table 301
D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.65HN	7.58	7.74	7.57	7.59	7.70	7.68	7.53	7.29	7.59	7.80zHI	7.82zMN	7.74N	7.55	7.42	7.65	7.49	7.84	7.73
1-3 (Net)	47 2%K	30 3%	17 2%	5 2%	10 3%	15 2%	17 2%	2 2%	10 5%zIJ	6 1%	14 2%	7 1%	8 1%	20 4%zKL	12 3%	34 2%	7 5%zO	3 3%	2 2%
1-4 (Net)	110 5%B	76 7%zB	34 3%	13 5%	17 4%	43 6%	38 5%	4 2%	18 10%zGIJ	27 5%	38 4%	24 4%	29 5%	35 7%	22 5%	89 5%	12 8%	5 4%	4 6%
1-2 (Net)	18 1%B	16 1%zB	2 *	2 1%	5 1%	7 1%	5 1%	1 1%	3 2%	5 1%	6 1%	4 1%	5 1%	6 1%	3 1%	13 1%	3 2%	2 1%	1 2%
4-7 (Net)	822 37%	429 38%	391 37%	112 43%	159 40%	254 36%	297 35%	60 40%	69 36%	223 40%	328 36%	229 36%	225 37%	200 37%	168 39%	700 38%	57 35%	41 34%	24 37%
5-6 (Net)	381 17%K	201 18%	180 17%	51 20%	68 17%	117 16%	144 17%	30 20%	37 20%	107 19%	140 15%	95 15%	89 15%	98 18%	98 23%zKL	328 18%	25 16%	17 14%	10 15%
8-10 (Net)	1250 57%N	646 56%	605 57%	144 55%	216 54%	418 59%	472 56%	78 51%	98 52%	313 56%	546 60%z	385 60%zN	342 57%	304 57%	219 51%	1048 56%	92 57%	74 61%	37 56%
7-10 (Net)	1628 74%HN	828 72%	798 75%	196 75%	301 76%	528 74%	603 72%	107 70%	121 64%	408 73%	711 78%zHI	502 78%zN	457 76%N	390 73%N	280 65%	1365 73%	118 73%	96 79%	49 75%
9-10 (Net)	719 33%NU	378 33%	341 32%	79 30%	121 30%	251 35%	269 32%	41 27%	50 26%	165 29%	337 37%zGHI	236 37%zN	209 35%N	166 31%	109 25%	604 32%	48 30%	44 36%	23 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have listened to BBC radio in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Well 1	11 1%	- -	2 1%	- -	1 *	2 2%	2 1%	1 *	- -	- -	- -	2 1%	8 1%	2 *	9 *	1 *
2	7 *	* *	1 *	- -	- -	- -	2 1%	1 *	- -	- -	- -	- -	6 *	1 *	7 *	* *
3	28 1%IK	5 3%TX	- -	2 3%TX	3 1%	- -	- -	2 2%T	4 3%TX	2 2%TX	- -	4 2%T	20 1%	8 1%	22 1%	2 1%
4	64 3%B	2 1%	20 5%zc	5 7%SYc	7 3%	1 1%	7 3%	1 1%	9 7%zSYc	2 3%	* *	1 *	41 3%	19 3%	53 3%	5 2%
5	112 5%	9 5%	25 6%	3 4%	14 6%	4 4%	12 5%	4 3%	7 6%	4 4%	4 4%	9 4%	78 5%	31 4%	91 5%	11 5%
6	268 12%	22 13%	58 14%	6 8%	26 12%	19 20%zbc	33 13%	19 13%	13 11%	11 14%	6 7%	20 9%	177 12%	86 12%	219 12%	26 12%
7	378 17%	30 18%	73 18%	10 13%	31 14%	15 15%	37 14%	25 18%	17 15%	15 19%	18 20%	47 22%	254 17%	121 17%	315 17%	36 17%
8	531 24%	41 25%	93 23%	26 32%	48 22%	22 22%	63 24%	41 29%	26 22%	22 28%	17 19%	46 21%	349 24%	178 25%	444 24%	53 25%
9	404 18%N	27 16%	67 17%	14 17%	38 18%	20 21%	55 21%	24 17%	19 17%	10 13%	22 25%	50 23%	280 19%	121 17%	333 18%	46 21%
Extremely Well 10	315 14%U	25 15%U	45 11%	2 3%	42 19%TU	13 13%U	34 13%U	19 14%U	18 16%U	10 13%	18 20%U	29 14%U	211 14%	96 14%	274 15%	23 11%
Don't know	92 4%CJMd	8 5%	15 4%	10 13%zTVWYhc	8 4%	1 2%	17 6%	4 3%	3 3%	3 4%	3 3%	8 4%	42 3%	47 7%zd	80 4%	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**2211**	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.65HN	7.64	7.46	7.33	7.76	7.65	7.72	7.74	7.45	7.54	8.17zTUha	7.81	7.65	7.69	7.68	7.67
1-3 (Net)	**47**	5	3	2	3	2	4	3	4	2	-	6	34	11	37	3
	2%K	*3%*	*1%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*-*	*3%*	*2%*	*2%*	*2%*	*2%*
1-4 (Net)	**110**	7	23	8	10	2	11	4	12	4	*	7	75	30	90	8
	5%B	*4%*	*6%*	*10%b*	*5%*	*2%*	*4%*	*3%*	*11%zbc*	*5%*	***	*3%*	*5%*	*4%*	*5%*	*4%*
1-2 (Net)	**18**	*	3	-	1	2	4	1	-	-	-	2	14	2	16	1
	1%B	***	*1%*	*-*	***	*2%*	*1%*	*1%*	*-*	*-*	*-*	*1%*	*1%*	***	*1%*	*1%*
4-7 (Net)	**822**	62	175	25	78	39	89	49	46	32	29	76	551	258	678	78
	37%	*37%*	*44%zX*	*32%*	*36%*	*40%*	*34%*	*35%*	*40%*	*40%*	*32%*	*36%*	*38%*	*36%*	*37%*	*36%*
5-6 (Net)	**381**	31	83	10	40	23	45	23	20	15	10	28	255	117	310	37
	17%K	*18%*	*21%*	*12%*	*18%*	*24%c*	*17%*	*16%*	*17%*	*18%*	*12%*	*13%*	*17%*	*17%*	*17%*	*17%*
8-10 (Net)	**1250**	93	205	42	128	55	152	85	63	43	58	125	840	395	1051	122
	57%N	*55%*	*51%*	*53%*	*59%*	*57%*	*58%*	*60%*	*54%*	*54%*	*65%*	*58%*	*57%*	*56%*	*57%*	*57%*
7-10 (Net)	**1628**	122	278	52	159	70	189	110	80	58	76	172	1094	516	1366	159
	74%HN	*73%*	*70%*	*66%*	*73%*	*72%*	*72%*	*78%*	*69%*	*73%*	*85%zTUh*	*80%TU*	*75%*	*73%*	*74%*	*74%*
9-10 (Net)	**719**	52	112	16	80	34	89	43	37	20	41	79	491	217	607	69
	33%NU	*31%*	*28%*	*20%*	*37%U*	*34%*	*34%*	*31%*	*32%*	*26%*	*45%zTUa*	*37%U*	*33%*	*31%*	*33%*	*32%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 302
D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Provides a mix of different types of radio station.	1706 **77%N**	875 *76%*	830 *78%*	202 *77%*	301 *76%*	561 *79%*	642 *77%*	116 *76%*	133 *70%*	430 *77%*	744 **82%zHI**	517 **80%zN**	479 **80%N**	403 *75%*	307 *72%*	1428 *77%*	128 *79%*	100 *82%*	51 *78%*
Provides high quality radio output.	1766 **80%NU**	913 *80%*	852 *80%*	212 *81%*	315 *79%*	569 *80%*	669 *80%*	121 *79%*	138 *73%*	436 *78%*	772 **85%zHI**	547 **85%zMN**	490 **81%N**	418 *78%*	312 *73%*	1486 *80%*	128 *79%*	100 *82%*	52 *80%*
Supports UK music and presenters.	1621 **73%Fh**	849 *74%*	770 *72%*	207 **79%zF**	300 *76%*	532 *75%*	582 *69%*	113 *74%*	129 *69%*	410 *73%*	714 **79%zHI**	496 **77%zN**	441 *73%*	384 *72%*	300 *70%*	1361 *73%*	117 *72%*	95 *78%*	49 *75%*
Takes risks and provides radio content or music that is new and innovative or less well known	1402 **63%FHN**	724 *63%*	678 *64%*	184 **70%zF**	271 **68%zF**	465 **65%F**	481 *57%*	93 *61%*	102 *54%*	361 **64%H**	643 **71%zGHI**	436 **68%zN**	387 *64%*	335 *63%*	244 *57%*	1178 *63%*	101 *63%*	81 *67%*	41 *62%*
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1651 **75%FHNTe**	856 *75%*	796 *75%*	201 *77%*	308 *78%*	543 *76%*	599 *71%*	119 **78%H**	124 *66%*	417 *74%*	730 **80%zHI**	499 **77%N**	457 **76%N**	400 *75%*	295 *69%*	1390 *75%*	116 *72%*	97 *80%*	48 *74%*
Provides distinctive radio programmes and output.	1628 **74%HN**	828 *72%*	798 *75%*	196 *75%*	301 *76%*	528 *74%*	603 *72%*	107 *70%*	121 *64%*	408 *73%*	711 **78%zHI**	502 **78%zN**	457 **76%N**	390 **73%N**	280 *65%*	1365 *73%*	118 *73%*	96 *79%*	49 *75%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 302
D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Provides a mix of different types of radio station.	1706 77%N	123 73%	305 77%	59 74%	162 74%	70 72%	196 75%	122 86%zSTVW Xha	84 73%	58 72%	72 80%	177 82%	1151 78%	533 75%	1425 77%	176 82%
Provides high quality radio output.	1766 80%NU	131 78%	307 77%	55 69%	181 83%U	77 79%	210 80%	118 83%U	87 75%	65 82%	73 81%	183 86%TU	1174 80%	569 80%	1466 79%	180 84%
Supports UK music and presenters.	1621 73%Fh	112 67%	289 73%	62 77%	157 72%	78 80%h	188 72%	110 78%h	72 63%	57 72%	72 81%h	164 77%h	1096 75%	508 72%	1363 74%	153 72%
Takes risks and provides radio content or music that is new and innovative or less well known	1402 63%FHN	93 56%	251 63%	45 57%	141 65%	69 70%	176 67%	92 65%	64 56%	46 58%	58 65%	142 66%	956 65%	431 61%	1179 64%	127 60%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1651 75%FHNTe	128 76%	275 69%	61 76%	161 74%	73 75%	204 78%T	113 80%T	82 71%	63 79%	66 74%	164 76%	1129 77%ze	501 71%	1382 75%	160 75%
Provides distinctive radio programmes and output.	1628 74%HN	122 73%	278 70%	52 66%	159 73%	70 72%	189 72%	110 78%	80 69%	58 73%	76 85%zTUh	172 80%TU	1094 75%	516 73%	1366 74%	159 74%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 303
D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Base = All respondents

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Important 1	73 2%	72 2%	76 2%	83 2%	80 2%	73 2%
2	37 1%	23 1%	25 1%	32 1%	32 1%	27 1%
3	41 1%	42 1%	52 1%	74 2%	54 1%	50 1%
4	85 2%	82 2%	98 2%	129 3%	89 2%	99 2%
5	250 6%	217 5%	254 6%	272 7%	253 6%	255 6%
6	348 8%	317 8%	341 8%	375 9%	342 8%	403 10%
7	577 14%	496 12%	558 14%	645 16%	619 15%	622 15%
8	852 21%	837 20%	822 20%	781 19%	814 20%	842 21%
9	588 14%	671 16%	569 14%	524 13%	553 13%	549 13%
Extremely Important 10	638 16%	732 18%	638 16%	487 12%	645 16%	554 13%
Don't know	612 15%	611 15%	668 16%	699 17%	621 15%	629 15%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%
Mean	7.59	7.76	7.57	7.30	7.54	7.47
1-3 (Net)	151 4%	136 3%	152 4%	189 5%	166 4%	150 4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 303
D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Base = All respondents

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	235 6%	219 5%	250 6%	318 8%	254 6%	248 6%
1-2 (Net)	109 3%	94 2%	101 2%	115 3%	112 3%	100 2%
4-7 (Net)	1260 31%	1113 27%	1252 31%	1421 35%	1302 32%	1378 34%
5-6 (Net)	598 15%	534 13%	596 15%	647 16%	595 14%	658 16%
8-10 (Net)	2078 51%	2240 55%	2029 49%	1792 44%	2013 49%	1944 47%
7-10 (Net)	2655 65%	2737 67%	2587 63%	2437 59%	2631 64%	2566 63%
9-10 (Net)	1226 30%	1403 34%	1207 29%	1011 25%	1199 29%	1102 27%

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Table 304
D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…
Base = All who have listened to BBC radio in the past 3 months

			Summary Table			
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	2297	2297	2297	2297	2297	2297
WeightedBase	2211	2211	2211	2211	2211	2211
EffectiveBase	1551	1551	1551	1551	1551	1551
Not At All Important 1	10 *	10 *	17 1%	18 1%	17 1%	12 1%
2	14 1%	6 *	10 *	14 1%	20 1%	10 *
3	17 1%	13 1%	17 1%	35 2%	18 1%	15 1%
4	27 1%	33 1%	52 2%	68 3%	39 2%	45 2%
5	96 4%	76 3%	110 5%	126 6%	101 5%	95 4%
6	170 8%	163 7%	172 8%	208 9%	178 8%	223 10%
7	354 16%	287 13%	334 15%	394 18%	369 17%	370 17%
8	567 26%	551 25%	530 24%	521 24%	530 24%	571 26%
9	428 19%	472 21%	411 19%	370 17%	390 18%	391 18%
Extremely Important 10	479 22%	554 25%	451 20%	352 16%	476 22%	415 19%
Don't know	50 2%	46 2%	106 5%	106 5%	74 3%	64 3%
Total mentions	2211 100%	2211 100%	2211 100%	2211 100%	2211 100%	2211 100%
Mean	8.03	8.20	7.92	7.63	7.92	7.87
1-3 (Net)	41 2%	29 1%	45 2%	67 3%	55 2%	38 2%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 304
D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Base = All who have listened to BBC radio in the past 3 months

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	2211	2211	2211	2211	2211	2211
EffectiveBase	1551	1551	1551	1551	1551	1551
1-4 (Net)	68 3%	62 3%	96 4%	135 6%	94 4%	83 4%
1-2 (Net)	24 1%	16 1%	28 1%	32 1%	37 2%	23 1%
4-7 (Net)	647 29%	559 25%	668 30%	795 36%	687 31%	733 33%
5-6 (Net)	266 12%	239 11%	283 13%	334 15%	279 13%	317 14%
8-10 (Net)	1473 67%	1577 71%	1392 63%	1243 56%	1397 63%	1377 62%
7-10 (Net)	1827 83%	1865 84%	1726 78%	1636 74%	1765 80%	1747 79%
9-10 (Net)	907 41%	1026 46%	863 39%	721 33%	866 39%	806 36%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 305
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**73** **2%KOd**	40 2%	32 2%	6 1%	12 2%	27 2%	28 2%	10 2%	8 2%	16 2%	16 1%	9 1%	14 1%	13 1%	37 3%zKLM	43 1%	21 6%zOQ	4 2%	4 3%O
2	**37** **1%**	22 1%	15 1%	5 1%	5 1%	14 1%	12 1%	3 1%	4 1%	7 1%	14 1%	6 1%	6 1%	10 1%	15 1%	29 1%	6 2%	2 1%	1 *
3	**41** **1%Jd**	26 1%	15 1%	4 1%	9 1%	11 1%	17 1%	8 2%IJ	8 2%J	7 1%	5 *	8 1%	7 1%	12 1%	15 1%	29 1%	11 3%zOQR	1 *	- -
4	**85** **2%**	47 2%	38 2%	9 2%	18 2%	32 2%	26 2%	9 2%	11 3%	20 2%	25 2%	12 1%	19 2%	23 2%	30 3%	68 2%	14 4%zOQ	1 1%	2 2%
5	**250** **6%Xc**	129 6%	121 6%	38 8%	46 6%	84 6%	83 6%	23 6%	25 6%	80 8%z	79 6%	54 6%	56 6%	68 7%	71 6%	208 6%	28 8%	10 5%	5 4%
6	**348** **8%Ye**	165 8%	183 9%	38 8%	83 11%F	122 9%	105 7%	24 6%	40 9%	90 9%	129 9%	83 9%	87 9%	71 7%	107 9%	306 9%	24 7%	11 5%	8 6%
7	**577** **14%FNV**	296 15%	280 13%	78 17%F	126 16%F	195 14%	178 12%	50 12%	70 16%	161 15%	191 14%	141 15%N	144 14%	163 16%N	130 11%	495 14%	35 10%	28 14%	19 16%P
8	**852** **21%HNPR**	433 22%	418 20%	101 21%	176 23%	276 20%	298 20%	84 21%	71 16%	217 21%	332 24%zH	216 23%N	233 23%N	217 22%N	186 16%	740 22%zPR	53 15%	43 21%R	16 13%
9	**588** **14%G**	302 15%	286 14%	64 14%	98 12%	206 15%	220 15%	42 10%	56 13%	172 16%G	219 16%G	171 18%LMN	140 14%	132 13%	146 13%	491 14%	52 15%	29 14%	16 14%
Extremely Important 10	**638** **16%DGNPUe**	297 15%	341 16%	85 18%D	97 12%	225 16%D	231 16%	40 10%	52 12%	146 14%	269 20%zGHI	161 17%N	197 19%zMN	137 14%	143 12%	529 15%P	37 11%	46 23%zOP	27 23%zOP
Don't know	**612** **15%ACEIJKLSd**	243 12%	368 18%zA	44 9%	114 14%C	173 13%	282 19%zCDE	113 28%zIJ	96 22%zIJ	125 12%J	80 6%	80 9%	111 11%	150 15%KL	271 24%zKLM	497 14%	65 19%	28 14%	22 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.59GHNPe	7.52	7.66	7.62	7.45	7.59	7.66	7.28	7.33	7.58	7.81zGHI	7.82zMN	7.78zMN	7.52N	7.24	7.63zP	6.79	7.95zOP	7.86P
1-3 (Net)	151 4%BJKOTd	88 4%zB	62 3%	15 3%	26 3%	53 4%	56 4%	21 5%J	20 5%	30 3%	35 3%	22 2%	27 3%	35 3%	67 6%zKLM	101 3%	39 11%zOQR	7 3%	4 4%
1-4 (Net)	235 6%BJKOd	135 7%zB	101 5%	24 5%	44 6%	84 6%	82 6%	31 8%J	31 7%	50 5%	60 4%	34 4%	46 4%	58 6%	97 8%zKL	169 5%	52 15%zOQR	8 4%	6 5%
1-2 (Net)	109 3%KOVd	62 3%	47 2%	11 2%	17 2%	41 3%	39 3%	13 3%	12 3%	23 2%	30 2%	14 2%	20 2%	23 2%	52 5%zKLM	72 2%	27 8%zOQ	6 3%	4 4%
4-7 (Net)	1260 31%FQVXe	636 32%	623 30%	163 34%F	273 35%zF	432 32%F	392 26%	107 26%	147 33%	350 34%zG	424 31%	290 31%	306 30%	326 33%	339 29%	1077 31%Q	100 29%	50 25%	33 28%
5-6 (Net)	598 15%QXYc	293 15%	305 15%	76 16%	129 16%	206 15%	189 13%	47 12%	66 15%	170 16%	208 15%	137 15%	144 14%	140 14%	178 15%	514 15%Q	51 15%	20 10%	12 10%
8-10 (Net)	2078 51%GHNPe	1032 52%	1045 50%	251 53%	371 47%	707 52%	749 51%	166 41%	179 41%	534 51%GH	820 60%zGHI	548 58%zMN	570 56%zMN	486 49%N	475 41%	1761 51%P	141 41%	118 58%zOP	59 50%P
7-10 (Net)	2655 65%GHNPe	1328 66%	1325 63%	329 70%zF	497 63%	902 66%	927 63%	216 53%	249 56%	695 67%GH	1011 74%zGHI	689 73%zMN	713 70%zMN	648 65%N	605 53%	2256 66%P	175 51%	146 72%zOP	78 66%P
9-10 (Net)	1226 30%DGHNe	599 30%	627 30%	150 32%D	195 25%	431 32%D	451 30%D	82 20%	108 24%	318 31%G	487 36%zGHI	332 35%zMN	336 33%zMN	269 27%	289 25%	1020 30%	88 26%	74 37%zOP	44 37%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 305
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	73 2%KOd	-	9 1%	3 2%S	2 1%	2 1%	14 3%STV	2 1%	-	-	5 3%SV	7 2%	31 1%	33 2%d	65 2%	7 2%
2	37 1%	1 *	7 1%	1 *	-	5 3%zV	4 1%	1 1%	-	1 1%	-	7 2%V	23 1%	11 1%	32 1%	2 1%
3	41 1%Jd	5 2%	4 *	-	5 1%	1 *	7 1%	2 1%	1 1%	1 1%	-	4 1%	18 1%	20 1%	34 1%	5 1%
4	85 2%	7 2%	21 2%	3 2%	7 2%	* *	12 3%	1 1%	8 4%WY	1 1%	* *	7 2%	47 2%	30 2%	71 2%	5 1%
5	250 6%Xc	26 9%Xc	73 8%zXc	6 4%	21 5%c	15 7%Xc	14 3%	11 5%	17 9%Xc	9 8%Xc	10 6%c	6 2%	147 6%	95 6%	217 6%	23 6%
6	348 8%Ye	42 14%zUXYc	85 10%Y	9 6%	32 8%Y	23 11%Y	37 8%	7 3%	25 14%zYc	6 6%	13 8%	26 7%	243 10%ze	98 7%	292 8%	29 8%
7	577 14%FNV	60 20%zVWXh	138 16%V	21 14%	38 10%	25 12%	58 12%	34 15%	19 10%	21 18%	21 13%	60 16%V	374 15%	193 13%	477 14%	66 19%zf
8	852 21%HNPR	53 18%	177 21%	37 25%	72 19%	50 24%	113 24%	62 28%zSVc	44 24%	26 23%	37 24%	69 19%	541 21%	298 20%	720 21%	71 20%
9	588 14%G	37 12%	110 13%	29 19%	62 16%	26 12%	74 16%	38 17%	20 10%	20 17%	31 20%Th	45 12%	393 16%ze	189 13%	496 14%	54 15%
Extremely Important 10	638 16%DGNPUe	46 16%U	128 15%U	9 6%	80 20%zTUW	23 11%	72 15%U	37 17%U	31 17%U	20 18%U	20 13%	63 17%U	439 17%ze	190 13%	542 16%	47 13%
Don't know	612 15%ACEIJKLSd	21 7%	113 13%S	33 22%zSTYha	71 18%Sa	42 20%STa	67 14%S	28 12%	21 11%	8 7%	19 12%	74 20%zSTYha	273 11%	312 21%zd	542 16%z	48 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
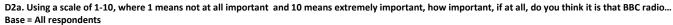* small base

Table 305
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides a mix of different types of radio station.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
Mean	7.59GHNPe	7.45	7.51	7.56	7.97zSTWXh	7.46	7.59	7.98zSTWh	7.53	7.88	7.69	7.67	7.71ze	7.46	7.58	7.53
1-3 (Net)	151 4%BJKOTd	6 2%	20 2%	4 3%	7 2%	8 4%	26 5%TVh	5 2%	1 1%	1 1%	5 3%	18 5%	72 3%	65 4%d	132 4%	13 4%
1-4 (Net)	235 6%BJKOd	13 4%	40 5%	7 5%	14 4%	8 4%	38 8%VY	6 3%	10 5%	2 2%	5 3%	25 7%	119 5%	95 6%d	203 6%	18 5%
1-2 (Net)	109 3%KOVd	1 *	16 2%	4 3%	2 1%	7 3%SVh	19 4%SVh	3 1%	- -	1 1%	5 3%V	14 4%SVh	54 2%	45 3%	97 3%	9 2%
4-7 (Net)	1260 31%FQVXe	135 45%zTUVWXYbc	316 37%zUVXYc	39 26%	98 25%	63 30%	121 26%	54 24%	70 37%VXYc	37 33%	44 28%	99 27%	811 32%e	417 28%	1056 30%	122 34%
5-6 (Net)	598 15%QXYc	67 23%zUVXYc	158 18%zUXYc	16 10%	53 14%	38 18%XYc	51 11%	18 8%	42 23%zUVXYc	16 14%	23 15%	32 9%	390 15%	193 13%	508 15%	52 15%
8-10 (Net)	2078 51%GHNPe	136 46%	415 48%	75 50%	214 55%	99 47%	259 55%	137 61%zSTWc	95 51%	66 58%	88 56%	177 48%	1373 54%ze	678 46%	1758 50%	172 48%
7-10 (Net)	2655 65%GHNPe	196 66%	553 64%	96 63%	252 65%	124 59%	317 67%	172 77%zSTUVWXhc	114 61%	87 77%zTWh	109 70%	236 64%	1747 69%ze	871 59%	2235 64%	238 67%
9-10 (Net)	1226 30%DGHNe	83 28%	238 28%	38 25%	141 36%zTUW	49 23%	146 31%	75 34%W	51 27%	39 35%	51 33%	108 29%	832 33%ze	379 26%	1038 30%	101 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 306
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides high quality radio output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	72 2%O	43 2%	28 1%	4 1%	12 2%	27 2%	29 2%	9 2%	8 2%	13 1%	16 1%	14 2%	14 1%	11 1%	32 3%zM	51 1%	14 4%zO	3 1%	4 3%
2	23 1%O	14 1%	9 *	2 1%	2 *	10 1%	9 1%	1 *	5 1%I	2 *	8 1%	3 *	4 *	3 *	13 1%zK	13 *	8 2%zO	2 1%	* *
3	42 1%BIJOTd	28 1%zB	14 1%	5 1%	5 1%	7 1%	25 2%zE	11 3%zIJ	4 1%	4 *	7 1%	9 1%	7 1%	11 1%	16 1%	29 1%	10 3%zO	3 1%	1 1%
4	82 2%	47 2%	35 2%	14 3%	17 2%	28 2%	24 2%	7 2%	6 1%	28 3%	23 2%	12 1%	23 2%	27 3%	21 2%	62 2%	17 5%zOQ	1 1%	2 2%
5	217 5%FK	105 5%	111 5%	24 5%	50 6%F	84 6%F	60 4%	29 7%	23 5%	65 6%	63 5%	29 3%	50 5%	63 6%K	75 6%K	186 5%	17 5%	10 5%	3 3%
6	317 8%Feg	157 8%	161 8%	46 10%F	72 9%F	106 8%	94 6%	22 5%	36 8%	92 9%	113 8%	71 8%	79 8%	70 7%	97 8%	278 8%	23 7%	10 5%	7 6%
7	496 12%G	232 12%	263 13%	48 10%	113 14%	166 12%	170 11%	30 7%	64 15%G	136 13%G	176 13%G	132 14%z	117 12%	120 12%	127 11%	426 12%	34 10%	25 12%	12 10%
8	837 20%NR	439 22%z	398 19%	105 22%	177 23%	272 20%	284 19%	71 17%	80 18%	235 23%	305 22%z	194 21%N	231 23%N	220 22%N	192 17%	720 21%R	64 19%	37 18%	17 14%
9	671 16%NPef	352 18%	318 15%	82 17%	112 14%	240 18%	237 16%	66 16%	61 14%	169 16%	265 20%H	187 20%LN	154 15%	170 17%	159 14%	578 17%P	41 12%	36 18%	16 14%
Extremely Important 10	732 18%DGHNU	335 17%	397 19%	94 20%D	116 15%	249 18%	273 18%	52 13%	53 12%	167 16%	305 22%zGHI	205 22%MN	227 22%MN	152 15%	148 13%	603 18%	47 14%	47 23%zOP	36 30%zOP
Don't know	611 15%ACEIJ KLd	247 12%	364 17%zA	49 10%	109 14%	177 13%	277 19%zCDE	109 27%zIJ	99 22%zIJ	129 12%J	77 6%	83 9%	108 11%	149 15%KL	271 24%zKLM	491 14%	69 20%zO	29 15%	21 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 306
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides high quality radio output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.76AHNP	7.68	7.84A	7.84	7.64	7.76	7.81	7.51	7.50	7.73	8.00zGHI	8.03zMN	7.93zN	7.73N	7.37	7.80P	7.06	8.02zP	8.10zOP
1-3 (Net)	136 3%BIJOd	85 4%zB	51 2%	12 3%	18 2%	44 3%	62 4%	21 5%IJ	17 4%I	18 2%	30 2%	26 3%	25 2%	24 2%	61 5%zKLM	92 3%	32 9%zOQR	7 4%	5 4%
1-4 (Net)	219 5%BJKOd	132 7%zB	87 4%	26 5%	35 4%	72 5%	86 6%	28 7%J	24 5%	46 4%	53 4%	38 4%	47 5%	51 5%	82 7%zK	154 4%	48 14%zOQR	9 4%	7 6%
1-2 (Net)	94 2%OVd	57 3%	37 2%	7 1%	14 2%	37 3%	37 3%	11 3%	13 3%	15 1%	23 2%	17 2%	18 2%	14 1%	45 4%zKLM	64 2%	22 6%zOQ	5 2%	4 3%
4-7 (Net)	1113 27%FGRYe	541 27%	571 27%	132 28%	251 32%zF	384 28%F	347 23%	88 22%	130 29%G	321 31%zG	375 28%G	245 26%	269 27%	279 28%	320 28%	952 28%R	91 26%	46 23%	24 20%
5-6 (Net)	534 13%FKRYc	262 13%	272 13%	70 15%F	121 15%F	190 14%F	153 10%	51 12%	59 13%	158 15%	176 13%	101 11%	129 13%	133 13%	172 15%K	464 13%R	41 12%	20 10%	10 9%
8-10 (Net)	2240 55%GHNPWe	1126 56%	1113 53%	280 59%zD	406 52%	761 56%	794 54%	189 46%	195 44%	571 55%GH	876 64%zGHI	586 62%zMN	612 60%zMN	543 55%N	499 43%	1901 55%P	152 44%	119 59%P	69 58%P
7-10 (Net)	2737 67%GHNPWe	1358 68%	1376 66%	328 69%	518 66%	926 68%	964 65%	219 54%	259 59%	707 68%GH	1052 77%zGHI	718 76%zMN	729 72%zMN	663 67%N	626 54%	2326 68%zP	186 54%	144 71%P	80 68%P
9-10 (Net)	1403 34%DHNPWe	687 34%	715 34%	175 37%D	228 29%	489 36%D	510 34%D	118 29%	115 26%	336 32%	570 42%zGHI	392 42%zMN	381 38%N	323 32%N	307 27%	1181 34%P	88 25%	82 41%zOP	52 44%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 306
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides high quality radio output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	72 2%O	- -	13 2%	4 3%S	2 *	2 1%	20 4%zSTVYh	1 1%	- -	- -	2 1%	7 2%	34 1%	30 2%	63 2%	7 2%
2	23 1%O	1 *	2 *	- -	- -	2 1%	2 *	3 1%T	- -	- -	2 1%	1 *	10 *	12 1%	20 1%	- -
3	42 1%BIJOTd	5 2%	3 *	- -	5 1%	7 3%zTX	3 1%	1 *	1 *	1 1%	- -	4 1%	17 1%	21 1%d	33 1%	8 2%zf
4	82 2%	4 1%	16 2%	2 1%	6 2%	1 *	7 1%	5 2%	7 4%W	- -	1 1%	12 3%	50 2%	24 2%	70 2%	5 2%
5	217 5%FK	17 6%	63 7%zYc	9 6%	16 4%	10 5%	26 5%	5 2%	16 8%Yc	7 6%	7 4%	11 3%	131 5%	79 5%	179 5%	20 6%
6	317 8%Feg	38 13%zXYbc	88 10%zc	9 6%	29 7%	23 11%	32 7%	13 6%	15 8%	5 4%	6 4%	20 6%	216 9%e	93 6%	279 8%g	16 5%
7	496 12%G	32 11%	122 14%	12 8%	43 11%	27 13%	58 12%	18 8%	28 15%	23 20%zUY	17 11%	45 12%	329 13%	158 11%	420 12%	43 12%
8	837 20%NR	70 23%	176 20%	50 33%zTVWXhc	64 16%	45 21%	89 19%	54 24%	35 19%	28 25%	40 26%V	69 19%	546 22%	282 19%	715 21%	68 19%
9	671 16%NPef	49 16%	125 14%	26 17%	63 16%	27 13%	98 21%zTWh	48 21%TWh	23 12%	18 16%	43 27%zSTVWhc	58 16%	450 18%ze	215 15%	547 16%	79 22%zf
Extremely Important 10	732 18%DGHNU	53 18%U	149 17%U	13 9%	89 23%zUWX	26 12%	70 15%	46 21%UW	41 22%UW	22 20%U	25 16%	69 19%U	482 19%	239 16%	623 18%	58 16%
Don't know	611 15%ACEIJKLd	30 10%	107 12%	28 18%Sab	72 18%STab	44 21%zSThab	68 14%	29 13%	21 11%	8 7%	13 9%	71 19%zSTab	264 10%	318 22%zd	538 15%	52 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018
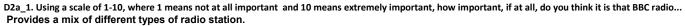
Table 306
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides high quality radio output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.76AHNP	7.80	7.68	7.68	8.09zTWX	7.52	7.62	8.15zTWX	7.81	8.02	8.11TW	7.84	7.86ze	7.68	7.75	7.84
1-3 (Net)	136	6	18	4	7	10	25	5	1	1	3	12	62	64	117	15
	3%BIJOd	2%	2%	3%	2%	5%h	5%TVh	2%	*	1%	2%	3%	2%	4%zd	3%	4%
1-4 (Net)	219	10	34	6	13	11	32	11	8	1	5	25	112	87	187	20
	5%BJKOd	3%	4%	4%	3%	5%	7%	5%	4%	1%	3%	7%	4%	6%	5%	6%
1-2 (Net)	94	1	15	4	2	3	22	5	-	-	3	8	44	42	83	7
	2%OVd	*	2%	3%	*	2%	5%zSTVh	2%	-	-	2%	2%	2%	3%	2%	2%
4-7 (Net)	1113	91	289	31	95	61	123	41	66	34	32	88	726	353	949	85
	27%FGRYe	31%Y	33%zUVXY bc	21%	24%	29%Y	26%	18%	35%zUVYb c	31%Y	20%	24%	29%ze	24%	27%	24%
5-6 (Net)	534	55	151	18	45	33	58	17	31	12	13	31	346	172	458	36
	13%FKRYc	18%zYbc	17%zVXYb c	12%	12%	16%Yc	12%	8%	17%Yc	11%	8%	8%	14%	12%	13%	10%
8-10 (Net)	2240	171	450	88	216	98	257	148	99	68	108	196	1477	736	1885	205
	55%GHNPW e	57%W	52%	58%	55%	46%	54%	66%zTVWX hc	53%	61%W	69%zTVWX hc	53%	58%ze	50%	54%	58%
7-10 (Net)	2737	203	573	100	259	125	315	167	127	91	125	241	1807	894	2305	247
	67%GHNPW e	68%	66%	66%	67%	59%	67%	74%zW	68%	81%zTUVW Xc	80%zSTUV WXc	65%	71%ze	61%	66%	70%
9-10 (Net)	1403	102	274	39	152	53	168	95	64	41	68	127	931	454	1170	137
	34%DHNPW e	34%	32%	26%	39%TUW	25%	36%W	42%zTUW	34%	36%	43%zTUW	35%W	37%ze	31%	34%	38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 307
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Supports UK music and presenters.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	76 2%d	40 2%	36 2%	6 1%	14 2%	26 2%	30 2%	10 3%	8 2%	15 1%	19 1%	14 1%	18 2%	12 1%	31 3%z	55 2%	12 4%zO	3 2%	5 4%zO
2	25 1%T	16 1%	9 *	3 1%	1 *	7 1%	15 1%D	3 1%	4 1%	3 *	7 1%	5 1%	5 1%	5 *	10 1%	18 1%	6 2%zO	1 *	1 *
3	52 1%Jd	32 2%	19 1%	9 2%	6 1%	15 1%	21 1%	11 3%zJ	5 1%	13 1%	8 1%	7 1%	14 1%	12 1%	19 2%	38 1%	9 3%zO	3 2%	1 1%
4	98 2%e	58 3%	40 2%	9 2%	20 3%	41 3%	29 2%	5 1%	11 3%	29 3%	36 3%	34 4%zN	20 2%	23 2%	21 2%	75 2%	20 6%zOQR	2 1%	1 1%
5	254 6%K	126 6%	128 6%	31 7%	57 7%	87 6%	79 5%	21 5%	31 7%	85 8%zJ	72 5%	45 5%	52 5%	73 7%	84 7%K	216 6%	19 5%	11 6%	8 7%
6	341 8%Q	150 8%	191 9%	30 6%	63 8%	127 9%	121 8%	22 5%	44 10%G	91 9%	121 9%	80 9%	101 10%	69 7%	91 8%	295 9%Q	31 9%	10 5%	6 5%
7	558 14%P	287 14%	269 13%	63 13%	120 15%	188 14%	188 13%	55 14%	63 14%	132 13%	213 16%z	140 15%	146 14%	126 13%	146 13%	478 14%P	31 9%	32 16%P	17 14%
8	822 20%FNRe	429 21%	393 19%	110 23%F	176 23%F	280 21%	256 17%	66 16%	80 18%	230 22%G	323 24%zGH	202 21%N	209 21%N	226 23%N	185 16%	709 21%R	62 18%	36 18%	16 14%
9	569 14%Ne	278 14%	291 14%	82 17%zD	91 12%	196 14%	201 14%	54 13%	52 12%	152 15%	225 17%zH	148 16%N	154 15%N	137 14%	130 11%	490 14%	45 13%	22 11%	12 10%
Extremely Important 10	638 16%GHNPTe	295 15%	343 16%	85 18%	120 15%	211 15%	221 15%	40 10%	48 11%	148 14%	245 18%zGHI	165 18%N	171 17%N	153 15%	149 13%	522 15%P	36 10%	50 25%zOP	30 25%zOP
Don't know	668 16%ACEIJKLTbd	287 14%	379 18%zA	47 10%	115 15%C	187 14%	320 22%zCDE	119 29%zHIJ	93 21%zIJ	142 14%J	90 7%	100 11%	123 12%	160 16%KL	285 25%zKLM	540 16%	74 22%zO	31 15%	22 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 307
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Supports UK music and presenters.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.57HNPT	7.49	7.64	7.77z	7.55	7.54	7.53	7.33	7.27	7.52	7.75zGHI	7.69zN	7.64N	7.64N	7.30	7.60P	6.96	7.91zOP	7.74P
1-3 (Net)	152 4%JOhd	88 4%	64 3%	17 4%	21 3%	48 4%	66 4%	24 6%zIJ	18 4%	32 3%	34 3%	26 3%	37 4%	29 3%	60 5%zKM	111 3%	27 8%zOQ	7 4%	6 5%
1-4 (Net)	250 6%BOV	146 7%zB	104 5%	26 5%	41 5%	88 6%	95 6%	29 7%	29 7%	61 6%	70 5%	60 6%	57 6%	52 5%	81 7%	186 5%	48 14%zOQR	9 5%	7 6%
1-2 (Net)	101 2%OVd	56 3%	45 2%	8 2%	15 2%	33 2%	45 3%	13 3%	13 3%	19 2%	26 2%	19 2%	24 2%	17 2%	41 4%zM	73 2%	18 5%zO	4 2%	5 4%O
4-7 (Net)	1252 31%e	622 31%	628 30%	133 28%	260 33%F	443 32%F	416 28%	104 26%	150 34%G	338 32%G	441 32%G	299 32%	319 31%	291 29%	343 30%	1064 31%	101 29%	55 27%	32 27%
5-6 (Net)	596 15%ce	276 14%	319 15%	61 13%	120 15%	215 16%	200 14%	44 11%	76 17%G	176 17%zG	193 14%	125 13%	153 15%	142 14%	176 15%	511 15%	50 14%	21 10%	14 12%
8-10 (Net)	2029 49%FGHNPe	1002 50%	1027 49%	277 58%zDEF	388 49%	687 50%F	678 46%	160 39%	180 41%	529 51%GH	793 58%zGHI	514 55%zN	534 53%N	517 52%N	464 40%	1720 50%P	142 41%	108 54%P	59 49%
7-10 (Net)	2587 63%FGHNPef	1289 64%	1296 62%	340 72%zDEF	508 65%F	875 64%F	865 58%	215 53%	243 55%	661 64%GH	1005 74%zGHI	655 70%zMN	680 67%zN	643 65%N	610 53%	2198 64%P	173 50%	140 70%zP	76 64%P
9-10 (Net)	1207 29%GHNPe	572 29%	634 30%	167 35%zDEF	211 27%	407 30%	422 28%	95 23%	100 23%	300 29%H	470 35%zGHI	313 33%zN	325 32%N	290 29%N	279 24%	1012 29%P	81 23%	72 36%zOP	42 36%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 307
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Supports UK music and presenters.
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	76 2%d	- -	14 2%	3 2%S	2 *	2 1%	18 4%zSTVh	3 1%	- -	1 1%	3 2%S	10 3%SV	35 1%	32 2%	61 2%	10 3%
2	25 1%T	5 2%T	1 *	1 *	- -	4 2%TV	4 1%	2 1%	- -	1 1%	2 1%	1 *	10 *	12 1%	21 1%	2 1%
3	52 1%Jd	5 2%	10 1%	- -	6 2%	2 1%	7 2%	1 1%	* *	1 1%	- -	5 1%	21 1%	29 2%zd	48 1%	4 1%
4	98 2%e	3 1%	29 3%	4 3%	4 1%	4 2%	8 2%	4 2%	6 3%	2 2%	4 2%	7 2%	74 3%ze	19 1%	81 2%	6 2%
5	254 6%K	17 6%	73 8%zc	10 7%	23 6%	13 6%	26 5%	8 4%	16 8%	8 7%	10 6%	13 4%	163 6%	79 5%	226 6%	12 3%
6	341 8%Q	34 11%Vb	92 11%zVb	13 8%	22 6%	14 7%	34 7%	16 7%	26 14%zVXbc	14 13%Vb	6 4%	23 6%	231 9%	106 7%	293 8%	33 9%
7	558 14%P	59 20%zWX	120 14%	18 12%	52 13%	24 11%	57 12%	32 14%	22 12%	18 16%	26 17%	50 13%	356 14%	192 13%	468 13%	53 15%
8	822 20%FNRe	66 22%	182 21%	32 21%	72 18%	41 19%	94 20%	49 22%	36 19%	23 20%	41 26%	74 20%	546 22%ze	268 18%	694 20%	67 19%
9	569 14%Ne	32 11%	120 14%	23 15%	54 14%	29 14%	71 15%	40 18%h	14 8%	21 18%h	27 17%h	59 16%h	384 15%ze	177 12%	476 14%	58 16%
Extremely Important 10	638 16%GHNPTe	37 12%	110 13%	18 12%	78 20%zSTc	33 16%	80 17%	37 17%	40 21%STc	17 15%	25 16%	48 13%	422 17%	205 14%	531 15%	56 16%
Don't know	668 16%ACEIJKLTbd	41 14%	114 13%	29 19%ab	77 20%Tab	46 22%Tab	75 16%	32 14%	27 14%	9 8%	13 8%	79 21%zSTab	286 11%	353 24%zd	588 17%	55 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 307
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Supports UK music and presenters.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57HNPT	7.47	7.40	7.51	7.96zSTX	7.67	7.52	7.86T	7.67	7.64	7.73	7.64	7.65z	7.49	7.55	7.62
1-3 (Net)	152	9	24	4	8	7	30	6	*	2	5	15	67	73	130	16
	4%JOhd	3%	3%	3%	2%	3%	6%zTVh	3%	*	2%	3%	4%h	3%	5%zd	4%	5%
1-4 (Net)	250	12	54	8	12	11	38	10	6	5	8	22	141	92	211	22
	6%BOV	4%	6%	5%	3%	5%	8%V	4%	3%	4%	5%	6%	6%	6%	6%	6%
1-2 (Net)	101	5	14	4	2	5	22	5	-	2	5	10	45	44	82	12
	2%OVd	2%	2%	3%	*	2%	5%zTVh	2%	-	2%	3%V	3%V	2%	3%d	2%	3%
4-7 (Net)	1252	114	314	45	102	55	125	60	70	41	46	93	824	396	1068	105
	31%e	38%zVWXYc	36%zVWXYc	30%	26%	26%	26%	27%	37%VWXc	37%	29%	25%	33%ze	27%	31%	29%
5-6 (Net)	596	51	164	23	45	27	60	24	42	22	16	36	394	185	519	45
	15%ce	17%c	19%zVXYbc	15%	12%	13%	13%	11%	22%zVWXYbc	19%c	11%	10%	16%e	13%	15%	13%
8-10 (Net)	2029	135	412	73	203	103	244	126	90	60	93	181	1352	650	1701	180
	49%FGHNPe	45%	48%	48%	52%	49%	52%	56%S	48%	53%	59%zST	49%	53%ze	44%	49%	51%
7-10 (Net)	2587	194	532	91	256	128	301	158	112	78	119	230	1708	842	2169	233
	63%FGHNPef	65%	62%	60%	66%	60%	64%	70%T	60%	69%	76%zTUWXhc	63%	68%ze	57%	62%	66%
9-10 (Net)	1207	69	230	41	132	62	150	78	54	37	52	107	806	382	1007	113
	29%GHNPe	23%	27%	27%	34%ST	29%	32%S	35%S	29%	33%	33%	29%	32%ze	26%	29%	32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	**83** **2%Od**	48 2%	35 2%	6 1%	16 2%	26 2%	34 2%	9 2%	6 1%	15 1%	29 2%	14 2%	20 2%	19 2%	29 3%	60 2%	15 4%zO	5 2%	4 3%
2	**32** **1%T**	20 1%	12 1%	1 *	3 *	13 1%	15 1%	8 2%zIJ	7 1%	6 1%	6 *	4 *	10 1%	10 1%	8 1%	23 1%	6 2%O	2 1%	2 1%
3	**74** **2%D**	40 2%	34 2%	8 2%	6 1%	29 2%	31 2%	7 2%	7 2%	18 2%	21 2%	14 2%	19 2%	17 2%	24 2%	62 2%	8 2%	3 2%	1 1%
4	**129** **3%Q**	71 4%	59 3%	8 2%	22 3%	42 3%	58 4%C	9 2%	13 3%	39 4%	42 3%	36 4%	24 2%	29 3%	39 3%	99 3%Q	26 8%zOQR	1 1%	2 2%
5	**272** **7%FK**	132 7%	140 7%	31 6%	56 7%	115 8%zF	71 5%	24 6%	38 9%	83 8%	84 6%	45 5%	63 6%	69 7%	96 8%zK	227 7%	24 7%	14 7%	7 6%
6	**375** **9%e**	198 10%	176 8%	55 12%	64 8%	126 9%	130 9%	34 8%	36 8%	105 10%	135 10%	96 10%	105 10%	75 8%	99 9%	318 9%	27 8%	19 9%	12 10%
7	**645** **16%GNP**	321 16%	323 15%	83 18%	143 18%	202 15%	217 15%	43 10%	75 17%G	146 14%	271 20%GI	169 18%zN	174 17%N	154 16%	148 13%	557 16%P	39 11%	35 17%P	14 12%
8	**781** **19%N**	405 20%	376 18%	87 18%	185 24%zEF	252 18%	257 17%	75 18%	75 17%	219 21%	286 21%z	188 20%N	200 20%	209 21%N	183 16%	671 20%	58 17%	33 16%	19 16%
9	**524** **13%NRe**	261 13%	263 13%	73 15%D	84 11%	186 14%	182 12%	39 10%	51 12%	150 14%G	199 15%zG	138 15%N	131 13%	138 14%N	117 10%	449 13%R	39 11%	26 13%	10 8%
Extremely Important 10	**487** **12%HNPe**	222 11%	266 13%	67 14%	87 11%	171 13%	162 11%	34 8%	32 7%	111 11%	200 15%zGHI	139 15%zN	128 13%	112 11%	108 9%	404 12%P	22 6%	35 17%zOP	26 22%zOP
Don't know	**699** **17%ACEIJ KLad**	282 14%	415 20%zA	54 11%	118 15%	204 15%	323 22%zCDE	125 31%zHIJ	102 23%zIJ	149 14%J	85 6%	96 10%	140 14%K	164 16%K	299 26%zKLM	565 16%	81 24%zOQ	30 15%	23 19%

D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.30ANPe	7.22	7.39zA	7.52zF	7.36	7.28	7.22	7.08	7.07	7.31	7.45zGH	7.50zN	7.34N	7.35N	7.03	7.35zP	6.61	7.52P	7.52P
1-3 (Net)	189	108	81	15	25	68	81	24	19	38	56	33	49	46	61	144	29	9	6
	5%OThd	5%	4%	3%	3%	5%	5%	6%	4%	4%	4%	4%	5%	5%	5%	4%	8%zO	5%	5%
1-4 (Net)	318	178	140	23	47	109	139	33	33	77	98	70	73	75	101	244	55	11	9
	8%BCOTVd	9%zB	7%	5%	6%	8%C	9%zCD	8%	7%	7%	7%	7%	7%	8%	9%	7%	16%zOQR	5%	7%
1-2 (Net)	115	68	47	8	19	39	49	18	13	20	35	19	30	29	37	82	21	6	6
	3%Od	3%	2%	2%	2%	3%	3%	4%I	3%	2%	3%	2%	3%	3%	3%	2%	6%zO	3%	5%O
4-7 (Net)	1421	722	698	176	285	485	476	110	162	373	532	346	366	328	382	1201	116	69	35
	35%GVe	36%	33%	37%	36%	36%	32%	27%	37%G	36%G	39%zG	37%	36%	33%	33%	35%	34%	34%	29%
5-6 (Net)	647	330	316	85	120	241	201	58	74	189	219	141	168	144	195	545	51	33	18
	16%Fe	17%	15%	18%F	15%	18%F	14%	14%	17%	18%z	16%	15%	17%	14%	17%	16%	15%	16%	15%
8-10 (Net)	1792	887	904	227	356	609	600	148	158	480	686	465	459	459	409	1525	119	94	55
	44%FGHNPe	44%	43%	48%F	45%	45%	41%	36%	36%	46%GH	50%zGH	49%zN	45%N	46%N	35%	44%P	34%	46%P	46%P
7-10 (Net)	2437	1209	1227	310	498	811	817	191	233	625	956	634	633	614	556	2082	157	129	69
	59%FGHNPe	60%	58%	66%zEF	64%zF	59%	55%	47%	53%	60%GH	70%zGHI	67%zLMN	62%N	62%N	48%	61%zP	46%	64%P	58%P
9-10 (Net)	1011	483	528	140	171	357	343	73	83	261	400	277	258	250	225	853	61	61	36
	25%GHNPe	24%	25%	30%zDF	22%	26%	23%	18%	19%	25%GH	29%zGHI	29%zN	26%N	25%N	20%	25%P	18%	30%zP	30%zP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 308
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important	83	2	16	3	2	2	17	2	-	1	3	12	39	35	69	11
1	2%Od	1%	2%	2%	1%	1%	4%zSVh	1%	-	1%	2%	3%V	2%	2%	2%	3%
2	32	3	-	-	2	4	8	3	-	-	2	2	18	12	27	3
	1%T	1%T	-	-	*	2%T	2%T	1%T	-	-	1%T	1%	1%	1%	1%	1%
3	74	13	9	2	5	7	8	4	*	3	1	9	39	30	58	11
	2%D	4%zTh	1%	1%	1%	3%T	2%	2%	*	3%	1%	2%	2%	2%	2%	3%
4	129	16	24	2	8	5	12	4	8	1	6	14	74	50	109	10
	3%Q	5%	3%	1%	2%	3%	3%	2%	4%	1%	4%	4%	3%	3%	3%	3%
5	272	22	76	8	23	18	26	7	15	4	9	18	173	87	236	21
	7%FK	7%	9%zY	5%	6%	8%Y	6%	3%	8%	4%	6%	5%	7%	6%	7%	6%
6	375	31	95	12	28	15	43	19	20	10	8	37	257	112	318	37
	9%e	10%	11%	8%	7%	7%	9%	9%	11%	9%	5%	10%	10%ze	8%	9%	10%
7	645	47	149	19	49	38	70	44	38	20	31	53	413	221	539	59
	16%GNP	16%	17%	12%	13%	18%	15%	19%	20%	18%	20%	15%	16%	15%	15%	16%
8	781	46	181	45	72	32	95	49	24	33	32	64	508	261	658	64
	19%N	15%	21%	30%zSTVW Xhc	18%	15%	20%	22%	13%	29%zSWhc	21%	17%	20%	18%	19%	18%
9	524	40	103	19	56	26	62	35	22	18	29	41	362	157	452	41
	13%NRe	13%	12%	12%	14%	12%	13%	15%	12%	16%	18%	11%	14%ze	11%	13%	11%
Extremely Important	487	37	87	10	64	24	46	27	36	14	18	41	333	147	405	41
10	12%HNPe	12%	10%	7%	16%zTUX	12%	10%	12%	19%zTUXc	12%	12%	11%	13%ze	10%	12%	11%
Don't know	699	42	124	32	80	41	86	30	25	9	17	77	311	358	616	59
	17%ACEIJ KLad	14%	14%	21%ab	21%Tab	19%a	18%a	14%	13%	8%	11%	21%Tab	12%	24%zd	18%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
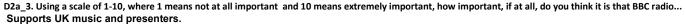* small base

Table 308
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Takes risks and provides radio content or music that is new and innovative or less well known
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.30ANPe	7.14	7.26	7.45	7.76zSTW Xc	7.20	7.14	7.57	7.62	7.68	7.49	7.13	7.42ze	7.17	7.31	7.12
1-3 (Net)	189 5%OThd	18 *6%h*	26 *3%*	5 *3%*	9 *2%*	12 *6%h*	33 *7%TVh*	9 *4%h*	* **	4 *4%*	6 *4%h*	22 *6%TVh*	96 *4%*	77 *5%*	154 *4%*	25 *7%*
1-4 (Net)	318 8%BCOTV d	34 *11%TVh*	49 *6%*	7 *4%*	17 *4%*	18 *8%*	45 *9%TV*	13 *6%*	8 *4%*	5 *5%*	12 *8%*	36 *10%TV*	171 *7%*	127 *9%*	263 *8%*	34 *10%*
1-2 (Net)	115 3%Od	5 *2%*	16 *2%*	3 *2%*	4 *1%*	5 *2%*	25 *5%zTVh*	4 *2%*	- 	1 *1%*	5 *3%*	14 *4%Vh*	57 *2%*	47 *3%*	96 *3%*	14 *4%*
4-7 (Net)	1421 35%GVe	115 *39%UV*	344 *40%zUVX*	40 *27%*	108 *28%*	77 *36%*	151 *32%*	74 *33%*	80 *43%UVX*	35 *31%*	54 *35%*	123 *33%*	918 *36%ze*	470 *32%*	1203 *34%*	127 *36%*
5-6 (Net)	647 16%Fe	53 *18%*	171 *20%zVYb*	20 *13%*	52 *13%*	33 *15%*	69 *15%*	26 *12%*	35 *19%*	14 *12%*	17 *11%*	56 *15%*	430 *17%ze*	199 *14%*	554 *16%*	59 *17%*
8-10 (Net)	1792 44%FGHNP e	123 *41%*	371 *43%*	74 *49%*	192 *49%Wc*	82 *39%*	203 *43%*	111 *49%*	81 *44%*	64 *57%zSTWX c*	79 *51%*	145 *39%*	1203 *48%ze*	565 *38%*	1515 *43%*	145 *41%*
7-10 (Net)	2437 59%FGHNP e	169 *57%*	520 *60%*	92 *61%*	241 *62%*	121 *57%*	272 *58%*	154 *69%zSWXc*	119 *64%*	84 *75%zSTVW Xc*	110 *70%zSTWX c*	199 *54%*	1617 *64%ze*	786 *53%*	2055 *59%*	204 *57%*
9-10 (Net)	1011 25%GHNPe	77 *26%*	190 *22%*	29 *19%*	120 *31%zTUXc*	50 *24%*	108 *23%*	61 *27%*	57 *31%TU*	32 *28%*	47 *30%*	82 *22%*	695 *27%ze*	304 *21%*	857 *25%*	81 *23%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 309
D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	80 2%IOd	42 2%	38 2%	5 1%	19 2%	26 2%	30 2%	11 3%	9 2%	11 1%	24 2%	14 2%	16 2%	13 1%	36 3%zKM	56 2%	17 5%zO	4 2%	3 3%
2	32 1%IO	17 1%	15 1%	2 *	2 *	11 1%	17 1%	4 1%	4 1%	2 *	9 1%	3 *	3 *	13 1%KL	13 1%L	20 1%	9 3%zO	2 1%	1 1%
3	54 1%JKd	32 2%	22 1%	5 1%	16 2%	14 1%	19 1%	8 2%J	5 1%	19 2%J	7 *	5 1%	12 1%	18 2%K	19 2%K	38 1%	12 3%zO	2 1%	2 2%
4	89 2%B	60 3%zB	29 1%	8 2%	11 1%	37 3%	32 2%	6 2%	8 2%	20 2%	39 3%	27 3%	21 2%	16 2%	25 2%	71 2%	13 4%	3 2%	2 2%
5	253 6%Lc	134 7%	117 6%	26 5%	65 8%zE	74 5%	89 6%	29 7%	34 8%	73 7%	68 5%	49 5%	44 4%	65 7%	95 8%zKL	197 6%	38 11%zOR	12 6%	6 5%
6	342 8%FPQe	170 8%	172 8%	52 11%zF	65 8%	124 9%	100 7%	28 7%	35 8%	101 10%	114 8%	70 7%	91 9%	84 8%	97 8%	308 9%zPQ	18 5%	9 4%	8 6%
7	619 15%GNRVe	328 16%	290 14%	66 14%	139 18%	201 15%	213 14%	43 11%	82 19%G	148 14%	237 17%zG	168 18%zN	149 15%	156 16%	146 13%	533 16%R	47 14%	28 14%	10 9%
8	814 20%N	401 20%	413 20%	103 22%	162 21%	276 20%	273 18%	67 17%	76 17%	230 22%	310 23%zGH	201 21%N	233 23%zN	205 21%N	175 15%	686 20%	63 18%	45 22%	20 17%
9	553 13%NPe	272 14%	281 13%	76 16%	97 12%	185 14%	196 13%	51 12%	48 11%	159 15%	210 15%z	140 15%N	144 14%	138 14%	131 11%	484 14%P	28 8%	28 14%P	15 13%
Extremely Important 10	645 16%DGHNP	299 15%	346 16%	85 18%D	101 13%	226 17%	234 16%	46 11%	48 11%	144 14%	270 20%zGHI	184 20%zMN	175 17%N	143 14%	144 12%	536 16%P	37 11%	41 21%zOP	30 25%zOP
Don't know	621 15%ACIJK LSd	244 12%	376 18%zA	46 10%	108 14%	189 14%C	277 19%zCDE	113 28%zIJ	92 21%zIJ	133 13%J	71 5%	79 8%	125 12%K	145 15%K	271 23%zKLM	507 15%	65 19%	28 14%	21 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.54ADGHNP	7.43	7.65zA	7.75zD	7.36	7.57	7.54	7.27	7.27	7.57H	7.74zGH	7.77zMN	7.73zN	7.51N	7.17	7.60zP	6.67	7.80P	7.82zP
1-3 (Net)	166 4%JKOhd	91 5%	75 4%	12 2%	37 5%	51 4%	66 4%	23 6%IJ	18 4%	32 3%	40 3%	23 2%	31 3%	44 4%K	68 6%zKL	114 3%	37 11%zOQ	8 4%	7 6%
1-4 (Net)	254 6%BOd	151 8%zB	104 5%	20 4%	47 6%	89 6%	98 7%	30 7%	26 6%	52 5%	79 6%	50 5%	51 5%	60 6%	94 8%zKL	185 5%	50 14%zOQR	11 6%	9 7%
1-2 (Net)	112 3%IOd	58 3%	53 3%	6 1%	21 3%	37 3%	47 3%	15 4%I	13 3%	13 1%	34 2%	17 2%	19 2%	26 3%	50 4%zKL	76 2%	25 7%zOQ	6 3%	5 4%
4-7 (Net)	1302 32%BGQRVce	692 35%zB	608 29%	152 32%	279 36%zF	437 32%	434 29%	107 26%	159 36%G	342 33%G	458 34%G	314 33%	305 30%	321 32%	363 31%	1108 32%QR	116 34%R	52 26%	26 22%
5-6 (Net)	595 14%	304 15%	289 14%	78 16%	130 17%F	198 15%	189 13%	57 14%	69 16%	174 17%z	182 13%	118 13%	135 13%	149 15%	192 17%zK	505 15%	56 16%	21 10%	13 11%
8-10 (Net)	2013 49%GHNPe	972 49%	1039 50%	263 56%zDF	359 46%	687 50%	702 47%	164 40%	172 39%	532 51%GH	790 58%zGHI	524 56%zMN	552 55%zMN	486 49%N	450 39%	1706 50%P	127 37%	114 56%zP	66 55%P
7-10 (Net)	2631 64%GHNPe	1300 65%	1330 63%	330 70%zF	498 64%	889 65%	915 62%	206 51%	254 58%	681 65%GH	1027 76%zGHI	693 74%zMN	701 69%N	642 64%N	596 52%	2239 65%zP	174 51%	142 70%zP	76 P
9-10 (Net)	1199 29%DGHNPe	571 29%	627 30%	161 34%zD	197 25%	411 30%D	430 29%	96 24%	96 22%	302 29%H	480 35%zGHI	323 34%zMN	319 32%N	281 28%	275 24%	1020 30%P	64 19%	69 34%P	45 38%zOP

D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	80 2%IOd	- -	14 2%	3 2%S	3 1%	2 1%	17 4%zSVh	2 1%	- -	- -	5 3%S	10 3%S	37 1%	34 2%	69 2%	7 2%
2	32 1%IO	1 *	2 *	* *	3 1%	4 2%T	1 *	4 2%T	- -	1 1%	- -	4 1%	16 1%	11 1%	27 1%	3 1%
3	54 1%JKd	6 2%	10 1%	1 1%	6 2%	3 2%	4 1%	2 1%	- -	2 2%	* *	4 1%	24 1%	28 2%zd	47 1%	5 2%
4	89 2%B	8 3%	25 3%V	3 2%	2 1%	5 2%	13 3%	3 1%	5 3%	- -	- -	7 2%	55 2%	30 2%	75 2%	6 2%
5	253 6%Lc	15 5%	68 8%Xc	7 4%	18 5%	17 8%c	18 4%	9 4%	16 8%c	10 9%c	10 6%	9 2%	149 6%	93 6%	210 6%	30 9%
6	342 8%FPQe	31 10%	81 9%	12 8%	37 9%	14 6%	43 9%	12 5%	22 12%	13 12%	14 9%	29 8%	230 9%	104 7%	283 8%	27 8%
7	619 15%GNRVe	55 19%V	154 18%zV	20 13%	40 10%	35 16%	63 13%	35 15%	31 17%	20 18%	28 18%	51 14%	429 17%ze	180 12%	523 15%	53 15%
8	814 20%N	72 24%h	155 18%	34 22%	72 18%	37 18%	98 21%	52 23%	26 14%	27 24%	34 22%	80 22%	513 20%	289 20%	694 20%	70 20%
9	553 13%NPe	32 11%	120 14%	21 14%	59 15%	24 11%	67 14%	37 17%	28 15%	18 16%	27 18%	50 14%	379 15%ze	170 12%	466 13%	54 15%
Extremely Important 10	645 16%DGHNP	49 16%	121 14%	16 10%	77 20%TU	30 14%	77 16%	40 18%	35 19%	13 11%	21 14%	58 16%	425 17%	210 14%	540 15%	53 15%
Don't know	621 15%ACIJK LSd	29 10%	114 13%	35 23%zSTYh ab	73 19%STa	41 19%Sa	72 15%	29 13%	23 12%	9 8%	17 11%	66 18%Sa	271 11%	322 22%zd	552 16%z	46 13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 309
D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
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Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.54ADGHNP	7.61	7.44	7.53	**7.90zTW**	7.40	7.55	**7.88zTW**	7.73	7.55	7.62	7.64	**7.64ze**	7.44	7.54	7.48
1-3 (Net)	166	7	26	5	11	9	22	7	-	3	5	18	77	73	144	16
	4%JKOhd	2%	3%	**3%h**	3%	**4%h**	**5%h**	**3%h**	-	2%	**3%h**	**5%h**	3%	**5%zd**	4%	4%
1-4 (Net)	254	16	51	7	14	15	35	10	5	3	5	24	132	104	218	22
	6%BOd	5%	6%	5%	3%	7%	**7%V**	4%	3%	2%	3%	7%	5%	**7%d**	6%	6%
1-2 (Net)	112	1	16	4	5	6	18	5	-	1	5	14	53	45	96	10
	3%IOd	*	2%	2%	1%	3%	**4%Sh**	2%	-	1%	3%	**4%Sh**	2%	3%	3%	3%
4-7 (Net)	1302	110	329	42	98	70	137	59	74	43	52	96	863	407	1092	117
	32%BGQRVce	**37%VYc**	**38%zUVXYc**	28%	25%	33%	29%	26%	**40%VXYc**	**38%Vc**	33%	26%	**34%ze**	28%	31%	33%
5-6 (Net)	595	46	149	19	55	30	61	21	37	23	24	38	379	197	493	58
	14%	16%	**17%zYc**	13%	14%	14%	13%	9%	**20%Yc**	**21%Yc**	15%	10%	15%	13%	14%	16%
8-10 (Net)	2013	152	395	70	208	91	242	129	90	58	82	188	1318	669	1700	177
	49%GHNPe	51%	46%	46%	**53%TW**	43%	51%	**58%zTW**	48%	51%	53%	51%	**52%ze**	45%	49%	50%
7-10 (Net)	2631	208	550	90	248	126	305	164	121	78	110	239	1747	849	2223	230
	64%GHNPe	70%	64%	60%	64%	60%	65%	**73%zTUW**	65%	69%	70%	65%	**69%ze**	58%	64%	65%
9-10 (Net)	1199	81	241	36	136	54	144	77	63	31	49	108	804	380	1006	107
	29%DGHNPe	27%	28%	24%	**35%zTU**	26%	30%	34%	34%	28%	31%	29%	**32%ze**	26%	29%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 310
D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	73 2%COd	38 2%	35 2%	3 1%	16 2%	26 2%	28 2%	13 3%J	6 1%	15 1%	18 1%	11 1%	11 1%	14 1%	37 3%zKLM	45 1%	21 6%zOQ	3 1%	4 3%O
2	27 1%	17 1%	10 *	2 *	7 1%	6 *	12 1%	2 *	5 1%	7 1%	7 1%	4 *	9 1%	4 *	10 1%	21 1%	4 1%	2 1%	1 1%
3	50 1%J	31 2%	18 1%	5 1%	9 1%	20 1%	16 1%	9 2%J	5 1%	12 1%	8 1%	8 1%	15 1%	10 1%	16 1%	40 1%	6 2%	2 1%	2 1%
4	99 2%Oef	59 3%	39 2%	11 2%	19 2%	34 2%	36 2%	3 1%	8 2%	16 2%	36 3%	30 3%	21 2%	27 3%	21 2%	68 2%	27 8%zOQR	2 1%	1 1%
5	255 6%L	137 7%	118 6%	32 7%	52 7%	84 6%	86 6%	29 7%	38 9%J	69 7%	73 5%	49 5%	46 5%	72 7%L	88 8%KL	212 6%	25 7%	12 6%	6 5%
6	403 10%Qe	188 9%	213 10%	69 15%zEF	86 11%	125 9%	123 8%	32 8%	33 7%	129 12%zGH	142 10%	91 10%	107 11%	93 9%	112 10%	353 10%Q	28 8%	12 6%	10 8%
7	622 15%FGN	318 16%	302 14%	85 18%F	142 18%zF	207 15%	188 13%	43 11%	83 19%GI	135 13%	236 17%zGI	160 17%N	152 15%	159 16%	150 13%	536 16%	40 12%	31 15%	15 12%
8	842 21%HNRe	440 22%	402 19%	87 18%	170 22%	294 22%	292 20%	78 19%	65 15%	243 23%zH	328 24%zH	212 23%N	225 22%N	219 22%N	187 16%	720 21%R	62 18%	44 22%R	17 14%
9	549 13%NRe	267 13%	281 13%	61 13%	92 12%	191 14%	205 14%	47 12%	51 12%	139 13%	215 16%z	151 16%zN	140 14%	129 13%	129 11%	471 14%R	42 12%	25 12%	11 9%
Extremely Important 10	554 13%DGNPT	258 13%	296 14%	69 15%D	81 10%	188 14%	215 15%D	37 9%	44 10%	138 13%	221 16%zGH	147 16%zN	160 16%N	124 12%	122 11%	458 13%P	23 7%	41 20%zOP	31 26%zOP
Don't know	629 15%ACJKLd	245 12%	383 18%zA	50 11%	109 14%	190 14%	279 19%zCDE	115 28%zIJ	102 23%zIJ	137 13%J	75 6%	76 8%	128 13%K	146 15%K	279 24%zKLM	513 15%	67 19%	27 14%	22 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.47ADNP	7.38	7.55zA	7.49	7.27	7.50D	7.54D	7.21	7.24	7.49	7.66zGH	7.64zN	7.63zN	7.46N	7.14	7.52zP	6.61	7.80zOP	7.74zP
1-3 (Net)	150 4%JKOTVhd	86 4%	64 3%	10 2%	33 4%	52 4%	56 4%	23 6%J	16 4%	34 3%	33 2%	24 3%	35 3%	28 3%	64 6%zKM	106 3%	31 9%zOQ	7 3%	6 5%
1-4 (Net)	248 6%BO	145 7%zB	103 5%	20 4%	51 7%	85 6%	91 6%	26 6%	25 6%	50 5%	69 5%	54 6%	55 5%	54 5%	85 7%	174 5%	57 17%zOQR	9 5%	7 6%
1-2 (Net)	100 2%COTVd	55 3%	45 2%	4 1%	24 3%C	32 2%	40 3%C	15 4%	11 2%	22 2%	25 2%	15 2%	20 2%	18 2%	47 4%zKLM	66 2%	25 7%zOQ	5 2%	4 4%
4-7 (Net)	1378 34%FGRe	703 35%	672 32%	197 42%zEF	299 38%zEF	449 33%	433 29%	107 26%	162 37%G	350 34%G	487 36%G	330 35%	326 32%	351 35%	372 32%	1169 34%R	119 35%	58 29%	32 27%
5-6 (Net)	658 16%Y	325 16%	331 16%	101 21%zEF	138 18%	209 15%	209 14%	61 15%	71 16%	199 19%z	215 16%	140 15%	153 15%	165 17%	200 17%	565 16%	52 15%	24 12%	16 13%
8-10 (Net)	1944 47%GHNPe	965 48%	979 47%	217 46%	343 44%	673 49%D	712 48%	162 40%	160 36%	519 50%GH	763 56%zGHI	510 54%zMN	525 52%zN	472 47%N	437 38%	1649 48%P	127 37%	110 54%zP	59 49%P
7-10 (Net)	2566 63%GHNPe	1283 64%	1281 61%	301 64%	485 62%	880 64%	900 61%	205 50%	243 55%	655 63%GH	998 74%zGHI	670 71%zMN	676 67%zN	632 63%N	588 51%	2184 64%zP	168 49%	141 70%zP	73 61%P
9-10 (Net)	1102 27%DGHNPTe	525 26%	577 27%	130 27%	173 22%	379 28%D	420 28%D	84 21%	95 22%	276 27%G	435 32%zGHI	298 32%zMN	300 30%N	254 25%	250 22%	929 27%P	66 19%	66 33%zP	41 35%zOP

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 310
D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	**73** **2%COd**	3 *1%*	10 *1%*	2 *1%*	2 *1%*	2 *1%*	17 *4%zTVh*	1 *1%*	-	-	2 *1%*	5 *1%*	31 *1%*	33 *2%d*	63 *2%*	7 *2%*
2	**27** **1%**	4 *1%T*	-	1 *1%T*	-	2 *1%T*	1 ***	3 *1%T*	-	2 *2%TV*	2 *1%T*	6 *2%zTV*	15 *1%*	11 *1%*	24 *1%*	1 ***
3	**50** **1%J**	7 *2%*	9 *1%*	2 *2%*	4 *1%*	4 *2%*	5 *1%*	1 *1%*	-	1 *1%*	-	6 *2%*	24 *1%*	23 *2%*	42 *1%*	7 *2%*
4	**99** **2%Oef**	8 *3%*	19 *2%*	1 *1%*	8 *2%*	6 *3%*	8 *2%*	4 *2%*	6 *3%*	2 *2%*	2 *1%*	4 *1%*	68 *3%*	24 *2%*	75 *2%*	13 *4%*
5	**255** **6%L**	26 **9%Yc**	63 **7%Y**	8 *5%*	19 *5%*	12 *6%*	25 *5%*	6 *3%*	18 **9%Yc**	6 *5%*	15 **10%Yc**	14 *4%*	145 *6%*	99 *7%*	213 *6%*	23 *7%*
6	**403** **10%Qe**	30 *10%*	101 *12%*	19 *12%*	44 *11%*	23 *11%*	45 *10%*	15 *7%*	20 *10%*	9 *8%*	11 *7%*	38 *10%*	281 **11%ze**	116 *8%*	342 *10%*	29 *8%*
7	**622** **15%FGN**	51 *17%*	150 *17%*	18 *12%*	47 *12%*	28 *13%*	72 *15%*	41 *18%*	29 *15%*	21 *19%*	26 *16%*	53 *14%*	399 *16%*	212 *14%*	533 *15%*	54 *15%*
8	**842** **21%HNRe**	58 *20%*	202 **23%V**	39 **26%V**	63 *16%*	42 *20%*	97 *21%*	52 *23%*	38 *20%*	33 **29%Vc**	30 *19%*	66 *18%*	563 **22%ze**	270 *18%*	713 *20%*	72 *20%*
9	**549** **13%NRe**	35 *12%*	109 *13%*	22 *15%*	59 *15%*	25 *12%*	58 *12%*	39 *18%*	22 *12%*	15 *14%*	39 **25%zSTVW Xhc**	47 *13%*	374 **15%ze**	168 *11%*	466 *13%*	48 *14%*
Extremely Important 10	**554** **13%DGNPT**	37 *12%*	92 *11%*	11 *7%*	73 **19%zTU**	27 *13%*	73 **15%TU**	32 *14%*	32 **17%TU**	13 *11%*	16 *11%*	51 *14%*	354 *14%*	187 *13%*	465 *13%*	47 *13%*
Don't know	**629** **15%ACJKLd**	40 *13%*	109 *13%*	27 *18%*	72 **18%Tab**	41 **19%Tab**	72 *15%*	29 *13%*	23 *12%*	9 *8%*	15 *10%*	75 **20%zTab**	275 *11%*	326 **22%zd**	552 *16%*	53 *15%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
 Provides distinctive radio programmes and output.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.47ADNP	7.26	7.42	7.40	7.85zSTWX	7.42	7.46	7.83zST	7.64	7.56	7.65	7.49	7.55ze	7.38	7.47	7.39
1-3 (Net)	150	14	19	6	6	8	23	5	-	3	3	18	70	68	129	15
	4%JKOTVhd	5%Vh	2%	4%h	1%	4%h	5%TVh	2%	-	3%	2%	5%TVh	3%	5%zd	4%	4%
1-4 (Net)	248	22	38	7	13	14	32	9	6	6	5	23	138	92	204	29
	6%BO	7%	4%	5%	3%	6%	7%	4%	3%	5%	3%	6%	5%	6%	6%	8%
1-2 (Net)	100	7	10	3	2	4	18	4	-	2	3	12	46	44	87	9
	2%COTVd	2%	1%	2%	1%	2%	4%TVh	2%	-	2%	2%	3%TV	2%	3%d	2%	2%
4-7 (Net)	1378	115	332	46	117	69	150	66	72	39	53	110	892	452	1164	120
	34%FGRe	38%	38%zVYc	31%	30%	33%	32%	29%	39%	34%	34%	30%	35%ze	31%	33%	34%
5-6 (Net)	658	56	163	27	63	35	70	21	37	15	26	52	426	215	556	53
	16%Y	19%Y	19%zY	18%Y	16%	17%	15%	9%	20%Y	14%	16%	14%	17%	15%	16%	15%
8-10 (Net)	1944	130	404	72	195	94	228	124	92	61	85	165	1291	626	1643	168
	47%GHNPe	44%	47%	48%	50%	44%	48%	55%Sc	49%	54%	54%	45%	51%ze	43%	47%	47%
7-10 (Net)	2566	181	553	91	242	122	300	165	120	82	110	218	1690	838	2177	222
	63%GHNPe	61%	64%	60%	62%	58%	63%	74%zSTUVWXc	65%	73%Wc	70%Wc	59%	67%ze	57%	62%	62%
9-10 (Net)	1102	72	201	33	132	52	131	71	54	28	55	98	728	356	930	95
	27%DGHNPTe	24%	23%	22%	34%zSTU	25%	28%	32%T	29%	25%	35%STU	27%	29%ze	24%	27%	27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

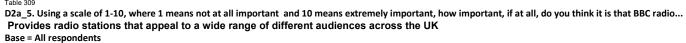# Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 311
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2297**	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	**10** *	7 1%	2 *	- -	1 *	3 *	5 1%	1 1%	- -	1 *	6 1%	1 *	7 1%z	1 *	* *	6 *	1 *	1 1%	1 1%
2	**14** **1%**	9 1%	6 1%	4 1%D	- -	8 1%	3 *	- -	2 1%	4 1%	8 1%	4 1%	2 *	6 1%	3 1%	9 *	4 3%zO	1 1%	* *
3	**17** **1%J**	10 1%	7 1%	2 1%	3 1%	7 1%	6 1%	1 1%	5 3%zJ	5 1%	3 *	5 1%	1 *	7 1%L	4 1%	11 1%	5 3%zO	* *	- -
4	**27** **1%**	14 1%	13 1%	3 1%	4 1%	8 1%	11 1%	2 1%	1 *	8 1%	8 1%	6 1%	7 1%	9 2%	6 1%	22 1%	3 2%	* *	2 2%
5	**96** **4%c**	46 4%	50 5%	13 5%	13 3%	29 4%	41 5%	12 8%J	11 6%	30 5%	32 4%	26 4%	23 4%	27 5%	20 5%	81 4%	9 6%	4 4%	2 2%
6	**170** **8%A**	74 6%	96 9%	17 6%	38 9%	52 7%	64 8%	9 6%	22 11%	49 9%	61 7%	47 7%	52 9%	29 5%	42 10%M	150 8%	10 6%	6 5%	4 6%
7	**354** **16%**	191 17%	161 15%	45 17%	74 19%	109 15%	125 15%	29 19%	29 15%	99 18%	131 14%	102 16%	98 16%	96 18%	57 13%	297 16%	24 15%	20 17%	12 18%
8	**567** **26%R**	300 26%	266 25%	74 28%	114 29%	174 24%	204 24%	45 29%	38 20%	131 23%	251 28%	169 26%	153 25%	144 27%	100 23%	494 27%R	32 19%	32 27%R	9 14%
9	**428** **19%**	240 21%	187 18%	44 17%	68 17%	142 20%	174 21%	24 16%	38 20%	113 20%	177 19%	146 23%zL	101 17%	96 18%	86 20%	354 19%	39 24%	22 18%	13 20%
Extremely Important 10	**479** **22%Ueg**	230 20%	249 23%	57 22%	75 19%	167 23%	180 21%	25 16%	37 20%	111 20%	220 24%z	129 20%	156 26%zKM	103 19%	91 21%	397 21%	30 18%	32 26%	20 31%zOP
Don't know	**50** **2%JLd**	22 2%	28 3%	3 1%	8 2%	15 2%	25 3%	5 4%	7 4%	10 2%	12 1%	10 2%	3 1%	18 3%L	19 4%zKL	41 2%	5 3%	1 1%	3 4%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 311
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	8.03P	8.01	8.04	8.00	7.99	8.05	8.03	7.79	7.81	7.94	8.15zGHI	8.08	8.09	7.91	8.00	8.04P	7.73	8.17	8.24P
1-3 (Net)	41 2%OT	26 2%	15 1%	5 2%	3 1%	18 3%	14 2%	3 2%	7 4%	9 2%	16 2%	9 1%	10 2%	15 3%	7 2%	26 1%	10 6%zO	3 2%	1 2%
1-4 (Net)	68 3%O	40 4%	28 3%	8 3%	7 2%	26 4%	26 3%	4 3%	8 4%	17 3%	25 3%	15 2%	16 3%	23 4%	13 3%	48 3%	14 8%zOQ	3 3%	3 4%
1-2 (Net)	24 1%O	16 1%	8 1%	4 1%	1 *	11 2%	9 1%	1 1%	2 1%	4 1%	14 2%	5 1%	9 2%	7 1%	3 1%	15 1%	5 3%zO	3 2%	1 2%
4-7 (Net)	647 29%J	326 28%	320 30%	78 30%	129 32%	198 28%	242 29%	51 34%	62 33%	186 33%zJ	232 25%	181 28%	180 30%	160 30%	125 29%	551 30%	46 29%	31 26%	19 29%
5-6 (Net)	266 12%AJ	120 11%	146 14%	30 11%	51 13%	81 11%	105 13%	21 13%	33 17%J	79 14%	93 10%	73 11%	75 12%	56 10%	63 15%	231 12%	19 12%	11 9%	5 8%
8-10 (Net)	1473 67%S	771 67%	702 66%	176 67%	257 65%	483 68%	558 67%	93 61%	112 60%	355 63%	649 71%zGHI	444 69%	410 68%	343 64%	277 65%	1244 67%	100 62%	87 71%	42 65%
7-10 (Net)	1827 83%HN	962 84%	863 81%	221 84%	331 83%	592 83%	683 81%	122 80%	141 75%	455 81%	779 86%zHI	546 85%N	509 84%N	439 82%	334 78%	1542 83%	124 77%	107 88%P	54 83%
9-10 (Net)	907 41%DG	471 41%	436 41%	101 39%	143 36%	309 43%D	354 42%	48 32%	74 39%	224 40%	397 44%G	275 43%	257 43%	199 37%	176 41%	751 40%	69 43%	54 45%	33 51%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 311
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important 1	10 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	2 2%	3 1%	5 *	3 *	8 *	1 *
2	14 1%	- -	- -	1 1%	- -	2 2%T	3 1%	- -	- -	1 1%	- -	3 1%	11 1%	3 *	14 1%	- -
3	17 1%J	* *	1 *	- -	2 1%	- -	2 1%	1 1%	1 1%	1 1%	- -	2 1%	12 1%	5 1%	11 1%	4 2%f
4	27 1%	- -	4 1%	2 2%	3 1%	* *	7 3%	1 *	4 3%	1 1%	- -	1 *	16 1%	6 1%	21 1%	1 *
5	96 4%c	12 7%Xc	24 6%Xc	2 3%	10 4%	6 6%c	5 2%	6 4%	5 4%	5 7%c	5 6%c	2 1%	56 4%	39 5%	85 5%	8 4%
6	170 8%A	21 12%UY	32 8%	2 2%	14 6%	9 9%	20 8%	6 4%	14 12%U	6 7%	9 10%	19 9%	115 8%	52 7%	140 8%	20 9%
7	354 16%	32 19%	72 18%	16 20%	28 13%	16 16%	30 11%	19 14%	12 11%	11 14%	16 18%	45 21%X	229 16%	117 16%	295 16%	40 19%
8	567 26%R	31 19%	103 26%	23 29%	48 22%	30 30%	71 27%	53 37%zSTVc	40 34%S	23 28%	21 23%	52 24%	373 25%	190 27%	464 25%	57 27%
9	428 19%	28 17%	63 16%	20 26%	50 23%	18 18%	62 24%T	30 21%	15 13%	15 19%	20 23%	33 15%	285 19%	140 20%	357 19%	44 21%
Extremely Important 10	479 22%Ueg	35 21%U	93 23%U	7 8%	58 26%U	17 17%	58 22%U	26 18%	24 21%	17 22%	14 16%	48 22%U	338 23%	134 19%	409 22%g	32 15%
Don't know	50 2%JLd	7 4%	6 2%	7 8%zTVXYh	5 2%	1 1%	4 2%	1 *	- -	1 1%	2 2%	7 3%	25 2%	23 3%	41 2%	7 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 311
D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides a mix of different types of radio station.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.03P	7.92	8.05	7.95	8.23	7.90	8.14	8.17	7.88	8.01	7.86	7.95	8.07	7.98	8.03	7.87
1-3 (Net)	41	*	2	1	4	2	5	1	1	1	2	8	29	11	34	5
	2%OT	*	*	1%	2%	2%	2%	1%	1%	2%	2%	4%T	2%	2%	2%	2%
1-4 (Net)	68	*	5	3	7	2	12	2	5	2	2	8	44	17	55	6
	3%O	*	1%	3%	3%	2%	5%ST	1%	5%S	3%	2%	4%	3%	2%	3%	3%
1-2 (Net)	24	-	1	1	1	2	3	-	-	1	2	6	17	6	23	1
	1%O	-	*	1%	1%	2%	1%	-	-	1%	2%	3%T	1%	1%	1%	*
4-7 (Net)	647	65	131	22	54	30	61	32	35	23	31	67	416	213	541	69
	29%J	39%zVXY	33%X	27%	25%	31%	23%	22%	30%	29%	34%	31%	28%	30%	29%	32%
5-6 (Net)	266	33	56	4	23	14	25	12	19	11	14	21	171	91	225	28
	12%AJ	20%zUXYc	14%	5%	11%	15%	9%	8%	16%U	14%	16%	10%	12%	13%	12%	13%
8-10 (Net)	1473	95	259	50	155	64	191	108	79	55	55	133	997	463	1231	133
	67%S	57%	65%	63%	71%S	66%	73%Sc	76%zSTc	68%	69%	62%	62%	68%	65%	67%	62%
7-10 (Net)	1827	127	331	67	183	80	220	127	91	66	72	178	1226	580	1526	172
	83%HN	76%	83%	84%	84%	82%	84%	90%zS	79%	83%	80%	83%	84%	82%	83%	81%
9-10 (Net)	907	63	156	27	108	35	120	55	39	32	35	81	624	274	767	76
	41%DG	38%	39%	34%	49%zh	36%	46%	39%	34%	41%	39%	38%	43%	39%	42%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 312
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	10 *B	9 1%B	1 *	1 *	- -	5 1%	4 *	* *	3 2%zI	1 *	4 *	1 *	4 1%	4 1%	1 *	6 *	2 1%	1 1%	1 1%
2	6 *O	5 *	1 *	1 *	1 *	3 *	2 *	- -	- -	1 *	5 1%	2 *	1 *	1 *	3 1%	3 *	2 1%zO	1 1%O	- -
3	13 1%	8 1%	5 *	3 1%	* *	4 1%	5 1%	2 1%	3 1%J	2 *	2 *	4 1%	* *	5 1%	4 1%	8 *	4 2%zO	1 1%	* *
4	33 1%Ke	17 1%	16 2%	6 2%	4 1%	13 2%	9 1%	- -	3 1%	9 2%	14 2%	5 1%	13 2%	10 2%	6 1%	29 2%	3 2%	* *	1 2%
5	76 3%	31 3%	44 4%	8 3%	9 2%	31 4%	28 3%	10 7%zJ	12 6%J	21 4%	24 3%	16 2%	16 3%	25 5%	19 5%	65 3%	5 3%	5 4%	2 3%
6	163 7%EY	80 7%	83 8%	26 10%E	35 9%E	38 5%	64 8%	6 4%	18 10%	56 10%zGJ	58 6%	41 6%	50 8%	35 7%	36 8%	140 7%	11 7%	7 6%	5 7%
7	287 13%	135 12%	151 14%	28 11%	60 15%	84 12%	115 14%	19 12%	23 12%	82 15%	108 12%	90 14%	66 11%	75 14%	57 13%	245 13%	20 13%	16 13%	6 10%
8	551 25%R	306 27%	245 23%	74 28%	109 28%	169 24%	199 24%	40 26%	45 24%	150 27%	222 24%	156 24%	150 25%	137 26%	109 25%	473 25%R	41 26%	26 21%	11 17%
9	472 21%I	266 23%	205 19%	51 20%	81 20%	164 23%	175 21%	40 26%I	41 22%	98 17%	212 23%I	156 24%zL	113 19%	116 22%	87 20%	402 22%	32 20%	27 22%	10 16%
Extremely Important 10	554 25%Ug	266 23%	288 27%	62 24%	89 22%	186 26%	217 26%	33 22%	34 18%	131 23%	254 28%zH	163 25%	186 31%zMN	111 21%	94 22%	452 24%	39 24%	36 30%	26 40%zOP
Don't know	46 2%JLd	22 2%	24 2%	2 1%	7 2%	16 2%	21 3%	3 2%	6 3%J	8 1%	7 1%	12 2%	4 1%	18 3%L	12 3%L	40 2%	2 1%	1 1%	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	8.20H	8.19	8.22	8.07	8.20	8.23	8.22	8.23	7.81	8.07	8.34zHI	8.33zMN	8.30M	8.05	8.06	8.21	7.99	8.28	8.46
1-3 (Net)	29 1%BO	22 2%zB	7 1%	5 2%	1 *	12 2%	11 1%	2 1%	6 3%I	5 1%	10 1%	6 1%	6 1%	10 2%	7 2%	17 1%	7 5%zO	4 3%O	1 2%
1-4 (Net)	62 3%Ke	39 3%	23 2%	11 4%D	5 1%	25 4%	20 2%	2 1%	9 5%	14 3%	24 3%	11 2%	18 3%	19 4%	13 3%	45 2%	10 6%zO	4 3%	2 4%
1-2 (Net)	16 1%BO	14 1%zB	2 *	2 1%	1 *	8 1%	6 1%	* *	3 2%	3 *	8 1%	3 *	5 1%	4 1%	4 1%	9 *	4 2%zO	3 2%zO	1 1%
4-7 (Net)	559 25%AJY	263 23%	295 28%zA	68 26%	109 27%	166 23%	216 26%	35 23%	56 30%	169 30%zJ	204 22%	151 23%	145 24%	144 27%	118 28%	478 26%	39 24%	28 23%	14 21%
5-6 (Net)	239 11%JY	111 10%	128 12%	34 13%	44 11%	69 10%	92 11%	17 11%	30 16%J	77 14%zJ	82 9%	57 9%	66 11%	60 11%	56 13%	204 11%	16 10%	11 9%	7 10%
8-10 (Net)	1577 71%H	838 73%	739 69%	187 71%	280 70%	520 73%	591 70%	113 74%	120 64%	379 68%	688 76%zHI	475 74%	448 74%	364 68%	291 68%	1327 71%	113 70%	90 73%	48 73%
7-10 (Net)	1865 84%H	973 85%	890 84%	215 82%	340 86%	604 85%	706 84%	132 86%H	144 76%	461 82%	796 88%zHI	564 88%zMN	514 85%	438 82%	348 81%	1572 84%	133 82%	106 87%	54 82%
9-10 (Net)	1026 46%IW	532 46%	493 46%	113 43%	170 43%	351 49%	392 47%	73 48%	75 40%	229 41%	466 51%zHI	319 49%MN	299 50%	227 42%	182 42%	854 46%	71 44%	64 52%	37 56%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

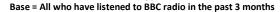# Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 312
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important	10	-	-	1	1	-	3	-	-	-	-	2	7	2	9	1
1	*B	-	-	1%	*	-	1%	-	-	-	-	1%	*	*	*	*
2	6	-	1	-	-	-	1	1	-	-	-	-	4	2	5	-
	*O	-	*	-	-	-	*	1%	-	-	-	-	*	*	*	-
3	13	*	1	-	3	-	*	-	1	1	-	1	11	2	9	3
	1%	*	*	-	1%	-	*	-	1%	2%	-	1%	1%	*	*	1%
4	33	*	8	-	3	-	4	5	3	-	-	5	22	5	24	2
	1%Ke	*	2%	-	1%	-	2%	4%	3%	-	-	2%	2%	1%	1%	1%
5	76	10	13	1	5	4	8	3	6	6	3	6	50	25	61	12
	3%	6%	3%	2%	2%	4%	3%	2%	6%	7%	3%	3%	3%	4%	3%	6%
6	163	11	50	5	14	13	15	3	10	4	2	13	102	56	147	9
	7%EY	6%	12%zXYbc	6%	6%	13%zXYb	6%	2%	8%	5%	3%	6%	7%	8%	8%	4%
7	287	18	50	9	33	16	36	12	16	12	12	31	186	96	242	25
	13%	11%	13%	11%	15%	16%	14%	8%	14%	15%	13%	14%	13%	14%	13%	12%
8	551	45	100	32	42	29	59	44	28	22	20	54	363	185	462	46
	25%R	27%	25%	41%zTVXhbc	19%	29%	23%	31%V	24%	27%	23%	25%	25%	26%	25%	22%
9	472	37	68	17	48	14	73	37	17	15	32	43	332	136	377	67
	21%I	22%	17%	22%	22%	14%	28%zTWh	27%TW	15%	19%	36%zTVWhac	20%	23%	19%	20%	32%zf
Extremely Important	554	42	102	10	66	20	55	33	35	19	19	50	366	180	473	41
10	25%Ug	25%	26%U	13%	30%U	21%	21%	24%	30%U	24%	22%	23%	25%	25%	26%	19%
Don't know	46	5	5	4	4	2	7	2	-	1	1	10	23	21	38	8
	2%JLd	3%	1%	5%	2%	2%	3%	2%	-	1%	1%	5%zT	2%	3%	2%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 312
D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides high quality radio output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**2211**	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	8.20H	8.30	8.11	8.14	8.34	7.99	8.20	8.36	8.14	8.11	**8.52W**	8.14	8.21	8.22	8.21	8.20
1-3 (Net)	29	*	2	1	4	-	4	1	1	1	-	3	21	6	23	4
	1%BO	*	*	1%	2%	-	2%	1%	1%	2%	-	1%	1%	1%	1%	2%
1-4 (Net)	62	1	10	1	7	-	8	6	4	1	-	8	44	11	47	6
	3%Ke	*	2%	1%	3%	-	3%	4%	3%	2%	-	4%	3%	2%	3%	3%
1-2 (Net)	16	-	1	1	1	-	4	1	-	-	-	2	11	5	14	1
	1%BO	-	*	1%	*	-	1%	1%	-	-	-	1%	1%	1%	1%	*
4-7 (Net)	559	39	121	15	55	33	63	23	35	22	17	55	361	182	474	48
	25%AJY	23%	30%zY	19%	25%	34%Y	24%	16%	31%Y	28%	19%	26%	25%	26%	26%	22%
5-6 (Net)	239	21	62	6	19	17	23	6	16	10	5	19	152	81	207	21
	11%JY	12%	16%zVXYb	8%	9%	18%zVXYbc	9%	4%	14%Y	12%	5%	9%	10%	11%	11%	10%
8-10 (Net)	1577	124	270	60	156	62	187	115	79	56	72	147	1061	501	1313	154
	71%H	74%	68%	75%	71%	64%	72%	81%zTWc	69%	70%	81%W	68%	72%	70%	71%	72%
7-10 (Net)	1865	142	321	69	189	78	223	127	96	68	84	177	1248	597	1555	179
	84%H	84%	81%	86%	87%	80%	86%	90%T	83%	85%	94%zTWc	83%	85%	84%	84%	84%
9-10 (Net)	1026	79	171	28	114	34	128	71	52	34	52	93	698	316	850	108
	46%IW	47%	43%	35%	52%UW	35%	49%W	50%W	45%	43%	58%TUW	43%	48%	44%	46%	51%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 313
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	17 1%	13 1%	5 *	* *	3 1%	5 1%	9 1%	2 1%	4 2%	3 1%	7 1%	4 1%	7 1%	5 1%	1 *	12 1%	2 1%	2 1%	2 3%zO
2	10 *	7 1%	3 *	1 1%	- -	2 *	7 1%	- -	- -	3 1%	4 *	5 1%	4 1%	2 *	- -	7 *	3 2%zO	1 1%	- -
3	17 1%	11 1%	6 1%	6 2%zDF	1 *	5 1%	4 *	1 1%	3 2%	7 1%	3 *	3 *	3 1%	6 1%	4 1%	13 1%	1 1%	1 1%	1 2%
4	52 2%e	34 3%	18 2%	6 2%	7 2%	18 2%	21 3%	- -	2 1%	17 3%	25 3%	22 3%zL	9 1%	11 2%	10 2%	42 2%	8 5%zQ	1 *	1 1%
5	110 5%L	51 4%	59 6%	10 4%	20 5%	42 6%	39 5%	8 5%	13 7%	37 7%	36 4%	29 5%	16 3%	35 6%L	30 7%L	95 5%	7 4%	5 4%	4 7%
6	172 8%AM	71 6%	101 10%zA	16 6%	24 6%	54 8%	78 9%	6 4%	26 14%zGJ	49 9%	62 7%	43 7%	66 11%zKM	27 5%	36 8%	156 8%	7 4%	6 5%	4 5%
7	334 15%	184 16%	148 14%	37 14%	67 17%	101 14%	129 15%	28 18%	29 15%	80 14%	137 15%	100 16%	90 15%	85 16%	59 14%	281 15%	22 13%	21 18%	10 15%
8	530 24%FR	283 25%	247 23%	70 27%	110 28%F	176 25%	174 21%	40 26%	42 22%	137 24%	228 25%	155 24%	140 23%	134 25%	101 24%	453 24%R	39 24%R	28 23%	9 14%
9	411 19%	218 19%	194 18%	63 24%zF	72 18%	130 18%	147 18%	34 22%	35 19%	94 17%	190 21%z	125 19%	122 20%	94 17%	71 16%	350 19%	36 22%	17 14%	9 13%
Extremely Important 10	451 20%T	220 19%	231 22%	49 19%	82 21%	155 22%	165 20%	22 14%	26 14%	117 21%	191 21%	129 20%	124 21%	109 20%	88 21%	366 20%	25 16%	37 31%zOP	23 35%zOP
Don't know	106 5%CEJd	54 5%	52 5%	5 2%	12 3%	24 3%	66 8%zCDE	13 9%IJ	9 5%	18 3%	26 3%	28 4%	22 4%	28 5%	28 7%	89 5%	11 7%	4 3%	3 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 313
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.92HT	7.87	7.97	8.00	8.02	7.93	7.83	7.98	7.54	7.82	8.02zH	7.92	7.96	7.89	7.89	7.91	7.72	8.17	8.05
1-3 (Net)	45 2%	30 3%	14 1%	8 3%	4 1%	13 2%	20 2%	3 2%	7 4%	13 2%	14 2%	12 2%	14 2%	13 3%	5 1%	31 2%	7 4%	4 3%	3 5%zO
1-4 (Net)	96 4%B	64 6%zB	32 3%	14 5%	11 3%	31 4%	41 5%	3 2%	9 5%	29 5%	38 4%	34 5%	23 4%	24 5%	15 4%	74 4%	15 9%zO	4 3%	4 6%
1-2 (Net)	28 1%	19 2%	8 1%	2 1%	3 1%	8 1%	16 2%	2 1%	4 2%	6 1%	11 1%	9 1%	11 2%	7 1%	1 *	18 1%	5 3%O	2 2%	2 3%
4-7 (Net)	668 30%	340 30%	327 31%	68 26%	118 30%	215 30%	267 32%	41 27%	70 37%	182 32%	260 29%	195 30%	181 30%	157 29%	135 32%	574 31%	44 27%	32 26%	18 28%
5-6 (Net)	283 13%AJ	122 11%	161 15%zA	26 10%	44 11%	96 13%	117 14%	13 9%	39 21%zGJ	86 15%J	98 11%	73 11%	82 14%	61 11%	66 16%	251 13%	14 9%	10 8%	8 12%
8-10 (Net)	1392 63%FHS	720 63%	672 63%	182 69%F	264 66%F	461 65%F	486 58%	95 63%	103 55%	348 62%	609 67%zH	410 64%	386 64%	336 63%	260 61%	1169 63%	101 62%	82 67%	41 62%
7-10 (Net)	1726 78%FHS	905 79%	820 77%	219 83%zF	330 83%zF	562 79%F	615 73%	123 81%	132 70%	427 76%	747 82%zHI	510 79%	476 79%	421 79%	319 74%	1449 78%	122 76%	104 85%zO	50 77%
9-10 (Net)	863 39%T	438 38%	425 40%	112 43%	154 39%	285 40%	312 37%	55 36%	61 32%	211 38%	381 42%zH	255 40%	246 41%	202 38%	159 37%	716 38%	61 38%	54 44%	31 48%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important 1	17 1%	- -	1 *	- -	1 *	- -	3 1%	1 1%	- -	1 1%	2 2%	3 1%	11 1%	6 1%	11 1%	4 2%
2	10 *	3 2%zT	- -	1 1%	- -	- -	2 1%	1 *	- -	1 1%	- -	- -	4 *	6 1%	10 1%	- -
3	17 1%	* *	4 1%	- -	2 1%	- -	1 *	1 1%	* *	1 1%	- -	3 2%	11 1%	6 1%	14 1%	3 2%
4	52 2%e	- -	19 5%zSc	1 2%	3 1%	2 2%	4 2%	4 3%	6 5%Sc	2 3%	1 1%	1 *	41 3%e	6 1%	38 2%	3 1%
5	110 5%L	12 7%	25 6%	5 6%	10 4%	4 4%	9 4%	4 3%	6 6%	7 9%	7 8%	7 3%	74 5%	33 5%	94 5%	8 4%
6	172 8%AM	16 10%	41 10%	5 7%	11 5%	7 7%	22 8%	11 8%	12 10%	10 13%	3 4%	16 8%	119 8%	53 7%	151 8%	13 6%
7	334 15%	28 17%	61 15%	13 16%	40 18%	17 17%	33 13%	20 14%	11 10%	8 10%	10 11%	40 19%	210 14%	118 17%	283 15%	30 14%
8	530 24%FR	36 21%	103 26%	19 24%	41 19%	26 27%	64 25%	39 27%	31 27%	20 25%	28 32%V	46 21%	359 25%	168 24%	439 24%	49 23%
9	411 19%	24 14%	69 17%	18 22%	44 20%	16 17%	53 20%	33 24%h	12 10%	14 18%	17 19%	50 23%h	291 20%	117 17%	343 19%	46 22%
Extremely Important 10	451 20%T	27 16%	63 16%	11 13%	55 25%T	20 21%	61 23%	25 17%	33 29%TUc	18 18%	21 24%	35 16%	302 21%	140 20%	376 20%	41 19%
Don't know	106 5%CEJd	21 13%zTXYhab	12 3%	7 9%Tb	12 6%	5 5%	9 3%	4 3%	4 3%	1 1%	- -	13 6%	44 3%	57 8%zd	87 5%	16 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 313
D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Supports UK music and presenters.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
													Working		**Urbanity**	
		England Regions														
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211 *100%*	168 *100%*	398 *100%*	80 *100%*	218 *100%*	97 *100%*	261 *100%*	141 *100%*	115 *100%*	79 *100%*	89 *100%*	214 *100%*	1466 *100%*	710 *100%*	1847 *100%*	213 *100%*
Mean	**7.92HT**	7.74	7.68	7.88	**8.16T**	8.06	**8.06T**	8.01	7.99	7.63	8.10	7.93	7.94	7.91	7.92	7.95
1-3 (Net)	45 *2%*	4 *2%*	5 *1%*	1 *1%*	3 *1%*	-	6 *2%*	2 *2%*	* ***	2 *3%*	2 *2%*	6 *3%*	25 *2%*	18 *3%*	35 *2%*	7 *3%*
1-4 (Net)	96 *4%B*	4 *2%*	24 *6%*	2 *3%*	6 *3%*	2 *2%*	10 *4%*	6 *4%*	6 *5%*	5 *6%*	2 *2%*	7 *3%*	66 *5%*	24 *3%*	73 *4%*	10 *5%*
1-2 (Net)	28 *1%*	3 *2%*	1 ***	1 *1%*	1 ***	-	5 *2%*	1 *1%*	-	2 *2%*	2 *2%*	3 *1%*	15 *1%*	12 *2%*	22 *1%*	4 *2%*
4-7 (Net)	668 *30%*	56 *33%*	146 *37%zX*	24 *30%*	64 *29%*	30 *31%*	69 *26%*	38 *27%*	35 *30%*	27 *34%*	21 *23%*	64 *30%*	444 *30%*	210 *30%*	567 *31%*	55 *26%*
5-6 (Net)	283 *13%AJ*	28 *17%*	66 *17%zV*	10 *13%*	20 *9%*	11 *11%*	31 *12%*	14 *10%*	18 *16%*	17 *22%V*	10 *12%*	23 *11%*	193 *13%*	86 *12%*	246 *13%*	22 *10%*
8-10 (Net)	1392 *63%FHS*	87 *52%*	235 *59%*	47 *59%*	139 *64%*	62 *64%*	178 *68%S*	97 *68%S*	76 *66%*	49 *62%*	67 *75%ST*	131 *61%*	953 *65%ze*	425 *60%*	1158 *63%*	136 *64%*
7-10 (Net)	1726 *78%FHS*	115 *69%*	296 *74%*	60 *75%*	179 *82%S*	79 *81%*	211 *81%S*	117 *82%S*	87 *76%*	57 *71%*	77 *86%S*	171 *80%S*	1163 *79%*	544 *77%*	1441 *78%*	166 *78%*
9-10 (Net)	863 *39%T*	51 *30%*	132 *33%*	28 *36%*	98 *45%ST*	36 *37%*	114 *44%ST*	58 *41%*	45 *39%*	29 *36%*	38 *43%*	85 *40%*	593 *40%*	258 *36%*	719 *39%*	87 *41%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 314
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	18 1%	11 1%	7 1%	1 1%	3 1%	5 1%	8 1%	1 1%	1 *	3 *	9 1%	4 1%	6 1%	8 1%	1 *	13 1%	2 1%	2 1%	1 2%
2	14 1%	9 1%	4 *	1 *	- -	5 1%	7 1%	1 *	3 2%	2 *	4 *	4 1%	2 *	6 1%	2 1%	9 *	3 2%	1 1%	1 1%
3	35 2%DK	13 1%	22 2%	6 2%D	1 *	18 3%zD	11 1%	1 1%	4 2%	13 2%	13 1%	5 1%	10 2%	9 2%	11 3%K	33 2%	1 1%	1 1%	* *
4	68 3%Q	37 3%	31 3%	3 1%	8 2%	19 3%	37 4%zC	3 2%	9 5%	15 3%	24 3%	26 4%	14 2%	14 3%	14 3%	54 3%	11 7%zOQ	* *	2 4%Q
5	126 6%	59 5%	67 6%	12 5%	22 6%	48 7%	43 5%	12 8%	19 10%zJ	38 7%	43 5%	29 4%	34 6%	31 6%	33 8%	110 6%	5 3%	7 6%	3 5%
6	208 9%	108 9%	99 9%	35 13%zD	32 8%	62 9%	80 10%	12 8%	17 9%	67 12%z	79 9%	61 9%	63 10%	41 8%	43 10%	164 9%	20 12%	16 13%	8 12%
7	394 18%R	207 18%	187 18%	48 18%	73 18%	111 16%	161 19%	26 17%	32 17%	91 16%	179 20%	114 18%	116 19%	95 18%	68 16%	340 18%R	22 14%	25 20%R	7 10%
8	521 24%	287 25%	234 22%	57 22%	116 29%zF	169 24%	178 21%	42 27%	38 20%	144 26%	216 24%	154 24%	136 23%	135 25%	97 23%	446 24%	38 24%	25 20%	12 19%
9	370 17%Re	200 18%	169 16%	51 19%	66 17%	122 17%	131 16%	20 13%	37 19%	90 16%	165 18%	111 17%	98 16%	92 17%	68 16%	320 17%R	27 17%	16 14%	6 10%
Extremely Important 10	352 16%	167 15%	185 17%	38 15%	66 17%	124 17%	123 15%	19 13%	20 10%	84 15%	157 17%	113 17%	95 16%	80 15%	63 15%	288 15%	17 10%	27 22%zOP	20 30%zOP
Don't know	106 5%DIJd	45 4%	60 6%	10 4%	8 2%	29 4%	59 7%zDE	15 10%zIJ	10 5%	14 2%	20 2%	24 4%	30 5%	24 4%	28 7%	85 5%	15 9%zOQ	3 2%	4 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 314
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.63HP	7.62	7.65	7.68	7.83zF	7.64	7.52	7.59	7.30	7.57	7.73H	7.74	7.63	7.60	7.53	7.65	7.31	7.75	7.86P
1-3 (Net)	67	34	33	8	4	29	26	3	8	18	26	13	18	23	14	55	6	4	2
	3%DK	3%	3%	3%	1%	4%D	3%	2%	4%	3%	3%	2%	3%	4%	3%	3%	4%	3%	3%
1-4 (Net)	135	71	64	11	12	48	63	6	17	33	51	39	32	36	28	109	18	4	4
	6%D	6%	6%	4%	3%	7%D	8%D	4%	9%	6%	6%	6%	5%	7%	7%	6%	11%zOQ	3%	6%
1-2 (Net)	32	21	11	2	3	11	15	2	4	5	14	7	8	13	3	22	5	3	2
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	3%	2%	3%
4-7 (Net)	795	410	384	98	135	240	321	53	76	211	325	230	226	181	158	668	59	47	21
	36%	36%	36%	37%	34%	34%	38%	35%	40%	38%	36%	36%	37%	34%	37%	36%	36%	39%	32%
5-6 (Net)	334	167	166	47	54	110	123	24	36	105	123	90	96	72	76	275	25	22	12
	15%	15%	16%	18%	14%	15%	15%	16%	19%	19%zJ	13%	14%	16%	14%	18%	15%	15%	18%	18%
8-10 (Net)	1243	654	588	147	249	415	432	81	95	318	537	378	329	308	228	1054	82	68	39
	56%Fe	57%	55%	56%	63%zF	58%F	52%	53%	50%	57%	59%z	59%	55%	57%	53%	57%	51%	56%	59%
7-10 (Net)	1636	861	775	195	322	526	593	107	127	409	716	492	445	403	297	1394	104	93	45
	74%FNPS	75%	73%	74%	81%zEF	74%	71%	70%	67%	73%	79%zGHI	76%N	74%	75%	69%	75%P	64%	76%P	70%
9-10 (Net)	721	367	354	89	133	246	254	40	56	175	321	224	193	173	132	608	44	44	26
	33%e	32%	33%	34%	33%	34%	30%	26%	30%	31%	35%z	35%	32%	32%	31%	33%	27%	36%	40%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 314
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important 1	18 1%	- -	3 1%	- -	1 1%	- -	1 *	- -	- -	1 1%	2 2%	6 3%z	10 1%	7 1%	12 1%	4 2%
2	14 1%	2 1%	- -	- -	2 1%	- -	4 2%T	1 *	- -	- -	- -	1 *	7 *	5 1%	14 1%	- -
3	35 2%DK	8 5%zT	4 1%	2 2%	2 1%	2 2%	3 1%	4 3%	* *	3 4%	1 1%	5 2%	27 2%	7 1%	26 1%	6 3%
4	68 3%Q	13 8%zTVXY	11 3%	1 1%	4 2%	2 2%	4 2%	1 *	5 4%	1 1%	2 3%	11 5%	38 3%	26 4%	59 3%	3 2%
5	126 6%	13 8%	32 8%	3 3%	10 5%	8 8%	12 4%	6 4%	6 5%	3 4%	6 6%	12 6%	83 6%	39 5%	106 6%	11 5%
6	208 9%	11 6%	47 12%	8 9%	14 6%	7 7%	27 10%	9 7%	9 8%	6 7%	4 5%	23 11%	150 10%	56 8%	175 9%	26 12%
7	394 18%R	21 13%	73 18%	13 16%	36 17%	25 25%S	50 19%	30 21%	25 22%	12 16%	18 20%	37 17%	242 16%	147 21%zd	323 17%	37 17%
8	521 24%	32 19%	98 25%	29 37%zSWhc	52 24%	19 20%	62 24%	41 29%	22 19%	26 33%	20 23%	44 21%	357 24%	161 23%	433 23%	51 24%
9	370 17%Re	29 17%	61 15%	10 13%	41 19%	15 15%	49 19%	28 20%	18 15%	12 16%	23 26%	33 15%	266 18%ze	99 14%	319 17%	31 15%
Extremely Important 10	352 16%	26 15%	55 14%	7 8%	45 21%U	18 18%	34 13%	18 13%	30 26%zTUXY	13 16%	13 15%	32 15%	243 17%	105 15%	292 16%	28 13%
Don't know	106 5%DIJd	14 8%hb	13 3%	8 11%zTYhb	10 5%	3 3%	17 7%h	4 3%	* *	2 2%	1 1%	12 6%	44 3%	58 8%zd	88 5%	15 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 314
D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Takes risks and provides radio content or music that is new and innovative or less well known
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**2211**	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211 *100%*	168 *100%*	398 *100%*	80 *100%*	218 *100%*	97 *100%*	261 *100%*	141 *100%*	115 *100%*	79 *100%*	89 *100%*	214 *100%*	1466 *100%*	710 *100%*	1847 *100%*	213 *100%*
Mean	**7.63HP**	7.33	7.54	7.68	**7.94zSTc**	7.73	7.66	7.80	**7.95Sc**	7.71	7.78	7.34	7.69	7.56	7.65	7.45
1-3 (Net)	67 **3%DK**	10 **6%Th**	7 2%	2 2%	5 2%	2 2%	8 3%	4 3%	* *	4 5%	2 3%	11 **5%T**	43 3%	19 3%	52 3%	10 5%
1-4 (Net)	135 **6%D**	23 **13%zTUVWX Yh**	18 5%	2 3%	10 4%	3 3%	12 5%	5 3%	5 4%	5 7%	5 5%	22 **10%zTY**	82 6%	45 6%	111 6%	14 6%
1-2 (Net)	32 **1%**	2 1%	3 1%	- -	3 1%	- -	5 2%	1 *	- -	1 1%	2 2%	7 3%	16 1%	12 2%	25 1%	4 2%
4-7 (Net)	795 **36%**	57 34%	163 **41%V**	23 29%	65 30%	41 42%	92 35%	47 33%	45 39%	22 28%	30 34%	82 38%	514 35%	268 38%	663 36%	77 36%
5-6 (Net)	334 **15%**	24 14%	79 **20%zV**	10 13%	24 11%	14 15%	38 15%	16 11%	16 13%	9 11%	10 11%	35 16%	233 16%	95 13%	281 15%	37 17%
8-10 (Net)	1243 **56%Fe**	86 52%	215 54%	46 58%	138 **63%c**	52 53%	144 55%	87 62%	69 60%	51 65%	56 63%	109 51%	866 **59%ze**	365 51%	1044 57%	110 52%
7-10 (Net)	1636 **74%FNPS**	108 64%	287 72%	59 74%	174 **80%Sc**	77 **79%S**	194 74%	117 **83%zSTc**	95 **82%Sc**	64 **80%S**	74 **83%Sc**	146 68%	1108 76%	512 72%	1367 74%	147 69%
9-10 (Net)	721 **33%e**	55 33%	116 29%	17 21%	86 **39%TU**	33 33%	82 32%	46 32%	47 **41%U**	25 31%	36 **40%U**	65 30%	509 **35%ze**	204 29%	611 33%	59 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 315
D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
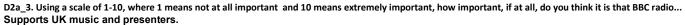**Provides radio stations that appeal to a wide range of different audiences across the UK**
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	17 1%B	14 1%zB	3 *	1 *	2 1%	5 1%	9 1%	1 1%	3 1%	1 *	7 1%	2 *	6 1%	7 1%	1 *	13 1%	1 1%	2 1%	1 1%
2	20 1%O	11 1%	9 1%	1 *	1 *	7 1%	11 1%	1 *	1 1%	2 *	8 1%	3 *	2 *	10 2%KL	5 1%	10 1%	8 5%zO	2 1%	* *
3	18 1%F	9 1%	9 1%	4 2%F	5 1%F	7 1%	1 *	1 1%	3 2%	9 2%J	3 *	2 *	4 1%	7 1%	5 1%	15 1%	2 1%	1 *	1 2%
4	39 2%	26 2%	13 1%	3 1%	3 1%	18 3%	15 2%	2 1%	2 1%	12 2%	16 2%	13 2%	10 2%	6 1%	9 2%	31 2%	5 3%	1 1%	2 3%
5	101 5%X	55 5%	45 4%	6 2%	20 5%	28 4%	48 6%C	13 8%J	16 9%zIJ	23 4%	34 4%	25 4%	18 3%	24 4%	34 8%zKL	79 4%	14 9%zO	5 4%	2 3%
6	178 8%J	83 7%	94 9%	28 11%	30 8%	54 8%	66 8%	5 3%	20 11%G	65 12%zGJ	58 6%	45 7%	53 9%	39 7%	42 10%	161 9%	6 4%	6 5%	4 6%
7	369 17%Re	208 18%	160 15%	38 14%	74 19%	112 16%	145 17%	28 18%	31 16%	84 15%	161 18%	120 19%	91 15%	94 18%	62 15%	313 17%	28 17%	21 17%	6 10%
8	530 24%	276 24%	255 24%	74 28%F	105 27%	171 24%	180 21%	36 23%	36 19%	145 26%	228 25%	156 24%	152 25%	132 25%	89 21%	443 24%	41 26%	33 27%	13 19%
9	390 18%	206 18%	184 17%	53 20%	68 17%	121 17%	149 18%	30 19%	38 20%	95 17%	167 18%	116 18%	110 18%	96 18%	68 16%	338 18%	21 13%	21 17%	11 17%
Extremely Important 10	476 22%	229 20%	247 23%	49 19%	77 19%	170 24%	179 21%	27 17%	29 16%	112 20%	215 24%H	146 23%	140 23%	100 19%	90 21%	396 21%	28 17%	30 24%	22 34%zOP
Don't know	74 3%AJQd	27 2%	46 4%A	5 2%	12 3%	21 3%	36 4%	10 6%IJ	9 5%J	13 2%	11 1%	16 2%	17 3%	18 3%	22 5%K	62 3%	8 5%Q	1 1%	2 4%
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 315
D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Mean	7.92AHP	7.83	8.02zA	7.98	7.92	7.97	7.86	7.85	7.59	7.87	8.04zH	8.04zMN	8.05MN	7.76	7.75	7.95P	7.41	8.03P	8.19P
1-3 (Net)	55 2%KO	34 3%	21 2%	6 2%	9 2%	18 3%	22 3%	3 2%	7 4%	12 2%	19 2%	7 1%	12 2%	25 5%KL	11 3%	38 2%	11 7%zO	4 3%	3 4%
1-4 (Net)	94 4%BO	60 5%zB	33 3%	9 4%	11 3%	36 5%	37 4%	5 3%	9 5%	23 4%	35 4%	20 3%	22 4%	31 6%	21 5%	69 4%	16 10%zO	5 4%	4 7%
1-2 (Net)	37 2%IKO	25 2%	12 1%	2 1%	3 1%	11 2%	20 2%	2 1%	4 2%	3 *	16 2%	5 1%	8 1%	17 3%zK	6 1%	23 1%	9 6%zO	3 3%	1 2%
4-7 (Net)	687 31%R	373 33%	312 29%	75 28%	126 32%	212 30%	274 33%	48 31%	69 37%	183 33%	269 30%	204 32%	172 28%	164 31%	148 34%	586 31%R	53 33%	34 28%	15 22%
5-6 (Net)	279 13%J	139 12%	139 13%	34 13%	50 13%	82 11%	113 14%	18 12%	37 19%zJ	88 16%zJ	92 10%	70 11%	70 12%	63 12%	76 18%zKLM	241 13%	20 13%	11 9%	6 9%
8-10 (Net)	1397 63%HN	710 62%	686 64%	177 67%	250 63%	462 65%	507 61%	92 60%	103 55%	352 63%	610 67%zH	418 65%N	402 67%N	329 61%	248 58%	1177 63%	90 55%	84 69%P	46 70%P
7-10 (Net)	1765 80%HNP	918 80%	846 79%	215 82%	324 82%	574 80%	653 78%	120 78%	134 71%	436 78%	771 85%zHI	539 84%zN	493 82%N	423 79%	310 72%	1491 80%P	117 73%	105 86%zP	52 80%
9-10 (Net)	866 39%P	434 38%	431 40%	102 39%	145 36%	291 41%	328 39%	56 37%	67 36%	207 37%	382 42%z	262 41%	250 41%	196 37%	158 37%	734 39%P	48 30%	50 41%P	33 51%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
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	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important 1	17 1%B	-	2 1%	-	1 1%	1 1%	3 1%	-	-	-	2 2%	4 2%	9 1%	6 1%	15 1%	1 *
2	20 1%O	-	2 *	* *	3 1%	-	1 *	1 *	-	1 1%	-	3 1%	12 1%	5 1%	19 1%	* *
3	18 1%F	2 1%	1 *	1 1%	3 1%	2 2%	2 1%	1 1%	-	2 3%T	-	1 1%	13 1%	4 1%	12 1%	5 2%zf
4	39 2%	* *	8 2%	2 2%	1 1%	4 4%	6 2%	2 2%	5 4%	-	-	4 2%	23 2%	13 2%	32 2%	2 1%
5	101 5%X	9 6%X	31 8%zUVXc	-	6 3%	5 5%	4 1%	4 3%	5 4%	6 8%UXc	6 7%UX	3 2%	60 4%	38 5%	85 5%	11 5%
6	178 8%J	15 9%	34 9%	6 8%	21 10%	6 6%	26 10%	7 5%	11 10%	9 12%	5 5%	20 9%	124 8%	53 7%	145 8%	16 8%
7	369 17%Re	31 18%	79 20%	14 18%	27 12%	22 22%	40 15%	24 17%	19 16%	10 12%	14 15%	35 16%	262 18%	100 14%	311 17%	32 15%
8	530 24%	40 24%	84 21%	19 24%	49 22%	25 26%	62 24%	42 29%	22 19%	23 29%	20 22%	56 26%	348 24%	180 25%	442 24%	51 24%
9	390 18%	23 14%	67 17%	16 20%	45 21%	11 12%	46 18%	32 23%	26 22%	15 19%	21 24%	35 16%	270 18%	117 17%	328 18%	44 21%
Extremely Important 10	476 22%	37 22%	80 20%	11 14%	57 26%	20 20%	61 23%	25 18%	28 24%	12 15%	20 22%	45 21%	318 22%	151 21%	395 21%	41 19%
Don't know	74 3%AJQd	10 6%h	9 2%	10 12%zTVXYhabc	6 3%	4 4%	9 4%	3 2%	-	1 1%	3 3%	7 3%	28 2%	43 6%zd	63 3%	10 5%
Total mentions	2211 100%	168 100%	398 100%	80 100%	218 100%	97 100%	261 100%	141 100%	115 100%	79 100%	89 100%	214 100%	1466 100%	710 100%	1847 100%	213 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides radio stations that appeal to a wide range of different audiences across the UK
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Mean	7.92AHP	7.99	7.81	7.96	8.12	7.75	8.02	8.10	8.05	7.72	8.10	7.87	7.95	7.93	7.92	7.95
1-3 (Net)	55 2%KO	2 1%	5 1%	1 2%	7 3%	2 2%	6 2%	2 1%	- -	3 4%	2 2%	8 4%	34 2%	15 2%	46 2%	6 3%
1-4 (Net)	94 4%BO	2 1%	13 3%	3 4%	8 4%	6 6%	12 5%	4 3%	5 4%	3 4%	2 2%	12 6%	57 4%	28 4%	78 4%	8 4%
1-2 (Net)	37 2%IKO	- -	4 1%	* *	4 2%	1 1%	4 2%	1 *	- -	1 1%	2 2%	7 3%	21 1%	11 2%	34 2%	1 1%
4-7 (Net)	687 31%R	56 33%	152 38%zVXY	22 28%	55 25%	35 36%	76 29%	37 26%	40 34%	25 32%	25 27%	62 29%	468 32%	203 29%	573 31%	61 28%
5-6 (Net)	279 13%J	25 15%	66 16%zY	6 8%	27 12%	10 10%	30 11%	11 8%	16 14%	15 19%Y	11 12%	24 11%	184 13%	91 13%	230 12%	27 13%
8-10 (Net)	1397 63%HN	100 60%	231 58%	46 58%	151 69%T	56 58%	170 65%	99 70%T	76 66%	50 64%	61 68%	137 64%	936 64%	448 63%	1165 63%	136 64%
7-10 (Net)	1765 80%HNP	130 78%	310 78%	61 76%	177 81%	78 80%	210 80%	123 87%	95 82%	60 76%	74 83%	171 80%	1198 82%ze	548 77%	1476 80%	168 79%
9-10 (Net)	866 39%P	60 36%	147 37%	27 34%	102 47%W	31 32%	108 41%	58 41%	53 46%	27 34%	41 46%	81 38%	588 40%	268 38%	723 39%	85 40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 316
D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Not At All Important 1	12 1%B	11 1%B	2 *	1 *	2 *	5 1%	5 1%	1 1%	3 2%I	1 *	5 1%	3 *	4 1%	4 1%	1 *	9 *	1 1%	1 1%	1 2%
2	10 *	8 1%	2 *	1 *	1 *	2 *	6 1%	* *	- -	3 1%	3 *	3 1%	4 1%	2 *	2 *	6 *	3 2%O	2 1%	* *
3	15 1%	7 1%	8 1%	4 1%	* *	8 1%	3 *	1 *	4 2%zJ	3 1%	3 *	4 1%	5 1%	3 1%	2 1%	13 1%	- -	* *	1 2%zP
4	45 2%e	23 2%	23 2%	5 2%	7 2%	18 2%	15 2%	1 1%	2 1%	7 1%	18 2%	16 2%	13 2%	11 2%	6 1%	37 2%	7 4%	1 1%	1 1%
5	95 4%	49 4%	45 4%	9 3%	20 5%	32 4%	35 4%	14 9%zIJ	11 6%	24 4%	37 4%	26 4%	17 3%	28 5%	24 6%	77 4%	10 6%	5 4%	3 5%
6	223 10%EQ	107 9%	114 11%	40 15%zEF	41 10%	56 8%	85 10%	9 6%	16 9%	75 13%zG	92 10%	62 10%	55 9%	53 10%	52 12%	194 10%	16 10%	7 6%	5 8%
7	370 17%	194 17%	175 16%	48 18%	71 18%	116 16%	135 16%	26 17%	36 19%	84 15%	153 17%	109 17%	103 17%	97 18%	61 14%	316 17%	25 16%	21 18%	8 12%
8	571 26%Rb	307 27%	264 25%	61 23%	113 28%	191 27%	206 25%	40 26%	40 21%	155 28%	237 26%	164 25%	160 27%	139 26%	107 25%	485 26%R	41 25%	34 28%R	10 16%
9	391 18%	211 18%	180 17%	44 17%	69 17%	125 18%	153 18%	31 20%	32 17%	87 15%	175 19%	130 20%	97 16%	93 17%	72 17%	331 18%	34 21%	18 15%	8 12%
Extremely Important 10	415 19%PU	202 18%	213 20%	46 17%	62 16%	143 20%	164 20%	20 13%	29 15%	109 19%	178 20%	118 18%	133 22%	91 17%	73 17%	342 18%P	18 11%	31 26%zOP	23 36%zOP
Don't know	64 3%JKd	26 2%	38 4%	4 2%	11 3%	17 2%	32 4%	10 6%zIJ	15 8%zIJ	12 2%	8 1%	9 1%	12 2%	14 3%	29 7%zKLM	53 3%	6 4%	1 *	4 6%Q

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 316
D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Total mentions	2211 100%	1144 100%	1065 100%	262 100%	397 100%	713 100%	839 100%	153 100%	189 100%	561 100%	909 100%	645 100%	603 100%	535 100%	428 100%	1862 100%	162 100%	122 100%	65 100%
Mean	7.87P	7.83	7.91	7.72	7.82	7.89	7.92	7.78	7.62	7.87	7.94	7.89	7.95	7.78	7.82	7.87P	7.56	8.04P	8.12P
1-3 (Net)	38 2%	26 2%	12 1%	6 2%	3 1%	16 2%	13 2%	2 1%	8 4%zJ	7 1%	11 1%	10 2%	13 2%	9 2%	5 1%	28 1%	4 2%	3 3%	3 4%zO
1-4 (Net)	83 4%	48 4%	35 3%	11 4%	11 3%	33 5%	28 3%	3 2%	10 5%	15 3%	29 3%	27 4%	26 4%	20 4%	11 2%	64 3%	11 7%	4 4%	4 6%
1-2 (Net)	23 1%BO	19 2%zB	4 *	2 1%	3 1%	7 1%	11 1%	1 1%	3 2%	4 1%	7 1%	6 1%	8 1%	6 1%	2 1%	14 1%	4 2%	3 2%O	1 2%
4-7 (Net)	733 33%	373 33%	358 34%	102 39%E	139 35%	222 31%	270 32%	50 33%	65 35%	190 34%	300 33%	213 33%	187 31%	190 35%	143 33%	623 33%	58 36%	35 28%	17 26%
5-6 (Net)	317 14%	157 14%	160 15%	49 19%zE	60 15%	88 12%	120 14%	23 15%	28 15%	99 18%z	129 14%	88 14%	72 12%	82 15%	76 18%L	271 15%	26 16%	12 10%	8 13%
8-10 (Net)	1377 62%H	720 63%	657 62%	150 57%	244 61%	459 64%	524 62%	91 60%	101 53%	351 63%	591 65%zH	412 64%	390 65%	322 60%	252 59%	1158 62%	93 58%	84 69%	42 64%
7-10 (Net)	1747 79%N	914 80%	832 78%	198 75%	315 79%	575 81%	659 79%	117 77%	137 72%	435 78%	744 82%zH	521 81%N	493 82%N	419 78%	313 73%	1474 79%	118 73%	105 86%zOPR	50 76%
9-10 (Net)	806 36%T	413 36%	393 37%	89 34%	131 33%	268 38%	318 38%	51 33%	61 32%	196 35%	353 39%	248 38%	230 38%	183 34%	145 34%	673 36%	53 33%	49 40%	32 48%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 316
D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2297**	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Not At All Important 1	12 1%B	1 *	1 *	- -	1 1%	- -	3 1%	- -	- -	- -	- -	3 1%	6 *	4 1%	9 *	2 1%
2	10 *	2 1%	- -	- -	- -	- -	1 *	1 *	- -	2 2%zT	- -	- -	5 *	5 1%	9 *	1 1%
3	15 1%	- -	3 1%	1 1%	2 1%	- -	1 1%	1 *	- -	1 2%	- -	4 2%z	11 1%	4 1%	12 1%	2 1%
4	45 2%e	5 3%	5 1%	1 1%	4 2%	2 2%	5 2%	3 2%	6 5%	2 3%	1 1%	2 1%	34 2%	7 1%	35 2%	5 2%
5	95 4%	11 7%	17 4%	2 2%	8 4%	4 4%	8 3%	4 3%	7 6%	3 4%	7 8%	6 3%	59 4%	34 5%	81 4%	9 4%
6	223 10%EQ	15 9%	53 13%	10 12%	24 11%	7 7%	27 10%	9 6%	11 10%	8 10%	8 9%	23 11%	156 11%	65 9%	187 10%	20 10%
7	370 17%	33 19%	73 18%	12 15%	32 15%	19 20%	34 13%	27 19%	16 14%	10 13%	18 20%	42 19%	242 16%	123 17%	314 17%	32 15%
8	571 26%Rb	43 26%	115 29%b	24 30%b	44 20%	30 31%b	66 25%	42 30%b	32 28%	29 36%Vbc	13 15%	46 22%	391 27%	176 25%	474 26%	53 25%
9	391 18%	23 13%	60 15%	18 23%	45 20%	14 14%	49 19%	32 23%	17 14%	12 15%	25 28%zST	36 17%	270 18%	119 17%	326 18%	42 20%
Extremely Important 10	415 19%PU	28 17%	62 16%	7 8%	54 25%TUY	20 20%	60 23%U	19 14%	27 23%U	11 14%	15 17%	39 18%	272 19%	134 19%	347 19%	34 16%
Don't know	64 3%JKd	7 4%	8 2%	6 8%zTVh	4 2%	2 2%	8 3%	3 2%	- -	1 1%	2 2%	13 6%zTh	21 1%	40 6%zd	52 3%	12 5%z

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...
Provides distinctive radio programmes and output.
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Total mentions	2211	168	398	80	218	97	261	141	115	79	89	214	1466	710	1847	213
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.87P	7.65	7.78	7.85	8.06	8.02	8.03	7.97	7.88	7.64	7.97	7.76	7.87	7.89	7.87	7.81
1-3 (Net)	38	3	3	1	4	-	5	1	-	3	-	8	22	14	30	5
	2%	2%	1%	1%	2%		2%	1%		4%		4%	2%	2%	2%	2%
1-4 (Net)	83	8	9	1	7	2	10	5	6	6	1	10	56	20	65	10
	4%	5%	2%	2%	3%	2%	4%	3%	5%	7%T	1%	5%	4%	3%	4%	5%
1-2 (Net)	23	3	1	-	1	-	4	1	-	2	-	3	11	9	18	3
	1%BO	2%	*		1%		1%	*		2%		1%	1%	1%	1%	1%
4-7 (Net)	733	64	148	24	68	32	74	43	40	23	34	74	491	228	617	67
	33%	38%	37%	30%	31%	32%	28%	30%	35%	29%	38%	34%	33%	32%	33%	31%
5-6 (Net)	317	26	70	11	32	11	35	12	19	11	15	29	215	99	269	29
	14%	15%	18%Y	14%	15%	11%	13%	9%	16%	13%	16%	14%	15%	14%	15%	14%
8-10 (Net)	1377	94	238	49	143	64	175	94	75	52	54	121	933	429	1148	130
	62%H	56%	60%	61%	65%	65%	67%	67%	65%	66%	60%	56%	64%	60%	62%	61%
7-10 (Net)	1747	127	311	61	175	83	209	121	91	62	72	162	1174	551	1462	163
	79%N	75%	78%	76%	80%	85%	80%	86%	79%	79%	80%	76%	80%	78%	79%	76%
9-10 (Net)	806	51	123	25	99	34	109	52	43	23	41	74	542	253	674	77
	36%T	30%	31%	31%	45%zSTa	34%	42%T	37%	37%	29%	46%T	35%	37%	36%	36%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Provides a mix of different types of radio station.	2655 65%GHNPe	1328 66%	1325 63%	329 70%zF	497 63%	902 66%	927 63%	216 53%	249 56%	695 67%GH	1011 74%zGHI	689 73%zMN	713 70%zMN	648 65%N	605 53%	2256 66%P	175 51%	146 72%zOP	78 66%P
Provides high quality radio output.	2737 67%GHNPWe	1358 68%	1376 66%	328 69%	518 66%	926 68%	964 65%	219 54%	259 59%	707 68%GH	1052 77%zGHI	718 76%zMN	729 72%zMN	663 67%N	626 54%	2326 68%zP	186 54%	144 71%P	80 68%P
Supports UK music and presenters.	2587 63%FGHNPef	1289 64%	1296 62%	340 72%zDEF	508 65%F	875 64%F	865 58%	215 53%	243 55%	661 64%GH	1005 74%zGHI	655 70%zMN	680 67%N	643 65%N	610 53%	2198 64%P	173 50%	140 70%zP	76 64%P
Takes risks and provides radio content or music that is new and innovative or less well known	2437 59%FGHNPe	1209 60%	1227 58%	310 66%zEF	498 64%zF	811 59%	817 55%	191 47%	233 53%	625 60%GH	956 70%zGHI	634 67%zLMN	633 62%N	614 62%N	556 48%	2082 61%zP	157 46%	129 64%P	69 58%P
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2631 64%GHNPe	1300 65%	1330 63%	330 70%zF	498 64%	889 65%	915 62%	206 51%	254 58%	681 65%GH	1027 76%zGHI	693 74%zMN	701 69%zN	642 64%N	596 52%	2239 65%zP	174 51%	142 70%P	76 64%P
Provides distinctive radio programmes and output.	2566 63%GHNPe	1283 64%	1281 61%	301 64%	485 62%	880 64%	900 61%	205 50%	243 55%	655 63%GH	998 74%zGHI	670 71%zMN	676 67%zN	632 63%N	588 51%	2184 64%zP	168 49%	141 70%zP	73 61%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 317
D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Provides a mix of different types of radio station.	2655 65%GHNPe	196 66%	553 64%	96 63%	252 65%	124 59%	317 67%	172 77%zSTUV WXhc	114 61%	87 77%zTWh	109 70%	236 64%	1747 69%ze	871 59%	2235 64%	238 67%
Provides high quality radio output.	2737 67%GHNPW e	203 68%	573 66%	100 66%	259 67%	125 59%	315 67%	167 74%zW	127 68%	91 81%zTUV Xc	125 80%zSTUV WXc	241 65%	1807 71%ze	894 61%	2305 66%	247 70%
Supports UK music and presenters.	2587 63%FGHNP ef	194 65%	532 62%	91 60%	256 66%	128 60%	301 64%	158 70%T	112 60%	78 69%	119 76%zTUWX hc	230 63%	1708 68%ze	842 57%	2169 62%	233 66%
Takes risks and provides radio content or music that is new and innovative or less well known	2437 59%FGHNP e	169 57%	520 60%	92 61%	241 62%	121 57%	272 58%	154 69%zSWXc	119 64%	84 75%zSTVW Xc	110 70%zSTWX c	199 54%	1617 64%ze	786 53%	2055 59%	204 57%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2631 64%GHNPe	208 70%	550 64%	90 60%	248 64%	126 60%	305 65%	164 73%zTUW	121 65%	78 69%	110 70%	239 65%	1747 69%ze	849 58%	2223 64%	230 65%
Provides distinctive radio programmes and output.	2566 63%GHNPe	181 61%	553 64%	91 60%	242 62%	122 58%	300 63%	165 74%zSTUV WXc	120 65%	82 73%Wc	110 70%Wc	218 59%	1690 67%ze	838 57%	2177 62%	222 62%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 318
D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2297	1213	1082	340	444	781	732	160	190	591	994	831	561	452	453	1741	188	210	158
WeightedBase	2211	1144	1065	262	397	713	839	153	189	561	909	645	603	535	428	1862	162	122	65
EffectiveBase	1551	844	709	221	314	537	505	113	128	404	684	585	392	309	312	1226	133	157	123
Provides a mix of different types of radio station.	1827 83%HN	962 84%	863 81%	221 84%	331 83%	592 83%	683 81%	122 80%	141 75%	455 81%	779 86%zHI	546 85%N	509 84%N	439 82%	334 78%	1542 83%	124 77%	107 88%P	54 83%
Provides high quality radio output.	1865 84%H	973 85%	890 84%	215 82%	340 86%	604 85%	706 84%	132 86%H	144 76%	461 82%	796 88%zHI	564 88%zMN	514 85%	438 82%	348 81%	1572 84%	133 82%	106 87%	54 82%
Supports UK music and presenters.	1726 78%FHS	905 79%	820 77%	219 83%zF	330 83%zF	562 79%F	615 73%	123 81%	132 70%	427 76%	747 82%zHI	510 79%	476 79%	421 79%	319 74%	1449 78%	122 76%	104 85%zO	50 77%
Takes risks and provides radio content or music that is new and innovative or less well known	1636 74%FNPS	861 75%	775 73%	195 74%	322 81%zEF	526 74%	593 71%	107 70%	127 67%	409 73%	716 79%zGHI	492 76%N	445 74%	403 75%	297 69%	1394 75%P	104 64%	93 76%P	45 70%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1765 80%HNP	918 80%	846 79%	215 82%	324 82%	574 80%	653 78%	120 78%	134 71%	436 78%	771 85%zHI	539 84%zN	493 82%N	423 79%	310 72%	1491 80%P	117 73%	105 86%zP	52 80%
Provides distinctive radio programmes and output.	1747 79%N	914 80%	832 78%	198 75%	315 79%	575 81%	659 79%	117 77%	137 72%	435 78%	744 82%zH	521 81%N	493 82%N	419 78%	313 73%	1474 79%	118 73%	105 86%zOPR	50 76%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio… (7-10)
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	2297	150	383	82	202	97	239	137	98	71	80	202	1437	809	1875	251
WeightedBase	2211	168	398	80*	218	97*	261	141*	115*	79*	89*	214	1466	710	1847	213
EffectiveBase	1551	102	261	58	142	73	168	99	71	53	60	142	979	547	1272	177
Provides a mix of different types of radio station.	1827 83%HN	127 76%	331 83%	67 84%	183 84%	80 82%	220 84%	127 90%zS	91 79%	66 83%	72 80%	178 83%	1226 84%	580 82%	1526 83%	172 81%
Provides high quality radio output.	1865 84%H	142 84%	321 81%	69 86%	189 87%	78 80%	223 86%	127 90%T	96 83%	68 85%	84 94%zTWc	177 83%	1248 85%	597 84%	1555 84%	179 84%
Supports UK music and presenters.	1726 78%FHS	115 69%	296 74%	60 75%	179 82%S	79 81%	211 81%S	117 82%S	87 76%	57 71%	77 86%S	171 80%S	1163 79%	544 77%	1441 78%	166 78%
Takes risks and provides radio content or music that is new and innovative or less well known	1636 74%FNPS	108 64%	287 72%	59 74%	174 80%Sc	77 79%S	194 74%	117 83%zSTc	95 82%Sc	64 80%S	74 83%Sc	146 68%	1108 76%	512 72%	1367 74%	147 69%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1765 80%HNP	130 78%	310 78%	61 76%	177 81%	78 80%	210 80%	123 87%	95 82%	60 76%	74 83%	171 80%	1198 82%ze	548 77%	1476 80%	168 79%
Provides distinctive radio programmes and output.	1747 79%N	127 75%	311 78%	61 76%	175 80%	83 85%	209 80%	121 86%	91 79%	62 79%	72 80%	162 76%	1174 80%	551 78%	1462 79%	163 76%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 319
D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have listened to BBC radio in the past 3 months

	Summary Table								
	BBC Radio 1 offers me something that other radio stations do not	BBC Radio 2 offers me something that other radio stations do not	BBC Radio 3 offers me something that other radio stations do not	BBC Radio 4 offers me something that other radio stations do not	BBC Radio 5 live offers me something that other radio stations do not	BBC 6 Music offers me something that other radio stations do not	BBC Asian Network offers me something that other radio stations do not	BBC local radio stations offers me something that other radio stations do not	Any other BBC station
UnweightedBase	1033	883	211	576	402	194	103	470	204
WeightedBase	933	875	189	587	371	166	78	457	156
EffectiveBase	702	606	142	382	296	143	76	325	126
Not At All Agree 1	17 2%	9 1%	* *	2 *	4 1%	1 *	- -	9 2%	3 2%
2	14 2%	6 1%	1 *	2 *	1 *	3 2%	- -	2 *	1 *
3	42 5%	7 1%	- -	8 1%	5 1%	3 2%	- -	11 2%	- -
4	39 4%	14 2%	5 2%	9 2%	7 2%	1 1%	- -	8 2%	5 3%
5	72 8%	60 7%	9 5%	21 3%	20 5%	3 2%	6 7%	22 5%	10 6%
6	102 11%	102 12%	23 12%	20 3%	30 8%	7 4%	3 4%	33 7%	8 5%
7	160 17%	182 21%	22 12%	68 12%	71 19%	22 13%	10 13%	94 21%	18 12%
8	205 22%	196 22%	45 24%	99 17%	102 27%	36 22%	24 31%	101 22%	25 16%
9	134 14%	129 15%	42 22%	139 24%	63 17%	43 26%	19 24%	82 18%	28 18%
Agree Completely 10	118 13%	137 16%	38 20%	201 34%	62 17%	46 27%	14 17%	75 17%	41 27%
Don't know	31 3%	33 4%	4 2%	19 3%	5 1%	1 *	3 4%	20 4%	16 10%
Total mentions	933 100%	875 100%	189 100%	587 100%	371 100%	166 100%	78 100%	457 100%	156 100%
Mean	7.14	7.58	7.99	8.48	7.74	8.27	8.17	7.65	8.02
1-3 (Net)	73 8%	22 3%	1 1%	12 2%	11 3%	7 4%	- -	22 5%	3 2%
1-4 (Net)	112 12%	36 4%	6 3%	21 4%	18 5%	8 5%	- -	30 7%	8 5%
1-2 (Net)	31 3%	15 2%	1 1%	4 1%	5 1%	3 2%	- -	11 2%	3 2%

D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have listened to BBC radio in the past 3 months

	Summary Table								
	BBC Radio 1 offers me something that other radio stations do not	BBC Radio 2 offers me something that other radio stations do not	BBC Radio 3 offers me something that other radio stations do not	BBC Radio 4 offers me something that other radio stations do not	BBC Radio 5 live offers me something that other radio stations do not	BBC 6 Music offers me something that other radio stations do not	BBC Asian Network offers me something that other radio stations do not	BBC local radio stations offers me something that other radio stations do not	Any other BBC station
WeightedBase	933	875	189	587	371	166	78	457	156
EffectiveBase	702	606	142	382	296	143	76	325	126
4-7 (Net)	372 40%	358 41%	59 31%	117 20%	129 35%	34 20%	19 24%	156 34%	41 27%
5-6 (Net)	174 19%	162 19%	32 17%	41 7%	50 14%	11 6%	9 11%	54 12%	18 12%
8-10 (Net)	457 49%	462 53%	125 66%	439 75%	226 61%	125 75%	56 72%	259 57%	95 61%
7-10 (Net)	616 66%	644 74%	147 78%	507 86%	298 80%	147 88%	66 85%	353 77%	113 73%
9-10 (Net)	252 27%	266 30%	80 42%	340 58%	125 34%	89 53%	32 42%	158 35%	70 45%

Table 320
D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 1 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1033**	501	532	261	334	335	103	63	67	277	497	380	238	214	201	811	76	85	61
WeightedBase	933	459	473	205	299	308	120*	54*	61*	249	448	277	247	231	178	806	57*	46*	23*
EffectiveBase	702	351	350	173	241	226	71	47	42	193	347	270	166	146	142	571	58	62	46
Not At All Agree 1	**17** **2%**	12 3%	5 1%	3 1%	9 3%	4 1%	1 1%	- -	1 1%	6 2%	5 1%	3 1%	5 2%	8 3%	1 1%	14 2%	1 1%	1 2%	1 5%
2	**14** **2%IKf**	8 2%	7 1%	- -	7 2%	8 3%C	- -	* 1%	1 1%	* *	8 2%	1 *	* *	9 4%zKL	4 2%	13 2%	- -	- -	1 5%P
3	**42** **5%D**	16 4%	26 6%	9 4%	7 2%	20 7%D	6 5%	2 5%	4 7%	13 5%	16 4%	10 4%	16 6%	7 3%	9 5%	40 5%	1 2%	1 2%	- -
4	**39** **4%I**	22 5%	17 4%	11 5%	10 3%	15 5%	3 3%	3 5%	1 2%	4 2%	22 5%	8 3%	12 5%	10 4%	8 5%	33 4%	3 5%	2 4%	1 6%
5	**72** **8%**	36 8%	35 7%	10 5%	22 7%	27 9%	13 11%	2 4%	4 7%	18 7%	36 8%	23 8%	13 5%	22 9%	14 8%	62 8%	6 10%	2 5%	2 7%
6	**102** **11%**	50 11%	52 11%	21 10%	39 13%	30 10%	12 10%	3 5%	13 22%zGJ	29 12%	42 9%	29 11%	26 11%	21 9%	25 14%	89 11%	6 10%	5 10%	2 10%
7	**160** **17%d**	74 16%	85 18%	34 17%	51 17%	49 16%	26 22%	13 23%	10 16%	54 22%J	66 15%	42 15%	43 17%	51 22%	24 13%	140 17%	6 10%	10 22%	4 15%
8	**205** **22%**	94 20%	111 24%	49 24%	62 21%	72 23%	22 18%	9 17%	13 22%	46 18%	111 25%	64 23%	57 23%	49 21%	35 20%	174 22%	15 26%	12 26%	4 15%
9	**134** **14%**	74 16%	60 13%	32 16%	48 16%	39 13%	15 13%	11 20%	6 9%	40 16%	70 16%	52 19%zM	36 14%	25 11%	21 12%	116 14%	9 15%	5 11%	4 16%
Agree Completely 10	**118** **13%**	56 12%	62 13%	31 15%	39 13%	34 11%	14 12%	8 14%	5 8%	31 12%	60 13%	38 14%	30 12%	23 10%	26 15%	97 12%	9 15%	8 17%	5 20%
Don't know	**31** **3%T**	18 4%	13 3%	5 3%	7 2%	11 4%	7 6%	3 6%	3 4%	8 3%	10 2%	6 2%	10 4%	5 2%	10 5%	27 3%	3 5%	* 1%	1 2%
Total mentions	**933** **100%**	459 100%	473 100%	205 100%	299 100%	308 100%	120 100%	54 100%	61 100%	249 100%	448 100%	277 100%	247 100%	231 100%	178 100%	806 100%	57 100%	46 100%	23 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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GfK

Table 320
D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 1 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	933	459	473	205	299	308	120*	54*	61*	249	448	277	247	231	178	806	57*	46*	23*
EffectiveBase	702	351	350	173	241	226	71	47	42	193	347	270	166	146	142	571	58	62	46
Mean	7.14M	7.11	7.17	7.40E	7.17	6.92	7.17	7.54	6.81	7.22	7.25	7.46zM	7.15	6.79	7.07	7.10	7.45	7.49	7.12
1-3 (Net)	73	36	37	12	22	32	7	3	6	19	30	13	21	24	15	68	2	2	2
	8%Ke	8%	8%	6%	7%	11%	6%	5%	9%	8%	7%	5%	8%	11%K	8%	8%	3%	4%	10%
1-4 (Net)	112	58	54	23	32	47	10	5	7	23	52	22	33	34	23	100	5	4	4
	12%Ke	13%	11%	11%	11%	15%	8%	10%	12%	9%	12%	8%	13%	15%K	13%	12%	8%	8%	15%
1-2 (Net)	31	20	11	3	15	12	1	*	1	6	14	3	5	17	5	27	1	1	2
	3%K	4%	2%	1%	5%	4%	1%	1%	2%	2%	3%	1%	2%	7%zKL	3%	3%	1%	2%	10%zOPQ
4-7 (Net)	372	182	190	76	121	120	55	21	29	105	166	103	94	104	71	324	20	19	9
	40%Xd	40%	40%	37%	41%	39%	45%	38%	47%	42%	37%	37%	38%	45%	40%	40%	36%	41%	37%
5-6 (Net)	174	86	87	30	61	57	26	5	17	47	78	52	40	43	39	151	11	7	4
	19%	19%	18%	15%	20%	18%	21%	9%	28%G	19%	17%	19%	16%	19%	22%	19%	20%	15%	16%
8-10 (Net)	457	223	233	113	148	144	52	28	24	117	241	154	122	98	83	388	32	25	12
	49%e	49%	49%	55%	50%	47%	43%	51%	40%	47%	54%z	56%zM	49%	42%	46%	48%	57%	54%	51%
7-10 (Net)	616	298	319	147	199	192	78	41	34	171	307	196	165	149	107	527	38	35	15
	66%	65%	67%	72%	67%	62%	65%	75%	55%	68%	69%	71%zN	67%	65%	60%	65%	67%	76%	66%
9-10 (Net)	252	130	122	63	87	72	30	19	11	71	130	90	65	48	48	213	17	13	8
	27%	28%	26%	31%	29%	23%	25%	35%	18%	28%	29%	33%zM	26%	21%	27%	26%	30%	28%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 320
D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 1 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1033	62	184	36	96	47	110	67	42	35	36	96	748	260	846	92
WeightedBase	933	64*	182	28*	99*	40*	116*	67*	46**	33**	33**	97*	733	185	774	75*
EffectiveBase	702	43	131	30	63	40	78	49	29	28	27	65	521	174	582	68
Not At All Agree 1	17	-	3	*	*	2	2	1	-	1	-	5	14	2	14	1
	2%	-	2%	1%	*	4%	2%	2%	-	2%	-	5%	2%	1%	2%	2%
2	14	-	3	-	-	-	4	-	4	2	1	-	13	2	9	2
	2%IKf	-	2%	-	-	-	3%	-	8%	6%	3%	-	2%	1%	1%	3%
3	42	11	12	2	3	-	2	4	1	2	-	3	36	4	34	4
	5%D	17%zVWXc	7%	5%	3%	-	2%	7%	2%	5%	-	3%	5%	2%	4%	5%
4	39	4	8	1	7	1	1	1	3	1	1	4	30	7	36	1
	4%I	6%	5%	5%	7%	2%	1%	2%	6%	2%	4%	4%	4%	4%	5%	2%
5	72	2	17	2	8	6	4	7	6	1	1	6	60	11	60	6
	8%	4%	10%	9%	9%	14%X	4%	10%	14%	4%	3%	6%	8%	6%	8%	8%
6	102	8	22	3	7	3	12	10	2	7	5	9	75	24	91	6
	11%	13%	12%	12%	7%	7%	11%	15%	5%	21%	16%	9%	10%	13%	12%	8%
7	160	8	41	3	22	10	16	11	7	4	5	13	105	54	137	14
	17%d	12%	23%	10%	22%	24%	13%	17%	16%	12%	15%	13%	14%	29%zd	18%	18%
8	205	10	33	8	15	5	33	19	15	6	5	24	169	35	161	17
	22%	16%	18%	30%	15%	12%	28%	28%	33%	17%	16%	25%	23%	19%	21%	23%
9	134	9	23	4	12	8	19	6	3	6	10	16	112	21	110	13
	14%	14%	13%	15%	12%	20%	16%	8%	7%	17%	30%	16%	15%	11%	14%	18%
Agree Completely 10	118	9	19	3	20	6	13	5	2	2	4	14	96	21	98	7
	13%	14%	10%	12%	20%	16%	11%	7%	4%	5%	13%	14%	13%	11%	13%	9%
Don't know	31	2	-	-	4	-	10	3	2	3	-	4	25	6	25	3
	3%T	4%T	-	-	4%T	-	8%zT	4%T	4%	8%	-	4%T	3%	3%	3%	4%
Total mentions	933	64	182	28	99	40	116	67	46	33	33	97	733	185	774	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
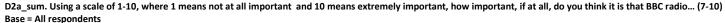* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 320
D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 1 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	933	64*	182	28*	99*	40*	116*	67*	46**	33**	33**	97*	733	185	774	75*
EffectiveBase	702	43	131	30	63	40	78	49	29	28	27	65	521	174	582	68
Mean	7.14M	6.81	6.85	7.22	7.42	7.34	7.45	6.85	6.60	6.63	7.67	7.24	7.15	7.20	7.13	7.10
1-3 (Net)	73 **8%Ke**	11 *17%zV*	18 *10%*	2 *7%*	3 *3%*	2 *4%*	8 *7%*	6 *9%*	5 *10%*	5 *14%*	1 *3%*	8 *8%*	63 *9%*	8 *4%*	56 *7%*	8 *10%*
1-4 (Net)	112 **12%Ke**	15 **23%zWX**	26 *15%*	3 *12%*	10 *10%*	3 *6%*	9 *8%*	7 *11%*	8 *16%*	5 *15%*	2 *7%*	12 *12%*	93 *13%*	14 *8%*	92 *12%*	9 *12%*
1-2 (Net)	31 **3%K**	-	6 *3%*	* *1%*	*	2 *4%*	6 *5%*	1 *2%*	4 *8%*	3 *9%*	1 *3%*	5 *5%*	27 *4%*	4 *2%*	23 *3%*	3 *5%*
4-7 (Net)	372 **40%Xd**	22 *35%*	89 **49%zXc**	10 *36%*	45 **46%X**	19 **48%X**	33 *29%*	29 *44%*	19 *41%*	13 *39%*	13 *38%*	31 *32%*	269 *37%*	95 **51%zd**	324 **42%z**	27 *36%*
5-6 (Net)	174 **19%**	10 *16%*	39 *22%*	6 *21%*	16 *16%*	8 *21%*	17 *14%*	17 *25%*	9 *19%*	8 *25%*	6 *19%*	15 *15%*	134 *18%*	35 *19%*	152 *20%*	12 *16%*
8-10 (Net)	457 **49%e**	29 *45%*	75 *41%*	16 *57%*	47 *47%*	19 *48%*	65 **56%T**	29 *44%*	21 *45%*	13 *39%*	20 *59%*	53 *55%*	377 **51%ze**	76 *41%*	369 *48%*	37 *50%*
7-10 (Net)	616 **66%**	37 *57%*	116 *64%*	19 *68%*	69 *70%*	29 *72%*	81 *70%*	40 *60%*	28 *61%*	17 *52%*	25 *74%*	66 *68%*	481 *66%*	130 *70%*	506 *65%*	51 *68%*
9-10 (Net)	252 **27%**	18 *28%*	42 *23%*	8 *27%*	32 **32%Y**	14 **36%Y**	32 *28%*	10 *15%*	6 *12%*	7 *22%*	14 *43%*	30 *31%*	208 *28%*	42 *22%*	207 *27%*	20 *27%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 321
D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Radio 2 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**883**	474	408	87	138	344	314	48	67	227	407	343	219	172	149	657	75	110	41
WeightedBase	875	457	417	62*	131	314	368	44*	75*	212	388	268	245	219	143	722	71*	62*	20*
EffectiveBase	606	328	278	66	101	238	218	35	50	161	281	243	163	119	104	471	53	81	31
Not At All Agree 1	**9** 1%	5 1%	4 1%	3 5%zDF	* *	3 1%	2 1%	* 1%	- -	2 1%	4 1%	2 1%	3 1%	3 2%	1 *	6 1%	- -	2 3%	1 6%zOP
2	**6** 1%f	3 1%	3 1%	1 1%	* *	5 2%	- -	* 1%	- -	- -	5 1%	1 *	- -	5 2%	* *	5 1%	- -	* 1%	1 3%
3	**7** 1%	3 1%	4 1%	2 4%zDEF	- -	2 1%	3 1%	- -	1 2%	2 1%	3 1%	3 1%	1 1%	1 *	2 1%	5 1%	- -	1 1%	1 6%zOP
4	**14** 2%	9 2%	5 1%	2 4%	3 2%	4 1%	5 1%	1 2%	2 2%	4 2%	7 2%	6 2%	6 2%	1 1%	1 1%	12 2%	* *	2 3%	- -
5	**60** 7%	33 7%	26 6%	7 12%	6 5%	20 6%	26 7%	5 10%	2 3%	15 7%	25 6%	26 10%zM	15 6%	8 4%	10 7%	52 7%	4 5%	3 5%	1 6%
6	**102** 12%	56 12%	47 11%	6 10%	13 10%	42 14%	41 11%	1 2%	9 13%	35 17%zG	42 11%	29 11%	23 9%	38 17%z	12 9%	83 11%	12 16%	7 12%	1 5%
7	**182** 21%CQg	96 21%	85 20%	6 10%	33 25%C	65 21%C	78 21%C	7 17%	25 33%zIJ	40 19%	78 20%	48 18%	57 23%	38 18%	38 27%	152 21%	20 29%Q	7 12%	2 13%
8	**196** 22%Tf	102 22%	95 23%	16 25%	39 29%F	71 23%	71 19%	16 37%zI	17 23%	40 19%	89 23%	62 23%	48 20%	50 23%	37 26%	161 22%	15 21%	16 26%	4 22%
9	**129** 15%Be	80 18%zB	49 12%	11 18%	21 16%	49 16%	47 13%	4 9%	7 9%	29 14%	67 17%	41 15%	25 10%	45 21%zL	17 12%	106 15%	11 15%	10 16%	3 15%
Agree Completely 10	**137** 16%A	55 12%	82 20%zA	6 10%	12 9%	48 15%	70 19%D	6 13%	9 12%	37 17%	62 16%	43 16%	50 20%M	25 12%	18 13%	111 15%	9 12%	13 20%	5 24%
Don't know	**33** 4%EJd	15 3%	18 4%	1 2%	3 2%	5 2%	24 6%zE	3 6%	2 3%	8 4%	6 1%	6 2%	17 7%zKM	4 2%	6 4%	31 4%	1 2%	1 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
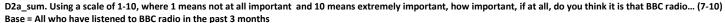* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 321
D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 2 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	875	457	417	62*	131	314	368	44*	75*	212	388	268	245	219	143	722	71*	62*	20*
EffectiveBase	606	328	278	66	101	238	218	35	50	161	281	243	163	119	104	471	53	81	31
Total mentions	875	457	417	62	131	314	368	44	75	212	388	268	245	219	143	722	71	62	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.58C	7.50	7.67	6.97	7.63C	7.54C	7.70C	7.60	7.46	7.55	7.60	7.54	7.69	7.52	7.56	7.58	7.60	7.66	7.33
1-3 (Net)	22	11	11	6	1	10	5	1	1	4	13	6	4	9	3	16	-	3	3
	3%	2%	3%	10%zDEF	1%	3%	1%	2%	2%	2%	3%	2%	2%	4%	2%	2%	-	4%	15%zOPQ
1-4 (Net)	36	19	16	8	3	14	10	2	3	8	20	12	10	10	4	28	*	5	3
	4%	4%	4%	14%zDEF	3%	4%	3%	4%	4%	4%	5%	5%	4%	5%	3%	4%	*	8%P	15%zOP
1-2 (Net)	15	8	7	4	1	8	2	1	-	2	10	3	3	8	1	11	-	2	2
	2%	2%	2%	6%zDF	1%	3%	1%	2%	-	1%	2%	1%	1%	4%	1%	2%	-	3%	9%OP
4-7 (Net)	358	194	163	22	55	131	150	14	38	94	152	110	100	85	62	298	36	19	5
	41%RY	42%	39%	35%	42%	42%	41%	32%	51%	44%	39%	41%	41%	39%	43%	41%R	51%QR	31%	23%
5-6 (Net)	162	89	73	13	19	63	67	6	12	50	67	56	38	46	23	135	15	10	2
	19%	19%	18%	21%	15%	20%	18%	13%	16%	24%	17%	21%	15%	21%	16%	19%	21%	16%	11%
8-10 (Net)	462	237	225	33	72	168	189	27	33	106	218	146	124	121	72	377	34	39	12
	53%	52%	54%	53%	55%	53%	51%	60%	44%	50%	56%	54%	50%	55%	50%	52%	48%	63%	62%
7-10 (Net)	644	333	309	39	105	233	266	34	58	146	296	194	180	159	111	528	55	46	15
	74%Cg	73%	74%	63%	80%C	74%	72%	77%	77%	69%	76%	72%	74%	73%	77%	73%	76%	75%	74%
9-10 (Net)	266	135	130	17	33	97	118	10	16	66	129	84	75	71	35	216	19	22	8
	30%	30%	31%	28%	26%	31%	32%	23%	21%	31%	33%	31%	31%	32%	25%	30%	27%	36%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 321
D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 2 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	883	64	125	26	80	36	91	60	40	25	23	87	581	291	717	110
WeightedBase	875	71*	137*	28**	88*	37**	100*	58*	51*	31**	26**	96*	604	264	717	100*
EffectiveBase	606	44	92	19	53	27	66	44	31	20	16	61	398	206	498	73
Not At All Agree 1	9	-	-	-	1	-	2	1	-	1	-	1	5	3	8	1
	1%	-	-	-	1%	-	2%	1%	-	4%	-	1%	1%	1%	1%	1%
2	6	-	-	-	-	-	-	-	-	2	-	3	5	1	3	3
	1%f	-	-	-	-	-	-	-	-	7%	-	3%	1%	*	*	3%zf
3	7	1	1	-	1	-	1	1	-	-	-	1	5	2	4	3
	1%	2%	1%	-	1%	-	1%	1%	-	-	-	1%	1%	1%	1%	3%
4	14	2	3	-	-	2	-	-	1	3	-	-	9	5	12	2
	2%	3%	3%	-	-	5%	-	-	3%	10%	-	-	2%	2%	2%	2%
5	60	6	12	3	8	2	6	3	6	*	1	5	44	16	45	9
	7%	9%	9%	10%	9%	7%	6%	4%	12%	1%	4%	5%	7%	6%	6%	9%
6	102	11	24	1	7	3	8	6	7	4	3	9	71	31	79	18
	12%	15%	17%	5%	8%	7%	8%	10%	14%	14%	13%	10%	12%	12%	11%	18%
7	182	11	33	7	20	9	26	7	8	4	6	20	124	57	160	11
	21%CQg	15%	24%	24%	23%	25%	26%	12%	15%	14%	24%	21%	21%	22%	22%zg	11%
8	196	20	20	5	14	7	29	18	15	6	6	21	136	58	150	24
	22%Tf	28%	15%	18%	16%	20%	29%T	31%T	30%	21%	22%	22%	22%	22%	21%	25%
9	129	11	19	8	19	4	14	9	4	2	2	14	100	27	106	14
	15%Be	15%	14%	29%	21%	10%	14%	15%	8%	7%	8%	14%	17%e	10%	15%	14%
Agree Completely 10	137	7	21	1	15	10	11	13	6	6	5	16	91	45	121	13
	16%A	9%	15%	2%	18%	27%	11%	23%	11%	21%	19%	17%	15%	17%	17%	13%
Don't know	33	2	4	3	3	-	3	2	3	1	3	7	15	19	31	2
	4%EJd	3%	3%	11%	3%	-	3%	3%	7%	2%	11%	7%	2%	7%zd	4%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 321
D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 2 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	875	71*	137*	28**	88*	37**	100*	58*	51*	31**	26**	96*	604	264	717	100*
EffectiveBase	606	44	92	19	53	27	66	44	31	20	16	61	398	206	498	73
Total mentions	875	71	137	28	88	37	100	58	51	31	26	96	604	264	717	100
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.58C	7.39	7.45	7.64	7.75	7.85	7.54	8.02	7.38	6.95	7.83	7.64	7.59	7.56	7.65	7.20
1-3 (Net)	22	1	1	-	2	-	3	1	-	3	-	4	15	6	15	6
	3%	*2%*	*1%*		*2%*		*3%*	*2%*		*11%*		*4%*	*2%*	*2%*	*2%*	*6%zf*
1-4 (Net)	36	4	5	-	2	2	3	1	1	6	-	4	24	11	27	9
	4%	*5%*	*3%*		*2%*	*5%*	*3%*	*2%*	*3%*	*20%*		*4%*	*4%*	*4%*	*4%*	*9%z*
1-2 (Net)	15	-	-	-	1	-	2	1	-	3	-	4	10	4	11	4
	2%				*1%*		*2%*	*1%*		*11%*		*4%*	*2%*	*2%*	*1%*	*4%*
4-7 (Net)	358	30	72	11	35	16	40	15	22	12	10	34	248	109	295	40
	41%RY	*42%*	*52%zYc*	*40%*	*40%*	*44%*	*40%*	*26%*	*44%*	*38%*	*40%*	*36%*	*41%*	*41%*	*41%*	*40%*
5-6 (Net)	162	17	35	4	15	5	14	8	13	5	4	14	115	47	123	27
	19%	*24%*	*26%*	*15%*	*17%*	*13%*	*14%*	*14%*	*26%*	*15%*	*16%*	*15%*	*19%*	*18%*	*17%*	*27%zf*
8-10 (Net)	462	37	60	14	48	21	54	40	25	15	13	51	327	130	376	51
	53%	*53%*	*44%*	*49%*	*54%*	*56%*	*54%*	*69%zT*	*49%*	*49%*	*49%*	*53%*	*54%*	*49%*	*52%*	*52%*
7-10 (Net)	644	48	93	21	68	30	80	47	33	19	19	71	451	187	536	62
	74%Cg	*68%*	*68%*	*74%*	*77%*	*82%*	*80%*	*81%*	*65%*	*63%*	*73%*	*74%*	*75%*	*71%*	*75%g*	*62%*
9-10 (Net)	266	17	40	9	34	14	25	22	10	9	7	30	191	72	226	27
	30%	*25%*	*29%*	*31%*	*39%*	*37%*	*25%*	*38%*	*20%*	*28%*	*27%*	*31%*	*32%*	*27%*	*32%*	*27%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 322
D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Radio 3 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**211**	122	88	31	49	65	66	8	18	49	110	105	54	17	35	165	21	20	5
WeightedBase	189	112*	76*	19**	44*	49*	77*	5**	18**	42*	94*	77*	58*	18**	36**	161	14**	12**	2**
EffectiveBase	142	86	55	23	39	47	44	6	8	35	82	77	37	13	23	115	13	13	5
Not At All Agree 1	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-
	*	*	-	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	3%	-
2	1	-	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1
	*	-	1%	3%	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	28%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	5	4	*	-	2	1	2	1	-	-	2	2	2	-	-	4	*	-	-
	2%	4%	*	-	4%	2%	2%	16%	-	-	2%	3%	4%	-	-	3%	2%	-	-
5	9	6	2	3	-	1	4	1	*	2	3	2	2	-	5	9	-	-	-
	5%f	6%	3%	18%	-	2%	6%	22%	1%	4%	3%	2%	3%	-	15%	6%	-	-	-
6	23	18	5	1	5	6	13	-	-	9	11	6	5	5	7	23	-	*	-
	12%K	16%	7%	4%	10%	11%	16%	-	-	22%	12%	7%	9%	28%	20%	14%	-	2%	-
7	22	12	10	4	5	8	5	1	3	3	10	9	5	2	6	20	1	1	-
	12%	11%	13%	22%	11%	17%	6%	18%	18%	7%	11%	12%	9%	9%	17%	13%	6%	7%	-
8	45	23	21	5	13	15	12	2	2	11	26	21	14	3	7	38	5	2	*
	24%e	21%	28%	28%	30%	30%	16%	33%	12%	26%	27%	28%	24%	19%	20%	23%	39%	18%	13%
9	42	20	22	4	12	8	18	*	8	8	18	18	19	1	3	32	5	3	1
	22%	18%	29%	21%	27%	16%	23%	3%	47%	18%	20%	24%	32%	7%	10%	20%	39%	29%	37%
Agree Completely 10	38	26	12	1	7	10	21	*	4	6	22	16	9	7	7	31	2	5	1
	20%d	23%	16%	4%	15%	20%	27%	7%	21%	15%	23%	20%	16%	37%	18%	19%	14%	39%	22%
Don't know	4	1	3	-	1	*	3	-	-	3	1	2	2	-	-	4	-	*	-
	2%	1%	3%	-	1%	*	4%	-	-	7%z	1%	2%	3%	-	-	2%	-	2%	-
Total mentions	189	112	76	19	44	49	77	5	18	42	94	77	58	18	36	161	14	12	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.99	7.86	8.18	7.27	8.01	8.00	8.14	6.68	8.67	7.82	8.09	8.12	8.11	8.15	7.43	7.89	8.52	8.78	7.14

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 322
D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 3 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	189	112*	76*	19**	44*	49*	77*	5**	18**	42*	94*	77*	58*	18**	36**	161	14**	12**	2**
EffectiveBase	142	86	55	23	39	47	44	6	8	35	82	77	37	13	23	115	13	13	5
1-3 (Net)	1	*	1	1	*	-	-	-	-	-	1	1	-	-	-	-	-	*	1
	1%	*	1%	3%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	3%	28%
1-4 (Net)	6	5	1	1	2	1	2	1	-	-	3	3	2	-	-	4	*	*	1
	3%	4%	1%	3%	5%	2%	2%	16%	-	-	3%	4%	4%	-	-	3%	2%	3%	28%
1-2 (Net)	1	*	1	1	*	-	-	-	-	-	1	1	-	-	-	-	-	*	1
	1%	*	1%	3%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	3%	28%
4-7 (Net)	59	41	18	8	11	16	23	3	4	14	26	19	15	7	19	57	1	1	-
	31%	37%	23%	43%	26%	33%	30%	57%	20%	34%	28%	24%	25%	37%	52%	35%z	8%	9%	-
5-6 (Net)	32	25	8	4	5	7	17	1	*	11	14	7	7	5	13	32	-	*	-
	17%K	22%	10%	21%	10%	14%	22%	22%	1%	26%	15%	10%	12%	28%	36%	20%	-	2%	-
8-10 (Net)	125	69	55	10	32	32	51	2	14	25	66	55	42	11	17	100	13	10	2
	66%	62%	72%	54%	72%	67%	66%	43%	80%	59%	70%	72%	71%	63%	48%	63%	92%	87%	72%
7-10 (Net)	147	81	65	14	36	41	56	3	18	28	76	64	47	13	23	121	14	11	2
	78%	73%	85%	75%	83%	84%	72%	62%	99%	67%	81%	84%	80%	72%	64%	75%	98%	93%	72%
9-10 (Net)	80	46	34	5	18	18	39	1	12	14	40	34	28	8	10	63	7	8	1
	42%	41%	45%	25%	42%	36%	50%	10%	68%	33%	43%	44%	48%	44%	28%	39%	53%	69%	59%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 322
D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 3 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	211	15	49	9	19	7	23	11	11	4	6	11	143	64	176	17
WeightedBase	189	14**	59*	5**	16**	5**	20**	10**	11**	5**	7**	9**	135*	52*	158	14**
EffectiveBase	142	13	32	8	12	6	18	9	9	3	5	9	96	46	117	15
Not At All Agree 1	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	5%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	5	-	1	1	-	-	-	1	-	-	-	2	2	2	5	-
	2%	-	2%	18%	-	-	-	5%	-	-	-	16%	2%	5%	3%	-
5	9	-	4	-	*	-	1	2	-	1	-	-	7	2	4	1
	5%f	-	7%	-	1%	-	7%	21%	-	18%	-	-	5%	4%	3%	8%
6	23	-	15	-	*	2	1	-	*	3	-	1	18	6	23	-
	12%K	-	25%z	-	2%	45%	6%	-	4%	56%	-	16%	13%	11%	15%	-
7	22	1	4	1	1	2	5	2	2	-	2	2	14	8	19	2
	12%	5%	6%	14%	5%	33%	23%	23%	22%	-	24%	18%	11%	15%	12%	15%
8	45	11	8	2	6	1	3	2	1	-	3	2	37	7	39	3
	24%e	75%	14%	44%	35%	17%	13%	20%	9%	-	38%	25%	28%	13%	25%	23%
9	42	-	17	-	3	*	4	2	3	1	1	1	34	8	33	3
	22%	-	29%	-	17%	5%	18%	22%	24%	27%	21%	10%	25%	15%	21%	24%
Agree Completely 10	38	2	9	1	6	-	6	1	3	-	1	1	20	18	31	3
	20%d	16%	16%	25%	39%	-	29%	9%	24%	-	18%	15%	15%	35%zd	19%	21%
Don't know	4	1	-	-	-	-	1	-	2	-	-	-	3	1	3	1
	2%	4%	-	-	-	-	5%	-	17%	-	-	-	2%	2%	2%	4%
Total mentions	189	14	59	5	16	5	20	10	11	5	7	9	135	52	158	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.99	8.29	7.72	7.67	8.81	6.80	8.20	7.35	8.51	6.62	8.32	7.25	7.93	8.11	7.97	7.98

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 3 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	189	14**	59*	5**	16**	5**	20**	10**	11**	5**	7**	9**	135*	52*	158	14**
EffectiveBase	142	13	32	8	12	6	18	9	9	3	5	9	96	46	117	15
1-3 (Net)	1	-	-	-	-	-	-	-	-	-	-	-	*	1	*	1
	1%	-	-	-	-	-	-	-	-	-	-	-	*	1%	*	5%
1-4 (Net)	6	-	1	1	-	-	-	1	-	-	-	2	3	3	5	1
	3%	-	2%	18%	-	-	-	5%	-	-	-	16%	2%	6%	3%	5%
1-2 (Net)	1	-	-	-	-	-	-	-	-	-	-	-	*	1	*	1
	1%	-	-	-	-	-	-	-	-	-	-	-	*	1%	*	5%
4-7 (Net)	59	1	24	1	1	4	7	5	3	4	2	5	41	18	51	3
	31%	5%	41%	31%	9%	79%	36%	49%	26%	73%	24%	50%	30%	34%	32%	23%
5-6 (Net)	32	-	19	-	1	2	3	2	*	4	-	1	24	8	27	1
	17%K	-	32%z	-	4%	45%	13%	21%	4%	73%	-	16%	18%	15%	17%	8%
8-10 (Net)	125	13	34	3	14	1	12	5	6	1	5	5	91	33	103	10
	66%	91%	59%	69%	91%	21%	59%	51%	57%	27%	76%	50%	67%	63%	66%	68%
7-10 (Net)	147	14	38	4	15	3	16	7	9	1	7	6	105	40	122	12
	78%	96%	65%	82%	96%	55%	82%	74%	79%	27%	100%	68%	78%	77%	77%	83%
9-10 (Net)	80	2	26	1	9	*	9	3	5	1	3	2	53	26	64	6
	42%	16%	45%	25%	56%	5%	46%	31%	48%	27%	38%	25%	40%	50%	41%	45%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 323
D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 4 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**576**	304	272	42	77	198	259	29	33	124	283	288	141	83	64	446	48	58	24
WeightedBase	587	288	299	29*	70*	185	302	26**	40**	125*	274	244	174*	108*	61*	508	34*	35*	10**
EffectiveBase	382	217	172	31	53	146	168	21	20	86	189	201	97	55	45	309	36	42	20
Not At All Agree 1	**2**	2	-	-	-	2	-	-	-	-	2	-	2	-	-	2	-	-	-
	*	1%	-	-	-	1%	-	-	-	-	1%	-	1%	-	-	*	-	-	-
2	**2**	1	1	1	-	1	-	-	-	-	2	2	-	-	-	-	1	-	1
	*	*	*	2%F	-	1%	-	-	-	-	1%	1%	-	-	-	-	2%O	-	12%
3	**8**	5	3	1	-	3	4	-	-	1	5	3	2	2	*	5	2	-	1
	1%	2%	1%	2%	-	1%	1%	-	-	1%	2%	1%	1%	2%	1%	1%	6%zO	-	6%
4	**9**	8	1	1	-	4	4	-	-	-	6	6	1	2	-	7	-	2	-
	2%	3%	*	2%	-	2%	1%	-	-	-	2%	2%	1%	2%	-	1%	-	6%zO	-
5	**21**	8	12	2	2	5	12	2	2	10	6	6	7	5	2	19	1	-	*
	3%	3%	4%	7%	3%	2%	4%	6%	5%	8%zJ	2%	3%	4%	5%	3%	4%	2%	-	5%
6	**20**	12	8	2	3	7	8	*	1	1	8	10	*	5	5	18	1	2	-
	3%L	4%	3%	7%	4%	4%	3%	1%	3%	1%	3%	4%L	*	5%	9%L	3%	3%	5%	-
7	**68**	33	34	6	18	21	23	2	*	11	42	28	21	13	5	59	3	4	1
	12%F	12%	12%	20%F	25%zEF	12%	8%	7%	1%	9%	15%z	12%	12%	12%	9%	12%	10%	12%	14%
8	**99**	58	42	6	19	32	43	7	7	26	48	32	32	18	17	85	6	7	2
	17%Kf	20%	14%	21%	27%zF	17%	14%	29%	17%	21%	17%	13%	18%	17%	29%zK	17%	17%	21%	16%
9	**139**	61	78	5	12	39	83	2	16	31	56	60	35	34	10	126	7	6	*
	24%X	21%	26%	16%	17%	21%	27%	8%	40%	25%	21%	24%	20%	32%	17%	25%	20%	16%	4%
Agree Completely 10	**201**	95	106	7	16	71	107	11	11	39	96	92	65	27	17	168	14	14	4
	34%c	33%	35%	24%	23%	38%D	35%	45%	29%	31%	35%	37%	37%	25%	27%	33%	41%	40%	43%
Don't know	**19**	6	13	-	1	-	18	1	2	5	5	5	9	1	3	19	-	-	-
	3%E	2%	4%	-	1%	-	6%zE	4%	5%	4%	2%	2%	5%	1%	6%	4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 323
D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 4 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	587	288	299	29*	70*	185	302	26**	40**	125*	274	244	174*	108*	61*	508	34*	35*	10**
EffectiveBase	382	217	172	31	53	146	168	21	20	86	189	201	97	55	45	309	36	42	20
Total mentions	587	288	299	29	70	185	302	26	40	125	274	244	174	108	61	508	34	35	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.48Cd	8.35	8.60	7.79	8.19	8.43	8.65C	8.73	8.80	8.53	8.38	8.52	8.59	8.29	8.34	8.50	8.38	8.52	7.58
1-3 (Net)	12	7	5	1	-	6	4	-	-	1	9	5	3	2	*	7	3	-	2
	2%	2%	2%	4%	-	3%	1%	-	-	1%	3%	2%	2%	2%	1%	1%	8%zO	-	19%
1-4 (Net)	21	15	6	2	-	10	9	-	-	1	14	11	5	4	*	14	3	2	2
	4%	5%	2%	6%D	-	6%	3%	-	-	1%	5%	5%	3%	4%	1%	3%	8%	6%	19%
1-2 (Net)	4	2	1	1	-	3	-	-	-	-	4	2	2	-	-	2	1	-	1
	1%	1%	*	2%F	-	2%	-	-	-	-	1%	1%	1%	-	-	*	2%	-	12%
4-7 (Net)	117	61	56	10	23	37	47	4	4	22	61	50	29	25	13	103	5	8	2
	20%Fe	21%	19%	35%zF	33%zF	20%	15%	14%	9%	18%	22%	20%	17%	23%	21%	20%	14%	23%	18%
5-6 (Net)	41	20	20	4	5	12	20	2	3	11	14	16	7	10	7	37	2	2	*
	7%	7%	7%	14%	7%	6%	7%	7%	8%	9%	5%	6%	4%	10%	12%	7%	4%	5%	5%
8-10 (Net)	439	214	225	18	46	142	233	21	35	96	200	183	131	80	44	379	26	27	7
	75%	74%	75%	61%	66%	77%	77%C	82%	87%	77%	73%	75%	76%	74%	73%	75%	78%	77%	63%
7-10 (Net)	507	247	260	23	64	163	256	23	35	108	242	212	152	93	50	438	30	31	8
	86%	86%	87%	80%	91%	88%	85%	88%	88%	86%	88%	87%	88%	86%	82%	86%	87%	89%	77%
9-10 (Net)	340	156	184	12	28	110	190	14	28	70	152	151	100	62	27	295	21	20	5
	58%CD	54%	61%	40%	39%	60%CD	63%CD	53%	69%	56%	56%	62%N	57%	57%	44%	58%	60%	56%	47%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 323
D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 4 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	576	38	117	21	55	14	55	42	29	14	14	47	338	228	458	82
WeightedBase	587	48**	153*	16**	68*	14**	52*	43**	35**	17**	17**	46*	361	216	476	70*
EffectiveBase	382	24	85	17	37	10	41	27	21	9	11	37	226	151	301	63
Not At All Agree 1	2	-	-	-	-	-	-	-	-	-	-	2	2	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	4%zT	1%	-	*	-
2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	*	-
3	8	-	1	-	3	-	-	1	-	-	-	-	5	3	7	1
	1%	-	1%	-	5%	-	-	2%	-	-	-	-	1%	1%	1%	1%
4	9	2	3	-	-	-	1	1	-	-	-	-	7	2	7	2
	2%	4%	2%	-	-	-	2%	3%	-	-	-	-	2%	1%	1%	3%
5	21	1	6	1	6	-	*	2	2	-	-	1	14	6	18	3
	3%	2%	4%	5%	8%	-	1%	5%	5%	-	-	3%	4%	3%	4%	4%
6	20	1	5	-	4	1	2	1	1	-	1	1	15	4	14	2
	3%L	1%	3%	-	6%	10%	3%	3%	2%	-	8%	1%	4%	2%	3%	2%
7	68	10	22	1	7	2	5	3	*	3	*	6	48	19	58	9
	12%F	22%	14%	8%	10%	13%	9%	7%	1%	17%	3%	12%	13%	9%	12%	12%
8	99	4	27	4	6	1	13	6	5	4	2	11	64	35	70	16
	17%Kf	7%	18%	28%	9%	10%	26%	15%	14%	21%	14%	24%	18%	16%	15%	22%
9	139	20	33	1	12	5	5	17	10	5	4	15	83	54	115	16
	24%X	42%	21%	9%	17%	38%	10%	40%	29%	28%	21%	31%X	23%	25%	24%	24%
Agree Completely 10	201	9	47	7	30	4	24	11	15	6	7	9	111	85	166	21
	34%c	18%	31%	45%	44%c	28%	47%c	25%	44%	35%	38%	20%	31%	39%	35%	30%
Don't know	19	2	9	1	-	-	1	-	2	-	3	2	9	7	17	2
	3%E	4%	6%	4%	-	-	2%	-	6%	-	16%	4%	2%	3%	4%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 323
D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 4 offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
WeightedBase	587	48**	153*	16**	68*	14**	52*	43**	35**	17**	17**	46*	361	216	476	70*
EffectiveBase	382	24	85	17	37	10	41	27	21	9	11	37	226	151	301	63
Total mentions	587	48	153	16	68	14	52	43	35	17	17	46	361	216	476	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.48Cd	8.33	8.40	8.80	8.34	8.61	8.79	8.42	9.01	8.81	8.95	8.19	8.30	8.74zd	8.48	8.40
1-3 (Net)	12	-	1	-	3	-	-	1	-	-	-	2	9	3	11	1
	2%	-	1%	-	5%	-	-	2%	-	-	-	4%	3%	1%	2%	1%
1-4 (Net)	21	2	4	-	3	-	1	2	-	-	-	2	16	5	18	3
	4%	4%	3%	-	5%	-	2%	5%	-	-	-	4%	4%	2%	4%	4%
1-2 (Net)	4	-	-	-	-	-	-	-	-	-	-	2	4	-	4	-
	1%	-	-	-	-	-	-	-	-	-	-	4%zT	1%	-	1%	-
4-7 (Net)	117	14	36	2	17	3	8	8	3	3	2	8	84	32	96	15
	20%Fe	29%	23%	13%	24%	24%	15%	18%	8%	17%	11%	17%	23%e	15%	20%	21%
5-6 (Net)	41	2	11	1	10	1	2	4	2	-	1	2	30	10	32	4
	7%	3%	8%	5%	15%	10%	4%	8%	7%	-	8%	4%	8%	5%	7%	6%
8-10 (Net)	439	32	107	13	48	10	43	35	30	14	13	35	259	174	351	53
	75%	67%	70%	82%	71%	76%	83%	80%	86%	83%	73%	76%	72%	81%zd	74%	76%
7-10 (Net)	507	42	128	14	55	12	47	37	30	14	13	41	306	194	409	62
	86%	89%	84%	91%	80%	90%	92%	87%	88%	100%	76%	88%	85%	90%	86%	88%
9-10 (Net)	340	28	79	9	42	9	30	28	25	11	10	24	194	139	281	37
	58%CD	60%	52%	55%	61%	66%	57%	65%	72%	63%	59%	51%	54%	64%zd	59%	53%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 324
D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Radio 5 live offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	402	296	106	28	63	189	122	17	24	88	228	171	108	63	60	321	36	23	22
WeightedBase	371	279	92*	22**	56*	176	117*	16**	21**	70*	210	132	117*	66*	55*	321	28**	13**	10**
EffectiveBase	296	229	68	16	48	143	90	11	17	70	175	134	81	48	42	246	24	16	20
Not At All Agree 1	4	4	-	-	-	1	3	-	-	3	2	3	2	-	-	4	-	-	-
	1%	2%	-	-	-	1%	3%	-	-	4%z	1%	2%	1%	-	-	1%	-	-	-
2	1	1	-	-	-	*	1	-	-	-	1	-	1	-	-	-	-	1	-
	*	*	-	-	-	*	1%	-	-	-	*	-	1%	-	-	-	-	8%	-
3	5	5	-	-	-	1	5	-	-	1	2	2	1	3	-	3	3	-	-
	1%O	2%	-	-	-	1%	4%	-	-	1%	1%	1%	1%	4%	-	1%	10%	-	-
4	7	4	3	1	-	5	2	-	-	-	6	2	2	-	2	6	1	-	-
	2%	2%	3%	2%	-	3%	1%	-	-	-	3%	2%	2%	-	4%	2%	3%	-	-
5	20	14	5	2	4	9	5	-	*	4	10	6	6	5	3	19	1	-	-
	5%	5%	6%	9%	7%	5%	5%	-	1%	5%	5%	4%	5%	7%	5%	6%	2%	-	-
6	30	26	5	*	6	18	6	1	4	2	16	12	12	3	3	26	2	1	1
	8%	9%	5%	1%	11%	10%	5%	9%	20%	3%	8%	9%	11%	5%	5%	8%	9%	10%	13%
7	71	50	21	8	10	36	18	3	5	12	44	26	28	6	11	63	6	1	1
	19%	18%	23%	36%	18%	20%	15%	19%	23%	18%	21%	19%	24%M	10%	20%	20%	22%	8%	14%
8	102	76	26	7	11	47	36	7	6	24	50	29	31	27	15	89	8	3	3
	27%	27%	28%	34%	20%	27%	31%	45%	30%	34%	24%	22%	26%	41%zK	27%	28%	27%	21%	28%
9	63	44	18	3	17	25	19	2	3	14	38	23	22	9	9	58	2	2	1
	17%	16%	20%	12%	30%zE	14%	16%	15%	13%	20%	18%	18%	19%	14%	15%	18%	9%	13%	11%
Agree Completely 10	62	47	15	1	5	34	21	1	3	8	40	27	9	13	13	49	5	5	3
	17%L	17%	16%	4%	10%	19%	18%	9%	13%	12%	19%	20%L	8%	19%	23%L	15%	17%	41%	29%
Don't know	5	5	-	-	3	*	2	*	-	2	1	2	3	-	*	5	-	-	*
	1%J	2%	-	-	6%zE	*	1%	3%	-	3%J	*	1%	3%	-	1%	2%	-	-	5%
Total mentions	371	279	92	22	56	176	117	16	21	70	210	132	117	66	55	321	28	13	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.74	7.68	7.90	7.44	7.89	7.79	7.64	7.96	7.71	7.71	7.81	7.78	7.48	7.89	7.99	7.74	7.34	8.18	8.30

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 324
D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Radio 5 live offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	371	279	92*	22**	56*	176	117*	16**	21**	70*	210	132	117*	66*	55*	321	28**	13**	10**
EffectiveBase	296	229	68	16	48	143	90	11	17	70	175	134	81	48	42	246	24	16	20
1-3 (Net)	11	11	-	-	-	2	9	-	-	3	5	5	3	3	-	7	3	1	-
	3%	4%	-	-	-	1%	7%zE	-	-	5%	2%	3%	3%	4%	-	2%	10%	8%	-
1-4 (Net)	18	15	3	1	-	7	10	-	-	3	11	7	5	3	2	13	4	1	-
	5%	5%	3%	2%	-	4%	9%D	-	-	5%	5%	5%	5%	4%	4%	4%	13%	8%	-
1-2 (Net)	5	5	-	-	-	1	4	-	-	3	3	3	3	-	-	4	-	1	-
	1%	2%	-	-	-	1%	3%	-	-	4%	1%	2%	2%	-	-	1%	-	8%	-
4-7 (Net)	129	95	33	11	20	67	31	4	9	18	77	46	49	14	19	114	10	2	3
	35%M	34%	36%	50%	35%	38%	27%	28%	45%	26%	37%	35%	42%M	22%	34%	35%	36%	18%	27%
5-6 (Net)	50	40	10	2	10	27	12	1	4	6	26	18	18	8	6	45	3	1	1
	14%	14%	11%	11%	17%	15%	10%	9%	21%	9%	13%	14%	16%	12%	10%	14%	11%	10%	13%
8-10 (Net)	226	168	59	11	33	107	76	11	11	46	128	80	62	49	36	195	15	10	7
	61%	60%	64%	50%	59%	61%	65%	69%	55%	66%	61%	60%	53%	74%zL	65%	61%	54%	74%	68%
7-10 (Net)	298	218	80	19	43	142	94	14	16	58	172	105	90	55	47	258	21	11	8
	80%	78%	86%	87%	77%	81%	80%	89%	79%	83%	82%	80%	77%	84%	85%	80%	76%	82%	83%
9-10 (Net)	125	92	33	4	22	59	40	4	5	22	78	50	31	22	21	107	7	7	4
	34%	33%	36%	17%	39%	34%	34%	24%	26%	31%	37%	38%	27%	33%	38%	33%	26%	53%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 324
D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Radio 5 live offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	402	21	81	19	36	16	48	23	13	4	13	47	293	104	354	35
WeightedBase	371	18**	80*	17**	38**	13**	53*	23**	14**	4**	14**	47*	276	90*	330	31**
EffectiveBase	296	17	64	15	25	13	35	19	10	3	12	37	222	70	260	27
Not At All Agree 1	4	-	-	-	-	-	1	-	-	-	2	2	4	-	4	-
	1%	-	-	-	-	-	2%	-	-	-	12%	4%	2%	-	1%	-
2	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
3	5	-	1	-	-	-	2	-	-	-	-	-	4	2	5	-
	1%O	-	1%	-	-	-	3%	-	-	-	-	-	1%	2%	2%	-
4	7	-	1	2	-	-	1	2	-	-	-	1	6	1	5	-
	2%	-	1%	10%	-	-	1%	10%	-	-	-	1%	2%	1%	2%	-
5	20	-	5	1	7	-	5	1	1	-	*	-	11	8	18	1
	5%	-	6%	4%	18%	-	10%	3%	5%	-	3%	-	4%	8%	6%	5%
6	30	2	5	1	1	3	5	4	1	*	-	2	25	5	25	2
	8%	11%	7%	8%	2%	24%	10%	17%	10%	12%	-	4%	9%	6%	8%	5%
7	71	3	22	1	9	1	11	2	3	1	3	8	54	17	64	6
	19%	17%	28%	6%	23%	6%	21%	7%	22%	34%	19%	16%	20%	19%	19%	20%
8	102	3	16	4	11	5	12	10	7	1	4	16	72	30	89	12
	27%	17%	20%	22%	30%	39%	22%	44%	50%	36%	28%	34%	26%	33%	27%	40%
9	63	5	15	6	5	3	7	3	1	-	1	11	48	14	53	7
	17%	26%	18%	36%	14%	22%	13%	14%	10%	-	9%	23%	17%	15%	16%	22%
Agree Completely 10	62	5	13	2	5	1	9	1	*	1	4	6	46	12	59	3
	17%L	29%	16%	14%	13%	10%	17%	5%	3%	18%	30%	13%	17%	14%	18%	8%
Don't know	5	-	2	-	-	-	1	-	-	-	-	2	3	2	5	-
	1%J	-	2%	-	-	-	2%	-	-	-	-	4%	1%	2%	2%	-
Total mentions	371	18	80	17	38	13	53	23	14	4	14	47	276	90	330	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.74	8.45	7.80	7.93	7.62	7.88	7.44	7.35	7.60	7.77	7.60	7.94	7.72	7.73	7.75	7.94

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 324
D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
** - BBC Radio 5 live offers me something that other radio stations do not**
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	371	18**	80*	17**	38**	13**	53*	23**	14**	4**	14**	47*	276	90*	330	31**
EffectiveBase	296	17	64	15	25	13	35	19	10	3	12	37	222	70	260	27
1-3 (Net)	11 3%	-	1 1%	-	-	-	3 5%	-	-	-	2 12%	2 4%	9 3%	2 2%	11 3%	-
1-4 (Net)	18 5%	-	2 2%	2 10%	-	-	3 6%	2 10%	-	-	2 12%	2 5%	15 5%	3 3%	16 5%	-
1-2 (Net)	5 1%	-	-	-	-	-	1 2%	-	-	-	2 12%	2 4%	5 2%	-	5 2%	-
4-7 (Net)	129 35%M	5 28%	34 42%c	5 27%	16 42%	4 30%	22 41%	9 37%	5 37%	2 46%	3 22%	10 22%	97 35%	31 34%	113 34%	9 30%
5-6 (Net)	50 14%	2 11%	10 13%	2 12%	7 19%	3 24%	10 19%	5 20%	2 15%	* 12%	* 3%	2 4%	37 13%	13 14%	44 13%	3 10%
8-10 (Net)	226 61%	13 72%	44 55%	12 73%	22 58%	9 70%	28 52%	14 63%	9 63%	2 54%	9 67%	33 70%	167 60%	56 62%	201 61%	22 70%
7-10 (Net)	298 80%	16 89%	66 82%	13 78%	31 81%	10 76%	39 73%	16 70%	12 85%	3 88%	12 85%	41 87%	221 80%	73 81%	265 80%	28 90%
9-10 (Net)	125 34%	10 55%	28 35%	8 51%	11 28%	4 32%	16 30%	4 19%	2 14%	1 18%	5 39%	17 37%	95 34%	26 29%	112 34%	9 31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 325
D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC 6 Music offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	194	122	72	25	44	102	23	12	6	40	123	97	48	27	22	152	17	16	9
WeightedBase	166	111*	56*	19**	37**	89*	21**	11**	5**	33**	106*	73*	51*	27**	16**	143	11**	9**	4**
EffectiveBase	143	91	52	18	29	81	15	9	4	27	93	77	37	18	17	115	14	12	8
Not At All Agree 1	1	-	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
	*	-	1%	3%	-	-	-	-	-	-	1%	1%	-	-	-	*	-	-	-
2	3	3	-	-	-	3	-	-	2	-	1	1	-	2	-	3	-	-	-
	2%	3%	-	-	-	3%	-	-	42%	-	1%	1%	-	8%	-	2%	-	-	-
3	3	2	1	1	2	1	-	-	-	1	2	2	1	1	-	2	1	*	-
	2%	2%	3%	3%	5%	1%	-	-	-	2%	2%	2%	2%	3%	-	2%	5%	4%	-
4	1	1	-	*	-	1	-	-	*	-	1	1	-	-	*	1	-	-	-
	1%	1%	-	1%	-	1%	-	-	5%	-	1%	1%	-	-	1%	1%	-	-	-
5	3	3	-	1	-	2	-	-	-	2	1	-	3	-	*	3	-	-	-
	2%d	3%	-	7%	-	2%	-	-	-	7%	1%	-	6%	-	2%	2%	-	-	-
6	7	3	5	3	2	2	1	1	-	1	5	5	*	1	1	7	*	-	-
	4%	2%	8%	16%	4%	2%	4%	10%	-	4%	5%	6%	1%	5%	7%	5%	3%	-	-
7	22	18	4	2	4	14	2	2	-	4	15	9	8	2	3	19	1	1	1
	13%	16%	7%	12%	10%	15%	12%	14%	-	13%	14%	13%	16%	8%	18%	14%	12%	10%	17%
8	36	25	11	3	12	14	6	*	-	3	28	14	13	7	2	32	2	*	1
	22%	23%	19%	18%	32%	16%	31%	3%	-	9%	26%	19%	26%	24%	12%	23%	21%	3%	28%
9	43	27	17	5	11	24	4	4	*	14	23	22	11	7	3	34	5	4	1
	26%f	24%	30%	27%	29%	27%	18%	36%	4%	41%	22%	31%	21%	26%	20%	24%	49%	39%	20%
Agree Completely 10	46	28	17	2	8	28	7	4	2	8	29	19	14	7	5	39	1	4	1
	27%	26%	31%	12%	20%	32%	36%	38%	49%	24%	28%	26%	28%	26%	34%	28%	10%	44%	36%
Don't know	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
	*	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	5%	1%	-	-	-
Total mentions	166	111	56	19	37	89	21	11	5	33	106	73	51	27	16	143	11	9	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.27	8.18	8.46	7.41	8.27	8.36	8.71	8.77	6.30	8.37	8.28	8.29	8.36	7.96	8.46	8.22	8.24	8.98	8.75
1-3 (Net)	7	5	2	1	2	4	-	-	2	1	4	3	1	3	-	6	1	*	-
	4%	4%	4%	7%	5%	4%	-	-	42%	2%	3%	4%	2%	11%	-	4%	5%	4%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 325
D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC 6 Music offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	166	111*	56*	19**	37**	89*	21**	11**	5**	33**	106*	73*	51*	27**	16**	143	11**	9**	4**
EffectiveBase	143	91	52	18	29	81	15	9	4	27	93	77	37	18	17	115	14	12	8
1-4 (Net)	8	6	2	2	2	5	-	-	2	1	5	4	1	3	*	7	1	*	-
	5%	5%	4%	8%	5%	5%	-	-	47%	2%	4%	5%	2%	11%	1%	5%	5%	4%	-
1-2 (Net)	3	3	1	1	-	3	-	-	2	-	1	1	-	2	-	3	-	-	-
	2%	3%	1%	3%	-	3%	-	-	42%	-	1%	2%	-	8%	-	2%	-	-	-
4-7 (Net)	34	25	9	7	5	18	3	3	*	8	22	15	11	3	4	31	2	1	1
	20%	23%	16%	37%	15%	21%	15%	24%	5%	24%	20%	20%	22%	13%	28%	22%	15%	10%	17%
5-6 (Net)	11	6	5	4	2	4	1	1	-	4	6	5	3	1	1	10	*	-	-
	6%	5%	8%	23%	4%	4%	4%	10%	-	11%	5%	6%	6%	5%	9%	7%	3%	-	-
8-10 (Net)	125	80	45	11	30	66	18	9	3	25	80	55	39	21	11	105	9	8	3
	75%	72%	80%	57%	81%	74%	85%	76%	53%	74%	75%	76%	76%	76%	67%	74%	80%	86%	83%
7-10 (Net)	147	98	49	13	34	80	20	10	3	29	95	64	47	23	13	125	10	9	4
	88%	89%	88%	69%	91%	89%	96%	90%	53%	87%	89%	88%	92%	84%	84%	87%	92%	96%	100%
9-10 (Net)	89	55	34	8	18	52	11	8	3	22	52	41	25	14	9	73	6	7	2
	53%	50%	61%	39%	49%	58%	54%	74%	53%	65%	49%	57%	50%	52%	54%	51%	58%	83%	55%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 325
D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC 6 Music offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	194	5	55	6	17	8	23	8	8	1	4	17	159	34	167	14
WeightedBase	166	5**	56*	4**	15**	6**	23**	8**	8**	1**	4**	12**	137	28**	144	12**
EffectiveBase	143	4	42	4	10	6	19	8	6	1	3	14	121	22	121	11
Not At All Agree 1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
*		14%	-	-	-	-	-	-	-	-	-	-	-	2%	-	5%
2	3	-	1	-	-	-	2	-	-	-	-	-	3	-	3	-
	2%	-	1%	-	-	-	9%	-	-	-	-	-	2%	-	2%	-
3	3	-	2	1	-	-	-	-	-	-	-	-	3	1	3	-
	2%	-	3%	15%	-	-	-	-	-	-	-	-	2%	2%	2%	-
4	1	-	-	1	*	-	-	-	-	-	-	-	1	*	1	-
	1%	-	-	22%	2%	-	-	-	-	-	-	-	1%	1%	1%	-
5	3	-	-	-	*	-	3	-	-	-	-	-	1	*	3	-
	2%d	-	-	-	2%	-	13%	-	-	-	-	-	1%	1%	2%	-
6	7	-	1	*	2	-	-	-	3	-	-	1	6	1	7	-
	4%	-	2%	9%	13%	-	-	-	36%	-	-	7%	5%	4%	5%	-
7	22	1	11	-	-	-	3	-	2	-	1	2	19	3	21	1
	13%	14%	20%	-	-	-	13%	-	20%	-	23%	15%	14%	11%	14%	6%
8	36	2	15	-	5	3	1	2	*	-	-	5	31	5	33	3
	22%	35%	26%	-	35%	49%	5%	23%	4%	-	-	37%	22%	19%	23%	22%
9	43	1	13	2	4	1	6	2	2	1	-	2	38	6	33	5
	26%f	16%	24%	54%	25%	9%	26%	26%	22%	100%	-	15%	27%	21%	23%	37%
Agree Completely 10	46	1	13	-	4	3	8	4	1	-	3	3	35	10	40	4
	27%	21%	22%	-	23%	43%	34%	51%	17%	-	77%	27%	26%	38%	28%	30%
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
*		-	1%	-	-	-	-	-	-	-	-	-	1%	-	1%	-
Total mentions	166	5	56	4	15	6	23	8	8	1	4	12	137	28	144	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.27	7.42	8.22	6.71	8.34	8.94	7.90	9.27	7.65	9.00	9.31	8.39	8.29	8.42	8.21	8.55
1-3 (Net)	7	1	2	1	-	-	2	-	-	-	-	-	5	1	6	1
	4%	14%	4%	15%	-	-	9%	-	-	-	-	-	4%	5%	4%	5%

Table 325
D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC 6 Music offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	166	5**	56*	4**	15**	6**	23**	8**	8**	1**	4**	12**	137	28**	144	12**
EffectiveBase	143	4	42	4	10	6	19	8	6	1	3	14	121	22	121	11
1-4 (Net)	8	1	2	2	*	-	2	-	-	-	-	-	6	2	7	1
	5%	14%	4%	37%	2%	-	9%	-	-	-	-	-	5%	6%	5%	5%
1-2 (Net)	3	1	1	-	-	-	2	-	-	-	-	-	3	1	3	1
	2%	14%	1%	-	-	-	9%	-	-	-	-	-	2%	2%	2%	5%
4-7 (Net)	34	1	12	1	2	-	6	-	4	-	1	3	27	5	32	1
	20%	14%	22%	31%	16%	-	26%	-	56%	-	23%	22%	20%	17%	22%	6%
5-6 (Net)	11	-	1	*	2	-	3	-	3	-	-	1	7	1	10	-
	6%	-	2%	9%	15%	-	13%	-	36%	-	-	7%	5%	5%	7%	-
8-10 (Net)	125	3	41	2	13	6	15	8	3	1	3	10	103	22	105	11
	75%	71%	72%	54%	84%	100%	65%	100%	44%	100%	77%	78%	76%	78%	73%	89%
7-10 (Net)	147	4	52	2	13	6	18	8	5	1	4	11	122	25	126	12
	88%	86%	92%	54%	84%	100%	78%	100%	64%	100%	100%	93%	89%	89%	87%	95%
9-10 (Net)	89	2	26	2	7	3	14	6	3	1	3	5	73	16	73	8
	53%	37%	46%	54%	49%	51%	61%	77%	39%	100%	77%	41%	53%	59%	50%	67%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Asian Network offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**103**	55	48	19	33	43	8	2	5	24	59	45	27	14	17	96	6	1	-
WeightedBase	**78***	45*	32*	11**	25**	33*	8**	1**	3**	15**	47*	30*	23**	10**	15**	74*	3**	***	-**
EffectiveBase	76	40	37	15	27	31	6	2	3	19	45	34	20	10	14	71	4	1	-
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	6	4	2	-	1	4	-	-	2	-	3	2	-	2	2	5	-	*	-
	7%	8%	7%	-	6%	13%	-	-	64%	-	7%	7%	-	17%	15%	7%	-	100%	-
6	3	2	1	1	1	1	1	*	-	1	2	2	1	-	*	3	-	-	-
	4%	5%	2%	5%	2%	4%	7%	50%	-	6%	3%	7%	2%	-	3%	4%	-	-	-
7	10	6	4	2	4	3	*	-	-	4	4	5	2	1	1	10	*	-	-
	13%	13%	12%	21%	17%	9%	4%	-	-	27%	9%	18%	9%	14%	8%	13%	10%	-	-
8	24	12	12	3	7	11	2	-	1	4	16	8	10	3	3	23	1	-	-
	31%	26%	37%	29%	29%	34%	23%	-	17%	28%	33%	26%	41%	31%	24%	31%	32%	-	-
9	19	11	8	4	6	6	2	*	-	3	11	6	7	4	2	17	2	-	-
	24%	24%	24%	33%	25%	19%	29%	50%	-	20%	22%	20%	31%	38%	13%	23%	58%	-	-
Agree Completely 10	14	9	4	1	5	6	2	-	*	3	11	7	4	-	3	14	-	-	-
	17%	21%	13%	8%	19%	18%	23%	-	11%	16%	23%	24%	16%	-	18%	18%	-	-	-
Don't know	3	1	2	*	*	1	1	-	*	*	1	-	-	-	3	3	-	-	-
	4%d	2%	5%	4%	1%	3%	14%	-	8%	3%	2%	-	-	-	19%	4%	-	-	-
Total mentions	78	45	32	11	25	33	8	1	3	15	47	30	23	10	15	74	3	*	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Mean	8.17	8.19	8.13	8.19	8.25	7.99	8.65	7.50	6.16	8.14	8.31	8.16	8.49	7.73	7.89	8.17	8.48	5.00	-
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 326
D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Asian Network offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	78*	45*	32*	11**	25**	33*	8**	1**	3**	15**	47*	30*	23**	10**	15**	74*	3**	***	-**
EffectiveBase	76	40	37	15	27	31	6	2	3	19	45	34	20	10	14	71	4	1	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	19	12	7	3	6	9	1	*	2	5	9	9	3	3	4	18	*	*	-
	24%	26%	21%	26%	25%	26%	11%	50%	64%	33%	19%	31%	12%	31%	26%	25%	10%	100%	-
5-6 (Net)	9	6	3	1	2	6	1	*	2	1	5	4	1	2	3	8	-	*	-
	11%	13%	9%	5%	8%	17%	7%	50%	64%	6%	10%	13%	2%	17%	18%	11%	-	100%	-
8-10 (Net)	56	32	24	8	19	24	6	*	1	10	37	21	21	7	8	53	3	-	-
	72%	71%	74%	70%	74%	71%	75%	50%	28%	64%	78%	69%	88%	69%	55%	72%	90%	-	-
7-10 (Net)	66	38	28	10	23	27	6	*	1	14	41	26	23	8	9	63	3	-	-
	85%	84%	86%	91%	91%	80%	79%	50%	28%	92%	87%	87%	98%	83%	64%	85%	100%	-	-
9-10 (Net)	32	20	12	5	11	12	4	*	*	6	21	13	11	4	5	31	2	-	-
	42%	45%	37%	41%	45%	37%	51%	50%	11%	36%	45%	43%	47%	38%	31%	41%	58%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 326
D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Asian Network offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	103	3	32	9	19	3	11	3	2	1	2	11	82	20	92	1
WeightedBase	78*	2**	28**	6**	16**	2**	7**	2**	2**	***	1**	8**	66*	12**	71*	1**
EffectiveBase	76	3	22	7	15	2	9	3	2	1	2	9	63	12	68	1
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	6	-	-	*	3	-	-	-	2	-	-	1	5	1	6	-
	7%	-	-	7%	18%	-	-	-	79%	-	-	8%	8%	5%	8%	-
6	3	-	1	-	1	1	-	-	-	*	-	*	2	1	3	-
	4%	-	3%	-	4%	33%	-	-	-	100%	-	5%	3%	7%	4%	-
7	10	-	3	2	1	1	1	-	*	-	-	1	9	1	9	-
	13%	-	12%	26%	7%	54%	18%	-	21%	-	-	13%	13%	11%	13%	-
8	24	1	10	2	3	-	2	2	-	-	-	2	21	2	21	1
	31%	61%	34%	36%	22%	-	34%	68%	-	-	-	30%	32%	21%	30%	100%
9	19	1	9	1	4	*	1	-	-	-	*	1	15	4	17	-
	24%	39%	31%	8%	25%	13%	14%	-	-	-	50%	16%	22%	36%	23%	-
Agree Completely 10	14	-	5	-	3	-	2	1	-	-	*	1	13	1	12	-
	17%	-	19%	-	21%	-	34%	32%	-	-	50%	16%	20%	6%	18%	-
Don't know	3	-	-	1	*	-	-	-	-	-	-	1	1	2	3	-
	4%d	-	-	23%	2%	-	-	-	-	-	-	12%	2%	14%	4%	-
Total mentions	78	2	28	6	16	2	7	2	2	*	1	8	66	12	71	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.17	8.39	8.52	7.49	7.99	6.92	8.63	8.64	5.43	6.00	9.50	8.00	8.18	8.08	8.14	8.00
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 326
D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Asian Network offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	78*	2**	28**	6**	16**	2**	7**	2**	2**	***	1**	8**	66*	12**	71*	1**
EffectiveBase	76	3	22	7	15	2	9	3	2	1	2	9	63	12	68	1
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	19	-	4	2	5	2	1	-	2	*	-	2	16	3	18	-
	24%	-	15%	33%	29%	87%	18%	-	100%	100%	-	26%	24%	23%	25%	-
5-6 (Net)	9	-	1	*	4	1	-	-	2	*	-	1	7	1	9	-
	11%	-	3%	7%	22%	33%	-	-	79%	100%	-	13%	11%	12%	12%	-
8-10 (Net)	56	2	24	3	11	*	5	2	-	-	1	5	49	7	50	1
	72%	100%	85%	44%	68%	13%	82%	100%	-	-	100%	61%	74%	63%	71%	100%
7-10 (Net)	66	2	27	4	12	1	7	2	*	-	1	6	57	9	59	1
	85%	100%	97%	70%	75%	67%	100%	100%	21%	-	100%	75%	87%	74%	84%	100%
9-10 (Net)	32	1	14	1	7	*	3	1	-	-	1	2	27	5	29	-
	42%	39%	51%	8%	47%	13%	48%	32%	-	-	100%	31%	42%	42%	41%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 327
D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC local radio stations offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**470**	265	205	40	70	178	182	26	34	130	226	179	120	92	79	386	30	25	29
WeightedBase	457	243	214	30**	57*	174	195	31**	34**	120*	211	135	133*	102*	87*	412	21**	11**	13**
EffectiveBase	325	186	141	29	55	120	127	18	20	93	160	131	93	62	52	278	25	21	24
Not At All Agree 1	9 / 2%	5 / 2%	3 / 1%	2 / 7%	-	2 / 1%	5 / 2%	3 / 9%	1 / 2%	2 / 1%	3 / 1%	3 / 2%	2 / 1%	-	4 / 4%	7 / 2%	1 / 5%	-	1 / 9%
2	2 / *Of	1 / *	1 / 1%	1 / 3%	-	1 / 1%	-	-	-	1 / 1%	1 / *	1 / 1%	-	1 / 1%	-	* / *	1 / 6%	-	1 / 5%
3	11 / 2%	5 / 2%	6 / 3%	-	3 / 5%	6 / 4%	2 / 1%	-	-	3 / 3%	7 / 3%	4 / 3%	2 / 1%	3 / 3%	3 / 3%	10 / 2%	-	-	1 / 8%
4	8 / 2%	6 / 2%	2 / 1%	1 / 3%	1 / 2%	1 / 1%	5 / 2%	-	2 / 7%	1 / 1%	2 / 1%	-	4 / 3%	1 / 1%	2 / 2%	8 / 2%	-	-	-
5	22 / 5%A	5 / 2%	17 / 8%zA	4 / 14%	3 / 5%	8 / 5%	7 / 3%	-	3 / 8%	5 / 4%	9 / 4%	9 / 7%	7 / 5%	3 / 3%	2 / 3%	21 / 5%	* / 2%	1 / 7%	-
6	33 / 7%c	12 / 5%	21 / 10%	5 / 15%	5 / 9%	9 / 5%	14 / 7%	-	4 / 12%	12 / 10%	15 / 7%	8 / 6%	10 / 8%	9 / 9%	5 / 6%	28 / 7%	2 / 11%	2 / 20%	1 / 5%
7	94 / 21%	46 / 19%	48 / 23%	6 / 19%	11 / 20%	44 / 25%	33 / 17%	10 / 32%	8 / 22%	25 / 21%	41 / 20%	24 / 18%	27 / 21%	25 / 24%	18 / 21%	86 / 21%	4 / 18%	2 / 20%	2 / 18%
8	101 / 22%	61 / 25%	40 / 19%	7 / 22%	11 / 19%	40 / 23%	44 / 22%	5 / 17%	4 / 11%	29 / 25%	51 / 24%	28 / 21%	32 / 24%	22 / 21%	19 / 22%	92 / 22%	5 / 23%	2 / 19%	2 / 15%
9	82 / 18%	49 / 20%	34 / 16%	3 / 9%	14 / 25%	30 / 17%	35 / 18%	4 / 14%	6 / 17%	21 / 18%	42 / 20%	24 / 18%	26 / 20%	20 / 19%	12 / 14%	75 / 18%	4 / 18%	2 / 14%	2 / 14%
Agree Completely 10	75 / 17%	41 / 17%	34 / 16%	2 / 8%	8 / 15%	28 / 16%	37 / 19%	3 / 10%	5 / 15%	12 / 10%	36 / 17%	29 / 22%	18 / 13%	12 / 12%	16 / 19%	69 / 17%	3 / 13%	1 / 11%	3 / 24%
Don't know	20 / 4%J	12 / 5%	8 / 4%	* / 1%	1 / 1%	4 / 2%	15 / 7%z	6 / 18%	2 / 6%	8 / 7%J	3 / 1%	4 / 3%	4 / 3%	6 / 6%	6 / 6%	17 / 4%	1 / 6%	1 / 9%	* / 4%
Total mentions	457 / 100%	243 / 100%	214 / 100%	30 / 100%	57 / 100%	174 / 100%	195 / 100%	31 / 100%	34 / 100%	120 / 100%	211 / 100%	135 / 100%	133 / 100%	102 / 100%	87 / 100%	412 / 100%	21 / 100%	11 / 100%	13 / 100%
Mean	7.65	7.79	7.49	6.56	7.69	7.67	7.80	7.21	7.31	7.49	7.74	7.75	7.63	7.66	7.52	7.69	7.30	7.48	7.02
1-3 (Net)	22 / 5%	12 / 5%	10 / 5%	3 / 10%	3 / 5%	9 / 5%	7 / 4%	3 / 9%	1 / 2%	6 / 5%	11 / 5%	8 / 6%	4 / 3%	3 / 3%	7 / 8%	17 / 4%	2 / 10%	-	3 / 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 327
D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC local radio stations offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	457	243	214	30**	57*	174	195	31**	34**	120*	211	135	133*	102*	87*	412	21**	11**	13**
EffectiveBase	325	186	141	29	55	120	127	18	20	93	160	131	93	62	52	278	25	21	24
1-4 (Net)	30	18	12	4	4	10	12	3	3	8	13	8	8	5	9	25	2	-	3
	7%	7%	6%	13%	7%	6%	6%	9%	9%	6%	6%	6%	6%	5%	10%	6%	10%		21%
1-2 (Net)	11	6	4	3	-	3	5	3	1	3	4	5	2	1	4	7	2	-	2
	2%O	3%	2%	10%	-	2%	2%	9%	2%	2%	2%	3%	1%	1%	4%	2%	10%		13%
4-7 (Net)	156	69	88	15	21	63	58	10	17	43	67	41	49	39	27	142	6	5	3
	34%Ac	28%	41%zA	50%	36%	36%	30%	32%	49%	36%	32%	30%	37%	38%	31%	34%	30%	48%	22%
5-6 (Net)	54	17	38	9	8	18	20	-	7	16	25	17	17	13	7	48	3	3	1
	12%A	7%	18%zA	29%	14%	10%	10%	-	19%	14%	12%	12%	13%	13%	8%	12%	12%	27%	5%
8-10 (Net)	259	151	107	12	33	98	115	13	15	63	129	82	75	54	48	236	11	5	7
	57%B	62%zB	50%	39%	58%	56%	59%	41%	43%	53%	61%	61%	57%	53%	55%	57%	54%	43%	53%
7-10 (Net)	353	197	156	17	45	142	148	23	22	88	171	106	103	79	66	322	15	7	9
	77%	81%	73%	57%	78%	82%	76%	73%	66%	73%	81%	78%	77%	77%	75%	78%	71%	63%	70%
9-10 (Net)	158	90	68	5	23	58	72	7	11	34	78	54	44	32	28	144	7	3	5
	35%	37%	32%	17%	40%	33%	37%	24%	32%	28%	37%	40%	33%	31%	32%	35%	31%	24%	38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 327
D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC local radio stations offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	470	43	48	21	36	30	49	33	20	14	21	71	303	164	391	59
WeightedBase	457	49**	52*	19**	33**	31**	49*	33**	24**	18**	25**	81*	306	150	395	45*
EffectiveBase	325	28	35	15	24	21	37	26	17	9	16	53	210	114	271	46
Not At All Agree 1	9	1	-	-	-	-	-	-	-	-	2	4	5	3	8	1
	2%	1%	-	-	-	-	-	-	-	-	8%	5%	2%	2%	2%	1%
2	2	-	*	-	-	-	-	-	-	-	-	-	1	1	*	2
	*Of	-	1%	-	-	-	-	-	-	-	-	-	*	1%	*	4%zf
3	11	2	2	-	*	-	1	1	1	1	-	3	8	3	8	2
	2%	4%	3%	-	1%	-	1%	3%	4%	6%	-	3%	3%	2%	2%	4%
4	8	-	-	*	-	-	1	-	5	1	*	1	7	1	6	-
	2%	-	-	3%	-	-	2%	-	19%	5%	2%	1%	2%	1%	1%	-
5	22	-	2	1	*	3	2	5	5	-	-	3	15	6	17	2
	5%A	-	4%	7%	1%	10%	4%	14%	19%	-	-	3%	5%	4%	4%	5%
6	33	1	5	1	6	1	1	8	2	-	2	1	25	7	27	4
	7%c	2%	9%	5%	18%	2%	2%	24%	9%	-	9%	1%	8%	5%	7%	9%
7	94	11	10	5	7	11	12	5	3	6	3	13	66	28	86	8
	21%	23%	19%	28%	21%	36%	25%	16%	12%	32%	11%	15%	22%	19%	22%	17%
8	101	17	17	8	9	4	9	3	2	2	4	17	70	31	91	9
	22%	34%	33%	44%	28%	15%	19%	8%	8%	13%	16%	21%	23%	21%	23%	20%
9	82	9	6	2	8	3	12	8	4	1	4	19	56	26	73	6
	18%	18%	12%	10%	24%	9%	25%	26%	16%	3%	15%	23%	18%	17%	18%	14%
Agree Completely 10	75	7	7	1	2	7	9	3	3	7	10	13	44	31	64	8
	17%	14%	14%	4%	7%	22%	18%	9%	13%	41%	38%	16%	14%	21%	16%	17%
Don't know	20	2	3	-	-	2	1	-	-	-	-	9	9	11	17	3
	4%J	4%	5%	-	-	6%	3%	-	-	-	-	12%z	3%	7%	4%	7%
Total mentions	457	49	52	19	33	31	49	33	24	18	25	81	306	150	395	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.65	7.90	7.73	7.47	7.70	7.79	8.04	7.23	6.60	8.07	8.00	7.70	7.57	7.83	7.71	7.39
1-3 (Net)	22	3	2	-	*	-	1	1	1	1	2	7	14	8	16	4
	5%	5%	4%	-	1%	-	1%	3%	4%	6%	8%	8%	5%	5%	4%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 327
D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC local radio stations offers me something that other radio stations do not
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	457	49**	52*	19**	33**	31**	49*	33**	24**	18**	25**	81*	306	150	395	45*
EffectiveBase	325	28	35	15	24	21	37	26	17	9	16	53	210	114	271	46
1-4 (Net)	30	3	2	*	*	-	2	1	6	2	2	7	21	9	22	4
	7%	5%	4%	3%	1%	-	3%	3%	23%	10%	10%	9%	7%	6%	6%	10%
1-2 (Net)	11	1	*	-	-	-	-	-	-	-	2	4	6	4	8	2
	2%O	1%	1%	-	-	-	-	-	-	-	8%	5%	2%	3%	2%	5%
4-7 (Net)	156	12	16	8	13	15	16	18	14	6	6	17	113	43	135	14
	34%Ac	25%	32%	43%	40%	49%	33%	55%	58%	37%	22%	21%	37%	28%	34%	31%
5-6 (Net)	54	1	6	2	6	4	3	13	7	-	2	4	40	14	44	7
	12%A	2%	13%	12%	19%	12%	7%	38%	27%	-	9%	4%	13%	9%	11%	15%
8-10 (Net)	259	32	31	11	19	14	31	14	9	10	18	48	170	88	228	23
	57%B	66%	59%	57%	59%	45%	62%	43%	37%	58%	70%	60%	56%	59%	58%	52%
7-10 (Net)	353	43	41	16	26	25	43	19	12	16	21	61	236	116	313	31
	77%	89%	79%	86%	80%	82%	87%	59%	50%	90%	82%	75%	77%	78%	79%	69%
9-10 (Net)	158	15	14	3	10	9	21	11	7	8	14	31	101	57	137	14
	35%	32%	27%	13%	31%	31%	43%	35%	29%	45%	54%	39%	33%	38%	35%	32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 328
D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - Any other BBC station
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	204	121	83	20	25	72	87	21	14	53	85	82	46	33	43	85	34	28	57
WeightedBase	156	94*	62*	10**	21**	51*	74*	16**	10**	39*	66*	51*	45**	35**	25*	82*	32**	18**	24*
EffectiveBase	126	79	48	17	20	54	47	16	4	38	57	62	27	21	33	56	23	23	47
Not At All Agree 1	3	1	2	-	1	1	1	-	1	1	-	-	2	-	1	-	1	-	2
	2%	1%	3%	-	5%	2%	1%	-	6%	3%	-	-	5%	-	3%	-	3%	-	7%zO
2	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-
	*	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	-	2%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	5	4	1	1	-	1	3	*	-	1	1	1	*	3	*	1	3	*	-
	3%	4%	2%	13%	-	1%	4%	3%	-	2%	1%	1%	*	10%	2%	1%	10%	1%	-
5	10	3	7	2	1	2	4	2	*	5	3	5	4	-	1	7	1	1	2
	6%	4%	11%	24%	6%	4%	6%	12%	5%	12%	4%	9%	9%	-	6%	8%	3%	3%	8%
6	8	7	1	1	3	3	2	1	*	1	5	4	3	-	1	6	2	*	1
	5%	8%	2%	6%	16%	5%	3%	9%	4%	1%	8%	9%	7%	-	4%	7%	5%	2%	4%
7	18	10	8	-	5	6	7	5	*	5	7	5	5	3	4	7	6	2	4
	12%	11%	13%	-	22%	12%	10%	31%	4%	14%	11%	10%	12%	10%	17%	9%	18%	10%	15%
8	25	15	10	3	1	12	9	3	1	10	8	8	5	4	8	14	4	3	4
	16%	16%	16%	29%	6%	24%z	12%	19%	5%	25%	12%	16%	12%	10%	32%z	18%	14%	14%	15%
9	28	20	8	2	3	10	13	-	1	8	14	11	6	9	4	15	3	7	3
	18%	21%	14%	18%	16%	21%	17%	-	9%	21%	21%	21%	13%	25%	14%	18%	10%	41%	12%
Agree Completely 10	41	21	20	1	5	11	24	2	6	6	22	13	17	7	4	22	6	5	8
	27%I	23%	32%	11%	25%	23%	32%	15%	61%I	15%	33%	25%	39%	21%	15%	26%	20%	26%	36%
Don't know	16	11	5	-	1	4	11	2	1	3	7	4	2	8	2	10	5	*	1
	10%R	12%	8%	-	5%	8%	15%	11%	5%	8%	11%	7%	4%	24%	8%	13%	14%	2%	3%
Total mentions	156	94	62	10	21	51	74	16	10	39	66	51	45	35	25	82	32	18	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.02	8.08	7.94	7.06	7.59	8.13	8.23	7.26	8.62	7.73	8.51zl	8.03	8.03	8.23	7.75	8.22	7.25	8.66	7.85

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 328
D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - Any other BBC station
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	156	94*	62*	10**	21**	51*	74*	16**	10**	39*	66*	51*	45**	35**	25*	82*	32**	18**	24*
EffectiveBase	126	79	48	17	20	54	47	16	4	38	57	62	27	21	33	56	23	23	47
1-3 (Net)	3	1	2	-	1	1	1	-	1	1	-	1	2	-	1	-	2	-	2
	2%	1%	4%	-	5%	2%	2%	-	6%	3%	-	1%	5%	-	3%	-	6%	-	7%zO
1-4 (Net)	8	5	4	1	1	2	4	*	1	2	1	1	2	3	1	1	5	*	2
	5%J	5%	6%	13%	5%	3%	6%	3%	6%	4%	1%	3%	5%	10%	4%	1%	16%	1%	7%
1-2 (Net)	3	1	2	-	1	1	1	-	1	1	-	1	2	-	1	-	2	-	2
	2%	1%	4%	-	5%	2%	2%	-	6%	3%	-	1%	5%	-	3%	-	6%	-	7%zO
4-7 (Net)	41	25	17	4	9	11	17	9	1	11	15	15	12	7	7	20	12	3	7
	27%	26%	27%	42%	44%	23%	22%	54%	13%	28%	23%	29%	28%	20%	29%	25%	36%	17%	27%
5-6 (Net)	18	11	8	3	5	5	6	3	1	5	8	9	7	-	2	12	2	1	3
	12%	11%	13%	30%	22%	9%	9%	21%	9%	13%	12%	18%	16%	-	10%	15%	7%	5%	12%
8-10 (Net)	95	57	38	6	10	34	45	6	8	24	44	32	28	20	15	51	14	15	15
	61%	61%	61%	58%	47%	68%	61%	34%	75%	61%	66%	62%	63%	56%	61%	62%	44%	82%	63%
7-10 (Net)	113	67	46	6	14	41	52	11	8	29	51	37	33	23	20	58	20	17	18
	73%	72%	74%	58%	69%	80%	71%	65%	79%	75%	77%	72%	75%	66%	78%	71%	62%	92%	78%
9-10 (Net)	70	41	28	3	9	22	36	2	7	14	36	23	23	16	7	36	10	12	11
	45%N	44%	46%	29%	41%	43%	49%	15%	70%	36%	54%	46%	51%	46%	29%	45%	30%	67%	48%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 328
D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - Any other BBC station
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	204	3	25	5	10	6	12	2	3	3	9	7	114	88	170	22
WeightedBase	156	1**	28**	8**	8**	4**	11**	1**	4**	3**	8**	6**	103*	52*	134	13**
EffectiveBase	126	3	14	3	7	5	10	2	3	3	8	6	74	56	104	17
Not At All Agree 1	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	2 4%	3 2%	- -
2	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -
3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
4	5 3%	1 39%	- -	1 9%	-	-	-	-	-	-	-	-	3 3%	1 2%	5 4%	-
5	10 6%	-	3 10%	-	1 17%	-	2 16%	1 55%	-	-	-	-	4 4%	5 11%	9 7%	* 4%
6	8 5%	-	2 9%	-	-	1 16%	2 19%	1 45%	-	-	-	-	6 6%	3 5%	8 6%	* 3%
7	18 12%	-	1 5%	-	-	1 24%	-	-	2 45%	-	1 16%	2 26%	12 12%	6 11%	16 12%	3 20%
8	25 16%	-	4 14%	* 6%	2 24%	2 59%	* 4%	-	1 23%	1 45%	1 7%	3 45%	18 17%	7 14%	19 14%	5 37%
9	28 18%	1 39%	8 29%	-	* 4%	-	2 21%	-	1 32%	-	1 6%	2 29%	19 18%	10 19%	24 18%	2 12%
Agree Completely 10	41 27%I	* 22%	9 33%	-	4 54%	-	2 16%	-	-	1 21%	5 64%	-	28 27%	13 25%	36 26%	3 23%
Don't know	16 10%R	-	-	6 85%	-	-	3 23%	-	-	1 34%	1 7%	-	12 12%	4 7%	14 11%	-
Total mentions	156 100%	1 100%	28 100%	8 100%	8 100%	4 100%	11 100%	1 100%	4 100%	3 100%	8 100%	6 100%	103 100%	52 100%	134 100%	13 100%
Mean	8.02	7.26	8.42	5.72	8.61	7.43	7.60	5.45	7.87	8.64	9.27	8.04	8.21	7.68	7.95	8.22

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 328
D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - Any other BBC station
Base = All who have listened to BBC radio in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
							England Regions							Working		Urbanity	
WeightedBase	156	1**	28**	8**	8**	4**	11**	1**	4**	3**	8**	6**	103*	52*	134	13**
EffectiveBase	126	3	14	3	7	5	10	2	3	3	8	6	74	56	104	17
1-3 (Net)	3	-	-	-	-	-	-	-	-	-	-	-	1	3	3	-
	2%	-	-	-	-	-	-	-	-	-	-	-	1%	5%	3%	-
1-4 (Net)	8	1	-	1	-	-	-	-	-	-	-	-	4	4	8	-
	5%J	39%	-	9%	-	-	-	-	-	-	-	-	4%	8%	6%	-
1-2 (Net)	3	-	-	-	-	-	-	-	-	-	-	-	1	3	3	-
	2%	-	-	-	-	-	-	-	-	-	-	-	1%	5%	3%	-
4-7 (Net)	41	1	7	1	1	2	4	1	2	-	1	2	26	15	38	3
	27%	39%	24%	9%	17%	41%	35%	100%	45%	-	16%	26%	25%	29%	28%	27%
5-6 (Net)	18	-	5	-	1	1	4	1	-	-	-	-	10	8	17	1
	12%	-	19%	-	17%	16%	35%	100%	-	-	-	-	10%	15%	13%	7%
8-10 (Net)	95	1	21	*	6	2	5	-	2	2	6	5	64	30	79	9
	61%	61%	76%	6%	83%	59%	42%	-	55%	66%	77%	74%	62%	58%	59%	73%
7-10 (Net)	113	1	23	*	6	3	5	-	4	2	8	6	77	36	94	12
	73%	61%	81%	6%	83%	84%	42%	-	100%	66%	93%	100%	74%	69%	70%	93%
9-10 (Net)	70	1	17	-	5	-	4	-	1	1	6	2	46	23	60	5
	45%N	61%	62%	-	58%	-	38%	-	32%	21%	70%	29%	45%	44%	45%	36%

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Table 329
D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Base = All respondents

	Summary Table					
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Well 1	43	48	75	72	46	44
	1%	1%	2%	2%	1%	1%
2	36	35	43	63	38	41
	1%	1%	1%	2%	1%	1%
3	49	41	87	81	60	52
	1%	1%	2%	2%	1%	1%
4	76	84	112	118	90	101
	2%	2%	3%	3%	2%	2%
5	274	242	322	356	278	322
	7%	6%	8%	9%	7%	8%
6	378	314	375	406	379	392
	9%	8%	9%	10%	9%	10%
7	600	604	568	570	588	592
	15%	15%	14%	14%	14%	14%
8	725	735	604	627	719	692
	18%	18%	15%	15%	18%	17%
9	443	474	364	351	379	354
	11%	12%	9%	9%	9%	9%
Extremely Well 10	288	373	261	239	294	263
	7%	9%	6%	6%	7%	6%
Don't know	1190	1151	1289	1217	1230	1248
	29%	28%	31%	30%	30%	30%
Total mentions	4101	4101	4101	4101	4101	4101
	100%	100%	100%	100%	100%	100%
Mean	7.24	7.38	6.91	6.83	7.16	7.06
1-3 (Net)	128	124	205	216	144	137
	3%	3%	5%	5%	4%	3%

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Table 329
D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Base = All respondents

	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
			Summary Table			
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	204	207	317	334	234	238
	5%	5%	8%	8%	6%	6%
1-2 (Net)	79	82	118	135	84	85
	2%	2%	3%	3%	2%	2%
4-7 (Net)	1328	1244	1377	1450	1335	1407
	32%	30%	34%	35%	33%	34%
5-6 (Net)	652	556	697	763	657	714
	16%	14%	17%	19%	16%	17%
8-10 (Net)	1456	1582	1230	1217	1392	1309
	35%	39%	30%	30%	34%	32%
7-10 (Net)	2055	2186	1798	1787	1980	1901
	50%	53%	44%	44%	48%	46%
9-10 (Net)	731	847	626	590	673	617
	18%	21%	15%	14%	16%	15%

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Table 330
D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Base = All who have used BBC online services in the past 3 months

	Summary Table					
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
UnweightedBase	2018	2018	2018	2018	2018	2018
WeightedBase	1800	1800	1800	1800	1800	1800
EffectiveBase	1370	1370	1370	1370	1370	1370
Not At All Well 1	11	14	35	24	11	13
	1%	1%	2%	1%	1%	1%
2	9	12	16	25	11	14
	1%	1%	1%	1%	1%	1%
3	19	12	34	37	23	16
	1%	1%	2%	2%	1%	1%
4	24	34	55	64	39	44
	1%	2%	3%	4%	2%	2%
5	118	86	156	162	119	137
	7%	5%	9%	9%	7%	8%
6	191	146	205	241	179	221
	11%	8%	11%	13%	10%	12%
7	355	344	341	344	359	357
	20%	19%	19%	19%	20%	20%
8	468	478	381	405	448	430
	26%	27%	21%	23%	25%	24%
9	287	316	245	216	238	233
	16%	18%	14%	12%	13%	13%
Extremely Well 10	178	245	152	134	197	163
	10%	14%	8%	7%	11%	9%
Don't know	139	112	181	148	177	172
	8%	6%	10%	8%	10%	10%
Total mentions	1800	1800	1800	1800	1800	1800
	100%	100%	100%	100%	100%	100%
Mean	7.53	7.73	7.14	7.04	7.47	7.34
1-3 (Net)	40	39	85	86	45	43
	2%	2%	5%	5%	3%	2%

D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Base = All who have used BBC online services in the past 3 months

	Summary Table					
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
WeightedBase	1800	1800	1800	1800	1800	1800
EffectiveBase	1370	1370	1370	1370	1370	1370
1-4 (Net)	63	73	140	150	84	87
	4%	4%	8%	8%	5%	5%
1-2 (Net)	21	27	50	48	22	27
	1%	1%	3%	3%	1%	1%
4-7 (Net)	688	610	757	811	696	759
	38%	34%	42%	45%	39%	42%
5-6 (Net)	309	232	362	403	298	358
	17%	13%	20%	22%	17%	20%
8-10 (Net)	933	1039	777	755	882	826
	52%	58%	43%	42%	49%	46%
7-10 (Net)	1288	1384	1118	1099	1242	1183
	72%	77%	62%	61%	69%	66%
9-10 (Net)	465	561	396	350	435	396
	26%	31%	22%	19%	24%	22%

Table 331
D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	43	29	15	4	12	21	7	4	3	5	19	7	9	7	21	27	11	2	2
	1%FIOe	1%	1%	1%	2%F	2%F	*	1%	1%	*	1%	1%	1%	1%	2%zK	1%	3%zO	1%	2%
2	36	23	13	3	11	11	11	1	4	6	11	7	4	10	15	26	8	1	2
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	2%zO	*	2%
3	49	27	22	3	16	14	15	4	7	11	16	9	9	16	15	35	9	3	2
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	3%zO	1%	2%
4	76	48	29	12	11	30	23	9	6	22	28	11	20	20	26	60	13	2	2
	2%B	2%zB	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	4%zO	1%	2%
5	274	137	137	40	48	110	75	22	28	95	79	50	79	71	75	224	33	13	4
	7%FRW	7%	7%	8%F	6%	8%zF	5%	5%	6%	9%zGJ	6%	5%	8%	7%	7%	7%	10%zR	6%	4%
6	378	167	209	48	104	129	96	19	44	96	145	105	99	94	79	342	18	10	7
	9%FGNPQce	8%	10%	10%F	13%zEF	9%F	7%	5%	10%G	9%G	11%G	11%zN	10%N	9%	7%	10%zPQ	5%	5%	6%
7	600	320	278	87	138	227	148	43	62	164	244	162	147	150	141	515	40	31	14
	15%BFGNe	16%zB	13%	18%zF	18%zF	17%zF	10%	11%	14%	16%G	18%zG	17%zN	15%	15%	12%	15%	12%	15%	11%
8	725	365	359	91	173	268	194	52	57	187	317	198	209	169	149	596	69	43	17
	18%FGHNWe	18%	17%	19%F	22%zF	20%F	13%	13%	13%	18%	23%zGHI	21%zN	21%zN	17%N	13%	17%	20%	21%R	14%
9	443	222	221	78	94	156	115	33	26	124	198	125	124	97	97	377	28	24	14
	11%FHNVe	11%	11%	17%zDEF	12%F	11%F	8%	8%	6%	12%H	15%zGH	13%zMN	12%N	10%	8%	11%	8%	12%	12%
Extremely Well 10	288	135	153	49	48	108	82	18	25	80	126	84	70	72	62	247	14	17	10
	7%FNPUe	7%	7%	10%zDF	6%	8%F	6%	4%	6%	8%	9%zG	9%zN	7%	7%	5%	7%	4%	9%P	8%P
Don't know	1190	526	664	58	128	291	712	203	179	249	177	183	245	290	471	987	101	56	45
	29%ACDEIJKLTd	26%	32%zA	12%	16%	21%CD	48%zCDE	50%zHIJ	41%zIJ	24%J	13%	19%	24%K	29%K	41%zKLM	29%	29%	28%	38%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 331
D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	HHI Up to £10,000 (G)	HHI £10,000-£14,999 (H)	HHI £15,000-£29,999 (I)	HHI £30,000+ (J)	SG AB (K)	SG C1 (L)	SG C2 (M)	SG DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.24NP	7.16	7.31	7.44zD	7.12	7.21	7.25	7.20	6.98	7.28	7.40zH	7.47zMN	7.31N	7.18	6.94	7.28zP	6.59	7.49zP	7.29P
1-3 (Net)	128 3%BOe	78 4%zB	50 2%	10 2%	39 5%zCF	46 3%	33 2%	8 2%	15 3%	22 2%	45 3%	22 2%	22 2%	33 3%	51 4%zKL	88 3%	28 8%zOQ	6 3%	6 5%zO
1-4 (Net)	204 5%BFKO	126 6%zB	78 4%	21 5%	50 6%F	76 6%	57 4%	17 4%	21 5%	44 4%	73 5%	33 4%	41 4%	53 5%	77 7%zKL	148 4%	41 12%zOQ	8 4%	8 7%
1-2 (Net)	79 2%BIOe	51 3%zB	28 1%	6 1%	23 3%F	32 2%	18 1%	4 1%	8 2%	11 1%	29 2%	13 1%	13 1%	17 2%	36 3%zKL	53 2%	19 6%zOQ	3 1%	4 3%O
4-7 (Net)	1328 32%FGNRe	672 34%	652 31%	187 40%zF	301 38%zF	496 36%zF	343 23%	93 23%	140 32%G	378 36%zG	496 36%zG	328 35%N	344 34%N	335 34%N	321 28%	1141 33%R	104 30%	56 28%	27 23%
5-6 (Net)	652 16%FGNQRe	304 15%	346 16%	88 19%F	152 19%zF	240 18%F	172 12%	41 10%	72 16%G	191 18%zG	224 16%G	155 16%	178 18%N	165 17%	154 13%	566 16%QR	52 15%	23 11%	11 10%
8-10 (Net)	1456 35%FGHNhe	722 36%	733 35%	218 46%zEF	315 40%zF	531 39%zF	391 26%	103 25%	108 24%	391 38%GH	641 47%zGHI	407 43%zMN	402 40%zMN	338 34%N	308 27%	1220 36%	111 32%	84 42%zP	40 34%
7-10 (Net)	2055 50%BFGHNPhe	1043 52%zB	1011 48%	305 65%zDEF	453 58%zF	758 56%zF	539 36%	146 36%	170 38%	555 53%zGH	885 65%zGHI	569 61%zLMN	549 54%zN	488 49%N	449 39%	1736 51%P	151 44%	115 57%zPR	54 45%
9-10 (Net)	731 18%FGHNPe	357 18%	374 18%	128 27%zDEF	142 18%F	263 19%F	197 13%	51 12%	50 11%	204 20%GH	324 24%zGHI	209 22%zMN	194 19%N	169 17%	159 14%	624 18%P	42 12%	41 20%P	24 20%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 331
D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	43 1%FIOe	- -	6 1%	2 1%	1 *	1 *	14 3%zSTVY	- -	- -	- -	1 1%	4 1%	27 1%	8 1%	39 1%	2 1%
2	36 1%	2 1%	7 1%	2 1%	1 *	5 2%X	- -	1 *	4 2%X	- -	2 1%	3 1%	24 1%	9 1%	27 1%	2 1%
3	49 1%	5 2%	6 1%	2 1%	7 2%	1 *	6 1%	3 1%	1 1%	1 1%	1 1%	3 1%	32 1%	14 1%	42 1%	4 1%
4	76 2%B	1 *	22 3%S	4 2%	6 1%	3 1%	5 1%	4 2%	4 2%	5 5%SXc	3 2%	3 1%	45 2%	29 2%	65 2%	6 2%
5	274 7%FRW	10 3%	84 10%zSWXb	11 7%	30 8%W	6 3%	26 5%	11 5%	14 7%	6 5%	5 3%	22 6%	176 7%	83 6%	241 7%	19 5%
6	378 9%FGNPQ ce	51 17%zTUVX Yc	83 10%	13 9%	33 8%	23 11%	38 8%	17 8%	28 15%zXc	18 16%c	17 11%	21 6%	272 11%ze	100 7%	305 9%	33 9%
7	600 15%BFGNe	51 17%	129 15%	28 19%	50 13%	31 14%	62 13%	35 15%	25 13%	18 16%	24 16%	63 17%	429 17%ze	164 11%	507 15%	61 17%
8	725 18%FGHNW e	48 16%	153 18%	25 16%	58 15%	23 11%	93 20%W	61 27%zSTUV Whc	27 14%	19 17%	29 19%	61 16%	505 20%ze	210 14%	610 18%	69 19%
9	443 11%FHNVe	25 8%	106 12%Vh	22 15%Vh	27 7%	26 12%	53 11%	26 11%	11 6%	12 11%	24 15%Vh	45 12%	326 13%ze	112 8%	365 10%	39 11%
Extremely Well 10	288 7%FNPUe	25 8%U	53 6%	3 2%	46 12%zTUX	20 9%U	31 6%	16 7%	12 6%	6 6%	9 6%	27 7%U	201 8%ze	81 6%	258 7%	21 6%
Don't know	1190 29%ACDEI JKLTd	82 27%	215 25%	41 27%	132 34%TY	73 35%TY	145 31%	52 23%	62 33%	28 25%	41 26%	116 31%	493 19%	661 45%zd	1028 29%	99 28%

Table 331
D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	**7.24NP**	7.32	7.17	7.07	7.40	7.45	7.24	**7.55TUh**	6.96	7.16	7.46	7.41	7.29	7.21	7.24	7.31
1-3 (Net)	128 **3%BOe**	7 *2%*	19 *2%*	5 *3%*	8 *2%*	6 *3%*	20 *4%*	3 *2%*	5 *3%*	1 *1%*	3 *2%*	11 *3%*	83 *3%*	32 *2%*	108 *3%*	8 *2%*
1-4 (Net)	204 **5%BFKO**	7 *2%*	41 *5%*	8 *6%*	14 *4%*	9 *4%*	25 *5%*	7 *3%*	8 *5%*	6 *5%*	7 *4%*	14 *4%*	127 *5%*	61 *4%*	173 *5%*	15 *4%*
1-2 (Net)	79 **2%BIOe**	2 *1%*	13 *1%*	3 *2%*	2 ***	5 *2%*	14 **3%V**	1 ***	4 *2%*	-	2 *2%*	7 *2%*	51 *2%*	18 *1%*	66 *2%*	5 *1%*
4-7 (Net)	1328 **32%FGNRe**	112 **38%X**	319 **37%zXc**	56 *37%*	119 *30%*	63 *29%*	131 *28%*	66 *30%*	70 **38%X**	47 **41%X**	49 *32%*	109 *30%*	921 **36%ze**	375 *26%*	1118 *32%*	119 *34%*
5-6 (Net)	652 **16%FGNQRe**	61 **20%Xc**	167 **19%zXc**	24 *16%*	63 *16%*	29 *14%*	63 *13%*	28 *13%*	42 **23%zXYc**	24 **21%c**	22 *14%*	43 *12%*	448 **18%ze**	182 *12%*	546 *16%*	52 *15%*
8-10 (Net)	1456 **35%FGHNhe**	98 *33%*	312 *36%*	50 *33%*	131 *34%*	70 *33%*	177 **37%h**	102 **46%zSTUVWh**	49 *27%*	37 *33%*	63 **40%h**	133 *36%*	1032 **41%ze**	403 *27%*	1234 *35%*	129 *36%*
7-10 (Net)	2055 **50%BFGHNPhe**	148 *50%*	441 **51%h**	78 *51%*	181 *46%*	100 *47%*	239 *51%*	137 **61%zSTVWXh**	74 *40%*	55 *49%*	87 **56%h**	196 **53%h**	1461 **58%ze**	567 *39%*	1741 *50%*	190 *53%*
9-10 (Net)	731 **18%FGHNPe**	49 *17%*	158 *18%*	25 *17%*	73 *19%*	46 **22%h**	84 *18%*	41 *18%*	23 *12%*	19 *16%*	33 *21%*	72 *20%*	527 **21%ze**	193 *13%*	624 *18%*	60 *17%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 332
D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	48 1%FO	30 2%	17 1%	4 1%	16 2%zF	19 1%	9 1%	4 1%	3 1%	7 1%	21 2%	7 1%	11 1%	7 1%	22 2%z	33 1%	10 3%zO	2 1%	3 2%
2	35 1%BLe	24 1%zB	10 *	2 *	11 1%	11 1%	11 1%	1 *	2 1%	4 *	12 1%	11 1%L	* *	13 1%L	10 1%L	26 1%	6 2%	1 *	2 2%
3	41 1%K	26 1%	16 1%	9 2%z	5 1%	14 1%	12 1%	4 1%	8 2%J	10 1%	8 1%	3 *	8 1%	16 2%K	14 1%K	30 1%	7 2%	4 2%	1 1%
4	84 2%	38 2%	46 2%	11 2%	18 2%	34 2%	21 1%	6 2%	8 2%	25 2%	30 2%	18 2%	25 3%	16 2%	24 2%	65 2%	17 5%zOQR	1 *	* *
5	242 6%Fbe	125 6%	117 6%	30 6%	67 9%zF	85 6%F	60 4%	16 4%	22 5%	79 8%zG	77 6%	50 5%	63 6%	64 6%	65 6%	202 6%	26 7%	9 5%	6 5%
6	314 8%Fe	167 8%	147 7%	49 10%zF	61 8%	117 9%F	87 6%	26 6%	45 10%	71 7%	109 8%	71 8%	80 8%	70 7%	94 8%	277 8%	17 5%	13 7%	7 6%
7	604 15%FGNRe	295 15%	309 15%	73 15%F	155 20%zF	217 16%F	160 11%	39 10%	66 15%	178 17%zG	239 18%zG	162 17%zN	166 16%N	146 15%	131 11%	520 15%R	47 14%	25 13%	12 10%
8	735 18%FGHNWe	364 18%	370 18%	108 23%zF	147 19%F	270 20%F	210 14%	53 13%	60 14%	175 17%	326 24%zGHI	197 21%zN	194 19%N	182 18%N	162 14%	612 18%	58 17%	47 23%zOR	18 15%
9	474 12%FGHNVe	238 12%	236 11%	70 15%zF	115 15%zF	173 13%F	116 8%	24 6%	28 6%	150 14%zGH	216 16%zGH	145 15%zMN	128 13%N	111 11%N	89 8%	403 12%	34 10%	24 12%	12 10%
Extremely Well 10	373 9%HNTUe	182 9%	191 9%	59 12%zDF	65 8%	136 10%	114 8%	25 6%	24 6%	100 10%H	159 12%zGH	107 11%zN	99 10%N	91 9%	76 7%	313 9%	23 7%	22 11%	15 12%P
Don't know	1151 28%ACDEIJKLTd	510 26%	640 31%zA	58 12%	124 16%	290 21%CD	679 46%zCDE	209 51%zHIJ	174 40%zIJ	242 23%J	161 12%	168 18%	239 24%K	280 28%K	464 40%zKLM	955 28%	99 29%	54 27%	44 37%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 332
D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.38ADHN PT	7.30	7.47A	7.51D	7.22	7.38	7.45	7.28	7.04	7.46H	7.56zH	7.61zMN	7.47N	7.36N	7.05	7.42P	6.84	7.63P	7.51P
1-3 (Net)	124 3%BO	81 4%zB	43 2%	15 3%	33 4%F	44 3%	32 2%	9 2%	14 3%	21 2%	40 3%	21 2%	19 2%	37 4%	46 4%L	89 3%	23 7%zO	7 3%	5 5%
1-4 (Net)	207 5%BFO	118 6%zB	89 4%	26 5%	51 6%F	78 6%F	53 4%	15 4%	22 5%	46 4%	70 5%	40 4%	45 4%	53 5%	70 6%	154 4%	40 12%zOQR	8 4%	6 5%
1-2 (Net)	82 2%BIOe	55 3%zB	27 1%	5 1%	27 3%zCF	30 2%	20 1%	5 1%	6 1%	11 1%	33 2%I	18 2%	12 1%	21 2%	32 3%L	59 2%	16 5%zO	3 1%	4 4%O
4-7 (Net)	1244 30%FGNQR e	625 31%	619 29%	164 35%zF	300 38%zEF	452 33%zF	328 22%	87 21%	141 32%G	353 34%zG	455 33%zG	301 32%N	334 33%N	296 30%	314 27%	1064 31%QR	107 31%R	49 24%	25 21%
5-6 (Net)	556 14%Fe	292 15%	264 13%	80 17%zF	127 16%zF	201 15%F	148 10%	42 10%	67 15%	150 14%	187 14%	121 13%	143 14%	134 13%	159 14%	479 14%	43 12%	23 11%	12 10%
8-10 (Net)	1582 39%FGHNe	784 39%	797 38%	237 50%zDEF	327 42%F	579 42%zF	440 30%	102 25%	112 25%	425 41%GH	702 52%zGHI	449 48%zLMN	421 42%N	384 39%N	328 28%	1328 39%	116 34%	93 46%zOP	45 38%
7-10 (Net)	2186 53%FGHNP e	1079 54%	1105 53%	309 65%zEF	482 61%zF	795 58%zF	600 41%	141 35%	178 40%	602 58%zGH	940 69%zGHI	611 65%zLMN	587 58%zN	530 53%N	459 40%	1848 54%P	163 47%	118 58%PR	57 48%
9-10 (Net)	847 21%FGHNe	420 21%	427 20%	129 27%zF	179 23%F	308 23%F	230 16%	49 12%	52 12%	250 24%zGH	375 28%zGH	252 27%zLMN	227 22%N	202 20%N	166 14%	717 21%	58 17%	46 23%	27 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	48	-	9	2	1	1	13	-	-	-	3	5	29	12	40	2
	1%FO	-	1%	1%	*	*	3%zSVY	-	-	-	2%SV	1%	1%	1%	1%	1%
2	35	2	10	2	2	4	-	1	4	-	1	1	26	5	26	2
	1%BLe	1%	1%	1%	1%	2%X	-	*	2%X	-	1%	*	1%	*	1%	1%
3	41	5	10	-	5	-	5	3	-	1	-	1	24	16	37	3
	1%K	2%	1%	-	1%	-	1%	1%	-	1%	-	*	1%	1%	1%	1%
4	84	1	25	1	6	6	14	5	1	1	-	6	48	31	72	4
	2%	*	3%	1%	2%	3%	3%	2%	*	1%	-	2%	2%	2%	2%	1%
5	242	14	54	11	20	10	26	12	17	10	2	25	172	61	206	24
	6%Fbe	5%	6%b	8%b	5%	5%	5%	5%	9%b	9%b	1%	7%b	7%ze	4%	6%	7%
6	314	32	88	12	36	18	28	10	13	7	14	19	211	93	269	23
	8%Fe	11%Yc	10%zXYc	8%	9%	9%	6%	4%	7%	6%	9%	5%	8%	6%	8%	6%
7	604	62	137	23	53	33	53	32	26	25	23	54	432	166	504	59
	15%FGNRe	21%zX	16%	15%	14%	16%	11%	14%	14%	22%X	14%	15%	17%ze	11%	14%	17%
8	735	52	156	39	63	25	86	49	35	22	31	54	498	225	609	68
	18%FGHNWe	17%	18%	26%zVWc	16%	12%	18%	22%W	19%	20%	20%	15%	20%ze	15%	17%	19%
9	474	29	109	20	23	18	64	36	16	11	23	52	353	116	399	42
	12%FGHNVe	10%	13%V	13%V	6%	9%	14%V	16%VW	8%	10%	15%V	14%V	14%ze	8%	11%	12%
Extremely Well 10	373	27	58	4	56	27	37	25	17	7	16	39	262	103	326	35
	9%HNTUe	9%U	7%	3%	14%zTUX	13%TU	8%	11%U	9%U	6%	10%U	11%U	10%ze	7%	9%	10%
Don't know	1151	74	208	37	125	70	147	52	59	28	43	111	474	642	999	92
	28%ACDEIJKLTd	25%	24%	25%	32%T	33%T	31%T	23%	31%	25%	28%	30%	19%	44%zd	29%	26%

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Table 332
D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
Mean	7.38ADHNPT	7.44	7.21	7.30	**7.56T**	7.44	7.33	**7.78zTUX**	7.40	7.40	**7.72T**	**7.57T**	7.44	7.36	7.39	7.52
1-3 (Net)	124 **3%BO**	7 *2%*	29 *3%*	3 *2%*	8 *2%*	4 *2%*	18 *4%*	4 *2%*	4 *2%*	1 *1%*	4 *3%*	7 *2%*	79 *3%*	33 *2%*	103 *3%*	8 *2%*
1-4 (Net)	207 **5%BFO**	8 *3%*	54 *6%*	4 *3%*	14 *4%*	10 *5%*	32 *7%*	8 *4%*	4 *2%*	1 *1%*	4 *3%*	13 *4%*	126 *5%*	64 *4%*	176 *5%*	12 *3%*
1-2 (Net)	82 **2%BIOe**	2 *1%*	19 *2%*	3 *2%*	3 *1%*	4 *2%*	13 *3%*	1 ***	4 *2%*	-	4 *3%*	6 *2%*	55 *2%*	18 *1%*	66 *2%*	5 *1%*
4-7 (Net)	1244 **30%FGNQRe**	110 **37%XYb**	304 **35%zXYb**	48 *31%*	114 *29%*	68 *32%*	121 *26%*	58 *26%*	56 *30%*	43 **38%X**	39 *25%*	105 *28%*	862 **34%ze**	351 *24%*	1052 *30%*	110 *31%*
5-6 (Net)	556 **14%Fe**	46 *16%*	142 **16%zXY**	23 *16%*	55 *14%*	29 *13%*	54 *11%*	21 *9%*	30 *16%*	17 *15%*	16 *10%*	45 *12%*	383 **15%ze**	154 *10%*	475 *14%*	47 *13%*
8-10 (Net)	1582 **39%FGHNe**	108 *36%*	324 *37%*	63 *42%*	142 *36%*	70 *33%*	187 *40%*	111 **49%zSTVWh**	68 *36%*	41 *36%*	70 *45%*	145 *39%*	1113 **44%ze**	445 *30%*	1334 *38%*	146 *41%*
7-10 (Net)	2186 **53%FGHNPe**	171 *57%*	460 *53%*	86 *57%*	195 *50%*	103 *49%*	240 *51%*	142 **64%zTVWXh**	94 *50%*	66 *58%*	93 *59%*	199 *54%*	1545 **61%ze**	611 *42%*	1838 *53%*	205 *58%*
9-10 (Net)	847 **21%FGHNe**	57 *19%*	168 *19%*	24 *16%*	79 *20%*	45 *21%*	101 *21%*	61 **27%zTU**	33 *18%*	18 *16%*	39 *25%*	91 *25%*	615 **24%ze**	219 *15%*	724 *21%*	77 *22%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 333
D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**75** **2%Be**	49 *2%zB*	26 *1%*	8 *2%*	21 *3%F*	27 *2%*	19 *1%*	5 *1%*	5 *1%*	15 *1%*	34 *3%*	11 *1%*	19 *2%*	14 *1%*	31 *3%zK*	58 *2%*	11 *3%*	2 *1%*	4 *3%*
2	**43** **1%BL**	32 *2%zB*	11 *1%*	4 *1%*	10 *1%*	19 *1%*	10 *1%*	2 *1%*	4 *1%*	8 *1%*	16 *1%*	10 *1%*	3 ***	18 *2%L*	12 *1%*	31 *1%*	6 *2%*	2 *1%*	3 *3%zO*
3	**87** **2%F**	42 *2%*	46 *2%*	17 *4%zF*	17 *2%*	35 *3%F*	19 *1%*	9 *2%*	15 *4%*	17 *2%*	29 *2%*	15 *2%*	23 *2%*	24 *2%*	26 *2%*	70 *2%*	12 *3%*	5 *2%*	1 *1%*
4	**112** **3%c**	64 *3%*	48 *2%*	18 *4%*	20 *3%*	37 *3%*	36 *2%*	9 *2%*	9 *2%*	35 *3%*	39 *3%*	32 *3%*	31 *3%*	23 *2%*	25 *2%*	85 *2%*	20 *6%zOQ*	4 *2%*	3 *3%*
5	**322** **8%FGRe**	155 *8%*	166 *8%*	50 *11%zF*	69 *9%F*	119 *9%F*	84 *6%*	19 *5%*	29 *7%*	102 *10%zG*	115 *8%G*	76 *8%*	97 *10%N*	71 *7%*	77 *7%*	260 *8%R*	35 *10%R*	22 *11%R*	4 *4%*
6	**375** **9%FGe**	186 *9%*	190 *9%*	60 *13%zF*	72 *9%F*	152 *11%zF*	91 *6%*	17 *4%*	44 *10%G*	103 *10%G*	160 *12%zG*	94 *10%*	92 *9%*	101 *10%*	88 *8%*	324 *9%*	27 *8%*	13 *7%*	11 *9%*
7	**568** **14%FGNRe**	291 *15%*	277 *13%*	73 *16%F*	148 *19%zEF*	202 *15%F*	144 *10%*	30 *7%*	51 *12%*	160 *15%G*	246 *18%GH*	145 *15%N*	147 *15%N*	151 *15%N*	125 *11%*	488 *14%R*	44 *13%R*	27 *13%R*	8 *7%*
8	**604** **15%FNe**	302 *15%*	302 *14%*	84 *18%F*	140 *18%zF*	219 *16%F*	161 *11%*	47 *11%*	49 *11%*	153 *15%*	250 *18%zGHI*	182 *19%zMN*	157 *16%N*	128 *13%*	137 *12%*	511 *15%*	42 *12%*	34 *17%*	17 *14%*
9	**364** **9%FHNe**	183 *9%*	181 *9%*	53 *11%F*	78 *10%F*	136 *10%F*	98 *7%*	25 *6%*	24 *5%*	103 *10%H*	167 *12%zGH*	106 *11%zMN*	106 *10%N*	76 *8%*	76 *7%*	317 *9%*	23 *7%*	17 *8%*	8 *6%*
Extremely Well 10	**261** **6%FHe**	123 *6%*	138 *7%*	42 *9%zF*	51 *6%*	104 *8%F*	65 *4%*	21 *5%*	15 *3%*	66 *6%*	117 *9%zH*	69 *7%*	70 *7%*	63 *6%*	61 *5%*	216 *6%*	16 *5%*	18 *9%*	11 *10%zOP*
Don't know	**1289** **31%ACDEI JKLTd**	572 *29%*	716 *34%zA*	62 *13%*	158 *20%C*	315 *23%C*	753 *51%zCDE*	223 *55%zHIJ*	196 *44%zIJ*	279 *27%J*	186 *14%*	201 *21%*	268 *26%K*	326 *33%KL*	494 *43%zKLM*	1076 *31%*	109 *32%*	57 *28%*	47 *40%zOQ*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 333
D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.91AHNPS	6.81	7.02zA	6.91	6.89	6.91	6.93	7.02	6.58	6.93H	7.02zH	7.11zMN	6.97N	6.83	6.70	6.96zP	6.32	7.05P	6.88P
1-3 (Net)	205 5%BFe	123 6%zB	82 4%	29 6%F	48 6%F	81 6%F	47 3%	16 4%	25 6%	40 4%	79 6%	36 4%	44 4%	56 6%	69 6%K	158 5%	29 8%zO	9 5%	9 7%
1-4 (Net)	317 8%BFOce	187 9%zB	130 6%	48 10%F	68 9%F	118 9%F	83 6%	25 6%	34 8%	75 7%	118 9%	67 7%	76 7%	80 8%	94 8%	244 7%	48 14%zOQ	13 7%	12 10%
1-2 (Net)	118 3%BFe	81 4%zB	37 2%	12 3%	31 4%F	46 3%F	29 2%	7 2%	10 2%	23 2%	50 4%	21 2%	22 2%	32 3%	43 4%	89 3%	17 5%zO	5 2%	7 6%zOQ
4-7 (Net)	1377 34%FGNRe	695 35%	680 32%	203 43%zF	309 39%zF	510 37%zF	356 24%	75 18%	133 30%G	400 38%zGH	560 41%zGH	346 37%zN	368 36%N	347 35%N	316 27%	1158 34%R	126 36%R	66 33%R	27 23%
5-6 (Net)	697 17%FGNe	340 17%	356 17%	111 23%zDF	141 18%F	271 20%zF	175 12%	36 9%	73 17%G	205 20%zG	275 20%zG	170 18%N	189 19%N	172 17%	165 14%	584 17%	62 18%	36 18%	15 13%
8-10 (Net)	1230 30%FGHNPSe	608 30%	621 30%	179 38%zF	269 34%zF	459 34%zF	323 22%	93 23%	87 20%	321 31%GH	533 39%zGHI	357 38%zLMN	333 33%MN	267 27%	273 24%	1044 30%P	81 24%	69 34%P	36 30%
7-10 (Net)	1798 44%FGHNPRSe	899 45%	897 43%	253 53%zF	417 53%zF	661 48%zF	468 32%	123 30%	138 31%	481 46%GH	780 57%zGHI	502 53%zLMN	480 47%zN	418 42%N	399 35%	1532 45%PR	126 36%	96 48%PR	45 37%
9-10 (Net)	626 15%FHNe	307 15%	319 15%	95 20%zF	128 16%F	239 18%zF	163 11%	46 11%	38 9%	168 16%H	283 21%zGHI	175 19%zMN	176 17%N	139 14%	136 12%	533 16%	39 11%	34 17%	19 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 333
D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	75 2%Be	10 3%Yh	12 1%	2 1%	8 2%	3 1%	16 3%zTYh	- -	- -	- -	1 1%	7 2%	53 2%e	14 1%	67 2%	3 1%
2	43 1%BL	4 1%	9 1%	2 1%	- -	4 2%VX	1 *	2 1%	4 2%VX	2 2%VX	3 2%V	1 *	29 1%	12 1%	32 1%	4 1%
3	87 2%F	21 7%zTUVWX Yhbc	16 2%	1 1%	5 1%	4 2%	7 2%	2 1%	2 1%	1 1%	2 1%	9 2%	53 2%	31 2%	73 2%	10 3%
4	112 3%c	12 4%c	31 4%c	4 2%c	11 3%c	6 3%c	11 2%c	6 3%c	2 1%	3 2%c	* *	* *	73 3%	33 2%	90 3%	13 4%
5	322 8%FGRe	23 8%	71 8%	18 12%X	29 7%	11 5%	28 6%	18 8%	17 9%	7 6%	8 5%	30 8%	223 9%ze	86 6%	280 8%	28 8%
6	375 9%FGe	29 10%	92 11%	21 14%X	35 9%	21 10%	34 7%	16 7%	23 12%	12 11%	11 7%	30 8%	272 11%ze	96 7%	305 9%	38 11%
7	568 14%FGNRe	40 13%	125 14%	26 17%	40 10%	27 13%	67 14%	39 17%V	24 13%	25 22%zV	24 15%	51 14%	402 16%ze	160 11%	476 14%	60 17%
8	604 15%FNe	32 11%	130 15%	24 16%	49 13%	27 13%	76 16%	46 21%zSV	32 17%	15 14%	22 14%	58 16%	426 17%ze	167 11%	502 14%	47 13%
9	364 9%FHNe	18 6%	83 10%	13 8%	36 9%	18 8%	47 10%	27 12%	11 6%	10 9%	19 12%	37 10%	265 10%ze	94 6%	318 9%	24 7%
Extremely Well 10	261 6%FHe	17 6%	56 6%	6 4%	34 9%	16 8%	28 6%	13 6%	10 5%	5 5%	10 7%	21 6%	192 8%ze	66 4%	225 6%	25 7%
Don't know	1289 31%ACDEI JKLTd	93 31%	241 28%	36 23%	142 36%TUY	76 36%UY	157 33%	56 25%	62 33%	31 28%	57 36%U	125 34%U	541 21%	713 48%zd	1120 32%	104 29%

D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	6.91AHNPS	6.25	6.93S	6.78	7.12S	7.01S	7.00S	7.30zSU	6.96S	7.00S	7.36SU	7.10S	6.96	6.89	6.92	6.83
1-3 (Net)	205 5%BFe	35 12%zTUVWXYhabc	36 4%	5 3%	13 3%	10 5%	24 5%	4 2%	6 3%	4 3%	5 3%	16 4%	135 5%	58 4%	172 5%	17 5%
1-4 (Net)	317 8%BFOce	47 16%zTUVWXYhabc	67 8%	8 6%	24 6%	16 7%	35 7%	10 4%	8 4%	6 6%	6 4%	16 4%	208 8%e	91 6%	263 8%	30 8%
1-2 (Net)	118 3%BFe	14 5%Y	21 2%	4 2%	8 2%	7 3%	17 4%	2 1%	4 2%	2 2%	3 2%	8 2%	82 3%e	26 2%	99 3%	7 2%
4-7 (Net)	1377 34%FGNRe	103 35%	319 37%VX	68 45%zVWXbc	115 30%	65 31%	141 30%	79 35%	66 35%	47 42%	43 28%	111 30%	969 38%ze	374 25%	1150 33%	140 39%zf
5-6 (Net)	697 17%FGNe	52 17%	163 19%X	39 26%zVWXYbc	64 16%	33 15%	62 13%	34 15%	39 21%X	19 17%	19 12%	60 16%	495 20%ze	182 12%	584 17%	66 19%
8-10 (Net)	1230 30%FGHNPSe	67 22%	268 31%S	43 28%	119 31%	61 29%	151 32%S	86 38%zS	53 28%	31 27%	51 33%	115 31%S	883 35%ze	326 22%	1045 30%	95 27%
7-10 (Net)	1798 44%FGHNPRSe	107 36%	393 46%S	68 45%	160 41%	88 41%	218 46%S	125 56%zSTVWhc	77 41%	56 50%S	75 48%	166 45%	1285 51%ze	486 33%	1521 44%	156 44%
9-10 (Net)	626 15%FHNe	35 12%	138 16%	19 12%	70 18%	34 16%	75 16%	39 18%	21 11%	15 14%	29 18%	58 16%	457 18%ze	159 11%	543 16%	49 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 334
D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	**72** **2%BFKOTe**	51 **3%zB**	21 1%	11 2%	20 **3%F**	27 2%	14 1%	4 1%	4 1%	17 2%	31 2%	8 1%	18 2%	17 2%	29 **3%K**	50 1%	17 **5%zO**	3 2%	2 2%
2	**63** **2%X**	37 2%	25 1%	7 1%	18 2%	19 1%	19 1%	6 1%	5 1%	20 2%	18 1%	13 1%	9 1%	18 2%	22 2%	51 1%	8 2%	1 *	3 2%
3	**81** **2%**	47 2%	35 2%	14 3%	12 1%	29 2%	26 2%	2 *	13 **3%G**	19 2%	29 2%	16 2%	25 2%	16 2%	24 2%	65 2%	9 3%	5 3%	2 1%
4	**118** **3%FN**	67 3%	50 2%	19 **4%F**	22 3%	52 **4%zF**	25 2%	13 3%	11 2%	25 2%	51 **4%z**	38 **4%zN**	30 3%	30 3%	19 2%	95 3%	17 5%	3 2%	3 2%
5	**356** **9%FRWe**	189 9%	167 8%	54 **11%zF**	84 **11%F**	127 **9%F**	91 6%	23 6%	36 8%	102 **10%G**	128 9%	87 9%	88 9%	86 9%	96 8%	291 **8%R**	38 **11%R**	22 **11%R**	6 5%
6	**406** **10%FGNef**	195 10%	211 10%	65 **14%zF**	76 10%	154 **11%F**	111 7%	22 5%	44 **10%G**	106 **10%G**	166 **12%zG**	109 **12%N**	109 **11%N**	98 10%	89 8%	345 10%	34 10%	16 8%	11 9%
7	**570** **14%FGNe**	275 14%	294 14%	64 14%	133 **17%zF**	201 15%	172 12%	36 9%	56 13%	153 **15%G**	225 **17%zG**	144 **15%N**	150 **15%N**	149 **15%N**	127 11%	491 14%	36 10%	30 15%	13 11%
8	**627** **15%FGHNe**	315 16%	312 15%	85 **18%F**	149 **19%zF**	244 **18%zF**	149 10%	45 11%	42 10%	169 **16%GH**	288 **21%zGHI**	177 **19%zMN**	172 **17%N**	145 15%	133 12%	525 15%	50 15%	37 18%	14 12%
9	**351** **9%FGHNVhe**	191 10%	160 8%	48 **10%F**	85 **11%zF**	120 9%	97 7%	19 5%	23 5%	105 **10%GH**	163 **12%zGH**	99 **11%N**	93 9%	84 8%	74 6%	302 9%	27 8%	13 7%	9 8%
Extremely Well 10	**239** **6%**	102 5%	138 7%	41 **9%zF**	44 6%	84 6%	71 5%	17 4%	19 4%	69 7%	92 7%	61 6%	67 7%	58 6%	53 5%	205 6%	12 4%	14 7%	8 7%
Don't know	**1217** **30%ACDEIJKLTd**	530 26%	687 **33%zA**	66 14%	140 18%	306 **22%CD**	705 **48%zCDE**	220 **54%zHIJ**	187 **42%zIJ**	252 **24%J**	167 12%	188 20%	252 **25%K**	294 **30%K**	484 **42%zKLM**	1017 30%	96 28%	57 28%	48 **40%zOPQ**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 334
D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	6.83ANPS	6.69	6.97zA	6.80	6.82	6.81	6.87	6.84	6.59	6.90	6.93zH	6.98zN	6.91N	6.81	6.58	6.88zP	6.21	6.94P	6.89P
1-3 (Net)	216 5%BFGKOe	135 7%zB	81 4%	32 7%F	50 6%	75 6%	60 4%	11 3%	22 5%	56 5%	78 6%G	37 4%	52 5%	51 5%	76 7%K	166 5%	34 10%zOQ	9 5%	7 6%
1-4 (Net)	334 8%BFOe	203 10%zB	131 6%	51 11%zF	71 9%F	127 9%F	85 6%	24 6%	33 7%	82 8%	130 10%	75 8%	82 8%	81 8%	95 8%	261 8%	50 15%zOQR	12 6%	10 8%
1-2 (Net)	135 3%BFKOe	89 4%zB	46 2%	17 4%	38 5%zF	46 3%	34 2%	9 2%	9 2%	37 4%	49 4%	21 2%	27 3%	35 4%	52 4%zK	101 3%	24 7%zOQ	4 2%	5 5%
4-7 (Net)	1450 35%FGNRe f	727 36%	721 34%	202 43%zF	315 40%zF	534 39%zF	399 27%	94 23%	147 33%G	387 37%G	570 42%zGHI	377 40%zN	378 37%N	364 37%N	331 29%	1221 36%R	126 36%R	71 35%	32 27%
5-6 (Net)	763 19%FGNRX ef	384 19%	377 18%	119 25%zF	161 21%F	281 21%zF	202 14%	45 11%	80 18%G	208 20%G	294 22%zG	196 21%N	198 19%	185 19%	185 16%	636 18%	73 21%R	38 19%	16 14%
8-10 (Net)	1217 30%FGHNe g	607 30%	610 29%	174 37%zF	278 36%zF	449 33%zF	316 21%	82 20%	85 19%	344 33%zGH	543 40%zGHI	337 36%zMN	332 33%N	287 29%N	261 23%	1032 30%	89 26%	64 32%	32 27%
7-10 (Net)	1787 44%FGHNP e	883 44%	904 43%	238 50%zF	411 53%zF	650 48%zF	488 33%	118 29%	141 32%	498 48%zGH	768 57%zGHI	481 51%zMN	482 48%zN	436 44%N	388 34%	1522 44%P	125 36%	94 47%P	45 38%
9-10 (Net)	590 14%FGHNe	292 15%	298 14%	89 19%zF	129 16%F	205 15%F	167 11%	36 9%	43 10%	175 17%zGH	255 19%zGHI	160 17%zN	161 16%N	142 14%	128 11%	507 15%	39 11%	27 13%	18 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 334
D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	72 2%BFKOTe	5 2%	7 1%	2 1%	6 1%	3 1%	19 4%zTY	- -	1 *	1 1%	2 2%	5 1%	47 2%	16 1%	68 2%	2 1%
2	63 2%X	12 4%zVXbc	13 2%	3 2%X	1 *	6 3%VX	1 *	6 3%VX	2 2%X	4 3%VX	- -	2 1%	42 2%	17 1%	50 1%	6 2%
3	81 2%	11 4%X	20 2%	1 1%	15 4%zX	4 2%	3 1%	2 1%	2 1%	- -	2 1%	5 1%	54 2%	26 2%	72 2%	5 1%
4	118 3%FN	8 3%	28 3%	9 6%Vb	5 1%	3 1%	16 3%	7 3%	7 4%	3 3%	1 1%	8 2%	77 3%	37 3%	99 3%	10 3%
5	356 9%FRWe	35 12%W	86 10%W	17 11%W	27 7%	7 3%	32 7%	13 6%	21 11%W	9 8%	12 8%	32 9%W	246 10%ze	96 7%	296 8%	43 12%z
6	406 10%FGNef	23 8%	89 10%	20 13%	44 11%	21 10%	35 7%	21 9%	21 11%	16 14%	20 12%	35 9%	283 11%ze	117 8%	324 9%	42 12%
7	570 14%FGNe	40 13%	137 16%	25 17%	42 11%	31 15%	64 14%	40 18%V	22 12%	14 12%	15 10%	60 16%	390 15%ze	169 11%	468 13%	68 19%zf
8	627 15%FGHNe	35 12%	136 16%	19 13%	62 16%	26 12%	75 16%	46 21%SWc	31 16%	23 20%	29 18%	45 12%	460 18%ze	161 11%	535 15%	46 13%
9	351 9%FGHNVhe	23 8%	78 9%Vh	16 10%Vh	19 5%	24 11%Vh	47 10%Vh	21 9%h	5 3%	7 7%	19 12%Vh	42 12%Vh	265 10%ze	80 5%	301 9%	26 7%
Extremely Well 10	239 6%	17 6%	50 6%	4 2%	35 9%zUc	17 8%	28 6%	11 5%	12 6%	6 6%	11 7%	14 4%	158 6%	76 5%	214 6%	14 4%
Don't know	1217 30%ACDEIJKLTd	90 30%	221 26%	36 24%	134 35%TUY	71 34%T	153 32%T	56 25%	62 33%	30 27%	45 29%	118 32%	506 20%	675 46%zd	1060 30%	94 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 334
D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	**6.83ANPS**	6.43	**6.86S**	6.59	**6.97S**	**7.14S**	6.92	**7.08S**	6.71	6.87	**7.26SU**	**6.95S**	6.87	6.80	6.84	6.69
1-3 (Net)	**216**	28	40	6	22	12	23	9	7	4	5	13	144	59	190	13
	5%BFGKOe	**9%zTbc**	*5%*	*4%*	*6%*	*6%*	*5%*	*4%*	*4%*	*4%*	*3%*	*3%*	**6%e**	*4%*	*5%*	*4%*
1-4 (Net)	**334**	36	68	15	26	15	39	16	13	8	6	20	221	96	289	24
	8%BFOe	**12%bc**	*8%*	*10%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*4%*	*6%*	**9%e**	*7%*	*8%*	*7%*
1-2 (Net)	**135**	16	20	5	7	8	20	6	5	4	2	8	90	33	118	8
	3%BFKOe	**6%TV**	*2%*	*3%*	*2%*	*4%*	*4%*	*3%*	*2%*	*4%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*
4-7 (Net)	**1450**	107	340	71	118	63	148	81	70	42	48	134	996	420	1187	163
	35%FGNRef	*36%*	**39%zVWX**	**47%zVWXb**	*30%*	*29%*	*31%*	*36%*	*38%*	*37%*	*31%*	*37%*	**39%ze**	*29%*	*34%*	**46%zf**
5-6 (Net)	**763**	59	175	37	71	28	67	34	42	25	32	67	529	213	620	85
	19%FGNRXef	*20%*	**20%X**	**24%WX**	*18%*	*13%*	*14%*	*15%*	**22%X**	*22%*	*20%*	*18%*	**21%ze**	*15%*	*18%*	**24%zf**
8-10 (Net)	**1217**	74	264	38	116	66	150	79	48	36	59	102	883	318	1050	86
	30%FGHNeg	*25%*	*31%*	*25%*	*30%*	*31%*	*32%*	**35%S**	*26%*	*32%*	**38%S**	*28%*	**35%ze**	*22%*	**30%g**	*24%*
7-10 (Net)	**1787**	114	400	64	158	97	214	119	70	50	74	162	1273	487	1519	154
	44%FGHNPe	*38%*	*46%*	*42%*	*40%*	*46%*	*45%*	**53%zSVh**	*37%*	*44%*	*47%*	*44%*	**50%ze**	*33%*	*44%*	*43%*
9-10 (Net)	**590**	40	128	20	54	40	75	32	17	14	30	57	423	156	515	40
	14%FGHNe	*13%*	*15%*	*13%*	*14%*	**19%h**	*16%*	*14%*	*9%*	*12%*	**19%h**	*15%*	**17%ze**	*11%*	*15%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 335
D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	46 1%B	33 2%zB	14 1%	4 1%	12 2%	16 1%	13 1%	5 1%	2 1%	8 1%	16 1%	6 1%	13 1%	6 1%	22 2%zKM	33 1%	10 3%zO	2 1%	2 1%
2	38 1%O	22 1%	15 1%	4 1%	11 1%	13 1%	9 1%	2 *	4 1%	8 1%	11 1%	5 1%	6 1%	14 1%	12 1%	25 1%	10 3%zO	1 1%	1 1%
3	60 1%	31 2%	29 1%	5 1%	11 1%	20 1%	24 2%	7 2%	8 2%	14 1%	22 2%	14 2%	18 2%	9 1%	18 2%	49 1%	5 2%	4 2%	2 2%
4	90 2%Fc	54 3%	35 2%	12 3%F	26 3%F	38 3%F	15 1%	9 2%	6 1%	22 2%	38 3%	16 2%	23 2%	29 3%	22 2%	69 2%	18 5%zOQ	1 1%	2 2%
5	278 7%	141 7%	137 7%	33 7%	61 8%	101 7%	83 6%	21 5%	37 8%	84 8%	86 6%	55 6%	77 8%	71 7%	75 7%	236 7%	23 7%	14 7%	5 5%
6	379 9%Fe	190 10%	189 9%	53 11%F	73 9%	153 11%zF	100 7%	31 8%	39 9%	118 11%z	130 10%	101 11%	100 10%	85 9%	93 8%	326 9%	31 9%	14 7%	8 7%
7	588 14%FGNe	280 14%	308 15%	84 18%zF	147 19%zF	211 15%F	146 10%	32 8%	65 15%G	147 14%G	261 19%zGI	159 17%zN	154 15%	136 14%	139 12%	496 14%	45 13%	31 16%	15 13%
8	719 18%FGHNRe	377 19%	342 16%	106 22%zF	167 21%zF	261 19%F	185 12%	44 11%	44 10%	198 19%GH	311 23%zGH	187 20%zN	189 19%N	198 20%N	145 13%	606 18%	55 16%	43 21%R	15 13%
9	379 9%FNe	191 10%	187 9%	57 12%zF	89 11%F	136 10%F	97 7%	25 6%	30 7%	107 10%G	172 13%zGH	104 11%zN	101 10%	87 9%	87 8%	320 9%	35 10%	13 6%	11 10%
Extremely Well 10	294 7%e	139 7%	155 7%	49 10%zDF	45 6%	109 8%	90 6%	18 4%	23 5%	84 8%G	128 9%zGH	94 10%zMN	73 7%	57 6%	70 6%	245 7%	19 6%	20 10%	10 9%
Don't know	1230 30%ACDEI JKLd	542 27%	686 33%zA	66 14%	141 18%	306 22%CD	716 48%zCDE	213 52%zHIJ	185 42%zIJ	250 24%J	185 14%	199 21%	259 26%K	305 31%K	468 41%zKLM	1030 30%	93 27%	60 30%	47 40%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 335
D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	**7.16NP**	7.08	7.24	**7.36zD**	7.05	7.14	7.15	6.89	6.90	**7.21H**	**7.33zGH**	**7.41zLMN**	7.14	7.12	6.94	**7.19P**	6.68	**7.37P**	**7.26P**
1-3 (Net)	144 **4%BO**	85 **4%zB**	58 3%	14 3%	34 4%	50 4%	47 3%	14 3%	14 3%	30 3%	48 4%	25 3%	38 4%	29 3%	52 **5%K**	107 3%	25 **7%zO**	7 3%	5 4%
1-4 (Net)	234 **6%BFKOe**	139 **7%zB**	94 4%	25 5%	60 **8%zF**	87 **6%F**	61 4%	23 6%	20 5%	51 5%	86 6%	41 4%	61 6%	58 6%	74 6%	176 5%	43 **13%zOQR**	8 4%	7 6%
1-2 (Net)	84 **2%BKO**	55 **3%zB**	29 1%	9 2%	23 3%	29 2%	23 2%	7 2%	7 2%	16 2%	27 2%	11 1%	20 2%	20 2%	34 **3%zK**	58 2%	20 **6%zOQ**	3 1%	3 2%
4-7 (Net)	1335 **33%FGNRVe**	665 33%	670 32%	182 **38%zF**	307 **39%zF**	502 **37%zF**	344 23%	94 23%	146 **33%G**	371 **36%zG**	514 **38%zG**	330 **35%N**	354 **35%N**	321 32%	330 29%	1128 **33%R**	117 **34%R**	60 30%	30 25%
5-6 (Net)	657 **16%FRe**	331 17%	326 16%	86 **18%F**	134 **17%F**	254 **19%zF**	183 12%	52 13%	76 17%	202 **19%zG**	216 16%	155 17%	177 17%	156 16%	168 15%	562 **16%R**	54 16%	27 14%	13 11%
8-10 (Net)	1392 **34%FGHNe**	707 35%	685 33%	212 **45%zEF**	301 **38%zF**	507 **37%zF**	373 25%	87 21%	96 22%	390 **37%zGH**	611 **45%zGHI**	386 **41%zLMN**	363 **36%N**	341 **34%N**	302 26%	1171 34%	109 32%	76 37%	37 31%
7-10 (Net)	1980 **48%FGHNe**	987 49%	992 47%	296 **63%zEF**	448 **57%zF**	717 **53%zF**	519 35%	119 29%	160 36%	536 **52%zGH**	871 **64%zGHI**	545 **58%zLMN**	517 51%	477 **48%N**	442 38%	1667 49%	154 45%	107 **53%R**	51 43%
9-10 (Net)	673 **16%FGHNe**	330 17%	343 16%	106 **22%zDF**	134 17%	245 **18%F**	188 13%	43 11%	52 12%	191 **18%GH**	300 **22%zGH**	198 **21%zMN**	174 17%	144 14%	157 14%	565 16%	54 16%	33 16%	22 18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 335
D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	46 1%B	1 *	7 1%	1 1%	2 *	1 *	14 3%zSTVY	- -	- -	- -	1 1%	6 2%	25 1%	13 1%	41 1%	2 1%
2	38 1%O	1 *	9 1%	- -	1 *	2 1%	1 *	2 1%	4 2%X	1 1%	3 2%	1 *	28 1%	9 1%	30 1%	2 *
3	60 1%	9 3%X	13 2%	1 1%	7 2%	6 3%X	2 *	4 2%	3 2%	- -	- -	3 1%	38 1%	19 1%	50 1%	10 3%
4	90 2%Fc	3 1%	21 2%	8 5%zSVWbc	3 1%	2 1%	19 4%zVbc	4 2%	4 2%	5 4%Vbc	- -	2 *	61 2%	23 2%	78 2%	8 2%
5	278 7%	15 5%	79 9%zb	15 10%b	24 6%	10 5%	35 7%	14 6%	15 8%	6 5%	4 3%	20 5%	183 7%	87 6%	238 7%	20 6%
6	379 9%Fe	38 13%XY	89 10%	19 12%	35 9%	18 9%	34 7%	14 6%	22 12%	8 7%	16 10%	35 10%	264 10%ze	108 7%	316 9%	39 11%
7	588 14%FGNe	58 19%zVX	140 16%	21 14%	43 11%	27 13%	53 11%	29 13%	27 15%	25 22%VX	27 17%	46 13%	407 16%ze	168 11%	488 14%	58 16%
8	719 18%FGHNRe	51 17%	140 16%	29 19%	53 14%	34 16%	92 19%	61 27%zSTVWhc	29 15%	21 19%	29 19%	66 18%	514 20%ze	195 13%	603 17%	62 18%
9	379 9%FNe	18 6%	81 9%	18 12%	37 9%	18 8%	45 9%	26 12%	10 5%	10 9%	13 8%	45 12%Sh	281 11%ze	94 6%	326 9%	32 9%
Extremely Well 10	294 7%e	27 9%U	53 6%	4 3%	39 10%U	23 11%U	30 6%	14 6%	10 5%	6 5%	16 10%U	24 6%	206 8%ze	81 6%	253 7%	26 7%
Don't know	1230 30%ACDEIJKLd	77 26%	231 27%	36 24%	146 37%zSTUY	72 34%	149 32%	56 25%	63 34%	32 29%	49 31%	118 32%	522 21%	672 46%zd	1066 31%	98 27%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
							England Regions						**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.16NP	7.20	7.01	6.92	7.45zTUXh	7.41h	7.04	7.45TUh	6.87	7.26	7.57TUXh	7.35Th	7.22z	7.09	7.16	7.17
1-3 (Net)	144	11	30	3	10	8	17	6	7	1	3	11	90	41	121	13
	4%BO	4%	3%	2%	2%	4%	4%	3%	4%	1%	2%	3%	4%	3%	3%	4%
1-4 (Net)	234	14	51	10	13	10	35	10	11	5	3	13	151	65	199	21
	6%BFKOe	5%	6%	7%	3%	5%	8%Vc	4%	6%	5%	2%	3%	6%	4%	6%	6%
1-2 (Net)	84	2	17	1	3	2	15	2	4	1	3	8	52	22	71	4
	2%BKO	1%	2%	1%	1%	1%	3%V	1%	2%	1%	2%	2%	2%	2%	2%	1%
4-7 (Net)	1335	114	329	62	105	57	141	60	67	43	46	103	915	387	1119	125
	33%FGNRVe	38%VWYc	38%zVWXYc	41%VWXYc	27%	27%	30%	27%	36%	38%	30%	28%	36%ze	26%	32%	35%
5-6 (Net)	657	53	168	34	59	28	69	28	36	14	20	55	447	195	553	59
	16%FRe	18%	19%zY	22%Y	15%	13%	15%	12%	19%	12%	13%	15%	18%ze	13%	16%	17%
8-10 (Net)	1392	97	274	51	129	74	166	102	49	37	58	135	1002	371	1181	120
	34%FGHNe	32%	32%	33%	33%	35%	35%	45%zSTVXh	26%	33%	37%	37%	40%ze	25%	34%	34%
7-10 (Net)	1980	155	414	71	172	102	219	130	76	61	85	181	1409	539	1669	178
	48%FGHNe	52%	48%	47%	44%	48%	46%	58%zTVXh	41%	54%	54%	49%	56%ze	37%	48%	50%
9-10 (Net)	673	45	134	22	76	40	74	40	20	16	29	68	487	176	579	58
	16%FGHNe	15%	15%	14%	20%h	19%	16%	18%	11%	14%	18%	19%	19%ze	12%	17%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 336
D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Well 1	44 1%B	31 2%zB	13 1%	3 1%	15 2%	16 1%	11 1%	3 1%	4 1%	5 *	18 1%	5 1%	13 1%	6 1%	20 2%zK	32 1%	8 2%zO	2 1%	3 2%
2	41 1%BFe	27 1%	14 1%	6 1%F	10 1%F	20 1%F	5 *	2 *	5 1%	10 1%	11 1%	8 1%	5 1%	16 2%	11 1%	30 1%	7 2%	1 *	2 2%
3	52 1%O	29 1%	23 1%	9 2%	13 2%	17 1%	13 1%	4 1%	7 2%	12 1%	17 1%	7 1%	12 1%	14 1%	19 2%	36 1%	12 3%zO	3 1%	2 1%
4	101 2%BF	67 3%zB	34 2%	12 3%	25 3%F	41 3%F	23 2%	8 2%	11 3%	23 2%	45 3%z	29 3%	23 2%	21 2%	27 2%	78 2%	19 5%zOQR	3 1%	1 1%
5	322 8%FKe	151 8%	169 8%	38 8%	65 8%	128 9%zF	91 6%	29 7%	37 8%	102 10%z	103 8%	57 6%	104 10%zK	74 7%	87 8%	272 8%	26 8%	17 9%	7 6%
6	392 10%FNRe	193 10%	198 9%	66 14%zF	79 10%F	148 11%F	98 7%	26 6%	34 8%	118 11%G	142 10%G	104 11%N	111 11%N	91 9%	86 7%	344 10%R	30 9%	13 6%	6 5%
7	592 14%FGNe	297 15%	295 14%	86 18%zF	153 20%zEF	211 15%F	143 10%	31 8%	58 13%G	139 13%G	279 21%zGHI	157 17%zN	152 15%N	154 15%N	129 11%	510 15%	39 11%	26 13%	17 14%
8	692 17%FGNRe	344 17%	347 17%	96 20%F	152 19%F	244 18%F	201 14%	44 11%	64 14%	196 19%G	280 21%zGH	188 20%zN	184 18%N	169 17%	153 13%	573 17%R	61 18%	45 22%zOR	14 11%
9	354 9%FHNe	189 9%	165 8%	52 11%F	86 11%zF	129 9%F	88 6%	24 6%	19 4%	96 9%H	161 12%zGH	107 11%zLN	83 8%	83 8%	81 7%	296 9%	28 8%	16 8%	15 12%z
Extremely Well 10	263 6%FNe	118 6%	145 7%	44 9%zDF	45 6%	99 7%	75 5%	18 4%	19 4%	76 7%	116 9%zGH	76 8%zN	76 8%N	55 6%	55 5%	223 6%	12 4%	20 10%zP	8 7%
Don't know	1248 30%ACDEI JKLTd	552 28%	696 33%zA	62 13%	140 18%C	314 23%CD	731 49%zCDE	218 54%zHIJ	183 41%zIJ	139 25%J	263 14%	202 21%	250 25%	312 31%KL	484 42%zKLM	1042 30%	103 30%	57 28%	46 39%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.06AHNP	6.96	7.17zA	7.16	6.98	7.01	7.15	6.98	6.75	7.12H	7.20zH	7.30zLMN	7.05	7.04	6.83	7.09P	6.51	7.39zOP	7.13P
1-3 (Net)	137 3%BFKOe	88 4%zB	49 2%	18 4%F	38 5%zF	53 4%F	29 2%	9 2%	16 4%	27 3%	46 3%	21 2%	31 3%	36 4%	50 4%K	98 3%	28 8%zOQ	5 3%	7 6%O
1-4 (Net)	238 6%BFOVe	154 8%zB	83 4%	30 6%F	62 8%zF	93 7%F	52 4%	17 4%	28 6%	50 5%	92 7%	50 5%	53 5%	58 6%	77 7%	176 5%	46 13%zOQR	8 4%	8 6%
1-2 (Net)	85 2%BFOVe	58 3%zB	27 1%	9 2%	25 3%F	36 3%F	16 1%	5 1%	9 2%	15 1%	30 2%	14 1%	19 2%	22 2%	31 3%	62 2%	16 5%zOQ	3 1%	5 4%zOQ
4-7 (Net)	1407 34%FGNRW Xe	708 35%	696 33%	202 43%zF	323 41%zF	527 39%zF	355 24%	94 23%	141 32%G	382 37%G	569 42%zGHI	346 37%N	390 38%zN	341 34%N	330 29%	1204 35%R	113 33%	59 29%	30 26%
5-6 (Net)	714 17%FNRe	344 17%	368 18%	104 22%zF	145 18%F	276 20%zF	189 13%	54 13%	72 16%	220 21%zG	245 18%	160 17%	215 21%zKMN	165 17%	173 15%	615 18%R	56 16%	30 15%	13 11%
8-10 (Net)	1309 32%FGHNe	652 33%	657 31%	191 40%zEF	283 36%zF	471 35%zF	364 25%	86 21%	101 23%	368 35%zGH	556 41%zGHI	371 39%zLMN	343 34%N	307 31%N	288 25%	1092 32%	101 29%	81 40%zOPR	36 30%
7-10 (Net)	1901 46%FGHNe	949 47%	951 45%	277 58%zEF	436 56%zEF	681 50%zF	507 34%	118 29%	159 36%	507 49%GH	836 62%zGHI	528 56%zLMN	495 49%N	462 46%N	417 36%	1602 47%	140 41%	107 53%zP	53 44%
9-10 (Net)	617 15%FGHNe	307 15%	310 15%	95 20%zF	131 17%F	227 17%F	163 11%	42 10%	37 8%	172 17%GH	277 20%zGHI	183 20%zMN	160 16%N	139 14%	135 12%	519 15%	40 12%	36 18%	23 19%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 336
D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Well 1	44 1%B	- -	7 1%	- -	1 *	2 1%	14 3%zSTV	* *	- -	- -	2 2%	5 1%	25 1%	11 1%	38 1%	2 1%
2	41 1%BFe	5 2%	6 1%	3 2%	1 *	4 2%	3 1%	1 *	4 2%	- -	1 1%	3 1%	36 1%ze	5 *	36 1%	- -
3	52 1%O	8 3%	10 1%	- -	4 1%	3 1%	4 1%	4 2%	- -	1 1%	- -	2 1%	27 1%	20 1%	44 1%	7 2%
4	101 2%BF	6 2%	27 3%	3 2%	6 1%	2 1%	12 3%	6 3%	5 3%	5 5%	1 1%	5 1%	66 3%	32 2%	90 3%	3 1%
5	322 8%FKe	25 8%	77 9%	18 12%Wb	33 8%	10 5%	33 7%	16 7%	17 9%	8 7%	6 4%	29 8%	212 8%	97 7%	269 8%	32 9%
6	392 10%FNRe	36 12%	112 13%zXY	16 10%	36 9%	17 8%	33 7%	15 7%	19 10%	17 15%XY	12 8%	31 8%	284 11%ze	100 7%	318 9%	38 11%
7	592 14%FGNe	49 16%	129 15%	26 17%	49 13%	25 12%	58 12%	35 16%	31 17%	14 13%	33 21%VX	61 17%	410 16%ze	174 12%	507 15%	52 14%
8	692 17%FGNRe	42 14%	145 17%	27 18%	62 16%	30 14%	86 18%	58 26%zSTVW hc	27 14%	20 18%	29 19%	46 13%	476 19%ze	207 14%	584 17%	62 17%
9	354 9%FHNe	17 6%	76 9%	9 6%	24 6%	20 9%	49 10%h	20 9%	7 4%	7 6%	17 11%h	50 14%zSTUV h	273 11%ze	77 5%	289 8%	38 11%
Extremely Well 10	263 6%FNe	23 8%	47 5%	7 5%	40 10%zTc	18 9%	30 6%	14 6%	11 6%	7 6%	9 6%	17 5%	188 7%ze	69 5%	234 7%	18 5%
Don't know	1248 30%ACDEI JKLTd	87 29%	229 27%	42 28%	134 34%TY	81 38%zTY	150 32%	55 25%	64 34%	33 30%	45 29%	120 33%	532 21%	679 46%zd	1078 31%	103 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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 Provide distinctive online programmes and content.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.06AHNP	6.92	6.96	6.90	**7.33zT**	7.29	7.08	7.32	6.90	7.03	7.37	7.16	**7.12z**	7.01	7.06	7.15
1-3 (Net)	137	13	23	3	6	9	21	4	4	1	3	10	87	36	118	9
	3%BFKOe	*4%*	*3%*	*2%*	*2%*	*4%*	*4%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*
1-4 (Net)	238	19	50	6	12	11	33	11	9	6	5	15	154	68	208	12
	6%BFOVe	*6%*	*6%*	*4%*	*3%*	*5%*	*7%V*	*5%*	*5%*	*5%*	*3%*	*4%*	*6%*	*5%*	*6%*	*4%*
1-2 (Net)	85	5	13	3	2	6	16	1	4	-	3	8	60	17	74	2
	2%BFOVe	*2%*	*2%*	*2%*	***	*3%V*	*3%VY*	***	*2%*	*-*	*2%*	*2%*	*2%e*	*1%*	*2%*	*1%*
4-7 (Net)	1407	116	344	63	123	54	136	73	73	45	53	125	971	403	1185	125
	34%FGNRWXe	*39%WX*	*40%zVWX*	*41%WX*	*32%*	*25%*	*29%*	*33%*	*39%WX*	*40%W*	*34%*	*34%*	*38%ze*	*27%*	*34%*	*35%*
5-6 (Net)	714	61	188	34	69	27	66	31	36	25	19	59	496	197	587	71
	17%FNRe	*20%*	*22%zWXYb*	*22%WXb*	*18%*	*13%*	*14%*	*14%*	*20%*	*22%*	*12%*	*16%*	*20%ze*	*13%*	*17%*	*20%*
8-10 (Net)	1309	82	267	43	126	68	166	92	45	34	55	113	937	353	1107	118
	32%FGHNe	*27%*	*31%*	*29%*	*32%*	*32%*	*35%h*	*41%zSTUhc*	*24%*	*30%*	*35%*	*31%*	*37%ze*	*24%*	*32%*	*33%*
7-10 (Net)	1901	131	396	69	175	93	224	127	77	48	88	174	1347	527	1614	169
	46%FGHNe	*44%*	*46%*	*46%*	*45%*	*44%*	*47%*	*57%zSTVWh*	*41%*	*43%*	*56%zh*	*47%*	*53%ze*	*36%*	*46%*	*48%*
9-10 (Net)	617	40	123	16	64	38	80	34	18	14	26	67	462	146	522	56
	15%FGHNe	*13%*	*14%*	*11%*	*16%*	*18%*	*17%*	*15%*	*10%*	*12%*	*16%*	*18%h*	*18%ze*	*10%*	*15%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
Have a mix of different types of content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	11 1%	10 1%	2 *	-	2 1%	8 1%	2 *	-	3 2%	2 1%	7 1%	3 *	3 1%	3 1%	3 1%	11 1%	* *	-	* 1%
2	9 1%f	8 1%	2 *	-	7 2%zCEF	1 *	1 *	-	-	2 *	3 *	3 *	2 *	5 1%	-	9 1%	-	-	-
3	19 1%	12 1%	7 1%	-	6 2%	11 2%	2 *	* *	2 2%	5 1%	8 1%	6 1%	2 *	7 2%	5 1%	14 1%	2 2%	1 1%	2 4%zO
4	24 1%	16 2%	8 1%	5 2%	2 *	7 1%	10 2%	1 1%	3 2%	5 1%	10 1%	7 1%	6 1%	3 1%	7 2%	21 1%	1 *	1 2%	1 2%
5	118 7%JK	64 7%	54 7%	19 8%	19 5%	48 7%	32 7%	7 7%	10 7%	38 8%J	39 5%	24 4%	35 7%	30 8%	29 9%K	100 7%	12 9%	4 4%	2 3%
6	191 11%f	100 10%	90 11%	26 11%	51 13%	65 9%	48 10%	6 6%	26 18%zGIJ	47 10%	80 10%	62 11%	57 11%	45 12%	27 8%	171 11%	9 7%	6 6%	5 9%
7	355 20%F	203 21%	152 18%	52 21%F	83 21%F	157 22%zF	64 14%	22 21%	21 15%	98 21%	167 20%	109 19%	96 18%	81 21%	70 22%	309 20%	19 15%	17 19%	10 19%
8	468 26%	246 25%	222 27%	56 23%	112 29%	180 26%	120 26%	26 25%	32 23%	115 25%	225 28%	147 26%	152 29%	90 23%	79 25%	388 25%	39 32%	27 29%	14 25%
9	287 16%	155 16%	133 16%	49 20%	59 15%	111 16%	68 14%	16 15%	18 13%	76 17%	149 18%z	104 18%	88 17%	54 14%	42 13%	237 15%	24 19%	15 16%	12 22%
Extremely Well 10	178 10%U	92 9%	86 10%	30 12%	31 8%	68 10%	48 10%	8 8%	15 10%	39 9%	98 12%z	62 11%	44 8%	38 10%	33 10%	152 10%	8 7%	13 14%	4 8%
Don't know	139 8%CDJd	64 7%	75 9%	6 2%	16 4%	43 6%C	75 16%zCDE	18 17%zIJ	11 8%	28 6%	33 4%	37 7%	45 9%	30 8%	27 9%	117 8%	10 8%	9 9%	3 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 337
D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.53Uh	7.46	7.63	7.69	7.42	7.50	7.60	7.67	7.25	7.48	7.69zH	7.67zMN	7.59	7.36	7.41	7.51	7.59	7.88zO	7.58
1-3 (Net)	40 2%BCe	29 3%zB	11 1%	- -	16 4%zCF	20 3%C	4 1%	* *	5 4%	9 2%	18 2%	11 2%	6 1%	15 4%L	8 2%	34 2%	2 2%	1 1%	2 5%
1-4 (Net)	63 4%B	45 5%zB	19 2%	5 2%	18 5%	26 4%	14 3%	1 1%	8 6%	14 3%	28 3%	19 3%	12 2%	18 5%	15 5%	55 4%	3 2%	2 2%	3 6%
1-2 (Net)	21 1%B	17 2%zB	3 *	- -	9 2%zCF	9 1%	2 *	- -	3 2%	4 1%	10 1%	5 1%	4 1%	8 2%	3 1%	20 1%	* *	- -	* 1%
4-7 (Net)	688 38%F	382 39%	304 37%	102 42%F	154 40%	277 40%	154 33%	36 35%	60 43%	187 41%	296 36%	203 36%	193 37%	159 41%	132 41%	601 39%	40 32%	29 31%	18 33%
5-6 (Net)	309 17%JQ	163 17%	145 17%	45 19%	70 18%	113 16%	81 17%	13 12%	36 25%zGJ	84 19%	119 14%	86 15%	92 17%	75 19%	56 17%	271 18%	21 17%	10 11%	7 12%
8-10 (Net)	933 52%h	493 51%	440 53%	135 56%	202 52%	359 51%	236 50%	50 48%	65 46%	230 51%	473 58%zHI	312 55%zMN	284 54%	183 47%	154 48%	777 51%	71 58%	55 59%	30 56%
7-10 (Net)	1288 72%FHh	696 72%	592 71%	187 77%F	285 74%F	516 74%F	300 64%	73 69%	86 61%	328 72%H	640 78%zHI	421 75%z	380 72%	264 68%	223 70%	1086 71%	90 73%	73 78%	40 75%
9-10 (Net)	465 26%Uh	247 25%	218 26%	79 33%zDF	90 23%	180 26%	116 25%	24 23%	33 23%	115 25%	248 30%z	166 29%z	132 25%	92 24%	75 23%	389 25%	32 26%	28 30%	16 31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 337
D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
UnweightedBase	**2018**	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	11 1%	- -	3 1%	2 2%	- -	- -	6 3%zTV	- -	- -	- -	- -	1 *	9 1%	1 *	11 1%	* *
2	9 1%f	* *	1 *	2 2%	- -	- -	- -	- -	4 5%zTVXY	- -	- -	2 2%	9 1%	1 *	4 *	* *
3	19 1%	- -	2 1%	- -	4 2%	- -	3 2%	- -	- -	- -	1 2%	3 2%	16 1%	2 *	17 1%	2 1%
4	24 1%	- -	4 1%	4 5%zSTX	3 2%	2 2%X	- -	2 2%	1 1%	1 3%	3 6%zSTX	3 1%	16 1%	8 2%	21 1%	2 1%
5	118 7%JK	6 4%	32 8%	3 5%	18 9%	4 5%	16 8%	4 4%	5 6%	3 7%	2 4%	8 6%	88 7%	25 6%	104 7%	6 3%
6	191 11%f	31 21%zTVXc	34 8%	7 10%	14 8%	12 17%TVX	14 7%	12 10%	16 21%zTVXc	9 20%	10 17%TX	11 8%	144 11%	46 10%	145 10%	23 13%
7	355 20%F	30 20%	89 21%	16 23%	36 19%	14 20%	33 17%	22 18%	18 23%	12 26%	9 16%	30 21%	276 21%	75 17%	300 20%	33 19%
8	468 26%	32 21%	108 26%	19 27%	40 21%	14 20%	55 28%	39 32%	16 21%	13 28%	19 33%	33 24%	333 25%	131 29%	392 26%	50 29%
9	287 16%	20 13%	80 19%V	10 14%	21 11%	12 17%	35 18%	23 19%	6 8%	5 11%	7 12%	18 13%	224 17%	60 13%	235 16%	30 18%
Extremely Well 10	178 10%U	16 11%U	38 9%U	1 1%	33 18%zTUXh	10 14%U	16 8%	11 10%U	5 6%	2 4%	5 9%	14 10%U	132 10%	43 10%	156 10%	14 8%
Don't know	139 8%CDJd	15 10%	25 6%	7 10%	18 10%	3 4%	17 9%	7 5%	6 8%	1 1%	1 1%	19 14%zTWYb	79 6%	55 12%zd	121 8%	11 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 337
D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have a mix of different types of content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.53Uh	7.55Uh	7.62Uh	6.97	7.62Uh	7.66Uh	7.45	7.81Uh	6.94	7.23	7.36	7.44	7.52	7.61	7.55	7.62
1-3 (Net)	40	*	6	3	4	-	9	-	4	-	1	6	33	4	32	3
	2%BCe	*	2%	5%SY	2%		5%zSTY		5%Y		2%	4%Y	3%	1%	2%	2%
1-4 (Net)	63	*	10	7	7	2	9	2	5	1	4	7	49	12	53	5
	4%B	*	2%	10%zSTY	4%	2%	5%S	2%	6%S	3%	7%S	5%S	4%	3%	4%	3%
1-2 (Net)	21	*	4	3	-	-	6	-	4	-	-	3	17	2	15	1
	1%B	*	1%	5%zSTVY			3%zV		5%zTVY			2%	1%	*	1%	*
4-7 (Net)	688	68	158	30	71	32	62	41	40	25	24	50	524	154	572	63
	38%F	45%	38%	44%	38%	45%	32%	34%	51%zXY	55%	43%	36%	40%	35%	38%	37%
5-6 (Net)	309	37	66	11	32	16	29	17	21	12	12	19	232	71	250	29
	17%JQ	25%c	16%	15%	17%	22%	15%	14%	28%zTXYc	27%	21%	13%	17%	16%	17%	17%
8-10 (Net)	933	68	226	29	94	37	106	73	27	20	31	65	689	233	783	94
	52%h	45%	54%h	42%	50%	52%	55%h	61%SUhc	36%	44%	54%	46%	52%	52%	52%	55%
7-10 (Net)	1288	98	315	45	131	51	139	95	45	32	40	95	965	308	1083	127
	72%FHh	65%	76%Sh	65%	70%	72%	72%	79%Sh	58%	69%	70%	68%	73%	69%	72%	74%
9-10 (Net)	465	36	118	10	54	22	51	34	11	7	12	32	356	102	391	44
	26%Uh	24%	28%Uh	15%	29%Uh	31%Uh	26%	28%	14%	16%	21%	23%	27%	23%	26%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All who have used BBC online services in the past 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	**1370**	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	**14** **1%B**	12 1%zB	2 *	- -	6 2%	6 1%	2 1%	- -	1 *	3 1%	10 1%	4 1%	3 1%	5 1%	3 1%	13 1%	* *	* *	* 1%
2	**12** **1%f**	10 1%	2 *	- -	6 2%z	3 *	3 1%	- -	- -	1 *	4 1%	7 1%L	- -	5 1%L	1 *	11 1%	1 1%	- -	1 1%
3	**12** **1%J**	9 1%	4 *	3 1%	1 *	6 1%	2 *	1 1%	4 3%zJ	3 1%	2 *	3 *	1 *	7 2%zL	* *	10 1%	* *	2 2%	1 1%
4	**34** **2%K**	15 2%	19 2%	7 3%	7 2%	12 2%	7 2%	* *	4 3%	11 2%	14 2%	6 1%	11 2%	6 2%	10 3%K	30 2%	3 2%	* *	- -
5	**86** **5%Ke**	51 5%	35 4%	8 3%	22 6%	37 5%	19 4%	6 6%	9 7%	19 4%	34 4%	18 3%	25 5%	21 6%	21 7%K	73 5%	7 6%	2 2%	3 6%
6	**146** **8%I**	85 9%	60 7%	26 11%	32 8%	54 8%	33 7%	9 9%	19 14%zI	23 5%	72 9%I	43 8%	47 9%	27 7%	29 9%	127 8%	7 6%	7 7%	5 9%
7	**344** **19%**	188 19%	156 19%	42 17%	88 23%	136 20%	78 17%	18 17%	28 20%	112 25%zJ	142 17%	108 19%	98 18%	80 21%	59 18%	300 20%	23 19%	15 16%	7 13%
8	**478** **27%Ad**	238 25%	239 29%	67 27%	96 25%	186 27%	129 28%	27 26%	39 28%	107 23%	230 28%	144 25%	144 27%	104 27%	87 27%	393 26%	40 33%	30 32%	15 28%
9	**316** **18%GHV**	171 18%	145 17%	42 17%	80 21%	118 17%	75 16%	10 9%	14 10%	95 21%GH	160 19%GH	122 22%zMN	94 18%	55 14%	45 14%	273 18%	21 17%	13 14%	9 17%
Extremely Well 10	**245** **14%DU**	130 13%	116 14%	42 17%D	36 9%	97 14%	70 15%D	16 16%	14 10%	60 13%	127 15%	81 14%	70 13%	54 14%	41 13%	201 13%	17 14%	17 18%	10 19%
Don't know	**112** **6%CDJd**	60 6%	52 6%	6 3%	13 3%	42 6%	51 11%zCDE	18 17%zHIJ	8 5%	22 5%	25 3%	30 5%	36 7%	22 6%	25 8%	99 6%	3 2%	7 8%P	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 338
D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.73ADH	7.63	7.84zA	7.85D	7.52	7.71	7.86D	7.80H	7.29	7.80H	7.83zH	7.87zMN	7.78	7.56	7.57	7.70	7.78	8.01	7.88
1-3 (Net)	39 2%BLf	31 3%zB	8 1%	3 1%	13 3%	16 2%	7 1%	1 1%	5 4%	7 2%	16 2%	13 2%	4 1%	17 4%zL	5 2%	34 2%	2 1%	2 2%	2 3%
1-4 (Net)	73 4%	46 5%	27 3%	10 4%	20 5%	28 4%	14 3%	1 1%	9 6%	18 4%	30 4%	19 3%	16 3%	23 6%	15 5%	64 4%	5 4%	2 3%	2 3%
1-2 (Net)	27 1%Bf	23 2%zB	4 1%	- -	12 3%zC	9 1%	5 1%	- -	1 *	3 1%	14 2%	10 2%	3 1%	9 2%	4 1%	24 2%	1 1%	* *	1 2%
4-7 (Net)	610 34%Qe	339 35%	270 33%	83 34%	149 38%F	240 34%	138 29%	34 32%	61 43%zJ	165 36%	261 32%	175 31%	181 34%	135 35%	119 37%	530 35%Q	41 33%	24 26%	15 28%
5-6 (Net)	232 13%I	136 14%	95 11%	34 14%	54 14%	91 13%	52 11%	16 15%	29 20%zIJ	42 9%	106 13%	62 11%	71 14%	49 13%	50 16%	200 13%	15 12%	9 9%	8 15%
8-10 (Net)	1039 58%H	538 56%	500 60%	151 62%	212 55%	401 57%	274 58%	53 50%	67 48%	261 57%	517 63%zGH	346 61%N	308 58%	213 55%	172 54%	866 57%	79 63%	60 64%	35 65%
7-10 (Net)	1384 77%GHN	726 75%	656 79%	193 79%	301 77%	538 77%	352 75%	70 67%	95 68%	372 82%zGH	658 80%zGH	454 81%zN	406 77%	293 76%	231 72%	1166 76%	102 82%	75 80%	41 78%
9-10 (Net)	561 31%HU	300 31%	261 31%	84 35%	116 30%	215 31%	145 31%	26 25%	28 20%	154 34%H	287 35%zH	202 36%zMN	164 31%	109 28%	85 27%	473 31%	38 31%	30 32%	20 37%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 338
D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	14 1%B	- -	6 1%	2 2%	- -	- -	4 2%	- -	- -	- -	1 2%	1 *	11 1%	2 *	10 1%	* *
2	12 1%f	* *	4 1%	- -	1 *	- -	- -	- -	4 5%zTVXY	- -	1 2%	1 1%	9 1%	3 1%	7 *	* *
3	12 1%J	- -	- -	- -	5 3%zT	- -	4 2%T	- -	- -	- -	1 2%	- -	- -	9 1%	4 1%	10 1%	2 1%
4	34 2%K	- -	10 2%	1 1%	3 1%	3 5%S	3 2%	5 4%S	- -	- -	- -	6 4%S	25 2%	7 2%	28 2%	* *
5	86 5%Ke	8 5%	15 4%	4 5%	6 3%	5 8%	15 8%	4 3%	7 9%	5 10%	* 1%	6 4%	71 5%	13 3%	72 5%	9 5%
6	146 8%I	13 9%	42 10%X	9 12%XY	19 10%	8 11%X	8 4%	5 4%	8 10%	2 5%	6 11%	7 5%	108 8%I	33 7%	127 8%	9 5%
7	344 19%	34 22%	80 19%	17 24%	40 21%	18 25%	29 15%	18 15%	15 20%	15 33%	8 15%	25 18%	266 20%	76 17%	285 19%	34 20%
8	478 27%Ad	43 28%	110 26%	19 27%	42 23%	13 18%	56 29%	30 25%	21 27%	12 26%	13 23%	33 24%	330 25%	143 32%zd	392 26%	53 31%
9	316 18%GHV	22 15%	85 20%V	12 18%	16 8%	10 13%	40 21%V	32 27%zSVW	10 14%	7 16%	14 25%V	23 16%	248 19%	65 15%	266 18%	29 17%
Extremely Well 10	245 14%DU	20 13%U	43 10%U	2 2%	39 21%zTU	13 18%U	24 12%U	21 17%U	8 11%	3 7%	8 14%U	19 13%U	182 14%	59 13%	209 14%	27 16%
Don't know	112 6%CDJd	11 7%	20 5%	6 8%	17 9%	1 2%	11 5%	6 5%	4 5%	1 1%	4 7%	20 14%zTWXY	66 5%	41 9%zd	101 7%	7 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 338
D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have high quality content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								**Working**		**Urbanity**
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.73ADH	7.83U	7.64	7.33	7.75	7.59	7.67	8.14zTUW Xh	7.37	7.47	7.90	7.75	7.72	7.81	7.75	7.92
1-3 (Net)	39	*	10	2	6	-	8	-	4	1	2	2	29	8	27	3
	2%BLf	*	2%	2%	3%	-	4%Y	-	5%Y	2%	4%	1%	2%	2%	2%	2%
1-4 (Net)	73	*	20	2	9	3	11	5	4	1	2	8	53	15	55	3
	4%	*	5%S	3%	5%	5%S	6%S	4%	5%	2%	4%	5%S	4%	3%	4%	2%
1-2 (Net)	27	*	10	2	1	-	4	-	4	-	2	2	20	5	17	1
	1%Bf	*	2%	2%	*	-	2%	-	5%zVY	-	4%	1%	2%	1%	1%	*
4-7 (Net)	610	55	147	29	67	35	54	31	30	22	15	44	470	130	512	52
	34%Qe	36%	36%	42%XY	36%	49%zTXYb c	28%	26%	38%	48%	27%	31%	35%e	29%	34%	30%
5-6 (Net)	232	21	57	12	25	13	23	9	14	7	7	13	180	47	198	18
	13%I	14%	14%	17%Y	13%	19%Yc	12%	7%	19%Y	15%	12%	9%	14%	10%	13%	10%
8-10 (Net)	1039	85	238	33	98	35	121	83	40	22	35	75	760	266	867	109
	58%H	56%	57%	47%	52%	49%	62%U	69%zTUVW hc	52%	49%	62%	54%	57%	60%	58%	64%
7-10 (Net)	1384	119	319	50	137	53	150	102	55	38	44	100	1026	343	1152	143
	77%GHN	79%	77%	71%	73%	75%	77%	84%UVc	71%	82%	77%	72%	77%	77%	76%	83%
9-10 (Net)	561	42	128	14	55	22	65	53	19	10	22	42	431	124	475	56
	31%HU	28%	31%	20%	29%	32%	33%	44%zSTUV hc	24%	23%	39%U	30%	32%	28%	32%	33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 339
D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	**35** **2%Ce**	24 3%	10 1%	* *	9 **2%C**	12 2%	13 **3%C**	- -	3 2%	7 2%	22 **3%z**	7 1%	11 2%	6 2%	10 3%	31 2%	3 2%	* *	1 2%
2	**16** **1%BLf**	14 **1%zB**	2 *	1 1%	8 **2%z**	5 1%	2 *	* *	1 *	5 1%	4 *	5 1%	1 *	8 **2%zL**	2 1%	13 1%	1 1%	1 1%	1 2%
3	**34** **2%**	18 2%	16 2%	5 2%	4 1%	20 **3%z**	5 1%	2 2%	7 **5%zIJ**	5 1%	14 2%	9 2%	9 2%	10 3%	7 2%	31 2%	1 *	3 3%	1 1%
4	**55** **3%**	30 3%	25 3%	7 3%	13 3%	16 2%	19 4%	2 2%	6 4%	15 3%	26 3%	21 4%	18 3%	8 2%	7 2%	44 3%	6 5%	3 4%	2 3%
5	**156** **9%T**	92 9%	64 8%	33 **13%zDF**	30 8%	62 9%	32 7%	8 8%	11 8%	37 8%	66 8%	41 7%	55 10%	30 8%	31 10%	129 8%	12 9%	12 13%	4 7%
6	**205** **11%Qf**	110 11%	96 12%	37 **15%zF**	44 11%	81 12%	43 9%	9 9%	30 **21%zGIJ**	46 10%	99 12%	63 11%	52 10%	50 13%	41 13%	174 **11%Q**	18 **14%Q**	5 5%	8 **16%Q**
7	**341** **19%**	179 19%	161 19%	35 15%	87 **22%C**	141 20%	77 16%	15 15%	17 12%	104 **23%zH**	163 20%	96 17%	106 20%	84 22%	55 17%	296 19%	20 16%	18 19%	7 12%
8	**381** **21%S**	199 21%	181 22%	55 22%	78 20%	154 22%	94 20%	21 20%	22 16%	101 22%	183 22%	133 24%	105 20%	70 18%	73 23%	320 21%	28 22%	21 22%	12 23%
9	**245** **14%**	131 14%	114 14%	35 14%	56 15%	94 13%	59 13%	15 15%	18 13%	64 14%	121 15%	89 16%	73 14%	46 12%	37 11%	211 14%	16 13%	11 12%	6 11%
Extremely Well 10	**152** **8%U**	82 8%	70 8%	26 11%	30 8%	63 9%	33 7%	10 9%	10 7%	32 7%	82 10%	49 9%	42 8%	30 8%	31 10%	123 8%	10 8%	11 12%	7 **14%O**
Don't know	**181** **10%CEJd**	90 9%	90 11%	9 4%	28 7%	51 7%	93 **20%zCDE**	21 **20%zIJ**	17 **12%J**	40 **9%J**	40 5%	50 9%	58 11%	44 11%	29 9%	159 10%	10 8%	8 9%	4 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 339
D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.14AS	7.04	7.25	7.20	7.08	7.16	7.11	7.48H	6.75	7.17	7.19	7.29z	7.11	6.99	7.07	7.13	7.07	7.26	7.23
1-3 (Net)	85 5%B	56 6%zB	29 3%	7 3%	21 5%	37 5%	20 4%	2 2%	11 7%	17 4%	40 5%	21 4%	21 4%	25 6%	19 6%	74 5%	5 4%	4 4%	3 5%
1-4 (Net)	140 8%	86 9%	53 6%	14 6%	34 9%	53 8%	39 8%	5 4%	16 11%	32 7%	66 8%	42 7%	39 7%	33 9%	26 8%	118 8%	10 8%	7 7%	5 8%
1-2 (Net)	50 3%BC	38 4%zB	12 1%	2 1%	17 4%C	17 2%	15 3%	* *	3 2%	12 3%	26 3%	12 2%	12 2%	15 4%	12 4%	43 3%	4 3%	1 1%	2 4%
4-7 (Net)	757 42%F	411 42%	346 42%	112 46%F	174 45%F	300 43%	171 36%	34 33%	63 45%	201 44%	354 43%	221 39%	231 44%	171 44%	133 41%	643 42%	55 45%	38 41%	20 38%
5-6 (Net)	362 20%Fe	201 21%	160 19%	70 29%zDEF	74 19%	143 20%	75 16%	17 16%	41 29%zGIJ	82 18%	165 20%	104 18%	107 20%	80 21%	71 22%	303 20%	30 24%	17 18%	12 23%
8-10 (Net)	777 43%SU	412 43%	365 44%	115 47%	165 43%	311 44%	187 40%	46 44%	50 35%	197 43%	385 47%H	271 48%zLM	219 41%	146 38%	140 44%	654 43%	55 44%	43 46%	26 48%
7-10 (Net)	1118 62%FHS	591 61%	527 63%	151 62%	252 65%F	452 65%F	264 56%	62 59%	66 47%	301 66%H	548 67%zH	368 65%	325 62%	230 59%	195 61%	950 62%	75 60%	61 66%	32 61%
9-10 (Net)	396 22%Ue	213 22%	184 22%	61 25%	87 22%	157 22%	92 20%	25 24%	27 19%	95 21%	203 25%z	138 25%	114 22%	76 20%	68 21%	334 22%	27 22%	23 24%	13 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
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Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2018**	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	35 2%Ce	5 3%	7 2%	2 2%	7 4%	2 2%	7 4%	- -	- -	- -	- -	2 1%	29 2%	3 1%	30 2%	1 *
2	16 1%BLf	2 1%	2 1%	- -	- -	2 3%zTV	1 *	- -	4 5%zTVXY	* 1%	1 2%	1 1%	10 1%	5 1%	10 1%	1 *
3	34 2%	9 6%zT	5 1%	- -	3 2%	1 1%	4 2%	1 1%	- -	- -	2 3%	6 4%T	27 2%	7 2%	30 2%	4 2%
4	55 3%	8 5%c	17 4%c	1 1%	6 3%	3 5%c	4 2%	4 4%c	1 1%	* 1%	* 1%	- -	41 3%	14 3%	44 3%	7 4%
5	156 9%T	17 11%T	20 5%	13 19%zTXc	17 9%	5 8%	17 9%	11 9%	9 11%	2 4%	6 10%	12 8%	123 9%	29 6%	133 9%	16 9%
6	205 11%Qf	21 14%	47 11%	13 18%VWXY	13 8%	5 7%	15 8%	7 6%	16 21%zVWXY	8 17%	7 13%	19 14%	156 12%	46 10%	158 11%	26 15%
7	341 19%	30 20%	80 19%	15 22%	31 16%	14 19%	40 20%	28 23%	15 19%	16 35%	9 16%	19 13%	253 19%	86 19%	289 19%	35 20%
8	381 21%S	18 12%	90 22%S	15 21%	35 19%	18 25%S	42 22%	31 25%S	17 22%	11 24%	9 16%	35 25%S	278 21%	95 21%	319 21%	30 17%
9	245 14%	12 8%	63 15%	5 8%	28 15%	9 13%	34 17%Sh	22 19%Shc	5 6%	5 11%	15 26%zSUhc	13 9%	191 14%	50 11%	210 14%	19 11%
Extremely Well 10	152 8%U	11 7%	40 10%U	1 2%	21 11%U	7 10%U	12 6%	10 8%	4 5%	1 3%	4 6%	12 8%	119 9%	31 7%	127 8%	17 10%
Don't know	181 10%CEJd	19 13%	45 11%	5 7%	24 13%	5 7%	19 10%	6 5%	7 9%	2 4%	3 6%	22 16%zY	98 7%	79 18%zd	157 10%	17 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 339
D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide content that other websites or apps don't provide.
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800 *100%*	151 *100%*	415 *100%*	70 *100%*	188 *100%*	71 *100%*	194 *100%*	121 *100%*	77 *100%*	46 *100%*	57 *100%*	140 *100%*	1325 *100%*	446 *100%*	1507 *100%*	172 *100%*
Mean	**7.14AS**	6.43	**7.34SU**	6.67	**7.21S**	7.11	**7.12S**	**7.52zSUh**	6.78	7.24	**7.31S**	**7.14S**	7.13	7.18	7.16	7.11
1-3 (Net)	85 **5%B**	15 **10%zTY**	14 *3%*	2 *2%*	10 *5%*	5 **7%Y**	12 **6%Y**	1 *1%*	4 *5%*	* *1%*	3 *5%*	8 **6%Y**	66 *5%*	16 *4%*	70 *5%*	5 *3%*
1-4 (Net)	140 *8%*	23 **15%zTUYc**	31 *7%*	2 *3%*	16 *8%*	8 *11%*	16 *8%*	5 *4%*	5 *6%*	1 *2%*	3 *6%*	8 *6%*	107 *8%*	30 *7%*	114 *8%*	12 *7%*
1-2 (Net)	50 **3%BC**	6 *4%*	9 *2%*	2 *2%*	7 *4%*	4 **6%Y**	8 *4%*	-	4 **5%Y**	* *1%*	1 *2%*	2 *2%*	39 *3%*	9 *2%*	40 *3%*	1 *1%*
4-7 (Net)	757 **42%F**	76 **50%c**	164 *39%*	42 **60%zTVWXYbc**	69 *37%*	27 *38%*	76 *39%*	51 *42%*	40 **52%c**	26 *57%*	23 *40%*	50 *36%*	573 *43%*	175 *39%*	624 *41%*	83 *49%*
5-6 (Net)	362 **20%Fe**	38 *25%*	67 *16%*	26 **37%zTVWXYc**	33 *17%*	10 *14%*	32 *16%*	18 *15%*	25 **32%zTVWXY**	10 *21%*	13 *23%*	31 *22%*	279 *21%*	75 *17%*	292 *19%*	42 *24%*
8-10 (Net)	777 **43%SU**	40 *27%*	192 **46%SU**	21 *30%*	84 **45%S**	34 **48%SU**	88 **45%S**	63 **52%SUh**	26 *34%*	17 *38%*	28 **49%S**	60 **43%S**	588 *44%*	176 *40%*	656 *44%*	66 *38%*
7-10 (Net)	1118 **62%FHS**	71 *47%*	272 **66%S**	36 *52%*	115 **61%S**	48 **67%S**	127 **66%S**	91 **75%zSUVhc**	41 *53%*	34 *73%*	37 **65%S**	79 *56%*	841 *63%*	262 *59%*	945 *63%*	101 *59%*
9-10 (Net)	396 **22%Ue**	23 *15%*	103 **25%Uh**	6 *9%*	50 **26%SUh**	16 **23%U**	45 **23%U**	32 **27%SUh**	9 *11%*	7 *14%*	18 **32%SUhc**	25 *18%*	310 **23%e**	81 *18%*	337 *22%*	36 *21%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 340
D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	**24**	19	5	3	5	11	5	-	1	4	16	6	10	2	6	19	2	2	1
	1%Be	2%zB	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%
2	**25**	16	9	2	8	7	8	-	-	12	7	7	3	8	7	22	1	-	1
	1%	2%	1%	1%	2%	1%	2%	-	-	3%zJ	1%	1%	1%	2%	2%	1%	1%	-	2%
3	**37**	24	14	4	6	14	13	1	6	7	16	12	9	8	9	31	2	3	1
	2%	2%	2%	2%	2%	2%	3%	1%	4%	2%	2%	2%	2%	2%	3%	2%	1%	4%	1%
4	**64**	38	26	10	16	22	16	2	7	14	31	27	16	14	7	53	7	2	2
	4%	4%	3%	4%	4%	3%	3%	2%	5%	3%	4%	5%	3%	4%	2%	3%	6%	2%	3%
5	**162**	97	64	31	28	68	35	9	13	34	74	50	45	38	29	138	11	10	3
	9%W	10%	8%	13%zDF	7%	10%	7%	9%	9%	8%	9%	9%	9%	10%	9%	9%	9%	11%	6%
6	**241**	135	106	40	47	98	56	14	23	54	121	78	75	46	42	205	20	7	8
	13%	14%	13%	16%	12%	14%	12%	13%	16%	12%	15%	14%	14%	12%	13%	13%	16%Q	8%	15%
7	**344**	177	167	38	76	134	95	18	31	93	146	100	98	81	65	297	19	19	9
	19%	18%	20%	16%	20%	19%	20%	18%	22%	20%	18%	18%	19%	21%	20%	19%	15%	20%	17%
8	**405**	203	202	55	99	169	83	23	24	108	200	126	127	84	68	345	27	22	11
	23%F	21%	24%	22%	26%F	24%F	18%	22%	17%	24%	24%	22%	24%	22%	21%	23%	22%	23%	21%
9	**216**	128	88	30	55	81	50	7	10	71	110	80	58	45	34	180	19	9	8
	12%Ve	13%	11%	12%	14%	12%	11%	7%	7%	16%zGH	13%	14%	11%	12%	11%	12%	15%	10%	14%
Extremely Well 10	**134**	62	72	20	28	51	35	8	12	30	69	41	44	24	24	109	9	11	5
	7%	6%	9%	8%	7%	7%	7%	8%	8%	6%	8%	7%	8%	6%	8%	7%	7%	11%	10%
Don't know	**148**	70	78	11	20	44	74	22	14	26	30	38	44	35	31	129	6	8	5
	8%CDEIJd	7%	9%	4%	5%	6%	16%zCDE	21%zHIJ	10%J	6%	4%	7%	8%	9%	10%	8%	5%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.04AU	6.91	7.20zA	6.99	7.13	7.04	6.98	7.26	6.84	7.13	7.09	7.07	7.11	6.98	6.94	7.03	6.99	7.17	7.20
1-3 (Net)	86 5%B	58 6%zB	28 3%	9 4%	19 5%	32 5%	26 6%	1 1%	7 5%	24 5%	39 5%	24 4%	21 4%	19 5%	21 7%	73 5%	5 4%	5 5%	3 5%
1-4 (Net)	150 8%BG	96 10%zB	54 7%	19 8%	35 9%	54 8%	42 9%	3 3%	14 10%G	38 8%	70 9%	51 9%	38 7%	33 9%	28 9%	126 8%	12 10%	7 8%	4 8%
1-2 (Net)	48 3%Be	34 4%zB	14 2%	5 2%	13 3%	18 3%	13 3%	- -	1 1%	17 4%	23 3%	12 2%	13 2%	11 3%	13 4%	41 3%	4 3%	2 2%	2 4%
4-7 (Net)	811 45%f	447 46%	363 44%	119 49%	167 43%	323 46%	202 43%	43 41%	73 52%	196 43%	372 45%	254 45%	234 44%	180 46%	143 44%	694 45%	58 46%	38 41%	22 41%
5-6 (Net)	403 22%	232 24%	170 20%	71 29%zDF	75 19%	166 24%	91 19%	23 22%	35 25%	89 19%	195 24%	128 23%	120 23%	84 22%	71 22%	343 22%	32 25%	17 19%	11 20%
8-10 (Net)	755 42%Fe	393 41%	362 44%	104 43%	182 47%zF	301 43%F	168 36%	39 37%	46 33%	209 46%H	378 46%zH	248 44%	229 43%	153 40%	126 39%	634 41%	55 44%	42 45%	24 46%
7-10 (Net)	1099 61%FU	570 59%	528 64%	143 59%	258 67%zF	435 62%	263 56%	57 55%	77 55%	302 66%zGH	525 64%z	347 62%	327 62%	234 61%	191 59%	931 61%	74 59%	61 65%	33 63%
9-10 (Net)	350 19%	190 20%	160 19%	50 20%	83 21%	132 19%	85 18%	15 15%	22 16%	100 22%	178 22%z	121 22%	102 19%	69 18%	58 18%	290 19%	27 22%	20 22%	13 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	24 1%Be	* *	3 1%	2 2%	4 2%	2 2%	6 3%	- -	1 1%	- -	- -	1 1%	18 1%	1 *	22 1%	1 *
2	25 1%	7 4%zVX	5 1%	1 1%	- -	2 3%V	1 *	2 1%	4 5%zVX	1 2%	- -	1 1%	20 2%	4 1%	17 1%	2 1%
3	37 2%	3 2%	6 1%	- -	12 6%zTX	1 2%	2 1%	2 1%	1 1%	- -	2 4%	3 2%	29 2%	9 2%	32 2%	4 2%
4	64 4%	2 1%	19 5%	6 8%zSVb	2 1%	2 3%	10 5%	4 4%	3 4%	- -	- -	5 3%	47 4%	17 4%	55 4%	4 2%
5	162 9%W	26 17%zTVWYc	38 9%	8 12%W	13 7%	2 2%	16 8%	8 7%	8 10%	4 8%	7 12%W	8 6%	124 9%	35 8%	133 9%	20 12%
6	241 13%	14 9%	52 13%	14 20%X	26 14%	10 14%	16 8%	15 12%	13 17%	10 22%	16 28%zSTVX Yc	18 13%	185 14%	53 12%	190 13%	28 16%
7	344 19%	31 20%	82 20%	12 17%	29 16%	12 16%	41 21%	28 24%	14 19%	9 20%	8 14%	31 22%	244 18%	96 21%	282 19%	40 24%
8	405 23%F	24 16%	88 21%	13 19%	48 26%	19 26%	47 24%	32 27%	18 23%	14 31%	14 25%	27 19%	310 23%	92 21%	346 23%	31 18%
9	216 12%Ve	15 10%	59 14%V	7 10%	11 6%	13 18%Vh	28 14%V	16 14%V	4 5%	5 11%	6 11%	17 12%	176 13%ze	37 8%	183 12%	21 12%
Extremely Well 10	134 7%	11 7%	31 8%	2 2%	23 12%zU	5 8%	13 7%	7 6%	5 6%	2 4%	2 4%	8 6%	94 7%	37 8%	115 8%	9 6%
Don't know	148 8%CDEIJ d	19 12%	31 7%	5 8%	20 10%	4 5%	14 7%	6 5%	7 9%	1 1%	1 2%	22 16%zTWXYb	79 6%	64 14%zd	131 9%	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 340
D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Present content in a unique/innovative way.
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800 *100%*	151 *100%*	415 *100%*	70 *100%*	188 *100%*	71 *100%*	194 *100%*	121 *100%*	77 *100%*	46 *100%*	57 *100%*	140 *100%*	1325 *100%*	446 *100%*	1507 *100%*	172 *100%*
Mean	**7.04AU**	6.75	**7.11U**	6.53	7.05	**7.25U**	7.10	**7.25Uh**	6.62	7.18	6.93	**7.12U**	7.04	7.10	7.06	6.94
1-3 (Net)	86 **5%B**	10 *7%*	14 *3%*	3 *4%*	16 **8%T**	5 *7%*	9 *4%*	3 *3%*	6 *7%*	1 *2%*	2 *4%*	5 *3%*	67 *5%*	15 *3%*	71 *5%*	7 *4%*
1-4 (Net)	150 **8%BG**	12 *8%*	34 *8%*	8 *12%*	18 *10%*	7 *10%*	18 *9%*	8 *6%*	9 *11%*	1 *2%*	2 *4%*	10 *7%*	114 *9%*	31 *7%*	126 *8%*	11 *6%*
1-2 (Net)	48 **3%Be**	7 *5%*	9 *2%*	3 *4%*	4 *2%*	3 *5%*	7 *3%*	2 *1%*	5 *6%*	1 *2%*	-	2 *1%*	38 *3%*	6 *1%*	39 *3%*	3 *2%*
4-7 (Net)	811 **45%f**	72 *48%*	192 *46%*	40 **57%VW**	71 *38%*	25 *36%*	83 *43%*	56 *46%*	38 *50%*	23 *51%*	30 *53%*	62 *44%*	600 *45%*	201 *45%*	661 *44%*	92 **54%zf**
5-6 (Net)	403 **22%**	40 *27%*	90 *22%*	22 **32%WXc**	39 *21%*	12 *16%*	33 *17%*	23 *19%*	21 *27%*	14 *31%*	22 **40%zTVWX Yc**	26 *19%*	309 *23%*	89 *20%*	324 *21%*	48 *28%*
8-10 (Net)	755 **42%Fe**	50 *33%*	178 *43%*	22 *31%*	82 *43%*	37 **52%SUhc**	88 *45%*	56 *46%*	26 *34%*	21 *46%*	23 *41%*	52 *37%*	580 **44%ze**	166 *37%*	644 *43%*	62 *36%*
7-10 (Net)	1099 **61%FU**	80 *53%*	260 **63%U**	34 *48%*	111 *59%*	49 **69%U**	129 **66%SU**	84 **70%SUh**	40 *52%*	30 *66%*	31 *54%*	83 *59%*	823 *62%*	262 *59%*	926 *61%*	102 *59%*
9-10 (Net)	350 **19%**	26 *17%*	90 *22%*	9 *13%*	33 *18%*	18 **26%h**	41 *21%*	24 *20%*	8 *11%*	7 *15%*	9 *15%*	25 *18%*	270 *20%*	74 *17%*	299 *20%*	30 *18%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 341
D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	11	9	2	-	3	4	4	-	1	2	8	3	5	1	2	10	1	-	-
	1%	1%	*	-	1%	1%	1%	-	*	1%	1%	1%	1%	*	1%	1%	1%	-	-
2	11	9	2	2	5	1	2	*	-	4	1	1	2	6	1	9	-	1	*
	1%Jf	1%	*	1%	1%E	*	*	*	-	1%	*	*	*	2%	*	1%	-	1%	1%
3	23	12	11	1	5	10	7	1	3	4	14	9	4	6	5	20	1	1	1
	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%
4	39	25	14	3	15	16	5	1	3	10	17	11	6	11	10	34	4	1	1
	2%e	3%	2%	1%	4%zF	2%	1%	1%	2%	2%	2%	2%	1%	3%	3%	2%	3%	1%	1%
5	119	74	45	12	28	44	35	8	16	25	46	26	35	31	27	105	6	5	3
	7%K	8%	5%	5%	7%	6%	7%	8%	11%J	6%	6%	5%	7%	8%	8%K	7%	5%	6%	6%
6	179	100	79	32	34	83	30	9	20	52	79	58	61	32	28	159	9	7	4
	10%F	10%	10%	13%F	9%	12%F	6%	9%	14%	11%	10%	10%	12%	8%	9%	10%	8%	8%	8%
7	359	189	170	53	84	142	80	17	32	94	167	109	103	77	70	303	28	17	11
	20%	20%	20%	22%	22%	20%	17%	16%	23%	21%	20%	19%	19%	20%	22%	20%	23%	18%	20%
8	448	238	209	60	105	183	100	24	21	113	218	138	136	97	76	374	33	27	13
	25%H	25%	25%	24%	27%	26%	21%	23%	15%	25%H	27%H	24%	26%	25%	24%	24%	27%	29%	24%
9	238	121	117	39	57	87	55	11	13	69	123	82	69	53	35	199	21	8	10
	13%Se	12%	14%	16%	15%	12%	12%	11%	9%	15%	15%	14%	13%	14%	11%	13%	17%Q	8%	18%Q
Extremely Well 10	197	106	91	35	32	74	56	11	15	49	102	70	53	32	41	160	14	16	6
	11%U	11%	11%	14%D	8%	11%	12%	10%	11%	11%	12%	12%	10%	8%	13%	10%	11%	17%zO	12%
Don't know	177	86	90	7	19	55	95	22	18	33	44	57	54	40	26	156	6	10	4
	10%CDEJPd	9%	11%	3%	5%	8%C	20%zCDE	21%zIJ	13%J	7%	5%	10%	10%	10%	8%	10%	5%	11%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 341
D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.47AHh	7.37	7.59zA	7.68D	7.32	7.45	7.53	7.57	7.13	7.51	7.56H	7.61zM	7.49	7.33	7.39	7.44	7.61	7.73	7.70
1-3 (Net)	45 3%	30 3%	15 2%	3 1%	13 3%	15 2%	14 3%	1 1%	4 3%	11 2%	23 3%	13 2%	11 2%	13 3%	9 3%	39 3%	2 2%	2 2%	1 2%
1-4 (Net)	84 5%e	54 6%	29 3%	6 3%	28 7%zC	31 4%	18 4%	2 2%	7 5%	20 4%	40 5%	24 4%	17 3%	24 6%	19 6%	73 5%	6 5%	3 3%	2 3%
1-2 (Net)	22 1%B	18 2%zB	4 1%	2 1%	8 2%	5 1%	6 1%	* *	1 *	7 1%	9 1%	4 1%	7 1%	7 2%	3 1%	19 1%	1 1%	1 1%	* 1%
4-7 (Net)	696 39%FV	388 40%	308 37%	101 41%F	161 42%F	285 41%F	150 32%	35 33%	70 50%zGJ	180 40%	310 38%	204 36%	205 39%	151 39%	136 42%	600 39%	47 38%	30 32%	19 35%
5-6 (Net)	298 17%	174 18%	124 15%	44 18%	62 16%	127 18%	65 14%	18 17%	36 25%zJ	77 17%	126 15%	84 15%	96 18%	63 16%	55 17%	263 17%	15 12%	13 13%	7 14%
8-10 (Net)	882 49%H	465 48%	417 50%	133 55%F	194 50%	344 49%	211 45%	46 44%	48 34%	231 51%H	443 54%zH	290 51%	259 49%	182 47%	151 47%	734 48%	68 55%	51 55%	29 54%
7-10 (Net)	1242 69%FH	654 68%	587 71%	186 76%zF	278 72%F	486 70%F	291 62%	63 60%	80 57%	325 71%GH	610 74%zGH	399 71%	362 68%	259 67%	221 69%	1037 68%	97 78%zO	68 73%	40 74%
9-10 (Net)	435 24%h	227 23%	208 25%	73 30%zE	89 23%	161 23%	111 24%	22 21%	28 20%	118 26%	225 27%z	152 27%	123 23%	85 22%	75 23%	359 24%	35 28%	24 26%	16 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 341
D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	11	-	3	-	-	-	5	-	-	-	-	1	7	1	9	*
	1%	-	1%	-	-	-	3%z	-	-	-	-	1%	1%	*	1%	*
2	11	-	1	-	-	-	1	2	4	-	1	1	9	2	5	2
	1%Jf	-	*	-	-	-	*	1%	5%zSTVX	-	2%	1%	1%	*	*	1%
3	23	1	5	1	5	1	1	-	3	-	-	3	18	5	19	4
	1%	1%	1%	2%	3%	1%	*	-	5%zXY	-	-	2%	1%	1%	1%	2%
4	39	-	13	4	-	1	8	4	3	1	-	-	36	1	35	2
	2%e	-	3%V	6%SVc	-	1%	4%SVc	3%V	3%V	2%	-	-	3%ze	*	2%	1%
5	119	9	31	9	13	6	17	4	4	3	2	6	89	29	98	10
	7%K	6%	7%	12%Y	7%	9%	9%	4%	5%	6%	4%	4%	7%	6%	6%	6%
6	179	21	44	6	16	9	15	10	10	3	9	16	138	39	146	18
	10%F	14%	11%	9%	9%	12%	8%	8%	13%	6%	17%	12%	10%	9%	10%	11%
7	359	39	84	14	27	14	37	21	16	18	12	22	262	91	299	34
	20%	26%V	20%	19%	14%	19%	19%	17%	21%	39%	22%	16%	20%	20%	20%	20%
8	448	35	92	16	39	18	50	44	22	9	15	35	328	114	378	43
	25%H	23%	22%	24%	21%	25%	26%	36%zTV	28%	19%	26%	25%	25%	26%	25%	25%
9	238	9	58	13	30	8	28	18	4	9	5	16	191	46	202	23
	13%Se	6%	14%	19%Sh	16%S	12%	14%	15%S	6%	19%	8%	12%	14%e	10%	13%	14%
Extremely Well 10	197	22	40	1	26	10	19	11	4	2	11	14	146	46	165	19
	11%U	14%U	10%U	1%	14%U	13%U	10%U	9%	6%	5%	19%Uh	10%U	11%	10%	11%	11%
Don't know	177	15	44	5	31	5	14	7	7	1	2	25	102	71	151	16
	10%CDEJPd	10%	10%	7%	16%zXYb	7%	7%	6%	9%	3%	3%	18%zTWXYb	8%	16%zd	10%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 341
D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800 *100%*	151 *100%*	415 *100%*	70 *100%*	188 *100%*	71 *100%*	194 *100%*	121 *100%*	77 *100%*	46 *100%*	57 *100%*	140 *100%*	1325 *100%*	446 *100%*	1507 *100%*	172 *100%*
Mean	7.47AHh	7.56h	7.37h	7.08	7.73Uh	7.55h	7.30	7.66Uh	6.79	7.49	7.67h	7.51h	7.46	7.56	7.49	7.48
1-3 (Net)	45 *3%*	1 *1%*	10 *2%*	1 *2%*	5 *3%*	1 *1%*	7 *3%*	2 *1%*	7 *9%zSTWY*	-	1 *2%*	5 *3%*	35 *3%*	7 *2%*	34 *2%*	6 *4%*
1-4 (Net)	84 *5%e*	1 *1%*	23 *6%*	5 *8%S*	5 *3%*	2 *2%*	14 *7%S*	6 *5%*	10 *13%zSVWbc*	1 *2%*	1 *2%*	5 *3%*	70 *5%e*	9 *2%*	69 *5%*	8 *5%*
1-2 (Net)	22 *1%B*	-	4 *1%*	-	-	-	6 *3%V*	2 *1%*	4 *5%zSTV*	-	1 *2%*	2 *2%*	17 *1%*	2 *1%*	15 *1%*	2 *1%*
4-7 (Net)	696 *39%FV*	68 *45%V*	172 *41%V*	33 *47%V*	56 *30%*	29 *41%*	77 *40%*	39 *32%*	33 *42%*	25 *54%*	24 *42%*	45 *32%*	524 *40%*	160 *36%*	578 *38%*	64 *37%*
5-6 (Net)	298 *17%*	29 *19%*	75 *18%*	15 *22%*	29 *16%*	15 *21%*	32 *16%*	14 *12%*	14 *18%*	6 *12%*	12 *21%*	22 *16%*	227 *17%*	68 *15%*	244 *16%*	28 *16%*
8-10 (Net)	882 *49%H*	66 *44%*	190 *46%*	31 *44%*	95 *51%*	36 *50%*	97 *50%*	73 *60%zSTUhc*	30 *39%*	20 *43%*	30 *52%*	66 *47%*	665 *50%*	207 *46%*	744 *49%*	85 *49%*
7-10 (Net)	1242 *69%FH*	105 *70%*	274 *66%*	44 *63%*	122 *65%*	49 *69%*	134 *69%*	94 *78%TVhc*	46 *60%*	38 *83%*	42 *74%*	88 *63%*	926 *70%*	298 *67%*	1043 *69%*	119 *69%*
9-10 (Net)	435 *24%h*	31 *21%*	98 *24%h*	14 *20%*	57 *30%h*	18 *25%h*	47 *24%h*	29 *24%*	9 *11%*	11 *24%*	15 *27%h*	31 *22%*	337 *25%*	92 *21%*	367 *24%*	42 *24%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 342
D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Well 1	13	11	2	-	5	5	3	-	1	3	9	4	6	1	1	12	*	-	*
	1%B	1%	*	-	1%	1%	1%	-	*	1%	1%	1%	1%	*	*	1%	*		1%
2	14	10	4	1	4	9	-	*	2	*	6	3	-	9	3	12	1	*	1
	1%I	1%	*	*	1%	1%F	-	*	1%	*	1%	1%	-	2%zKL	1%	1%	1%	*	2%
3	16	9	6	4	2	6	4	1	4	4	5	4	4	4	3	15	-	*	1
	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	-	*	2%
4	44	33	11	7	9	16	12	2	4	8	23	17	13	5	9	39	3	2	*
	2%B	3%zB	1%	3%	2%	2%	3%	2%	3%	2%	3%	3%	2%	1%	3%	3%	2%	2%	1%
5	137	77	59	15	27	62	34	9	14	37	55	28	47	32	30	115	12	5	5
	8%K	8%	7%	6%	7%	9%	7%	9%	10%	8%	7%	5%	9%K	8%	9%K	8%	9%	6%	10%
6	221	109	112	43	42	84	52	11	23	56	94	66	71	50	34	195	13	10	3
	12%R	11%	14%	18%zDEF	11%	12%	11%	10%	16%	12%	12%	12%	13%	13%	10%	13%R	11%	11%	6%
7	357	203	155	47	96	143	72	18	22	86	187	108	99	89	61	313	19	12	14
	20%FQ	21%	19%	19%	25%zF	21%	15%	17%	16%	19%	23%z	19%	19%	23%	19%	20%Q	15%	13%	26%Q
8	430	220	210	56	86	169	119	21	36	118	194	131	139	82	78	359	35	26	10
	24%	23%	25%	23%	22%	24%	25%	20%	25%	26%	24%	23%	26%	21%	24%	23%	28%	28%	18%
9	233	129	104	34	58	86	54	16	9	61	118	91	56	46	39	187	23	11	12
	13%e	13%	12%	14%	15%	12%	12%	15%	7%	13%	14%H	16%zL	11%	12%	12%	12%	18%	12%	22%zOQ
Extremely Well 10	163	86	77	29	32	65	38	9	14	41	86	57	48	32	27	134	9	17	4
	9%	9%	9%	12%	8%	9%	8%	8%	10%	9%	10%	10%	9%	8%	8%	9%	7%	18%zOPR	8%
Don't know	172	81	91	7	27	55	83	18	13	41	42	54	46	35	37	149	10	10	3
	10%CJd	8%	11%	3%	7%C	8%C	18%zCDE	17%zIJ	9%	9%J	5%	10%	9%	9%	11%	10%	8%	10%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 342
D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.34AU	7.25	7.45zA	7.40	7.32	7.29	7.39	7.43	7.03	7.42	7.40	7.50zM	7.28	7.22	7.28	7.29	7.48	7.83zO	7.39
1-3 (Net)	43 2%B	31 3%zB	12 1%	5 2%	11 3%	19 3%	7 1%	1 1%	6 4%	7 2%	21 3%	11 2%	10 2%	14 4%	7 2%	39 3%	1 1%	1 1%	2 4%
1-4 (Net)	87 5%B	63 7%zB	23 3%	13 5%	20 5%	35 5%	19 4%	4 3%	10 7%	15 3%	43 5%	29 5%	23 4%	19 5%	16 5%	77 5%	4 3%	3 3%	3 5%
1-2 (Net)	27 1%Be	21 2%zB	6 1%	1 *	9 2%	14 2%	3 1%	* *	3 2%	3 1%	15 2%	7 1%	6 1%	9 2%	4 1%	24 2%	1 1%	* *	1 3%
4-7 (Net)	759 42%FKQ	422 44%	336 41%	112 46%F	173 45%F	305 44%F	169 36%	40 38%	63 45%	187 41%	359 44%	219 39%	230 43%	177 46%	134 42%	662 43%Q	46 37%	29 31%	22 42%
5-6 (Net)	358 20%Kc	186 19%	171 21%	58 24%	69 18%	146 21%	86 18%	20 19%	37 26%	93 20%	149 18%	94 17%	118 22%K	82 21%	64 20%	310 20%	25 20%	15 16%	8 15%
8-10 (Net)	826 46%OUh	435 45%	390 47%	119 49%	176 45%	319 46%	211 45%	45 43%	59 42%	220 48%	398 49%	279 50%zM	242 46%	161 42%	144 45%	680 44%	67 54%	54 58%zO	25 48%
7-10 (Net)	1183 66%FU	638 66%	545 66%	166 68%	272 70%F	463 66%	282 60%	63 60%	81 57%	306 67%	585 71%zGH	387 69%	342 65%	250 65%	204 64%	993 65%	85 69%	66 70%	39 73%
9-10 (Net)	396 22%Ue	215 22%	181 22%	63 26%	90 23%	151 22%	92 20%	24 23%	23 16%	102 22%	204 25%z	148 26%zL	103 20%	79 20%	66 21%	321 21%	31 25%	28 30%zO	16 30%O

D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Well 1	13 1%B	- -	4 1%	- -	- -	2 2%	5 3%z	- -	- -	- -	- -	1 1%	9 1%	1 *	11 1%	* *
2	14 1%I	- -	- -	2 2%T	- -	- -	3 1%T	- -	4 5%zSTVY	- -	1 2%T	3 2%T	13 1%	1 *	10 1%	- -
3	16 1%	1 1%	3 1%	- -	4 2%	1 1%	3 1%	1 1%	- -	- -	- -	1 1%	9 1%	6 1%	11 1%	4 2%f
4	44 2%B	3 2%	16 4%	2 3%	3 1%	1 1%	4 2%	4 3%	2 3%	2 5%	- -	2 2%	34 3%	9 2%	39 3%	2 1%
5	137 8%K	14 9%	27 6%	9 14%c	19 10%	6 8%	17 9%	10 8%	3 4%	2 4%	4 7%	5 4%	106 8%	29 7%	114 8%	14 8%
6	221 12%R	24 16%Y	59 14%Y	10 14%	18 9%	9 13%	22 12%	7 6%	14 18%Y	9 20%	10 18%Y	11 8%	167 13%	51 12%	174 12%	22 13%
7	357 20%FQ	33 22%	78 19%	12 18%	35 18%	12 16%	33 17%	25 20%	20 26%	9 19%	16 28%	40 29%zTX	265 20%	87 20%	310 21%	31 18%
8	430 24%	31 21%	96 23%	17 24%	45 24%	16 23%	50 26%	37 31%c	16 20%	14 30%	12 21%	25 18%	308 23%	117 26%	360 24%	41 24%
9	233 13%e	15 10%	60 15%	4 6%	18 10%	9 12%	28 14%	17 14%	5 7%	5 10%	7 12%	19 13%	188 14%ze	42 9%	186 12%	28 17%
Extremely Well 10	163 9%	12 8%	37 9%	2 3%	25 14%U	9 13%	17 9%	10 9%	4 5%	3 6%	5 9%	10 7%	125 9%	36 8%	145 10%	13 7%
Don't know	172 10%CJd	18 12%	36 9%	11 15%b	21 11%	8 11%	13 7%	9 7%	9 12%	2 4%	2 4%	22 16%zTXb	102 8%	66 15%zd	146 10%	16 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 342
D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...
 Provide distinctive online programmes and content.
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								**Working**		**Urbanity**
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800 *100%*	151 *100%*	415 *100%*	70 *100%*	188 *100%*	71 *100%*	194 *100%*	121 *100%*	77 *100%*	46 *100%*	57 *100%*	140 *100%*	1325 *100%*	446 *100%*	1507 *100%*	172 *100%*
Mean	**7.34AU**	7.22	**7.34U**	6.81	**7.46U**	7.42	7.16	**7.55Uh**	6.92	7.28	7.31	7.32	7.35	7.35	7.35	7.38
1-3 (Net)	43 **2%B**	1 *1%*	7 *2%*	2 *2%*	4 *2%*	2 *3%*	11 **6%zT**	1 *1%*	4 *5%*	- -	1 *2%*	5 *4%*	30 *2%*	9 *2%*	32 *2%*	4 *3%*
1-4 (Net)	87 **5%B**	5 *3%*	23 *6%*	4 *5%*	7 *4%*	3 *4%*	15 *8%*	5 *4%*	6 *8%*	2 *5%*	1 *2%*	8 *5%*	64 *5%*	18 *4%*	72 *5%*	7 *4%*
1-2 (Net)	27 **1%Be**	- -	4 *1%*	2 *2%*	- -	2 *2%*	8 **4%zSTVY**	- -	4 **5%zSTVY**	- -	1 *2%*	4 *3%*	22 *2%*	2 *1%*	22 *1%*	* *
4-7 (Net)	759 **42%FKQ**	75 *49%*	180 *43%*	34 *49%*	74 *39%*	27 *38%*	76 *39%*	46 *38%*	39 *51%*	22 *49%*	30 *53%*	59 *42%*	572 *43%*	177 *40%*	638 *42%*	70 *41%*
5-6 (Net)	358 **20%Kc**	38 **25%c**	86 **21%c**	19 **28%Yc**	36 *19%*	15 *20%*	40 *20%*	17 *14%*	17 *22%*	11 *24%*	14 **25%c**	17 *12%*	273 *21%*	81 *18%*	288 *19%*	36 *21%*
8-10 (Net)	826 **46%OUh**	58 *38%*	193 *46%*	23 *34%*	89 *47%*	34 *48%*	94 **48%h**	65 **54%SUhc**	25 *33%*	22 *47%*	23 *41%*	54 *39%*	621 *47%*	194 *44%*	691 *46%*	82 *48%*
7-10 (Net)	1183 **66%FU**	91 *60%*	271 **65%U**	36 *51%*	124 *66%*	46 *64%*	127 *65%*	90 **74%SU**	45 *59%*	31 *67%*	39 *70%*	94 **67%U**	886 *67%*	282 *63%*	1001 *66%*	113 *66%*
9-10 (Net)	396 **22%Ue**	26 *17%*	97 **23%U**	6 *9%*	44 **23%U**	18 **25%U**	44 **23%U**	28 **23%U**	9 *12%*	8 *17%*	12 *21%*	29 *20%*	313 **24%ze**	77 *17%*	330 *22%*	41 *24%*

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Table 343
D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Have a mix of different types of content.	1288 72%FHh	696 72%	592 71%	187 77%F	285 74%F	516 74%F	300 64%	73 69%	86 61%	328 72%H	640 78%zHI	421 75%z	380 72%	264 68%	223 70%	1086 71%	90 73%	73 78%	40 75%
Have high quality content.	1384 77%GHN	726 75%	656 79%	193 79%	301 77%	538 77%	352 75%	70 67%	95 68%	372 82%zGH	658 80%zGH	454 81%zN	406 77%	293 76%	231 72%	1166 76%	102 82%	75 80%	41 78%
Provide content that other websites or apps don't provide.	1118 62%FHS	591 61%	527 63%	151 62%	252 65%F	452 65%F	264 56%	62 59%	66 47%	301 66%H	548 67%zH	368 65%	325 62%	230 59%	195 61%	950 62%	75 60%	61 66%	32 61%
Present content in a unique/innovative way.	1099 61%FU	570 59%	528 64%	143 59%	258 67%zF	435 62%	263 56%	57 55%	77 55%	302 66%zGH	525 64%z	347 62%	327 62%	234 61%	191 59%	931 61%	74 59%	61 65%	33 63%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1242 69%FH	654 68%	587 71%	186 76%zF	278 72%F	486 70%F	291 62%	63 60%	80 57%	325 71%GH	610 74%zGH	399 71%	362 68%	259 67%	221 69%	1037 68%	97 78%zO	68 73%	40 74%
Provide distinctive online programmes and content.	1183 66%FU	638 66%	545 66%	166 68%	272 70%F	463 66%	282 60%	63 60%	81 57%	306 67%	585 71%zGH	387 69%	342 65%	250 65%	204 64%	993 65%	85 69%	66 70%	39 73%

D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2018**	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Have a mix of different types of content.	1288 72%FHh	98 65%	315 76%Sh	45 65%	131 70%	51 72%	139 72%	95 79%Sh	45 58%	32 69%	40 70%	95 68%	965 73%	308 69%	1083 72%	127 74%
Have high quality content.	1384 77%GHN	119 79%	319 77%	50 71%	137 73%	53 75%	150 77%	102 84%UVc	55 71%	38 82%	44 77%	100 72%	1026 77%	343 77%	1152 76%	143 83%
Provide content that other websites or apps don't provide.	1118 62%FHS	71 47%	272 66%S	36 52%	115 61%S	48 67%S	127 66%S	91 75%zSUVhc	41 53%	34 73%	37 65%S	79 56%	841 63%	262 59%	945 63%	101 59%
Present content in a unique/innovative way.	1099 61%FU	80 53%	260 63%U	34 48%	111 59%	49 69%U	129 66%SU	84 70%SUh	40 52%	30 66%	31 54%	83 59%	823 62%	262 59%	926 61%	102 59%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1242 69%FH	105 70%	274 66%	44 63%	122 65%	49 69%	134 69%	94 78%TVhc	46 60%	38 83%	42 74%	88 63%	926 70%	298 67%	1043 69%	119 69%
Provide distinctive online programmes and content.	1183 66%FU	91 60%	271 65%U	36 51%	124 66%	46 64%	127 65%	90 74%SU	45 59%	31 67%	39 70%	94 67%U	886 67%	282 63%	1001 66%	113 66%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 344
D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Base = All respondents

	Summary Table					
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/ innovative way	Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
UnweightedBase	4099	4099	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
Not At All Important 1	66 2%	71 2%	105 3%	97 2%	84 2%	71 2%
2	42 1%	31 1%	45 1%	53 1%	25 1%	38 1%
3	34 1%	48 1%	70 2%	73 2%	62 2%	64 2%
4	91 2%	78 2%	100 2%	126 3%	77 2%	104 3%
5	223 5%	189 5%	268 7%	270 7%	230 6%	243 6%
6	351 9%	322 8%	383 9%	386 9%	349 9%	403 10%
7	554 14%	499 12%	596 15%	616 15%	597 15%	605 15%
8	855 21%	792 19%	715 17%	739 18%	772 19%	773 19%
9	519 13%	598 15%	459 11%	434 11%	507 12%	459 11%
Extremely Important 10	516 13%	626 15%	417 10%	384 9%	504 12%	443 11%
Don't know	850 21%	848 21%	943 23%	924 23%	894 22%	898 22%
Total mentions	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%	4101 100%
Mean	7.50	7.66	7.17	7.10	7.43	7.29
1-3 (Net)	141 3%	150 4%	220 5%	223 5%	171 4%	173 4%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 344
D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Base = All respondents

			Summary Table			
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/ innovative way	Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
WeightedBase	4101	4101	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770	2770	2770
1-4 (Net)	233	228	319	348	248	277
	6%	6%	8%	8%	6%	7%
1-2 (Net)	107	102	150	150	110	109
	3%	2%	4%	4%	3%	3%
4-7 (Net)	1220	1088	1348	1398	1252	1355
	30%	27%	33%	34%	31%	33%
5-6 (Net)	574	511	652	656	579	646
	14%	12%	16%	16%	14%	16%
8-10 (Net)	1890	2015	1590	1557	1784	1675
	46%	49%	39%	38%	43%	41%
7-10 (Net)	2444	2514	2187	2173	2380	2280
	60%	61%	53%	53%	58%	56%
9-10 (Net)	1035	1223	875	818	1012	902
	25%	30%	21%	20%	25%	22%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 345
D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Base = All who have used BBC online services in the past 3 months

	Summary Table					
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/ innovative way	Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
UnweightedBase	2018	2018	2018	2018	2018	2018
WeightedBase	1800	1800	1800	1800	1800	1800
EffectiveBase	1370	1370	1370	1370	1370	1370
Not At All Important 1	7 *	7 *	21 1%	14 1%	13 1%	10 1%
2	6 *	9 *	11 1%	14 1%	6 *	9 1%
3	9 1%	16 1%	28 2%	33 2%	23 1%	23 1%
4	35 2%	26 1%	49 3%	61 3%	34 2%	52 3%
5	89 5%	66 4%	100 6%	120 7%	88 5%	92 5%
6	152 8%	124 7%	199 11%	199 11%	147 8%	182 10%
7	307 17%	258 14%	340 19%	346 19%	315 17%	354 20%
8	499 28%	467 26%	420 23%	440 24%	459 25%	453 25%
9	327 18%	366 20%	287 16%	257 14%	319 18%	286 16%
Extremely Important 10	292 16%	388 22%	239 13%	220 12%	294 16%	249 14%
Don't know	79 4%	74 4%	107 6%	98 5%	103 6%	90 5%
Total mentions	1800 100%	1800 100%	1800 100%	1800 100%	1800 100%	1800 100%
Mean	7.87	8.09	7.52	7.42	7.80	7.62
1-3 (Net)	21 1%	32 2%	60 3%	60 3%	42 2%	42 2%

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Table 345
D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Base = All who have used BBC online services in the past 3 months

	Summary Table					
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/ innovative way	Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
WeightedBase	1800	1800	1800	1800	1800	1800
EffectiveBase	1370	1370	1370	1370	1370	1370
1-4 (Net)	56	58	108	121	76	94
	3%	3%	6%	7%	4%	5%
1-2 (Net)	12	16	32	27	19	19
	1%	1%	2%	2%	1%	1%
4-7 (Net)	582	474	688	725	583	680
	32%	26%	38%	40%	32%	38%
5-6 (Net)	240	190	299	318	235	274
	13%	11%	17%	18%	13%	15%
8-10 (Net)	1118	1220	946	917	1072	989
	62%	68%	53%	51%	60%	55%
7-10 (Net)	1425	1478	1286	1263	1387	1342
	79%	82%	71%	70%	77%	75%
9-10 (Net)	619	754	526	477	613	535
	34%	42%	29%	27%	34%	30%

Table 346
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have a mix of different types of content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	66 2%BIKOd	42 2%zB	23 1%	5 1%	15 2%	23 2%	22 2%	12 3%IJ	8 2%	5 1%	14 1%	6 1%	13 1%	14 1%	32 3%zK	40 1%	18 5%zO	5 2%	3 2%
2	42 1%O	19 1%	22 1%	1 *	12 2%	12 1%	17 1%	3 1%	8 2%	11 1%	8 1%	7 1%	7 1%	10 1%	18 2%	27 1%	12 3%zOQ	1 1%	1 1%
3	34 1%BEKf	23 1%	11 1%	2 *	19 2%zCEF	5 *	9 1%	4 1%	3 1%	5 *	10 1%	2 *	7 1%	9 1%	17 1%zK	27 1%	6 2%	- -	1 1%
4	91 2%F	44 2%	47 2%	19 4%zF	18 2%	36 3%F	18 1%	6 1%	10 2%	29 3%	33 2%	21 2%	20 2%	27 3%	24 2%	69 2%	17 5%zO	3 2%	2 2%
5	223 5%	113 6%	109 5%	33 7%	37 5%	81 6%	72 5%	20 5%	27 6%	70 7%	68 5%	47 5%	56 6%	57 6%	63 5%	184 5%	23 7%	10 5%	6 5%
6	351 9%FGe	181 9%	170 8%	50 11%F	75 10%	124 9%	102 7%	19 5%	39 9%	96 9%G	129 10%G	83 9%	85 8%	88 9%	94 8%	300 9%	26 7%	18 9%	7 6%
7	554 14%FNRe	286 14%	267 13%	58 12%	156 20%zCEF	199 15%F	141 10%	58 14%	44 10%	139 13%	232 17%zHI	157 17%zN	139 14%	133 13%	125 11%	477 14%R	38 11%	29 14%	11 9%
8	855 21%FGNRVe	409 20%	446 21%	117 25%zF	158 20%	320 23%zF	260 18%	60 15%	93 21%	247 24%zG	313 23%zG	204 22%N	243 24%zN	203 20%	206 18%	718 21%R	64 18%	56 28%zOPR	18 15%
9	519 13%FGHNe	267 13%	251 12%	66 14%	119 15%zF	179 13%	154 10%	34 8%	34 8%	136 13%GH	239 18%zGHI	151 16%zMN	149 15%N	111 11%	107 9%	449 13%	35 10%	22 11%	13 11%
Extremely Important 10	516 13%FGHNe	232 12%	284 14%	85 18%zDF	86 11%	195 14%F	149 10%	33 8%	37 8%	128 12%	217 16%zGHI	128 14%N	135 13%	136 14%N	117 10%	434 13%	33 10%	30 15%	20 17%zP
Don't know	850 21%ACDEIJKLQTd	381 19%	468 22%zA	36 8%	89 11%	190 14%C	534 36%zCDE	159 39%zIJ	139 32%zIJ	174 17%J	95 7%	135 14%	158 16%	208 21%KL	349 30%zKLM	711 21%Q	74 22%Q	28 14%	37 31%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 346
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.50ADGH NPe	7.40	7.60zA	7.66D	7.33	7.56D	7.49	7.17	7.17	7.55GH	7.72zGH	7.71zMN	7.64N	7.48N	7.16	7.57zP	6.70	7.61P	7.60P
1-3 (Net)	141 3%BCIJKO Yhd	85 4%zB	56 3%	8 2%	46 6%zCEF	39 3%	48 3%	20 5%IJ	18 4%	21 2%	32 2%	14 1%	27 3%	33 3%K	67 6%KLM	95 3%	35 10%zOQR	6 3%	5 5%
1-4 (Net)	233 6%KOVY	130 6%	103 5%	27 6%	63 8%zF	76 6%	67 5%	26 6%	29 7%	50 5%	65 5%	35 4%	47 5%	60 6%	91 8%zKL	163 5%	52 15%zOQR	9 5%	8 6%
1-2 (Net)	107 3%IJKOd	62 3%	46 2%	7 1%	27 3%	34 3%	39 3%	15 4%IJ	16 4%IJ	16 2%	22 2%	12 1%	20 2%	24 2%	50 4%zKL	68 2%	30 9%zOQR	6 3%	4 3%
4-7 (Net)	1220 30%FNRe	624 31%	593 28%	160 34%F	286 36%zF	441 32%zF	333 23%	102 25%	120 27%	335 32%G	462 34%zGH	308 33%zN	300 30%	305 31%	306 27%	1030 30%R	104 30%R	60 30%	26 22%
5-6 (Net)	574 14%FGe	294 15%	279 13%	84 18%zF	112 14%	205 15%F	174 12%	38 9%	66 15%G	167 16%G	197 14%G	130 14%	142 14%	145 15%	158 14%	484 14%	49 14%	28 14%	13 11%
8-10 (Net)	1890 46%FGHNP e	908 45%	981 47%	268 57%zDF	364 46%F	695 51%zF	564 38%	126 31%	164 37%	511 49%GH	769 57%zGHI	483 51%zMN	528 52%zMN	450 45%N	429 37%	1601 47%P	131 38%	108 53%zOPR	51 43%
7-10 (Net)	2444 60%FGHNP Re	1194 60%	1249 59%	326 69%zF	519 66%zF	894 66%zF	705 48%	184 45%	207 47%	649 62%GH	1001 74%zGHI	640 68%zMN	667 66%zMN	583 59%N	555 48%	2078 60%PR	169 49%	136 68%zOPR	61 52%
9-10 (Net)	1035 25%FGHNP e	500 25%	535 25%	151 32%zF	206 26%F	374 27%F	304 21%	66 16%	71 16%	264 25%GH	456 34%zGHI	279 30%zMN	285 28%N	247 25%N	224 19%	883 26%P	67 20%	52 26%	33 28%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 346
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	66 2%BIKOd	2 1%	10 1%	* *	2 1%	4 2%	15 3%zTVY	- -	- -	- -	1 1%	5 1%	29 1%	30 2%d	55 2%	6 2%
2	42 1%O	1 *	8 1%	3 2%	2 *	2 1%	5 1%	1 *	- -	- -	2 1%	4 1%	24 1%	15 1%	39 1%	- -
3	34 1%BEKf	5 2%	11 1%	- -	2 1%	2 1%	2 *	1 *	- -	1 1%	- -	2 1%	17 1%	14 1%	23 1%	5 1%
4	91 2%F	6 2%	24 3%	2 1%	5 1%	5 3%	7 2%	1 *	7 4%Y	3 3%	1 *	8 2%	61 2%	27 2%	79 2%	6 2%
5	223 5%	14 5%	53 6%	13 9%	16 4%	9 4%	29 6%	9 4%	10 5%	5 4%	8 5%	18 5%	142 6%	75 5%	187 5%	18 5%
6	351 9%FGe	30 10%	86 10%	16 11%	38 10%	16 8%	32 7%	21 9%	19 10%	6 6%	12 8%	25 7%	233 9%	105 7%	294 8%	27 8%
7	554 14%FNRe	36 12%	136 16%V	24 16%	40 10%	26 12%	72 15%	34 15%	20 11%	15 14%	29 18%V	46 12%	377 15%ze	171 12%	464 13%	55 15%
8	855 21%FGNRVe	85 29%zTVhc	171 20%	29 19%	61 16%	45 21%	103 22%	64 29%zTVhc	30 16%	30 27%V	33 21%	65 18%	595 24%ze	249 17%	725 21%	83 23%
9	519 13%FGHNe	32 11%	114 13%	16 10%	52 13%	23 11%	60 13%	33 15%	18 10%	17 15%	23 14%	61 17%	376 15%ze	136 9%	437 13%	43 12%
Extremely Important 10	516 13%FGHNe	38 13%	111 13%	14 9%	71 18%zTUWXbc	22 11%	53 11%	28 13%	27 15%	14 12%	14 9%	41 11%	375 15%ze	133 9%	438 13%	40 11%
Don't know	850 21%ACDEIJKLQTd	49 16%	139 16%	35 23%	101 26%zSTY	57 27%STY	94 20%	33 15%	55 30%zSTXY	21 19%	35 22%	93 25%STY	299 12%	516 35%zd	746 21%z	73 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
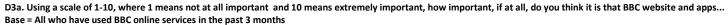* small base

Table 346
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50ADGH NPe	7.59	7.44	7.33	7.90zTUW X	7.42	7.40	7.89zTUW X	7.67	7.82	7.62	7.61	7.63ze	7.28	7.51	7.54
1-3 (Net)	141 3%BCIJKO Yhd	9 3%	30 3%h	3 2%	7 2%	8 4%Yh	22 5%VYh	1 *	- -	1 1%	3 2%	11 3%	70 3%	60 4%	118 3%	11 3%
1-4 (Net)	233 6%KOVY	14 5%Y	54 6%VY	5 3%	11 3%	13 6%Y	29 6%Y	2 1%	7 4%	4 4%	4 2%	19 5%Y	131 5%	86 6%	197 6%	17 5%
1-2 (Net)	107 3%IJKOd	4 1%	18 2%	3 2%	4 1%	6 3%	20 4%VYh	1 *	- -	- -	3 2%	9 2%	53 2%	46 3%	95 3%	6 2%
4-7 (Net)	1220 30%FNRe	86 29%	299 35%zVc	55 36%V	98 25%	56 27%	139 29%	65 29%	56 30%	30 26%	49 31%	97 26%	813 32%ze	377 26%	1023 29%	106 30%
5-6 (Net)	574 14%FGe	44 15%	139 16%	29 19%	54 14%	25 12%	60 13%	30 13%	29 15%	11 10%	19 12%	43 12%	375 15%	180 12%	481 14%	45 13%
8-10 (Net)	1890 46%FGHNP e	155 52%U	397 46%	59 39%	184 47%	91 43%	217 46%	126 56%zTUWX hc	75 40%	61 54%U	70 44%	167 45%	1347 53%ze	518 35%	1600 46%	166 47%
7-10 (Net)	2444 60%FGHNP Re	191 64%h	532 62%h	82 54%	224 58%	116 55%	289 61%	160 71%zTUVW Xhc	95 51%	76 68%h	98 63%	213 58%	1724 68%ze	689 47%	2064 59%	221 62%
9-10 (Net)	1035 25%FGHNP e	70 23%	225 26%	30 20%	123 32%zUW	45 21%	114 24%	61 27%	45 24%	31 27%	37 24%	102 28%	751 30%ze	269 18%	875 25%	83 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 347
D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have high quality content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	71 2%IJKOd	44 2%	26 1%	5 1%	16 2%	23 2%	27 2%	10 2%I	10 2%I	8 1%	14 1%	8 1%	13 1%	11 1%	38 3%zKLM	45 1%	18 5%zO	5 3%	2 2%
2	31 1%	17 1%	14 1%	3 1%	9 1%	7 1%	12 1%	3 1%	4 1%	6 1%	9 1%	5 1%	6 1%	6 1%	13 1%	26 1%	3 1%	1 *	2 2%
3	48 1%	26 1%	22 1%	5 1%	17 2%zF	14 1%	12 1%	7 2%	9 2%	8 1%	14 1%	6 1%	14 1%	12 1%	16 1%	36 1%	10 3%zO	1 1%	1 1%
4	78 2%Oe	48 2%	30 1%	7 1%	17 2%	36 3%zF	18 1%	4 1%	8 2%	30 3%z	24 2%	17 2%	19 2%	15 2%	28 2%	53 2%	18 5%zOR	5 2%	2 1%
5	189 5%F	103 5%	86 4%	27 6%F	34 4%	78 6%zF	49 3%	16 4%	20 5%	46 4%	73 5%	38 4%	43 4%	61 6%	47 4%	157 5%	19 6%	9 4%	4 3%
6	322 8%Fe	164 8%	158 8%	49 10%zF	74 9%F	109 8%	89 6%	26 6%	37 8%	95 9%	111 8%	70 7%	81 8%	78 8%	94 8%	286 8%	17 5%	12 6%	7 6%
7	499 12%FRe	230 12%	267 13%	56 12%F	129 16%zCF	194 14%zF	120 8%	52 13%	45 10%	136 13%	197 15%z	130 14%	108 11%	123 12%	138 12%	425 12%R	35 10%	31 15%R	8 7%
8	792 19%FGNRe	396 20%	394 19%	120 25%zEF	162 21%F	278 20%F	232 16%	55 13%	90 20%G	220 21%G	294 22%zG	190 20%N	222 22%N	202 20%N	177 15%	676 20%R	58 17%	45 22%R	14 11%
9	598 15%GHNe	299 15%	298 14%	70 15%	119 15%	214 16%	194 13%	38 9%	42 9%	160 15%GH	248 18%zGH	166 18%zMN	181 18%zMN	127 13%	123 11%	498 15%	45 13%	36 18%	18 15%
Extremely Important 10	626 15%FGHNe	289 14%	337 16%	99 21%zDEF	113 14%	220 16%	193 13%	43 11%	40 9%	151 15%H	279 21%zGHI	178 19%zMN	168 17%N	144 14%	136 12%	526 15%	44 13%	30 15%	25 21%zOP
Don't know	848 21%ACDEI JKLQTd	382 19%	466 22%A	31 7%	93 12%C	190 14%C	533 36%zCDE	154 38%zIJ	136 31%zIJ	180 17%J	94 7%	132 14%	159 16%	217 22%KL	340 30%zKLM	708 21%Q	77 22%Q	27 14%	35 30%zOQ

Table 347
D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have high quality content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
Mean	7.66ADGH NPe	7.55	7.77zA	7.83D	7.49	7.65	7.73	7.35	7.24	7.71GH	7.88zGH	7.94zMN	7.82zN	7.64N	7.25	7.71zP	7.04	7.72P	7.92P
1-3 (Net)	150 4%IKOd	88 4%z	63 3%	14 3%	42 5%zE	44 3%	51 3%	20 5%I	23 5%IJ	22 2%	37 3%	20 2%	33 3%	29 3%	68 6%zKLM	107 3%	30 9%zOQ	7 4%	6 5%
1-4 (Net)	228 6%BKOV	136 7%zB	93 4%	20 4%	59 8%zCF	81 6%	68 5%	24 6%	31 7%	51 5%	62 5%	36 4%	52 5%	44 4%	96 8%zKLM	160 5%	49 14%zOQR	12 6%	7 6%
1-2 (Net)	102 2%IJKO	61 3%	41 2%	8 2%	25 3%	30 2%	39 3%	13 3%	14 3%I	14 1%	23 2%	14 1%	20 2%	18 2%	51 4%zKLM	71 2%	20 6%zO	6 3%	4 4%
4-7 (Net)	1088 27%FRce	545 27%	541 26%	138 29%F	255 32%zF	418 31%zF	277 19%	98 24%	111 25%	307 30%z	406 30%z	253 27%	250 25%	277 28%	307 27%	921 27%R	90 26%R	56 28%R	21 18%
5-6 (Net)	511 12%Fe	266 13%	244 12%	76 16%zF	108 14%F	188 14%F	139 9%	42 10%	57 13%	141 14%	184 14%	107 11%	123 12%	139 14%	141 12%	443 13%	37 11%	20 10%	11 9%
8-10 (Net)	2015 49%FGHNP e	984 49%	1029 49%	290 61%zDEF	394 50%F	712 52%zF	619 42%	136 33%	171 39%	531 51%GH	821 60%zGHI	534 57%zMN	571 56%zMN	473 47%N	437 38%	1700 49%P	147 43%	112 55%zP	57 48%
7-10 (Net)	2514 61%FGHNP Rhe	1215 61%	1296 62%	345 73%zDEF	523 67%zF	906 66%zF	739 50%	187 46%	216 49%	667 64%GH	1018 75%zGHI	664 71%zMN	679 67%zMN	596 60%N	575 50%	2125 62%PR	182 53%	142 70%zOPR	65 55%
9-10 (Net)	1223 30%FGHNb e	588 29%	635 30%	170 36%zDF	232 30%	434 32%F	388 26%	81 20%	81 18%	311 30%GH	527 39%zGHI	344 37%zMN	349 34%zMN	270 27%N	259 23%	1024 30%	90 26%	67 33%	43 36%zOP

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 347
D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have high quality content
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	71 2%IJKOd	2 1%	10 1%	* *	2 1%	4 2%	12 3%	2 1%	- -	- -	3 2%	9 2%	31 1%	33 2%d	59 2%	6 2%
2	31 1%	1 *	11 1%	1 1%	1 *	5 3%zV	3 1%	1 *	- -	- -	- -	3 1%	19 1%	9 1%	26 1%	2 1%
3	48 1%	5 2%	10 1%	2 1%	5 1%	1 *	8 2%	1 *	3 1%	- -	1 *	3 1%	24 1%	23 2%	43 1%	5 1%
4	78 2%Oe	3 1%	18 2%	1 1%	3 1%	2 1%	9 2%	2 1%	3 2%	4 4%	2 1%	5 1%	60 2%ze	15 1%	62 2%	7 2%
5	189 5%F	11 4%	57 7%zbc	12 8%Wbc	17 4%	5 3%	22 5%	8 3%	9 5%	6 6%	3 2%	8 2%	123 5%	61 4%	162 5%	19 5%
6	322 8%Fe	25 8%	91 11%zU	6 4%	30 8%	15 7%	35 7%	20 9%	20 11%	9 8%	8 5%	27 7%	222 9%ze	91 6%	265 8%	22 6%
7	499 12%FRe	44 15%	98 11%	22 14%	42 11%	25 12%	71 15%h	30 13%	14 8%	15 13%	28 18%hc	36 10%	340 13%ze	149 10%	416 12%	48 13%
8	792 19%FGNRe	73 24%V	158 18%	36 24%	61 16%	46 22%	86 18%	55 25%V	31 16%	20 18%	44 28%zTVXhc	65 18%	537 21%ze	241 16%V	667 19%	72 20%
9	598 15%GHNe	33 11%	135 16%	23 15%	47 12%	24 11%	81 17%	40 18%	21 11%	19 17%	17 11%	59 16%	420 17%ze	170 12%	506 15%	51 14%
Extremely Important 10	626 15%FGHNe	53 18%	135 16%	14 9%	85 22%zTUWXb	28 13%	57 12%	33 15%	32 17%	18 16%	16 10%	56 15%	437 17%ze	179 12%	535 15%	51 14%
Don't know	848 21%ACDEIJKLQTd	49 16%	141 16%	33 22%	97 25%STY	57 27%STY	88 19%	33 15%	55 29%zSTXY	21 19%	35 23%	99 27%zSTXY	316 12%	500 34%zd	747 21%z	72 20%

D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have high quality content
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.66ADGHNPe	7.80	7.58	7.66	8.02zTX	7.58	7.50	7.93X	7.84	7.85	7.69	7.80	7.75ze	7.54	7.67	7.63
1-3 (Net)	150 4%IKOd	9 3%	31 4%	3 2%	8 2%	10 5%	23 5%Y	3 1%	3 1%	-	4 3%	14 4%	74 3%	65 4%d	128 4%	13 4%
1-4 (Net)	228 6%BKOV	12 4%	49 6%	4 3%	11 3%	12 6%	33 7%VY	5 2%	6 3%	4 4%	6 4%	19 5%	134 5%	80 5%	191 5%	20 6%
1-2 (Net)	102 2%IJKO	4 1%	21 2%	1 1%	3 1%	10 5%Vh	15 3%	2 1%	-	-	3 2%	11 3%	51 2%	42 3%	86 2%	8 2%
4-7 (Net)	1088 27%FRce	82 28%	265 31%zVWc	41 27%	92 24%	47 22%	137 29%c	60 27%	46 25%	35 31%	40 26%	76 21%	745 29%ze	316 21%	905 26%	96 27%
5-6 (Net)	511 12%Fe	35 12%	148 17%zWXbc	18 12%	47 12%	20 10%	56 12%	28 12%	28 15%b	15 14%	10 7%	35 10%	344 14%ze	152 10%	427 12%	41 12%
8-10 (Net)	2015 49%FGHNPe	158 53%	428 49%	74 49%	192 49%	98 46%	224 47%	129 57%zXh	83 45%	57 51%	77 49%	179 49%	1394 55%ze	590 40%	1708 49%	174 49%
7-10 (Net)	2514 61%FGHNPRhe	202 68%h	526 61%	96 63%	235 60%	123 58%	296 63%	158 71%zTVWhc	97 52%	72 64%	105 67%h	215 58%	1734 69%ze	740 50%	2124 61%	222 62%
9-10 (Net)	1223 30%FGHNbe	86 29%	269 31%b	37 25%	131 34%b	52 25%	138 29%	73 33%b	53 28%	37 33%	33 21%	114 31%	857 34%ze	350 24%	1041 30%	102 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	105 **3%BIO**	69 **3%zB**	36 2%	8 2%	24 3%	40 3%	32 2%	19 **5%zIJ**	9 2%	14 1%	29 2%	16 2%	19 2%	23 2%	46 **4%zKL**	71 2%	23 **7%zOQ**	5 2%	5 **4%O**
2	45 1%	18 1%	27 1%	5 1%	12 2%	13 1%	15 1%	4 1%	5 1%	12 1%	14 1%	9 1%	12 1%	5 1%	19 2%	36 1%	5 2%	1 *	3 **2%zOQ**
3	70 **2%E**	43 2%	27 1%	15 **3%zEF**	21 **3%E**	14 1%	20 1%	7 2%	7 2%	16 2%	22 2%	11 1%	19 2%	14 1%	26 2%	55 2%	11 3%	2 1%	2 2%
4	100 **2%Fe**	52 3%	47 2%	24 **5%zDF**	21 **3%F**	42 **3%F**	12 1%	4 1%	13 3%	26 2%	42 3%	23 2%	33 3%	17 2%	26 2%	77 2%	16 **5%zOR**	5 3%	1 1%
5	268 **7%F**	137 7%	131 6%	39 **8%F**	58 **7%F**	102 **7%F**	70 5%	19 5%	27 6%	85 **8%z**	97 7%	66 7%	61 6%	74 7%	67 6%	222 6%	26 8%	14 7%	7 6%
6	383 **9%FKRe**	205 10%	178 8%	47 10%	75 10%	157 **11%zF**	105 7%	27 7%	33 7%	102 10%	147 **11%zG**	68 7%	118 **12%zK**	98 10%	99 9%	337 **10%R**	22 6%	18 9%	6 5%
7	596 **15%Fe**	287 14%	308 15%	80 **17%F**	148 **19%zEF**	195 14%	172 12%	51 12%	71 16%	154 15%	231 **17%z**	152 16%	141 14%	155 16%	149 13%	497 14%	50 14%	32 16%	18 15%
8	715 **17%FHNRe**	341 17%	374 18%	87 **18%F**	152 **19%F**	281 **21%zF**	195 13%	56 14%	51 12%	200 **19%GH**	278 **20%zGH**	198 **21%zN**	186 **18%N**	170 17%	160 14%	597 **17%R**	64 **19%R**	42 **21%R**	11 9%
9	459 **11%FGNe**	240 12%	218 10%	62 **13%F**	103 **13%F**	163 **12%F**	130 9%	28 7%	44 10%	125 **12%G**	200 **15%zGH**	122 **13%zN**	130 **13%N**	107 11%	100 9%	394 11%	29 8%	25 12%	11 9%
Extremely Important 10	417 **10%FGe**	193 10%	223 11%	65 **14%zF**	76 10%	153 **11%F**	123 8%	26 6%	32 7%	102 10%	179 **13%zGHI**	124 **13%zMN**	104 10%	91 9%	98 8%	351 10%	25 7%	24 12%	17 **14%zOP**
Don't know	943 **23%ACDEI JKLQTYd**	414 21%	529 **25%zA**	40 8%	94 12%	204 **15%C**	606 **41%zCDE**	166 **41%zIJ**	148 **34%zIJ**	203 **19%J**	119 9%	150 16%	189 19%	242 **24%KL**	363 **32%zKLM**	798 **23%Q**	74 21%	34 17%	37 **31%zOPQ**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 348
D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.17AGNP Se	7.06	7.28zA	7.17	7.07	7.19	7.22	6.82	7.00	7.24G	7.34zGH	7.45zLMN	7.20N	7.19N	6.83	7.23zP	6.51	7.37P	7.07P
1-3 (Net)	220	129	90	29	57	68	66	29	21	42	64	36	51	42	91	163	39	7	11
	5%BKOh	6%zB	4%	6%	7%zF	5%	4%	7%I	5%	4%	5%	4%	5%	4%	8%zKLM	5%	11%zOQ	4%	9%zOQ
1-4 (Net)	319	181	137	53	78	109	79	33	35	68	107	59	84	59	117	240	55	13	12
	8%BFOV	9%zB	7%	11%zF	10%zF	8%F	5%	8%	8%	7%	8%	6%	8%	6%	10%zKM	7%	16%zOQ	6%	10%
1-2 (Net)	150	87	63	13	36	54	47	23	14	26	42	25	32	28	65	108	28	6	8
	4%Oh	4%	3%	3%	5%	4%	3%	6%I	3%	3%	3%	3%	3%	3%	6%zKLM	3%	8%zOQ	3%	7%zOQ
4-7 (Net)	1348	680	664	190	302	496	360	101	144	368	518	309	354	344	341	1133	114	69	32
	33%FGNRe	34%	32%	40%zF	39%zF	36%zF	24%	25%	33%G	35%G	38%zG	33%	35%N	34%	30%	33%	33%	34%	27%
5-6 (Net)	652	342	309	86	133	258	175	46	60	187	244	135	179	172	166	559	48	32	13
	16%FGRe	17%	15%	18%F	17%F	19%zF	12%	11%	14%	18%G	18%zG	14%	18%	17%	14%	16%R	14%	16%	11%
8-10 (Net)	1590	775	816	214	331	598	447	111	128	427	657	445	420	369	357	1342	118	91	39
	39%FGHNW e	39%	39%	45%zF	42%F	44%zF	30%	27%	29%	41%GH	48%zGHI	47%zLMN	41%N	37%N	31%	39%	34%	45%zPR	33%
7-10 (Net)	2187	1062	1123	295	479	793	620	161	199	582	888	596	561	523	506	1839	168	123	57
	53%FGHNS e	53%	54%	62%zF	61%zF	58%zF	42%	40%	45%	56%GH	65%zGHI	63%zLMN	55%N	53%N	44%	54%	49%	61%zOPR	48%
9-10 (Net)	875	434	442	127	179	316	253	54	77	228	379	246	233	198	198	745	54	49	28
	21%FGNPe	22%	21%	27%zF	23%F	23%F	17%	13%	17%	22%G	28%zGHI	26%zMN	23%N	20%	17%	22%P	16%	24%P	24%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 348
D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	105 3%BIO	5 2%	20 2%	- -	6 1%	4 2%	21 4%zUVh	2 1%	- -	2 2%	2 1%	10 3%	55 2%	42 3%	85 2%	9 2%
2	45 1%	7 2%	7 1%	4 2%	2 *	2 1%	6 1%	1 *	- -	1 1%	2 1%	5 1%	25 1%	18 1%	38 1%	4 1%
3	70 2%E	13 5%TXbc	12 1%	3 2%	6 1%	6 3%	7 1%	3 2%	2 1%	- -	- -	4 1%	41 2%	25 2%	61 2%	5 1%
4	100 2%Fe	15 5%zTVWY	17 2%	6 4%W	5 1%	1 1%	9 2%	2 1%	5 3%	2 2%	5 3%	10 3%	72 3%	25 2%	78 2%	9 3%
5	268 7%F	14 5%	82 9%zVc	10 7%	17 4%	12 6%	38 8%	12 5%	12 6%	3 3%	7 4%	16 4%	180 7%	81 5%	221 6%	30 9%
6	383 9%FKRe	30 10%	84 10%	15 10%	44 11%	18 9%	36 8%	24 11%	24 13%	12 11%	16 10%	34 9%	263 10%ze	114 8%	324 9%	33 9%
7	596 15%Fe	38 13%	124 14%	25 17%	46 12%	36 17%	84 18%V	33 15%	21 11%	19 17%	25 16%	47 13%	404 16%ze	181 12%	498 14%	51 14%
8	715 17%FHNRe	50 17%	148 17%	26 17%	54 14%	27 13%	88 19%	57 26%zSTVWc	30 16%	27 24%VW	26 17%	63 17%	502 20%ze	200 14%	601 17%	65 18%
9	459 11%FGNe	22 7%	113 13%Sh	17 11%	49 13%h	19 9%	51 11%	29 13%h	11 6%	14 13%	20 13%	49 13%h	336 13%ze	117 8%	391 11%	36 10%
Extremely Important 10	417 10%FGe	28 9%	106 12%Xc	9 6%	57 15%zUXc	17 8%	35 7%	25 11%	23 12%	11 9%	16 10%	24 7%	298 12%ze	112 8%	360 10%	33 9%
Don't know	943 23%ACDEIJKLQTYd	76 25%TY	150 17%	37 24%	104 27%TY	70 33%zTXYa	100 21%	36 16%	59 32%zTXY	22 19%	38 24%	106 29%zTXY	353 14%	556 38%zd	831 24%z	81 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.17AGNPSe	6.80	7.27SX	7.04	7.59zSUWXc	7.11	6.92	7.56zSUX	7.41S	7.51S	7.39S	7.15	7.28ze	6.98	7.19	7.08
1-3 (Net)	220	25	39	6	13	12	34	6	2	3	4	18	121	85	184	17
	5%BKOh	8%VYh	5%	4%	3%	5%h	7%h	3%	1%	2%	3%	5%	5%	6%	5%	5%
1-4 (Net)	319	40	56	12	18	13	43	8	7	5	9	29	194	110	262	27
	8%BFOV	14%zTVWYhab	7%	8%	5%	6%	9%VY	4%	4%	5%	6%	8%	8%	7%	8%	8%
1-2 (Net)	150	12	27	4	8	6	27	3	-	3	4	15	80	60	123	13
	4%Oh	4%	3%	2%	2%	3%	6%zVYh	1%	-	2%	3%	4%h	3%	4%	4%	4%
4-7 (Net)	1348	98	307	56	111	67	166	70	62	37	53	107	919	401	1120	123
	33%FGNRe	33%	35%	37%	29%	32%	35%	31%	33%	32%	34%	29%	36%ze	27%	32%	35%
5-6 (Net)	652	45	165	25	61	30	74	36	36	15	23	50	443	195	544	63
	16%FGRe	15%	19%z	17%	16%	14%	16%	16%	19%	13%	15%	14%	18%ze	13%	16%	18%
8-10 (Net)	1590	99	368	52	161	64	173	111	64	52	62	137	1136	430	1352	133
	39%FGHNWe	33%	43%zSW	34%	41%W	30%	37%	50%zSUWXhc	34%	46%W	40%	37%	45%ze	29%	39%	38%
7-10 (Net)	2187	137	492	77	206	99	257	144	85	71	87	183	1539	610	1850	184
	53%FGHNSe	46%	57%SWh	51%	53%	47%	54%	64%zSUVWXhc	45%	63%SWh	56%	50%	61%ze	41%	53%	52%
9-10 (Net)	875	50	220	26	107	37	85	54	34	25	35	74	633	229	751	68
	21%FGNPe	17%	25%zSWX	17%	27%zSUWX	17%	18%	24%	18%	22%	23%	20%	25%ze	16%	22%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 349
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	97 2%BIJKO	61 3%zB	36 2%	7 1%	22 3%	36 3%	32 2%	17 4%zIJ	12 3%	11 1%	21 2%	13 1%	16 2%	21 2%	46 4%zKLM	59 2%	28 8%zOQ	6 3%	5 4%O
2	53 1%E	29 1%	23 1%	7 1%	19 2%zE	7 1%	19 1%	3 1%	4 1%	14 1%	21 2%	11 1%	9 1%	17 2%	15 1%	39 1%	11 3%zOQ	- -	3 3%Q
3	73 2%	39 2%	34 2%	11 2%	13 2%	29 2%	21 1%	8 2%	9 2%	20 2%	24 2%	11 1%	23 2%	14 1%	25 2%	65 2%	6 2%	1 1%	1 1%
4	126 3%F	70 3%	56 3%	20 4%F	29 4%F	50 4%F	27 2%	10 2%	13 3%	45 4%z	40 3%	29 3%	32 3%	26 3%	38 3%	100 3%	19 6%zO	4 2%	2 2%
5	270 7%Fbef	147 7%	121 6%	41 9%F	52 7%	102 7%F	75 5%	18 4%	32 7%	80 8%	93 7%	66 7%	75 7%	60 6%	69 6%	220 6%	27 8%	17 9%	6 5%
6	386 9%GP	197 10%	187 9%	59 12%zF	77 10%	132 10%	117 8%	22 5%	47 11%G	110 11%G	129 10%G	90 10%	98 10%	103 10%	94 8%	339 10%P	19 5%	19 9%	10 8%
7	616 15%FNVe	304 15%	312 15%	76 16%F	142 18%zF	226 17%F	172 12%	50 12%	52 12%	151 15%	268 20%zGHI	150 16%N	162 16%N	167 17%N	137 12%	518 15%	53 15%	32 16%	14 12%
8	739 18%FRe	356 18%	382 18%	84 18%	170 22%zF	282 21%zF	203 14%	60 15%	67 15%	204 20%	298 22%zGH	190 20%zN	197 19%	164 16%	187 16%	622 18%R	54 16%	48 24%zOPR	15 12%
9	434 11%FGHNe	209 10%	225 11%	67 14%zF	87 11%	156 11%F	124 8%	25 6%	26 6%	122 12%GH	185 14%zGH	125 13%zN	125 12%N	100 10%	83 7%	377 11%	26 7%	21 10%	11 9%
Extremely Important 10	384 9%FGe	178 9%	206 10%	59 13%zF	74 10%	135 10%	116 8%	23 6%	34 8%	98 9%G	157 12%zG	105 11%zN	90 9%	93 9%	96 8%	318 9%	28 8%	22 11%	16 14%zOP
Don't know	924 23%ACDEI JKLQTYd	408 20%	516 25%zA	43 9%	96 12%	210 15%C	575 39%zCDE	171 42%zHIJ	146 33%zIJ	184 18%J	122 9%	148 16%	184 18%	231 23%KL	360 31%zKLM	780 23%Q	75 22%	32 16%	37 31%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 349
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 Present content in a unique/innovative way
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.10AGHN PSe	6.96	7.24zA	7.18	7.03	7.12	7.09	6.73	6.80	7.14GH	7.31zGH	7.34zMN	7.17N	7.10N	6.79	7.17zP	6.31	7.29P	7.12P
1-3 (Net)	223	130	93	24	54	72	72	29	25	45	66	35	49	52	87	163	45	7	8
	5%BKOh	6%zB	4%	5%	7%	5%	5%	7%	6%	4%	5%	4%	5%	5%	8%zKL	5%	13%zOQR	3%	7%
1-4 (Net)	348	199	149	44	83	123	99	39	38	90	106	64	81	78	125	263	64	11	11
	8%BFKOh	10%zB	7%	9%	11%F	9%	7%	10%	9%	9%	8%	7%	8%	8%	11%zK	8%	18%zOQR	6%	9%
1-2 (Net)	150	90	59	14	41	43	51	21	16	25	41	24	26	38	61	97	39	6	8
	4%BIKOh	5%zB	3%	3%	5%zE	3%	3%	5%I	4%	2%	3%	3%	3%	4%	5%zKL	3%	11%zOQ	3%	6%zOQ
4-7 (Net)	1398	718	677	196	301	510	391	99	144	387	531	335	368	356	339	1176	117	72	32
	34%BFGNR Vef	36%zB	32%	41%zF	38%zF	37%zF	26%	24%	33%G	37%zG	39%zG	36%N	36%N	36%N	29%	34%R	34%	36%R	27%
5-6 (Net)	656	344	309	100	130	234	192	40	80	190	222	156	174	163	164	559	45	36	16
	16%FGe	17%	15%	21%zF	17%	17%F	13%	10%	18%G	18%G	16%G	17%	17%	16%	14%	16%	13%	18%	13%
8-10 (Net)	1557	743	813	210	332	572	442	108	126	424	640	421	413	357	366	1317	107	91	42
	38%FGHNP Se	37%	39%	44%zF	42%zF	42%zF	30%	26%	29%	41%GH	47%zGHI	45%zMN	41%N	36%	32%	38%P	31%	45%zOPR	35%
7-10 (Net)	2173	1047	1125	286	474	798	615	157	178	575	908	571	575	524	503	1835	160	122	55
	53%FGHNP RSWe	52%	54%	61%zF	60%zF	58%zF	42%	39%	40%	55%GH	67%zGHI	61%zMN	57%N	53%N	44%	53%PR	47%	61%zOPR	47%
9-10 (Net)	818	387	431	126	161	291	240	47	59	220	342	230	216	193	179	695	54	42	27
	20%FGHNe	19%	21%	27%zDEF	21%F	21%F	16%	12%	13%	21%GH	25%zGH	25%zMN	21%N	19%	16%	20%	16%	21%	23%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 349
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	97 2%BIJKO	3 1%	12 1%	* *	3 1%	4 2%	19 4%TVh	4 2%	- -	1 1%	4 3%	9 2%	49 2%	41 3%	84 2%	8 2%
2	53 1%E	4 1%	11 1%	3 2%	5 1%	2 1%	2 1%	2 1%	- -	3 2%	2 1%	5 1%	32 1%	17 1%	39 1%	8 2%
3	73 2%	21 7%zTUVWX Yhc	11 1%	2 1%	9 2%	1 *	4 1%	3 1%	2 1%	3 2%	3 2%	7 2%	43 2%	27 2%	65 2%	7 2%
4	126 3%F	16 5%bc	34 4%b	3 2%	8 2%	6 3%	18 4%b	5 2%	2 1%	1 1%	- -	6 2%	86 3%	36 2%	103 3%	13 4%
5	270 7%Fbef	22 8%b	70 8%bc	14 9%b	22 6%	10 5%	30 6%	13 6%	17 9%b	6 5%	3 2%	15 4%	192 8%ze	72 5%	215 6%	27 8%
6	386 9%GP	31 10%	93 11%X	14 9%	38 10%	21 10%	31 7%	27 12%X	18 10%	10 9%	20 13%X	36 10%	255 10%	123 8%	325 9%	34 10%
7	616 15%FNVe	51 17%V	149 17%V	18 12%	40 10%	25 12%	84 18%V	30 13%	22 12%	21 18%	26 16%	51 14%	432 17%ze	174 12%	513 15%	62 17%
8	739 18%FRe	39 13%	154 18%	39 26%zSTWXc	69 18%	28 13%	81 17%	59 26%zSTVWXc	32 17%	28 25%SW	33 21%	61 17%	514 20%ze	212 14%	641 18%	54 15%
9	434 11%FGHNe	21 7%	103 12%	15 10%	35 9%	27 13%	60 13%h	31 14%Sh	11 6%	11 10%	17 11%	46 13%	309 12%ze	118 8%	363 10%	34 10%
Extremely Important 10	384 9%FGe	25 8%	86 10%	7 5%	59 15%zSTUWXYbc	15 7%	40 9%	19 8%	23 12%	10 8%	10 6%	26 7%	272 11%ze	104 7%	330 9%	28 8%
Don't know	924 23%ACDEIJKLQTYd	66 22%	142 16%	36 24%Y	101 26%TY	72 34%zSTXYa	104 22%Y	31 14%	60 32%zTXYa	21 18%	40 26%TY	107 29%zTY	344 14%	547 37%zd	809 23%	81 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 349
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Present content in a unique/innovative way
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Mean	7.10AGHN PSe	6.60	**7.15S**	7.15	**7.46zS**	**7.19S**	**7.10S**	**7.33S**	**7.45S**	**7.28S**	**7.20S**	**7.17S**	**7.20ze**	6.94	7.13	6.85
1-3 (Net)	223	29	34	5	17	7	26	9	2	6	9	20	124	85	187	24
	5%BKOh	10%zTVWYh	*4%*	*3%*	*4%*	*3%*	**5%h**	*4%*	*1%*	*5%*	**6%h**	**5%h**	*5%*	*6%*	*5%*	*7%*
1-4 (Net)	348	44	68	8	25	13	43	14	4	7	9	26	209	120	291	36
	8%BFKOh	15%zTUVWY hbc	**8%h**	*5%*	*7%*	*6%*	**9%h**	*6%*	*2%*	*6%*	*6%*	*7%*	*8%*	*8%*	*8%*	*10%*
1-2 (Net)	150	7	23	3	8	6	21	6	-	4	6	14	81	58	123	16
	4%BIKOh	*2%*	*3%*	*2%*	*2%*	*3%*	**5%h**	*3%*	-	*3%*	**4%h**	**4%h**	*3%*	*4%*	*4%*	*5%*
4-7 (Net)	1398	120	346	48	108	63	162	76	60	37	48	108	965	405	1156	136
	34%BFGNR Vef	40%Vc	40%zVWc	*32%*	*28%*	*30%*	*34%*	*34%*	*32%*	*33%*	*31%*	*29%*	**38%ze**	*28%*	*33%*	*38%*
5-6 (Net)	656	53	162	28	60	32	60	40	35	16	22	50	447	195	540	61
	16%FGe	*18%*	19%X	*18%*	*15%*	*15%*	*13%*	*18%*	*19%*	*14%*	*14%*	*14%*	**18%ze**	*13%*	*15%*	*17%*
8-10 (Net)	1557	84	342	62	164	70	181	108	65	49	59	133	1095	434	1335	115
	38%FGHNP Se	*28%*	40%S	41%S	42%S	*33%*	38%S	48%zSWXh c	*35%*	43%S	*38%*	*36%*	**43%ze**	*29%*	*38%*	*32%*
7-10 (Net)	2173	135	491	79	203	95	266	139	88	69	85	184	1527	608	1848	177
	53%FGHNP RSWe	45%	57%zSW	*52%*	*52%*	*45%*	56%SW	62%zSWhc	*47%*	61%SW	*54%*	*50%*	**60%ze**	*41%*	*53%*	*50%*
9-10 (Net)	818	46	188	23	94	41	100	50	34	21	26	72	581	222	694	62
	20%FGHNe	*15%*	*22%*	*15%*	24%SU	*20%*	*21%*	*22%*	*18%*	*18%*	*17%*	*20%*	**23%ze**	*15%*	*20%*	*17%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 350
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
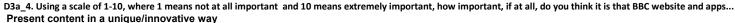Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	84 2%IKOd	46 2%	38 2%	7 1%	16 2%	29 2%	33 2%	13 3%I	10 2%	10 1%	20 1%	9 1%	14 1%	16 2%	45 4%zKLM	53 2%	23 7%zOR	6 3%	2 2%
2	25 1%E	17 1%	8 *	3 1%	11 1%zE	2 *	10 1%	1 *	1 *	3 *	12 1%	3 *	10 1%	8 1%	5 *	18 1%	5 1%	- -	2 2%zOQ
3	62 2%EJO	32 2%	30 1%	8 2%	27 3%zEF	11 1%	16 1%	7 2%	7 2%	16 2%	12 1%	10 1%	12 1%	23 2%	17 1%	43 1%	14 4%zO	3 1%	2 1%
4	77 2%O	42 2%	35 2%	10 2%	10 1%	35 3%	23 2%	5 1%	5 1%	26 3%	29 2%	22 2%	21 2%	10 1%	23 2%	54 2%	17 5%zOR	4 2%	2 1%
5	230 6%	123 6%	106 5%	39 8%zDF	37 5%	88 6%F	65 4%	19 5%	30 7%	81 8%zJ	62 5%	51 5%	51 5%	64 6%	64 6%	187 5%	26 7%	12 6%	5 4%
6	349 9%FPRe	181 9%	168 8%	43 9%	89 11%zF	119 9%	99 7%	31 8%	47 11%	85 8%	129 9%	80 9%	87 9%	89 9%	93 8%	306 9%PR	17 5%	20 10%PR	5 4%
7	597 15%FRe	291 15%	305 15%	78 16%F	140 18%zF	224 16%zF	155 10%	47 11%	52 12%	162 16%	259 19%zGH	147 16%	156 15%	145 15%	149 13%	518 15%R	41 12%	26 13%	12 10%
8	772 19%FGHNef	394 20%	378 18%	87 18%	168 21%F	286 21%zF	231 16%	56 14%	63 14%	214 21%GH	294 22%zGH	205 22%zN	203 20%N	192 19%N	172 15%	647 19%	57 16%	48 24%zP	20 17%
9	507 12%FNWe	251 13%	255 12%	78 17%zF	97 12%	177 13%	155 10%	38 9%	50 11%	139 13%	217 16%zGH	138 15%zMN	145 14%N	106 11%	118 10%	429 12%	37 11%	26 13%	15 13%
Extremely Important 10	504 12%FGHe	224 11%	280 13%	82 17%zDF	89 11%	185 14%F	148 10%	32 8%	37 8%	125 12%	213 16%zGHI	137 15%zN	130 13%	118 12%	120 10%	426 12%	36 10%	27 13%	16 13%
Don't know	894 22%ACDEIJKLQTYd	397 20%	496 24%zA	39 8%	101 13%C	208 15%C	546 37%zCDE	159 39%zIJ	140 32%zIJ	178 17%J	112 8%	137 15%	184 18%	226 23%KL	346 30%zKLM	754 22%Q	71 21%	30 15%	38 32%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 350
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.43ADGN Pe	7.33	7.53zA	7.59D	7.27	7.49	7.41	7.14	7.20	7.46G	7.64zGH	7.66zMN	7.54N	7.37	7.14	7.50zP	6.64	7.45P	7.60P
1-3 (Net)	171	95	76	17	53	43	58	21	18	30	44	22	36	46	67	115	42	9	6
	4%EIKOhd	5%	4%	4%	7%zCEF	3%	4%	5%	4%	3%	3%	2%	4%	5%K	6%zKL	3%	12%zOQR	4%	5%
1-4 (Net)	248	137	111	27	63	77	81	26	23	56	73	45	57	56	90	169	59	12	8
	6%Oh	7%	5%	6%	8%z	6%	5%	6%	5%	5%	5%	5%	6%	6%	8%zK	5%	17%zOQR	6%	6%
1-2 (Net)	110	63	46	9	27	31	42	14	11	13	33	12	24	24	50	72	28	6	4
	3%IKOd	3%	2%	2%	3%	2%	3%	3%I	3%	1%	2%	1%	2%	2%	4%zKL	2%	8%zOQ	3%	4%
4-7 (Net)	1252	637	613	169	275	466	341	101	133	354	480	300	315	308	329	1065	101	62	24
	31%FGRVe	32%	29%	36%zF	35%zF	34%zF	23%	25%	30%	34%zG	35%zG	32%	31%	31%	29%	31%R	29%R	31%R	20%
5-6 (Net)	579	304	273	82	126	207	164	49	77	166	191	131	138	152	157	493	43	33	10
	14%FRe	15%	13%	17%zF	16%F	15%F	11%	12%	17%	16%	14%	14%	14%	15%	14%	14%R	12%	16%R	8%
8-10 (Net)	1784	869	913	248	354	648	534	126	150	478	723	480	478	416	410	1501	130	101	52
	43%FGHNP e	43%	44%	52%zDF	45%F	48%zF	36%	31%	34%	46%GH	53%zGHI	51%zMN	47%zN	42%N	36%	44%	38%	50%zP	44%
7-10 (Net)	2380	1160	1218	325	494	872	689	173	202	640	982	627	634	561	559	2019	171	127	64
	58%FGHNP e	58%	58%	69%zF	63%zF	64%zF	47%	42%	46%	62%zGH	72%zGHI	67%zMN	63%zMN	56%N	49%	59%P	50%	63%PR	54%
9-10 (Net)	1012	475	535	161	186	362	303	71	87	264	429	275	275	224	238	854	73	53	31
	25%FGHNe	24%	25%	34%zDEF	24%	27%F	20%	17%	20%	25%G	32%zGHI	29%zMN	27%N	22%	21%	25%	21%	26%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 350
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
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Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	84 2%IKOd	2 1%	12 1%	1 1%	3 1%	5 2%	16 3%Vh	2 1%	- -	- -	3 2%	9 2%	37 1%	40 3%d	73 2%	5 1%
2	25 1%E	1 *	3 *	2 1%	2 *	- -	4 1%	1 *	- -	1 1%	1 *	5 1%	13 1%	11 1%	23 1%	- -
3	62 2%EJO	6 2%	18 2%	- -	6 2%	4 2%	2 1%	2 1%	- -	- -	- -	4 1%	36 1%	20 1%	52 1%	8 2%
4	77 2%O	6 2%	18 2%	5 3%c	3 1%	5 2%	10 2%	2 1%	2 1%	2 2%	1 1%	1 *	53 2%	21 1%	68 2%	7 2%
5	230 6%	13 4%	54 6%	11 7%	21 5%	8 4%	29 6%	13 6%	14 7%	5 5%	3 2%	17 5%	150 6%	75 5%	189 5%	25 7%
6	349 9%FPRe	25 8%	100 12%zX	12 8%	31 8%	14 6%	33 7%	14 6%	19 10%	11 10%	16 10%	31 8%	235 9%e	104 7%	290 8%	26 7%
7	597 15%FRe	59 20%zVh	129 15%	25 16%	42 11%	32 15%	77 16%	34 15%	20 11%	17 15%	27 17%	55 15%	423 17%ze	167 11%	509 15%	58 16%
8	772 19%FGHNef	61 21%	159 18%	28 18%	67 17%	37 18%	90 19%	58 26%zTVc	35 19%	26 23%	28 18%	57 15%	519 21%ze	238 16%	633 18%	73 21%
9	507 12%FNWe	31 10%	119 14%Wh	19 13%	38 10%	14 7%	73 16%VWh	36 16%Wh	12 7%	17 15%	16 10%	53 14%Wh	362 14%ze	139 9%	437 13%	41 12%
Extremely Important 10	504 12%FGHe	42 14%	112 13%	13 8%	66 17%zUXc	27 13%	42 9%	31 14%	26 14%	11 10%	20 13%	36 10%	360 14%ze	137 9%	426 12%	40 11%
Don't know	894 22%ACDEIJKLQTYd	52 17%	140 16%	36 24%	110 28%zSTXY	66 31%zSTXY	97 21%	33 15%	59 32%zSTXY	21 19%	41 26%TY	101 27%zSTY	340 13%	520 35%zd	787 23%z	72 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.43ADGN Pe	7.54	7.43	7.35	7.74zX	7.38	7.31	7.81zTX	7.66	7.64	7.63	7.41	7.55ze	7.24	7.43	7.40
1-3 (Net)	171	9	33	3	11	9	22	4	-	1	4	18	87	71	148	13
	4%ElKOhd	3%	4%h	2%	3%	4%h	5%h	2%	-	1%	3%	5%h	3%	5%	4%	4%
1-4 (Net)	248	15	50	8	14	14	32	6	2	3	5	19	140	93	216	20
	6%Oh	5%	6%h	5%	4%	7%h	7%h	3%	1%	3%	3%	5%	6%	6%	6%	6%
1-2 (Net)	110	4	14	3	5	5	20	2	-	1	4	14	50	51	96	5
	3%IKOd	1%	2%	2%	1%	2%	4%TVh	1%	-	1%	3%	4%h	2%	3%zd	3%	1%
4-7 (Net)	1252	104	301	52	97	58	148	63	54	36	47	103	861	367	1057	116
	31%FGRVe	35%V	35%zV	35%	25%	27%	31%	28%	29%	32%	30%	28%	34%ze	25%	30%	33%
5-6 (Net)	579	39	154	23	52	21	62	27	32	17	19	47	385	179	480	52
	14%FRe	13%	18%zW	15%	13%	10%	13%	12%	17%	15%	12%	13%	15%e	12%	14%	15%
8-10 (Net)	1784	133	390	60	171	79	205	124	73	54	65	146	1241	513	1496	154
	43%FGHNP e	45%	45%	40%	44%	37%	43%	55%zTUVW Xhbc	39%	48%	41%	40%	49%ze	35%	43%	43%
7-10 (Net)	2380	193	519	85	214	111	282	159	92	72	92	201	1664	680	2005	212
	58%FGHNP e	65%VWhc	60%h	56%	55%	52%	60%	71%zTUVW Xhbc	50%	64%	59%	55%	66%ze	46%	57%	59%
9-10 (Net)	1012	72	231	32	104	41	115	67	38	28	36	89	721	275	863	81
	25%FGHNe	24%	27%	21%	27%	20%	24%	30%W	20%	25%	23%	24%	29%ze	19%	25%	23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 351
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Not At All Important 1	71 2%IJKOd	45 2%	27 1%	5 1%	14 2%	27 2%	25 2%	12 3%IJ	12 3%IJ	6 1%	13 1%	7 1%	13 1%	16 2%	35 3%zKL	46 1%	18 5%zO	5 2%	3 2%
2	38 1%B	28 1%zB	10 *	9 2%zE	9 1%	7 1%	12 1%	2 *	1 *	10 1%	13 1%	8 1%	8 1%	10 1%	12 1%	32 1%	3 1%	1 1%	1 1%
3	64 2%OX	29 1%	34 2%	5 1%	23 3%zEF	17 1%	19 1%	8 2%	5 1%	18 2%	19 1%	12 1%	13 1%	17 2%	22 2%	44 1%	16 5%zOQ	1 1%	3 2%
4	104 3%FO	47 2%	57 3%	14 3%	28 4%F	39 3%	23 2%	7 2%	13 3%	30 3%	34 3%	29 3%	23 2%	17 2%	35 3%	75 2%	23 7%zOQR	3 2%	2 2%
5	243 6%Be	141 7%zB	101 5%	36 8%F	54 7%	82 6%	71 5%	15 4%	23 5%	85 8%zG	81 6%	63 7%	55 5%	72 7%N	53 5%	198 6%	26 8%	15 7%	5 4%
6	403 10%FK	202 10%	200 10%	56 12%F	86 11%F	147 11%F	114 8%	28 7%	46 10%	111 11%	148 11%	76 8%	104 10%	105 10%	118 10%	352 10%	25 7%	15 8%	9 8%
7	605 15%FNPe	274 14%	329 16%	89 19%zF	140 18%zF	231 17%zF	145 10%	52 13%	59 13%	145 14%	253 19%zGHI	157 17%N	170 17%N	145 15%	133 12%	525 15%P	30 9%	36 18%P	14 12%
8	773 19%FGNRe	395 20%	378 18%	97 20%F	165 21%F	275 20%F	236 16%	58 14%	70 16%	211 20%G	303 22%zGH	200 21%zN	220 22%zN	181 18%	171 15%	639 19%R	66 19%	52 26%zOR	16 13%
9	459 11%FGHNQe	236 12%	222 11%	59 12%F	96 12%F	178 13%zF	126 8%	24 6%	32 7%	135 13%GH	204 15%zGH	132 14%zN	125 12%N	107 11%	94 8%	398 12%Q	33 9%	15 7%	13 11%
Extremely Important 10	443 11%e	203 10%	240 11%	65 14%zDF	72 9%	160 12%	147 10%	34 8%	34 8%	111 11%	179 13%zGH	116 12%	103 10%	109 11%	114 10%	372 11%	27 8%	29 14%P	15 13%
Don't know	898 22%ACDEIJKLQTYd	398 20%	500 24%zA	40 8%	96 12%	201 15%C	561 38%zCDE	166 41%zIJ	147 33%zIJ	179 17%J	111 8%	138 15%	179 18%	218 22%K	363 32%zKLM	755 22%Q	76 22%Q	29 14%	38 32%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 351
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.29ADNPe	7.20	7.39zA	7.33	7.10	7.36D	7.34	7.07	7.04	7.33	7.49zGH	7.50zN	7.38N	7.27	7.02	7.36zP	6.54	7.41P	7.35P
1-3 (Net)	173	102	71	19	47	51	56	22	18	34	45	26	35	43	69	121	37	8	7
	4%BKOY	5%zB	3%	4%	6%z	4%	4%	5%	4%	3%	3%	3%	3%	4%	6%zKL	4%	11%zOQ	4%	6%
1-4 (Net)	277	149	128	33	74	90	79	29	31	64	80	55	58	60	104	197	61	11	9
	7%FO	7%	6%	7%	10%zEF	7%	5%	7%	7%	6%	6%	6%	6%	6%	9%zKLM	6%	18%zOQR	5%	8%
1-2 (Net)	109	72	37	14	23	35	37	14	12	16	26	15	22	26	47	78	21	6	4
	3%BIKOd	4%zB	2%	3%	3%	3%	3%	3%	3%	2%	2%	2%	2%	3%	4%zKL	2%	6%zO	3%	4%
4-7 (Net)	1355	665	688	194	308	499	354	102	141	371	517	326	352	338	340	1150	105	70	30
	33%FGNRce	33%	33%	41%zF	39%zF	37%zF	24%	25%	32%	36%G	38%zG	35%N	35%N	34%	30%	33%R	31%	35%R	25%
5-6 (Net)	646	343	302	92	140	229	186	44	68	196	229	139	159	176	172	550	52	30	14
	16%BFGef	17%zB	14%	19%zF	18%F	17%F	13%	11%	16%	19%zG	17%G	15%	16%	18%	15%	16%	15%	15%	12%
8-10 (Net)	1675	834	840	220	333	614	509	116	136	457	686	449	448	398	380	1409	126	95	44
	41%FGHNe	42%	40%	46%zF	42%F	45%zF	34%	29%	31%	44%GH	50%zGHI	48%zMN	44%zN	40%N	33%	41%	36%	47%zPR	37%
7-10 (Net)	2280	1108	1169	309	473	845	654	169	195	601	939	607	618	543	513	1934	156	132	58
	56%FGHNPRe	55%	56%	65%zF	60%zF	62%zF	44%	41%	44%	58%GH	69%zGHI	65%zMN	61%zMN	54%N	45%	56%PR	45%	65%zOPR	49%
9-10 (Net)	902	439	463	123	168	338	272	58	66	246	382	249	228	216	209	770	60	44	29
	22%FGHNe	22%	22%	26%zF	21%	25%zF	18%	14%	15%	24%GH	28%zGHI	26%zMN	23%N	22%	18%	22%	17%	22%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Not At All Important 1	71 2%IJKOd	2 1%	11 1%	- -	4 1%	4 2%	16 3%zTYh	- -	- -	- -	3 2%	5 1%	30 1%	33 2%d	61 2%	5 1%
2	38 1%B	5 2%	11 1%	- -	- -	2 1%	5 1%	1 *	- -	- -	1 *	7 2%V	23 1%	12 1%	32 1%	3 1%
3	64 2%OX	10 3%zXYc	12 1%	5 3%XYc	6 2%	1 *	* *	1 *	2 1%	4 3%X	1 1%	2 1%	41 2%	21 1%	54 2%	6 2%
4	104 3%FO	5 2%	25 3%	1 1%	10 3%	4 2%	10 2%	6 3%	6 3%	3 3%	3 2%	3 1%	70 3%	29 2%	85 2%	13 4%
5	243 6%Be	13 4%	64 7%c	12 8%	22 6%	10 5%	27 6%	13 6%	14 7%	6 5%	4 3%	13 4%	167 7%e	70 5%	194 6%	26 7%
6	403 10%FK	31 10%	102 12%	19 12%	37 10%	22 11%	46 10%	22 10%	16 8%	9 8%	13 8%	35 10%	267 11%	127 9%	334 10%	32 9%
7	605 15%FNPe	60 20%zV	143 17%	25 17%	45 12%	30 14%	71 15%	39 17%	22 12%	20 17%	22 14%	48 13%	419 17%ze	178 12%	517 15%	49 14%
8	773 19%FGNRe	52 18%	143 17%	34 22%	67 17%	32 15%	89 19%	59 26%zTVWc	34 18%	28 25%	37 24%	65 18%	530 21%ze	232 16%	651 19%	75 21%
9	459 11%FGHNQe	26 9%	116 13%V	15 10%	33 8%	20 10%	67 14%V	28 12%	15 8%	9 8%	20 13%	49 13%	340 13%ze	113 8%	397 11%	32 9%
Extremely Important 10	443 11%e	28 9%	99 11%	12 8%	66 17%zSTUWXc	20 10%	38 8%	24 11%	22 12%	13 12%	15 10%	33 9%	314 12%ze	121 8%	375 11%	37 10%
Don't know	898 22%ACDEIJKLQTYd	65 22%	138 16%	28 18%	99 26%TY	65 31%zTUXY	104 22%T	34 15%	57 31%zTUY	21 19%	37 24%	107 29%zTUY	327 13%	538 37%zd	785 23%	78 22%

Table 351
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.29ADNPe	7.16	7.27	7.27	7.60zST	7.27	7.23	7.61S	7.49	7.44	7.57	7.44	7.40ze	7.14	7.31	7.22
1-3 (Net)	173	17	34	5	10	7	22	1	2	4	5	14	94	65	148	14
	4%BKOY	6%Yh	4%Y	3%	2%	3%	5%Y	*	1%	3%	3%	4%Y	4%	4%	4%	4%
1-4 (Net)	277	22	59	7	20	11	32	7	7	7	8	18	164	94	233	26
	7%FO	7%	7%	4%	5%	5%	7%	3%	4%	6%	5%	5%	6%	6%	7%	7%
1-2 (Net)	109	7	22	-	4	6	21	1	-	-	4	13	53	45	94	7
	3%BIKOd	2%	3%	-	1%	3%	4%zUVYh	*	-	-	3%	3%Yh	2%	3%	3%	2%
4-7 (Net)	1355	109	334	57	114	67	153	79	57	38	41	100	923	403	1130	120
	33%FGNRce	37%c	39%zVbc	38%c	29%	32%	32%	35%	30%	33%	26%	27%	37%ze	27%	32%	34%
5-6 (Net)	646	44	166	31	59	33	73	35	29	15	17	48	434	196	528	58
	16%BFGef	15%	19%zbc	20%	15%	15%	15%	16%	16%	13%	11%	13%	17%ze	13%	15%	16%
8-10 (Net)	1675	106	357	61	166	73	194	110	71	50	73	147	1184	465	1424	144
	41%FGHNe	36%	41%	40%	43%	34%	41%	49%zSW	38%	45%	47%	40%	47%ze	32%	41%	40%
7-10 (Net)	2280	167	500	86	211	103	265	149	93	70	95	195	1604	643	1941	193
	56%FGHNPRe	56%	58%W	57%	54%	49%	56%	66%zVWXhc	50%	62%	60%	53%	63%ze	44%	56%	54%
9-10 (Net)	902	54	215	27	99	41	106	51	37	23	36	82	654	234	773	69
	22%FGHNe	18%	25%	18%	25%	19%	22%	23%	20%	20%	23%	22%	26%ze	16%	22%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 352
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All who have used BBC online services in the past 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	**1370**	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important	**7**	6	1	1	*	1	5	1	1	*	3	1	1	1	3	5	*	1	*
1	***d**	1%	*	*	*	*	1%	1%	1%	*	*	*	*	*	1%	*	*	1%zO	*
2	**6**	5	*	-	1	3	2	-	2	1	2	2	1	2	-	5	-	-	*
	*****	1%	*	-	*	*	*	-	1%	*	*	*	*	1%	-	*	-	-	*
3	**9**	7	2	1	6	1	2	1	1	3	3	1	*	5	3	8	1	-	*
	1%E	1%	*	1%	1%zE	*	*	1%	*	1%	*	*	*	1%	1%	1%	1%	-	1%
4	**35**	16	19	9	7	15	3	*	3	10	18	11	6	13	6	29	4	1	1
	2%Fe	2%	2%	4%zF	2%	2%	1%	*	2%	2%	2%	2%	1%	3%L	2%	2%	3%	1%	2%
5	**89**	48	40	7	18	43	20	4	9	25	36	26	30	16	16	74	9	3	3
	5%	5%	5%	3%	5%	6%	4%	4%	6%	5%	4%	5%	6%	4%	5%	5%	8%	3%	5%
6	**152**	90	62	26	34	55	37	5	16	39	66	51	35	32	33	129	7	10	6
	8%	9%	7%	11%	9%	8%	8%	5%	12%	9%	8%	9%	7%	8%	10%	8%	6%	11%	11%
7	**307**	174	133	35	91	118	63	20	22	78	142	103	89	69	46	267	19	13	8
	17%	18%	16%	14%	23%zCEF	17%	14%	19%	15%	17%	17%	18%	17%	18%	14%	17%	15%	14%	14%
8	**499**	256	243	78	93	192	136	26	37	131	227	146	169	96	88	419	38	31	11
	28%V	26%	29%	32%D	24%	27%	29%	25%	26%	29%	28%	26%	32%zK	25%	27%	27%	31%	33%	21%
9	**327**	178	148	41	82	122	82	17	20	78	168	114	105	61	47	282	21	14	10
	18%U	18%	18%	17%	21%	18%	17%	16%	14%	17%	21%z	20%	20%	16%	15%	18%	17%	15%	19%
Extremely Important	**292**	148	144	39	47	127	80	14	20	75	147	86	76	76	54	238	22	19	13
10	**16%DX**	15%	17%	16%	12%	18%D	17%	14%	14%	17%	18%	15%	14%	20%	17%	16%	18%	21%	24%zO
Don't know	**79**	42	37	6	10	22	41	17	10	16	9	22	17	15	26	74	2	1	2
	4%JYd	4%	4%	3%	3%	3%	9%zCDE	16%zHIJ	7%J	4%J	1%	4%	3%	4%	8%zKLM	5%	1%	2%	3%

D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800	969	830	243	388	699	470	104	141	455	820	564	529	387	321	1530	124	94	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.87	7.79	7.96	7.83	7.73	7.90	7.95	7.90	7.55	7.87	7.95zH	7.88	7.93	7.82	7.77	7.86	7.82	7.98	8.00
1-3 (Net)	21	18	3	2	7	4	8	2	4	3	8	4	3	8	6	18	1	1	1
	1%B	2%zB	*	1%	2%	1%	2%	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
1-4 (Net)	56	34	22	12	14	20	11	2	7	13	26	14	9	21	12	47	6	2	2
	3%L	3%	3%	5%	4%	3%	2%	2%	5%	3%	3%	3%	2%	5%zL	4%	3%	5%	2%	4%
1-2 (Net)	12	11	1	1	1	4	6	1	3	1	5	3	3	3	3	10	*	1	*
	1%B	1%zB	*	*	*	1%	1%	1%	2%zI	*	1%	1%	1%	1%	1%	1%	*	1%	1%
4-7 (Net)	582	327	254	77	150	232	123	29	50	151	261	191	160	131	101	498	40	27	17
	32%F	34%	31%	32%	39%zF	33%F	26%	28%	36%	33%	32%	34%	30%	34%	31%	33%	32%	29%	32%
5-6 (Net)	240	137	102	33	52	98	57	9	25	63	101	78	65	49	49	202	17	13	8
	13%	14%	12%	14%	13%	14%	12%	9%	18%	14%	12%	14%	12%	13%	15%	13%	13%	14%	15%
8-10 (Net)	1118	582	536	158	222	441	298	57	76	284	542	347	349	233	189	939	81	64	34
	62%DUe	60%	65%	65%	57%	63%	63%	54%	54%	62%	66%zGH	61%	66%	60%	59%	61%	65%	68%	64%
7-10 (Net)	1425	756	669	192	312	559	361	76	98	362	684	449	439	302	235	1206	100	77	42
	79%HNe	78%	81%	79%	80%	80%	77%	73%	70%	80%H	83%zGH	80%N	83%zN	78%	73%	79%	81%	82%	78%
9-10 (Net)	619	326	293	79	129	249	162	31	40	154	315	201	180	137	101	521	43	33	23
	34%Ue	34%	35%	33%	33%	36%	34%	30%	28%	34%	38%z	36%	34%	36%	31%	34%	34%	35%	43%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 352
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have a mix of different types of content
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important 1	7	-	1	-	1	-	2	-	-	-	-	1	2	3	6	*
	*d	-	*	-	*	-	1%	-	-	-	-	*	*	1%	*	*
2	6	-	2	-	-	-	3	-	-	-	1	-	4	2	4	-
	*	-	*	-	-	-	1%z	-	-	-	1%	-	*	*	*	-
3	9	-	3	-	1	-	2	-	-	1	-	1	7	3	9	*
	1%E	-	1%	-	*	-	1%	-	-	2%	-	1%	1%	1%	1%	*
4	35	3	8	*	3	1	3	1	2	2	-	6	32	3	27	4
	2%Fe	2%	2%	1%	2%	2%	2%	*	2%	4%	-	4%	2%e	1%	2%	2%
5	89	8	17	6	3	3	15	4	5	2	4	7	68	19	73	8
	5%	6%	4%	9%V	2%	4%	8%V	3%	6%	4%	7%	5%	5%	4%	5%	5%
6	152	13	40	7	20	6	9	7	9	*	5	11	105	41	123	11
	8%	9%	10%	10%	11%	9%	5%	6%	12%	1%	9%	8%	8%	9%	8%	6%
7	307	17	85	17	27	13	30	22	12	11	12	18	223	82	260	27
	17%	11%	21%	25%Sc	15%	19%	16%	18%	16%	24%	21%	13%	17%	18%	17%	16%
8	499	54	110	16	35	23	57	37	17	15	16	38	375	119	414	57
	28%V	36%V	27%	23%	19%	32%V	30%V	31%V	21%	32%	28%	27%	28%	27%	27%	33%
9	327	24	77	5	39	12	39	28	10	8	11	29	254	70	275	29
	18%U	16%	18%U	8%	21%U	17%	20%U	23%U	13%	17%	19%	20%U	19%	16%	18%	17%
Extremely Important 10	292	26	58	10	47	9	20	21	16	6	8	18	225	62	248	30
	16%DX	17%	14%	15%	25%zTWXc	12%	10%	18%	20%	14%	13%	13%	17%	14%	16%	17%
Don't know	79	4	15	7	11	3	13	1	7	1	1	12	30	43	69	6
	4%JYd	3%	4%	10%zTY	6%Y	5%	7%Y	*	9%Y	1%	2%	9%zTY	2%	10%zd	5%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 352
D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have a mix of different types of content
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.87	7.95	7.78	7.59	8.18zTUX	7.85	7.62	8.17TUX	7.87	7.80	7.77	7.79	7.90	7.80	7.88	7.98
1-3 (Net)	21	-	6	-	2	-	7	-	-	1	1	2	13	7	19	1
	1%B	-	1%	-	1%	-	4%z	-	-	2%	1%	1%	1%	2%	1%	*
1-4 (Net)	56	3	14	*	5	1	11	1	2	3	1	7	45	10	45	4
	3%L	2%	3%	1%	2%	2%	5%Y	*	2%	6%	1%	5%Y	3%	2%	3%	2%
1-2 (Net)	12	-	3	-	1	-	5	-	-	-	1	1	6	4	10	*
	1%B	-	1%	-	*	-	2%z	-	-	-	1%	*	*	1%	1%	*
4-7 (Net)	582	43	150	31	54	24	58	34	28	15	21	42	428	145	482	49
	32%F	28%	36%	45%zSVXYc	29%	34%	30%	28%	36%	33%	37%	30%	32%	33%	32%	29%
5-6 (Net)	240	22	56	13	24	9	24	11	14	2	9	18	173	60	196	19
	13%	15%	14%	19%	13%	13%	12%	9%	18%	5%	16%	13%	13%	13%	13%	11%
8-10 (Net)	1118	104	245	32	121	44	117	86	43	29	34	85	854	251	937	115
	62%DUe	69%U	59%	46%	64%U	62%	60%	72%zTUh	55%	63%	60%	61%	64%ze	56%	62%	67%
7-10 (Net)	1425	122	330	49	148	57	147	108	55	40	46	103	1077	333	1197	142
	79%HNe	81%	79%	71%	79%	80%	76%	90%zTUVXhc	71%	88%	81%	74%	81%ze	75%	79%	83%
9-10 (Net)	619	50	135	16	86	21	59	49	26	14	18	46	479	132	523	59
	34%Ue	33%	32%	23%	46%zTUWXc	30%	31%	41%U	34%	31%	32%	33%	36%ze	30%	35%	34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 353
D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have high quality content
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important 1	7 *	6 1%	1 *	- -	- -	2 *	5 1%	1 1%	1 1%	* *	3 *	2 *	1 *	1 *	3 1%	5 *	* *	2 2%zO	- -
2	9 *	6 1%	3 *	1 *	4 1%	3 *	1 *	* *	- -	1 *	6 1%	1 *	2 *	3 1%	3 1%	9 1%	- -	- -	* 1%
3	16 1%	11 1%	5 1%	3 1%	6 2%	4 1%	2 *	1 1%	6 4%zIJ	* *	8 1%	6 1%	2 *	7 2%	1 *	15 1%	- -	1 1%	* 1%
4	26 1%Ke	18 2%	9 1%	3 1%	6 2%	9 1%	7 2%	1 1%	1 1%	13 3%z	10 1%	2 *	8 2%	5 1%	11 3%zK	21 1%	3 2%	1 1%	1 2%
5	66 4%Kc	32 3%	34 4%	5 2%	14 4%	36 5%zF	11 2%	4 3%	6 4%	15 3%	32 4%	14 2%	21 4%	17 4%	14 4%	57 4%	5 4%	2 2%	1 2%
6	124 7%	74 8%	51 6%	23 10%	27 7%	44 6%	31 7%	6 6%	14 10%	31 7%	55 7%	44 8%	28 5%	23 6%	29 9%	110 7%	4 3%	6 6%	4 8%
7	258 14%F	135 14%	122 15%	35 14%F	64 17%F	118 17%zF	41 9%	19 18%	21 15%	67 15%	120 15%	83 15%	65 12%	60 15%	51 16%	218 14%	20 16%	15 16%	6 11%
8	467 26%	251 26%	215 26%	77 32%z	98 25%	173 25%	120 25%	21 20%	32 23%	131 29%	207 25%	133 24%	159 30%zKN	101 26%	73 23%	404 26%	32 26%	20 22%	11 20%
9	366 20%	202 21%	164 20%	42 17%	79 20%	138 20%	107 23%	13 12%	25 18%	99 22%	170 21%	129 23%N	120 23%N	66 17%	52 16%	300 20%	28 22%	25 27%	13 24%
Extremely Important 10	388 22%X	197 20%	190 23%	49 20%	77 20%	154 22%	107 23%	25 24%	25 18%	86 19%	198 24%z	132 23%	106 20%	84 22%	66 20%	320 21%	31 25%	20 22%	16 31%zO
Don't know	74 4%EIJPd	37 4%	37 4%	5 2%	13 3%	19 3%	38 8%zCDE	14 13%zIJ	10 7%IJ	11 2%	11 1%	18 3%	16 3%	20 5%	19 6%	71 5%zP	1 1%	1 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have high quality content
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	8.09HNX	8.02	8.17	8.04	7.98	8.06	8.25	8.05	7.75	8.06	8.13H	8.22zN	8.16N	7.99	7.83	8.06	8.25	8.14	8.38
1-3 (Net)	32 2%I	23 2%	9 1%	4 2%	11 3%	9 1%	8 2%	2 2%	7 5%zI	3 1%	17 2%	9 2%	5 1%	11 3%	7 2%	28 2%	* *	3 3%	1 1%
1-4 (Net)	58 3%BK	41 4%zB	18 2%	7 3%	17 4%	19 3%	15 3%	3 3%	8 6%	16 4%	27 3%	11 2%	13 3%	16 4%	17 5%zK	49 3%	3 3%	4 4%	2 3%
1-2 (Net)	16 1%	12 1%	4 *	1 *	4 1%	5 1%	6 1%	2 2%	1 1%	1 *	9 1%	3 1%	4 1%	4 1%	5 2%	13 1%	* *	2 2%	* 1%
4-7 (Net)	474 26%F	258 27%	215 26%	67 27%F	111 29%F	207 30%zF	90 19%	29 28%	41 29%	126 28%	217 26%	143 25%	122 23%	105 27%	105 33%zKL	406 27%	32 26%	24 26%	12 23%
5-6 (Net)	190 11%	106 11%	84 10%	28 12%	41 10%	80 11%	41 9%	9 9%	20 14%	46 10%	86 11%	58 10%	49 9%	40 10%	43 13%	167 11%	10 8%	8 8%	5 10%
8-10 (Net)	1220 68%GHN	650 67%	569 69%	168 69%	254 65%	465 66%	334 71%	59 57%	82 58%	315 69%GH	575 70%GH	393 70%N	386 73%zMN	251 65%	190 59%	1024 67%	91 73%	66 70%	40 75%
7-10 (Net)	1478 82%HN	785 81%	692 83%	203 83%	318 82%	582 83%	375 80%	78 75%	103 73%	382 84%GH	695 85%zGH	476 84%N	450 85%N	311 80%	242 75%	1242 81%	110 89%zO	81 86%	46 86%
9-10 (Net)	754 42%b	400 41%	354 43%	91 37%	156 40%	292 42%	215 46%	38 36%	50 36%	185 41%	368 45%z	261 46%zMN	226 43%	150 39%	117 36%	620 41%	59 47%	45 49%	29 55%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important 1	7 *	- -	1 *	- -	1 *	- -	1 1%	- -	- -	- -	1 2%	1 *	4 *	2 *	6 *	1 *
2	9 *	- -	4 1%	- -	1 *	- -	1 1%	- -	- -	- -	- -	3 2%z	6 *	2 *	7 *	* *
3	16 1%	- -	3 1%	- -	3 2%	1 1%	4 2%	- -	3 3%	- -	1 1%	1 *	13 1%	3 1%	13 1%	2 1%
4	26 1%Ke	3 2%	8 2%	- -	2 1%	- -	4 2%	2 2%	- -	1 2%	- -	1 *	24 2%	2 *	21 1%	- -
5	66 4%Kc	7 5%	21 5%Vc	8 12%zTVXYbc	2 1%	2 4%	8 4%c	4 3%	2 2%	2 4%	1 1%	* *	50 4%	14 3%	57 4%	7 4%
6	124 7%	8 5%	37 9%	2 3%	12 6%	7 10%	14 7%	5 4%	7 9%	3 6%	7 12%	10 7%	94 7%	28 6%	96 6%	10 6%
7	258 14%F	18 12%	51 12%	14 20%	25 14%	10 14%	30 15%	24 20%	6 8%	14 30%	9 17%	16 11%	195 15%	58 13%	216 14%	26 15%
8	467 26%	51 34%	106 26%	20 29%	40 21%	22 31%	52 27%	26 21%	21 27%	13 27%	22 38%zVYc	32 23%	345 26%	116 26%	383 25%	49 28%
9	366 20%	22 15%	91 22%	13 19%	35 19%	11 15%	41 21%	31 25%b	15 19%	7 14%	6 10%	30 21%	273 21%	91 20%	308 20%	36 21%
Extremely Important 10	388 22%X	39 26%UX	78 19%	8 12%	55 29%zTUX	15 21%	28 14%	28 23%	19 25%	7 15%	9 17%	33 23%	289 22%	92 21%	335 22%	36 21%
Don't know	74 4%EIJPd	3 2%	15 4%	5 7%	12 7%Y	3 4%	10 5%	1 1%	4 6%	1 1%	1 3%	15 10%zSTY	32 2%	38 8%zd	65 4%	5 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have high quality content
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.09HNX	8.23	7.95	7.81	8.31X	8.09	7.78	8.28X	8.21	7.84	7.80	8.27X	8.07	8.17	8.11	8.13
1-3 (Net)	32	-	8	-	5	1	7	-	3	-	2	4	23	7	26	3
	2%I	-	2%	-	3%	1%	4%	-	3%	-	3%	3%	2%	1%	2%	2%
1-4 (Net)	58	3	16	-	7	1	11	2	3	1	2	4	47	9	48	3
	3%BK	2%	4%	-	4%	1%	6%	2%	3%	2%	3%	3%	4%	2%	3%	2%
1-2 (Net)	16	-	5	-	2	-	3	-	-	-	1	3	10	4	13	1
	1%	-	1%	-	1%	-	1%	-	-	-	2%	2%	1%	1%	1%	1%
4-7 (Net)	474	36	117	24	41	20	56	35	15	19	17	27	364	103	391	43
	26%F	24%	28%	34%c	22%	28%	29%	29%	20%	42%	30%	19%	27%	23%	26%	25%
5-6 (Net)	190	14	58	10	14	9	22	9	9	5	7	11	144	42	153	17
	11%	10%	14%z	15%	7%	13%	11%	7%	11%	10%	13%	8%	11%	9%	10%	10%
8-10 (Net)	1220	112	275	41	129	48	121	84	55	26	37	95	907	299	1025	120
	68%GHN	74%	66%	59%	69%	68%	63%	70%	71%	57%	65%	68%	68%	67%	68%	70%
7-10 (Net)	1478	130	326	55	155	58	151	109	61	40	46	111	1102	357	1241	146
	82%HN	86%	78%	79%	82%	82%	78%	90%zTUXc	80%	87%	82%	79%	83%	80%	82%	85%
9-10 (Net)	754	62	169	21	89	26	69	58	34	14	15	63	562	183	643	71
	42%b	41%	41%	31%	48%Ub	37%	36%	48%UXb	45%	30%	27%	45%b	42%	41%	43%	42%

Table 354
D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important 1	21 **1%BI**	17 2%zB	4 *	2 1%	7 2%	4 1%	8 2%	2 2%I	2 1%	1 *	15 2%I	8 1%	4 1%	6 2%	4 1%	16 1%	2 2%	1 1%	2 **3%zO**
2	11 **1%f**	6 1%	5 1%	1 *	5 1%	3 *	2 1%	1 1%	1 *	6 1%	3 *	4 1%	6 1%	- -	1 *	8 1%	* *	* *	2 **3%zO**
3	28 2%	19 2%	9 1%	7 3%	4 1%	8 1%	8 2%	1 1%	3 2%	5 1%	12 1%	7 1%	7 1%	3 1%	11 **3%zKM**	26 2%	- -	1 1%	1 2%
4	49 3%	27 3%	22 3%	16 **6%zDEF**	8 2%	20 3%	6 1%	1 1%	7 5%	12 3%	24 3%	16 3%	15 3%	11 3%	8 2%	45 3%	1 1%	2 2%	1 1%
5	100 6%	52 5%	48 6%	15 6%	22 6%	45 6%	17 4%	3 3%	7 5%	25 6%	51 6%	35 6%	28 5%	23 6%	14 4%	82 5%	9 7%	6 6%	3 6%
6	199 **11%K**	122 **13%z**	77 9%	28 11%	33 9%	91 **13%D**	47 10%	6 6%	17 12%	49 11%	89 11%	43 8%	66 **13%K**	50 **13%K**	39 12%	175 11%	10 8%	11 11%	4 7%
7	340 19%	179 18%	160 19%	47 19%	80 21%	123 18%	90 19%	22 21%	30 21%	89 19%	149 18%	100 18%	93 18%	89 23%	57 18%	288 19%	23 19%	15 16%	13 25%
8	420 **23%HMR**	212 22%	209 25%	48 20%	96 25%	177 25%	99 21%	25 24%	21 15%	122 **27%H**	189 23%	145 **26%M**	130 **25%M**	67 17%	78 **24%M**	351 23%	40 **32%zOR**	22 24%	8 15%
9	287 **16%e**	162 17%	125 15%	38 16%	70 18%	107 15%	72 15%	12 12%	26 19%	70 15%	143 17%	93 17%	90 17%	65 17%	39 12%	243 16%	20 16%	16 17%	9 16%
Extremely Important 10	239 **13%X**	122 13%	117 14%	34 14%	45 12%	98 14%	62 13%	12 11%	19 14%	55 12%	126 **15%z**	86 15%	60 11%	51 13%	42 13%	196 13%	18 14%	15 16%	10 19%
Don't know	107 **6%EJPYd**	52 5%	55 7%	9 4%	18 5%	22 3%	58 **12%zCDE**	19 **18%zHIJ**	9 6%J	22 5%J	20 2%	27 5%	29 6%	22 6%	28 **9%zK**	100 **7%P**	1 1%	4 4%	1 3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	1800 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	7.52AS	7.43	7.62	7.33	7.51	7.55	7.57	7.54	7.40	7.54	7.55	7.62	7.49	7.48	7.41	7.50	7.71	7.65	7.40
1-3 (Net)	60 3%B	42 4%zB	18 2%	9 4%	16 4%	16 2%	19 4%	5 4%	6 4%	12 3%	29 4%	19 3%	16 3%	9 2%	16 5%	50 3%	2 2%	3 3%	4 8%zOP
1-4 (Net)	108 6%	68 7%	40 5%	25 10%zEF	24 6%	35 5%	25 5%	5 5%	13 9%	24 5%	54 7%	35 6%	31 6%	19 5%	24 7%	95 6%	4 3%	5 5%	5 9%P
1-2 (Net)	32 2%f	23 2%	9 1%	3 1%	12 3%E	7 1%	10 2%	4 3%	2 2%	7 2%	18 2%	12 2%	9 2%	6 2%	5 1%	24 2%	2 2%	2 2%	3 6%zO
4-7 (Net)	688 38%K	379 39%	307 37%	106 44%F	143 37%	278 40%	160 34%	32 31%	60 43%	174 38%	313 38%	193 34%	203 38%	173 45%zK	118 37%	590 39%	43 34%	34 36%	21 39%
5-6 (Net)	299 17%GK	173 18%	125 15%	43 18%	55 14%	136 20%zDF	64 14%	9 9%	23 17%	74 16%	140 17%G	78 14%	95 18%	73 19%	53 17%	257 17%	18 15%	16 17%	7 13%
8-10 (Net)	946 53%e	496 51%	450 54%	120 49%	211 54%	383 55%	233 50%	49 47%	66 47%	247 54%	457 56%z	324 57%zMN	281 53%	183 47%	159 49%	789 52%	77 62%zO	53 57%	26 50%
7-10 (Net)	1286 71%S	675 70%	610 73%	167 68%	291 75%	505 72%	323 69%	71 68%	96 68%	335 74%	606 74%z	424 75%zN	374 71%	272 70%	216 67%	1077 70%	100 81%zO	69 74%	40 75%
9-10 (Net)	526 29%Ue	284 29%	242 29%	72 29%	115 30%	205 29%	134 29%	24 23%	46 32%	125 27%	269 33%z	179 32%	150 28%	116 30%	80 25%	438 29%	38 30%	31 33%	19 35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 354
D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
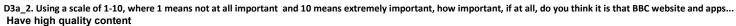**Provide content that other websites or apps don't provide**
Base = All who have used BBC online services in the past 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important 1	21	-	8	-	2	-	2	1	-	-	1	2	15	5	15	1
	1%BI	-	2%	-	1%	-	1%	1%	-	-	2%	1%	1%	1%	1%	1%
2	11	3	2	2	-	-	1	-	-	1	1	-	7	3	6	3
	1%f	2%	*	3%zTV	-	-	*	-	-	2%	1%	-	1%	1%	*	2%f
3	28	7	8	1	1	2	4	1	-	-	-	1	23	5	26	-
	2%	4%z	2%	2%	1%	3%	2%	1%	-	-	-	1%	2%	1%	2%	-
4	49	11	6	1	5	1	4	2	3	-	3	8	41	8	37	7
	3%	7%zT	1%	2%	2%	2%	2%	2%	5%	-	5%	6%zT	3%	2%	2%	4%
5	100	7	27	7	6	6	14	7	1	1	4	2	76	22	81	12
	6%	5%	7%	10%Vc	3%	8%c	7%c	6%	2%	2%	7%	2%	6%	5%	5%	7%
6	199	21	34	8	25	8	18	12	19	5	8	17	152	46	167	18
	11%K	14%	8%	11%	13%	12%	9%	10%	24%zTXY	10%	15%	12%	11%	10%	11%	10%
7	340	22	86	12	29	18	41	23	14	15	8	21	242	94	286	30
	19%	15%	21%	17%	15%	26%	21%	19%	19%	34%	14%	15%	18%	21%	19%	18%
8	420	31	91	21	32	17	52	33	13	15	13	33	303	110	348	45
	23%HMR	21%	22%	30%	17%	23%	27%	28%	17%	33%	23%	23%	23%	25%	23%	26%
9	287	17	68	6	37	10	32	23	7	5	12	26	230	54	244	23
	16%e	11%	16%	9%	20%	14%	17%	19%	9%	11%	22%	19%	17%ze	12%	16%	13%
Extremely Important 10	239	18	61	9	38	9	12	15	12	3	7	12	184	50	205	22
	13%X	12%	15%X	9%	20%zXc	9%	6%	15%X	16%X	7%	12%	9%	14%	11%	14%	13%
Don't know	107	15	26	6	13	3	13	1	7	1	-	17	51	49	93	10
	6%EJPYd	10%Yb	6%Y	8%Yb	7%Y	4%	7%Y	1%	9%Y	1%	-	12%zTYb	4%	11%zd	6%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 354
D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide content that other websites or apps don't provide
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800 *100%*	151 *100%*	415 *100%*	70 *100%*	188 *100%*	71 *100%*	194 *100%*	121 *100%*	77 *100%*	46 *100%*	57 *100%*	140 *100%*	1325 *100%*	446 *100%*	1507 *100%*	172 *100%*
Mean	**7.52AS**	7.09	7.55	7.15	**7.88zSUX**	7.37	7.33	**7.77SU**	7.45	7.58	7.41	7.50	7.53	7.47	7.56	7.45
1-3 (Net)	60 **3%B**	9 *6%*	18 *4%*	3 *5%*	3 *2%*	2 *3%*	7 *4%*	2 *1%*	- 	1 *2%*	2 *3%*	3 *2%*	45 *3%*	13 *3%*	47 *3%*	4 *3%*
1-4 (Net)	108 *6%*	20 **13%zTVY**	24 *6%*	5 *7%*	8 *4%*	3 *4%*	11 *6%*	4 *3%*	3 *5%*	1 *2%*	5 *8%*	11 *8%*	86 *6%*	21 *5%*	84 *6%*	11 *6%*
1-2 (Net)	32 **2%f**	3 *2%*	10 *2%*	2 *3%*	2 *1%*	- 	3 *2%*	1 *1%*	- 	1 *2%*	2 *3%*	2 *1%*	22 *2%*	9 *2%*	21 *1%*	4 *3%*
4-7 (Net)	688 **38%K**	61 *40%*	153 *37%*	28 *40%*	64 *34%*	33 *47%*	77 *40%*	44 *36%*	38 *49%*	21 *45%*	23 *41%*	49 *35%*	511 *39%*	169 *38%*	571 *38%*	67 *39%*
5-6 (Net)	299 **17%GK**	28 *19%*	61 *15%*	15 *21%*	31 *16%*	14 *19%*	33 *17%*	19 *16%*	20 **26%T**	5 *12%*	12 *21%*	20 *14%*	228 *17%*	68 *15%*	248 *16%*	30 *17%*
8-10 (Net)	946 **53%e**	66 *44%*	219 *53%*	33 *47%*	107 *57%*	33 *47%*	96 *50%*	74 **62%Sh**	32 *42%*	24 *52%*	32 *56%*	71 *51%*	718 **54%e**	214 *48%*	796 *53%*	90 *53%*
7-10 (Net)	1286 **71%S**	88 *59%*	305 **73%S**	44 *64%*	136 **72%S**	51 *72%*	137 *71%*	97 **80%zSUhc**	47 *61%*	39 *86%*	40 *70%*	92 *66%*	960 *72%*	308 *69%*	1082 *72%*	121 *70%*
9-10 (Net)	526 **29%Ue**	35 *23%*	128 **31%U**	12 *18%*	75 **40%zSUWX c**	16 *23%*	45 *23%*	41 **34%U**	19 *25%*	8 *18%*	19 *34%*	39 *27%*	414 **31%ze**	104 *23%*	449 *30%*	45 *26%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 355
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important	14	11	3	1	2	5	7	2	2	*	7	6	1	2	4	8	3	1	1
1	*1%IO*	*1%*	*	*	*	*1%*	*1%*	*2%I*	*2%I*	*	*1%*	*1%*	*	*	*1%*	*	*3%zO*	*2%*	*3%zO*
2	14	9	4	5	3	3	3	-	-	3	10	6	2	4	2	12	*	-	2
	1%	*1%*	*1%*	*2%E*	*1%*	*	*1%*	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*3%zOQ*
3	33	17	16	5	5	13	10	1	4	10	17	9	10	4	9	31	1	*	1
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*	*1%*
4	61	32	28	9	15	27	10	3	9	18	23	18	18	14	10	55	3	2	1
	3%	*3%*	*3%*	*4%*	*4%*	*4%*	*2%*	*3%*	*7%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*2%*	*1%*
5	120	68	52	18	24	51	27	6	13	32	55	37	39	20	23	99	11	7	3
	7%c	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*	*6%*	*9%*	*7%*	*7%*	*7%*	*7%*	*5%*	*7%*	*6%*	*9%*	*8%*	*5%*
6	199	115	82	31	31	78	58	6	21	51	83	60	55	48	36	172	7	13	7
	11%P	*12%*	*10%*	*13%*	*8%*	*11%*	*12%*	*5%*	*15%G*	*11%*	*10%*	*11%*	*10%*	*13%*	*11%*	*11%*	*6%*	*14%P*	*13%P*
7	346	196	150	47	78	142	79	19	18	93	171	100	104	90	51	291	30	15	9
	19%V	*20%*	*18%*	*19%*	*20%*	*20%*	*17%*	*18%*	*13%*	*20%*	*21%*	*18%*	*20%*	*23%N*	*16%*	*19%*	*24%*	*16%*	*16%*
8	440	227	213	52	107	174	108	32	28	119	197	137	137	75	91	375	31	23	11
	24%M	*23%*	*26%*	*21%*	*28%*	*25%*	*23%*	*31%*	*20%*	*26%*	*24%*	*24%*	*26%*	*19%*	*28%M*	*24%*	*25%*	*24%*	*21%*
9	257	138	119	37	58	100	62	10	15	62	127	99	74	53	31	218	17	14	8
	14%Ne	*14%*	*14%*	*15%*	*15%*	*14%*	*13%*	*10%*	*10%*	*14%*	*16%*	*18%zN*	*14%*	*14%*	*10%*	*14%*	*14%*	*15%*	*14%*
Extremely Important	220	108	112	32	46	82	60	9	21	53	107	66	59	54	41	180	16	13	10
10	*12%*	*11%*	*13%*	*13%*	*12%*	*12%*	*13%*	*9%*	*15%*	*12%*	*13%*	*12%*	*11%*	*14%*	*13%*	*12%*	*13%*	*14%*	*19%zO*
Don't know	98	48	50	7	19	26	46	17	11	15	23	25	30	22	21	90	3	4	1
	5%EIJYd	*5%*	*6%*	*3%*	*5%*	*4%*	*10%zCDE*	*16%zIJ*	*8%J*	*3%*	*3%*	*4%*	*6%*	*6%*	*7%*	*6%*	*3%*	*4%*	*3%*
Total mentions	1800	969	830	243	388	699	470	104	141	455	820	564	529	387	321	1530	124	94	53
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Mean	7.42AS	7.33	7.53A	7.36	7.52	7.40	7.40	7.44	7.14	7.40	7.44	7.45	7.44	7.44	7.31	7.41	7.39	7.55	7.47
1-3 (Net)	60 3%	37 4%	23 3%	10 4%	10 3%	20 3%	20 4%	3 3%	6 4%	13 3%	33 4%	21 4%	13 2%	10 3%	16 5%	50 3%	5 4%	2 2%	4 7%
1-4 (Net)	121 7%	69 7%	52 6%	19 8%	25 6%	47 7%	31 7%	6 6%	15 11%	31 7%	56 7%	39 7%	32 6%	24 6%	26 8%	105 7%	9 7%	3 4%	4 8%
1-2 (Net)	27 2%	20 2%	7 1%	5 2%	5 1%	7 1%	10 2%	2 2%	2 2%	3 1%	17 2%	12 2%	4 1%	6 1%	6 2%	19 1%	4 3%	1 2%	3 5%zO
4-7 (Net)	725 40%V	411 42%	313 38%	105 43%	148 38%	297 43%	174 37%	33 32%	61 43%	194 43%	332 40%	215 38%	216 41%	174 45%	120 37%	617 40%	51 41%	37 40%	19 36%
5-6 (Net)	318 18%	183 19%	134 16%	49 20%	56 14%	129 18%	85 18%	11 11%	33 24%G	83 18%	138 17%	97 17%	94 18%	69 18%	59 18%	271 18%	18 14%	20 22%	10 18%
8-10 (Net)	917 51%Se	473 49%	444 53%	121 50%	211 54%	356 51%	229 49%	52 49%	64 45%	233 51%	431 53%	302 54%	270 51%	181 47%	164 51%	773 51%	64 52%	51 54%	29 55%
7-10 (Net)	1263 70%HSe	668 69%	594 72%	168 69%	289 74%F	497 71%	308 66%	70 67%	82 58%	326 72%H	602 73%zH	402 71%	374 71%	272 70%	215 67%	1064 70%	95 76%	66 71%	38 71%
9-10 (Net)	477 27%e	246 25%	231 28%	69 28%	104 27%	182 26%	122 26%	19 19%	36 25%	115 25%	234 29%G	165 29%	133 25%	107 28%	73 23%	398 26%	33 27%	28 30%	18 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 355
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important	14	-	2	-	1	-	1	1	-	-	2	1	9	3	13	1
1	1%IO	-	*	-	1%	-	1%	*	-	-	4%zST	*	1%	1%	1%	1%
2	14	-	3	-	4	-	1	2	-	1	2	-	10	3	9	3
	1%	-	1%	-	2%	-	*	1%	-	2%	3%z	-	1%	1%	1%	2%
3	33	7	8	-	4	1	2	2	1	-	2	4	25	8	27	5
	2%	4%	2%	-	2%	1%	1%	2%	1%	-	3%	3%	2%	2%	2%	3%
4	61	10	16	2	6	3	11	2	2	*	-	3	49	11	50	6
	3%	6%	4%	3%	3%	4%	6%	2%	2%	1%	-	2%	4%	2%	3%	3%
5	120	15	27	8	10	6	15	8	6	2	1	1	95	23	93	13
	7%c	10%c	7%c	12%bc	5%	9%c	8%c	7%c	8%c	4%	2%	1%	7%	5%	6%	7%
6	199	24	40	8	21	11	13	12	10	3	12	18	143	55	168	19
	11%P	16%X	10%	12%	11%	15%X	7%	10%	13%	6%	21%zTX	13%	11%	12%	11%	11%
7	346	27	88	9	23	12	38	22	17	18	10	28	254	87	289	37
	19%V	18%	21%V	13%	12%	17%	20%	18%	22%	38%	17%	20%	19%	20%	19%	22%
8	440	29	100	26	43	17	43	32	21	15	13	37	322	111	375	37
	24%M	19%	24%	37%zSTX	23%	23%	22%	26%	27%	32%	23%	26%	24%	25%	25%	22%
9	257	17	58	6	26	11	36	25	5	4	11	18	205	51	216	22
	14%Ne	11%	14%	9%	14%	16%	18%h	21%h	6%	10%	20%h	13%	15%	11%	14%	13%
Extremely Important 10	220	16	55	5	38	6	18	13	10	3	2	14	169	46	186	19
	12%	10%	13%	7%	20%zUWXbc	8%	9%	11%	13%	6%	4%	10%	13%	10%	12%	11%
Don't know	98	8	18	5	11	5	16	1	7	1	2	17	44	49	83	10
	5%EIJYd	5%	4%	7%Y	6%Y	6%Y	8%Y	*	9%Y	1%	4%	12%zTY	3%	11%zd	6%	6%
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 355
D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Present content in a unique/innovative way
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Mean	7.42AS	7.00	7.45S	7.33	7.61S	7.32	7.42	7.55S	7.43	7.46	7.01	7.53S	7.43	7.38	7.45	7.22
1-3 (Net)	60	7	13	-	9	1	4	5	1	1	6	5	44	14	48	9
	3%	4%	3%	-	5%	1%	2%	4%	1%	2%	10%zTUWXh	3%	3%	3%	3%	5%
1-4 (Net)	121	17	29	2	16	3	15	7	2	1	6	8	93	25	97	15
	7%	11%	7%	3%	8%	5%	8%	5%	3%	2%	10%	5%	7%	6%	6%	9%
1-2 (Net)	27	-	5	-	5	-	2	2	-	1	4	1	19	6	21	4
	2%	-	1%	-	3%	-	1%	2%	-	2%	7%zSTUWXhc	*	1%	1%	1%	2%
4-7 (Net)	725	75	171	28	59	32	77	45	35	23	22	50	542	175	599	75
	40%V	50%Vc	41%	40%	32%	45%	40%	37%	45%	49%	39%	36%	41%	39%	40%	44%
5-6 (Net)	318	38	68	17	30	17	28	21	16	5	13	19	238	78	261	31
	18%	25%Xc	16%	24%	16%	25%	14%	17%	20%	10%	22%	14%	18%	17%	17%	18%
8-10 (Net)	917	61	213	37	108	33	97	70	35	22	27	69	695	208	777	78
	51%Se	40%	51%	53%	57%S	47%	50%	58%S	46%	48%	47%	49%	52%e	47%	52%	46%
7-10 (Net)	1263	88	301	46	131	46	136	92	53	40	36	97	950	295	1066	116
	70%HSe	58%	72%S	66%	70%	64%	70%	77%S	68%	86%	64%	69%	72%e	66%	71%	68%
9-10 (Net)	477	33	113	11	65	17	54	39	15	7	13	32	373	97	403	41
	27%e	22%	27%	16%	34%zSUh	24%	28%	32%U	19%	16%	24%	23%	28%ze	22%	27%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 356
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important	**13**	8	5	1	1	5	6	1	1	-	9	2	2	6	3	9	2	2	-
1	**1%**	1%	1%	1%	*	1%	1%	1%I	1%	-	1%I	*	*	1%	1%	1%	2%	2%	-
2	**6**	5	1	1	2	1	3	*	-	1	2	3	1	1	1	6	-	-	1
	*****	1%	*	*	1%	*	1%	*	-	*	*	1%	*	*	*	*	-	-	1%
3	**23**	12	11	2	12	6	3	-	3	5	7	6	3	10	3	20	2	1	*
	1%	1%	1%	1%	3%zEF	1%	1%	-	2%	1%	1%	1%	1%	3%zL	1%	1%	1%	1%	1%
4	**34**	24	9	6	5	11	11	1	1	12	15	10	10	4	10	29	3	1	1
	2%	2%	1%	3%	1%	2%	2%	1%	1%	3%	2%	2%	2%	1%	3%	2%	3%	1%	1%
5	**88**	45	42	13	14	41	21	4	12	22	34	28	25	15	20	77	4	5	2
	5%	5%	5%	5%	4%	6%	4%	4%	9%	5%	4%	5%	5%	4%	6%	5%	3%	5%	4%
6	**147**	86	61	13	39	58	36	10	14	32	65	50	37	30	30	128	5	11	3
	8%	9%	7%	5%	10%	8%	8%	10%	10%	7%	8%	9%	7%	8%	9%	8%	4%	12%P	5%
7	**315**	178	137	50	73	127	65	20	21	85	163	97	91	72	55	273	22	11	8
	17%	18%	16%	20%F	19%	18%	14%	19%	15%	19%	20%z	17%	17%	19%	17%	18%	18%	12%	16%
8	**459**	249	210	57	105	182	114	17	28	127	211	149	149	92	69	385	37	24	13
	25%G	26%	25%	24%	27%	26%	24%	16%	20%	28%G	26%	26%	28%	24%	21%	25%	30%	26%	24%
9	**319**	163	156	50	68	116	84	18	26	82	148	100	104	64	52	263	26	18	13
	18%	17%	19%	21%	18%	17%	18%	17%	18%	18%	18%	18%	20%	17%	16%	17%	21%	19%	24%
Extremely Important	**294**	146	148	40	52	121	81	17	22	70	147	95	76	68	55	247	19	18	10
10	**16%X**	15%	18%	16%	13%	17%	17%	16%	16%	15%	18%	17%	14%	18%	17%	16%	15%	19%	19%
Don't know	**103**	53	50	9	16	32	46	15	13	18	18	24	30	26	24	94	4	3	3
	6%JKTYd	5%	6%	4%	4%	5%	10%zCDE	14%zIJ	9%IJ	4%	2%	4%	6%	7%	8%	6%	3%	3%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 356
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
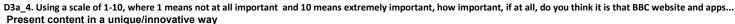**Have content that appeals to a wide range of different audiences across the UK**
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Total mentions	**1800** 100%	969 100%	830 100%	243 100%	388 100%	699 100%	470 100%	104 100%	141 100%	455 100%	820 100%	564 100%	529 100%	387 100%	321 100%	1530 100%	124 100%	94 100%	53 100%
Mean	**7.80A**	7.71	**7.91zA**	7.83	7.69	7.83	7.84	7.84	7.67	7.84	7.85	7.82	7.87	7.76	7.69	7.78	7.86	7.85	8.10
1-3 (Net)	**42** **2%**	24 3%	17 2%	5 2%	14 **4%E**	11 2%	11 2%	1 1%	4 3%	6 1%	18 2%	11 2%	7 1%	17 **4%zL**	7 2%	35 2%	4 3%	2 3%	1 2%
1-4 (Net)	**76** **4%**	48 5%	27 3%	11 5%	20 5%	22 3%	22 5%	2 2%	5 4%	19 4%	33 4%	21 4%	17 3%	21 5%	16 5%	63 4%	7 6%	4 4%	2 3%
1-2 (Net)	**19** **1%**	13 1%	7 1%	2 1%	3 1%	5 1%	9 2%	1 1%	1 1%	1 *	11 1%	5 1%	4 1%	7 2%	4 1%	15 1%	2 2%	2 2%	1 1%
4-7 (Net)	**583** **32%**	333 34%	248 30%	82 34%	131 34%	237 34%	133 28%	36 34%	48 34%	150 33%	277 34%	185 33%	163 31%	120 31%	115 36%	506 33%	35 28%	28 30%	14 26%
5-6 (Net)	**235** **13%**	131 14%	102 12%	26 11%	53 14%	99 14%	57 12%	14 14%	26 18%	53 12%	100 12%	78 14%	62 12%	45 12%	50 15%	205 13%	9 7%	16 **17%P**	5 9%
8-10 (Net)	**1072** **60%Ue**	558 58%	514 62%	147 61%	226 58%	419 60%	280 60%	52 50%	76 54%	280 62%	506 **62%G**	343 61%	329 62%	224 58%	176 55%	895 58%	82 66%	60 64%	36 67%
7-10 (Net)	**1387** **77%HNe**	736 76%	651 78%	197 **81%F**	299 77%	546 78%	345 73%	73 70%	96 69%	365 **80%GH**	669 **82%zGH**	440 78%	420 **79%N**	296 76%	231 72%	1168 76%	104 84%	71 76%	44 83%
9-10 (Net)	**613** **34%e**	309 32%	304 37%	90 37%	120 31%	237 34%	165 35%	35 34%	48 34%	153 34%	295 36%	195 35%	180 34%	132 34%	107 33%	510 33%	45 36%	36 38%	23 **43%zO**

Table 356
D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Have content that appeals to a wide range of different audiences across the UK
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important	13	-	2	-	-	-	3	-	-	-	1	3	9	2	12	*
1	1%	-	1%	-	-	-	1%	-	-	-	2%	2%z	1%	1%	1%	*
2	6	-	2	-	1	-	1	-	-	1	1	1	3	3	5	-
	*	-	*	-	*	-	*	-	-	2%	1%	1%	*	1%	*	-
3	23	1	11	-	3	1	2	2	-	-	-	1	19	3	18	3
	1%	1%	3%z	-	2%	1%	1%	1%	-	-	-	1%	1%	1%	1%	2%
4	34	5	7	3	1	2	6	1	1	*	1	1	28	6	30	2
	2%	4%	2%	4%V	*	3%	3%	1%	1%	1%	2%	*	2%	1%	2%	1%
5	88	7	17	7	8	3	12	5	7	4	1	6	64	22	76	5
	5%	5%	4%	10%T	4%	4%	6%	4%	9%	9%	2%	4%	5%	5%	5%	3%
6	147	10	42	5	13	8	13	6	7	4	8	12	106	40	118	14
	8%	6%	10%	7%	7%	12%	7%	5%	9%	9%	13%	8%	8%	9%	8%	8%
7	315	29	81	15	28	13	29	22	10	12	16	19	237	75	259	37
	17%	19%	20%	21%	15%	18%	15%	18%	13%	27%	27%c	14%	18%	17%	17%	22%
8	459	38	98	15	44	19	53	34	24	12	10	37	337	114	379	44
	25%G	25%	24%	22%	23%	27%	27%	28%	31%	27%	18%	27%	25%	26%	25%	25%
9	319	19	81	10	28	7	43	25	7	7	7	27	251	66	273	27
	18%	13%	19%	14%	15%	10%	22%Wh	21%	9%	16%	13%	20%	19%	15%	18%	16%
Extremely Important	294	32	60	7	44	14	20	25	13	4	10	18	222	68	247	29
10	16%X	21%X	14%	11%	23%zTUXc	20%X	10%	21%X	16%	9%	18%	13%	17%	15%	16%	17%
Don't know	103	10	14	7	18	4	13	1	9	1	2	15	49	48	90	9
	6%JKTYd	7%Y	3%	11%TY	10%TY	5%Y	7%Y	*	12%TY	1%	4%	11%zTY	4%	11%zd	6%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.80A	7.91	7.69	7.48	8.07TU	7.79	7.66	8.10TU	7.77	7.51	7.60	7.73	7.82	7.77	7.80	7.86
1-3 (Net)	42	1	15	-	4	1	5	2	-	1	2	5	31	8	36	3
	2%	1%	4%	-	2%	1%	3%	1%	-	2%	3%	4%	2%	2%	2%	2%
1-4 (Net)	76	6	22	3	5	3	11	3	1	1	3	6	59	14	65	6
	4%	4%	5%	4%	2%	4%	6%	2%	1%	2%	5%	4%	4%	3%	4%	3%
1-2 (Net)	19	-	4	-	1	-	3	-	-	1	2	4	12	5	17	*
	1%	-	1%	-	*	-	2%	-	-	2%	3%	3%z	1%	1%	1%	*
4-7 (Net)	583	51	147	30	50	26	60	35	25	21	25	37	435	143	482	59
	32%	34%	35%	43%Vc	27%	36%	31%	29%	32%	45%	45%Vc	27%	33%	32%	32%	34%
5-6 (Net)	235	17	59	12	22	11	25	12	14	8	9	17	170	62	193	19
	13%	11%	14%	17%	11%	15%	13%	10%	19%	18%	15%	12%	13%	14%	13%	11%
8-10 (Net)	1072	89	239	33	116	41	116	84	43	24	28	83	810	247	900	100
	60%Ue	59%	58%	47%	62%	57%	60%	70%zTUb	56%	52%	49%	59%	61%	55%	60%	58%
7-10 (Net)	1387	118	320	47	143	53	145	106	43	36	43	102	1047	322	1159	137
	77%HNe	78%	77%	68%	76%	75%	75%	87%zTUVWXhc	69%	79%	76%	73%	79%ze	72%	77%	80%
9-10 (Net)	613	51	141	17	72	21	63	50	20	12	17	45	473	133	520	57
	34%e	34%	34%	25%	38%	30%	33%	42%U	26%	26%	31%	32%	36%e	30%	35%	33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 357
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
Provide distinctive online programmes and content
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**2018**	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	**1800**	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Not At All Important 1	**10** **1%B**	9 *1%zB*	1 *	1 *	1 *	4 *1%*	4 *1%*	1 *1%I*	3 *2%I*	- -	3 *	2 *	2 *	3 *1%*	3 *1%*	8 *1%*	* *	1 *1%*	- -
2	**9** **1%**	6 *1%*	3 *	3 *1%*	2 *	3 *	2 *	1 *1%*	- -	2 *	5 *1%*	4 *1%*	2 *	3 *1%*	1 *	8 *1%*	- -	* *	* *1%*
3	**23** **1%**	12 *1%*	11 *1%*	3 *1%*	9 *2%*	6 *1%*	4 *1%*	1 *1%*	2 *1%*	6 *1%*	9 *1%*	10 *2%*	7 *1%*	3 *1%*	3 *1%*	19 *1%*	2 *2%*	1 *1%*	1 *3%*
4	**52** **3%**	27 *3%*	25 *3%*	11 *5%*	13 *3%*	19 *3%*	9 *2%*	3 *2%*	4 *3%*	15 *3%*	20 *2%*	17 *3%*	12 *2%*	10 *3%*	14 *4%*	44 *3%*	6 *5%*	1 *1%*	2 *3%*
5	**92** **5%f**	46 *5%*	46 *6%*	13 *5%*	27 *7%*	34 *5%*	18 *4%*	2 *2%*	8 *6%*	21 *5%*	42 *5%*	30 *5%*	30 *6%*	20 *5%*	12 *4%*	81 *5%*	5 *4%*	4 *5%*	2 *3%*
6	**182** **10%**	108 *11%*	74 *9%*	26 *11%*	36 *9%*	74 *11%*	45 *10%*	6 *5%*	17 *12%*	53 *12%*	77 *9%*	47 *8%*	55 *10%*	39 *10%*	41 *13%*	156 *10%*	10 *8%*	10 *10%*	6 *12%*
7	**354** **20%**	179 *19%*	174 *21%*	54 *22%*	72 *19%*	147 *21%*	80 *17%*	23 *22%*	23 *16%*	76 *17%*	180 *22%zI*	111 *20%*	103 *19%*	81 *21%*	59 *18%*	309 *20%*	17 *13%*	19 *20%*	9 *17%*
8	**453** **25%**	261 *27%*	192 *23%*	61 *25%*	101 *26%*	172 *25%*	119 *25%*	23 *22%*	28 *20%*	124 *27%*	206 *25%*	140 *25%*	148 *28%*	84 *22%*	82 *25%*	372 *24%*	43 *34%zOR*	28 *30%*	11 *20%*
9	**286** **16%Ne**	157 *16%*	129 *16%*	33 *13%*	68 *18%*	115 *16%*	70 *15%*	12 *11%*	21 *15%*	78 *17%*	140 *17%*	106 *19%zN*	88 *17%N*	63 *16%N*	29 *9%*	247 *16%*	20 *16%*	9 *10%*	11 *20%Q*
Extremely Important 10	**249** **14%**	126 *13%*	123 *15%*	32 *13%*	46 *12%*	101 *14%*	70 *15%*	15 *14%*	18 *13%*	62 *14%*	122 *15%*	74 *13%*	58 *11%*	66 *17%L*	51 *16%*	202 *13%*	19 *15%*	18 *20%O*	10 *18%*
Don't know	**90** **5%ACEJYd**	38 *4%*	52 *6%A*	6 *2%*	13 *3%*	23 *3%*	48 *10%zCDE*	18 *17%zIJ*	15 *11%zIJ*	18 *4%*	17 *2%*	22 *4%*	26 *5%*	15 *4%*	29 *9%zKLM*	84 *6%*	3 *2%*	1 *2%*	2 *3%*
Total mentions	**1800** **100%**	969 *100%*	830 *100%*	243 *100%*	388 *100%*	699 *100%*	470 *100%*	104 *100%*	141 *100%*	455 *100%*	820 *100%*	564 *100%*	529 *100%*	387 *100%*	321 *100%*	1530 *100%*	124 *100%*	94 *100%*	53 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 357
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Mean	7.62	7.58	7.66	7.45	7.52	7.65	7.73	7.69	7.45	7.66	7.69	7.64	7.60	7.69	7.53	7.59	7.74	7.74	7.74
1-3 (Net)	42	27	15	7	12	13	10	3	4	8	17	16	11	9	6	35	3	2	2
	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%
1-4 (Net)	94	54	40	18	25	32	19	6	9	23	36	33	22	19	20	79	8	3	4
	5%	6%	5%	7%	6%	5%	4%	5%	6%	5%	4%	6%	4%	5%	6%	5%	7%	4%	7%
1-2 (Net)	19	15	4	4	3	7	6	2	3	2	8	6	3	6	4	16	*	2	*
	1%B	2%	*	2%	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	1%	1%	*	2%	1%
4-7 (Net)	680	360	319	105	148	274	152	33	53	165	319	206	199	150	125	589	37	34	19
	38%Fc	37%	38%	43%F	38%	39%F	32%	32%	38%	36%	39%	37%	38%	39%	39%	39%	30%	36%	36%
5-6 (Net)	274	154	120	39	63	108	64	7	26	74	119	77	85	59	53	236	15	14	8
	15%Gf	16%	14%	16%	16%	15%	14%	7%	18%G	16%G	15%	14%	16%	15%	16%	15%	12%	15%	15%
8-10 (Net)	989	544	445	126	215	388	259	50	68	263	468	320	294	213	161	821	81	56	31
	55%e	56%	54%	52%	55%	56%	55%	48%	48%	58%	57%	57%	56%	55%	50%	54%	65%zO	59%	58%
7-10 (Net)	1342	723	618	181	287	536	339	74	91	339	648	432	396	294	220	1130	98	75	40
	75%HNe	75%	74%	74%	74%	77%	72%	70%	65%	75%	79%zH	77%N	75%	76%	69%	74%	79%	80%	75%
9-10 (Net)	535	283	252	65	114	216	140	27	39	139	262	181	146	130	79	449	39	28	20
	30%e	29%	30%	27%	29%	31%	30%	26%	28%	31%	32%	32%N	28%	34%N	25%	29%	31%	30%	38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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UnweightedBase	2018	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Not At All Important	10	-	2	-	1	-	3	-	-	-	1	1	5	2	9	*
1	1%B	-	1%	-	*	-	2%	-	-	-	2%	*	*	*	1%	*
2	9	-	3	-	-	-	1	-	-	-	1	4	6	3	8	-
	1%	-	1%	-	-	-	1%	-	-	-	1%	3%z	*	1%	1%	-
3	23	4	6	2	2	1	*	-	2	1	-	1	20	2	21	1
	1%	3%	1%	2%	1%	1%	*	-	2%	2%	-	*	2%	1%	1%	*
4	52	4	13	*	8	2	6	5	2	1	1	1	41	9	42	7
	3%	3%	3%	1%	4%	3%	3%	4%	2%	3%	2%	1%	3%	2%	3%	4%
5	92	4	28	6	8	3	13	6	4	3	3	4	71	19	65	9
	5%f	3%	7%	8%	4%	4%	7%	5%	5%	6%	6%	3%	5%	4%	4%	5%
6	182	14	53	10	19	10	12	11	8	1	7	11	132	49	151	15
	10%	10%	13%X	14%	10%	14%	6%	9%	11%	1%	13%	8%	10%	11%	10%	9%
7	354	38	84	14	33	17	38	25	12	15	10	23	257	93	300	32
	20%	25%	20%	20%	18%	24%	20%	21%	15%	33%	17%	17%	19%	21%	20%	19%
8	453	34	86	21	39	15	52	34	22	16	16	37	338	110	379	48
	25%	22%	21%	30%	21%	22%	27%	28%	29%	36%	28%	26%	25%	25%	25%	28%
9	286	21	77	7	25	11	38	22	10	3	10	22	228	57	249	22
	16%Ne	14%	18%	10%	13%	16%	19%	19%	13%	6%	18%	16%	17%ze	13%	17%	13%
Extremely Important	249	19	52	7	42	7	18	17	11	6	5	18	192	51	209	26
10	14%	13%	13%	10%	23%zTUWX b	10%	9%	14%	14%	12%	9%	13%	14%	12%	14%	15%
Don't know	90	13	12	3	9	5	12	1	7	1	3	19	36	49	75	12
	5%ACEJYd	9%TY	3%	4%	5%	6%Y	6%Y	1%	9%TY	1%	5%	13%zTVY	3%	11%zd	5%	7%
Total mentions	1800	151	415	70	188	71	194	121	77	46	57	140	1325	446	1507	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 357
D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...
 Provide distinctive online programmes and content
Base = All who have used BBC online services in the past 3 months

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1800	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	1370	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Mean	7.62	7.59	7.49	7.40	7.80	7.51	7.54	7.77	7.66	7.53	7.47	7.74	7.65	7.57	7.64	7.68
1-3 (Net)	42	4	11	2	3	1	5	-	2	1	2	5	31	8	38	1
	2%	3%	3%	2%	2%	1%	3%	-	2%	2%	3%	3%	2%	2%	3%	1%
1-4 (Net)	94	8	24	2	11	3	11	5	3	2	3	6	72	17	80	9
	5%	5%	6%	3%	6%	4%	6%	4%	5%	5%	5%	4%	5%	4%	5%	5%
1-2 (Net)	19	-	5	-	1	-	5	-	-	-	2	4	11	5	17	*
	1%B	-	1%	-	*	-	2%	-	-	-	3%	3%z	1%	1%	1%	*
4-7 (Net)	680	60	177	30	69	32	69	46	26	20	21	39	501	170	558	63
	38%Fc	40%	43%c	43%c	37%	45%c	36%	38%	33%	43%	37%	28%	38%	38%	37%	37%
5-6 (Net)	274	18	80	16	27	13	25	17	12	3	10	14	202	67	216	24
	15%Gf	12%	19%zc	22%c	14%	18%	13%	14%	16%	7%	18%	10%	15%	15%	14%	14%
8-10 (Net)	989	73	215	35	107	34	108	73	43	25	31	77	758	219	836	95
	55%e	49%	52%	50%	57%	47%	55%	61%	56%	54%	55%	55%	57%ze	49%	55%	56%
7-10 (Net)	1342	111	299	49	140	51	146	98	55	40	41	101	1015	312	1137	128
	75%HNe	74%	72%	70%	75%	71%	75%	81%	71%	86%	72%	72%	77%ze	70%	75%	74%
9-10 (Net)	535	40	129	14	68	18	56	40	21	8	15	41	420	109	458	48
	30%e	26%	31%	20%	36%U	26%	29%	33%	27%	18%	27%	29%	32%ze	24%	30%	28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 358
D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Have a mix of different types of content	**2444** **60%FGHNP** Re	1194 *60%*	1249 *59%*	326 **69%zF**	519 **66%zF**	894 **66%zF**	705 *48%*	184 *45%*	207 *47%*	649 **62%GH**	1001 **74%zGHI**	640 **68%zMN**	667 **66%zMN**	583 **59%N**	555 *48%*	2078 **60%PR**	169 *49%*	136 **68%zOPR**	61 *52%*
Have high quality content	**2514** **61%FGHNP** Rhe	1215 *61%*	1296 *62%*	345 **73%zDEF**	523 **67%zF**	906 **66%zF**	739 *50%*	187 *46%*	216 *49%*	667 **64%GH**	1018 **75%zGHI**	664 **71%zMN**	679 **67%zMN**	596 **60%N**	575 *50%*	2125 **62%PR**	182 *53%*	142 **70%zOPR**	65 *55%*
Provide content that other websites or apps don't provide	**2187** **53%FGHNS** e	1062 *53%*	1123 *54%*	295 **62%zF**	479 **61%zF**	793 **58%zF**	620 *42%*	161 *40%*	199 *45%*	582 **56%GH**	888 **65%zGHI**	596 **63%zLMN**	561 **55%N**	523 **53%N**	506 *44%*	1839 *54%*	168 *49%*	123 **61%zOPR**	57 *48%*
Present content in a unique/innovative way	**2173** **53%FGHNP** RSWe	1047 *52%*	1125 *54%*	286 **61%zF**	474 **60%zF**	798 **58%zF**	615 *42%*	157 *39%*	178 *40%*	575 **55%GH**	908 **67%zGHI**	571 **61%zMN**	575 **57%zN**	524 **53%N**	503 *44%*	1835 **53%PR**	160 *47%*	122 **61%zOPR**	55 *47%*
Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	**2380** **58%FGHNP** e	1160 *58%*	1218 *58%*	325 **69%zF**	494 **63%zF**	872 **64%zF**	689 *47%*	173 *42%*	202 *46%*	640 **62%zGH**	982 **72%zGHI**	627 **67%zMN**	634 **63%zMN**	561 **56%N**	559 *49%*	2019 **59%P**	171 *50%*	127 **63%zPR**	64 *54%*
Provide distinctive online programmes and content	**2280** **56%FGHNP** Re	1108 *55%*	1169 *56%*	309 **65%zF**	473 **60%zF**	845 **62%zF**	654 *44%*	169 *41%*	195 *44%*	601 **58%GH**	939 **69%zGHI**	607 **65%zMN**	618 **61%zMN**	543 **54%N**	513 *45%*	1934 **56%PR**	156 *45%*	132 **65%zOPR**	58 *49%*

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Table 358
D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Have a mix of different types of content	**2444 60%FGHNP Re**	191 64%h	532 62%h	82 54%	224 58%	116 55%	289 61%	160 71%zTUVW Xhc	95 51%	76 68%h	98 63%	213 58%	1724 68%ze	689 47%	2064 59%	221 62%
Have high quality content	**2514 61%FGHNP Rhe**	202 68%h	526 61%	96 63%	235 60%	123 58%	296 63%	158 71%zTVWh c	97 52%	72 64%	105 67%h	215 58%	1734 69%ze	740 50%	2124 61%	222 62%
Provide content that other websites or apps don't provide	**2187 53%FGHNS e**	137 46%	492 57%SWh	77 51%	206 53%	99 47%	257 54%	144 64%zSUVW Xhc	85 45%	71 63%SWh	87 56%	183 50%	1539 61%ze	610 41%	1850 53%	184 52%
Present content in a unique/innovative way	**2173 53%FGHNP RSWe**	135 45%	491 57%zSW	79 52%	203 52%	95 45%	266 56%SW	139 62%zSWhc	88 47%	69 61%SW	85 54%	184 50%	1527 60%ze	608 41%	1848 53%	177 50%
Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	**2380 58%FGHNP e**	193 65%VWhc	519 60%h	85 56%	214 55%	111 52%	282 60%	159 71%zTUVW Xhbc	92 50%	72 64%	92 59%	201 55%	1664 66%ze	680 46%	2005 57%	212 59%
Provide distinctive online programmes and content	**2280 56%FGHNP Re**	167 56%	500 58%W	86 57%	211 54%	103 49%	265 56%	149 66%zVWh c	93 50%	70 62%	95 60%	195 53%	1604 63%ze	643 44%	1941 56%	193 54%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	2018	1100	916	315	439	791	473	129	153	524	935	763	533	355	367	1559	153	176	130
WeightedBase	1800	969	830	243	388	699	470	104*	141*	455	820	564	529	387	321	1530	124	94	53*
EffectiveBase	1370	790	586	215	306	560	305	89	97	365	660	539	369	247	251	1097	116	125	97
Have a mix of different types of content	1425 79%HNe	756 78%	669 81%	192 79%	312 80%	559 80%	361 77%	76 73%	98 70%	362 80%H	684 83%zGH	449 80%N	439 83%zN	302 78%	235 73%	1206 79%	100 81%	77 82%	42 78%
Have high quality content	1478 82%HN	785 81%	692 83%	203 83%	318 82%	582 83%	375 80%	78 75%	103 73%	382 84%GH	695 85%zGH	476 84%N	450 85%N	311 80%	242 75%	1242 81%	110 89%zO	81 86%	46 86%
Provide content that other websites or apps don't provide	1286 71%S	675 70%	610 73%	167 68%	291 75%	505 72%	323 69%	71 68%	96 68%	335 74%	606 74%z	424 75%zN	374 71%	272 70%	216 67%	1077 70%	95 81%zO	69 74%	40 75%
Present content in a unique/innovative way	1263 70%HSe	668 69%	594 72%	168 69%	289 74%F	497 71%	308 66%	70 67%	82 58%	326 72%H	602 73%zH	402 71%	374 71%	272 70%	215 67%	1064 70%	95 76%	66 71%	38 71%
Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	1387 77%HNe	736 76%	651 78%	197 81%F	299 77%	546 78%	345 73%	73 70%	96 69%	365 80%GH	669 82%zGH	440 78%	420 79%N	296 76%	231 72%	1168 76%	104 84%	71 76%	44 83%
Provide distinctive online programmes and content	1342 75%HNe	723 75%	618 74%	181 74%	287 74%	536 77%	339 72%	74 70%	91 65%	339 75%	648 79%zH	432 77%N	396 75%	294 76%	220 69%	1130 74%	98 79%	75 80%	40 75%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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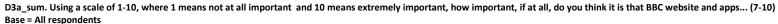
Table 359
D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)
Base = All who have used BBC online services in the past 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**2018**	134	427	78	182	82	191	127	78	43	61	156	1356	614	1678	199
WeightedBase	**1800**	151*	415	70*	188	71*	194	121*	77*	46**	57*	140	1325	446	1507	172
EffectiveBase	**1370**	87	289	61	122	72	140	98	54	28	48	117	952	401	1141	142
Have a mix of different types of content	**1425** **79%HNe**	122 *81%*	330 *79%*	49 *71%*	148 *79%*	57 *80%*	147 *76%*	108 **90%zTUVX hc**	55 *71%*	40 *88%*	46 *81%*	103 *74%*	1077 **81%ze**	333 *75%*	1197 *79%*	142 *83%*
Have high quality content	**1478** **82%HN**	130 *86%*	326 *78%*	55 *79%*	155 *82%*	58 *82%*	151 *78%*	109 **90%zTUXc**	61 *80%*	40 *87%*	46 *82%*	111 *79%*	1102 *83%*	357 *80%*	1241 *82%*	146 *85%*
Provide content that other websites or apps don't provide	**1286** **71%S**	88 *59%*	305 **73%S**	44 *64%*	136 **72%S**	51 *72%*	137 *71%*	97 **80%zSUhc**	47 *61%*	39 *86%*	40 *70%*	92 *66%*	960 *72%*	308 *69%*	1082 *72%*	121 *70%*
Present content in a unique/innovative way	**1263** **70%HSe**	88 *58%*	301 **72%S**	46 *66%*	131 *70%*	46 *64%*	136 *70%*	92 **77%S**	53 *68%*	40 *86%*	36 *64%*	97 *69%*	950 **72%e**	295 *66%*	1066 *71%*	116 *68%*
Have content that appeals to a wide range of different audiences across the UK, for example peopleof different ages, regions, backgrounds and ethnicities.	**1387** **77%HNe**	118 *78%*	320 *77%*	47 *68%*	143 *76%*	53 *75%*	145 *75%*	106 **87%zTUVW Xhc**	53 *69%*	36 *79%*	43 *76%*	102 *73%*	1047 **79%ze**	322 *72%*	1159 *77%*	137 *80%*
Provide distinctive online programmes and content	**1342** **75%HNe**	111 *74%*	299 *72%*	49 *70%*	140 *75%*	51 *71%*	146 *75%*	98 *81%*	55 *71%*	40 *86%*	41 *72%*	101 *72%*	1015 **77%ze**	312 *70%*	1137 *75%*	128 *74%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have used BBC websites/apps in the last 3 months

	BBC.co.uk offers me something that other websites/ apps do not	BBC Sport offers me something that other websites/ apps do not	BBC News offers me something that other websites/apps do not	BBC Weather offers me something that other websites/ apps do not	BBC CBeebies Playtime offers me something that other websites/apps do not	BBC Music offers me something that other websites/ apps do not	BBC Food offers me something that other websites/apps do not	BBC iWonder offers me something that other websites/ apps do not	BBC+ offers me something that other websites/ apps do not	BBC Bitesize offers me something that other websites/ apps do not	BBC CBeebies Storytime offers me something that other websites/ apps do not
UnweightedBase	630	748	1253	1026	123	191	366	58	87	162	104
WeightedBase	513	628	1089	901	103	158	321	49	75	128	84
EffectiveBase	443	540	861	692	85	136	247	45	67	108	71
Not At All Agree 1	12 2%	11 2%	30 3%	20 2%	- -	* *	7 2%	- -	1 1%	1 1%	- -
2	8 2%	8 1%	10 1%	16 2%	- -	* *	2 1%	1 2%	- -	- -	3 3%
3	9 2%	11 2%	27 2%	22 2%	- -	1 1%	2 1%	1 2%	1 1%	- -	- -
4	17 3%	22 4%	38 3%	25 3%	1 1%	5 3%	11 4%	1 1%	1 1%	2 2%	1 1%
5	28 6%	37 6%	90 8%	82 9%	4 4%	11 7%	15 5%	1 1%	7 10%	4 3%	1 1%
6	55 11%	67 11%	130 12%	127 14%	10 9%	10 7%	34 11%	4 8%	7 10%	9 7%	10 12%
7	108 21%	138 22%	234 21%	183 20%	12 12%	27 17%	57 18%	12 24%	13 18%	21 17%	12 14%
8	133 26%	152 24%	245 23%	191 21%	31 30%	38 24%	71 22%	9 18%	18 24%	32 25%	19 23%
9	75 15%	94 15%	151 14%	119 13%	23 22%	38 24%	61 19%	17 34%	20 27%	31 24%	22 26%
Agree Completely 10	47 9%	66 10%	99 9%	83 9%	20 19%	25 16%	51 16%	5 10%	6 7%	26 20%	16 19%
Don't know	21 4%	22 3%	36 3%	34 4%	3 3%	1 *	10 3%	- -	1 2%	1 1%	1 2%
Total mentions	513 100%	628 100%	1089 100%	901 100%	103 100%	158 100%	321 100%	49 100%	75 100%	128 100%	84 100%
Mean	7.23	7.30	7.08	7.03	8.16	7.84	7.60	7.85	7.60	8.11	8.00
1-3 (Net)	29 6%	30 5%	67 6%	58 6%	- -	2 1%	11 3%	2 4%	1 2%	1 1%	3 3%
1-4 (Net)	46 9%	52 8%	104 10%	82 9%	1 1%	7 5%	22 7%	2 5%	2 3%	3 3%	4 4%
1-2 (Net)	19 4%	18 3%	40 4%	36 4%	- -	1 1%	9 3%	1 2%	1 1%	1 1%	3 3%

Summary Table

D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
Base = All who have used BBC websites/apps in the last 3 months

	Summary Table										
	BBC.co.uk offers me something that other websites/ apps do not	BBC Sport offers me something that other websites/ apps do not	BBC News offers me something that other websites/apps do not	BBC Weather offers me something that other websites/ apps do not	BBC CBeebies Playtime offers me something that other websites/apps do not	BBC Music offers me something that other websites/ apps do not	BBC Food offers me something that other websites/apps do not	BBC iWonder offers me something that other websites/ apps do not	BBC+ offers me something that other websites/ apps do not	BBC Bitesize offers me something that other websites/ apps do not	BBC CBeebies Storytime offers me something that other websites/ apps do not
WeightedBase	513	628	1089	901	103	158	321	49	75	128	84
EffectiveBase	443	540	861	692	85	136	247	45	67	108	71
4-7 (Net)	208 41%	265 42%	490 45%	417 46%	26 26%	54 34%	118 37%	17 35%	29 38%	37 29%	23 27%
5-6 (Net)	83 16%	105 17%	219 20%	209 23%	13 13%	22 14%	49 15%	5 9%	15 20%	13 10%	11 13%
8-10 (Net)	255 50%	312 50%	496 46%	393 44%	74 72%	101 64%	182 57%	30 62%	44 58%	88 69%	57 68%
7-10 (Net)	363 71%	450 72%	730 67%	576 64%	86 83%	128 81%	239 75%	42 86%	57 76%	110 86%	69 82%
9-10 (Net)	122 24%	160 25%	251 23%	202 22%	43 41%	64 40%	111 35%	22 44%	26 35%	57 44%	38 45%

Table 361
D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC.co.uk offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**630**	365	263	84	141	281	124	35	31	162	331	265	182	88	95	489	51	48	42
WeightedBase	513	299	213	57*	112	224	120*	27**	21**	129	266	193	169	80*	71*	434	38*	22*	18*
EffectiveBase	443	275	169	64	107	212	76	25	24	109	252	182	142	58	64	353	39	40	30
Not At All Agree 1	12	9	2	-	4	4	4	-	-	3	6	5	2	3	2	8	2	1	*
	2%	3%	1%	-	3%	2%	3%	-	-	2%	2%	2%	1%	4%	3%	2%	5%	5%	1%
2	8	6	2	1	4	1	2	1	1	2	4	2	5	-	*	7	-	-	*
	2%	2%	1%	2%	3%	1%	1%	4%	5%	1%	1%	1%	3%	-	*	2%	-	-	2%
3	9	6	3	1	5	3	1	-	-	1	7	4	2	1	2	8	-	1	1
	2%	2%	1%	1%	4%	1%	1%	-	-	1%	3%	2%	1%	1%	3%	2%	-	4%	3%
4	17	10	6	2	4	9	3	1	*	3	10	8	7	1	1	15	1	1	1
	3%	3%	3%	3%	3%	4%	3%	4%	1%	2%	4%	4%	4%	1%	2%	3%	2%	4%	7%
5	28	18	11	8	7	8	6	1	4	7	14	13	9	1	6	26	-	2	1
	6%ET	6%	5%	14%zE	7%	3%	5%	5%	17%	5%	5%	7%	5%	2%	8%	6%	-	7%	7%
6	55	32	23	8	12	27	9	3	2	8	37	17	19	10	9	43	7	2	3
	11%	11%	11%	13%	10%	12%	7%	13%	8%	6%	14%zI	9%	11%	13%	12%	10%	18%	10%	16%
7	108	54	53	9	19	60	20	7	3	26	56	37	31	17	22	92	11	3	1
	21%	18%	25%	16%	16%	27%zD	17%	25%	14%	20%	21%	19%	18%	22%	31%z	21%	30%R	13%	8%
8	133	88	45	13	31	50	39	4	7	30	71	51	45	24	14	120	4	6	2
	26%P	29%z	21%	23%	28%	23%	32%	13%	31%	23%	27%	26%	26%	30%	19%	28%P	11%	29%P	13%
9	75	36	39	8	17	33	17	3	4	25	32	26	28	13	9	61	6	4	4
	15%A	12%	19%	15%	15%	15%	14%	13%	21%	20%	12%	13%	16%	16%	12%	14%	17%	18%	24%
Agree Completely 10	47	28	19	6	8	21	13	5	1	17	23	20	14	8	4	38	4	2	2
	9%	9%	9%	10%	7%	9%	11%	19%	3%	13%	9%	10%	9%	10%	6%	9%	11%	11%	12%
Don't know	21	12	9	2	3	8	8	1	*	8	6	10	8	1	2	17	3	-	1
	4%J	4%	4%	3%	3%	4%	6%	4%	1%	6%	2%	5%	5%	1%	3%	4%	7%	-	7%
Total mentions	513	299	213	57	112	224	120	27	21	129	266	193	169	80	71	434	38	22	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 361
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 - BBC.co.uk offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	513	299	213	57*	112	224	120*	27**	21**	129	266	193	169	80*	71*	434	38*	22*	18*
EffectiveBase	443	275	169	64	107	212	76	25	24	109	252	182	142	58	64	353	39	40	30
Mean	7.23	7.12	7.41	7.18	6.94	7.30	7.43	7.44	7.14	7.57zJ	7.10	7.21	7.27	7.47	6.95	7.24	7.25	7.21	7.17
1-3 (Net)	29	21	7	2	12	9	6	1	1	6	17	11	8	4	5	24	2	2	1
	6%	7%	3%	3%	11%zE	4%	5%	4%	5%	4%	6%	6%	5%	5%	6%	5%	5%	8%	6%
1-4 (Net)	46	32	13	4	15	18	9	2	1	9	27	19	16	5	6	38	3	3	2
	9%	11%	6%	6%	14%	8%	8%	8%	6%	7%	10%	10%	9%	6%	8%	9%	7%	12%	13%
1-2 (Net)	19	15	4	1	7	6	5	1	1	5	10	7	7	3	3	16	2	1	1
	4%	5%	2%	2%	7%	3%	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	5%	5%	3%
4-7 (Net)	208	114	92	26	41	103	38	13	8	44	118	75	66	30	38	175	19	7	7
	41%	38%	43%	47%	37%	46%zF	31%	47%	39%	34%	44%	39%	39%	37%	53%z	40%	50%	33%	39%
5-6 (Net)	83	50	34	15	19	34	14	5	5	15	51	30	27	12	14	68	7	4	4
	16%T	17%	16%	27%zEF	17%	15%	12%	18%	24%	12%	19%z	15%	16%	14%	20%	16%	18%	17%	24%
8-10 (Net)	255	151	104	27	56	103	69	12	12	72	126	97	87	45	26	219	15	13	9
	50%N	51%	49%	48%	50%	46%	57%	45%	55%	56%	47%	50%	51%	57%N	37%	50%	39%	58%	48%
7-10 (Net)	363	206	156	36	75	163	88	19	14	98	182	134	118	63	48	311	26	16	10
	71%	69%	74%	64%	67%	73%	74%	70%	68%	76%	68%	69%	70%	78%	68%	72%	69%	71%	56%
9-10 (Net)	122	64	58	14	25	53	30	9	5	42	55	46	42	21	13	99	10	7	7
	24%	21%	27%	24%	22%	24%	25%	32%	24%	32%zJ	21%	24%	25%	27%	18%	23%	27%	30%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 361
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 - BBC.co.uk offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	630	34	147	21	47	32	58	45	27	8	22	48	449	167	526	58
WeightedBase	513	35**	131	17**	38*	28**	51*	42*	31**	10**	18**	35*	397	108	425	49*
EffectiveBase	443	18	108	16	33	26	46	37	21	5	18	37	329	107	363	46
Not At All Agree 1	12 2%	- -	3 2%	- -	1 3%	2 6%	2 4%	- -	- -	- -	1 6%	- -	10 2%	2 2%	10 2%	2 4%
2	8 2%	- -	4 3%	- -	- -	- -	- -	3 6%z	- -	- -	- -	1 3%	7 2%	1 1%	5 1%	2 3%
3	9 2%	- -	5 4%	- -	1 2%	- -	1 1%	- -	- -	- -	1 6%	* -	6 2%	3 3%	8 2%	1 1%
4	17 3%	1 2%	4 3%	- -	4 10%z	1 3%	1 1%	2 5%	2 5%	* 4%	- -	* 1%	13 3%	3 3%	12 3%	3 6%
5	28 6%ET	5 14%	2 2%	3 18%	- -	1 5%	3 6%	4 10%T	2 7%	1 10%	3 15%	1 4%	24 6%	5 4%	25 6%	1 1%
6	55 11%	3 10%	9 7%	1 5%	5 12%	3 11%	7 13%	2 5%	6 20%	- -	4 25%	2 7%	39 10%	15 14%	46 11%	5 11%
7	108 21%	5 15%	27 21%	4 24%	7 18%	5 16%	12 23%	13 31%	11 34%	- -	2 13%	6 19%	85 21%	20 19%	87 20%	11 23%
8	133 26%P	13 38%	38 29%	3 16%	11 29%	8 29%	9 19%	10 24%	6 20%	7 66%	3 15%	13 37%	106 27%	25 24%	115 27%	13 27%
9	75 15%A	3 8%	18 14%	5 30%	4 10%	6 20%	13 25%zY	3 7%	2 6%	1 10%	1 8%	6 17%	59 15%	15 14%	60 14%	8 16%
Agree Completely 10	47 9%	3 7%	15 11%	1 8%	3 7%	1 5%	3 6%	4 8%	2 7%	1 10%	2 12%	4 11%	33 8%	13 12%	41 10%	3 6%
Don't know	21 4%J	2 7%	7 5%	- -	3 9%	2 6%	1 1%	2 4%	- -	- -	* 1%	1 2%	14 3%	6 6%	17 4%	1 2%
Total mentions	513 100%	35 100%	131 100%	17 100%	38 100%	28 100%	51 100%	42 100%	31 100%	10 100%	18 100%	35 100%	397 100%	108 100%	425 100%	49 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 - BBC.co.uk offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	513	35**	131	17**	38*	28**	51*	42*	31**	10**	18**	35*	397	108	425	49*
EffectiveBase	443	18	108	16	33	26	46	37	21	5	18	37	329	107	363	46
Mean	7.23	7.34	7.28	7.58	7.02	7.20	7.28	6.94	7.04	7.82	6.53	7.72	7.21	7.32	7.27	7.04
1-3 (Net)	29	-	12	-	2	2	3	3	-	-	2	1	23	6	23	4
	6%	-	9%	-	5%	6%	6%	6%	-	-	11%	3%	6%	5%	5%	8%
1-4 (Net)	46	1	16	-	6	2	4	5	2	*	2	1	36	9	35	7
	9%	2%	12%	-	15%	9%	7%	11%	5%	4%	11%	4%	9%	8%	8%	14%
1-2 (Net)	19	-	7	-	1	2	2	3	-	-	1	1	17	3	15	3
	4%	-	5%	-	3%	6%	4%	6%	-	-	6%	3%	4%	3%	3%	7%
4-7 (Net)	208	14	43	8	15	10	22	21	21	1	9	11	162	43	169	20
	41%	41%	33%	47%	40%	35%	43%	50%	67%	15%	53%	31%	41%	40%	40%	41%
5-6 (Net)	83	8	11	4	5	4	10	6	8	1	7	4	63	19	70	6
	16%T	24%	9%	23%	12%	16%	19%	15%	27%	10%	40%	11%	16%	18%	17%	12%
8-10 (Net)	255	18	70	9	17	15	25	17	10	8	6	23	199	53	216	24
	50%N	53%	53%	53%	46%	53%	50%	40%	33%	85%	34%	65%Y	50%	50%	51%	49%
7-10 (Net)	363	23	97	13	24	20	37	29	21	8	8	29	284	73	303	35
	71%	68%	74%	77%	64%	70%	73%	71%	68%	85%	47%	83%	72%	68%	71%	72%
9-10 (Net)	122	5	32	6	6	7	16	6	4	2	3	10	92	28	101	11
	24%	15%	25%	38%	17%	25%	31%	15%	14%	20%	19%	28%	23%	26%	24%	22%

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Table 362
D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Sport offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**748**	560	188	105	138	319	186	45	51	167	390	301	185	130	132	557	65	81	45
WeightedBase	628	478	150	86*	116	265	161	36*	41*	130	334	215	168	135*	111*	520	47*	43*	18*
EffectiveBase	540	410	130	70	102	236	133	31	36	123	290	226	144	92	93	421	48	55	38
Not At All Agree 1	11	7	4	-	1	1	8	-	1	1	6	3	3	3	2	7	2	2	-
	2%E	2%	2%	-	1%	1%	5%zE	-	3%	1%	2%	1%	2%	2%	2%	1%	4%	5%O	-
2	8	8	-	1	1	6	-	-	2	1	2	2	1	3	1	7	-	*	-
	1%	2%	-	1%	1%	2%	-	-	5%zJ	1%	1%	1%	1%	2%	1%	1%	-	1%	-
3	11	11	1	*	2	4	5	-	2	5	4	5	3	2	2	8	*	3	*
	2%	2%	*	1%	2%	2%	3%	-	5%	4%	1%	2%	2%	1%	2%	2%	1%	6%zO	1%
4	22	20	3	3	4	7	8	3	2	4	9	4	10	2	5	17	3	2	1
	4%d	4%	2%	4%	4%	3%	5%	10%	5%	3%	3%	2%	6%	2%	5%	3%	5%	4%	4%
5	37	34	4	7	10	12	8	4	3	9	16	12	9	9	7	33	1	3	1
	6%B	7%	3%	8%	9%	5%	5%	10%	7%	7%	5%	6%	5%	7%	6%	6%	2%	6%	3%
6	67	49	18	8	8	29	22	-	9	15	32	23	18	14	12	55	5	5	3
	11%	10%	12%	9%	7%	11%	14%	-	22%zGJ	11%G	9%	11%	11%	10%	11%	11%	10%	11%	14%
7	138	106	32	20	28	68	22	7	10	28	73	53	26	30	29	121	6	7	4
	22%FL	22%	21%	24%	24%F	26%F	13%	20%	25%	21%	22%	24%L	16%	22%	26%L	23%	14%	16%	21%
8	152	110	42	18	35	65	34	8	6	33	89	46	50	33	24	129	13	7	4
	24%	23%	28%	21%	30%	25%	21%	23%	15%	26%	27%	21%	30%	25%	21%	25%	28%	16%	19%
9	94	69	25	15	12	41	26	6	4	17	52	30	30	21	13	72	9	10	3
	15%	14%	17%	18%	10%	15%	16%	16%	9%	13%	16%	14%	18%	16%	12%	14%	19%	22%	18%
Agree Completely 10	66	50	16	11	14	26	15	5	1	12	44	28	13	15	9	53	6	4	3
	10%	10%	10%	12%	12%	10%	10%	14%	2%	9%	13%z	13%	8%	11%	8%	10%	13%	9%	16%
Don't know	22	15	6	2	1	5	14	3	1	4	7	8	4	3	7	18	2	2	1
	3%EJd	3%	4%	2%	1%	2%	8%zDE	7%	2%	3%	2%	4%	2%	2%	6%	3%	4%	4%	3%
Total mentions	628	478	150	86	116	265	161	36	41	130	334	215	168	135	111	520	47	43	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	628	478	150	86*	116	265	161	36*	41*	130	334	215	168	135*	111*	520	47*	43*	18*
EffectiveBase	540	410	130	70	102	236	133	31	36	123	290	226	144	92	93	421	48	55	38
Mean	7.30He	7.21	7.56	7.52	7.36	7.35	7.02	7.52	6.20	7.21H	7.52zH	7.40	7.27	7.33	7.07	7.30	7.48	6.95	7.67
1-3 (Net)	30	26	4	1	4	12	13	-	6	8	12	10	8	7	5	22	2	5	*
	5%	5%	3%	1%	3%	5%	8%z		13%zGJ	6%	4%	5%	5%	5%	4%	4%	5%	12%zO	1%
1-4 (Net)	52	45	7	5	8	19	21	3	8	11	21	14	18	10	10	39	5	7	1
	8%d	9%	5%	5%	7%	7%	13%z	10%	19%zJ	9%	6%	7%	11%	7%	9%	8%	11%	16%zO	5%
1-2 (Net)	18	15	4	1	2	8	8	-	3	3	8	5	4	6	3	14	2	3	-
	3%	3%	2%	1%	2%	3%	5%		8%J	2%	2%	2%	3%	4%	3%	3%	4%	6%	
4-7 (Net)	265	208	57	38	51	117	59	14	24	55	131	92	63	55	54	226	15	16	8
	42%	44%	38%	45%	44%	44%	37%	40%	59%zJ	43%	39%	43%	38%	41%	49%	44%	31%	37%	42%
5-6 (Net)	105	83	22	15	18	42	30	4	12	23	48	35	27	23	20	88	6	7	3
	17%	17%	15%	17%	16%	16%	18%	10%	29%zJ	18%	14%	16%	16%	17%	18%	17%	12%	17%	17%
8-10 (Net)	312	229	83	44	61	132	75	19	11	63	185	104	93	70	45	253	28	21	10
	50%H	48%	55%	52%	52%	50%	47%	53%H	26%	48%H	55%zH	49%	55%N	52%	41%	49%	60%	48%	53%
7-10 (Net)	450	335	115	65	89	199	97	26	21	90	258	157	119	99	74	374	35	27	14
	72%FHe	70%	77%	75%F	76%F	75%F	60%	73%	51%	70%H	77%zH	73%	71%	74%	67%	72%	74%	63%	74%
9-10 (Net)	160	119	41	26	26	66	41	11	5	29	96	59	43	36	22	125	15	14	6
	25%H	25%	27%	30%	22%	25%	26%	30%	11%	23%	29%H	27%	26%	27%	20%	24%	32%	32%	34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 - BBC Sport offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	748	39	144	27	65	36	73	49	25	7	20	72	533	200	636	70
WeightedBase	628	35**	134	25**	62*	32*	69*	47*	24**	6**	22**	65*	484	136	539	54*
EffectiveBase	540	28	104	22	45	31	55	39	17	6	18	58	399	135	462	51
Not At All Agree 1	11	-	1	-	-	1	2	1	-	-	-	1	6	5	10	*
	2%E	-	1%	-	-	3%	4%	3%	-	-	-	1%	1%	4%	2%	1%
2	8	-	1	1	-	1	3	1	-	-	-	1	6	2	7	-
	1%	-	1%	4%	-	3%	4%	2%	-	-	-	1%	1%	1%	1%	-
3	11	-	2	-	2	1	1	2	-	-	-	1	10	2	9	2
	2%	-	2%	-	3%	2%	1%	3%	-	-	-	1%	2%	1%	2%	3%
4	22	-	2	1	4	2	2	2	1	-	2	2	11	11	18	2
	4%d	-	1%	4%	6%	5%	3%	4%	4%	-	12%	2%	2%	8%zd	3%	4%
5	37	2	11	3	1	1	4	3	3	-	*	5	28	8	34	*
	6%B	7%	9%	11%	2%	2%	6%	6%	11%	-	2%	7%	6%	6%	6%	1%
6	67	4	17	2	6	1	11	6	1	1	1	6	53	11	58	5
	11%	10%	13%	7%	9%	4%	15%	13%	4%	18%	2%	10%	11%	8%	11%	10%
7	138	12	25	4	10	11	15	15	13	1	5	9	112	25	117	12
	22%FL	33%	19%	16%	15%	35%Vc	22%	32%c	55%	26%	24%	14%	23%	18%	22%	21%
8	152	5	36	5	20	7	16	7	4	1	11	16	123	28	137	12
	24%	15%	27%	20%	33%	22%	23%	15%	17%	23%	51%	25%	25%	21%	25%	22%
9	94	6	19	5	5	6	7	7	2	1	2	12	74	19	78	10
	15%	16%	15%	18%	9%	18%	11%	14%	8%	23%	9%	18%	15%	14%	15%	19%
Agree Completely 10	66	6	15	2	9	1	6	3	*	1	-	9	52	13	51	8
	10%	17%	11%	10%	15%	2%	9%	7%	2%	10%	-	14%	11%	9%	10%	14%
Don't know	22	1	3	3	5	1	2	*	-	-	-	4	9	12	19	3
	3%EJd	1%	2%	11%	8%	3%	2%	1%	-	-	-	6%	2%	9%zd	3%	6%
Total mentions	628	35	134	25	62	32	69	47	24	6	22	65	484	136	539	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Sport offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	628	35**	134	25**	62*	32*	69*	47*	24**	6**	22**	65*	484	136	539	54*
EffectiveBase	540	28	104	22	45	31	55	39	17	6	18	58	399	135	462	51
Mean	7.30He	7.75	7.39	7.31	7.54	7.00	6.88	6.87	7.01	7.83	7.28	7.60	7.38e	6.98	7.25	7.67
1-3 (Net)	30	-	5	1	2	2	6	4	-	-	-	2	21	9	27	2
	5%	-	4%	4%	3%	8%	9%	8%	-	-	-	3%	4%	6%	5%	4%
1-4 (Net)	52	-	6	2	6	4	8	5	1	-	2	4	33	19	45	4
	8%d	-	5%	8%	9%	13%	12%	12%	4%	-	12%	6%	7%	14%zd	8%	8%
1-2 (Net)	18	-	3	1	-	2	5	2	-	-	-	1	12	7	18	*
	3%	-	2%	4%	-	6%	8%z	5%	-	-	-	2%	2%	5%	3%	1%
4-7 (Net)	265	18	56	9	20	15	32	26	18	3	9	22	205	56	227	19
	42%	50%	42%	37%	33%	47%	46%	56%Vc	73%	43%	40%	34%	42%	41%	42%	36%
5-6 (Net)	105	6	29	4	7	2	14	9	4	1	1	11	81	20	93	6
	17%	17%	22%	18%	11%	6%	21%	20%	15%	18%	5%	17%	17%	15%	17%	11%
8-10 (Net)	312	17	71	12	35	13	29	17	7	3	13	37	249	60	267	30
	50%H	48%	53%	48%	56%	42%	43%	36%	27%	57%	60%	57%Y	51%	44%	49%	55%
7-10 (Net)	450	28	96	16	44	25	44	32	20	5	18	46	361	85	384	41
	72%FHe	81%	72%	64%	71%	77%	64%	68%	81%	82%	84%	72%	75%ze	62%	71%	76%
9-10 (Net)	160	12	34	7	14	6	14	10	2	2	2	21	126	32	130	18
	25%H	33%	26%	28%	23%	20%	20%	21%	10%	34%	9%	33%	26%	23%	24%	33%

Table 363
D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC News offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1253**	712	540	170	254	515	314	78	77	319	621	504	334	212	203	952	105	112	84
WeightedBase	1089	625	463	132	222	441	294	62*	69*	265	535	364	330	222	173	915	79*	59*	36*
EffectiveBase	861	512	350	109	178	369	209	55	48	225	439	356	233	148	146	678	81	76	67
Not At All Agree 1	30	22	8	2	10	7	11	3	*	5	17	8	6	11	5	22	3	5	1
	3%E	4%	2%	2%	5%E	2%	4%	4%	1%	2%	3%	2%	2%	5%	3%	2%	3%	8%zO	4%
2	10	7	3	1	2	5	2	*	1	3	5	2	3	-	6	8	-	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	3%zKM	1%	-	1%	5%zOP
3	27	18	9	1	5	14	7	*	-	11	11	11	4	10	1	21	3	1	2
	2%	3%	2%	*	2%	3%	2%	*	-	4%	2%	3%	1%	5%L	1%	2%	3%	2%	4%
4	38	26	12	6	11	10	11	4	2	10	14	7	16	7	7	31	4	1	2
	3%K	4%	3%	4%	5%	2%	4%	6%	2%	4%	3%	2%	5%	3%	4%	3%	4%	1%	6%
5	90	57	33	12	14	51	13	7	4	19	49	22	36	15	16	73	12	3	2
	8%FKT	9%	7%	9%	6%	11%zF	4%	11%	5%	7%	9%	6%	11%K	7%	9%	8%	15%zOQ	5%	5%
6	130	73	57	19	23	54	33	7	13	28	64	47	33	24	25	116	5	6	2
	12%	12%	12%	15%	11%	12%	11%	11%	19%	11%	12%	13%	10%	11%	15%	13%	7%	10%	7%
7	234	132	101	34	49	95	56	14	16	58	109	74	73	54	32	197	16	13	8
	21%	21%	22%	26%	22%	22%	19%	22%	24%	22%	20%	20%	22%	24%	19%	21%	21%	22%	21%
8	245	136	109	29	48	103	66	18	13	62	124	87	72	49	37	213	13	12	7
	23%	22%	24%	22%	22%	23%	22%	29%	19%	23%	23%	24%	22%	22%	22%	23%	17%	20%	19%
9	151	85	67	20	38	47	46	1	10	38	73	56	50	23	23	126	13	8	6
	14%EG	14%	14%	15%	17%E	11%	16%	2%	14%G	14%G	14%G	15%	15%	10%	13%	14%	16%	13%	16%
Agree Completely 10	99	53	46	8	13	44	34	7	7	24	58	41	26	16	15	78	8	9	4
	9%	8%	10%	6%	6%	10%	12%D	12%	10%	9%	11%	11%	8%	7%	9%	9%	11%	15%	11%
Don't know	36	18	18	1	8	11	16	1	3	7	10	9	11	12	4	31	2	2	1
	3%J	3%	4%	1%	4%	3%	5%C	2%	4%	2%	2%	2%	3%	6%	3%	3%	3%	3%	3%
Total mentions	1089	625	463	132	222	441	294	62	69	265	535	364	330	222	173	915	79	59	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 363
D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC News offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	1089	625	463	132	222	441	294	62*	69*	265	535	364	330	222	173	915	79*	59*	36*
EffectiveBase	861	512	350	109	178	369	209	55	48	225	439	356	233	148	146	678	81	76	67
Mean	7.08A	6.94	7.27zA	7.10	6.92	7.05	7.24	6.85	7.32	7.08	7.13	7.31zMN	7.10	6.81	6.91	7.10	6.97	7.06	6.86
1-3 (Net)	67	47	20	3	18	26	20	3	1	20	33	20	13	22	12	51	5	6	4
	6%	7%	4%	3%	8%	6%	7%	5%	2%	7%	6%	6%	4%	10%L	7%	6%	7%	11%	13%zO
1-4 (Net)	104	72	32	9	29	36	31	7	3	30	47	28	29	29	19	82	9	7	6
	10%B	12%zB	7%	7%	13%	8%	10%	11%	4%	11%	9%	8%	9%	13%	11%	9%	11%	12%	18%zO
1-2 (Net)	40	29	11	3	13	12	13	3	1	9	22	10	9	11	11	29	3	5	3
	4%	5%	2%	2%	6%	3%	4%	5%	2%	3%	4%	3%	3%	5%	6%	3%	3%	9%zO	8%zO
4-7 (Net)	490	287	202	71	97	210	113	31	35	116	237	151	158	100	81	416	37	23	14
	45%FT	46%	44%	54%zF	44%	47%F	38%	50%	50%	44%	44%	42%	48%	45%	47%	46%	47%	39%	39%
5-6 (Net)	219	130	90	32	37	104	46	14	17	47	113	69	69	39	41	188	17	9	4
	20%	21%	19%	24%	17%	24%zF	16%	22%	24%	18%	21%	19%	21%	17%	24%	21%	22%	15%	12%
8-10 (Net)	496	274	222	56	99	195	146	26	30	123	255	184	148	88	76	417	35	28	16
	46%S	44%	48%	43%	44%	44%	50%	42%	43%	46%	48%	50%zM	45%	40%	44%	46%	44%	48%	46%
7-10 (Net)	730	405	323	90	147	290	202	40	46	182	364	258	221	142	108	613	51	42	24
	67%S	65%	70%	68%	66%	66%	69%	65%	67%	68%	68%	71%z	67%	64%	62%	67%	64%	70%	67%
9-10 (Net)	251	138	113	28	51	91	81	8	17	62	131	97	76	39	38	204	21	16	9
	23%U	22%	24%	21%	23%	21%	27%	14%	24%	23%	24%	27%zM	23%	18%	22%	22%	27%	28%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 363
D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC News offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**1253**	91	271	48	95	47	108	79	46	24	37	106	830	398	1030	132
WeightedBase	1089	94*	257	42*	97*	39*	112*	75*	47*	24**	36*	92*	792	282	898	111*
EffectiveBase	861	64	188	38	60	41	78	64	31	16	30	80	588	267	717	94
Not At All Agree 1	30 3%E	1 1%	10 4%	- -	* *	1 2%	5 5%	- -	2 4%	- -	1 4%	1 1%	21 3%	7 3%	21 2%	5 5%
2	10 1%	2 2%T	- -	- -	2 2%	- -	1 1%	1 1%	1 2%T	- -	- -	1 1%	6 1%	4 1%	10 1%	- -
3	27 2%	3 3%	8 3%	1 2%	2 2%	1 2%	3 3%	2 2%	- -	- -	1 3%	1 1%	20 3%	7 2%	23 3%	3 2%
4	38 3%K	2 2%	5 2%	1 2%	6 6%	- -	2 2%	2 3%	4 8%	1 4%	3 8%	6 6%	28 4%	10 3%	30 3%	3 3%
5	90 8%FKT	11 12%T	9 4%	7 16%TV	4 4%	3 7%	11 10%	10 13%T	4 9%	3 14%	3 9%	8 8%	69 9%	20 7%	69 8%	14 12%
6	130 12%	21 22%zTYc	29 11%	8 18%	12 13%	3 9%	15 14%	6 8%	8 17%	3 14%	2 6%	7 8%	95 12%	34 12%	109 12%	14 13%
7	234 21%	18 19%	54 21%	9 21%	22 23%	8 20%	19 17%	17 23%	10 21%	7 30%	10 28%	23 25%	178 22%	54 19%	194 22%	19 17%
8	245 23%	15 16%	69 27%	14 32%	20 20%	13 32%	23 21%	19 26%	12 25%	1 4%	8 22%	20 21%	178 22%	64 23%	210 23%	20 18%
9	151 14%EG	7 7%	41 16%	3 6%	14 14%	5 14%	15 13%	13 18%	2 4%	7 30%	3 9%	15 17%	110 14%	40 14%	118 13%	14 13%
Agree Completely 10	99 9%	9 9%	20 8%	1 3%	12 13%	5 12%	9 8%	5 7%	4 9%	1 4%	4 11%	8 9%	67 8%	29 10%	86 10%	10 9%
Don't know	36 3%J	4 5%	11 4%	- -	3 3%	1 3%	8 7%zY	- -	- -	- -	1 1%	4 4%	22 3%	13 5%	28 3%	7 7%
Total mentions	1089 100%	94 100%	257 100%	42 100%	97 100%	39 100%	112 100%	75 100%	47 100%	24 100%	36 100%	92 100%	792 100%	282 100%	898 100%	111 100%

Table 363
D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC News offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	1089	94*	257	42*	97*	39*	112*	75*	47*	24**	36*	92*	792	282	898	111*
EffectiveBase	861	64	188	38	60	41	78	64	31	16	30	80	588	267	717	94
Mean	7.08A	6.71	7.23	6.89	7.28	7.58S	6.89	7.25	6.65	7.21	6.89	7.28	7.06	7.14	7.11	6.88
1-3 (Net)	67 6%	7 7%	18 7%	1 2%	4 4%	1 4%	9 8%	3 3%	3 6%	- -	2 6%	2 3%	47 6%	18 6%	55 6%	8 7%
1-4 (Net)	104 10%B	9 9%	23 9%	2 4%	10 11%	1 4%	11 10%	4 6%	7 14%	1 4%	5 15%	8 9%	74 9%	28 10%	85 9%	11 10%
1-2 (Net)	40 4%	4 4%	10 4%	-	2 2%	1 2%	6 5%	1 1%	3 6%	-	1 4%	1 1%	27 3%	11 4%	31 3%	5 5%
4-7 (Net)	490 45%FT	52 55%TW	98 38%	24 57%T	44 46%	14 35%	47 42%	35 47%	26 56%	15 62%	18 51%	43 46%	369 47%	118 42%	402 45%	50 45%
5-6 (Net)	219 20%	32 34%zTVWc	39 15%	14 34%zTVc	16 17%	6 15%	26 23%	16 21%	13 27%	7 28%	5 15%	15 16%	164 21%	54 19%	178 20%	28 25%
8-10 (Net)	496 46%S	31 33%	131 51%S	17 41%	46 47%	23 58%S	47 42%	38 50%S	18 38%	9 38%	15 41%	43 47%	355 45%	133 47%	414 46%	45 41%
7-10 (Net)	730 67%S	49 52%	185 72%SX	26 62%	68 70%S	30 78%SX	66 59%	55 73%S	28 59%	16 68%	25 69%	65 71%S	532 67%	188 66%	608 68%	64 58%
9-10 (Net)	251 23%U	15 16%	62 24%U	4 9%	26 27%U	10 26%U	24 21%	18 24%	6 13%	8 33%	7 19%	23 25%U	177 22%	69 24%	204 23%	25 22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 364
D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Weather offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1026	542	483	131	202	420	273	48	77	272	498	431	263	176	156	783	71	107	65
WeightedBase	901	472	429	97*	181	359	265	33*	71*	230	427	320	269	188	124	763	57*	55*	26*
EffectiveBase	692	392	304	82	139	303	176	34	47	192	351	311	174	122	113	548	56	77	50
Not At All Agree 1	20	14	6	1	9	4	6	-	1	5	11	7	6	7	1	15	1	2	3
	2%f	3%	1%	1%	5%zE	1%	2%	-	2%	2%	3%	2%	2%	4%	1%	2%	2%	3%	10%zO
2	16	13	3	*	7	6	3	1	-	5	9	7	4	4	-	13	2	1	-
	2%B	3%zB	1%	*	4%z	2%	1%	3%	-	2%	2%	2%	2%	2%	-	2%	3%	3%	-
3	22	13	8	1	4	11	5	*	1	2	14	16	4	2	*	18	1	1	1
	2%I	3%	2%	1%	2%	3%	2%	1%	1%	1%	3%	5%zLMN	1%	1%	*	2%	3%	2%	3%
4	25	14	11	1	3	15	5	*	5	6	10	10	5	7	4	21	2	1	*
	3%	3%	2%	1%	2%	4%z	2%	1%	7%	2%	2%	3%	2%	4%	3%	3%	4%	2%	*
5	82	44	37	8	20	33	20	2	4	22	38	24	32	15	11	67	6	7	3
	9%	9%	9%	9%	11%	9%	8%	5%	6%	9%	9%	8%	12%	8%	9%	9%	10%	12%	11%
6	127	73	54	14	24	55	33	4	6	31	67	46	44	24	13	113	5	6	3
	14%e	15%	13%	15%	14%	15%	13%	12%	8%	13%	16%	14%	16%	13%	10%	15%	9%	10%	11%
7	183	98	86	14	39	93	37	6	16	52	85	62	41	46	33	162	9	10	3
	20%F	21%	20%	14%	22%	26%zCF	14%	17%	23%	23%	20%	20%	15%	25%L	27%L	21%	15%	18%	10%
8	191	102	89	26	36	62	66	10	13	56	89	62	59	39	31	160	17	10	4
	21%E	22%	21%	27%	20%	17%	25%E	31%	18%	24%	21%	19%	22%	21%	25%	21%	29%	18%	17%
9	119	46	72	15	22	36	46	3	12	34	44	42	39	22	16	100	7	8	4
	13%AEJ	10%	17%zA	15%	12%	10%	17%E	10%	17%	15%	10%	13%	14%	12%	13%	13%	12%	14%	16%
Agree Completely 10	83	41	42	14	13	28	27	1	9	17	49	32	26	16	9	64	5	9	4
	9%	9%	10%	15%	7%	8%	10%	2%	12%	7%	11%z	10%	10%	8%	7%	8%	9%	16%zO	17%zO
Don't know	34	13	20	1	1	15	17	5	4	2	11	11	10	7	5	29	2	1	1
	4%DId	3%	5%	1%	1%	4%	6%D	17%zIJ	6%I	1%	3%	4%	4%	4%	4%	4%	4%	2%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 364
D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Weather offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	901	472	429	97*	181	359	265	33*	71*	230	427	320	269	188	124	763	57*	55*	26*
EffectiveBase	692	392	304	82	139	303	176	34	47	192	351	311	174	122	113	548	56	77	50
Total mentions	901 *100%*	472 *100%*	429 *100%*	97 *100%*	181 *100%*	359 *100%*	265 *100%*	33 *100%*	71 *100%*	230 *100%*	427 *100%*	320 *100%*	269 *100%*	188 *100%*	124 *100%*	763 *100%*	57 *100%*	55 *100%*	26 *100%*
Mean	7.03AD	6.81	7.28zA	7.52zDE	6.66	6.87	7.33zDE	7.13	7.33	7.11	6.96	6.93	7.09	6.93	7.31	7.02	7.02	7.16	6.96
1-3 (Net)	58 *6%BNc*	41 *9%zB*	17 *4%*	3 *3%*	21 *11%zCEF*	21 *6%*	14 *5%*	1 *4%*	2 *3%*	11 *5%*	34 *8%*	30 *9%zN*	13 *5%*	13 *7%*	2 *1%*	46 *6%*	4 *8%*	4 *7%*	3 *13%*
1-4 (Net)	82 *9%BN*	54 *12%zB*	28 *7%*	4 *4%*	24 *13%C*	36 *10%*	19 *7%*	2 *5%*	7 *10%*	17 *7%*	44 *10%*	40 *12%zLN*	18 *7%*	19 *10%*	5 *4%*	67 *9%*	7 *12%*	5 *10%*	3 *13%*
1-2 (Net)	36 *4%Bf*	27 *6%zB*	9 *2%*	1 *1%*	16 *9%zCEF*	10 *3%*	9 *3%*	1 *3%*	1 *2%*	10 *4%*	20 *5%*	14 *4%*	10 *4%*	11 *6%*	1 *1%*	28 *4%*	3 *5%*	3 *6%*	3 *10%zO*
4-7 (Net)	417 *46%FRe*	228 *48%*	187 *44%*	38 *39%*	87 *48%F*	197 *55%zCF*	95 *36%*	12 *36%*	31 *44%*	110 *48%*	201 *47%*	142 *45%*	122 *45%*	92 *49%*	60 *49%*	363 *48%R*	22 *38%*	24 *42%*	8 *32%*
5-6 (Net)	209 *23%*	117 *25%*	91 *21%*	23 *23%*	44 *25%*	88 *25%*	53 *20%*	6 *18%*	10 *14%*	53 *23%*	106 *25%*	70 *22%*	76 *28%*	39 *21%*	23 *19%*	180 *24%*	11 *19%*	12 *22%*	6 *22%*
8-10 (Net)	393 *44%AE*	189 *40%*	203 *47%*	55 *57%zDE*	72 *40%*	127 *35%*	139 *53%zDE*	14 *43%*	34 *47%*	107 *46%*	182 *43%*	136 *43%*	124 *46%*	76 *40%*	57 *46%*	324 *42%*	29 *50%*	27 *48%*	13 *50%*
7-10 (Net)	576 *64%S*	287 *61%*	289 *67%*	69 *71%*	111 *62%*	220 *61%*	176 *67%*	20 *60%*	50 *70%*	158 *69%*	267 *62%*	199 *62%*	165 *61%*	123 *65%*	90 *73%zKL*	486 *64%*	37 *65%*	37 *66%*	16 *60%*
9-10 (Net)	202 *22%AE*	88 *19%*	114 *27%zA*	29 *30%E*	35 *20%*	64 *18%*	73 *27%E*	4 *12%*	21 *29%*	51 *22%*	93 *22%*	74 *23%*	65 *24%*	37 *20%*	25 *20%*	164 *22%*	12 *21%*	17 *30%*	9 *33%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 364
D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Weather offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	1026	71	189	42	88	37	84	75	37	26	34	100	686	324	845	114
WeightedBase	901	72*	193	37*	89*	30*	88*	66*	37**	27**	31**	93*	664	229	752	88*
EffectiveBase	692	49	125	32	54	33	59	62	28	18	25	77	483	205	571	86
Not At All Agree 1	20 / 2%f	- / -	9 / 4%	- / -	2 / 2%	- / -	1 / 1%	3 / 4%	- / -	- / -	* / 1%	- / -	13 / 2%	5 / 2%	11 / 1%	5 / 5%f
2	16 / 2%B	3 / 4%	5 / 3%	1 / 3%	- / -	2 / 5%Vc	1 / 1%	1 / 1%	- / -	- / -	1 / 3%	- / -	13 / 2%	3 / 1%	12 / 2%	2 / 2%
3	22 / 2%I	1 / 2%	10 / 5%z	1 / 2%	2 / 2%	1 / 2%	2 / 3%	* / 1%	- / -	- / -	1 / 4%	- / -	18 / 3%	3 / 1%	20 / 3%	2 / 2%
4	25 / 3%	2 / 3%	1 / 1%	- / -	2 / 3%	- / -	3 / 4%	5 / 8%zT	* / 1%	* / 1%	3 / 9%	3 / 4%	19 / 3%	5 / 2%	21 / 3%	3 / 3%
5	82 / 9%	10 / 14%	17 / 9%	7 / 18%VY	3 / 3%	1 / 3%	9 / 10%	3 / 4%	4 / 11%	3 / 9%	3 / 10%	8 / 8%	60 / 9%	21 / 9%	72 / 10%	6 / 6%
6	127 / 14%e	16 / 22%	28 / 15%	7 / 18%	11 / 12%	6 / 19%	18 / 21%	7 / 10%	7 / 18%	3 / 10%	2 / 6%	10 / 11%	105 / 16%ze	21 / 9%	107 / 14%	11 / 12%
7	183 / 20%F	10 / 14%	34 / 18%	5 / 14%	23 / 26%	7 / 24%	15 / 17%	14 / 21%	13 / 35%	10 / 38%	8 / 26%	23 / 24%	143 / 22%	39 / 17%	154 / 20%	14 / 16%
8	191 / 21%E	11 / 16%	39 / 20%	8 / 22%	18 / 20%	6 / 21%	11 / 12%	18 / 27%X	10 / 27%	6 / 22%	11 / 36%	21 / 23%	132 / 20%	58 / 25%	161 / 21%	20 / 22%
9	119 / 13%AEJ	6 / 9%	32 / 17%	3 / 10%	10 / 11%	2 / 8%	15 / 17%	11 / 17%	1 / 4%	5 / 17%	1 / 3%	12 / 13%	85 / 13%	33 / 15%	97 / 13%	12 / 14%
Agree Completely 10	83 / 9%	8 / 12%	13 / 7%	3 / 8%	14 / 16%	4 / 14%	6 / 7%	5 / 7%	1 / 2%	1 / 3%	- / -	9 / 10%	63 / 10%	19 / 8%	69 / 9%	9 / 10%
Don't know	34 / 4%DId	4 / 6%	4 / 2%	2 / 5%	4 / 4%	1 / 3%	8 / 9%zTY	* / *	1 / 2%	- / -	- / -	6 / 6%	13 / 2%	21 / 9%zd	27 / 4%	6 / 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	901	72*	193	37*	89*	30*	88*	66*	37**	27**	31**	93*	664	229	752	88*
EffectiveBase	692	49	125	32	54	33	59	62	28	18	25	77	483	205	571	86
Total mentions	901 *100%*	72 *100%*	193 *100%*	37 *100%*	89 *100%*	30 *100%*	88 *100%*	66 *100%*	37 *100%*	27 *100%*	31 *100%*	93 *100%*	664 *100%*	229 *100%*	752 *100%*	88 *100%*
Mean	7.03AD	6.84	6.78	6.89	7.42	7.18	6.95	7.08	6.99	7.33	6.47	**7.43T**	6.99	7.20	7.05	6.95
1-3 (Net)	58 **6%BNc**	4 *6%*	24 **12%zc**	2 *5%*	4 *4%*	2 **7%c**	4 *4%*	4 **6%c**	-	-	3 *9%*	-	44 *7%*	12 *5%*	43 *6%*	8 *9%*
1-4 (Net)	82 **9%BN**	6 *8%*	25 **13%c**	2 *5%*	6 *7%*	2 *7%*	7 *8%*	9 **14%c**	* *1%*	* *1%*	6 *18%*	3 *4%*	64 *10%*	17 *7%*	64 *9%*	11 *13%*
1-2 (Net)	36 **4%Bf**	3 *4%*	14 **7%c**	1 *3%*	2 *2%*	2 **5%c**	1 *2%*	4 **5%c**	-	-	1 *5%*	-	26 *4%*	8 *4%*	23 *3%*	6 **7%f**
4-7 (Net)	417 **46%FRe**	38 *52%*	81 *42%*	19 *51%*	39 *44%*	14 *47%*	45 *51%*	28 *42%*	24 *65%*	16 *58%*	16 *52%*	44 *48%*	328 **49%ze**	86 *38%*	355 *47%*	33 *38%*
5-6 (Net)	209 *23%*	26 **36%zVYc**	46 *24%*	13 **36%VY**	15 *15%*	7 *22%*	27 **31%Y**	9 *14%*	11 *29%*	5 *19%*	5 *16%*	18 *19%*	166 *25%*	42 *18%*	179 *24%*	16 *19%*
8-10 (Net)	393 **44%AE**	26 *37%*	85 *44%*	14 *39%*	42 *47%*	13 *42%*	32 *36%*	34 *51%*	12 *33%*	11 *42%*	12 *39%*	43 *46%*	279 *42%*	110 *48%*	327 *43%*	41 *46%*
7-10 (Net)	576 **64%S**	36 *50%*	119 *62%*	20 *54%*	65 **73%SX**	20 *67%*	46 *52%*	47 **72%SX**	25 *68%*	22 *80%*	20 *66%*	65 **71%SX**	422 *64%*	149 *65%*	481 *64%*	55 *62%*
9-10 (Net)	202 **22%AE**	15 *21%*	46 *24%*	6 *18%*	24 *27%*	6 *21%*	21 *24%*	16 *24%*	2 *6%*	5 *20%*	1 *3%*	21 *23%*	148 *22%*	52 *23%*	166 *22%*	21 *24%*

Table 365
D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Playtime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**123**	46	76	8	49	58	8	6	8	39	60	43	40	17	23	98	8	10	7
WeightedBase	**103***	40*	63*	6**	40*	51*	6**	7**	8**	31**	51*	30*	39**	15**	18**	90*	5**	5**	3**
EffectiveBase	85	35	50	6	35	38	6	4	6	27	43	30	29	13	15	70	6	8	5
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	1	*	-	1	-	-	-	*	-	1	1	-	-	*	1	-	-	*
	1%	2%	*	-	2%	-	-	-	1%	-	1%	2%	-	-	*	1%	-	-	3%
5	4	-	3	*	2	-	2	1	-	1	1	1	1	-	2	3	-	*	*
	4%d	-	5%	2%	6%	-	25%	7%	-	2%	2%	3%	3%	-	8%	4%	-	5%	4%
6	10	4	5	1	3	5	-	2	1	3	3	2	1	3	3	8	-	*	1
	9%	11%	8%	20%	8%	10%	-	27%	18%	9%	6%	8%	4%	19%	17%	9%	-	6%	31%
7	12	2	10	-	4	7	2	-	-	3	9	1	9	2	*	10	1	1	-
	12%K	4%	17%	-	9%	14%	25%	-	-	9%	17%	2%	24%	12%	2%	11%	19%	22%	-
8	31	18	14	1	13	16	1	*	3	7	18	11	13	3	3	29	1	1	1
	30%B	44%zB	22%	24%	32%	32%	12%	3%	43%	23%	35%	37%	34%	23%	18%	32%	18%	12%	29%
9	23	9	13	1	7	13	1	-	-	13	10	8	8	4	2	20	1	2	1
	22%	24%	21%	24%	19%	25%	21%	-	-	40%	20%	27%	20%	29%	13%	22%	13%	30%	26%
Agree Completely 10	20	5	14	1	9	10	-	3	3	5	9	6	6	3	6	16	2	1	*
	19%	14%	23%	9%	23%	19%	-	38%	37%	16%	18%	18%	15%	17%	32%	18%	49%	24%	7%
Don't know	3	1	2	1	1	-	1	2	-	-	-	1	*	-	2	3	-	-	-
	3%	2%	4%	21%	2%	-	17%	24%	-	-	-	2%	1%	-	10%	3%	-	-	-
Total mentions	103	40	63	6	40	51	6	7	8	31	51	30	39	15	18	90	5	5	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.16	8.19	8.17	7.94	8.17	8.29	7.04	8.01	8.33	8.38	8.17	8.28	8.08	8.13	8.16	8.13	8.93	8.27	7.55
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 365
D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC CBeebies Playtime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	**103***	40*	63*	6**	40*	51*	6**	7**	8**	31**	51*	30*	39**	15**	18**	90*	5**	5**	3**
EffectiveBase	85	35	50	6	35	38	6	4	6	27	43	30	29	13	15	70	6	8	5
1-4 (Net)	1	1	*	-	1	-	-	-	*	-	1	1	-	-	*	1	-	-	*
	1%	2%	*	-	2%	-	-	-	1%	-	1%	2%	-	-	*	1%	-	-	3%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	26	7	19	1	10	12	3	3	1	6	13	5	12	5	5	23	1	2	1
	26%	17%	31%	22%	24%	24%	50%	34%	20%	20%	26%	15%	31%	31%	27%	25%	19%	34%	38%
5-6 (Net)	13	4	9	1	5	5	2	3	1	4	4	3	3	3	5	12	-	1	1
	13%d	11%	14%	22%	13%	10%	25%	34%	18%	12%	7%	11%	7%	19%	25%	13%	-	12%	34%
8-10 (Net)	74	32	41	3	30	39	2	3	6	25	37	25	27	10	12	64	4	3	2
	72%	82%	66%	57%	74%	76%	33%	41%	80%	80%	74%	83%	68%	69%	63%	72%	81%	66%	62%
7-10 (Net)	86	34	52	3	33	46	4	3	6	27	46	26	36	12	12	74	5	5	2
	83%	86%	82%	57%	83%	90%	58%	41%	80%	88%	91%z	85%	92%	81%	65%	83%	100%	88%	62%
9-10 (Net)	43	15	28	2	17	23	1	3	3	18	20	14	14	7	8	36	3	3	1
	41%	38%	44%	33%	42%	44%	21%	38%	37%	56%	38%	46%	35%	46%	45%	40%	63%	54%	33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 365
D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Playtime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	123	6	28	6	10	6	14	4	8	4	3	9	103	18	105	7
WeightedBase	103*	8**	27**	4**	8**	4**	14**	5**	7**	3**	3**	7**	90*	13**	90*	5**
EffectiveBase	85	4	19	5	9	5	11	3	6	4	3	5	72	12	72	6
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	-	-	-	-	1	-	-	-	-	-	1	*	1	-
	1%	-	-	-	-	-	5%	-	-	-	-	-	1%	1%	1%	-
5	4	-	-	-	-	-	2	-	1	-	-	1	1	2	3	-
	4%d	-	-	-	-	-	15%	-	13%	-	-	7%	2%d	19%	4%	-
6	10	-	2	-	1	-	2	-	2	-	1	*	7	2	6	2
	9%	-	8%	-	9%	-	13%	-	27%	-	47%	6%	8%	19%	7%	35%
7	12	4	2	1	1	-	1	-	-	-	-	-	11	1	11	*
	12%K	54%	7%	30%	18%	-	10%	-	-	-	-	-	12%	10%	12%	8%
8	31	2	11	1	3	-	3	5	2	*	1	1	30	1	29	1
	30%B	24%	39%	33%	40%	-	20%	100%	21%	16%	34%	15%	34%	7%	33%	22%
9	23	1	6	1	1	1	4	-	2	-	1	4	20	3	21	-
	22%	11%	22%	25%	10%	16%	28%	-	29%	-	19%	60%	23%	21%	23%	-
Agree Completely 10	20	1	6	1	2	2	1	-	-	2	-	1	19	1	16	2
	19%	11%	23%	12%	24%	56%	9%	-	-	61%	-	12%	21%	6%	17%	35%
Don't know	3	-	*	-	-	1	-	-	1	1	-	-	-	2	2	-
	3%	-	1%	-	-	28%	-	-	9%	23%	-	-	-	18%	3%	-
Total mentions	103	8	27	4	8	4	14	5	7	3	3	7	90	13	90	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.16	7.79	8.48	8.20	8.23	9.78	7.43	8.00	7.27	9.59	7.26	8.50	8.29z	7.11	8.17	7.91
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 365
D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Playtime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	103*	8**	27**	4**	8**	4**	14**	5**	7**	3**	3**	7**	90*	13**	90*	5**
EffectiveBase	85	4	19	5	9	5	11	3	6	4	3	5	72	12	72	6
1-4 (Net)	1	-	-	-	-	-	1	-	-	-	-	-	1	*	1	-
	1%	-	-	-	-	-	5%	-	-	-	-	-	1%	1%	1%	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	26	4	4	1	2	-	6	-	3	-	1	1	20	6	22	2
	26%	54%	14%	30%	26%	-	44%	-	41%	-	47%	14%	23%	48%	24%	43%
5-6 (Net)	13	-	2	-	1	-	4	-	3	-	1	1	9	5	10	2
	13%d	-	8%	-	9%	-	28%	-	41%	-	47%	14%	10%	38%	11%	35%
8-10 (Net)	74	3	23	3	6	3	8	5	4	2	2	6	69	4	66	3
	72%	46%	84%	70%	74%	72%	56%	100%	50%	77%	53%	86%	77%z	34%	73%	57%
7-10 (Net)	86	8	25	4	8	3	9	5	4	2	2	6	80	6	77	3
	83%	100%	91%	100%	91%	72%	67%	100%	50%	77%	53%	86%	90%z	44%	85%	65%
9-10 (Net)	43	2	12	2	3	3	5	-	2	2	1	5	39	3	37	2
	41%	22%	45%	37%	34%	72%	37%	-	29%	61%	19%	72%	44%	27%	41%	35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 366
D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
- BBC Music offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000-£14,999 (H)	£15,000-£29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	191	110	81	36	57	81	17	10	12	47	114	88	47	26	30	158	17	11	5
WeightedBase	158	93*	65*	24**	52*	65*	18**	8**	11**	35*	98*	65*	49*	22**	22**	140	12**	4**	2**
EffectiveBase	136	80	56	26	43	59	11	6	7	32	88	64	36	19	20	116	13	8	5
Not At All Agree 1	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	*	-	-
	*	*	-	-	-	-	2%	-	-	-	*	1%	-	-	-	-	3%	-	-
2	*	*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-
	*	1%	-	2%	-	-	-	-	5%	-	-	1%	-	-	-	-	4%	-	-
3	1	1	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	1%	1%	-	5%	-	-	-	-	-	3%	-	2%	-	-	-	1%	-	-	-
4	5	4	2	2	2	1	-	-	-	-	4	2	-	3	-	5	1	-	-
	3%	4%	2%	7%	4%	2%	-	-	-	-	5%	4%	-	13%	-	3%	5%	-	-
5	11	9	2	2	4	5	-	2	*	1	8	5	5	-	1	11	-	-	-
	7%	9%	4%	10%	7%	8%	-	23%	3%	2%	9%	7%	10%	-	6%	8%	-	-	-
6	10	4	6	2	2	5	1	-	2	1	7	3	4	3	1	9	*	*	*
	7%	5%	9%	9%	4%	8%	6%	-	17%	4%	7%	4%	8%	12%	5%	7%	4%	11%	13%
7	27	19	8	4	10	12	1	1	1	6	18	9	9	7	3	26	-	-	1
	17%	20%	13%	16%	19%	19%	7%	13%	8%	17%	18%	14%	18%	31%	13%	19%	-	-	52%
8	38	15	22	5	11	18	4	2	*	10	24	16	11	6	5	33	3	1	-
	24%A	17%	34%zA	21%	21%	28%	22%	19%	4%	29%	25%	24%	22%	28%	21%	24%	27%	31%	-
9	38	22	16	4	13	15	6	-	6	10	20	18	11	2	8	32	6	1	-
	24%	24%	25%	19%	25%	23%	35%	-	58%	29%	20%	28%	21%	7%	37%	23%	49%	26%	-
Agree Completely 10	25	17	8	3	10	8	5	4	1	5	16	11	10	2	3	23	1	1	1
	16%	18%	13%	11%	19%	12%	28%	46%	6%	15%	16%	16%	20%	7%	16%	16%	8%	32%	21%
Don't know	1	1	-	*	*	-	-	-	-	*	-	-	-	*	*	*	-	-	*
	*	1%	-	2%	1%	-	-	-	-	1%	-	-	-	1%	2%	*	-	-	13%
Total mentions	158	93	65	24	52	65	18	8	11	35	98	65	49	22	22	140	12	4	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.84	7.75	7.98	7.15	7.97	7.80	8.55	8.10	7.92	8.13	7.73	7.85	7.95	7.14	8.28	7.82	7.86	8.67	7.59
1-3 (Net)	2	2	-	2	-	-	*	-	*	1	*	2	-	-	-	1	1	-	-
	1%	2%	-	7%	-	-	2%	-	5%	3%	*	3%	-	-	-	1%	8%	-	-
1-4 (Net)	7	6	2	3	2	1	*	-	*	1	5	4	-	3	-	6	2	-	-
	5%	6%	2%	13%	4%	2%	2%	-	5%	3%	5%	7%	-	13%	-	4%	13%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 366
D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Music offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	158	93*	65*	24**	52*	65*	18**	8**	11**	35*	98*	65*	49*	22**	22**	140	12**	4**	2**
EffectiveBase	136	80	56	26	43	59	11	6	7	32	88	64	36	19	20	116	13	8	5
1-2 (Net)	1	1	-	*	-	-	*	-	*	-	*	1	-	-	-	-	1	-	-
	1%	1%	-	2%	-	-	2%	-	5%	-	*	1%	-	-	-	-	8%	-	-
4-7 (Net)	54	36	18	10	18	24	2	3	3	8	38	19	18	12	5	51	1	*	2
	34%	38%	28%	41%	34%	37%	13%	36%	28%	23%	38%	29%	37%	56%	24%	36%	9%	11%	65%
5-6 (Net)	22	13	8	4	6	10	1	2	2	2	15	7	9	3	2	20	*	*	*
	14%	14%	13%	18%	11%	16%	6%	23%	20%	6%	16%	11%	19%	12%	11%	15%	4%	11%	13%
8-10 (Net)	101	55	46	12	34	40	15	5	7	25	60	44	31	9	16	87	10	4	1
	64%	59%	72%	50%	65%	63%	85%	64%	68%	73%	61%	68%	63%	43%	74%	62%	83%	89%	21%
7-10 (Net)	128	73	55	16	43	53	16	6	8	31	78	53	40	16	19	113	10	4	2
	81%	79%	85%	67%	84%	82%	92%	77%	75%	90%	80%	82%	81%	74%	87%	81%	83%	89%	73%
9-10 (Net)	64	39	24	7	23	23	11	4	7	15	35	29	20	3	11	54	7	2	1
	40%	42%	38%	30%	44%	35%	63%	46%	64%	44%	36%	44%	41%	14%	53%	39%	56%	58%	21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 366
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 - BBC Music offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								**Working**		**Urbanity**	
UnweightedBase	191	8	50	9	24	12	22	12	5	1	4	11	151	37	162	17
WeightedBase	158	9**	48*	6**	23**	10**	19**	9**	5**	1**	3**	7**	131	25**	132	15**
EffectiveBase	136	7	38	6	15	10	16	10	4	1	3	9	115	20	115	13
Not At All Agree 1	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	3%
2	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-
3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	1%	-	2%	-	-	-	-	-	-	-	-	-	1%	-	1%	-
4	5	-	3	1	-	-	-	-	1	-	-	-	5	-	5	-
	3%	-	6%	12%	-	-	-	-	17%	-	-	-	4%	-	3%	-
5	11	1	4	-	1	1	2	*	1	-	-	-	11	*	11	-
	7%	15%	9%	-	6%	12%	10%	3%	22%	-	-	-	8%	1%	8%	-
6	10	1	*	1	2	2	-	1	-	-	-	1	8	2	9	2
	7%	10%	1%	20%	10%	21%	-	13%	-	-	-	18%	6%	7%	7%	11%
7	27	-	7	1	6	3	4	3	2	-	*	*	23	4	22	5
	17%	-	14%	14%	24%	34%	20%	35%	32%	-	14%	6%	18%	15%	17%	34%
8	38	3	11	2	3	2	5	2	*	1	1	3	32	5	34	1
	24%A	30%	22%	31%	14%	24%	27%	23%	8%	100%	45%	38%	24%	20%	26%	7%
9	38	2	12	1	4	1	6	2	1	-	-	1	29	9	30	3
	24%	27%	25%	22%	18%	9%	33%	25%	20%	-	-	15%	22%	36%	23%	18%
Agree Completely 10	25	2	10	-	7	-	1	-	-	-	1	2	21	4	20	4
	16%	18%	21%	-	29%	-	7%	-	-	-	41%	23%	16%	18%	15%	27%
Don't know	1	-	-	-	-	-	*	-	-	-	-	-	*	*	1	-
	*	-	-	-	-	-	2%	-	-	-	-	-	*	2%	1%	-
Total mentions	158	9	48	6	23	10	19	9	5	1	3	7	131	25	132	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.84	7.98	7.91	7.19	8.14	6.96	7.96	7.53	6.53	8.00	8.69	8.19	7.76	8.29	7.78	7.97
1-3 (Net)	2	-	1	-	-	-	-	-	-	-	-	-	2	*	2	*
	1%	-	2%	-	-	-	-	-	-	-	-	-	1%	2%	1%	3%
1-4 (Net)	7	-	4	1	-	-	-	-	1	-	-	-	7	*	6	*
	5%	-	8%	12%	-	-	-	-	17%	-	-	-	5%	2%	5%	3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 - BBC Music offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
WeightedBase	158	9**	48*	6**	23**	10**	19**	9**	5**	1**	3**	7**	131	25**	132	15**
EffectiveBase	136	7	38	6	15	10	16	10	4	1	3	9	115	20	115	13
1-2 (Net)	1	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*
	1%	-	-	-	-	-	-	-	-	-	-	-	*	2%	*	3%
4-7 (Net)	54	2	14	3	9	6	6	5	4	-	*	2	48	6	46	7
	34%	25%	29%	46%	39%	67%	30%	52%	72%	-	14%	24%	36%	23%	35%	45%
5-6 (Net)	22	2	4	1	4	3	2	2	1	-	-	1	19	2	20	2
	14%	25%	9%	20%	16%	33%	10%	17%	22%	-	-	18%	15%	8%	15%	11%
8-10 (Net)	101	7	33	3	14	3	13	5	1	1	3	5	82	19	84	8
	64%	75%	69%	54%	61%	33%	67%	48%	28%	100%	86%	76%	62%	74%	63%	52%
7-10 (Net)	128	7	40	4	20	6	16	8	3	1	3	6	105	22	106	13
	81%	75%	82%	68%	84%	67%	87%	83%	61%	100%	100%	82%	80%	89%	80%	86%
9-10 (Net)	64	4	22	1	11	1	8	2	1	-	1	3	50	14	50	7
	40%	45%	47%	22%	46%	9%	40%	25%	20%	-	41%	38%	38%	54%	38%	45%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 367
D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Food offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	366	147	219	72	82	150	62	18	24	98	190	151	96	64	55	293	26	24	23
WeightedBase	321	128	193	54*	72*	133	62*	11**	21**	77*	177	107	109*	61*	44*	277	21**	11**	11**
EffectiveBase	247	109	139	48	58	110	36	13	13	70	135	111	68	47	32	202	20	18	17
Not At All Agree 1	7	2	5	1	2	2	2	-	1	3	4	4	1	1	1	4	*	1	2
	2%	2%	3%	1%	3%	1%	4%	-	3%	4%	2%	4%	1%	2%	2%	1%	2%	9%	15%
2	2	-	2	-	-	2	-	-	-	-	2	-	1	*	-	2	-	-	-
	1%	-	1%	-	-	1%	-	-	-	-	1%	-	1%	1%	-	1%	-	-	-
3	2	1	1	-	-	2	-	-	-	-	1	1	-	-	1	1	-	-	1
	1%	*	1%	-	-	2%	-	-	-	-	1%	1%	-	-	1%	1%	-	-	5%
4	11	6	5	2	-	5	5	*	-	4	7	1	2	4	4	11	-	*	-
	4%	5%	3%	3%	-	4%	7%	3%	-	5%	4%	1%	2%	7%	10%K	4%	-	2%	-
5	15	7	8	3	1	9	2	1	1	2	8	6	7	1	1	14	-	-	1
	5%	6%	4%	5%	2%	7%	3%	5%	5%	3%	5%	6%	6%	1%	3%	5%	-	-	5%
6	34	16	19	8	5	16	6	1	8	9	13	7	11	6	10	32	1	1	-
	11%	12%	10%	14%	6%	12%	10%	12%	37%	11%	7%	7%	10%	10%	22%zK	12%	4%	11%	-
7	57	24	34	8	15	27	6	5	2	17	32	21	14	14	8	49	7	*	2
	18%	18%	17%	15%	21%	20%	10%	44%	9%	23%	18%	19%	13%	23%	19%	18%	31%	3%	15%
8	71	32	39	11	20	27	13	3	2	17	42	24	29	12	5	60	4	4	3
	22%	25%	20%	20%	28%	20%	21%	25%	10%	22%	23%	23%	27%	19%	12%	21%	19%	33%	29%
9	61	24	37	11	19	28	3	1	2	17	35	26	16	12	7	57	2	2	1
	19%Fe	19%	19%	21%F	27%F	21%F	4%	11%	10%	22%	20%	25%z	15%	19%	16%	20%	9%	14%	6%
Agree Completely 10	51	16	35	9	7	16	18	-	5	8	31	13	21	11	6	39	6	2	2
	16%	12%	18%	17%	10%	12%	29%zDE	-	24%	10%	17%	12%	19%	19%	13%	14%	29%	21%	22%
Don't know	10	2	8	2	2	-	7	-	1	1	2	3	6	-	1	8	1	1	*
	3%Jdf	1%	4%	3%	2%	-	11%zE	-	3%	1%	1%	2%	6%	-	3%	3%	5%	6%	4%
Total mentions	321	128	193	54	72	133	62	11	21	77	177	107	109	61	44	277	21	11	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.60	7.49	7.67	7.74	7.86	7.38	7.64	7.16	7.39	7.41	7.68	7.57	7.81	7.66	7.06	7.59	8.15	7.56	6.90

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Food offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**321**	128	193	54*	72*	133	62*	11**	21**	77*	177	107	109*	61*	44*	277	21**	11**	11**
EffectiveBase	247	109	139	48	58	110	36	13	13	70	135	111	68	47	32	202	20	18	17
1-3 (Net)	**11**	3	8	1	2	6	2	-	1	3	7	6	2	1	2	7	*	1	2
	3%	*2%*	*4%*	*1%*	*3%*	*4%*	*4%*		*3%*	*4%*	*4%*	*5%*	*2%*	*2%*	*3%*	*3%*	*2%*	*9%*	*19%*
1-4 (Net)	**22**	9	14	2	2	11	7	*	1	7	14	7	4	6	6	18	*	1	2
	7%e	*7%*	*7%*	*4%*	*3%*	*8%*	*11%*	*3%*	*3%*	*9%*	*8%*	*7%*	*4%*	*9%*	*13%*	*7%*	*2%*	*11%*	*19%*
1-2 (Net)	**9**	2	7	1	2	4	2	-	1	3	5	4	2	1	1	6	*	1	2
	3%	*2%*	*3%*	*1%*	*3%*	*3%*	*4%*		*3%*	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*9%*	*15%*
4-7 (Net)	**118**	53	65	20	21	57	19	7	10	32	61	36	34	25	24	107	7	2	2
	37%	*41%*	*34%*	*38%*	*30%*	*43%*	*31%*	*64%*	*51%*	*41%*	*34%*	*33%*	*31%*	*41%*	*54%zKL*	*38%*	*35%*	*17%*	*20%*
5-6 (Net)	**49**	23	26	10	6	25	8	2	9	11	21	14	18	7	11	47	1	1	1
	15%	*18%*	*14%*	*19%*	*8%*	*19%*	*13%*	*18%*	*42%*	*14%*	*12%*	*13%*	*16%*	*12%*	*25%*	*17%*	*4%*	*11%*	*5%*
8-10 (Net)	**182**	71	111	32	46	70	34	4	9	41	108	63	66	35	18	156	12	8	6
	57%N	*55%*	*58%*	*58%*	*65%*	*53%*	*55%*	*36%*	*43%*	*54%*	*61%*	*59%*	*61%*	*57%*	*40%*	*56%*	*57%*	*69%*	*57%*
7-10 (Net)	**239**	95	144	40	62	97	40	9	11	59	140	84	80	49	26	204	19	8	8
	75%N	*74%*	*75%*	*74%*	*86%zF*	*73%*	*65%*	*80%*	*52%*	*76%*	*79%*	*78%N*	*74%*	*79%*	*59%*	*74%*	*89%*	*72%*	*72%*
9-10 (Net)	**111**	39	72	21	26	43	21	1	7	24	66	39	37	23	12	96	8	4	3
	35%	*31%*	*37%*	*38%*	*37%*	*33%*	*34%*	*11%*	*34%*	*32%*	*37%*	*36%*	*34%*	*37%*	*28%*	*35%*	*38%*	*36%*	*28%*

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Table 367
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 - BBC Food offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	366	26	74	18	27	21	38	25	12	9	12	31	265	98	310	33
WeightedBase	321	25**	72*	11**	30**	19**	37*	21**	11**	11**	11**	29**	256	62*	274	25**
EffectiveBase	247	18	55	15	15	18	31	17	8	5	9	22	184	67	205	25
Not At All Agree 1	7 2%	1 4%	1 2%	* 5%	- -	- -	- -	- -	- -	1 6%	- -	1 2%	6 2%	1 2%	5 2%	2 9%
2	2 1%	- -	- -	- -	* 1%	- -	1 4%z	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -
3	2 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -
4	11 4%	1 4%	3 5%	1 9%	1 4%	- -	2 5%	- -	- -	- -	- -	3 9%	11 4%	* *	11 4%	- -
5	15 5%	5 18%	3 5%	* 1%	- -	1 5%	1 3%	1 6%	1 6%	- -	2 15%	1 2%	12 5%	3 4%	14 5%	- -
6	34 11%	3 10%	10 14%	1 11%	2 5%	1 5%	3 8%	1 6%	* 3%	4 37%	3 30%	3 12%	29 11%	4 7%	32 12%	2 7%
7	57 18%	1 6%	10 14%	3 31%	6 21%	3 14%	6 16%	5 24%	5 44%	5 41%	- -	5 16%	43 17%	14 23%	52 19%	3 12%
8	71 22%	6 23%	18 25%	1 14%	7 24%	5 29%	8 21%	8 37%	- -	1 5%	3 28%	3 9%	56 22%	15 24%	59 22%	5 21%
9	61 19%Fe	5 22%	15 20%	3 28%	6 19%	7 38%	8 22%	- -	2 17%	1 6%	3 27%	7 25%	54 21%	6 10%	47 17%	5 21%
Agree Completely 10	51 16%	1 5%	10 13%	* 2%	8 26%	1 4%	6 17%	5 23%	3 28%	* 4%	- -	5 17%	37 15%	11 18%	44 16%	4 17%
Don't know	10 3%Jdf	2 8%	- -	- -	- -	1 6%	2 4%	1 4%	* 2%	- -	- -	2 7%	3 1%	7 11%zd	6 2%	3 14%
Total mentions	321 100%	25 100%	72 100%	11 100%	30 100%	19 100%	37 100%	21 100%	11 100%	11 100%	11 100%	29 100%	256 100%	62 100%	274 100%	25 100%
Mean	7.60	7.01	7.48	7.06	8.18	8.08	7.70	7.89	8.06	6.52	7.23	7.60	7.53	7.84	7.54	7.64

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
		England Regions											**Working**		**Urbanity**	
WeightedBase	321	25**	72*	11**	30**	19**	37*	21**	11**	11**	11**	29**	256	62*	274	25**
EffectiveBase	247	18	55	15	15	18	31	17	8	5	9	22	184	67	205	25
1-3 (Net)	11 3%	1 4%	3 4%	* 5%	* 1%	- -	1 4%	- -	- -	1 6%	- -	1 2%	10 4%	1 2%	9 3%	2 9%
1-4 (Net)	22 7%e	2 8%	6 9%	1 14%	1 5%	- -	3 9%	- -	- -	1 6%	- -	3 11%	21 8%	1 2%	20 7%	2 9%
1-2 (Net)	9 3%	1 4%	1 2%	* 5%	* 1%	- -	1 4%	- -	- -	1 6%	- -	1 2%	8 3%	1 2%	7 2%	2 9%
4-7 (Net)	118 37%	10 38%	27 38%	6 52%	9 30%	4 24%	12 32%	8 36%	6 53%	9 78%	5 45%	11 40%	96 37%	22 35%	110 40%z	5 18%
5-6 (Net)	49 15%	7 28%	14 19%	1 13%	2 5%	2 10%	4 11%	3 13%	1 9%	4 37%	5 45%	4 14%	42 16%	7 11%	46 17%	2 7%
8-10 (Net)	182 57%N	13 50%	42 58%	5 43%	21 69%	13 71%	22 60%	13 60%	5 45%	2 15%	6 55%	15 51%	147 57%	33 53%	150 55%	15 59%
7-10 (Net)	239 75%N	14 56%	52 72%	8 74%	27 90%	16 85%	28 75%	18 83%	10 89%	6 56%	6 55%	19 67%	190 74%	47 76%	202 74%	18 70%
9-10 (Net)	111 35%	7 27%	24 34%	3 29%	14 45%	8 42%	14 39%	5 23%	5 45%	1 10%	3 27%	12 42%	92 36%	18 29%	91 33%	10 38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 368
D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iWonder offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	58	37	21	11	25	21	1	3	1	11	39	32	16	5	5	48	5	4	1
WeightedBase	49*	33**	16**	8**	24**	17**	1**	2**	1**	7**	36*	25**	15**	4**	4**	44*	4**	1**	***
EffectiveBase	45	30	15	8	19	17	1	2	1	9	32	23	13	4	4	39	4	4	1
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	2%	3%	-	-	-	6%	-	-	-	-	3%	-	-	21%	-	2%	-	-	-
3	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-
	2%	-	5%	-	3%	-	-	-	-	-	2%	-	5%	-	-	2%	-	-	-
4	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-
	1%	2%	-	-	3%	-	-	-	-	9%	-	-	4%	-	-	2%	-	-	-
5	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	1%	-	4%	9%	-	-	-	-	-	10%	-	3%	-	-	-	2%	-	-	-
6	4	3	1	-	3	1	-	-	-	-	4	4	-	-	-	4	-	-	-
	8%	10%	3%	-	12%	6%	-	-	-	-	11%	15%	-	-	-	9%	-	-	-
7	12	10	2	4	5	4	-	*	-	1	11	5	5	2	-	12	-	-	-
	24%	30%	11%	47%	20%	21%	-	28%	-	13%	30%	18%	35%	41%	-	27%	-	-	-
8	9	6	3	1	2	5	-	1	1	2	5	2	4	-	3	7	1	*	*
	18%	18%	17%	20%	7%	33%	-	72%	100%	23%	14%	6%	28%	-	71%	16%	28%	36%	100%
9	17	8	9	2	9	5	1	-	-	3	10	12	3	2	-	14	3	*	-
	34%	23%	57%	24%	38%	31%	100%	-	-	42%	28%	49%	18%	38%	-	31%	72%	46%	-
Agree Completely 10	5	5	*	-	4	1	-	-	-	*	5	2	1	-	1	5	-	*	-
	10%	14%	1%	-	17%	4%	-	-	-	3%	13%	9%	8%	-	29%	10%	-	18%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	49	33	16	8	24	17	1	2	1	7	36	25	15	4	4	44	4	1	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.85	7.76	8.03	7.49	8.01	7.72	9.00	7.72	8.00	7.67	7.76	8.10	7.56	6.70	8.59	7.75	8.72	8.83	8.00
1-3 (Net)	2	1	1	-	1	1	-	-	-	-	2	-	1	1	-	2	-	-	-
	4%	3%	5%	-	3%	6%	-	-	-	-	5%	-	5%	21%	-	4%	-	-	-
1-4 (Net)	2	2	1	-	1	1	-	-	-	1	2	-	1	1	-	2	-	-	-
	5%	5%	5%	-	6%	6%	-	-	-	9%	5%	-	10%	21%	-	5%	-	-	-

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 - BBC iWonder offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**49***	33**	16**	8**	24**	17**	1**	2**	1**	7**	36*	25**	15**	4**	4**	44*	4**	1**	***
EffectiveBase	45	30	15	8	19	17	1	2	1	9	32	23	13	4	4	39	4	4	1
1-2 (Net)	**1**	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	2%	3%	-	-	-	6%	-	-	-	-	3%	-	-	21%	-	2%	-	-	-
4-7 (Net)	**17**	14	3	4	8	5	-	*	-	2	14	9	6	2	-	17	-	-	-
	35%	42%	19%	56%	34%	27%	-	28%	-	33%	40%	36%	40%	41%	-	39%	-	-	-
5-6 (Net)	**5**	3	1	1	3	1	-	-	-	1	4	5	-	-	-	5	-	-	-
	9%	10%	8%	9%	12%	6%	-	-	-	10%	11%	18%	-	-	-	10%	-	-	-
8-10 (Net)	**30**	18	12	3	15	11	1	1	1	5	20	16	8	2	4	25	4	1	*
	62%	55%	76%	44%	62%	67%	100%	72%	100%	67%	55%	64%	55%	38%	100%	57%	100%	100%	100%
7-10 (Net)	**42**	28	14	7	20	15	1	2	1	6	30	21	14	3	4	37	4	1	*
	86%	85%	87%	91%	82%	89%	100%	100%	100%	81%	84%	82%	90%	79%	100%	84%	100%	100%	100%
9-10 (Net)	**22**	12	9	2	13	6	1	-	-	3	15	15	4	2	1	18	3	1	-
	44%	37%	58%	24%	55%	35%	100%	-	-	45%	41%	58%	27%	38%	29%	42%	72%	64%	-

Table 368
D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iWonder offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	58	3	17	4	5	4	9	1	2	-	2	1	53	5	52	3
WeightedBase	49*	2**	18**	4**	3**	2**	8**	1**	3**	-**	1**	1**	46*	3**	43*	2**
EffectiveBase	45	3	14	4	4	3	7	1	2	-	2	1	41	4	41	3
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	2%	-	5%	-	-	-	-	-	-	-	-	-	2%	-	2%	-
3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	2%	-	5%	-	-	-	-	-	-	-	-	-	2%	-	2%	-
4	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	8%	-	-	-	-	-	1%	-	-	-
5	1	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-
	1%	-	-	-	-	-	-	-	-	-	-	100%	-	24%	2%	-
6	4	-	-	1	-	1	1	-	2	-	-	-	4	-	4	-
	8%	-	-	27%	-	29%	6%	-	50%	-	-	-	8%	-	9%	-
7	12	2	5	1	-	-	1	1	2	-	*	-	11	*	12	-
	24%	65%	28%	39%	-	-	11%	100%	50%	-	31%	-	25%	15%	28%	-
8	9	-	3	-	2	1	-	-	-	-	1	-	8	1	8	1
	18%	-	17%	-	52%	51%	-	-	-	-	69%	-	16%	38%	18%	58%
9	17	1	4	1	2	*	6	-	-	-	-	-	16	1	14	1
	34%	35%	23%	35%	48%	20%	67%	-	-	-	-	-	35%	24%	32%	42%
Agree Completely 10	5	-	4	-	-	-	1	-	-	-	-	-	5	-	3	-
	10%	-	22%	-	-	-	7%	-	-	-	-	-	10%	-	8%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	49	2	18	4	3	2	8	1	3	-	1	1	46	3	43	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Mean	7.85	7.71	7.85	7.42	8.48	7.61	8.26	7.00	6.50	-	7.69	5.00	7.88	7.38	7.75	8.42
1-3 (Net)	2	-	2	-	-	-	-	-	-	-	-	-	2	-	2	-
	4%	-	10%	-	-	-	-	-	-	-	-	-	4%	-	4%	-
1-4 (Net)	2	-	2	-	-	-	1	-	-	-	-	-	2	-	2	-
	5%	-	10%	-	-	-	8%	-	-	-	-	-	5%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 368
D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC iWonder offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	49*	2**	18**	4**	3**	2**	8**	1**	3**	-**	1**	1**	46*	3**	43*	2**
EffectiveBase	45	3	14	4	4	3	7	1	2	-	2	1	41	4	41	3
1-2 (Net)	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	2%	-	5%	-	-	-	-	-	-	-	-	-	2%	-	2%	-
4-7 (Net)	17	2	5	2	-	1	2	1	3	-	*	1	16	1	16	-
	35%	65%	28%	65%	-	29%	26%	100%	100%	-	31%	100%	34%	39%	38%	-
5-6 (Net)	5	-	-	1	-	1	1	-	2	-	-	1	4	1	5	-
	9%	-	-	27%	-	29%	6%	-	50%	-	-	100%	8%	24%	10%	-
8-10 (Net)	30	1	11	1	3	2	6	-	-	-	1	-	29	2	25	2
	62%	35%	62%	35%	100%	71%	74%	-	-	-	69%	-	62%	61%	58%	100%
7-10 (Net)	42	2	16	3	3	2	7	1	2	-	1	-	40	2	37	2
	86%	100%	90%	73%	100%	71%	86%	100%	50%	-	100%	-	87%	76%	85%	100%
9-10 (Net)	22	1	8	1	2	*	6	-	-	-	-	-	21	1	17	1
	44%	35%	45%	35%	48%	20%	74%	-	-	-	-	-	45%	24%	40%	42%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 369
D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC+ offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	87	59	28	20	29	32	6	3	2	27	50	37	25	14	11	70	11	5	1
WeightedBase	75*	50*	25**	16**	24**	30**	5**	2**	1**	22**	46*	26**	29**	12**	8**	65*	8**	2**	***
EffectiveBase	67	45	22	16	23	25	4	3	2	21	39	30	21	11	9	56	10	4	1
Not At All Agree 1	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	1%	-	3%	5%	-	-	-	-	-	3%	-	3%	-	-	-	1%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-
	1%	1%	-	5%	-	-	-	-	-	-	2%	3%	-	-	-	1%	-	-	-
4	1	*	*	*	-	-	*	-	-	-	1	1	-	-	-	*	-	-	*
	1%	1%	*	*	-	-	9%	-	-	-	1%	2%	-	-	-	1%	-	-	100%
5	7	2	5	3	2	3	-	-	-	4	3	3	3	-	2	7	1	-	-
	10%A	4%	22%	16%	8%	10%	-	-	-	20%	6%	12%	9%	-	23%	10%	9%	-	-
6	7	6	2	2	1	3	2	1	-	2	5	1	4	2	-	7	*	-	-
	10%	12%	7%	15%	2%	10%	32%	30%	-	7%	11%	6%	13%	18%	-	11%	4%	-	-
7	13	10	3	4	2	6	1	*	*	2	9	4	6	2	*	11	1	1	-
	18%	19%	14%	23%	10%	19%	24%	21%	46%	10%	20%	17%	21%	18%	5%	17%	16%	55%	-
8	18	9	9	*	9	7	2	-	-	6	10	7	8	1	2	17	*	-	-
	24%	18%	34%	3%	35%	23%	35%	-	-	25%	23%	25%	26%	8%	32%	26%	6%	-	-
9	20	17	4	4	9	8	-	-	1	5	14	6	7	7	1	15	5	*	-
	27%	34%	15%	26%	35%	26%	-	-	54%	22%	32%	23%	24%	56%	12%	23%	65%	9%	-
Agree Completely 10	6	4	1	1	2	2	-	1	-	2	2	3	1	-	2	5	-	1	-
	7%	8%	5%	7%	9%	8%	-	49%	-	7%	5%	10%	3%	-	28%	8%	-	35%	-
Don't know	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-
	2%	2%	-	-	-	4%	-	-	-	6%	-	-	4%	-	-	2%	-	-	-
Total mentions	75	50	25	16	24	30	5	2	1	22	46	26	29	12	8	65	8	2	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.60	7.85	7.11	6.83	8.14	7.71	6.77	8.16	8.08	7.25	7.67	7.39	7.52	8.01	7.93	7.52	8.15	8.25	4.00
1-3 (Net)	1	1	1	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	-
	2%	1%	3%	9%	-	-	-	-	-	3%	2%	6%	-	-	-	2%	-	-	-
1-4 (Net)	2	1	1	2	-	-	*	-	-	1	1	2	-	-	-	2	-	-	*
	3%	2%	3%	10%	-	-	9%	-	-	3%	3%	8%	-	-	-	3%	-	-	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 369
D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC+ offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	75*	50*	25**	16**	24**	30**	5**	2**	1**	22**	46*	26**	29**	12**	8**	65*	8**	2**	***
EffectiveBase	67	45	22	16	23	25	4	3	2	21	39	30	21	11	9	56	10	4	1
1-2 (Net)	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	1%	-	3%	5%	-	-	-	-	-	3%	-	3%	-	-	-	1%	-	-	-
4-7 (Net)	29	18	11	9	5	12	3	1	*	8	18	9	13	5	2	25	2	1	*
	38%	36%	43%	54%	21%	39%	65%	51%	46%	37%	39%	36%	43%	37%	29%	39%	29%	55%	100%
5-6 (Net)	15	8	7	5	2	6	2	1	-	6	8	4	6	2	2	14	1	-	-
	20%	16%	29%	31%	10%	20%	32%	30%	-	27%	18%	17%	22%	18%	23%	21%	13%	-	-
8-10 (Net)	44	30	14	6	19	17	2	1	1	12	27	15	15	8	6	37	6	1	-
	58%	60%	54%	36%	79%	57%	35%	49%	54%	54%	60%	58%	53%	63%	71%	57%	71%	45%	-
7-10 (Net)	57	40	17	9	22	23	3	2	1	14	36	19	21	10	6	48	7	2	-
	76%	80%	68%	60%	90%	76%	59%	70%	100%	64%	79%	75%	74%	82%	77%	74%	87%	100%	-
9-10 (Net)	26	21	5	5	11	10	-	1	1	6	17	8	8	7	3	20	5	1	-
	35%	42%	20%	33%	44%	34%	-	49%	54%	29%	37%	33%	26%	56%	40%	31%	65%	45%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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 - BBC+ offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	87	4	28	4	5	5	12	2	3	2	1	4	74	12	72	9
WeightedBase	75*	4**	28**	2**	5**	5**	10**	3**	3**	1**	2**	3**	67*	7**	63*	7**
EffectiveBase	67	4	23	4	5	4	9	2	2	2	1	3	59	7	56	6
Not At All Agree 1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-
	1%	-	-	-	-	-	-	-	-	52%	-	-	1%	-	1%	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	1%	-	-	-	16%	-	-	-	-	-	-	-	1%	-	1%	-
4	1	-	-	-	-	-	*	-	-	-	-	-	-	1	1	-
	1%	-	-	-	-	-	4%	-	-	-	-	-	-	7%	1%	-
5	7	-	4	-	1	1	*	-	1	-	-	-	7	1	7	*
	10%A	-	13%	-	21%	26%	3%	-	26%	-	-	-	10%	9%	11%	5%
6	7	-	3	-	1	-	1	-	-	-	2	-	6	2	7	-
	10%	-	12%	-	24%	-	12%	-	-	-	100%	-	8%	27%	12%	-
7	13	1	3	*	1	1	1	1	2	-	-	-	13	*	11	*
	18%	22%	10%	22%	16%	30%	14%	53%	64%	-	-	-	19%	7%	18%	7%
8	18	-	9	-	-	1	3	1	*	1	-	3	15	3	13	3
	24%	-	31%	-	-	17%	27%	47%	10%	48%	-	86%	22%	43%	20%	42%
9	20	3	7	1	-	1	3	-	-	-	-	-	20	*	18	3
	27%	78%	24%	52%	-	27%	28%	-	-	-	-	-	30%	7%	28%	40%
Agree Completely 10	6	-	3	1	1	-	-	-	-	-	-	*	5	-	4	*
	7%	-	10%	26%	25%	-	-	-	-	-	-	14%	7%	-	6%	6%
Don't know	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
	2%	-	-	-	-	-	12%	-	-	-	-	-	2%	-	2%	-
Total mentions	75	4	28	2	5	5	10	3	3	1	2	3	67	7	63	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.60	8.56	7.75	8.82	6.47	7.19	7.60	7.47	6.57	4.36	6.00	8.28	7.65	6.90	7.47	8.28
1-3 (Net)	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-
	2%	-	-	-	16%	-	-	-	-	52%	-	-	2%	-	2%	-
1-4 (Net)	2	-	-	-	1	-	*	-	-	1	-	-	1	1	2	-
	3%	-	-	-	16%	-	4%	-	-	52%	-	-	2%	7%	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	75*	4**	28**	2**	5**	5**	10**	3**	3**	1**	2**	3**	67*	7**	63*	7**
EffectiveBase	67	4	23	4	5	4	9	2	2	2	1	3	59	7	56	6
1-2 (Net)	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-
	1%	-	-	-	-	-	-	-	-	52%	-	-	1%	-	1%	-
4-7 (Net)	29	1	10	*	3	3	3	1	3	-	2	-	25	4	26	1
	38%	22%	34%	22%	60%	56%	33%	53%	90%	-	100%	-	37%	50%	41%	13%
5-6 (Net)	15	-	7	-	2	1	1	-	1	-	2	-	12	3	15	*
	20%	-	24%	-	44%	26%	15%	-	26%	-	100%	-	18%	36%	23%	5%
8-10 (Net)	44	3	19	2	1	2	6	1	*	1	-	3	40	4	34	6
	58%	78%	66%	78%	25%	44%	55%	47%	10%	48%	-	100%	59%	50%	54%	87%
7-10 (Net)	57	4	21	2	2	3	7	3	2	1	-	3	52	4	46	6
	76%	100%	76%	100%	40%	74%	69%	100%	74%	48%	-	100%	78%	57%	72%	95%
9-10 (Net)	26	3	10	2	1	1	3	-	-	-	-	*	25	*	22	3
	35%	78%	35%	78%	25%	27%	28%	-	-	-	-	14%	37%	7%	34%	46%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 370
D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Bitesize offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	162	65	96	71	39	45	7	10	7	32	90	74	40	29	19	127	11	15	9
WeightedBase	128	54*	73*	39*	35**	46*	8**	6**	7**	24**	74*	52*	38**	24**	13**	109*	9**	6**	4**
EffectiveBase	108	49	59	54	30	30	5	9	4	21	65	52	26	20	13	86	10	10	7
Not At All Agree 1	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	1%	2%	-	-	-	2%	-	-	-	-	1%	-	-	5%	-	1%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2	1	1	1	1	-	-	-	-	*	2	1	1	-	-	1	1	-	-
	2%	1%	1%	2%	4%	-	-	-	-	2%	2%	2%	3%	-	-	1%	9%	-	-
5	4	1	3	3	1	-	-	-	1	1	2	1	2	-	1	3	-	-	1
	3%	2%	4%	8%z	2%	-	-	-	10%	4%	3%	1%	6%	-	9%	3%	-	-	22%
6	9	2	7	6	2	2	*	*	2	1	5	6	1	*	2	8	*	-	1
	7%	4%	9%	15%z	5%	3%	3%	7%	21%	4%	7%	11%	2%	2%	18%	7%	6%	-	23%
7	21	11	11	3	9	9	-	*	-	3	16	5	10	6	*	21	-	*	-
	17%C	19%	15%	7%	27%	20%	-	8%	-	11%	22%	10%	25%	25%	1%	19%	-	3%	-
8	32	13	18	9	9	11	3	2	3	8	17	12	10	7	3	27	4	*	1
	25%	25%	25%	22%	26%	25%	36%	42%	40%	34%	23%	23%	27%	29%	21%	25%	42%	2%	19%
9	31	16	15	9	8	11	3	-	1	7	18	13	8	7	2	26	2	2	-
	24%e	29%	20%	22%	23%	24%	35%	-	16%	27%	24%	25%	21%	29%	18%	24%	27%	34%	-
Agree Completely 10	26	9	17	9	4	11	2	2	*	4	13	15	6	2	3	20	1	4	1
	20%	17%	23%	23%	10%	25%	26%	32%	5%	16%	17%	28%	16%	10%	24%	18%	9%	61%	37%
Don't know	1	-	1	-	1	*	-	1	1	*	-	-	-	*	1	1	1	-	-
	1%	-	2%	-	3%	1%	-	11%	7%	1%	-	-	-	1%	8%	1%	7%	-	-
Total mentions	128	54	73	39	35	46	8	6	7	24	74	52	38	24	13	109	9	6	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.11	8.10	8.15	7.98	7.83	8.31	8.80	8.48	7.49	8.23	7.94	8.39	7.91	7.88	8.03	8.06	7.97	9.54	7.63

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Bitesize offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	128	54*	73*	39*	35**	46*	8**	6**	7**	24**	74*	52*	38**	24**	13**	109*	9**	6**	4**
EffectiveBase	108	49	59	54	30	30	5	9	4	21	65	52	26	20	13	86	10	10	7
1-3 (Net)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	1%	2%	-	-	-	2%	-	-	-	-	1%	-	-	5%	-	1%	-	-	-
1-4 (Net)	3	2	1	1	1	1	-	-	-	*	3	1	1	1	-	3	1	-	-
	3%	3%	1%	2%	4%	2%	-	-	-	2%	4%	2%	3%	5%	-	2%	9%	-	-
1-2 (Net)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-
	1%	2%	-	-	-	2%	-	-	-	-	1%	-	-	5%	-	1%	-	-	-
4-7 (Net)	37	15	22	13	13	11	*	1	2	5	26	13	14	6	4	34	1	*	2
	29%	27%	30%	32%	38%	23%	3%	15%	32%	21%	34%	24%	37%	27%	28%	31%	15%	3%	44%
5-6 (Net)	13	3	10	9	2	2	*	*	2	2	7	6	3	*	4	11	*	-	2
	10%	6%	14%	23%zE	7%	3%	3%	7%	32%	8%	10%	12%	8%	2%	27%	10%	*	-	44%
8-10 (Net)	88	38	50	26	21	34	8	4	4	19	48	40	24	16	8	73	7	6	2
	69%	71%	68%	68%	59%	74%	97%	74%	61%	78%	64%	76%	63%	68%	63%	67%	78%	97%	56%
7-10 (Net)	110	49	61	29	30	43	8	5	4	22	64	45	34	22	9	94	7	6	2
	86%C	90%	83%	75%	86%	94%C	97%	83%	61%	89%	86%	86%	88%	93%	65%	87%	78%	100%	56%
9-10 (Net)	57	25	32	18	12	22	5	2	2	11	31	28	14	9	6	46	3	6	1
	44%	46%	43%	45%	33%	49%	61%	32%	21%	44%	41%	53%	37%	39%	43%	42%	36%	95%	37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 370
D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Bitesize offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	162	10	38	9	23	6	13	4	6	2	11	5	106	52	127	15
WeightedBase	128	10**	38**	6**	18**	3**	12**	2**	5**	2**	7**	3**	97*	28*	101*	14**
EffectiveBase	108	6	28	7	15	5	8	3	5	2	9	4	75	35	88	9
Not At All Agree 1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	1%	-	-	-	6%	-	-	-	-	-	-	-	1%	-	1%	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2	-	-	-	-	-	*	-	1	-	-	-	1	1	2	-
	2%	-	-	-	-	-	4%	-	19%	-	-	-	1%	3%	2%	-
5	4	-	*	1	-	-	2	-	-	-	-	-	3	1	3	1
	3%	-	1%	20%	-	-	14%	-	-	-	-	-	3%	5%	3%	6%
6	9	-	1	-	4	-	*	-	2	-	*	-	7	2	8	1
	7%	-	3%	-	20%	-	3%	-	47%	-	2%	-	7%	6%	8%	8%
7	21	1	12	2	2	-	-	*	*	*	2	2	18	3	20	-
	17%C	6%	31%	27%	12%	-	-	9%	8%	22%	32%	47%	19%	9%	19%	-
8	32	5	5	-	8	1	4	*	-	1	2	1	24	8	24	6
	25%	45%	13%	-	41%	37%	35%	11%	-	78%	22%	36%	25%	28%	24%	42%
9	31	2	9	1	1	1	4	2	1	-	3	1	28	3	23	2
	24%e	22%	24%	21%	5%	41%	36%	79%	26%	-	38%	18%	29%e	10%	23%	17%
Agree Completely 10	26	3	11	1	3	1	1	-	-	-	*	-	15	9	20	4
	20%	27%	29%	18%	15%	22%	8%	-	-	-	6%	-	16%	33%zd	19%	27%
Don't know	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	1%	-	-	14%	-	-	-	-	-	-	-	-	-	5%zd	1%	-
Total mentions	128	10	38	6	18	3	12	2	5	2	7	3	97	28	101	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.11	8.70	8.42	7.63	7.42	8.84	7.90	8.70	6.47	7.78	8.13	7.71	8.05	8.30	8.04	8.37

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 370
D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC Bitesize offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	128	10**	38**	6**	18**	3**	12**	2**	5**	2**	7**	3**	97*	28*	101*	14**
EffectiveBase	108	6	28	7	15	5	8	3	5	2	9	4	75	35	88	9
1-3 (Net)	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	1%	-	-	-	6%	-	-	-	-	-	-	-	1%	-	1%	-
1-4 (Net)	3	-	-	-	1	-	*	-	1	-	-	-	3	1	3	-
	3%	-	-	-	6%	-	4%	-	19%	-	-	-	3%	3%	3%	-
1-2 (Net)	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	1%	-	-	-	6%	-	-	-	-	-	-	-	1%	-	1%	-
4-7 (Net)	37	1	13	3	6	-	3	*	4	*	3	2	29	6	32	2
	29%	6%	35%	47%	32%	-	21%	9%	74%	22%	34%	47%	30%	23%	32%	14%
5-6 (Net)	13	-	1	1	4	-	2	-	2	-	*	-	9	3	11	2
	10%	-	4%	20%	20%	-	17%	-	47%	-	2%	-	10%	11%	10%	14%
8-10 (Net)	88	10	25	2	11	3	10	2	1	1	5	2	67	20	67	12
	69%	94%	65%	39%	62%	100%	79%	91%	26%	78%	66%	53%	69%	72%	66%	86%
7-10 (Net)	110	10	37	4	14	3	10	2	2	2	7	3	85	22	86	12
	86%C	100%	96%	65%	74%	100%	79%	100%	34%	100%	98%	100%	88%	81%	85%	86%
9-10 (Net)	57	5	20	2	4	2	5	2	1	-	3	1	43	12	43	6
	44%	49%	53%	39%	21%	63%	45%	79%	26%	-	44%	18%	44%	43%	42%	44%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Table 371
D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Storytime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	104	41	63	11	50	40	3	3	3	38	51	40	25	18	21	86	6	4	8
WeightedBase	84*	32*	53*	10**	37*	35**	2**	3**	2**	32**	40*	28**	25**	17**	15**	74*	4**	2**	4**
EffectiveBase	71	31	41	8	37	25	3	2	3	28	32	28	17	13	16	60	4	3	7
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	3	-	3	-	-	3	-	-	-	-	3	-	-	3	-	3	-	-	-
	3%	-	5%	-	-	8%	-	-	-	-	7%	-	-	16%	-	4%	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-	-
	1%	-	2%	-	2%	-	-	-	-	3%	-	-	-	-	6%	1%	-	-	-
5	1	1	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	1%	3%	-	9%	-	-	-	-	-	3%	-	3%	-	-	-	1%	-	-	-
6	10	4	6	1	3	5	-	-	-	4	6	1	5	1	2	8	-	*	1
	12%	12%	11%	14%	9%	15%	-	-	-	13%	14%	2%	22%	8%	16%	11%	-	17%	39%
7	12	4	7	3	3	3	2	2	-	6	3	4	4	2	2	10	*	-	1
	14%	14%	14%	33%	9%	8%	83%	61%	-	18%	8%	15%	15%	12%	12%	14%	8%	-	21%
8	19	10	10	4	6	9	-	1	*	7	10	8	5	3	3	18	1	*	-
	23%	31%	18%	40%	17%	27%	-	21%	28%	21%	24%	31%	20%	16%	21%	25%	16%	19%	-
9	22	8	15	-	14	7	*	-	1	8	13	8	8	5	2	21	1	*	1
	26%	24%	28%	-	38%z	21%	17%	-	34%	25%	31%	28%	31%	28%	13%	28%	16%	10%	15%
Agree Completely 10	16	5	10	1	9	7	-	1	-	6	7	5	3	4	4	11	2	1	1
	19%	17%	20%	5%	23%	19%	-	17%	-	17%	17%	18%	12%	20%	27%	15%	60%	54%	26%
Don't know	1	-	1	-	1	1	-	-	1	-	-	1	-	-	1	1	-	-	-
	2%	-	3%	-	2%	2%	-	-	38%	-	-	3%	-	-	4%	2%	-	-	-
Total mentions	84	32	53	10	37	35	2	3	2	32	40	28	25	17	15	74	4	2	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.00	8.10	7.94	7.24	8.49z	7.74	7.34	7.73	8.55	7.97	7.91	8.37	7.98	7.46	7.98	7.92	9.28	8.84	7.68
1-3 (Net)	3	-	3	-	-	3	-	-	-	-	3	-	-	3	-	3	-	-	-
	3%	-	5%	-	-	8%	-	-	-	-	7%	-	-	16%	-	4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
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Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	84*	32*	53*	10**	37*	35**	2**	3**	2**	32**	40*	28**	25**	17**	15**	74*	4**	2**	4**
EffectiveBase	71	31	41	8	37	25	3	2	3	28	32	28	17	13	16	60	4	3	7
1-4 (Net)	4	-	4	-	1	3	-	-	-	1	3	-	-	3	1	4	-	-	-
	4%	-	7%	-	2%	8%	-	-	-	3%	7%	-	-	16%	6%	5%	-	-	-
1-2 (Net)	3	-	3	-	-	3	-	-	-	-	3	-	-	3	-	3	-	-	-
	3%	-	5%	-	-	8%	-	-	-	-	7%	-	-	16%	-	4%	-	-	-
4-7 (Net)	23	9	14	5	7	8	2	2	-	12	9	6	9	3	5	20	*	*	2
	27%	29%	26%	55%	20%	23%	83%	61%	-	36%	21%	20%	36%	20%	34%	27%	8%	17%	60%
5-6 (Net)	11	5	6	2	3	5	-	-	-	5	6	1	5	1	2	9	-	*	1
	13%	15%	11%	23%	9%	15%	-	-	-	16%	14%	5%	22%	8%	16%	12%	-	17%	39%
8-10 (Net)	57	22	35	4	29	24	*	1	1	21	29	21	16	11	9	50	4	2	2
	68%	71%	66%	45%	78%	67%	17%	39%	62%	64%	72%	77%	64%	64%	61%	67%	92%	83%	40%
7-10 (Net)	69	27	42	8	32	27	2	3	1	26	32	25	19	13	11	61	4	2	2
	82%	85%	79%	77%	87%	75%	100%	100%	62%	82%	80%	92%	78%	76%	73%	82%	100%	83%	61%
9-10 (Net)	38	13	25	1	23	14	*	1	1	14	20	13	11	8	6	32	3	1	2
	45%	40%	48%	5%	61%z	40%	17%	17%	34%	43%	48%	46%	43%	48%	40%	43%	76%	64%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 371
D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Storytime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions								Working		Urbanity
UnweightedBase	104	5	27	8	9	7	12	2	4	1	2	9	86	16	91	4
WeightedBase	84*	4**	24**	6**	6**	5**	12**	2**	4**	***	2**	10**	71*	12**	75*	3**
EffectiveBase	71	5	17	6	7	6	9	2	3	1	2	6	58	13	61	3
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	3	-	-	-	-	-	-	-	-	-	-	3	3	-	3	-
	3%	-	-	-	-	-	-	-	-	-	-	28%	4%	-	4%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	1%	-	-	15%	-	-	-	-	-	-	-	-	-	8%	1%	-
5	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	3%	-	-	-	-	-	-	-	-	-	1%	-	-	-
6	10	-	4	2	-	1	1	-	-	-	-	-	8	1	8	1
	12%	-	16%	35%	-	27%	5%	-	-	-	-	-	12%	12%	10%	34%
7	12	-	2	-	-	-	6	1	2	-	-	1	10	2	11	-
	14%	-	8%	-	-	-	50%	30%	44%	-	-	5%	14%	16%	15%	-
8	19	1	7	1	3	2	*	-	-	*	1	2	16	2	17	1
	23%	25%	30%	21%	54%	37%	3%	-	-	100%	63%	19%	23%	21%	22%	58%
9	22	2	5	1	2	*	5	1	1	-	1	3	21	1	21	-
	26%	41%	19%	12%	40%	9%	39%	70%	40%	-	37%	29%	30%	7%	28%	-
Agree Completely 10	16	1	5	1	*	1	*	-	1	-	-	*	11	4	14	*
	19%	34%	23%	17%	6%	27%	4%	-	16%	-	-	4%	16%	30%	18%	8%
Don't know	1	-	-	-	-	-	-	-	-	-	-	1	1	1	1	-
	2%	-	-	-	-	-	-	-	-	-	-	14%	1%	5%	2%	-
Total mentions	84	4	24	6	6	5	12	2	4	*	2	10	71	12	75	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.00	9.09	8.14	7.16	8.52	8.09	7.87	8.39	8.29	8.00	8.37	6.41	7.98	7.97	8.03	7.48
1-3 (Net)	3	-	-	-	-	-	-	-	-	-	-	3	3	-	3	-
	3%	-	-	-	-	-	-	-	-	-	-	28%	4%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 371
D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?
 - BBC CBeebies Storytime offers me something that other websites/apps do not
Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	84*	4**	24**	6**	6**	5**	12**	2**	4**	***	2**	10**	71*	12**	75*	3**
EffectiveBase	71	5	17	6	7	6	9	2	3	1	2	6	58	13	61	3
1-4 (Net)	4	-	-	1	-	-	-	-	-	-	-	3	3	1	4	-
	4%	-	-	15%	-	-	-	-	-	-	-	28%	4%	8%	5%	-
1-2 (Net)	3	-	-	-	-	-	-	-	-	-	-	3	3	-	3	-
	3%	-	-	-	-	-	-	-	-	-	-	28%	4%	-	4%	-
4-7 (Net)	23	-	7	3	-	1	6	1	2	-	-	1	19	4	19	1
	27%	-	28%	50%	-	27%	54%	30%	44%	-	-	5%	26%	36%	26%	34%
5-6 (Net)	11	-	5	2	-	1	1	-	-	-	-	-	9	1	8	1
	13%	-	20%	35%	-	27%	5%	-	-	-	-	-	13%	12%	10%	34%
8-10 (Net)	57	4	17	3	6	4	5	1	2	*	2	5	49	7	51	2
	68%	100%	72%	50%	100%	73%	46%	70%	56%	100%	100%	53%	69%	59%	68%	66%
7-10 (Net)	69	4	19	3	6	4	11	2	4	*	2	6	59	9	62	2
	82%	100%	80%	50%	100%	73%	95%	100%	100%	100%	100%	58%	82%	75%	83%	66%
9-10 (Net)	38	3	10	2	3	2	5	1	2	-	1	3	33	4	34	*
	45%	75%	42%	29%	46%	36%	43%	70%	56%	-	37%	33%	46%	38%	46%	8%

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 372
E2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
Base = All respondents

	Summary Table			
	Watch/access TV channels	Watch catch up, on demand or video streaming services	Listen to radio	Access online and apps
UnweightedBase	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
TV	3616	1817	746	502
	88%	44%	18%	12%
Laptop/computer/ netbook	642	1137	481	1554
	16%	28%	12%	38%
Tablet	502	756	422	1230
	12%	18%	10%	30%
Smartphone	376	538	837	1344
	9%	13%	20%	33%
Digital radio	-	-	1569	-
	-	-	38%	-
Analogue radio	-	-	1111	-
	-	-	27%	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	211
	-	-	-	5%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	276	157
	-	-	7%	4%
E-reader (e.g. Kindle)	-	-	-	237
	-	-	-	6%
Games console	211	385	96	285
	5%	9%	2%	7%
None of these	329	1396	1069	1404
	8%	34%	26%	34%
Total mentions	5675	6030	6605	6924
	138%	147%	161%	169%

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Table 373
E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Watch/access TV channels
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
TV	3616 88%ACDGXd	1730 87%	1883 90%zA	388 82%	623 79%	1216 89%CD	1389 94%zCDE	342 84%	392 89%	943 91%zG	1222 90%zG	825 88%	876 86%	902 90%zL	1013 88%	3008 88%	319 93%zO	184 91%	105 88%
Laptop/computer/ netbook	642 16%BFGHNe	353 18%zB	289 14%	114 24%zEF	154 20%zF	246 18%zF	128 9%	40 10%	48 11%	164 16%GH	292 21%zGHI	188 20%zMN	190 19%zMN	138 14%	126 11%	536 16%	60 17%	31 15%	16 13%
Tablet	502 12%FGHNSe	271 14%zB	232 11%	81 17%zF	120 15%zF	207 15%zF	95 6%	25 6%	34 8%	115 11%G	256 19%zGHI	153 16%zMN	135 13%N	113 11%	102 9%	411 12%	47 14%	29 14%	15 13%
Smartphone	376 9%FGSe	205 10%z	171 8%	76 16%zEF	103 13%zF	155 11%zF	42 3%	21 5%	28 6%	102 10%G	166 12%zGH	95 10%	94 9%	91 9%	95 8%	304 9%	41 12%	17 8%	14 11%
Digital radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Analogue radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
E-reader (e.g. Kindle)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Games console	211 5%BFGe	128 6%zB	82 4%	65 14%zDEF	66 8%zEF	70 5%F	10 1%	10 2%	20 5%	49 5%	107 8%zGI	64 7%zMN	56 6%	39 4%	52 5%	175 5%	14 4%	13 6%	9 8%
None of these	329 8%FIJPe	177 9%	150 7%	46 10%F	114 15%zCEF	99 7%F	70 5%	47 12%zIJ	33 8%	61 6%	77 6%	74 8%	89 9%	69 7%	97 8%	292 8%P	16 5%	11 5%	10 8%
Total mentions	5675 138%	2865 143%	2807 134%	769 163%	1180 151%	1991 146%	1735 117%	484 119%	555 126%	1435 138%	2120 156%	1400 149%	1440 142%	1351 136%	1485 129%	4726 138%	496 144%	284 141%	168 141%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 373
E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Watch/access TV channels
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
TV	3616 88%ACDGXd	275 92%TX	741 86%X	129 85%	338 87%X	197 93%TX	380 80%	205 92%X	169 91%X	101 90%	140 89%X	334 91%X	2192 87%	1346 91%zd	3072 88%	327 92%z
Laptop/computer/ netbook	642 16%BFGHNe	36 12%	153 18%W	21 14%	64 16%	23 11%	84 18%	33 15%	21 11%	19 17%	23 15%	59 16%	460 18%ze	158 11%	544 16%	45 13%
Tablet	502 12%FGHNSe	21 7%	104 12%	14 9%	52 13%S	21 10%	76 16%zS	30 14%	23 12%	12 11%	18 12%	39 11%	385 15%ze	109 7%	414 12%	50 14%
Smartphone	376 9%FGSe	13 4%	73 8%	14 9%	44 11%S	16 7%	53 11%S	23 10%S	14 8%	11 10%	11 7%	33 9%	288 11%ze	77 5%	316 9%	28 8%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	211 5%BFGe	9 3%	49 6%	4 2%	22 6%	17 8%h	27 6%	17 7%	4 2%	6 5%	5 3%	15 4%	165 7%ze	40 3%	169 5%	12 3%
None of these	329 8%FIJPe	15 5%	85 10%S	17 11%S	30 8%	12 5%	72 15%zSTVWYhbc	13 6%	8 4%	8 7%	10 6%	23 6%	225 9%e	91 6%	281 8%	25 7%
Total mentions	5675 138%	369 124%	1205 139%	198 131%	551 141%	284 134%	692 146%	321 143%	240 129%	158 140%	206 131%	503 137%	3714 147%	1820 124%	4795 137%	486 137%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 374
E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Watch catch up, on demand or video streaming services
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
TV	1817	863	953	223	368	712	514	98	150	499	777	493	484	445	395	1456	183	120	58
	44%FGHNOTe	43%	45%	47%F	47%F	52%zF	35%	24%	34%G	48%zGH	57%zGHI	53%zMN	48%zN	45%N	34%	42%	53%zO	60%zOR	48%
Laptop/computer/ netbook	1137	631	504	244	306	388	199	68	101	275	533	362	325	248	203	961	99	44	33
	28%BFGHNQe	32%zB	24%	52%zDEF	39%zEF	28%F	13%	17%	23%	26%G	39%zGHI	39%zLMN	32%zMN	25%N	18%	28%Q	29%	22%	28%
Tablet	756	413	343	153	214	261	128	35	52	172	381	226	204	184	142	633	58	40	25
	18%BFGHNef	21%zB	16%	32%zEF	27%zEF	19%F	9%	9%	12%	17%G	28%zGHI	24%zMN	20%N	18%N	12%	18%	17%	20%	21%
Smartphone	538	290	248	140	163	188	47	30	39	122	277	168	155	122	93	453	40	23	23
	13%BFGHNe	15%zB	12%	29%zDEF	21%zEF	14%F	3%	7%	9%	12%G	20%zGHI	18%zMN	15%N	12%N	8%	13%	12%	11%	19%zOPQ
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	385	224	160	124	127	116	19	23	29	94	194	127	98	78	82	320	23	25	17
	9%BFGNe	11%zB	8%	26%zDEF	16%zEF	8%F	1%	6%	7%	9%	14%zGHI	14%zLMN	10%	8%	7%	9%	7%	12%P	14%zOP
None of these	1396	663	732	59	164	386	787	248	204	322	231	203	280	353	561	1212	100	44	40
	34%CDEIJ KLQYbd	33%	35%	12%	21%C	28%CD	53%zCDE	61%zHIJ	46%zIJ	31%J	17%	22%	28%K	35%KL	49%zKLM	35%zPQ	29%	22%	34%Q
Total mentions	6030	3085	2939	942	1342	2051	1695	502	575	1484	2392	1579	1545	1431	1475	5035	504	296	195
	147%	154%	140%	199%	171%	150%	115%	123%	130%	143%	176%	168%	152%	144%	128%	147%	146%	147%	164%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 374
E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
 Watch catch up, on demand or video streaming services
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
TV	1817 44%FGHNOTe	155 52%zTXac	305 35%	63 41%	180 46%T	91 43%	188 40%	113 50%TXc	88 47%T	41 37%	85 55%zTXac	146 40%	1285 51%ze	498 34%	1548 44%	151 42%
Laptop/computer/ netbook	1137 28%BFGHNQe	70 24%	271 31%zSW	42 28%	103 26%	45 21%	118 25%	73 33%W	52 28%	32 28%	57 36%zSWX	99 27%	853 34%ze	263 18%	965 28%	92 26%
Tablet	756 18%BFGHNef	52 17%	174 20%	20 13%	84 22%	31 15%	72 15%	58 26%zUWXc	31 17%	23 20%	29 19%	61 16%	573 23%ze	163 11%	620 18%	79 22%
Smartphone	538 13%BFGHNe	30 10%	118 14%	20 13%	55 14%	24 11%	51 11%	47 21%zSTWXab	22 12%	10 8%	17 11%	60 16%	417 16%ze	112 8%	449 13%	43 12%
Digital radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Analogue radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
E-reader (e.g. Kindle)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Games console	385 9%BFGNe	22 7%	72 8%	15 10%	41 10%	27 13%h	43 9%	26 12%	10 5%	12 11%	19 12%	34 9%	295 12%ze	80 5%	314 9%	34 9%
None of these	1396 34%CDEIJKLQYbd	87 29%	331 38%zSYhb	63 42%SYhb	134 34%Y	88 41%SYhb	192 41%zSYhb	56 25%	53 29%	44 39%Yb	39 25%	126 34%	601 24%	753 51%zd	1205 35%	125 35%
Total mentions	6030 147%	416 139%	1272 147%	222 146%	596 153%	304 144%	665 141%	373 166%	255 137%	161 143%	246 157%	525 143%	4025 159%	1869 127%	5100 146%	524 147%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 375
E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Listen to radio
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
TV	746	338	406	71	127	247	301	68	70	194	270	187	176	191	192	605	78	44	19
	18%TU	*17%*	*19%*	*15%*	*16%*	*18%*	*20%zC*	*17%*	*16%*	*19%*	*20%*	*20%*	*17%*	*19%*	*17%*	*18%*	*23%O*	*22%*	*16%*
Laptop/computer/ netbook	481 **12%BFGHNce**	283 **14%zB**	197 *9%*	80 **17%zF**	107 **14%F**	194 **14%zF**	101 *7%*	30 *7%*	34 *8%*	128 **12%GH**	230 **17%zGHI**	168 **18%zLMN**	141 **14%MN**	95 *10%*	78 *7%*	402 *12%*	46 *13%*	20 *10%*	13 *11%*
Tablet	422 **10%BFGHNWe**	232 **12%zB**	189 *9%*	71 **15%zF**	94 **12%F**	170 **12%zF**	87 *6%*	17 *4%*	22 *5%*	92 **9%GH**	228 **17%zGHI**	151 **16%zLMN**	123 **12%N**	91 **9%N**	56 *5%*	364 *11%*	31 *9%*	14 *7%*	12 *10%*
Smartphone	837 **20%FGHNe**	436 *22%*	400 *19%*	138 **29%zF**	193 **25%zF**	337 **25%zF**	169 *11%*	32 *8%*	69 **16%G**	210 **20%G**	396 **29%zGHI**	232 **25%zMN**	241 **24%zN**	199 **20%N**	165 *14%*	692 *20%*	69 *20%*	45 *22%*	30 *25%*
Digital radio	1569 **38%BGHNOce**	824 **41%zB**	744 *35%*	171 *36%*	277 *35%*	544 *40%*	577 *39%*	106 *26%*	141 *32%*	383 **37%G**	649 **48%zGHI**	453 **48%zLMN**	368 **36%N**	399 **40%N**	348 *30%*	1281 *37%*	142 *41%*	90 **45%zO**	56 **47%zO**
Analogue radio	1111 **27%BCDN**	578 **29%zB**	533 *25%*	80 *17%*	173 **22%C**	389 **29%CD**	468 **32%zCD**	98 *24%*	134 *30%*	271 *26%*	412 **30%zG**	291 **31%zN**	288 **28%N**	263 *26%*	269 *23%*	954 *28%*	80 *23%*	48 *24%*	28 *24%*
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	276 **7%FGNe**	147 *7%*	129 *6%*	57 **12%zEF**	77 **10%zF**	101 **7%F**	41 *3%*	10 *2%*	21 *5%*	68 **7%G**	155 **11%zGHI**	103 **11%zLMN**	57 *6%*	65 *7%*	51 *4%*	231 *7%*	24 *7%*	11 *5%*	10 *8%*
E-reader (e.g. Kindle)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Games console	96 **2%BFeg**	63 **3%zB**	33 *2%*	29 **6%zEF**	32 **4%zEF**	25 **2%F**	8 *1%*	4 *1%*	10 *2%*	18 *2%*	55 **4%zGI**	37 **4%zLMN**	22 *2%*	15 *2%*	21 *2%*	79 *2%*	10 *3%*	4 *2%*	2 *2%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 375
E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Listen to radio
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
None of these	1069 26%EJKQSd	489 24%	579 28%	116 25%	231 30%zE	311 23%	411 28%E	151 37%zHIJ	127 29%J	265 25%J	215 16%	154 16%	251 25%K	253 25%K	411 36%zKLM	921 27%Q	81 23%	41 21%	25 21%
Total mentions	6605 161%	3390 170%	3210 153%	813 172%	1311 167%	2318 170%	2163 146%	515 127%	627 142%	1627 156%	2611 192%	1775 189%	1666 164%	1573 158%	1591 138%	5530 161%	562 163%	318 158%	195 164%

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Table 375
E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
** Listen to radio**
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
							England Regions						Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
TV	746 18%TU	57 19%U	118 14%	15 10%	68 18%	47 22%TU	94 20%TU	55 24%zTUc	33 18%	26 23%TU	32 21%U	59 16%	469 19%	255 17%	628 18%	67 19%
Laptop/computer/ netbook	481 12%BFGHNce	23 8%	126 15%zSWc	17 11%	43 11%	16 7%	51 11%	41 18%zSVWX c	25 13%	16 14%	16 10%	29 8%	370 15%ze	101 7%	414 12%	40 11%
Tablet	422 10%BFGHNWe	23 8%	108 12%W	13 8%	55 14%zSW	11 5%	55 12%W	25 11%	23 12%W	9 8%	12 8%	32 9%	330 13%ze	84 6%	361 10%	29 8%
Smartphone	837 20%FGHne	72 24%Wh	208 24%zWh	32 21%	72 18%	31 15%	90 19%	49 22%	26 14%	21 19%	25 16%	66 18%	650 26%ze	171 12%	712 20%	67 19%
Digital radio	1569 38%BGHNOce	95 32%	328 38%	47 31%	151 39%	71 34%	169 36%	93 42%	72 39%	49 44%	86 55%zSTUVWXYhc	119 32%	1038 41%ze	513 35%	1345 39%	135 38%
Analogue radio	1111 27%BCDN	138 46%zTUVWXYhabc	215 25%	37 25%	107 27%	52 25%	130 27%	68 30%	56 30%	28 25%	38 24%	85 23%	702 28%	387 26%	934 27%	113 32%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	276 7%FGNe	18 6%	83 10%zUXc	4 3%	28 7%	10 5%	23 5%	15 7%	13 7%	7 6%	13 8%	17 5%	227 9%ze	45 3%	232 7%	20 6%
E-reader (e.g. Kindle)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	96 2%BFeg	2 1%	28 3%	3 2%	12 3%	6 3%	11 2%	4 2%	3 2%	1 1%	4 2%	5 1%	72 3%ze	22 1%	84 2%g	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 375
E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Listen to radio
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
None of these	1069 26%EJKQS d	44 15%	243 28%S	64 43%zSTVW XYhab	108 28%S	64 30%S	129 27%S	47 21%	41 22%	24 21%	37 23%	121 33%zSYh	531 21%	498 34%zd	927 27%	81 23%
Total mentions	6605 161%	472 158%	1456 169%	232 153%	642 165%	308 145%	752 159%	397 177%	292 157%	181 161%	262 168%	534 145%	4388 174%	2077 141%	5637 162%	553 156%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 376
E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Access online and apps
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
TV	502 12%BFGHhe	272 14%zB	229 11%	86 18%zDF	101 13%F	204 15%zF	110 7%	27 7%	38 9%	134 13%G	221 16%zGHI	150 16%zLMN	119 12%	114 11%	119 10%	402 12%	51 15%	34 17%zO	15 13%
Laptop/computer/ netbook	1554 38%FGHNU We	785 39%	767 37%	223 47%zF	321 41%F	638 47%zDF	372 25%	103 25%	136 31%	398 38%GH	611 45%zGHI	439 47%zLMN	404 40%N	372 37%N	340 29%	1311 38%	129 37%	75 37%	39 33%
Tablet	1230 30%FGHNc ef	593 30%	635 30%	183 39%zF	280 36%zF	498 36%zF	269 18%	58 14%	105 24%G	317 30%GH	551 41%zGHI	349 37%zMN	327 32%N	297 30%N	257 22%	1030 30%	89 26%	69 34%P	41 34%P
Smartphone	1344 33%BFGHN e	691 35%zB	651 31%	244 52%zDEF	345 44%zF	547 40%zF	209 14%	71 17%	103 23%	326 31%GH	637 47%zGHI	392 42%zLMN	371 37%zMN	306 31%N	275 24%	1129 33%	105 31%	63 31%	47 40%zOPQ
Digital radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Analogue radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	211 5%FGNeg	108 5%	103 5%	46 10%zEF	73 9%zEF	77 6%F	15 1%	11 3%	20 5%	50 5%	113 8%zGHI	72 8%zMN	54 5%	41 4%	44 4%	180 5%	12 4%	12 6%	7 6%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	157 4%FGMce	88 4%	69 3%	37 8%zDEF	37 5%F	59 4%F	23 2%	7 2%	16 4%	31 3%	86 6%zGI	57 6%zMN	43 4%M	22 2%	35 3%	135 4%	11 3%	6 3%	4 4%
E-reader (e.g. Kindle)	237 6%AFNe	98 5%	139 7%A	33 7%F	60 8%zF	86 6%F	58 4%	13 3%	19 4%	52 5%	118 9%zGHI	81 9%zMN	65 6%N	45 4%	47 4%	201 6%	13 4%	14 7%	10 8%P
Games console	285 7%EFGhe	157 8%	128 6%	99 21%zDEF	81 10%zEF	73 5%F	32 2%	13 3%	30 7%G	77 7%G	130 10%zG	80 8%zM	82 8%	55 5%	69 6%	232 7%	19 5%	19 9%	16 13%zOP
None of these	1404 34%CDEJK LSYd	650 33%	753 36%	65 14%	171 22%C	334 24%C	833 56%zCDE	230 57%zHIJ	203 46%zIJ	342 33%J	250 18%	203 22%	295 29%K	355 36%KL	551 48%zKLM	1175 34%	125 36%	60 30%	43 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 376
E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
  Access online and apps
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	6924	3442	3474	1016	1469	2517	1922	534	670	1727	2717	1822	1761	1606	1735	5795	555	352	222
	169%	172%	166%	215%	187%	184%	130%	131%	152%	166%	200%	194%	174%	161%	151%	169%	161%	174%	187%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 376
E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
   Access online and apps
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
TV	502 12%BFGHhe	44 15%h	93 11%	13 9%	50 13%h	31 15%h	60 13%	30 13%h	11 6%	12 10%	13 8%	45 12%	369 15%ze	121 8%	419 12%	40 11%
Laptop/computer/ netbook	1554 38%FGHNUWe	161 54%zTUVW Xhac	335 39%UW	43 28%	153 39%W	62 29%	165 35%	103 46%zUWXac	69 37%	30 27%	71 45%UWac	121 33%	1102 44%ze	415 28%	1312 38%	146 41%
Tablet	1230 30%FGHncef	147 49%zTUVW Xhabc	247 29%c	36 24%	112 29%	55 26%	138 29%c	87 39%zTUVW Xc	53 28%	30 27%	47 30%	79 22%	914 36%ze	292 20%	1017 29%	128 36%zf
Smartphone	1344 33%BFGHNe	121 40%zUWhbc	300 35%	43 28%	129 33%	59 28%	171 36%hbc	81 36%	48 26%	35 31%	39 25%	103 28%	1017 40%ze	295 20%	1149 33%	104 29%
Digital radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Analogue radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	211 5%FGNeg	11 4%	62 7%zc	7 5%	22 6%	12 6%	22 5%	13 6%	9 5%	3 3%	8 5%	11 3%	175 7%ze	28 2%	187 5%g	8 2%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	157 4%FGMce	14 5%c	40 5%c	9 6%c	13 3%	11 5%c	18 4%c	10 5%c	5 3%	1 1%	10 6%c	4 1%	127 5%ze	23 2%	135 4%	11 3%
E-reader (e.g. Kindle)	237 6%AFNe	22 7%	57 7%	7 5%	25 6%	13 6%	24 5%	13 6%	11 6%	8 7%	8 5%	13 4%	168 7%ze	64 4%	201 6%	18 5%
Games console	285 7%EFGhe	20 7%	48 6%	12 8%h	38 10%Th	13 6%	32 7%	25 11%zTh	4 2%	8 7%	11 7%	22 6%	218 9%ze	58 4%	235 7%	27 8%
None of these	1404 34%CDEJK LSYd	60 20%	281 33%S	67 44%zSTVX Y	123 32%S	101 47%zSTVX Yb	158 33%S	59 26%	68 36%S	42 37%S	52 33%S	165 45%zSTVX Yb	581 23%	786 53%zd	1209 35%	120 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 376
E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?
 Access online and apps
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	**6924**	601	1462	237	663	356	787	421	277	169	259	564	4672	2084	5864	602
	169%	*201%*	*169%*	*157%*	*170%*	*168%*	*166%*	*188%*	*149%*	*150%*	*165%*	*153%*	*185%*	*142%*	*168%*	*169%*

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Table 377
F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	1279	624	653	124	239	520	396	120	127	356	465	369	311	252	347	928	122	140	89
WeightedBase	1367	633	732	100*	234	523	510	144*	143*	377	456	300	358	309	400	1120	122*	83	42*
EffectiveBase	880	437	445	81	172	370	276	87	81	251	314	268	213	178	246	671	91	103	72
Definitely agree	583	287	295	32	67	220	264	45	46	166	211	168	176	113	125	475	42	47	19
	43%CDGHN	45%	40%	32%	29%	42%D	52%zCDE	31%	32%	44%G	46%GH	56%zMN	49%zMN	37%	31%	42%	34%	57%zOP	44%
Slightly agree	359	153	205	37	74	126	122	52	45	94	121	61	90	94	114	310	27	11	11
	26%KQX	24%	28%	37%zEF	32%	24%	24%	36%z	32%	25%	27%	20%	25%	30%K	28%K	28%Q	22%	14%	25%Q
Neither agree nor disagree	146	61	85	16	36	60	34	16	11	43	50	24	38	31	53	123	13	9	1
	11%FR	10%	12%	16%F	15%zF	11%F	7%	11%	8%	11%	11%	8%	11%	10%	13%	11%	11%	10%	4%
Slightly disagree	105	46	59	2	25	46	32	11	9	30	34	20	15	29	41	83	13	3	6
	8%L	7%	8%	2%	11%C	9%C	6%	8%	6%	8%	7%	7%	4%	9%L	10%L	7%	11%	4%	14%zQ
Definitely disagree	153	75	78	10	29	64	50	15	29	40	32	24	33	36	60	113	25	10	5
	11%JKSY	12%	11%	10%	12%	12%	10%	10%	21%zIJ	11%	7%	8%	9%	12%	15%zK	10%	20%zO	13%	12%
Don't Know	22	12	9	3	5	5	9	6	2	4	8	3	5	6	7	16	2	3	1
	2%	2%	1%	3%	2%	1%	2%	4%	2%	1%	2%	1%	2%	2%	2%	1%	2%	3%	1%
Total mentions	1367	633	732	100	234	523	510	144	143	377	456	300	358	309	400	1120	122	83	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-2 (Net)	942	440	500	69	141	347	386	96	91	260	332	229	267	207	239	785	69	58	29
	69%DNP	70%	68%	68%	60%	66%	76%zDE	67%	64%	69%	73%	76%zMN	75%zN	67%	60%	70%P	57%	70%P	70%
4-5 (Net)	258	120	138	12	53	110	82	27	38	71	65	44	48	65	101	196	38	13	11
	19%JKLY	19%	19%	12%	23%	21%	16%	18%	27%J	19%	14%	15%	13%	21%L	25%zKL	17%	31%zOQ	16%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 377
F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
UnweightedBase	**1279**	94	206	26	87	72	115	79	48	40	59	102	794	453	1046	157
WeightedBase	1367	124*	250	31**	100*	82*	141*	88*	59*	49**	69*	127*	885	459	1150	143
EffectiveBase	880	65	152	17	58	55	86	58	35	29	44	75	542	321	721	111
Definitely agree	583 43%CDGHN	55 44%	100 40%	5 16%	44 44%	28 34%	65 46%	51 57%zTWhc	21 36%	23 48%	32 46%	51 40%	372 42%	206 45%	476 41%	73 51%zf
Slightly agree	359 26%KQX	28 23%	87 35%zXY	11 37%	27 27%	24 29%	22 16%	17 19%	23 38%XY	17 35%	16 23%	37 29%X	233 26%	120 26%	309 27%	32 22%
Neither agree nor disagree	146 11%FR	23 19%zTWc	21 8%	7 24%	10 10%	4 5%	19 14%	11 13%	9 14%	1 2%	8 12%	9 7%	103 12%	38 8%	124 11%	8 6%
Slightly disagree	105 8%L	13 11%	17 7%	1 2%	3 3%	9 10%	10 7%	6 7%	6 10%	6 13%	2 3%	10 8%	70 8%	34 7%	86 7%	14 10%
Definitely disagree	153 11%JKSY	4 3%	23 9%	3 9%	15 15%SYh	16 19%STYh	20 14%SYh	1 2%	1 1%	2 3%	10 14%SYh	18 15%SYh	91 10%	54 12%	137 12%	15 10%
Don't Know	22 2%	- -	1 1%	4 12%	1 1%	1 2%	4 3%	2 3%	- -	- -	1 1%	2 1%	15 2%	6 1%	19 2%	1 *
Total mentions	1367 100%	124 100%	250 100%	31 100%	100 100%	82 100%	141 100%	88 100%	59 100%	49 100%	69 100%	127 100%	885 100%	459 100%	1150 100%	143 100%
1-2 (Net)	942 69%DNP	83 67%	187 75%X	16 53%	71 71%	52 64%	87 62%	67 76%	44 74%	41 82%	47 69%	88 69%	605 68%	326 71%	785 68%	105 74%
4-5 (Net)	258 19%JKLY	17 14%	40 16%	3 11%	18 18%	24 30%zSTYh	30 21%Y	7 8%	7 11%	8 16%	12 17%	28 22%Y	162 18%	88 19%	222 19%	29 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 378
F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1279**	624	653	124	239	520	396	120	127	356	465	369	311	252	347	928	122	140	89
WeightedBase	1367	633	732	100*	234	523	510	144*	143*	377	456	300	358	309	400	1120	122*	83	42*
EffectiveBase	880	437	445	81	172	370	276	87	81	251	314	268	213	178	246	671	91	103	72
Definitely agree	**228**	109	119	10	36	93	88	22	27	68	68	51	51	64	62	165	35	20	9
	17%O	17%	16%	10%	16%	18%	17%	16%	19%	18%	15%	17%	14%	21%	15%	15%	**28%zO**	**24%zO**	21%
Slightly agree	**380**	178	202	23	66	149	142	48	51	100	118	60	94	88	137	329	30	11	11
	28%KQe	28%	28%	23%	28%	29%	28%	33%	36%	27%	26%	20%	26%	**29%K**	**34%zK**	**29%Q**	**24%Q**	13%	**25%Q**
Neither agree nor disagree	**287**	130	158	28	65	112	82	35	22	74	106	63	82	58	84	239	22	19	7
	21%F	21%	22%	**28%F**	**28%zF**	22%	16%	24%	15%	20%	23%	21%	23%	19%	21%	21%	18%	23%	17%
Slightly disagree	**179**	92	86	17	30	72	60	18	19	57	59	46	46	38	49	145	20	7	7
	13%	15%	12%	17%	13%	14%	12%	13%	13%	15%	13%	15%	13%	12%	12%	13%	17%	9%	16%
Definitely disagree	**265**	108	156	17	30	85	133	15	21	74	95	74	76	53	62	222	11	23	8
	19%DEGP	17%	21%	17%	13%	16%	**26%zDE**	11%	15%	20%	**21%G**	**25%zN**	21%	17%	16%	**20%P**	9%	**28%zP**	**20%P**
Don't Know	**28**	16	12	5	7	11	5	6	2	4	10	5	9	8	6	21	3	3	1
	2%	2%	2%	**5%F**	3%	2%	1%	4%	2%	1%	2%	2%	2%	3%	2%	2%	3%	3%	1%
Total mentions	**1367**	633	732	100	234	523	510	144	143	377	456	300	358	309	400	1120	122	83	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-2 (Net)	**608**	287	321	33	102	242	230	71	78	168	186	112	145	152	199	493	64	31	20
	44%CK	45%	44%	33%	44%	**46%C**	45%	49%	**55%J**	45%	41%	37%	41%	**49%K**	**50%K**	44%	**53%Q**	37%	46%
4-5 (Net)	**444**	201	242	34	60	157	193	33	40	131	154	120	122	91	111	367	32	31	15
	32%DG	32%	33%	34%	26%	30%	**38%zDE**	23%	28%	**35%G**	34%	**40%zMN**	34%	29%	28%	33%	26%	37%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

Table 378
F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1279	94	206	26	87	72	115	79	48	40	59	102	794	453	1046	157
WeightedBase	1367	124*	250	31**	100*	82*	141*	88*	59*	49**	69*	127*	885	459	1150	143
EffectiveBase	880	65	152	17	58	55	86	58	35	29	44	75	542	321	721	111
Definitely agree	228 17%O	19 15%	31 13%	5 15%	17 17%	9 11%	24 17%	15 17%	7 13%	5 11%	8 12%	22 17%	139 16%	82 18%	192 17%	27 19%
Slightly agree	380 28%KQe	42 34%	75 30%	13 42%	26 26%	33 40%zXYh	32 23%	19 21%	12 19%	21 42%	16 24%	40 32%	264 30%	109 24%	310 27%	44 31%
Neither agree nor disagree	287 21%F	26 21%	58 23%	8 27%	12 12%	13 15%	45 32%zVW	20 22%	15 25%	3 6%	16 23%	24 19%	186 21%	97 21%	249 22%	25 18%
Slightly disagree	179 13%	12 10%	37 15%	2 8%	13 13%	12 14%	11 8%	11 12%	8 13%	11 22%	7 11%	21 17%	118 13%	60 13%	158 14%	13 9%
Definitely disagree	265 19%DEGP	20 16%	43 17%	3 9%	31 31%zTc	14 17%	27 19%	21 24%	18 30%c	9 18%	20 29%c	17 13%	163 18%	97 21%	217 19%	32 23%
Don't Know	28 2%	4 4%	5 2%	-	1 1%	1 2%	2 1%	3 3%	-	1 2%	1 1%	2 2%	14 2%	13 3%	24 2%	1 1%
Total mentions	1367 100%	124 100%	250 100%	31 100%	100 100%	82 100%	141 100%	88 100%	59 100%	49 100%	69 100%	127 100%	885 100%	459 100%	1150 100%	143 100%
1-2 (Net)	608 44%CK	61 50%	107 43%	18 57%	43 43%	42 51%	56 40%	34 39%	19 32%	26 53%	25 36%	62 49%	403 45%	191 42%	502 44%	71 50%
4-5 (Net)	444 32%DG	32 26%	80 32%	5 17%	44 43%SX	26 32%	38 27%	32 36%	26 43%	20 40%	27 39%	38 30%	282 32%	158 34%	375 33%	45 32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 379
NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Income Up to £10,000 (G)	Income £10,000-£14,999 (H)	Income £15,000-£29,999 (I)	Income £30,000+ (J)	Social AB (K)	Social C1 (L)	Social C2 (M)	Social DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
More than 10 times a day	**147** **4%BHNe**	97 **5%zB**	49 2%	15 3%	34 4%	58 4%	40 3%	11 3%	7 2%	32 3%	82 **6%zGHI**	61 **6%zLMN**	37 4%	24 2%	25 2%	121 4%	12 4%	9 5%	3 3%
Between 6 and 10 times a day	**324** **8%BGNPUe**	199 **10%zB**	124 6%	31 7%	61 8%	119 9%	113 8%	12 3%	34 **8%G**	73 **7%G**	152 **11%zGI**	116 **12%zMN**	96 **9%N**	67 **7%N**	45 4%	287 **8%P**	14 4%	14 7%	9 8%
Between 2 and 5 times a day	**1447** **35%CDNTd**	742 **37%z**	705 34%	112 24%	202 26%	458 **34%CD**	675 **46%zCDE**	129 32%	152 34%	347 33%	547 **40%zGI**	398 **42%zMN**	387 **38%N**	335 **34%N**	327 28%	1193 35%	115 33%	88 **44%zOP**	52 **43%zOP**
Once a day	**1196** **29%AJKR**	513 26%	683 **33%zA**	125 26%	212 27%	417 31%	442 30%	124 **30%J**	142 **32%J**	321 **31%J**	327 24%	194 21%	275 **27%K**	342 **34%zKL**	386 **33%zKL**	1028 **30%R**	91 26%	51 25%	27 23%
4-6 days a week	**180** **4%AF**	73 4%	107 5%	30 **6%zF**	44 **6%F**	59 4%	46 3%	23 6%	20 5%	61 **6%z**	54 4%	42 4%	54 5%	35 4%	48 4%	158 5%	13 4%	5 3%	3 3%
2-3 days a week	**285** **7%FKe**	149 7%	135 6%	62 **13%zDEF**	68 **9%F**	94 **7%F**	61 4%	37 9%	28 6%	63 6%	81 6%	46 5%	60 6%	67 7%	111 **10%zKL**	225 7%	35 **10%zO**	15 7%	10 9%
Once a week	**171** **4%FLQe**	87 4%	84 4%	27 **6%F**	57 **7%zEF**	51 4%	36 2%	21 5%	17 4%	47 5%	49 4%	35 4%	26 3%	45 5%	65 **6%zL**	151 **4%Q**	10 3%	3 2%	7 **6%Q**
Less often than once a week	**93** **2%FK**	38 2%	54 3%	22 **5%zEF**	27 **3%F**	28 2%	16 1%	13 3%	8 2%	29 3%	24 2%	11 1%	18 2%	35 **4%zK**	29 **2%K**	69 2%	18 **5%zOQ**	3 2%	3 2%
Less often than once a month	**81** **2%AFJ**	23 1%	58 **3%zA**	22 **5%zEF**	24 **3%F**	27 **2%F**	7 *	15 **4%zJ**	9 2%	21 **2%J**	11 1%	16 2%	14 1%	15 2%	35 **3%zL**	68 2%	5 1%	7 3%	1 1%
Never	**146** **4%FJKS**	60 3%	87 4%	23 **5%F**	40 **5%zF**	50 4%	34 2%	20 **5%J**	23 **5%J**	42 **4%J**	26 2%	17 2%	38 **4%K**	27 3%	65 **6%zKM**	112 3%	29 **8%zOQR**	1 1%	3 2%
Don't know	**32** **1%EJe**	18 1%	13 1%	4 1%	15 **2%zEF**	4 *	9 1%	3 1%	2 1%	5 *	5 *	4 *	8 1%	3 *	17 **1%zKM**	25 1%	3 1%	3 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

NU1. Typically, how frequently do you access news? By news, we mean national, international,
regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Daily (Net)	**3114**	1551	1561	283	509	1051	1271	276	334	773	1108	769	795	768	783	2628	232	163	91
	76%CDGNP	*78%zB*	*74%*	*60%*	*65%*	*77%CD*	*86%zCDE*	*68%*	*76%G*	*74%G*	*82%zGHI*	*82%zMN*	*78%N*	*77%N*	*68%*	*76%P*	*67%*	*81%P*	*77%P*
Weekly (Net)	**636**	309	326	120	169	204	143	81	65	171	185	123	141	148	224	534	58	24	20
	15%FJKe	*15%*	*16%*	*25%zEF*	*22%zEF*	*15%F*	*10%*	*20%zJ*	*15%*	*16%*	*14%*	*13%*	*14%*	*15%*	*19%zKLM*	*16%*	*17%*	*12%*	*17%*

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 379
NU1. Typically, how frequently do you access news? By news, we mean national, international,
regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
More than 10 times a day	147 **4%BHNe**	8 *3%*	48 **6%zV**	3 *2%*	7 *2%*	4 *2%*	28 **6%zVb**	5 *2%*	5 *3%*	1 *1%*	2 *1%*	10 *3%*	110 **4%ze**	35 *2%*	121 *3%*	8 *2%*
Between 6 and 10 times a day	324 **8%BGNPUe**	19 *6%*	92 **11%zUac**	4 *3%*	34 **9%U**	16 *7%*	44 **9%U**	22 **10%U**	21 **11%U**	4 *3%*	10 *6%*	22 *6%*	223 **9%ze**	94 *6%*	281 *8%*	25 *7%*
Between 2 and 5 times a day	1447 **35%CDNTd**	109 *37%*	259 *30%*	62 **41%T**	151 **39%T**	74 *35%*	154 *33%*	91 **41%T**	73 *39%*	39 *35%*	54 *34%*	127 *34%*	838 *33%*	584 **40%zd**	1234 *35%*	135 *38%*
Once a day	1196 **29%AJKR**	93 *31%*	256 *30%*	42 *28%*	131 **34%Y**	72 **34%Y**	124 *26%*	53 *24%*	52 *28%*	44 **39%XY**	56 **36%Y**	104 *28%*	723 *29%*	452 *31%*	1018 *29%*	105 *30%*
4-6 days a week	180 **4%AF**	23 **8%zW**	36 *4%*	9 *6%*	15 *4%*	4 *2%*	17 *4%*	12 *5%*	10 *6%*	3 *3%*	7 *4%*	21 *6%*	113 *4%*	62 *4%*	156 *4%*	15 *4%*
2-3 days a week	285 **7%FKe**	25 *8%*	55 *6%*	10 *7%*	20 *5%*	11 *5%*	25 *5%*	17 *8%*	19 **10%**	10 *9%*	7 *4%*	25 *7%*	190 *8%*	84 *6%*	252 *7%*	15 *4%*
Once a week	171 **4%FLQe**	7 *2%*	44 *5%*	3 *2%*	10 *3%*	7 *3%*	32 **7%zSVh**	6 *3%*	3 *1%*	5 *5%*	11 **7%h**	24 **6%Vh**	117 **5%e**	45 *3%*	136 *4%*	14 *4%*
Less often than once a week	93 **2%FK**	7 *2%*	11 *1%*	4 *3%*	12 *3%*	2 *1%*	11 *2%*	6 *3%*	-	5 **4%h**	2 *1%*	8 *2%*	63 *2%*	28 *2%*	73 *2%*	14 *4%*
Less often than once a month	81 **2%AFJ**	4 *1%*	27 **3%zV**	1 *1%*	2 ***	5 *2%*	7 *1%*	6 *2%*	1 *1%*	1 *1%*	6 **4%V**	9 *2%*	49 *2%*	29 *2%*	68 *2%*	5 *2%*
Never	146 **4%FJKS**	-	27 **3%S**	12 **8%zSTVYhab**	7 *2%*	14 **7%zSTVab**	26 **5%SV**	6 **2%S**	3 *2%*	* ***	2 *1%*	16 **4%S**	87 *3%*	55 *4%*	123 *4%*	14 *4%*
Don't know	32 **1%EJe**	2 *1%*	9 *1%*	-	2 ***	4 *2%*	4 *1%*	-	-	-	2 *1%*	2 ***	15 *1%*	5 ***	25 *1%*	4 *1%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

NU1. Typically, how frequently do you access news? By news, we mean national, international,
regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Total mentions	4101	298	864	151	389	212	473	224	186	113	157	368	2529	1471	3488	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	3114	230	655	112	322	166	351	171	150	88	121	263	1895	1164	2654	274
	76%CDGNP	77%	76%	74%	83%zTXc	78%	74%	76%	80%	78%	77%	72%	75%	79%zd	76%	77%
Weekly (Net)	636	55	135	23	45	21	74	36	32	18	24	70	420	192	545	44
	15%FJKe	18%VW	16%	15%	12%	10%	16%	16%	17%	16%	15%	19%VW	17%e	13%	16%	12%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 380
QIA1. In which of the following locations have you accessed the internet in the past 3 months?
Base = All respondents

	Total (z)	Gender Male (A)	Female (B)	Age 16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Household Income Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	Social Group AB (K)	C1 (L)	C2 (M)	DE (N)	Nation England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
At home	3535 86%FGHNR We	1734 87%	1797 86%	460 97%zEF	740 94%zF	1270 93%zF	1065 72%	260 64%	324 73%G	950 91%zGH	1315 97%zGHI	873 93%zMN	915 90%zMN	863 87%N	883 77%	2967 86%R	294 85%	177 88%R	97 81%
At someone else's home	1852 45%FGHNQ Whe	895 45%	956 46%	362 76%zDEF	512 65%zEF	689 50%zF	290 20%	123 30%	146 33%	490 47%GH	808 59%zGHI	500 53%zLMN	481 47%N	430 43%	441 38%	1542 45%	175 51%Q	79 39%	57 48%Q
At work	1857 45%BFGHN Wef	991 50%zB	865 41%	302 64%zF	490 63%zF	794 58%zF	272 18%	59 15%	116 26%G	451 43%GH	949 70%zGHI	561 60%zLMN	544 54%zMN	446 45%N	307 27%	1560 45%	154 45%	93 46%	50 42%
Whilst commuting/ travelling / on the move	1954 48%FGHNh ae	972 49%	981 47%	362 76%zDEF	532 68%zEF	746 55%zF	314 21%	115 28%	154 35%	488 47%GH	912 67%zGHI	553 59%zLMN	515 51%MN	439 44%	448 39%	1634 48%	175 51%	89 44%	55 47%
In a public place e.g. café, library	1852 45%FGHNV he	926 46%	924 44%	339 72%zDEF	498 64%zEF	695 51%zF	321 22%	121 30%	146 33%	456 44%GH	852 63%zGHI	526 56%zMN	518 51%zMN	418 42%N	391 34%	1537 45%	162 47%	90 45%	62 53%zO
Elsewhere	1324 32%BFGHN Vef	707 35%zB	615 29%	275 58%zDEF	375 48%zEF	459 34%F	216 15%	90 22%	95 21%	313 30%GH	623 46%zGHI	371 39%zMN	358 35%N	303 30%N	292 25%	1089 32%	130 38%Q	58 29%	48 40%zOQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

QIA1. In which of the following locations have you accessed the internet in the past 3 months?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
At home	3535 86%FGHNRWe	270 90%Wac	760 88%W	131 87%W	347 89%W	157 74%	402 85%W	197 88%W	159 85%W	91 81%	144 92%Wac	308 84%W	2384 94%ze	1066 72%	3005 86%	297 84%
At someone else's home	1852 45%FGHNQWhe	139 47%W	425 49%zWh	63 42%	166 43%	76 36%	203 43%	106 47%Wh	66 35%	49 44%	69 44%	179 49%Wh	1399 55%ze	414 28%	1577 45%	143 40%
At work	1857 45%BFGHNWef	135 45%	456 53%zUVWXhac	55 37%	171 44%	75 35%	205 43%	123 55%UVWXhac	70 38%	45 40%	67 42%	160 43%	1679 66%ze	148 10%	1543 44%	171 48%
Whilst commuting/ travelling / on the move	1954 48%FGHNhae	146 49%ha	457 53%zVWha	67 44%	165 42%	90 43%	238 50%ha	117 52%ha	65 35%	38 34%	71 45%	180 49%ha	1528 60%ze	388 26%	1660 48%	155 44%
In a public place e.g. café, library	1852 45%FGHNVhe	121 41%	416 48%VWh	64 42%	149 38%	81 38%	236 50%VWh	122 54%zSVWhab	61 33%	43 38%	64 41%	180 49%VWh	1411 56%ze	402 27%	1565 45%	153 43%
Elsewhere	1324 32%BFGHNVef	77 26%	288 33%V	57 38%SV	93 24%	62 29%	160 34%V	88 39%SV	53 29%	29 26%	44 28%	137 37%SV	1009 40%ze	286 19%	1098 31%	114 32%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 381
DC01. How many people live in your house, including yourself?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
One	**893** **22%CDEJK MOTYd**	424 *21%*	468 *22%*	45 *9%*	102 *13%*	222 *16%C*	526 *36%zCDE*	215 *53%zHIJ*	174 *39%zIJ*	218 *21%J*	114 *8%*	146 *16%*	236 *23%KM*	149 *15%*	362 *31%zKLM*	694 *20%*	121 *35%zOQR*	49 *24%*	29 *24%*
Two	**1366** **33%CDEGT Xd**	670 *34%*	696 *33%*	98 *21%*	209 *27%C*	365 *27%C*	694 *47%zCDE*	97 *24%*	153 *35%G*	403 *39%zGJ*	426 *31%G*	306 *33%*	339 *33%*	362 *36%N*	359 *31%*	1145 *33%*	115 *33%*	63 *31%*	43 *36%*
Three	**743** **18%FGHNb e**	369 *18%*	373 *18%*	126 *27%zEF*	202 *26%zEF*	275 *20%zF*	139 *9%*	39 *10%*	50 *11%*	190 *18%GH*	316 *23%zGHI*	180 *19%N*	170 *17%*	223 *22%zLN*	170 *15%*	633 *18%*	56 *16%*	36 *18%*	18 *15%*
Four	**645** **16%FGHIN e**	311 *16%*	333 *16%*	117 *25%zF*	159 *20%zF*	297 *22%zF*	72 *5%*	22 *5%*	34 *8%*	133 *13%GH*	330 *24%zGHI*	190 *20%zLMN*	160 *16%N*	157 *16%N*	138 *12%*	549 *16%*	41 *12%*	34 *17%*	21 *18%*
Five	**291** **7%FGHPe**	138 *7%*	153 *7%*	46 *10%zF*	75 *10%zF*	148 *11%zF*	22 *2%*	15 *4%*	17 *4%*	70 *7%*	126 *9%zGH*	73 *8%*	70 *7%*	75 *8%*	73 *6%*	264 *8%zP*	7 *2%*	15 *7%P*	5 *5%*
Six	**90** **2%F**	42 *2%*	48 *2%*	19 *4%zF*	23 *3%F*	37 *3%F*	11 *1%*	12 *3%*	6 *1%*	15 *1%*	31 *2%*	29 *3%z*	18 *2%*	18 *2%*	25 *2%*	86 *2%*	2 *1%*	1 *1%*	2 *1%*
More than six	**43** **1%F**	23 *1%*	20 *1%*	17 *4%zDEF*	5 *1%*	17 *1%F*	4 ***	5 *1%*	6 *1%*	8 *1%*	14 *1%*	8 *1%*	14 *1%*	7 *1%*	14 *1%*	37 *1%*	1 ***	4 *2%*	1 ***
Prefer not to say	**30** **1%BEJdf**	20 *1%*	9 ***	6 *1%E*	9 *1%E*	4 ***	11 *1%*	1 ***	1 ***	3 ***	1 ***	8 *1%*	7 *1%*	5 ***	10 *1%*	28 *1%*	1 ***	* *	* *
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 381
DC01. How many people live in your house, including yourself?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
One	**893** **22%CDEJK MOTYd**	63 *21%*	160 *18%*	37 *24%*	69 *18%*	45 *21%*	114 **24%Y**	34 *15%*	43 *23%*	31 **27%Y**	35 *22%*	65 *18%*	375 *15%*	498 **34%zd**	782 *22%*	66 *19%*
Two	**1366** **33%CDEGT Xd**	106 **36%X**	247 *29%*	51 *33%*	152 **39%zTX**	76 *36%*	127 *27%*	78 *35%*	72 **39%TX**	47 **42%TX**	60 **38%X**	129 **35%X**	769 *30%*	573 **39%zd**	1145 *33%*	135 *38%*
Three	**743** **18%FGHNb e**	55 **18%b**	153 **18%b**	22 *14%*	77 **20%b**	43 **20%b**	79 **17%b**	59 **26%zTUXb**	31 *17%*	16 *15%*	13 *8%*	84 **23%zb**	566 **22%ze**	162 *11%*	627 *18%*	61 *17%*
Four	**645** **16%FGHIN e**	45 *15%*	174 **20%zVac**	27 *18%*	53 *14%*	28 *13%*	71 *15%*	38 *17%*	26 *14%*	11 *10%*	26 *16%*	50 *14%*	503 **20%ze**	124 *8%*	551 *16%*	52 *15%*
Five	**291** **7%FGHPe**	20 *7%*	86 **10%zh**	12 *8%*	24 *6%*	11 *5%*	44 *9%*	13 *6%*	7 *4%*	7 *6%*	18 **11%h**	23 *6%*	227 **9%ze**	59 *4%*	253 *7%*	27 *7%*
Six	**90** **2%F**	7 *2%*	27 *3%*	2 *2%*	10 *3%*	4 *2%*	16 *3%*	1 **	2 *1%*	* **	5 *3%*	13 *3%*	58 *2%*	30 *2%*	73 *2%*	10 *3%*
More than six	**43** **1%F**	3 *1%*	8 *1%*	1 *1%*	3 *1%*	1 *1%*	12 **3%z**	2 *1%*	4 *2%*	-	* **	3 *1%*	21 *1%*	19 *1%*	37 *1%*	2 *1%*
Prefer not to say	**30** **1%BEJdf**	- -	10 *1%*	* **	2 **	5 **2%zS**	10 **2%z**	- -	- -	- -	1 *1%*	1 **	8 **	6 **	20 *1%*	2 *1%*
Total mentions	**4101** *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Yes	1188 29%AFGHPe	519 26%	669 32%zA	137 29%F	378 48%zCF	604 44%zCF	70 5%	70 17%	91 21%	302 29%GH	519 38%zGHI	287 31%	296 29%	298 30%	307 27%	1030 30%zP	72 21%	54 27%	32 27%
No	2855 70%BDEJO TXd	1441 72%zB	1411 67%	324 69%DE	390 50%	749 55%	1392 94%zCDE	336 83%zIJ	347 79%zIJ	728 70%J	830 61%	636 68%	704 70%	686 69%	828 72%	2352 68%	271 79%zOR	148 73%	84 71%
Prefer not to say	58 1%BJdf	39 2%zB	19 1%	12 3%zE	15 2%	12 1%	18 1%	2 *	4 1%	11 1%	10 1%	16 2%	13 1%	12 1%	17 1%	53 2%	1 *	* *	3 2%PQ
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 382
DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Yes	1188 29%AFGHPe	79 26%	291 34%zVha	40 26%	98 25%	59 28%	164 35%zVha	71 32%	43 23%	22 20%	41 26%	123 34%Vha	949 38%ze	216 15%	1011 29%	101 28%
No	2855 70%BDEJOTXd	219 74%TX	557 65%	110 73%	284 73%TX	147 69%	295 62%	152 68%	139 74%TX	90 80%TXc	114 73%X	244 66%	1556 62%	1240 84%zd	2440 70%	251 71%
Prefer not to say	58 1%BJdf	- -	16 2%c	1 1%	8 2%c	6 3%Sc	15 3%zSc	2 1%	5 3%Sc	* *	1 1%	- -	23 1%	15 1%	37 1%	4 1%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 383
DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.
Base = All who have children living in their household

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1296**	556	738	180	404	649	63	69	115	327	580	402	276	273	345	1026	91	91	88
WeightedBase	1188	519	669	137	378	604	70*	70*	91*	302	519	287	296	298	307	1030	72*	54*	32*
EffectiveBase	842	374	468	125	262	427	37	42	70	218	394	274	189	176	231	691	64	63	69
0-4	**489** **41%AE**	193 *37%*	297 *44%zA*	65 *48%E*	239 *63%zCEF*	161 *27%*	24 *35%*	37 *53%*	38 *42%*	131 *43%*	206 *40%*	107 *37%*	133 *45%*	118 *39%*	132 *43%*	425 *41%*	26 *35%*	26 *48%*	14 *43%*
5-7	**360** **30%CF**	148 *29%*	212 *32%*	24 *18%*	138 *36%zCF*	190 *32%CF*	8 *12%*	25 *36%*	26 *28%*	82 *27%*	185 *36%zI*	89 *31%*	88 *30%*	84 *28%*	99 *32%*	304 *29%*	25 *35%*	23 *44%zOR*	8 *26%*
8-11	**409** **34%CDL**	176 *34%*	233 *35%*	34 *25%*	108 *29%*	243 *40%zCD*	23 *33%*	25 *36%*	39 *43%*	104 *35%*	181 *35%*	104 *36%*	84 *28%*	118 *40%L*	103 *34%*	359 *35%*	22 *30%*	15 *28%*	13 *40%*
12-15	**393** **33%D**	187 *36%*	205 *31%*	43 *32%D*	62 *16%*	255 *42%zCD*	33 *46%D*	16 *23%*	27 *30%*	100 *33%*	187 *36%*	102 *35%*	103 *35%*	99 *33%*	89 *29%*	345 *33%*	21 *29%*	19 *35%*	8 *26%*
Prefer not to say	**96** **8%Jg**	44 *9%*	51 *8%*	8 *6%*	23 *6%*	63 *11%z*	2 *2%*	3 *5%*	3 *4%*	15 *5%*	28 *5%*	24 *8%*	26 *9%*	25 *8%*	22 *7%*	88 *9%*	4 *6%*	2 *4%*	2 *5%*
Total mentions	**1748** **147%**	749 *144%*	998 *149%*	174 *127%*	570 *151%*	914 *151%*	90 *128%*	106 *153%*	132 *146%*	433 *144%*	787 *152%*	425 *148%*	434 *147%*	443 *149%*	445 *145%*	1520 *148%*	98 *135%*	85 *159%*	45 *139%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.

Base = All who have children living in their household

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1296	69	286	49	106	66	152	64	41	27	45	121	937	323	1081	119
WeightedBase	1188	79*	291	40*	98*	59*	164	71*	43**	22**	41*	123*	949	216	1011	101*
EffectiveBase	842	43	182	38	81	54	100	46	29	21	34	81	625	220	711	75
0-4	489 41%AE	35 44%	117 40%	17 44%	39 40%	28 48%	77 47%	26 37%	13 31%	12 56%	14 33%	45 37%	390 41%	90 42%	427 42%	37 37%
5-7	360 30%CF	17 22%	101 35%	14 35%	29 30%	13 22%	42 26%	17 24%	8 19%	6 26%	20 48%zSWXY	36 29%	296 31%	59 27%	307 30%	29 29%
8-11	409 34%CDL	19 24%	116 40%	15 38%	33 34%	20 33%	53 33%	20 28%	19 44%	6 26%	14 34%	45 37%	323 34%	81 37%	338 33%	53 52%zf
12-15	393 33%D	36 45%	88 30%	12 29%	28 29%	17 29%	56 34%	25 35%	17 40%	3 14%	14 35%	48 39%	313 33%	72 33%	331 33%	36 36%
Prefer not to say	96 8%Jg	5 7%	30 10%	1 2%	11 11%	4 6%	17 11%	6 9%	4 8%	2 10%	2 4%	6 5%	68 7%	20 9%	83 8%g	1 1%
Total mentions	1748 147%	112 142%	452 156%	59 149%	141 145%	82 138%	246 150%	94 133%	60 142%	29 131%	63 154%	180 146%	1390 146%	323 150%	1487 147%	156 155%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 384
DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?
Base = All who have children living in their household

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**1296**	556	738	180	404	649	63	69	115	327	580	402	276	273	345	1026	91	91	88
WeightedBase	1188	519	669	137	378	604	70*	70*	91*	302	519	287	296	298	307	1030	72*	54*	32*
EffectiveBase	842	374	468	125	262	427	37	42	70	218	394	274	189	176	231	691	64	63	69
Yes	1057 89%ACFXe	446 86%	611 91%zA	64 47%	365 97%zCF	578 96%zCF	50 72%C	60 87%	82 91%	272 90%	477 92%z	258 90%	265 90%	265 89%	269 88%	919 89%	66 91%	44 82%	28 87%
No	128 11%BDEJTd	70 14%zB	58 9%	73 53%zDEF	13 3%	23 4%	20 28%zDE	9 13%	8 9%	28 9%	39 8%	29 10%	31 10%	30 10%	38 12%	109 11%	6 9%	8 16%	4 12%
Prefer not to say	4 *	2 *	1 *	* *	- -	4 1%	- -	- -	* *	1 *	2 *	* *	* *	3 1%	* *	3 *	- -	1 2%zO	* *
Total mentions	1188 100%	519 100%	669 100%	137 100%	378 100%	604 100%	70 100%	70 100%	91 100%	302 100%	519 100%	287 100%	296 100%	298 100%	307 100%	1030 100%	72 100%	54 100%	32 100%

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Table 384
DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?
Base = All who have children living in their household

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	1296	69	286	49	106	66	152	64	41	27	45	121	937	323	1081	119
WeightedBase	1188	79*	291	40*	98*	59*	164	71*	43**	22**	41*	123*	949	216	1011	101*
EffectiveBase	842	43	182	38	81	54	100	46	29	21	34	81	625	220	711	75
Yes	1057 89%ACFXe	68 87%	273 94%zUVXb	34 85%	84 86%	52 87%	135 82%	67 94%	41 95%	20 92%	33 82%	111 90%	871 92%ze	169 78%	907 90%	89 89%
No	128 11%BDEJTd	11 13%	17 6%	6 15%T	14 14%T	8 13%	28 17%zT	4 6%	- -	2 8%	8 18%T	12 10%	76 8%	47 22%zd	102 10%	10 10%
Prefer not to say	4 *	- -	- -	- -	- -	- -	1 *	- -	2 5%	- -	- -	- -	3 *	* *	2 *	1 1%
Total mentions	1188 100%	79 100%	291 100%	40 100%	98 100%	59 100%	164 100%	71 100%	43 100%	22 100%	41 100%	123 100%	949 100%	216 100%	1011 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 385
DC05. Are you a carer for someone over the age of 16?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4049**	2006	2037	599	800	1388	1262	405	421	1051	1414	1178	917	821	1133	3065	354	331	299
WeightedBase	**4047**	1972	2071	470	770	1346	1461	404	432	1033	1335	931	997	980	1140	3388	341	199	118
EffectiveBase	**2735**	1391	1346	400	533	947	886	275	278	721	958	821	630	562	788	2165	255	234	234
Yes	**350**	171	178	22	86	147	95	32	47	76	137	92	94	59	104	305	22	14	10
	9%CFMUe	9%	9%	5%	11%zCF	11%zCF	6%	8%	11%	7%	10%zI	10%M	9%M	6%	9%M	9%	6%	7%	8%
No	**3641**	1763	1875	440	671	1181	1349	370	382	945	1190	826	889	905	1022	3033	315	185	108
	90%DE	89%	91%	93%zDE	87%	88%	92%zDE	92%	89%	91%	89%	89%	89%	92%zK	90%	90%	92%zP	93%	91%
Prefer not to say	**56**	38	18	8	13	17	17	2	3	13	8	13	14	16	13	51	4	*	*
	1%BJef	2%zB	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	*
Total mentions	**4047**	1972	2071	470	770	1346	1461	404	432	1033	1335	931	997	980	1140	3388	341	199	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4049**	246	791	150	348	191	414	206	156	96	136	331	2298	1616	3381	390
WeightedBase	4047	291	863	151	384	208	468	223	182	112*	153	353	2494	1453	3439	352
EffectiveBase	2735	169	538	110	249	147	291	150	112	69	101	235	1561	1113	2299	262
Yes	350 9%CFMUe	24 8%	86 10%U	5 3%	45 12%Uh	20 10%	37 8%	16 7%	8 5%	11 10%	12 8%	40 11%Uh	243 10%ze	98 7%	301 9%	23 7%
No	3641 90%DE	266 92%	763 88%	145 96%zTVWXc	334 87%	184 88%	420 90%	204 91%	166 91%	101 90%	140 91%	311 88%	2222 89%	1346 93%zd	3099 90%	324 92%
Prefer not to say	56 1%BJef	* *	13 2%	1 1%	4 1%	5 2%	11 2%	4 2%	9 5%zSTVc	- -	1 1%	2 1%	29 1%	10 1%	40 1%	5 1%
Total mentions	4047 100%	291 100%	863 100%	151 100%	384 100%	208 100%	468 100%	223 100%	182 100%	112 100%	153 100%	353 100%	2494 100%	1453 100%	3439 100%	352 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 386
DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
GCSE/O-Level/CSE/ standard grades or equivalent	**879** **21%JKLOT U**	416 *21%*	463 *22%*	103 *22%*	166 *21%*	317 *23%*	293 *20%*	107 **26%zJ**	131 **30%zJ**	273 **26%zJ**	201 *15%*	115 *12%*	182 **18%K**	236 **24%KL**	346 **30%KLM**	709 *21%*	88 *26%*	53 **26%O**	29 *24%*
Vocational qualifications or equivalent (=NVQ1+2)	**457** **11%GKLQ**	226 *11%*	230 *11%*	48 *10%*	93 *12%*	149 *11%*	167 *11%*	30 *7%*	60 **14%G**	159 **15%zGJ**	134 *10%*	59 *6%*	87 *9%*	174 **17%zKLN**	137 **12%KL**	408 **12%zQ**	27 *8%*	13 *6%*	9 *8%*
A-Level/Highers or equivalent (=NVQ3)	**818** **20%FHNe**	405 *20%*	411 *20%*	183 **39%zDEF**	150 **19%F**	292 **21%F**	193 *13%*	65 *16%*	64 *14%*	218 **21%H**	285 **21%H**	173 *18%*	253 **25%zKN**	210 **21%N**	182 *16%*	672 *20%*	84 *24%*	38 *19%*	25 *21%*
Bachelor Degree or equivalent (=NVQ4)	**874** **21%FGHIM NWe**	409 *20%*	465 *22%*	91 *19%*	216 **28%zCF**	321 **24%zF**	246 *17%*	29 *7%*	49 *11%*	181 **17%GH**	473 **35%zGHI**	371 **39%zLMN**	280 **28%zMN**	128 **13%N**	95 *8%*	732 *21%*	69 *20%*	48 *24%*	26 *22%*
Masters/PhD or equivalent	**320** **8%BCFGHI MNe**	187 **9%zB**	132 *6%*	18 *4%*	96 **12%zCF**	136 **10%zCF**	69 *5%*	16 *4%*	10 *2%*	54 **5%H**	210 **15%zGHI**	163 **17%zLMN**	96 **9%MN**	40 **4%N**	21 *2%*	273 *8%*	20 *6%*	17 *8%*	9 *8%*
Other	**132** **3%CDJd**	59 *3%*	72 *3%*	7 *1%*	15 *2%*	33 *2%*	78 **5%zCDE**	17 **4%J**	15 *3%*	34 **3%J**	22 *2%*	23 *2%*	32 *3%*	41 *4%*	36 *3%*	113 *3%*	7 *2%*	5 *2%*	7 **6%zP**
No formal qualifications	**576** **14%CDEIJ KLd**	268 *13%*	308 *15%*	12 *3%*	39 *5%*	107 **8%CD**	417 **28%zCDE**	138 **34%zHIJ**	108 **24%zIJ**	116 **11%J**	30 *2%*	27 *3%*	78 **8%K**	157 **16%KL**	314 **27%KLM**	493 *14%*	44 *13%*	26 *13%*	14 *12%*
Don't know	**46** **1%Jdf**	29 *1%*	17 *1%*	11 **2%zE**	9 *1%*	10 *1%*	16 *1%*	5 **1%J**	4 *1%*	5 *1%*	3 ***	9 *1%*	5 ***	12 *1%*	20 **2%L**	37 *1%*	6 *2%*	2 *1%*	1 ***
Total mentions	**4101** **100%**	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
GCSE/O-Level/CSE/ standard grades or equivalent	879 21%JKLOT U	78 26%TUb	140 16%	16 11%	94 24%TUb	50 24%TUb	98 21%U	46 21%U	38 21%U	29 26%U	22 14%	97 26%TUb	532 21%	317 22%	737 21%	85 24%
Vocational qualifications or equivalent (=NVQ1+2)	457 11%GKLQ	62 21%zTVWX hc	86 10%	24 16%X	34 9%	21 10%	41 9%	35 15%VX	17 9%	21 19%zTVX	27 17%zTVX	41 11%	287 11%	163 11%	392 11%	39 11%
A-Level/Highers or equivalent (=NVQ3)	818 20%FHNe	53 18%	162 19%	37 24%	75 19%	34 16%	92 19%	42 19%	36 19%	17 15%	44 28%zSTWa	81 22%	533 21%	266 18%	690 20%	82 23%
Bachelor Degree or equivalent (=NVQ4)	874 21%FGHIM NWe	52 17%	229 27%zSWXb c	33 22%	89 23%W	29 14%	91 19%	51 23%W	47 25%W	20 18%	26 17%	64 17%	669 26%ze	194 13%	743 21%	74 21%
Masters/PhD or equivalent	320 8%BCFGHI MNe	13 4%	112 13%zSUVWX abc	9 6%	29 7%	9 4%	38 8%	20 9%	15 8%	5 5%	6 4%	18 5%	262 10%ze	51 3%	273 8%	24 7%
Other	132 3%CDJd	5 2%	24 3%	-	17 4%UYb	22 11%zSTUVX Yabc	25 5%SUYb	1 1%	10 5%UYb	* *	-	8 2%	58 2%	68 5%zd	119 3%	6 2%
No formal qualifications	576 14%CDEIJ KLd	33 11%	100 12%	32 21%zSTVh	47 12%	43 20%zSTV	80 17%T	29 13%	21 11%	18 16%	32 21%STV	57 16%	169 7%	396 27%zd	503 14%	41 11%
Don't know	46 1%Jdf	4 1%	10 1%	-	5 1%	3 2%	9 2%	1 *	2 1%	2 2%	-	1 *	17 1%	16 1%	33 1%	6 2%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Table 387
DC07. In which of the following income bands does your gross annual household income fall?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Up to GBP 10,000	407 10%ADEHIJ KLMTd	163 8%	243 12%zA	64 14%zDE	50 6%	93 7%	200 14%zDE	407 100%zHIJ	- -	- -	- -	22 2%	77 8%K	70 7%K	238 21%zKLM	331 10%	37 11%	22 11%	16 14%zO
GBP 10,000 - GBP 14,999	441 11%ADEGIJ KTd	189 9%	252 12%zA	39 8%	65 8%	118 9%	220 15%zCDE	- -	441 100%zGIJ	- -	- -	38 4%	97 10%K	97 10%K	209 18%zKLM	366 11%	34 10%	19 9%	22 19%zOPQ
GBP 15,000 - GBP 19,999	408 10%GHJKT	180 9%	226 11%	38 8%	73 9%	133 10%	164 11%	- -	- -	408 39%zGHJ	- -	52 5%	98 10%K	113 11%K	145 13%zK	346 10%	32 9%	18 9%	12 10%
GBP 20,000 - GBP 29,999	633 15%GHJKN e	295 15%	338 16%	69 15%	128 16%	215 16%	220 15%	- -	- -	633 61%zGHJ	- -	118 13%	186 18%zKN	182 18%zKN	146 13%	519 15%	54 16%	35 17%	24 21%zO
GBP 30,000 - GBP 39,999	539 13%BFGHI NXe	304 15%zB	235 11%	66 14%F	137 17%zF	209 15%zF	128 9%	- -	- -	- -	539 40%zGHI	154 16%zN	146 14%N	147 15%N	92 8%	435 13%	63 18%zOR	31 15%R	11 9%
GBP 40,000 - GBP 49,999	340 8%BFGHI Nae	195 10%zB	145 7%	40 8%F	82 10%F	142 10%zF	76 5%	- -	- -	- -	340 25%zGHI	110 12%zN	94 9%N	99 10%N	37 3%	292 8%	24 7%	14 7%	10 8%
GBP 50,000 - GBP 74,999	297 7%BFGHIM NWce	178 9%zB	119 6%	32 7%F	63 8%F	145 11%zCF	57 4%	- -	- -	- -	297 22%zGHI	155 16%zLMN	88 9%MN	44 4%N	10 1%	251 7%	21 6%	16 8%	9 7%
GBP 75,000 and above	183 4%FGHIMN Re	105 5%z	78 4%	16 3%	53 7%zCF	88 6%zCF	26 2%	- -	- -	- -	183 13%zGHI	119 13%zLMN	33 3%N	25 2%N	6 *	164 5%R	11 3%	5 3%	2 2%
Prefer not to say	854 21%DEGHI JKRdf	391 20%	462 22%	110 23%DE	134 17%	222 16%	388 26%zDE	- -	- -	- -	- -	171 18%	195 19%	219 22%	269 23%zK	731 21%R	68 20%R	44 22%R	12 10%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 387
DC07. In which of the following income bands does your gross annual household income fall?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urbanity Urban (f)	Urbanity Rural (g)
							England Regions						Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Up to GBP 10,000	**407** **10%ADEHIJ KLMTd**	19 *6%*	66 *8%*	20 **13%S**	35 *9%*	24 *11%*	63 **13%zSTh**	16 *7%*	12 *6%*	16 **14%S**	25 **16%zSTYh**	35 *10%*	98 *4%*	296 **20%zd**	368 **11%zg**	24 *7%*
GBP 10,000 - GBP 14,999	**441** **11%ADEGI JKTd**	34 *12%*	67 *8%*	12 *8%*	41 *10%*	35 **16%zTUX**	42 *9%*	32 **14%T**	27 **14%T**	12 *11%*	19 *12%*	46 **12%T**	201 *8%*	229 **16%zd**	391 *11%*	35 *10%*
GBP 15,000 - GBP 19,999	**408** **10%GHJKT**	38 **13%T**	56 *6%*	19 **13%T**	36 *9%*	37 **17%zTVXY hb**	48 *10%*	21 *9%*	13 *7%*	26 **23%zSTVXY hbc**	13 *8%*	39 **11%T**	239 *9%*	167 **11%z**	343 *10%*	45 *13%*
GBP 20,000 - GBP 29,999	**633** **15%GHJKN e**	34 *11%*	115 *13%*	36 **24%zSTXb**	61 *16%*	32 *15%*	68 *14%*	34 *15%*	26 *14%*	27 **24%zSTb**	15 *10%*	71 **19%STb**	441 **17%ze**	181 *12%*	545 *16%*	60 *17%*
GBP 30,000 - GBP 39,999	**539** **13%BFGHI NXe**	51 **17%TX**	99 *11%*	16 *10%*	54 *14%*	21 *10%*	41 *9%*	32 *14%*	26 *14%*	14 *12%*	32 **20%zTUWX**	51 **14%X**	441 **17%ze**	95 *6%*	457 *13%*	46 *13%*
GBP 40,000 - GBP 49,999	**340** **8%BFGHIN ae**	26 **9%a**	95 **11%zWXa**	11 *7%*	41 **11%a**	12 *6%*	32 *7%*	17 *7%*	17 **9%a**	2 *1%*	14 **9%a**	27 *7%*	296 **12%ze**	40 *3%*	296 *8%*	25 *7%*
GBP 50,000 - GBP 74,999	**297** **7%BFGHIM NWce**	21 *7%*	94 **11%zWXac**	10 *7%*	26 *7%*	7 *3%*	28 *6%*	22 **10%Wac**	14 *8%*	2 *2%*	15 **10%Wac**	12 *3%*	264 **10%ze**	32 *2%*	246 *7%*	38 **11%zf**
GBP 75,000 and above	**183** **4%FGHIMN Re**	10 *3%*	91 **11%zSUVWX habc**	3 *2%*	11 *3%*	6 *3%*	13 *3%*	13 **6%a**	8 *4%*	-	2 *1%*	8 *2%*	165 **7%ze**	18 *1%*	154 *4%*	14 *4%*
Prefer not to say	**854** **21%DEGHI JKRdf**	65 *22%*	181 *21%*	25 *16%*	85 *22%*	40 *19%*	138 **29%zTUVW Yabc**	38 *17%*	44 *24%*	15 *13%*	22 *14%*	79 *22%*	384 *15%*	415 **28%zd**	690 *20%*	68 *19%*
Total mentions	**4101** **100%**	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC08. What is your current working status?
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Paid employment (30+ hours a week)	1704 42%BCFGH NRWhe	1046 52%zB	658 31%	168 35%F	498 64%zCEF	782 57%zCF	256 17%	19 5%	86 20%G	447 43%GH	912 67%zGHI	492 52%zLMN	474 47%zN	448 45%N	290 25%	1433 42%R	150 44%R	81 40%	40 33%
Paid employment (8-29 hours a week)	557 14%AFJKUe	142 7%	415 20%zA	83 18%zF	109 14%F	234 17%zF	130 9%	65 16%J	94 21%zIJ	160 15%J	148 11%	99 10%	145 14%K	147 15%K	167 14%K	474 14%	39 11%	27 13%	16 14%
Paid employment (less than 8 hours a week)	50 1%AJd	14 1%	36 2%zA	14 3%zDEF	4 1%	11 1%	20 1%	7 2%J	7 2%J	16 2%J	4 *	12 1%	6 1%	9 1%	23 2%zL	44 1%	3 1%	2 1%	1 1%
Self employed (30+ hours a week)	231 6%BCGHNW e	144 7%zB	86 4%	13 3%	50 6%C	92 7%C	75 5%	10 2%	14 3%	64 6%G	95 7%zGH	71 8%zN	52 5%	67 7%N	40 3%	191 6%	16 5%	17 9%z	6 5%
Self employed (8-29 hours a week)	37 1%De	14 1%	23 1%	4 1%	2 *	16 1%D	15 1%	4 1%	7 2%	9 1%	10 1%	5 1%	17 2%zKM	4 *	10 1%	31 1%	1 *	4 2%	1 *
Self employed (less than 8 hours a week)	4 *O	3 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	2 *	1 *	1 *	2 *	- -	1 *	1 *	1 *	1 *	1 1%zO
Retired	864 21%ACDEJ d	382 19%	481 23%zA	- -	1 *	6 *	857 58%zCDE	152 37%zIJ	149 34%zIJ	212 20%J	90 7%	179 19%	204 20%	219 22%	261 23%	723 21%	71 21%	44 22%	26 22%
Studying full time	130 3%DEFJTd	68 3%	61 3%	111 23%zDEF	11 1%F	7 *	2 *	28 7%HIJ	7 2%	25 2%	30 2%	25 3%	53 5%zKMN	20 2%	33 3%	102 3%	13 4%	9 5%	5 4%
Not in paid employment/Looking after the house or home	241 6%ACFJKL d	38 2%	203 10%zA	16 3%	56 7%CF	113 8%zCF	56 4%	46 11%zIJ	38 9%zJ	66 6%J	41 3%	33 3%	26 3%	50 5%L	133 12%zKLM	211 6%	16 5%	7 3%	7 6%
Unemployed	182 4%FIJKLM Od	100 5%	82 4%	44 9%zDEF	34 4%F	67 5%F	37 2%	62 15%zHIJ	28 6%IJ	27 3%	19 1%	8 1%	17 2%	17 2%	140 12%zKLM	137 4%	25 7%zO	8 4%	12 10%zOQ
Other	47 1%JKde	20 1%	28 1%	3 1%	8 1%	23 2%	13 1%	12 3%zIJ	8 2%J	8 1%	6 *	2 *	7 1%	6 1%	32 3%zKLM	38 1%	5 2%	1 1%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Prefer not to say	54 *1%IIJde*	28 *1%*	26 *1%*	16 *3%zDEF*	9 *1%*	13 *1%*	17 *1%*	1 ***	3 *1%*	4 ***	3 ***	12 *1%*	12 *1%*	8 *1%*	21 *2%*	49 *1%*	3 *1%*	1 *1%*	1 *1%*
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 388
DC08. What is your current working status?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Paid employment (30+ hours a week)	1704 **42%BCFGHNRWhe**	37%	49%zSUWXhc	36%	**42%W**	31%	41%	**46%Wh**	32%	40%	**45%W**	40%	1704 **67%ze**	-	1438 41%	140 39%
Paid employment (8-29 hours a week)	557 **14%AFJKUe**	19%zTUc	13%	7%	13%	**14%U**	**16%U**	**18%U**	14%	13%	12%	12%	557 **22%ze**	-	466 13%	56 16%
Paid employment (less than 8 hours a week)	50 **1%AJd**	1%	1%	*	1%	**3%zX**	*	2%	2%	**6%zSTUVXc**	2%	1%	-	50 **3%zd**	43 1%	5 1%
Self employed (30+ hours a week)	231 **6%BCGHNWe**	4%	**6%W**	**10%SWY**	5%	2%	5%	3%	**9%W**	7%	6%	6%	231 **9%ze**	-	186 5%	30 **8%zf**
Self employed (8-29 hours a week)	37 **1%De**	**2%V**	1%	*	-	*	1%	1%	1%	-	**2%V**	1%	37 **1%ze**	-	28 1%	7 2%
Self employed (less than 8 hours a week)	4 ***O**	-	-	-	-	1 1%	-	-	-	-	-	-	-	4 ***d**	4 *	-
Retired	864 **21%ACDEJd**	23%	18%	21%	24%	**26%TY**	20%	16%	**32%zTXYbc**	20%	18%	22%	-	864 **59%zd**	755 22%	74 21%
Studying full time	130 **3%DEFJTd**	2%	2%	**9%zSTVWXYhc**	3%	3%	3%	2%	2%	4%	**5%T**	4%	-	130 **9%zd**	109 3%	8 2%
Not in paid employment/Looking after the house or home	241 **6%ACFJKLd**	7%	5%	6%	6%	9%	7%	8%	7%	6%	5%	5%	-	241 **16%zd**	221 **6%z**	16 5%
Unemployed	182 **4%FIJKLMOd**	4%	3%	**10%zSTVXYha**	3%	**7%TVXYh**	3%	2%	2%	2%	4%	6%	-	182 **12%zd**	157 4%	10 3%
Other	47 **1%JKde**	1%	1%	*	1%	2%	**3%zT**	1%	-	-	-	2%	-	-	39 1%	6 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 388
DC08. What is your current working status?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Prefer not to say	54 **1%IJde**	- -	16 2%	- -	8 **2%S**	3 2%	13 **3%zSY**	- -	1 *	3 **3%S**	1 1%	4 1%	- -	- -	41 1%	4 1%
Total mentions	4101 *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 389
SOCIAL GRADE. Social grade
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
A	**244** **6%GHILMN** e	130 *7%*	114 *5%*	35 *7%*	50 *6%*	72 *5%*	87 *6%*	10 *2%*	12 *3%*	30 *3%*	150 *11%zGHI*	244 *26%zLMN*	- -	- -	- -	209 *6%*	15 *4%*	14 *7%*	6 *5%*
B	**696** **17%BGHIL** **MNe**	371 *19%zB*	324 *15%*	65 *14%*	158 *20%zCF*	247 *18%C*	227 *15%*	12 *3%*	26 *6%*	140 *13%GH*	389 *29%zGHI*	696 *74%zLMN*	- -	- -	- -	592 *17%*	49 *14%*	38 *19%*	17 *14%*
C1	**1013** **25%AGKMN** **Pe**	432 *22%*	579 *28%zA*	136 *29%zF*	188 *24%*	348 *26%*	341 *23%*	77 *19%*	97 *22%*	284 *27%G*	361 *27%G*	- -	1013 *100%zKMN*	- -	- -	868 *25%P*	58 *17%*	57 *28%P*	30 *25%P*
C2	**996** **24%BGKLN** e	552 *28%zB*	444 *21%*	105 *22%*	194 *25%*	338 *25%*	359 *24%*	70 *17%*	97 *22%*	295 *28%zGHJ*	314 *23%G*	- -	- -	996 *100%zKLN*	- -	822 *24%*	95 *28%*	52 *26%*	28 *24%*
D	**739** **18%JKLMQ** **Te**	356 *18%*	383 *18%*	80 *17%*	135 *17%*	238 *17%*	285 *19%*	96 *24%zJ*	138 *31%zGIJ*	231 *22%zJ*	130 *10%*	- -	- -	- -	739 *64%zKLM*	615 *18%*	76 *22%Q*	27 *13%*	21 *18%*
E	**413** **10%ADIJKL** **MTdg**	158 *8%*	255 *12%zA*	53 *11%*	59 *8%*	122 *9%*	180 *12%zDE*	142 *35%zHIJ*	71 *16%zIJ*	60 *6%J*	14 *1%*	- -	- -	- -	413 *36%zKLM*	331 *10%*	51 *15%zOQ*	14 *7%*	17 *14%zOQ*
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
AB (Net)	**940** **23%BGHIL** **MNe**	501 *25%zB*	437 *21%*	100 *21%*	208 *27%zF*	319 *23%*	313 *21%*	22 *5%*	38 *9%*	170 *16%GH*	539 *40%zGHI*	940 *100%zLMN*	- -	- -	- -	801 *23%*	64 *19%*	52 *26%*	22 *19%*
C1 (Net)	**1013** **25%AGKMN** **Pe**	432 *22%*	579 *28%zA*	136 *29%zF*	188 *24%*	348 *26%*	341 *23%*	77 *19%*	97 *22%*	284 *27%G*	361 *27%G*	- -	1013 *100%zKMN*	- -	- -	868 *25%P*	58 *17%*	57 *28%P*	30 *25%P*
C2 (Net)	**996** **24%BGKLN** e	552 *28%zB*	444 *21%*	105 *22%*	194 *25%*	338 *25%*	359 *24%*	70 *17%*	97 *22%*	295 *28%zGHJ*	314 *23%G*	- -	- -	996 *100%zKLN*	- -	822 *24%*	95 *28%*	52 *26%*	28 *24%*
DE (Net)	**1152** **28%AJKLM** **QTdg**	514 *26%*	638 *30%zA*	133 *28%*	194 *25%*	360 *26%*	465 *31%zDE*	238 *59%zHIJ*	209 *47%zIJ*	291 *28%J*	144 *11%*	- -	- -	- -	1152 *100%zKLM*	945 *28%Q*	127 *37%zOQ*	41 *20%*	38 *32%Q*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 389
SOCIAL GRADE. Social grade
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
ABC1 (Net)	**1953** **48%FGHIM NPWe**	933 *47%*	1017 *48%*	236 *50%*	396 **50%F**	667 **49%F**	655 *44%*	99 *24%*	135 *31%*	454 **44%GH**	900 **66%zGHI**	940 **100%zMN**	1013 **100%zMN**	- -	- -	1669 **49%P**	123 *36%*	109 **54%zPR**	52 *44%*
C2DE (Net)	**2148** **52%JKLQT d**	1066 *53%*	1082 *52%*	237 *50%*	388 *50%*	698 *51%*	825 **56%zDE**	308 **76%zIJ**	306 **69%zIJ**	586 **56%zJ**	459 *34%*	- -	- -	996 **100%zKL**	1152 **100%zKL**	1767 *51%*	222 **64%zOQ**	93 *46%*	66 **56%Q**

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 389
SOCIAL GRADE. Social grade
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
A	244 6%GHILMNe	8 3%	87 10%zSUVXh	5 3%	14 3%	17 8%S	21 4%	13 6%	7 4%	5 5%	8 5%	25 7%	172 7%ze	68 5%	198 6%	30 8%
B	696 17%BGHILMNe	51 17%	167 19%W	29 19%	62 16%	25 12%	77 16%	46 21%W	31 17%	17 15%	26 16%	61 17%	495 20%ze	191 13%	581 17%	65 18%
C1	1013 25%AGKMNPe	83 28%	222 26%	36 24%	97 25%	40 19%	110 23%	65 29%W	57 30%W	24 21%	37 24%	97 26%	688 27%ze	306 21%	856 25%	81 23%
C2	996 24%BGKLNe	65 22%	200 23%	31 21%	125 32%zSTUWXYbc	44 21%	109 23%	46 20%	50 27%	33 30%	34 21%	85 23%	667 26%ze	315 21%	846 24%	100 28%
D	739 18%JKLMQTe	63 21%T	122 14%	24 16%	60 15%	50 24%TV	106 22%zTV	40 18%	27 14%	26 23%	34 21%	65 18%	489 19%ze	239 16%	635 18%	57 16%
E	413 10%ADIJKLMTdg	28 9%	66 8%	27 18%zSTVYhac	32 8%	36 17%zSTVYhac	51 11%	15 7%	15 8%	8 7%	18 12%	35 10%	18 1%	352 24%zd	371 11%zg	23 7%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
AB (Net)	940 23%BGHILMNe	60 20%	254 29%zSVWXh	34 23%	75 19%	41 19%	98 21%	59 26%	38 20%	23 20%	34 22%	86 23%	667 26%ze	258 18%	779 22%	95 27%
C1 (Net)	1013 25%AGKMNPe	83 28%	222 26%	36 24%	97 25%	40 19%	110 23%	65 29%W	57 30%W	24 21%	37 24%	97 26%	688 27%ze	306 21%	856 25%	81 23%
C2 (Net)	996 24%BGKLNe	65 22%	200 23%	31 21%	125 32%zSTUWXYbc	44 21%	109 23%	46 20%	50 27%	33 30%	34 21%	85 23%	667 26%ze	315 21%	846 24%	100 28%
DE (Net)	1152 28%AJKLMQTdg	90 30%T	188 22%	50 33%T	92 24%	86 41%zTVYhc	157 33%zTVh	55 24%	42 22%	33 29%	52 33%T	100 27%	507 20%	591 40%zd	1007 29%zg	80 23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 389
SOCIAL GRADE. Social grade
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
ABC1 (Net)	**1953 48%FGHIM NPWe**	143 48%	477 55%zVWXa	70 46%	172 44%	81 38%	208 44%	124 55%VWX	95 51%W	46 41%	71 45%	183 50%W	1355 54%ze	565 38%	1635 47%	176 49%
C2DE (Net)	**2148 52%JKLQT d**	155 52%	387 45%	81 54%	218 56%TY	131 62%zTYhc	265 56%TY	101 45%	92 49%	67 59%T	86 55%	185 50%	1174 46%	907 62%zd	1853 53%	180 51%

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Table 390
DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.
Please indicate which of the following you consider yourself to be:
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Heterosexual or straight	3749 **91%CGW**	1819 *91%*	1929 *92%*	399 *84%*	707 **90%C**	1255 **92%C**	1387 **94%zCD**	354 *87%*	404 *91%*	968 **93%G**	1268 **93%zG**	848 *90%*	916 *90%*	940 **94%zKLN**	1044 *91%*	3130 *91%*	328 **95%zOQ**	180 *89%*	111 *94%*
Gay or lesbian	67 **2%BFMT**	42 *2%*	25 *1%*	15 **3%zF**	15 **2%F**	29 **2%F**	8 *1%*	10 *2%*	12 *3%*	11 *1%*	32 **2%zI**	21 **2%M**	23 **2%M**	6 *1%*	17 *1%*	57 *2%*	3 *1%*	6 **3%P**	2 *2%*
Bisexual	91 **2%EF**	40 *2%*	49 *2%*	36 **8%zDEF**	26 **3%EF**	19 *1%*	11 *1%*	18 **4%z**	11 *3%*	24 *2%*	32 *2%*	30 **3%zM**	26 *3%*	15 *2%*	20 *2%*	77 *2%*	5 *1%*	6 *3%*	5 *4%*
Prefer not to say	159 **4%JRUcdf**	75 *4%*	84 *4%*	16 *3%*	24 *3%*	51 *4%*	68 *5%*	15 **4%J**	13 *3%*	31 **3%J**	21 *2%*	35 *4%*	38 *4%*	30 *3%*	57 *5%*	145 **4%R**	8 *2%*	6 **3%R**	* *
Other	34 **1%J**	22 *1%*	12 *1%*	7 **1%F**	12 **2%F**	10 *1%*	6 * *	10 **2%zHIJ**	2 * *	7 *1%*	5 * *	6 *1%*	10 *1%*	5 * *	13 *1%*	27 *1%*	2 *1%*	4 **2%zO**	1 *1%*
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.
Please indicate which of the following you consider yourself to be:
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Heterosexual or straight	3749 91%CGW	270 90%W	801 93%W	144 95%Wb	356 91%W	168 79%	425 90%W	205 91%W	173 93%W	102 90%	136 87%	350 95%zWXb	2332 92%	1343 91%	3214 92%z	319 90%
Gay or lesbian	67 2%BFMT	6 2%	6 1%	1 1%	5 1%	9 4%zTXc	6 1%	4 2%	7 4%T	1 1%	9 5%zTUVXc	3 1%	49 2%	16 1%	54 2%	7 2%
Bisexual	91 2%EF	6 2%	20 2%	6 4%h	9 2%	8 4%h	11 2%	6 2%	-	3 2%	2 1%	7 2%	52 2%	36 2%	71 2%	10 3%
Prefer not to say	159 4%JRUcdf	13 4%U	33 4%U	*	19 5%Uc	26 12%zSTUVX Yhc	20 4%Uc	9 4%U	6 3%	6 5%Uc	9 6%Uc	5 1%	76 3%	69 5%d	120 3%	17 5%
Other	34 1%J	4 1%	4 *	-	1 *	1 *	11 2%zTV	1 1%	1 *	2 1%	1 1%	3 1%	19 1%	8 1%	28 1%	4 1%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were
described as at birth to the gender you identify with, or do you intend to?
(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).
Base = All respondents

	Total	Gender		Age				Household Income				Social Group				Nation			
		Male	Female	16-24	25-34	35-54	55+	Up to £10,000	£10,000 - £14,999	£15,000 - £29,999	£30,000+	AB	C1	C2	DE	England	Scotland	Wales	Northern Ireland
	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Yes	**131**	97	32	14	56	41	21	12	10	30	63	38	37	33	24	112	13	4	2
	3%BFNe	5%zB	2%	3%	7%zCEF	3%F	1%	3%	2%	3%	5%z	4%N	4%	3%	2%	3%	4%	2%	2%
No	**3861**	1853	2007	448	708	1291	1414	386	425	998	1277	879	945	948	1088	3226	324	195	116
	94%ADX	93%	96%zA	95%D	90%	95%D	96%zD	95%	96%	96%z	94%	94%	93%	95%	94%	94%	94%	97%	98%zO
I prefer not to say	**109**	49	59	11	20	33	44	9	7	13	19	23	31	16	39	97	7	3	1
	3%IJRcd	2%	3%	2%	3%	2%	3%	2%	2%	1%	1%	2%	3%	2%	3%M	3%R	2%	2%	1%
Total mentions	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 391
DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were
described as at birth to the gender you identify with, or do you intend to?
(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							Working		Urbanity	
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Yes	**131** **3%BFNe**	9 *3%*	39 **5%hc**	3 *2%*	10 *2%*	7 *3%*	24 **5%hc**	4 *2%*	* *	6 **5%h**	6 **4%h**	5 *1%*	108 **4%ze**	22 *2%*	111 *3%*	9 *3%*
No	**3861** **94%ADX**	277 *93%*	808 *94%*	147 **97%WX**	370 **95%X**	192 *90%*	427 *90%*	214 *95%*	183 **98%WXb**	105 *93%*	143 *91%*	360 **98%zSTWXab**	2369 *94%*	1413 **96%zd**	3288 *94%*	338 *95%*
I prefer not to say	**109** **3%IJRcd**	13 **4%c**	17 *2%*	1 *	10 *2%*	13 **6%zTUc**	22 **5%zTUc**	7 *3%*	3 *2%*	2 *2%*	7 **5%c**	3 *1%*	52 *2%*	36 *2%*	89 *3%*	8 *2%*
Total mentions	**4101** *100%*	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 392
DC15. Which of these, if any, limit your daily activities or the work you can do?
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Breathlessness or chest pains	246 6%CDEJKd	108 5%	138 7%	14 3%	27 3%	55 4%	150 10%zCDE	55 13%zIJ	48 11%zIJ	48 5%	48 4%	30 3%	54 5%K	50 5%	113 10%zKLM	205 6%	19 5%	11 5%	12 10%zOP
Poor vision, partial sight or blindness	145 4%EPTd	73 4%	70 3%	17 4%E	24 3%	23 2%	81 5%zDE	15 4%	37 8%zGIJ	31 3%	38 3%	28 3%	34 3%	37 4%	46 4%	133 4%P	4 1%	5 2%	2 2%
Difficulty in speaking or in communicating	45 1%	25 1%	19 1%	15 3%zDEF	8 1%	11 1%	11 1%	7 2%	11 3%zIJ	6 1%	13 1%	9 1%	6 1%	8 1%	22 2%zL	40 1%	2 1%	2 1%	1 1%
Poor hearing, partial hearing or deafness	118 3%DEd	61 3%	57 3%	9 2%	11 1%	18 1%	80 5%zCDE	11 3%	23 5%zJ	31 3%	32 2%	27 3%	26 3%	21 2%	45 4%z	101 3%	7 2%	7 4%	2 2%
Cannot walk at all / use a wheelchair	41 1%KLd	18 1%	23 1%	2 1%	4 1%	11 1%	23 2%z	3 1%	10 2%zJ	11 1%	10 1%	2 *	4 *	14 1%KL	21 2%zKL	38 1%	1 *	1 *	1 1%
Cannot walk far or manage stairs or can only do so with difficulty	227 6%ACDEJK Td	84 4%	142 7%zA	10 2%	14 2%	39 3%	163 11%zCDE	45 11%zIJ	43 10%zIJ	49 5%J	39 3%	36 4%	51 5%	47 5%	93 8%zKLM	194 6%	14 4%	10 5%	9 7%
Limited ability to reach	92 2%DEJTd	36 2%	56 3%	6 1%	7 1%	14 1%	65 4%zCDE	18 4%zIJ	17 4%J	21 2%	16 1%	20 2%	22 2%	16 2%	35 3%	74 2%	9 3%	5 3%	3 3%
Mental health problems or difficulties	213 5%FJKMTd	97 5%	114 5%	51 11%zDEF	37 5%F	85 6%F	40 3%	52 13%zIJ	36 8%zJ	56 5%J	38 3%	24 3%	54 5%KM	27 3%	107 9%zKLM	164 5%	25 7%	11 5%	12 10%zOQ
Dyslexia	66 2%BFef	43 2%zB	23 1%	11 2%F	22 3%zF	23 2%	11 1%	5 1%	8 2%	20 2%	28 2%	21 2%	15 1%	9 1%	22 2%	58 2%	3 1%	3 1%	2 2%
Other illnesses or health problems which limit your daily activities or the work that you can do	196 5%DEJKTd	101 5%	94 4%	15 3%D	8 1%	44 3%D	129 9%zCDE	43 11%zHIJ	26 6%J	51 5%J	41 3%	31 3%	50 5%	41 4%	74 6%zK	159 5%	11 3%	9 5%	16 13%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 392
DC15. Which of these, if any, limit your daily activities or the work you can do?
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Prefer not to say	**130** **3%cd**	60 3%	69 3%	12 3%	18 2%	51 4%	49 3%	7 2%	14 3%	23 2%	35 3%	32 3%	42 4%	23 2%	33 3%	109 3%	12 3%	6 3%	3 2%
None	**3046** **74%FGHNR** **SWe**	1498 75%	1548 74%	344 73%F	641 82%zCF	1088 80%zCF	974 66%	227 56%	282 64%G	788 76%GH	1107 81%zGHI	756 80%zLN	751 74%N	790 79%zLN	750 65%	2550 74%R	266 77%R	153 76%R	77 65%
Don't know	**40** **1%F**	21 1%	19 1%	12 3%zEF	14 2%zEF	8 1%	5 *	4 1%	4 1%	9 1%	11 1%	6 1%	11 1%	6 1%	17 1%	33 1%	3 1%	3 1%	1 1%
Total mentions	**4603** **112%**	2223 111%	2372 113%	519 110%	834 106%	1470 108%	1781 120%	493 121%	559 127%	1144 110%	1454 107%	1020 109%	1117 110%	1088 109%	1378 120%	3860 112%	376 109%	225 112%	142 119%
Any disability (Net)	**885** **22%DEJKM** **Td**	420 21%	463 22%	105 22%DE	111 14%	218 16%	452 31%zCDE	168 41%zHIJ	140 32%zIJ	220 21%J	205 15%	147 16%	210 21%K	177 18%	352 31%zKLM	744 22%	63 18%	40 20%	38 32%zOPQ

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 392
DC15. Which of these, if any, limit your daily activities or the work you can do?
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Breathlessness or chest pains	**246** **6%CDEJKd**	14 5%	49 6%	14 9%	16 4%	16 7%	30 6%	12 5%	14 8%	7 6%	13 8%	19 5%	77 3%	158 **11%zd**	222 6%	13 4%
Poor vision, partial sight or blindness	**145** **4%EPTd**	16 5%T	16 2%	14 9%zTVY	11 3%	10 5%T	25 5%T	7 3%	8 4%	3 3%	7 4%	17 5%T	57 2%	84 6%zd	124 4%	9 3%
Difficulty in speaking or in communicating	**45** **1%**	4 1%	5 1%	5 3%zT	6 1%	1 1%	6 1%	2 1%	2 1%	1 1%	4 2%	4 1%	20 1%	21 1%	41 1%	2 1%
Poor hearing, partial hearing or deafness	**118** **3%DEd**	11 4%	18 2%	7 5%	13 3%	5 2%	15 3%	7 3%	4 2%	4 3%	7 5%	11 3%	36 1%	80 5%zd	107 3%	5 2%
Cannot walk at all / use a wheelchair	**41** **1%KLd**	1 *	10 1%	4 2%	4 1%	1 *	6 1%	3 1%	-	-	6 4%zSTWhc	3 1%	12 *	28 2%zd	39 1%	1 *
Cannot walk far or manage stairs or can only do so with difficulty	**227** **6%ACDEJ KTd**	30 10%zTVYc	29 3%	9 6%	16 4%	13 6%	36 8%T	9 4%	15 8%T	8 7%	14 9%T	15 4%	45 2%	167 11%zd	193 6%	19 5%
Limited ability to reach	**92** **2%DEJTd**	7 2%	9 1%	6 4%Tb	13 3%T	5 2%	16 3%T	5 2%	6 3%	* *	- -	6 2%	20 1%	65 4%zd	81 2%	6 2%
Mental health problems or difficulties	**213** **5%FJKMTd**	26 9%zThb	11 2%	7 5%	18 5%	9 4%	40 8%zThb	10 4%	5 2%	5 4%	3 2%	24 6%T	82 3%	112 8%zd	180 5%	15 4%
Dyslexia	**66** **2%BFef**	6 2%	11 1%	2 1%	7 2%	3 2%	13 3%	9 4%zT	1 1%	2 2%	1 1%	4 1%	53 2%ze	8 1%	49 1%	9 2%
Other illnesses or health problems which limit your daily activities or the work that you can do	**196** **5%DEJKTd**	28 9%zTUXYa	27 3%	4 3%	18 5%	19 9%zTUXa	13 3%	8 4%	9 5%	1 1%	10 7%	21 6%	66 3%	121 8%zd	170 5%	15 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC15. Which of these, if any, limit your daily activities or the work you can do?
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Prefer not to say	**130** **3%cd**	12 *4%c*	31 *4%c*	3 *2%*	14 *4%c*	7 *3%c*	15 *3%c*	5 *2%*	3 *1%*	5 *4%c*	12 *7%zhc*	3 *1%*	65 *3%*	49 *3%*	108 *3%*	10 *3%*
None	**3046** **74%FGHNR SWe**	188 *63%*	694 **80%zSWXb**	109 *72%*	304 **78%SWX**	142 *67%*	329 *70%*	165 **74%S**	144 **77%S**	86 **77%S**	107 *68%*	282 **77%SW**	2089 **83%ze**	908 *62%*	2594 *74%*	272 *77%*
Don't know	**40** **1%F**	2 *1%*	7 *1%*	2 *1%*	1 ***	3 *1%*	8 *2%*	2 *1%*	2 *1%*	1 *1%*	1 *1%*	4 *1%*	26 *1%*	9 *1%*	30 *1%*	4 *1%*
Total mentions	**4603** **112%**	345 *116%*	926 *107%*	186 *123%*	440 *113%*	233 *110%*	554 *117%*	244 *109%*	211 *113%*	123 *109%*	185 *118%*	413 *112%*	2650 *105%*	1812 *123%*	3939 *113%*	381 *107%*
Any disability (Net)	**885** **22%DEJKM Td**	97 **33%zTVha c**	131 *15%*	38 **25%T**	70 *18%*	61 **29%zTV**	120 **25%TV**	52 **23%T**	38 *20%*	21 *18%*	37 **24%T**	79 **21%T**	348 *14%*	505 **34%zd**	755 *22%*	70 *20%*

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Table 393
DC17. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
Base = All respondents

	Summary Table			
	I am satisfied with my life	I feel very positive about my future	I don't like people to think badly of me	White lies are acceptable to avoid hurting people's feelings
UnweightedBase	4099	4099	4099	4099
WeightedBase	4101	4101	4101	4101
EffectiveBase	2770	2770	2770	2770
Strongly agree	789	802	737	260
	19%	20%	18%	6%
Agree	1758	1540	1557	1127
	43%	38%	38%	27%
Slightly agree	660	692	639	1141
	16%	17%	16%	28%
Neither agree nor disagree	395	517	774	772
	10%	13%	19%	19%
Slightly disagree	289	317	155	287
	7%	8%	4%	7%
Disagree	111	154	160	348
	3%	4%	4%	8%
Strongly disagree	98	78	78	166
	2%	2%	2%	4%
Total mentions	4101	4101	4101	4101
	100%	100%	100%	100%
T2B (Net)	2547	2342	2294	1387
	62%	57%	56%	34%
B2B (Net)	210	232	238	514
	5%	6%	6%	13%

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Table 394
DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I am satisfied with my life
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Strongly agree	789 19%GNP	397 20%	391 19%	79 17%	168 21%	237 17%	305 21%	53 13%	67 15%	190 18%G	284 21%GH	228 24%zLN	189 19%N	205 21%N	168 15%	687 20%P	39 11%	37 18%P	27 22%P
Agree	1758 43%ACEU	815 41%	942 45%zA	173 37%	354 45%C	548 40%	683 46%zCE	160 39%	168 38%	432 42%	586 43%	399 42%	410 40%	443 44%	506 44%	1441 42%	167 48%O	97 48%	53 45%
Slightly agree	660 16%KV	329 16%	332 16%	83 18%	125 16%	225 17%	227 15%	92 23%zIJ	75 17%	174 17%	225 17%	132 14%	171 17%	149 15%	209 18%K	549 16%	67 19%R	30 15%	15 12%
Neither agree nor disagree	395 10%Qc	205 10%	190 9%	51 11%	60 8%	153 11%zD	131 9%	37 9%	59 13%zIJ	88 8%	123 9%	86 9%	102 10%	82 8%	125 11%	348 10%QR	30 9%	11 5%	7 6%
Slightly disagree	289 7%FK	146 7%	142 7%	53 11%zDF	42 5%	116 8%zDF	78 5%	31 8%	43 10%J	95 9%zJ	84 6%	48 5%	82 8%K	75 8%	84 7%	236 7%	29 8%	15 7%	9 8%
Disagree	111 3%	54 3%	58 3%	17 4%D	13 2%	48 4%D	33 2%	15 4%	17 4%	35 3%	35 3%	29 3%	35 3%	19 2%	28 2%	88 3%	10 3%	7 3%	6 5%zO
Strongly disagree	98 2%FJT	54 3%	44 2%	17 4%F	21 3%	37 3%	23 2%	19 5%zJ	13 3%	27 3%	21 2%	18 2%	25 2%	24 2%	32 3%	87 3%	4 1%	5 3%	2 2%
Total mentions	4101 100%	1999 100%	2099 100%	473 100%	784 100%	1365 100%	1480 100%	407 100%	441 100%	1040 100%	1358 100%	940 100%	1013 100%	996 100%	1152 100%	3436 100%	344 100%	202 100%	119 100%
T2B (Net)	2547 62%CEGHNU	1212 61%	1333 64%	252 53%	522 67%zCE	785 58%	988 67%zCE	213 52%	235 53%	622 60%G	870 64%GH	627 67%zLN	599 59%	648 65%LN	673 58%	2128 62%	205 60%	134 66%	80 67%
B2B (Net)	210 5%F	107 5%	102 5%	35 7%zDF	34 4%	85 6%F	56 4%	34 8%zJ	29 7%	62 6%	56 4%	47 5%	60 6%	43 4%	60 5%	176 5%	14 4%	12 6%	8 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 394
DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I am satisfied with my life
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Strongly agree	789 19%GNP	50 17%	167 19%	22 15%	112 29%zSTUX Y	43 20%	74 16%	44 20%	39 21%	26 23%	30 19%	81 22%	508 20%	268 18%	663 19%	73 21%
Agree	1758 43%ACEU	147 49%UWYb	390 45%U	50 33%	155 40%	80 38%	202 43%	85 38%	79 43%	43 38%	58 37%	151 41%	1085 43%	640 44%	1500 43%	156 44%
Slightly agree	660 16%KV	53 18%V	125 14%V	37 25%zTVWX	36 9%	30 14%	68 14%	39 18%V	29 16%	19 17%	40 26%zTVWX	72 20%V	388 15%	264 18%z	566 16%	53 15%
Neither agree nor disagree	395 10%Qc	18 6%	92 11%c	22 14%Sbc	49 12%Sbc	32 15%zSbc	47 10%c	25 11%c	24 13%Sbc	12 10%	8 5%	19 5%	244 10%	133 9%	333 10%	26 7%
Slightly disagree	289 7%FK	17 6%	60 7%	16 10%Vh	17 4%	16 7%	36 8%	18 8%	5 3%	8 7%	13 8%	31 8%h	188 7%	94 6%	242 7%	32 9%
Disagree	111 3%	9 3%	21 2%	2 1%	9 2%	8 4%	19 4%	5 2%	3 2%	1 1%	3 2%	9 3%	67 3%	37 3%	98 3%	7 2%
Strongly disagree	98 2%FJT	5 2%	10 1%	3 2%	12 3%	4 2%	27 6%zSTWc	7 3%	6 3%	4 4%	5 3%	4 1%	50 2%	36 2%	86 2%	8 2%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
T2B (Net)	2547 62%CEGHN U	197 66%U	557 65%U	72 47%	267 69%zUWXY b	123 58%	276 58%	129 58%	119 64%U	69 61%	87 56%	232 63%U	1593 63%	908 62%	2164 62%	230 65%
B2B (Net)	210 5%F	14 5%	31 4%	5 3%	20 5%	12 5%	46 10%zSTUVc	12 5%	9 5%	5 5%	8 5%	14 4%	117 5%	73 5%	184 5%	15 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 395
DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I feel very positive about my future
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Strongly agree	**802** **20%GINPe**	386 *19%*	414 *20%*	100 *21%*	195 *25%zEF*	241 *18%*	266 *18%*	53 *13%*	68 *15%*	170 *16%*	318 *23%zGHI*	217 *23%zN*	206 *20%N*	216 *22%N*	162 *14%*	694 *20%P*	48 *14%*	35 *17%*	25 *21%P*
Agree	**1540** **38%HOW**	751 *38%*	789 *38%*	160 *34%*	314 *40%*	501 *37%*	565 *38%*	142 *35%*	139 *32%*	392 *38%*	520 *38%H*	343 *37%*	361 *36%*	399 *40%*	437 *38%*	1256 *37%*	142 *41%*	99 *49%zOR*	44 *37%*
Slightly agree	**692** **17%FQV**	336 *17%*	355 *17%*	92 *19%F*	136 *17%*	253 *19%F*	211 *14%*	68 *17%*	87 *20%*	200 *19%*	227 *17%*	178 *19%M*	155 *15%*	144 *14%*	216 *19%M*	580 *17%Q*	64 *19%Q*	23 *11%*	25 *21%Q*
Neither agree nor disagree	**517** **13%DJKQR Sd**	257 *13%*	260 *12%*	52 *11%*	64 *8%*	178 *13%D*	224 *15%zCD*	62 *15%J*	63 *14%*	128 *12%*	147 *11%*	95 *10%*	143 *14%K*	119 *12%*	161 *14%K*	449 *13%QR*	42 *12%*	17 *8%*	9 *8%*
Slightly disagree	**317** **8%V**	151 *8%*	166 *8%*	33 *7%*	46 *6%*	111 *8%*	128 *9%*	38 *9%*	52 *12%zJ*	87 *8%*	91 *7%*	61 *6%*	96 *9%K*	67 *7%*	94 *8%*	270 *8%*	24 *7%*	14 *7%*	9 *7%*
Disagree	**154** **4%D**	79 *4%*	76 *4%*	26 *5%D*	14 *2%*	52 *4%D*	62 *4%D*	28 *7%zJ*	23 *5%*	41 *4%*	41 *3%*	29 *3%*	37 *4%*	33 *3%*	56 *5%*	120 *3%*	19 *6%*	10 *5%*	5 *4%*
Strongly disagree	**78** **2%Jd**	39 *2%*	38 *2%*	12 *2%*	14 *2%*	29 *2%*	23 *2%*	15 *4%zJ*	9 *2%*	23 *2%*	14 *1%*	17 *2%*	15 *1%*	19 *2%*	27 *2%*	66 *2%*	5 *2%*	4 *2%*	3 *2%*
Total mentions	4101 *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
T2B (Net)	**2342** **57%EGHIN UYe**	1137 *57%*	1204 *57%*	260 *55%*	509 *65%zCEF*	742 *54%*	831 *56%*	195 *48%*	207 *47%*	562 *54%H*	838 *62%zGHI*	560 *60%N*	567 *56%*	616 *62%zLN*	599 *52%*	1950 *57%*	190 *55%*	134 *66%zOP*	68 *57%*
B2B (Net)	**232** **6%DJd**	118 *6%*	114 *5%*	37 *8%zD*	29 *4%*	81 *6%*	86 *6%*	43 *11%zIJ*	32 *7%J*	64 *6%*	55 *4%*	46 *5%*	52 *5%*	51 *5%*	83 *7%z*	186 *5%*	24 *7%*	14 *7%*	8 *7%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 395
DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I feel very positive about my future
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Strongly agree	802 20%GINPe	48 16%	168 19%	21 14%	114 29%zSTUW XYhbc	43 20%	92 20%	43 19%	35 19%	30 27%U	23 15%	77 21%	553 22%ze	234 16%	682 20%	62 17%
Agree	1540 38%HOW	122 41%WY	347 40%WY	51 34%	129 33%	63 30%	167 35%	67 30%	71 38%	41 37%	67 43%WY	131 36%	982 39%	525 36%	1302 37%	149 42%
Slightly agree	692 17%FQV	73 24%zTVWh a	125 14%	31 21%Vh	45 11%	31 15%	89 19%V	56 25%zTVWh a	21 11%	14 13%	28 18%	67 18%V	420 17%	267 18%	575 16%	63 18%
Neither agree nor disagree	517 13%DJKQRS d	21 7%	109 13%S	27 18%S	65 17%zSb	46 22%zSTXb c	58 12%	29 13%	28 15%S	13 11%	13 8%	40 11%	275 11%	221 15%zd	460 13%z	33 9%
Slightly disagree	317 8%V	25 8%V	71 8%V	15 10%V	13 3%	14 7%	39 8%V	18 8%V	15 8%	9 8%	16 10%V	36 10%V	184 7%	126 9%	275 8%	28 8%
Disagree	154 4%D	6 2%	30 4%	4 3%	16 4%	14 6%S	15 3%	7 3%	6 3%	3 3%	6 4%	12 3%	86 3%	62 4%	129 4%	14 4%
Strongly disagree	78 2%Jd	3 1%	14 2%	2 1%	8 2%	2 1%	13 3%	4 2%	11 6%zSTWc	2 1%	3 2%	4 1%	29 1%	36 2%d	66 2%	7 2%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
T2B (Net)	2342 57%EGHIN UYe	170 57%	515 60%UWY	72 48%	243 62%UWY	105 50%	260 55%	110 49%	106 57%	71 63%UY	90 57%	208 57%	1535 61%ze	759 52%	1983 57%	211 59%
B2B (Net)	232 6%DJd	10 3%	44 5%	6 4%	24 6%	16 8%	28 6%	11 5%	17 9%S	5 4%	9 5%	16 4%	115 5%	98 7%d	195 6%	21 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I don't like people to think badly of me
Base = All respondents

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	**4099**	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Strongly agree	**737** **18%AFTY**	309 15%	427 **20%zA**	99 **21%F**	167 **21%zF**	236 17%	235 16%	77 19%	81 18%	194 19%	258 19%	173 18%	180 18%	198 20%	187 16%	619 18%	54 16%	39 19%	26 22%
Agree	**1557** **38%AJ**	705 35%	852 **41%zA**	170 36%	287 37%	505 37%	595 40%	152 37%	157 36%	402 39%	479 35%	383 **41%L**	357 35%	379 38%	439 38%	1305 38%	131 38%	76 38%	46 38%
Slightly agree	**639** **16%V**	311 16%	328 16%	88 **19%F**	125 16%	217 16%	209 14%	58 14%	71 16%	171 16%	255 **19%z**	144 15%	189 **19%zN**	146 15%	161 14%	531 15%	65 19%	25 13%	17 15%
Neither agree nor disagree	**774** **19%Bb**	449 **22%zB**	323 15%	75 16%	132 17%	297 **22%CD**	270 18%	78 19%	73 16%	179 17%	249 18%	168 18%	205 20%	179 18%	222 19%	633 18%	72 21%	50 **25%zOR**	19 16%
Slightly disagree	**155** **4%L**	85 4%	70 3%	20 4%	25 3%	51 4%	60 4%	23 6%	26 6%	33 3%	51 4%	32 3%	22 2%	42 **4%L**	58 **5%zL**	137 4%	11 3%	3 2%	4 3%
Disagree	**160** **4%BEJ**	98 **5%zB**	62 3%	17 4%	29 4%	37 3%	76 **5%zE**	18 5%	22 5%	41 4%	39 3%	30 3%	43 4%	33 3%	54 5%	143 4%	8 2%	6 3%	3 2%
Strongly disagree	**78** **2%G**	41 2%	37 2%	4 1%	18 2%	21 2%	35 2%	1 *	12 **3%G**	20 2%	28 **2%G**	11 1%	16 2%	20 2%	31 **3%K**	68 2%	4 1%	2 1%	5 **4%zOPQ**
Total mentions	**4101** *100%*	1999 *100%*	2099 *100%*	473 *100%*	784 *100%*	1365 *100%*	1480 *100%*	407 *100%*	441 *100%*	1040 *100%*	1358 *100%*	940 *100%*	1013 *100%*	996 *100%*	1152 *100%*	3436 *100%*	344 *100%*	202 *100%*	119 *100%*
T2B (Net)	**2294** **56%Ah**	1014 51%	1279 **61%zA**	269 57%	454 58%	741 54%	830 56%	229 56%	238 54%	596 57%	737 54%	555 **59%zL**	537 53%	576 58%	626 54%	1924 56%	185 54%	115 57%	71 60%
B2B (Net)	**238** **6%BEKU**	139 **7%zB**	99 5%	21 4%	47 6%	58 4%	112 **8%zCE**	20 5%	35 8%	61 6%	67 5%	41 4%	59 6%	53 5%	85 **7%zK**	211 6%	11 3%	8 4%	7 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 396
DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- I don't like people to think badly of me
Base = All respondents

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	**4099**	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Strongly agree	**737** **18%AFTY**	62 **21%Y**	130 *15%*	32 **21%Y**	89 **23%zTY**	44 **21%Y**	95 **20%Y**	27 *12%*	29 *16%*	14 *13%*	22 *14%*	75 **20%Y**	474 *19%*	246 *17%*	630 *18%*	63 *18%*
Agree	**1557** **38%AJ**	116 *39%*	356 **41%hc**	48 *32%*	159 *41%*	73 *34%*	169 *36%*	82 *37%*	56 *30%*	55 **48%UWXhc**	71 **46%Uhc**	121 *33%*	936 *37%*	583 *40%*	1330 *38%*	130 *37%*
Slightly agree	**639** **16%V**	49 *16%*	140 **16%V**	37 **25%zTVWXc**	42 *11%*	31 *15%*	61 *13%*	40 **18%V**	32 *17%*	18 *16%*	33 **21%VX**	50 *14%*	414 *16%*	217 *15%*	544 *16%*	51 *14%*
Neither agree nor disagree	**774** **19%Bb**	51 *17%*	143 *17%*	25 *17%*	76 **20%b**	40 **19%b**	97 **21%b**	50 **22%b**	38 **20%b**	17 *15%*	15 *9%*	80 **22%b**	485 *19%*	262 *18%*	654 *19%*	71 *20%*
Slightly disagree	**155** **4%L**	12 *4%*	47 **5%z**	6 *4%*	9 *2%*	5 *2%*	15 *3%*	5 *2%*	10 *5%*	3 *3%*	6 *4%*	19 *5%*	86 *3%*	65 *4%*	131 *4%*	13 *4%*
Disagree	**160** **4%BEJ**	9 *3%*	40 *5%*	2 *1%*	11 *3%*	10 *5%*	23 *5%*	5 *2%*	13 **7%U**	5 *4%*	4 *2%*	21 *6%*	88 *3%*	69 *5%*	135 *4%*	13 *4%*
Strongly disagree	**78** **2%G**	1 ***	8 *1%*	-	3 *1%*	8 **4%STUVc**	14 **3%ST**	15 **7%zSTUVXac**	9 **5%zSTUVc**	1 *1%*	6 **4%STUVc**	2 *1%*	45 *2%*	31 *2%*	64 *2%*	14 **4%zf**
Total mentions	**4101** **100%**	298 *100%*	864 *100%*	151 *100%*	389 *100%*	212 *100%*	473 *100%*	224 *100%*	186 *100%*	113 *100%*	157 *100%*	368 *100%*	2529 *100%*	1471 *100%*	3488 *100%*	356 *100%*
T2B (Net)	**2294** **56%Ah**	177 *59%h*	486 *56%h*	81 *53%*	248 **64%zTYhc**	117 *55%*	263 *56%*	109 *49%*	86 *46%*	69 **61%h**	93 **60%h**	195 *53%*	1411 *56%*	829 *56%*	1961 *56%*	194 *54%*
B2B (Net)	**238** **6%BEKU**	9 *3%*	48 *6%*	2 *1%*	14 *4%*	19 **9%SUV**	37 **8%SUV**	21 **9%SUV**	21 **12%zSTUV**	6 *5%*	10 *6%*	23 **6%U**	133 *5%*	99 *7%*	198 *6%*	27 *8%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 397
DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- White lies are acceptable to avoid hurting people's feelings
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Strongly agree	260	124	136	33	52	64	111	31	19	73	91	63	61	62	75	210	28	14	9
	6%Eb	6%	6%	7%	7%	5%	8%E	8%	4%	7%	7%	7%	6%	6%	6%	6%	8%	7%	7%
Agree	1127	579	546	107	214	353	453	114	141	286	331	259	259	294	315	960	88	45	34
	27%CJ	29%	26%	23%	27%	26%	31%zCE	28%	32%J	27%	24%	28%	26%	29%	27%	28%	26%	22%	29%
Slightly agree	1141	550	589	132	222	399	388	107	115	306	438	294	298	270	279	959	88	65	29
	28%NW	28%	28%	28%	28%	29%	26%	26%	26%	29%	32%zH	31%zN	29%N	27%	24%	28%	25%	32%	25%
Neither agree nor disagree	772	369	403	111	148	281	233	67	58	174	268	162	206	197	208	637	73	44	19
	19%FHce	18%	19%	23%zF	19%	21%F	16%	16%	13%	17%	20%H	17%	20%	20%	18%	19%	21%	22%	16%
Slightly disagree	287	126	161	40	55	93	99	23	42	77	91	64	71	54	98	229	38	10	9
	7%	6%	8%	9%	7%	7%	7%	6%	9%	7%	7%	7%	7%	5%	9%zM	7%	11%zOQ	5%	8%
Disagree	348	176	172	35	62	103	148	40	47	74	98	72	87	77	112	299	21	19	9
	8%Sg	9%	8%	7%	8%	8%	10%z	10%	11%	7%	7%	8%	9%	8%	10%	9%	6%	9%	7%
Strongly disagree	166	76	90	16	31	71	48	25	19	50	42	26	31	44	65	142	8	6	10
	4%K	4%	4%	3%	4%	5%zF	3%	6%J	4%	5%	3%	3%	3%	4%	6%zKL	4%	2%	3%	8%zOPQ
Total mentions	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	1387	703	682	140	266	417	564	145	160	359	422	322	320	355	390	1170	116	58	43
	34%EJT	35%	33%	30%	34%	31%	38%zCE	36%	36%	35%	31%	34%	32%	36%	34%	34%	34%	29%	36%
B2B (Net)	514	251	263	51	93	174	196	65	67	124	140	98	118	120	177	441	29	25	19
	13%JKPSg	13%	13%	11%	12%	13%	13%	16%J	15%J	12%	10%	10%	12%	12%	15%zKL	13%P	8%	12%	16%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 397
DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.
- **White lies are acceptable to avoid hurting people's feelings**
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Strongly agree	260 6%Eb	26 9%TYb	41 5%	10 7%	27 7%	10 5%	25 5%	8 3%	16 8%b	6 6%	3 2%	37 10%zTXYb	157 6%	97 7%	215 6%	27 8%
Agree	1127 27%CJ	86 29%	220 25%	41 27%	112 29%	67 32%	126 27%	52 23%	50 27%	32 28%	51 33%	121 33%zTY	680 27%	426 29%	962 28%	106 30%
Slightly agree	1141 28%NWh	110 37%zTUVWh	230 27%	31 20%	90 23%	43 20%	138 29%W	85 38%zTUVWh	42 22%	34 30%	47 30%	108 29%W	738 29%	384 26%	966 28%	114 32%
Neither agree nor disagree	772 19%FHce	43 15%	179 21%c	32 21%c	80 21%c	36 17%	90 19%c	44 20%	39 21%c	18 16%	29 19%	46 13%	491 19%	245 17%	653 19%	52 14%
Slightly disagree	287 7%	17 6%	55 6%	12 8%	20 5%	17 8%	33 7%	14 6%	23 12%zSTVc	7 6%	10 6%	22 6%	171 7%	115 8%	239 7%	31 9%
Disagree	348 8%Sg	9 3%	104 12%zShc	17 11%S	39 10%S	24 11%S	39 8%S	15 7%	10 6%	8 7%	10 7%	24 7%	197 8%	141 10%	303 9%g	15 4%
Strongly disagree	166 4%K	6 2%	36 4%	8 5%	21 5%	15 7%Sc	22 5%	6 3%	6 3%	7 6%	6 4%	9 2%	96 4%	63 4%	150 4%	10 3%
Total mentions	4101 100%	298 100%	864 100%	151 100%	389 100%	212 100%	473 100%	224 100%	186 100%	113 100%	157 100%	368 100%	2529 100%	1471 100%	3488 100%	356 100%
T2B (Net)	1387 34%EJT	113 38%Y	261 30%	52 34%	139 36%	77 36%	150 32%	60 27%	66 35%	38 34%	54 34%	159 43%zTXY	836 33%	523 36%	1177 34%	133 37%
B2B (Net)	514 13%JKPSg	15 5%	139 16%zSYhc	25 17%Sc	60 15%Sc	39 18%zSYhc	61 13%S	21 9%	16 9%	15 13%S	16 10%	33 9%	292 12%	204 14%	453 13%g	26 7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Methodology																			
Online	1517	783	731	291	357	573	297	96	129	452	728	464	476	307	271	1261	125	71	59
	37%BFGHM NTef	39%zB	35%	61%zDEF	46%zF	42%zF	20%	23%	29%	44%zGH	54%zGHI	49%zMN	47%zMN	31%N	24%	37%	36%	35%	50%zOPQ
F2F	2584	1216	1368	183	427	792	1182	311	312	588	630	476	538	690	881	2175	219	130	59
	63%ACDEI JKLRYd	61%	65%zA	39%	54%C	58%C	80%CDE	77%zIJ	71%zIJ	56%J	46%	51%	53%	69%zKL	76%zKLM	63%R	64%R	65%R	50%
Sex																			
Male	1999	1999	-	239	391	676	693	163	189	475	782	501	432	552	514	1665	169	107	57
	49%BGHL Ne	100%zB	-	51%	50%	50%	47%	40%	43%	46%	58%zGHI	53%zLN	43%	55%zLN	45%	48%	49%	53%	48%
Female	2099	-	2099	232	391	689	787	243	252	564	577	437	579	444	638	1769	175	93	62
	51%AJKMTd	-	100%zA	49%	50%	50%	53%	60%zJ	57%zJ	54%J	42%	47%	57%zKM	45%	55%zKM	51%	51%	46%	52%
Male 16-34	630	630	-	239	391	-	-	43	42	137	284	175	147	167	142	534	46	33	17
	15%BEFGH NWeg	32%zB	-	51%zEF	50%zEF	-	-	11%	10%	13%	21%zGHI	19%zLN	14%	17%N	12%	16%	13%	17%	15%
Male 35 -54	676	676	-	-	-	676	-	42	55	155	327	157	164	175	180	573	55	28	19
	16%BCDFG He	34%zB	-	-	-	50%zCDF	-	10%	12%	15%	24%zGHI	17%	16%	18%	16%	17%	16%	14%	16%
Male 55+	693	693	-	-	-	-	693	78	92	183	171	170	121	210	192	558	68	46	20
	17%BCDEJ Ld	35%zB	-	-	-	-	47%zCDE	19%J	21%J	18%J	13%	18%L	12%	21%zLN	17%L	16%	20%	23%zO	17%
Female 16-34	623	-	623	232	391	-	-	69	61	170	204	132	175	132	184	530	49	22	22
	15%AEFe	-	30%zA	49%zEF	50%zEF	-	-	17%	14%	16%	15%	14%	17%M	13%	16%	15%	14%	11%	19%Q
Female 35-54	689	-	689	-	-	689	-	51	63	193	257	161	184	163	180	583	62	27	17
	17%ACDFGe	-	33%zA	-	-	50%zCDF	-	13%	14%	19%G	19%zG	17%	18%	16%	16%	17%	18%	13%	14%
Female 55+	787	-	787	-	-	-	787	122	128	201	116	144	220	149	274	657	64	44	23
	19%ACDEJK MTd	-	37%zA	-	-	-	53%zCDE	30%zIJ	29%zIJ	19%J	9%	15%	22%KM	15%	24%zKM	19%	18%	22%	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 398
BAN1. Banner 1
Base = All respondents

	Total (z)	Gender Male (A)	Gender Female (B)	Age 16-24 (C)	Age 25-34 (D)	Age 35-54 (E)	Age 55+ (F)	Household Income Up to £10,000 (G)	Household Income £10,000 - £14,999 (H)	Household Income £15,000 - £29,999 (I)	Household Income £30,000+ (J)	Social Group AB (K)	Social Group C1 (L)	Social Group C2 (M)	Social Group DE (N)	Nation England (O)	Nation Scotland (P)	Nation Wales (Q)	Nation Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Male ABC1	933 23%BFGHIMNXe	933 47%zB	-	123 26%F	198 25%F	321 24%F	291 20%	40 10%	47 11%	197 19%GH	512 38%zGHI	501 53%zLMN	432 43%zMN	-	-	784 23%	64 19%	60 30%zOPR	25 21%
Male C2DE	1066 26%BJKL	1066 53%zB	-	116 24%	193 25%	355 26%	402 27%	122 30%J	142 32%zJ	278 27%J	269 20%	-	-	552 55%zKLN	514 45%zKL	881 26%	105 30%	48 24%	32 27%
Female ABC1	1017 25%AGHMNPef	-	1017 48%zA	111 23%	196 25%	346 25%	364 25%	57 14%	88 20%	256 25%G	388 29%zGHI	437 47%zMN	579 57%zKMN	-	-	883 26%zP	58 17%	49 24%P	27 23%
Female C2DE	1082 26%AJKLTd	-	1082 52%zA	121 26%	194 25%	343 25%	423 29%	186 46%zHIJ	164 37%zIJ	308 30%zJ	189 14%	-	-	444 45%zKL	638 55%zKLM	886 26%	117 34%zOQ	45 22%	34 29%
Age																			
16-24	473 12%DEFhf	239 12%	232 11%	473 100%zDEF	-	-	-	64 16%zHIJ	39 9%	107 10%	153 11%	100 11%	136 13%	105 11%	133 12%	403 12%	31 9%	25 12%	14 11%
25-34	784 19%CEFGHVWe	391 20%	391 19%	-	784 100%zCEF	-	-	50 12%	65 15%	201 19%G	334 25%zGHI	208 22%zN	188 19%	194 19%	194 17%	662 19%	65 19%	31 15%	26 22%
35-44	687 17%CDFGHae	329 16%	357 17%	-	-	687 50%zCDF	-	39 10%	51 12%	177 17%GH	307 23%zGHI	158 17%	189 19%	166 17%	173 15%	590 17%	50 15%	29 15%	18 15%
45-54	678 17%CDFTe	346 17%	331 16%	-	-	678 50%zCDF	-	54 13%	67 15%	171 16%	277 20%zGHI	161 17%	159 16%	172 17%	186 16%	567 17%	67 19%Q	26 13%	18 15%
55-64	640 16%CDEOTe	297 15%	343 16%	-	-	-	640 43%zCDE	54 13%	68 15%	194 19%zG	207 15%	142 15%	163 16%	143 14%	192 17%	502 15%	70 20%zO	46 23%zO	22 18%
65-74	463 11%BCDEJTd	254 13%zB	209 10%	-	-	-	463 31%zCDE	71 18%zIJ	73 17%zIJ	123 12%J	58 4%	100 11%	95 9%	126 13%	142 12%	384 11%	41 12%	26 13%	12 10%
75+	377 9%ACDEIJd	142 7%	235 11%zA	-	-	-	377 25%zCDE	75 18%zIJ	79 18%zIJ	67 6%J	22 2%	72 8%	84 8%	90 9%	131 11%zKL	328 10%	21 6%	19 9%	9 8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Net 16-34	1257 31%EFHefg	630 32%	623 30%	473 100%zEF	784 100%zEF	- -	- -	114 28%	103 23%	307 30%	488 36%zGHI	308 33%	324 32%	299 30%	326 28%	1065 31%	96 28%	56 28%	40 33%
Net 35-54	1365 33%CDFGHQe	676 34%	689 33%	- -	- -	1365 100%zCDF	- -	93 23%	118 27%	348 33%GH	584 43%zGHI	319 34%	348 34%	338 34%	360 31%	1157 34%Q	117 34%	55 27%	36 31%
Net 55+	1480 36%CDEJTd	693 35%	787 37%	- -	- -	- -	1480 100%zCDE	200 49%zIJ	220 50%zIJ	385 37%J	287 21%	313 33%	341 34%	359 36%	465 40%zKL	1215 35%	131 38%	91 45%zO	43 36%
Social Grade																			
ABC1	1953 48%FGHIMNPWe	933 47%	1017 48%	236 50%	396 50%F	667 49%F	655 44%	99 24%	135 31%	454 44%GH	900 66%zGHI	940 100%zMN	1013 100%zMN	- -	- -	1669 49%P	123 36%	109 54%zPR	52 44%
C2DE	2148 52%JKLQTd	1066 53%	1082 52%	237 50%	388 50%	698 51%	825 56%zDE	308 76%zIJ	306 69%zIJ	586 56%zJ	459 34%	- -	- -	996 100%zKL	1152 100%zKL	1767 51%	222 64%zOQ	93 46%	66 56%Q
AB	940 23%BGHILMNe	501 25%zB	437 21%	100 21%	208 27%zF	319 23%	313 21%	22 5%	38 9%	170 16%GH	539 40%zGHI	940 100%zLMN	- -	- -	- -	801 23%	64 19%	52 26%	22 19%
C1	1013 25%AGKMNPe	432 22%	579 28%zA	136 29%zF	188 24%	348 26%	341 23%	77 19%	97 22%	284 27%G	361 27%G	- -	1013 100%zKMN	- -	- -	868 25%P	58 17%	57 28%P	30 25%P
C2	996 24%BGKLNe	552 28%zB	444 21%	105 22%	194 25%	338 25%	359 24%	70 17%	97 22%	295 28%zGHJ	314 23%G	- -	- -	996 100%zKLN	- -	822 24%	95 28%	52 26%	28 24%
DE	1152 28%AJKLMQTdg	514 26%	638 30%zA	133 28%	194 25%	360 26%	465 31%zDE	238 59%zHIJ	209 47%zIJ	291 28%J	144 11%	- -	- -	- -	1152 100%zKLM	945 28%Q	127 37%zOQ	41 20%	38 32%Q
Age With Social Grade																			
16-24 ABC1	236 6%DEFIMN	123 6%	111 5%	236 50%zDEF	- -	- -	- -	29 7%	18 4%	45 4%	100 7%zHI	100 11%zMN	136 13%zMN	- -	- -	199 6%	14 4%	15 7%	8 7%
16-24 C2DE	237 6%DEFJKLd	116 6%	121 6%	237 50%zDEF	- -	- -	- -	35 9%zJ	21 5%	62 6%	53 4%	- -	- -	105 11%zKL	133 12%zKL	204 6%	17 5%	11 5%	5 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
25-34 ABC1	396 10%CEFGH MNe	198 10%	196 9%	- -	396 50%zCEF	- -	- -	8 2%	15 3%	85 8%GH	230 17%zGHI	208 22%zMN	188 19%zMN	- -	- -	342 10%	23 7%	19 9%	11 9%
25-34 C2DE	388 9%CEFJK LVe	193 10%	194 9%	- -	388 50%zCEF	- -	- -	43 10%	49 11%	116 11%J	104 8%	- -	- -	194 19%zKL	194 17%zKL	320 9%	41 12%Q	12 6%	15 12%Q
35-44 ABC1	347 8%CDFGHM Ne	167 8%	180 9%	- -	- -	347 25%zCDF	- -	12 3%	11 2%	75 7%GH	206 15%zGHI	158 17%zMN	189 19%zMN	- -	- -	299 9%	22 6%	20 10%	7 5%
35-44 C2DE	340 8%CDFKLQ e	162 8%	177 8%	- -	- -	340 25%zCDF	- -	28 7%	40 9%	102 10%	101 7%	- -	- -	166 17%zKL	173 15%zKL	290 8%	28 8%	10 5%	11 10%Q
45-54 ABC1	319 8%CDFGHM NWe	154 8%	165 8%	- -	- -	319 23%zCDF	- -	11 3%	19 4%	66 6%G	174 13%zGHI	161 17%zMN	159 16%zMN	- -	- -	275 8%	23 7%	14 7%	8 7%
45-54 C2DE	358 9%CDFKL Te	192 10%	166 8%	- -	- -	358 26%zCDF	- -	43 11%	47 11%	105 10%	103 8%	- -	- -	172 17%zKL	186 16%zKL	292 8%	44 13%zOQ	12 6%	10 9%
55+ ABC1	655 16%ACDEG JMNd	291 15%	364 17%A	- -	- -	- -	655 44%zCDE	40 10%	71 16%G	183 18%GJ	190 14%	313 33%zMN	341 34%zMN	- -	- -	554 16%	41 12%	42 21%zP	18 16%
55+ C2DE	825 20%CDEJK LOTd	402 20%	423 20%	- -	- -	- -	825 56%zCDE	160 39%zIJ	149 34%zIJ	202 19%J	97 7%	- -	- -	359 36%zKL	465 40%zKL	661 19%	91 26%zO	49 24%	25 21%
Working Status																			
Paid employment (30+ hours)	1704 42%BCFGH NRWhe	1046 52%zB	658 31%	168 35%F	498 64%zCEF	782 57%zCF	256 17%	19 5%	86 20%G	447 43%GH	912 67%zGHI	492 52%zLMN	474 47%zN	448 45%N	290 25%	1433 42%R	150 44%R	81 40%	40 33%
Paid employment (8-29 hours a week)	557 14%AFJKUe	142 7%	415 20%zA	83 18%zF	109 14%F	234 17%zF	130 9%	65 16%J	94 21%zIJ	160 15%J	148 11%	99 10%	145 14%K	147 15%K	167 14%K	474 14%	39 11%	27 13%	16 14%
Paid employment (less than 8 hours a week)	50 1%AJd	14 1%	36 2%zA	14 3%zDEF	4 1%	11 1%	20 1%	7 2%J	7 2%J	16 2%J	4 *	12 1%	6 1%	9 1%	23 2%zL	44 1%	3 1%	2 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Self employed	271 7%BCGNe	161 8%zB	110 5%	19 4%	52 7%	109 8%zC	91 6%	15 4%	21 5%	74 7%G	106 8%G	77 8%zN	71 7%N	72 7%N	51 4%	224 7%	18 5%	22 11%zOP	8 7%
Retired	864 21%ACDEJd	382 19%	481 23%zA	- -	1 *	6 *	857 58%zCDE	152 37%zIJ	149 34%zIJ	212 20%J	90 7%	179 19%	204 20%	219 22%	261 23%	723 21%	71 21%	44 22%	26 22%
Studying full time	130 3%DEFJTd	68 3%	61 3%	111 23%zDEF	11 1%F	7 *	2 *	28 7%zHIJ	7 2%	25 2%	30 2%	25 3%	53 5%zKMN	20 2%	33 3%	102 3%	13 4%	9 5%	5 4%
Not in paid employment/Looking after the house or home	241 6%ACFJKLd	38 2%	203 10%zA	16 3%	56 7%CF	113 8%zCF	56 4%	46 11%zIJ	38 9%zJ	66 6%J	41 3%	33 3%	26 3%	50 5%L	133 12%zKLM	211 6%	16 5%	7 3%	7 6%
Unemployed	182 4%FIJKLMOd	100 5%	82 4%	44 9%zDEF	34 4%F	67 5%F	37 2%	62 15%zHIJ	28 6%IJ	27 3%	19 1%	8 1%	17 2%	17 2%	140 12%zKLM	137 4%	25 7%zO	8 4%	12 10%zOQ
In work (8 hours or more)	2529 62%BCFGH NRWef	1347 67%zB	1182 56%	268 57%F	659 84%zCF	1125 82%zCF	476 32%	98 24%	201 46%G	680 65%zGH	1165 86%zGHI	667 71%zN	688 68%zN	667 67%zN	507 44%	2130 62%R	206 60%	129 64%R	63 53%
Out of work/ Retired/ Working less than 8 hours)	1471 36%ADEJK LMTd	604 30%	864 41%zA	186 39%DE	108 14%	204 15%	973 66%zCDE	296 73%zHIJ	229 52%zIJ	348 33%J	184 14%	258 27%	306 30%	315 32%	591 51%zKLM	1219 35%	130 38%	70 35%	52 44%zOQ

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Methodology																
Online	1517 37%BFGHMNTef	109 36%	273 32%	56 37%	142 37%	82 39%	164 35%	127 56%zSTUVWXhabc	61 33%	46 41%	61 39%	140 38%	1129 45%ze	355 24%	1230 35%	144 40%
F2F	2584 63%ACDEIJKLRYd	190 64%Y	591 68%zY	96 63%Y	247 63%Y	130 61%Y	309 65%Y	98 44%	125 67%Y	67 59%Y	96 61%Y	228 62%Y	1399 55%	1116 76%zd	2258 65%z	212 60%
Sex																
Male	1999 49%BGHLNe	140 47%	460 53%zWc	81 53%	191 49%	88 41%	224 47%	103 46%	84 45%	54 48%	74 47%	167 45%	1347 53%ze	604 41%	1701 49%	171 48%
Female	2099 51%AJKMTd	157 53%	404 47%	71 47%	199 51%	124 59%T	248 53%	121 54%	102 55%	59 52%	83 53%	201 55%T	1182 47%	864 59%zd	1786 51%	185 52%
Male 16-34	630 15%BEFGHNWeg	39 13%	179 21%zSVWYhc	27 18%	50 13%	20 9%	73 15%	30 14%	20 11%	20 18%	23 15%	52 14%	500 20%ze	113 8%	520 15%g	37 10%
Male 35 -54	676 16%BCDFGHe	52 17%	151 17%	33 22%	75 19%	27 13%	72 15%	40 18%	25 13%	16 14%	32 20%	52 14%	591 23%ze	73 5%	581 17%	63 18%
Male 55+	693 17%BCDEJLd	49 16%	131 15%	22 14%	66 17%	41 19%	79 17%	33 15%	40 21%	18 16%	19 12%	63 17%	255 10%	419 28%zd	599 17%	71 20%
Female 16-34	623 15%AEFe	39 13%	138 16%	24 16%	56 14%	40 19%	74 16%	41 18%	23 12%	14 12%	24 15%	56 15%	426 17%ze	179 12%	517 15%	53 15%
Female 35-54	689 17%ACDFGe	54 18%	137 16%	20 13%	52 13%	32 15%	98 21%V	37 16%	41 22%V	13 11%	29 19%	68 19%	534 21%ze	131 9%	580 17%	71 20%
Female 55+	787 19%ACDEJKMTd	64 21%T	129 15%	27 18%	90 23%TX	53 25%TX	76 16%	43 19%	38 20%	32 28%zTX	29 19%	76 21%T	221 9%	554 38%zd	689 20%	61 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 398
BAN1. Banner 1
Base = All respondents

| | **Total (z)** | **England Regions** | | | | | | | | | | | **Working** | | **Urbanity** | |
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Male ABC1	933 23%BFGHIMNXe	56 19%	238 28%zSVWX	44 29%SWX	81 21%	39 18%	81 17%	59 27%X	39 21%	20 18%	38 25%	88 24%	687 27%ze	231 16%	793 23%	79 22%
Male C2DE	1066 26%BJKL	84 28%	222 26%	36 24%	110 28%Y	49 23%	143 30%Yc	44 19%	45 24%	34 30%	36 23%	79 21%	660 26%	373 25%	907 26%	92 26%
Female ABC1	1017 25%AGHMNPef	86 29%U	238 28%U	26 17%	91 23%	43 20%	126 27%U	64 29%U	56 30%U	26 23%	33 21%	95 26%	667 26%ze	331 22%	840 24%	97 27%
Female C2DE	1082 26%AJKLTd	71 24%	166 19%	45 30%T	108 28%T	81 38%zSTVXYhc	122 26%T	57 25%	46 25%	33 29%	50 32%T	106 29%T	514 20%	533 36%zd	945 27%z	88 25%
Age																
16-24	473 12%DEFhf	38 13%h	90 10%	24 16%h	51 13%h	33 16%h	59 12%h	25 11%	10 5%	9 8%	22 14%h	43 12%	268 11%	186 13%	384 11%	32 9%
25-34	784 19%CEFGHVWe	42 14%	227 26%zSVWXbc	26 17%	55 14%	27 13%	89 19%	47 21%W	33 18%	25 22%	25 16%	66 18%	659 26%ze	108 7%	655 19%	58 16%
35-44	687 17%CDFGHae	57 19%a	171 20%zWac	34 23%Wac	57 15%	26 12%	84 18%a	42 19%a	27 15%	9 8%	32 21%a	51 14%	582 23%ze	91 6%	595 17%	54 15%
45-54	678 17%CDFTe	50 17%	117 14%	19 12%	70 18%	33 16%	86 18%	35 16%	39 21%	20 18%	29 18%	69 19%	544 22%ze	113 8%	567 16%	80 22%zf
55-64	640 16%CDEOTe	43 14%	111 13%	18 12%	70 18%	41 20%T	63 13%	37 17%	23 12%	21 18%	20 13%	56 15%	414 16%	205 14%	563 16%	55 15%
65-74	463 11%BCDEJTd	30 10%	74 9%	17 11%	52 13%T	25 12%	57 12%	18 8%	21 11%	26 23%zSTUWXYhbc	17 11%	46 12%	51 2%	408 28%zd	395 11%	45 13%
75+	377 9%ACDEIJd	40 13%Xa	74 9%	12 8%	34 9%	27 13%a	35 7%	21 9%	35 19%zTUVXYabc	3 3%	11 7%	37 10%a	11 *	360 24%zd	330 9%	32 9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 398
BAN1. Banner 1
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Net 16-34	1257 31%EFHefg	80 27%	317 37%zSVh	51 33%	106 27%	59 28%	148 31%	72 32%	43 23%	34 30%	47 30%	109 30%	927 37%ze	294 20%	1039 30%	90 25%
Net 35-54	1365 33%CDFGHQe	107 36%	288 33%	53 35%	127 33%	59 28%	170 36%	77 34%	66 35%	29 26%	61 39%	120 33%	1125 45%ze	204 14%	1161 33%	134 38%
Net 55+	1480 36%CDEJTd	112 38%	259 30%	48 32%	156 40%T	93 44%zTUXb	155 33%	76 34%	78 42%T	50 44%T	49 31%	139 38%T	476 19%	973 66%zd	1288 37%z	132 37%
Social Grade																
ABC1	1953 48%FGHIMNPWe	143 48%	477 55%zVWXa	70 46%	172 44%	81 38%	208 44%	124 55%VWX	95 51%W	46 41%	71 45%	183 50%W	1355 54%ze	565 38%	1635 47%	176 49%
C2DE	2148 52%JKLQTd	155 52%	387 45%	81 54%	218 56%TY	131 62%zTYhc	265 56%TY	101 45%	92 49%	67 59%T	86 55%	185 50%	1174 46%	907 62%zd	1853 53%	180 51%
AB	940 23%BGHILMNe	60 20%	254 29%zSVWXh	34 23%	75 19%	41 19%	98 21%	59 26%	38 20%	23 20%	34 22%	86 23%	667 26%ze	258 18%	779 22%	95 27%
C1	1013 25%AGKMNPe	83 28%	222 26%	36 24%	97 25%	40 19%	110 23%	65 29%W	57 30%W	24 21%	37 24%	97 26%	688 27%ze	306 21%	856 25%	81 23%
C2	996 24%BGKLNe	65 22%	200 23%	31 21%	125 32%zSTUWXYbc	44 21%	109 23%	46 20%	50 27%	33 30%	34 21%	85 23%	667 26%ze	315 21%	846 24%	100 28%
DE	1152 28%AJKLMQTdg	90 30%T	188 22%	50 33%T	92 24%	86 41%zTVYhc	157 33%zTVh	55 24%	42 22%	33 29%	52 33%T	100 27%	507 20%	591 40%zd	1007 29%zg	80 23%
Age With Social Grade																
16-24 ABC1	236 6%DEFIMN	15 5%	53 6%	14 9%h	27 7%	15 7%	22 5%	12 5%	6 3%	5 5%	14 9%	17 5%	146 6%	84 6%	191 5%	17 5%
16-24 C2DE	237 6%DEFJKLd	23 8%h	37 4%	10 7%	24 6%	18 8%Th	36 8%Th	13 6%	4 2%	4 3%	9 5%	26 7%	122 5%	102 7%zd	193 6%	15 4%

Table 398
BAN1. Banner 1
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
25-34 ABC1	396 10%CEFGHMNe	22 8%	127 15%zSUVWXhc	9 6%	34 9%	13 6%	37 8%	30 13%W	13 7%	11 10%	12 8%	33 9%	366 14%ze	24 2%	336 10%	25 7%
25-34 C2DE	388 9%CEFJKLVe	20 7%	99 11%V	17 11%V	21 5%	14 7%	52 11%V	17 8%	20 11%	14 13%V	12 8%	33 9%	293 12%ze	84 6%	319 9%	33 9%
35-44 ABC1	347 8%CDFGHMNe	22 7%	99 11%zVW	15 10%	26 7%	12 5%	37 8%	30 13%zVWac	17 9%	4 4%	10 7%	26 7%	314 12%ze	26 2%	289 8%	28 8%
35-44 C2DE	340 8%CDFKLQe	35 12%Y	71 8%	19 12%Y	31 8%	14 7%	47 10%	12 5%	10 5%	4 4%	22 14%zYhac	25 7%	267 11%ze	65 4%	306 9%z	26 7%
45-54 ABC1	319 8%CDFGHMNWe	26 9%	62 7%	9 6%	34 9%W	7 3%	43 9%W	17 8%	15 8%	5 5%	17 11%W	40 11%W	287 11%ze	27 2%	260 7%	39 11%zf
45-54 C2DE	358 9%CDFKLTe	24 8%	55 6%	10 7%	36 9%	26 12%T	43 9%	18 8%	24 13%T	15 13%T	12 7%	29 8%	257 10%ze	86 6%	307 9%	41 11%
55+ ABC1	655 16%ACDEGJMNd	58 20%	135 16%	23 15%	51 13%	35 16%	69 15%	35 15%	44 24%zTVXb	20 18%	17 11%	67 18%	242 10%	404 27%zd	559 16%	67 19%
55+ C2DE	825 20%CDEJKLOTd	54 18%	124 14%	25 17%	105 27%zSTUXY	58 28%zSTUX	86 18%	41 18%	33 18%	29 26%T	31 20%	72 20%	234 9%	569 39%zd	728 21%z	65 18%
Working Status																
Paid employment (30+ hours)	1704 42%BCFGHNRWhe	111 37%	421 49%zSUWXhc	55 36%	164 42%W	67 31%	193 41%	104 46%Wh	59 32%	45 40%	70 45%W	146 40%	1704 67%ze	-	1438 41%	140 39%
Paid employment (8-29 hours a week)	557 14%AFJKUe	57 19%zTUc	109 13%	10 7%	52 13%	31 14%U	73 16%U	40 18%U	27 14%	14 13%	19 12%	43 12%	557 22%ze	-	466 13%	56 16%
Paid employment (less than 8 hours a week)	50 1%AJd	3 1%	8 1%	1 *	4 1%	7 3%zX	2 *	3 2%	3 2%	7 6%zSTUVXc	3 2%	3 1%	-	50 3%zd	43 1%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 398
BAN1. Banner 1
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Self employed	**271** **7%BCGNe**	18 *6%*	59 *7%*	15 **10%W**	21 *5%*	6 *3%*	29 *6%*	10 *4%*	19 **10%W**	8 *7%*	12 *8%*	28 *7%*	267 **11%ze**	4 *	218 *6%*	37 **10%zf**
Retired	**864** **21%ACDEJ d**	67 *23%*	157 *18%*	31 *21%*	92 *24%*	54 **26%TY**	94 *20%*	36 *16%*	59 **32%zTXYb c**	23 *20%*	28 *18%*	80 *22%*	-	864 **59%zd**	755 *22%*	74 *21%*
Studying full time	**130** **3%DEFJTd**	7 *2%*	15 *2%*	14 **9%zSTVWX Yhc**	12 *3%*	6 *3%*	13 *3%*	5 *2%*	3 *2%*	4 *4%*	8 **5%T**	15 *4%*	-	130 **9%zd**	109 *3%*	8 *2%*
Not in paid employment/Looking after the house or home	**241** **6%ACFJKL d**	21 *7%*	44 *5%*	9 *6%*	21 *6%*	19 *9%*	31 *7%*	19 *8%*	12 *7%*	7 *6%*	8 *5%*	20 *5%*	-	241 **16%zd**	221 **6%z**	16 *5%*
Unemployed	**182** **4%FIJKLM Od**	13 *4%*	27 *3%*	15 **10%zSTVXY ha**	12 *3%*	16 **7%TVXYh**	14 *3%*	6 *2%*	3 *2%*	2 *2%*	7 *4%*	22 *6%*	-	182 **12%zd**	157 *4%*	10 *3%*
In work (8 hours or more)	**2529** **62%BCFGH NRWef**	185 *62%W*	589 **68%zUVWh c**	80 *53%*	236 **61%W**	102 *48%*	295 **62%W**	153 **68%UWh**	105 *56%*	67 *60%*	101 **65%W**	216 **59%W**	2529 **100%ze**	-	2119 *61%*	233 *65%*
Out of work/ Retired/ Working less than 8 hours)	**1471** **36%ADEJK LMTd**	111 *37%*	253 *29%*	71 **47%zTXY**	142 **36%T**	103 **48%zSTVX Ybc**	153 *32%*	69 *31%*	81 **43%TXY**	43 *38%*	54 *35%*	140 **38%T**	-	1471 **100%zd**	1289 **37%z**	113 *32%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Nations																			
England	3436 84%PQRg	1665 83%	1769 84%	403 85%	662 84%	1157 85%	1215 82%	331 81%	366 83%	865 83%	1143 84%	801 85%	868 86%	822 82%	945 82%	3436 100%zPQR	- -	- -	- -
Scotland	344 8%KLOQRS TUVWXYha bc	169 8%	175 8%	31 7%	65 8%	117 9%	131 9%	37 9%	34 8%	86 8%	119 9%	64 7%	58 6%	95 10%L	127 11%zKL	- -	344 100%zOQR	- -	- -
Wales	202 5%NOPRST UVWXYhbc f	107 5%	93 4%	25 5%	31 4%	55 4%	91 6%zE	22 5%	19 4%	53 5%	65 5%	52 6%	57 6%	52 5%	41 4%	- -	- -	202 100%zOPR	- -
Northern Ireland	119 3%OPQSTV WXYcf	57 3%	62 3%	14 3%	26 3%	36 3%	43 3%	16 4%	22 5%zJ	37 4%	32 2%	22 2%	30 3%	28 3%	38 3%	- -	- -	- -	119 100%zOPQ
TV Region																			
East of England	298 7%PQRTUV WXYhabc	140 7%	157 7%	38 8%	42 5%	107 8%	112 8%	19 5%	34 8%	73 7%	108 8%	60 6%	83 8%	65 7%	90 8%	298 9%zPQR	- -	- -	- -
London	864 21%BFGHI NPQRSUVW XYhabceg	460 23%zB	404 19%	90 19%	227 29%zCEF	288 21%	259 18%	66 16%	67 15%	170 16%	379 28%zGHI	254 27%zLMN	222 22%N	200 20%	188 16%	864 25%zPQR	- -	- -	- -
Midlands East	151 4%PQRSTV WXYhbc	81 4%	71 3%	24 5%	26 3%	53 4%	48 3%	20 5%	12 3%	55 5%zJ	40 3%	34 4%	36 4%	31 3%	50 4%	151 4%zPQR	- -	- -	- -
Midlands West	389 9%DPQRS TUWXYha bcg	191 10%	199 9%	51 11%D	55 7%	127 9%	156 11%D	35 9%	41 9%	96 9%	132 10%	75 8%	97 10%	125 13%zKN	92 8%	389 11%zPQR	- -	- -	- -
North East and Cumbria	212 5%DJPQRS TUVXYhbc d	88 4%	124 6%	33 7%DE	27 3%	59 4%	93 6%D	24 6%	35 8%zJ	69 7%zJ	45 3%	41 4%	40 4%	44 4%	86 7%zKLM	212 6%zPQR	- -	- -	- -

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
North West	473 12%JPQRS TUVWYhab cg	224 11%	248 12%	59 12%	89 11%	170 12%	155 10%	63 16%zHJ	42 9%	117 11%J	113 8%	98 10%	110 11%	109 11%	157 14%zK	473 14%zPQR	- -	- -	- -
Scotland	344 8%KLOQRS TUVWXYha bc	169 8%	175 8%	31 7%	65 8%	117 9%	131 9%	37 9%	34 8%	86 8%	119 9%	64 7%	58 6%	95 10%L	127 11%zKL	- -	344 100%zOQR	- -	- -
South	224 5%PQRSTU VWXhabcf	103 5%	121 6%	25 5%	47 6%	77 6%	76 5%	16 4%	32 7%	55 5%	84 6%	59 6%	65 6%	46 5%	55 5%	224 7%zPQR	- -	- -	- -
South East	186 5%CPQRST UVWXYbc	84 4%	102 5%	10 2%	33 4%	66 5%C	78 5%C	12 3%	27 6%	39 4%	65 5%	38 4%	57 6%	50 5%	42 4%	186 5%zPQR	- -	- -	- -
South West	113 3%JPQRST VWXYcf	54 3%	59 3%	9 2%	25 3%	29 2%	50 3%	16 4%J	12 3%	53 5%zJ	17 1%	23 2%	24 2%	33 3%	33 3%	113 3%zPQR	- -	- -	- -
Ulster	119 3%OPQSTV WXYcf	57 3%	62 3%	14 3%	26 3%	36 3%	43 3%	16 4%	22 5%zJ	37 4%	32 2%	22 2%	30 3%	28 3%	38 3%	- -	- -	- -	119 100%zOPQ
Wales	202 5%NOPRST UVWXYhbc f	107 5%	93 4%	25 5%	31 4%	55 4%	91 6%zE	22 5%	19 4%	53 5%	65 5%	52 6%	57 6%	52 5%	41 4%	- -	- -	202 100%zOPR	- -
West	157 4%PQRSTU VWXYhc	74 4%	83 4%	22 5%	25 3%	61 4%	49 3%	25 6%zI	19 4%	28 3%	62 5%I	34 4%	37 4%	34 3%	52 5%	157 5%zPQR	- -	- -	- -
Yorkshire and Lincolnshire	368 9%JPQRST UVWXYhab	167 8%	201 10%	43 9%	66 8%	120 9%	139 9%	35 9%	46 10%	110 11%J	98 7%	86 9%	97 10%	85 9%	100 9%	368 11%zPQR	- -	- -	- -
Ethnicity White	3656 89%CDEOT UVf	1766 88%	1887 90%	406 86%	674 86%	1184 87%	1393 94%zCDE	363 89%	409 93%z	943 91%	1214 89%	832 88%	913 90%	904 91%	1008 87%	3008 88%	334 97%zO	196 97%zO	118 99%zO

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
BAME	422 10%FPQRS WYag	224 11%	197 9%	66 14%zF	102 13%zF	169 12%zF	84 6%	43 11%	32 7%	94 9%	133 10%	104 11%	86 9%	89 9%	142 12%zLM	405 12%zPQR	10 3%	6 3%	1 1%
Black	57 1%	27 1%	30 1%	9 2%	14 2%	20 1%	14 1%	9 2%	5 1%	19 2%	12 1%	14 1%	15 2%	14 1%	14 1%	54 2%	2 1%	* *	* *
Asian/Asian British	266 6%FPQRSW Yag	147 7%	120 6%	35 7%F	61 8%F	112 8%zF	59 4%	29 7%	23 5%	56 5%	83 6%	67 7%	49 5%	57 6%	93 8%zL	258 8%zPQR	4 1%	4 2%	* *
Ind/Pak/Bang	224 5%BFLPQR SWYg	129 6%zB	95 5%	29 6%F	52 7%F	92 7%zF	51 3%	23 6%	17 4%	44 4%	75 6%	58 6%L	39 4%	50 5%	78 7%L	217 6%zPQR	4 1%	2 1%	* *
Other ethnic group	54 1%F	27 1%	27 1%	10 2%F	16 2%F	24 2%F	5 *	2 1%	2 *	9 1%	19 1%	14 2%	10 1%	8 1%	22 2%	52 2%	2 1%	* *	- -
Disability																			
Yes (Net all)	885 22%DEJKM Td	420 21%	463 22%	105 22%DE	111 14%	218 16%	452 31%zCDE	168 41%zHIJ	140 32%zIJ	220 21%J	205 15%	147 16%	210 21%K	177 18%	352 31%zKLM	744 22%	63 18%	40 20%	38 32%OPQ
Disabled - 65 and over	307 7%CDEJKT d	136 7%	171 8%	- -	- -	- -	307 21%zCDE	68 17%zIJ	66 15%zIJ	65 6%J	24 2%	48 5%	69 7%	74 7%	115 10%zKL	262 8%	19 6%	16 8%	10 8%
Disabled - 64 and under	578 14%FKMT	284 14%	292 14%	105 22%zDEF	111 14%F	218 16%zF	145 10%	100 25%zHIJ	75 17%	155 15%	181 13%	99 10%	140 14%	103 10%	237 21%zKLM	481 14%	44 13%	25 12%	28 24%zOPQ
No (all)	3046 74%FGHNR SWe	1498 75%	1548 74%	344 73%F	641 82%zCF	1088 80%zCF	974 66%	227 56%	282 64%G	788 76%GH	1107 81%zGHI	756 80%LN	751 74%N	790 79%zLN	750 65%	2550 74%R	266 77%R	153 76%R	77 65%
Not disabled - 65 and over	503 12%CDEJL d	246 12%	258 12%	- -	- -	- -	503 34%zCDE	77 19%zIJ	83 19%zIJ	122 12%J	53 4%	112 12%	100 10%	138 14%L	153 13%L	427 12%	38 11%	28 14%	11 9%
Not disabled - 64 and under	2543 62%FGHNR SWe	1252 63%	1291 61%	344 73%zF	641 82%zCF	1088 80%zCF	470 32%	150 37%	200 45%G	667 64%GH	1054 78%zGHI	643 68%zN	650 64%N	652 65%N	597 52%	2123 62%	228 66%R	125 62%	66 56%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Nations																
England	3436	298	864	151	389	212	473	224	186	113	157	368	2130	1219	2960	250
	84%PQRg	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	84%	83%	85%zg	70%
Scotland	344	-	-	-	-	-	-	-	-	-	-	-	206	130	289	40
	8%KLOQRS TUVWXYhabc	-	-	-	-	-	-	-	-	-	-	-	8%	9%	8%	11%
Wales	202	-	-	-	-	-	-	-	-	-	-	-	129	70	152	39
	5%NOPRST UVWXYhbcf	-	-	-	-	-	-	-	-	-	-	-	5%	5%	4%	11%zf
Northern Ireland	119	-	-	-	-	-	-	-	-	-	-	-	63	52	87	27
	3%OPQSTV WXYcf	-	-	-	-	-	-	-	-	-	-	-	2%	4%	2%	7%zf
TV Region																
East of England	298	298	-	-	-	-	-	-	-	-	-	-	185	111	248	39
	7%PQRT UVWXYh abc	100%zTUVWX Yhabc	-	-	-	-	-	-	-	-	-	-	7%	8%	7%	11%zf
London	864	-	864	-	-	-	-	-	-	-	-	-	589	253	767	29
	21%BFGHIN PQRSUVWXY habceg	-	100%zSUVWX Yhabc	-	-	-	-	-	-	-	-	-	23%ze	17%	22%zg	8%
Midlands East	151	-	-	151	-	-	-	-	-	-	-	-	80	71	127	15
	4%PQRSTV WXYhbc	-	-	100%zSTVWX Yhabc	-	-	-	-	-	-	-	-	3%	5%zd	4%	4%
Midlands West	389	-	-	-	389	-	-	-	-	-	-	-	236	142	352	22
	9%DPQRST UWXYhabc g	-	-	-	100%zSTUWX Yhabc	-	-	-	-	-	-	-	9%	10%	10%zg	6%
North East and Cumbria	212	-	-	-	-	212	-	-	-	-	-	-	102	103	171	25
	5%DJPQRS TUVXYhbc d	-	-	-	-	100%zSTUVX Yhabc	-	-	-	-	-	-	4%	7%zd	5%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 399
BAN2. Banner 2
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
North West	473 12%JPQRSTUVWYhabcg	-	-	-	-	-	473 100%zSTUVWYhabc	-	-	-	-	-	295 12%	153 10%	434 12%zg	7 2%
Scotland	344 8%KLOQRSTUVWXYhabc	-	-	-	-	-	-	-	-	-	-	-	206 8%	130 9%	289 8%	40 11%
South	224 5%PQRSTUVWXhabcf	-	-	-	-	-	-	224 100%zSTUVWXhabc	-	-	-	-	153 6%	69 5%	174 5%	33 9%zf
South East	186 5%CPQRSTUVWXYbc	-	-	-	-	-	-	-	186 100%zSTUVWXYabc	-	-	-	105 4%	81 5%	150 4%	11 3%
South West	113 3%JPQRSTVWXYcf	-	-	-	-	-	-	-	-	113 100%zSTUVWXYhbc	-	-	67 3%	43 3%	84 2%	17 5%zf
Ulster	119 3%OPQSTVWXYcf	-	-	-	-	-	-	-	-	-	-	-	63 2%	52 4%	87 2%	27 7%zf
Wales	202 5%NOPRSTUVWXYhbcf	-	-	-	-	-	-	-	-	-	-	-	129 5%	70 5%	152 4%	39 11%zf
West	157 4%PQRSTUVWXYhc	-	-	-	-	-	-	-	-	-	157 100%zSTUVWXYhac	-	101 4%	54 4%	142 4%	12 3%
Yorkshire and Lincolnshire	368 9%JPQRSTUVWXYhab	-	-	-	-	-	-	-	-	-	-	368 100%zSTUVWXYhab	216 9%	140 10%	312 9%	39 11%
Ethnicity																
White	3656 89%CDEOTUVf	286 96%zTUVX	680 79%	120 79%	314 81%	209 99%zTUVXhbc	413 87%TUV	214 95%zTUVX	175 94%TUV	111 99%zTUVX	145 92%TUV	340 93%TUV	2242 89%	1327 90%	3079 88%	350 98%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urban (f)	Rural (g)
						England Regions							**Working**		**Urbanity**	
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
BAME	422 10%FPQRSW Yag	11 4%	171 20%zSWXY habc	31 20%zSWXY habc	74 19%zSWXYh abc	2 1%	58 12%SWYa	8 4%	11 6%W	1 1%	12 8%Wa	27 7%Wa	270 11%	139 9%	390 11%zg	5 1%
Black	57 1%	2 1%	27 3%zY	* *	6 1%	1 *	8 2%	1 *	1 *	-	3 2%	7 2%	35 1%	19 1%	52 1%	1 *
Asian/Asian British	266 6%FPQRSW Yag	6 2%	88 10%zSWYh ac	29 19%zSTWX Yhabc	62 16%zSTWXY habc	1 *	35 7%SWYa	5 2%	8 4%W	1 1%	7 4%W	15 4%W	180 7%	82 6%	248 7%zg	3 1%
Ind/Pak/Bang	224 5%BFLPQR SWYg	5 2%	75 9%zSWYh ac	19 13%zSWXY habc	61 16%zSTWXY habc	-	29 6%SWY	4 2%	3 2%	1 1%	7 4%W	14 4%W	154 6%	66 4%	208 6%zg	3 1%
Other ethnic group	54 1%F	* *	38 4%zSVWXY hbc	1 1%	3 1%	-	6 1%	-	1 *	* *	-	3 1%	27 1%	23 2%	54 2%zg	-
Disability																
Yes (Net all)	885 22%DEJKM Td	97 33%zTVha c	131 15%	38 25%T	70 18%	61 29%zTV	120 25%TV	52 23%T	38 20%	21 18%	37 24%T	79 21%T	348 14%	505 34%zd	755 22%	70 20%
Disabled - 65 and over	307 7%CDEJK Td	37 12%zTVX	47 5%	15 10%	20 5%	23 11%TV	32 7%	14 6%	21 11%TV	7 6%	15 10%	30 8%	16 1%	290 20%zd	262 8%	27 8%
Disabled - 64 and under	578 14%FKMT	60 20%zTVh	84 10%	23 15%	50 13%	37 18%Th	88 19%zTh	39 17%Th	16 9%	14 12%	22 14%	49 13%	332 13%	215 15%	493 14%	43 12%
No (all)	3046 74%FGHNR SWe	188 63%	694 80%zSWXb	109 72%	304 78%SWX	142 67%	329 70%	165 74%S	144 77%S	86 77%S	107 68%	282 77%SW	2089 83%ze	908 62%	2594 74%	272 77%
Not disabled - 65 and over	503 12%CDEJL d	29 10%	92 11%	15 10%	66 17%zSTb	26 12%	58 12%	25 11%	32 17%Tb	22 20%STb	10 7%	52 14%b	46 2%	452 31%zd	437 13%	47 13%
Not disabled - 64 and under	2543 62%FGHNR SWe	159 53%	603 70%zSVWX hac	94 62%	238 61%	115 54%	271 57%	140 62%	111 60%	64 57%	97 62%	230 63%	2044 81%ze	456 31%	2158 62%	225 63%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Religion																			
Christianity	1477 36%ACDEJPTUYd	649 32%	828 39%zA	81 17%	205 26%C	401 29%C	790 53%zCDE	150 37%	183 42%zJ	409 39%zJ	436 32%	340 36%	373 37%	355 36%	409 35%	1226 36%P	97 28%	74 37%P	79 67%zOPQ
Non Christian	2584 63%BFIRWe	1329 66%zB	1251 60%	388 82%zDEF	571 73%zF	947 69%zF	677 46%	251 62%	255 58%	622 60%	916 67%zHI	588 63%	633 62%	631 63%	732 64%	2176 63%R	242 70%zOR	127 63%R	38 32%
No religion	2052 50%BFKORTXef	1054 53%zB	995 47%	329 70%zDEF	427 54%zF	741 54%zF	554 37%	201 50%	219 50%	527 51%	725 53%z	422 45%	502 50%	539 54%zK	588 51%K	1664 48%R	230 67%zOR	121 60%zOR	36 31%
Islam	185 5%BFPQRSWYhg	109 5%zB	77 4%	37 8%zF	57 7%zF	73 5%F	19 1%	18 4%	18 4%	44 4%	58 4%	45 5%	35 3%	42 4%	64 6%	179 5%zPQR	4 1%	2 1%	* *
Hinduism	76 2%PR	38 2%	39 2%	6 1%	21 3%	30 2%	20 1%	5 1%	5 1%	14 1%	33 2%	22 2%	16 2%	12 1%	26 2%	74 2%zPR	1 *	2 1%	-
Sikhism	75 2%BIPQRX	50 2%zB	25 1%	4 1%	8 1%	37 3%zCD	25 2%	10 3%I	3 1%	6 1%	31 2%I	19 2%	14 1%	15 2%	27 2%	75 2%zPQR	-	-	-
Judaism	157 4%CHIMNPQRSVWhbceg	65 3%	92 4%	9 2%	50 6%zCEF	54 4%	43 3%	11 3%	7 1%	16 2%	56 4%HI	72 8%zMN	56 6%zMN	13 1%	16 1%	152 4%zPQR	5 1%	1 *	-
Budhism	10 *	4 *	6 *	1 *	2 *	5 *	2 *	* *	1 *	2 *	5 *	3 *	3 *	2 *	1 *	10 *	* *	* *	-
Other	31 1%	10 1%	21 1%	2 *	6 1%	8 1%	15 1%	5 1%	2 *	14 1%	9 1%	6 1%	7 1%	8 1%	10 1%	26 1%	1 *	2 1%	2 1%
Sexual Orientation																			
Hetrosexual or straight	3749 91%CGW	1819 91%	1929 92%	399 84%	707 90%C	1255 92%C	1387 94%zCD	354 87%	404 91%	968 93%G	1268 93%zG	848 90%	916 90%	940 94%zKLN	1044 91%	3130 91%	328 95%zOQ	180 89%	111 94%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 400
BAN3. Banner 3
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
LGB (Net Lesbian, Gay, Bisexual)	159 4%FM	82 4%	74 4%	51 11%zDEF	41 5%F	48 4%F	19 1%	28 7%zI	23 5%	35 3%	64 5%	51 5%zMN	50 5%M	21 2%	37 3%	133 4%	7 2%	12 6%P	6 5%P
Lesbian	25 1%AF	- -	25 1%zA	6 1%F	5 1%	11 1%F	2 *	1 *	8 2%z	7 1%	7 1%	4 *	12 1%	5 *	4 *	22 1%	* *	2 1%	1 1%
Gay	42 1%BFIM	42 2%zB	- -	8 2%F	10 1%	17 1%F	6 *	7 2%I	4 1%	4 *	25 2%zI	17 2%zM	11 1%M	1 *	12 1%M	35 1%	2 *	4 2%	1 1%
Bisexual	91 2%EF	40 2%	49 2%	36 8%zDEF	26 3%EF	19 1%	11 1%	18 4%z	11 3%	24 2%	32 2%	30 3%zM	26 3%	15 2%	20 2%	77 2%	5 1%	6 3%	5 4%
Children																			
Yes	1188 29%AFGHPe	519 26%	669 32%zA	137 29%F	378 48%zCF	604 44%zCF	70 5%	70 17%	91 21%	302 29%GH	519 38%zGHI	287 31%	296 29%	298 30%	307 27%	1030 30%zP	72 21%	54 27%	32 27%
Yes aged 0-4	489 12%AFPe	193 10%	297 14%zA	65 14%F	239 30%zCEF	161 12%F	24 2%	37 9%	38 9%	131 13%	206 15%zGH	107 11%	133 13%	118 12%	132 11%	425 12%P	26 7%	26 13%P	14 12%
Yes aged 5-7	360 9%ACFe	148 7%	212 10%zA	24 5%F	138 18%zCF	190 14%zCF	8 1%	25 6%	26 6%	82 8%	185 14%zGHI	89 9%	88 9%	84 8%	99 9%	304 9%	25 7%	23 12%	8 7%
Yes aged 8-11	409 10%ACFGPe	176 9%	233 11%A	34 7%F	108 14%zCF	243 18%zCDF	23 2%	25 6%	39 9%	104 10%	181 13%zGHI	104 11%	84 8%	118 12%L	103 9%	359 10%P	22 6%	15 7%	13 11%
Yes aged 12-15	393 10%FGHNPe	187 9%	205 10%	43 9%F	62 8%F	255 19%zCDF	33 2%	16 4%	27 6%	100 10%G	187 14%zGHI	102 11%N	103 10%	99 10%	89 8%	345 10%P	21 6%	19 9%	8 7%
No	2855 70%BDEJOTXd	1441 72%zB	1411 67%	324 69%DE	390 50%	749 55%	1392 94%zCDE	336 83%zIJ	347 79%zIJ	728 70%J	830 61%	636 68%	704 70%	686 69%	828 72%	2352 68%	271 79%zOR	148 73%	84 71%
Education																			
Higher	1194 29%CFGHIMNSWbce	596 30%	597 28%	109 23%	312 40%zCEF	457 33%zCF	315 21%	45 11%	59 13%	235 23%GH	683 50%zGHI	533 57%zLMN	376 37%zMN	168 17%N	116 10%	1005 29%	89 26%	65 32%	35 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Non-Higher	2861 70%DEJKL Td	1374 69%	1485 71%	353 75%zDE	462 59%	898 66%D	1148 78%zDE	358 88%zIJ	378 86%zIJ	800 77%zJ	673 50%	397 42%	632 62%K	817 82%zKL	1015 88%zKLM	2394 70%	249 72%	135 67%	83 70%
TV service																			
Pay TV	2404 59%FGHNX eg	1191 60%	1211 58%	290 61%F	503 64%zF	872 64%zF	739 50%	144 35%	232 53%G	643 62%zGH	968 71%zGHI	607 65%zLN	598 59%N	610 61%N	590 51%	2009 58%	206 60%	123 61%	67 57%
Non Pay TV	2029 49%CDEJd	997 50%	1030 49%	208 44%	326 42%	625 46%	870 59%zCDE	249 61%zHIJ	233 53%J	509 49%	610 45%	454 48%	478 47%	481 48%	616 53%zKL	1693 49%	169 49%	107 53%	60 51%
TV service connected to the internet																			
Yes	2890 70%BFGHN Re	1447 72%zB	1441 69%	399 84%zEF	636 81%zF	1056 77%zF	800 54%	164 40%	251 57%G	789 76%zGH	1201 88%zGHI	770 82%zLMN	731 72%N	715 72%N	674 59%	2413 70%	258 75%R	142 70%	76 64%
No	1181 29%ACDEI JKVd	535 27%	645 31%zA	69 15%	141 18%	302 22%C	669 45%zCDE	242 59%zHIJ	189 43%zIJ	248 24%J	147 11%	167 18%	276 27%K	271 27%K	466 40%zKLM	1000 29%	83 24%	57 28%	41 35%zP
News use																			
Daily	3114 76%CDGNP	1551 78%zB	1561 74%	283 60%	509 65%	1051 77%CD	1271 86%zCDE	276 68%	334 76%G	773 74%G	1108 82%zGHI	769 82%zMN	795 78%N	768 77%N	783 68%	2628 76%P	232 67%	163 81%P	91 77%P
Weekly	636 15%FJKe	309 15%	326 16%	120 25%zEF	169 22%zEF	204 15%F	143 10%	81 20%zJ	65 15%	171 16%	185 14%	123 13%	141 14%	148 15%	224 19%zKLM	534 16%	58 17%	24 12%	20 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 400
BAN3. Banner 3
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
				England Regions									Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Religion																
Christianity	1477 36%ACDEJPTUYde	105 35%	273 32%	40 27%	142 37%	109 51%zSTUVXYhbc	179 38%UY	64 28%	72 39%	47 42%UY	49 31%	145 40%TUY	778 31%	666 45%zd	1269 36%	133 37%
Non Christian	2584 63%BFIRWc	192 64%W	578 67%zW	110 73%zWXhac	246 63%W	102 48%	290 61%W	159 71%zWhac	109 58%	64 57%	106 68%W	221 60%W	1726 68%ze	791 54%	2189 63%	219 61%
No religion	2052 50%BFKORTXef	175 59%zTVWX	345 40%	81 53%TX	173 44%	97 46%	192 41%	148 66%zTUVWXc	101 54%TX	62 55%TX	97 62%zTVWX	192 52%TX	1355 54%ze	646 44%	1693 49%	208 59%zf
Islam	185 5%BFPQRSWYhg	4 1%	83 10%zSVWYhabc	8 5%SWh	19 5%SWYh	1 *	37 8%zSWYha	2 1%	1 1%	-	5 3%	19 5%SWYh	124 5%	55 4%	171 5%zg	2 1%
Hinduism	76 2%PR	9 3%c	22 3%	20 13%zSTVWXYhabc	7 2%	2 1%	4 1%	2 1%	4 2%	-	1 1%	2 1%	57 2%	19 1%	73 2%z	2 1%
Sikhism	75 2%BIPQRX	1 *	31 4%zSWXYc	* *	39 10%zSTUWXYhabc	-	-	-	2 1%	-	-	1 *	52 2%	23 2%	71 2%	1 *
Judaism	157 4%CHIMNPQRSVWhbceg	1 *	85 10%zSUVWYhabc	1 1%	4 1%	-	52 11%zSUVWYhabc	3 1%	-	-	-	4 1%	117 5%ze	34 2%	150 4%zg	1 *
Budhism	10 *	-	6 1%z	* *	1 *	* *	* *	1 *	* *	* *	-	1 *	8 *	2 *	7 *	1 *
Other	31 1%	1 *	5 1%	-	4 1%	2 1%	4 1%	2 1%	1 *	2 2%	3 2%	2 1%	16 1%	13 1%	27 1%	3 1%
Sexual Orientation																
Hetrosexual or straight	3749 91%CGW	270 90%W	801 93%W	144 95%Wb	356 91%W	168 79%	425 90%W	205 91%W	173 93%W	102 90%	136 87%	350 95%zWXb	2332 92%	1343 91%	3214 92%z	319 90%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		England Regions											Working		Urbanity	
	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
LGB (Net Lesbian, Gay, Bisexual)	**159** **4%FM**	12 *4%*	26 *3%*	7 *5%*	14 *4%*	17 **8%zTXc**	17 *4%*	10 *4%*	7 *4%*	3 *3%*	10 *6%*	10 *3%*	101 *4%*	52 *4%*	125 *4%*	16 *5%*
Lesbian	**25** **1%AF**	1 *	- -	1 **1%T**	2 *1%*	1 *1%*	2 *1%*	- -	4 **2%zT**	- -	7 **5%zSTVWX Yc**	2 *1%*	18 *1%*	7 *	17 *	6 **2%zf**
Gay	**42** **1%BFIM**	5 *2%*	6 *1%*	- -	3 *1%*	8 **4%zTUVXc**	3 *1%*	4 *2%*	3 *1%*	1 *1%*	1 *1%*	1 *	31 *1%*	9 *1%*	37 *1%*	1 *
Bisexual	**91** **2%EF**	6 *2%*	20 *2%*	6 **4%h**	9 *2%*	8 **4%h**	11 *2%*	6 *2%*	- -	3 *2%*	2 *1%*	7 *2%*	52 *2%*	36 *2%*	71 *2%*	10 *3%*
Children																
Yes	**1188** **29%AFGHPe**	79 *26%*	291 **34%zVha**	40 *26%*	98 *25%*	59 *28%*	164 **35%zVha**	71 *32%*	43 *23%*	22 *20%*	41 *26%*	123 **34%Vha**	949 **38%ze**	216 *15%*	1011 *29%*	101 *28%*
Yes aged 0-4	**489** **12%AFPe**	35 *12%*	117 *14%*	17 *12%*	39 *10%*	28 *13%*	77 **16%zVh**	26 *12%*	13 *7%*	12 *11%*	14 *9%*	45 *12%*	390 **15%ze**	90 *6%*	427 *12%*	37 *10%*
Yes aged 5-7	**360** **9%ACFe**	17 *6%*	101 **12%zSWh**	14 *9%*	29 *8%*	13 *6%*	42 *9%*	17 *7%*	8 *4%*	6 *5%*	20 **13%Sh**	36 *10%*	296 **12%ze**	59 *4%*	307 *9%*	29 *8%*
Yes aged 8-11	**409** **10%ACFGPe**	19 *6%*	116 **13%zSa**	15 *10%*	33 *9%*	20 *9%*	53 *11%*	20 *9%*	19 *10%*	6 *5%*	14 *9%*	45 **12%S**	323 **13%ze**	81 *5%*	338 *10%*	53 **15%zf**
Yes aged 12-15	**393** **10%FGHNPae**	36 **12%a**	88 **10%a**	12 *8%*	28 *7%*	17 *8%*	56 **12%a**	25 **11%a**	17 *9%*	3 *3%*	14 *9%*	48 **13%Va**	313 **12%ze**	72 *5%*	331 *10%*	36 *10%*
No	**2855** **70%BDEJOTXd**	219 **74%TX**	557 *65%*	110 *73%*	284 **73%TX**	147 *69%*	295 *62%*	152 *68%*	139 **74%TX**	90 **80%TXc**	114 **73%X**	244 *66%*	1556 *62%*	1240 **84%zd**	2440 *70%*	251 *71%*
Education																
Higher	**1194** **29%CFGHIMNSWbce**	65 *22%*	342 **40%zSUVWXabc**	42 *28%*	118 **30%Wc**	38 *18%*	128 **27%W**	71 **32%SWbc**	62 **33%SWbc**	25 *23%*	32 *20%*	82 *22%*	932 **37%ze**	245 *17%*	1015 *29%*	98 *28%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 400
BAN3. Banner 3
Base = All respondents

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	Working No (e)	Urban (f)	Rural (g)
		England Regions											Working		Urbanity	
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Non-Higher	**2861** **70%DEJKLTd**	230 *77%zTh*	512 *59%*	109 *72%T*	267 *69%T*	171 *81%zTVXYh*	336 *71%T*	153 *68%*	123 *66%*	85 *76%T*	125 *80%zTVYh*	284 *77%zTVYh*	1579 *62%*	1211 *82%zd*	2440 *70%*	252 *71%*
TV service																
Pay TV	**2404** **59%FGHNXeg**	165 *55%*	499 *58%*	94 *62%*	258 *66%zSTXha*	133 *63%a*	251 *53%*	139 *62%*	103 *55%*	54 *48%*	90 *58%*	222 *60%*	1638 *65%ze*	715 *49%*	2078 *60%zg*	172 *48%*
Non Pay TV	**2029** **49%CDEJd**	152 *51%*	413 *48%*	64 *42%*	171 *44%*	108 *51%*	254 *54%UV*	106 *47%*	86 *46%*	69 *61%TUV*	78 *50%*	192 *52%*	1150 *45%*	836 *57%zd*	1705 *49%*	208 *59%zf*
TV service connected to the internet																
Yes	**2890** **70%BFGHNRe**	206 *69%*	600 *69%*	106 *70%*	305 *78%zSTWXY*	138 *65%*	315 *67%*	156 *69%*	130 *70%*	77 *68%*	116 *74%*	265 *72%*	2037 *81%ze*	787 *53%*	2459 *70%*	241 *68%*
No	**1181** **29%ACDEIJKVd**	91 *30%V*	263 *30%V*	44 *29%*	85 *22%*	74 *35%V*	153 *32%V*	65 *29%*	51 *28%*	36 *32%*	39 *25%*	99 *27%*	472 *19%*	676 *46%zd*	1005 *29%*	111 *31%*
News use																
Daily	**3114** **76%CDGNP**	230 *77%*	655 *76%*	112 *74%*	322 *83%zTXc*	166 *78%*	351 *74%*	171 *76%*	150 *80%*	88 *78%*	121 *77%*	263 *72%*	1895 *75%*	1164 *79%zd*	2654 *76%*	274 *77%*
Weekly	**636** **15%FJKe**	55 *18%VW*	135 *16%*	23 *15%*	45 *12%*	21 *10%*	74 *16%*	36 *16%*	32 *17%*	18 *16%*	24 *15%*	70 *19%VW*	420 *17%e*	192 *13%*	545 *16%*	44 *12%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
UnweightedBase	4099	2030	2063	604	809	1406	1280	410	429	1057	1435	1187	936	834	1142	3104	358	337	300
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Watched any BBC TV channel																			
Yes (used at least in last 3 months)	3469 85%CDHNPT	1673 84%	1793 85%	369 78%	596 76%	1150 84%CD	1354 91%zCDE	340 84%	347 79%	902 87%H	1204 89%zGH	836 89%zMN	871 86%N	849 85%N	913 79%	2910 85%P	275 80%	186 92%zOPR	99 83%
Yes (monthly only)	534 13%MN	246 12%	287 14%	64 14%	97 12%	185 14%	189 13%	39 10%	56 13%	127 12%	216 16%zGI	148 16%zMN	177 17%zMN	96 10%	114 10%	453 13%	36 10%	34 17%PR	11 10%
Yes (weekly only)	2313 56%CDGHNT	1134 57%	1178 56%	239 50%	379 48%	800 59%CD	896 61%zCD	186 46%	218 49%	607 58%GH	879 65%zGHI	610 65%zMN	608 60%zN	562 56%N	533 46%	1923 56%	184 53%	138 68%zOPR	68 57%
Yes (daily only)	2386 58%CDENRTd	1163 58%	1221 58%	184 39%	370 47%C	759 56%CD	1072 72%zCDE	217 53%	233 53%	627 60%GH	814 60%H	592 63%zLN	577 57%	595 60%N	622 54%	2003 58%R	187 54%	136 67%zOPR	60 50%
No	619 15%FJKQae	319 16%	299 14%	101 21%zEF	187 24%zEF	211 15%F	119 8%	66 16%J	93 21%zIJ	135 13%	150 11%	101 11%	139 14%	146 15%K	233 20%zKLM	517 15%Q	67 20%zQ	15 7%	19 16%Q
Listened to any BBC radio station																			
Yes (used at least in last 3 months)	2211 54%BGHNPTWef	1144 57%zB	1065 51%	262 55%	397 51%	713 52%	839 57%zD	153 38%	189 43%	561 54%GH	909 67%zGHI	645 69%zLMN	603 59%zMN	535 54%N	428 37%	1862 54%P	162 47%	122 60%zP	65 55%
Yes (monthly only)	281 7%BHMN	160 8%zB	121 6%	44 9%zD	46 6%	92 7%	99 7%	23 6%	16 4%	84 8%H	125 9%zH	101 11%zMN	86 8%MN	44 4%	51 4%	242 7%	14 4%	14 7%	11 9%P
Yes (weekly only)	1096 27%BFGHNe	599 30%zB	496 24%	140 30%F	205 26%	396 29%zF	355 24%	57 14%	70 16%	280 27%GH	510 38%zGHI	350 37%zLMN	321 32%zMN	242 24%N	183 16%	926 27%	76 22%	68 33%zOPR	28 23%
Yes (daily only)	1340 33%BCGHINTe	700 35%zB	640 30%	115 24%	230 29%	442 32%C	553 37%zCDE	87 21%	120 27%	300 29%G	575 42%zGHI	404 43%zLMN	362 36%N	329 33%N	246 21%	1135 33%	97 28%	68 34%	40 34%
No	1864 45%AFJKLQYad	846 42%	1017 48%zA	208 44%	383 49%F	644 47%F	630 43%	252 62%zIJ	247 56%zIJ	475 46%J	441 32%	293 31%	407 40%K	451 45%K	713 62%zKLM	1551 45%	181 52%zOQ	79 39%	54 45%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Table 401
BAN4. Banner 4
Base = All respondents

	Total (z)	Gender		Age				Household Income				Social Group				Nation			
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Used any BBC On-demand																			
Yes (used at least in last 3 months)	1686 41%FGHNPTe	828 41%	858 41%	245 52%zDF	342 44%F	647 47%zF	453 31%	96 24%	120 27%	450 43%GH	749 55%zGHI	517 55%zLMN	482 48%zMN	404 41%N	283 25%	1415 41%	120 35%	105 52%zOPR	47 39%
Yes (monthly only)	345 8%DNe	162 8%	182 9%	62 13%zDEF	49 6%	124 9%	110 7%	28 7%	27 6%	97 9%	141 10%zH	94 10%zN	109 11%zN	84 8%N	58 5%	288 8%	28 8%	17 8%	13 11%
Yes (weekly only)	1013 25%FGHNTe	502 25%	511 24%	121 26%F	208 27%F	408 30%zF	276 19%	52 13%	72 16%	254 24%GH	462 34%zGHI	316 34%zLMN	289 29%zN	240 24%N	168 15%	846 25%	71 21%	72 36%zOPR	24 20%
Yes (daily only)	360 9%FGHNe	181 9%	179 9%	72 15%zEF	99 13%zEF	126 9%F	63 4%	15 4%	23 5%	106 10%GH	173 13%zGH	120 13%zMN	98 10%N	86 9%N	55 5%	311 9%	23 7%	14 7%	12 10%
No	2404 59%CEJKL QVYd	1168 58%	1233 59%	227 48%	439 56%C	715 52%	1023 69%zCDE	311 76%zIJ	322 73%zIJ	588 56%J	605 45%	419 45%	529 52%K	591 59%KL	866 75%zKLM	2013 59%Q	222 65%zQ	97 48%	72 60%Q
Used any BBC Online																			
Yes (used at least in last 3 months)	1800 44%BFGHM NPWe	969 48%zB	830 40%	243 51%zF	388 50%zF	699 51%zF	470 32%	104 26%	141 32%	455 44%GH	820 60%zGHI	564 60%zLMN	529 52%zMN	387 39%N	321 28%	1530 45%P	124 36%	94 46%P	53 45%P
Yes (monthly only)	298 7%GHNPe	135 7%	163 8%	61 13%zDEF	58 7%	108 8%F	72 5%	18 4%	18 4%	72 7%	144 11%zGHI	85 9%zMN	104 10%zMN	61 6%	48 4%	264 8%P	9 2%	19 10%P	6 5%
Yes (weekly only)	1105 27%BFGHM Ne	587 29%zB	517 25%	165 35%zF	228 29%F	432 32%zF	280 19%	60 15%	75 17%	270 26%GH	528 39%zGHI	345 37%zMN	335 33%zMN	233 23%N	192 17%	950 28%	77 22%	45 22%	33 28%
Yes (daily only)	975 24%BFGHM NWe	596 30%zB	377 18%	105 22%F	211 27%zF	407 30%zCF	252 17%	48 12%	74 17%	236 23%GH	485 36%zGHI	349 37%zLMN	282 28%zMN	191 19%N	153 13%	811 24%	80 23%	54 27%	30 25%
No	2284 56%ACDEJ KLTYd	1025 51%	1258 60%zA	226 48%	396 50%	657 48%	1005 68%zCDE	299 73%zIJ	298 68%zIJ	583 56%J	533 39%	375 40%	480 47%K	601 60%zKL	829 72%zKLM	1892 55%	219 64%zOQR	108 54%	65 55%
Used any BBC																			
Yes (used at least in last 3 months)	3707 90%DHNPT f	1798 90%	1905 91%	419 89%	667 85%	1224 90%D	1396 94%zCDE	357 88%	373 85%	952 92%H	1280 94%zGHI	887 94%zN	938 93%zN	916 92%N	966 84%	3113 91%P	288 84%	194 96%zOP	111 94%P

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	4101	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Yes (monthly only)	1088 27%GMNP	512 26%	576 27%	150 32%zDEF	194 25%	360 26%	385 26%	86 21%	98 22%	285 27%G	442 33%zGHI	306 33%zMN	336 33%zMN	230 23%	217 19%	929 27%P	61 18%	68 33%zOP	31 26%P
Yes (weekly only)	2898 71%DGHNe	1421 71%	1475 70%	341 72%D	515 66%	989 72%D	1054 71%D	229 56%	276 63%	746 72%GH	1095 81%zGHI	743 79%zMN	788 78%zMN	707 71%N	661 57%	2418 70%	232 67%	161 80%zOP	88 74%
Yes (daily only)	2911 71%CDGHN ST	1434 72%	1475 70%	276 58%	488 62%	951 70%CD	1196 81%zCDE	253 62%	287 65%	743 71%GH	1036 76%zGHI	733 78%zLMN	733 72%N	729 73%N	717 62%	2441 71%	228 66%	158 78%zOPR	83 70%
No	390 10%FJKLQ a	199 10%	190 9%	52 11%F	117 15%zEF	139 10%F	81 5%	50 12%J	68 15%zIJ	87 8%J	77 6%	53 6%	73 7%	80 8%	184 16%zKLM	320 9%Q	55 16%zOQR	7 4%	7 6%
Used one BBC platforms																			
Yes (Net)	2556 62%ADEJK Sd	1166 58%	1387 66%zA	282 60%	444 57%	771 56%	1059 72%zCDE	276 68%zJ	276 63%	663 64%J	791 58%	531 56%	665 66%zK	638 64%K	722 63%K	2134 62%	208 60%	133 66%	80 67%
Yes (used at least in last 3 months)	862 21%ACDEJ KLd	373 19%	488 23%zA	76 16%	134 17%	255 19%	396 27%zCDE	142 35%zHIJ	116 26%zIJ	201 19%J	180 13%	119 13%	160 16%	215 22%KL	368 32%zKLM	723 21%	72 21%	38 19%	28 23%
Yes (monthly only)	781 19%ANP	349 17%	431 21%A	89 19%	146 19%	234 17%	311 21%E	66 16%	78 18%	205 20%	295 22%zG	210 22%zN	218 22%N	183 18%	170 15%	665 19%P	39 11%	54 27%zOP	23 19%P
Yes (weekly only)	1255 31%ADEJK d	574 29%	679 32%A	138 29%	204 26%	365 27%	548 37%zCDE	149 37%zIJ	150 34%J	311 30%	358 26%	231 25%	314 31%K	329 33%K	382 33%K	1037 30%	121 35%Q	53 26%	45 38%zOQ
Yes (daily only)	1419 35%ACDEJ KSTd	622 31%	798 38%zA	138 29%	229 29%	427 31%	625 42%zCDE	160 39%J	157 36%J	384 37%J	389 29%	267 28%	331 33%	383 38%zKL	438 38%zKL	1182 34%	115 33%	79 39%	44 37%
No	1151 28%BFGHN e	632 32%zB	519 25%	137 29%F	223 28%F	453 33%zF	337 23%	81 20%	97 22%	289 28%G	489 36%zGHI	356 38%zLMN	273 27%N	278 28%N	244 21%	979 28%	80 23%	61 30%	31 26%
Used two BBC platforms																			
Yes (Net)	2099 51%DGN	1011 51%	1085 52%	249 53%D	354 45%	690 51%D	807 55%zD	177 43%	218 49%	553 53%G	732 54%zG	511 54%zN	557 55%zN	548 55%zN	484 42%	1747 51%	176 51%	110 55%	65 55%

GfK

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	**2770**	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Yes (used at least in last 3 months)	**1100** **27%CDEJK** **VYd**	506 *25%*	593 *28%*	99 *21%*	182 *23%*	305 *22%*	514 *35%zCDE*	132 *32%zJ*	132 *30%J*	293 *28%J*	273 *20%*	196 *21%*	265 *26%K*	312 *31%zKL*	327 *28%K*	920 *27%*	98 *28%*	44 *22%*	38 *32%zQ*
Yes (monthly only)	**249** **6%FMNe**	135 *7%*	113 *5%*	41 *9%zDF*	41 *5%*	104 *8%zF*	63 *4%*	17 *4%*	19 *4%*	64 *6%*	113 *8%zGH*	70 *7%MN*	98 *10%zMN*	39 *4%*	42 *4%*	214 *6%*	18 *5%*	11 *5%*	7 *6%*
Yes (weekly only)	**885** **22%GN**	434 *22%*	451 *21%*	111 *24%*	161 *21%*	302 *22%*	311 *21%*	45 *11%*	97 *22%G*	257 *25%zG*	328 *24%zG*	235 *25%zN*	246 *24%N*	235 *24%N*	168 *15%*	732 *21%*	64 *19%*	64 *32%zOPR*	25 *21%*
Yes (daily only)	**971** **24%CDGNT**	498 *25%*	471 *22%*	92 *19%*	143 *18%*	315 *23%D*	421 *28%zCDE*	77 *19%*	102 *23%*	228 *22%*	368 *27%zGI*	252 *27%zN*	260 *26%N*	245 *25%N*	214 *19%*	814 *24%*	83 *24%*	49 *24%*	25 *21%*
No	**1608** **39%PSa**	786 *39%*	821 *39%*	171 *36%*	313 *40%*	534 *39%*	590 *40%*	180 *44%H*	156 *35%*	399 *38%*	548 *40%*	376 *40%*	381 *38%*	368 *37%*	482 *42%*	1366 *40%P*	112 *33%*	83 *41%P*	46 *39%*
Used three BBC platforms																			
Yes (Net)	**1363** **33%BFGHN** **PTWe**	710 *36%zB*	651 *31%*	185 *39%zF*	261 *33%F*	525 *38%zDF*	391 *26%*	63 *16%*	103 *23%G*	368 *35%GH*	623 *46%zGHI*	437 *47%zLMN*	398 *39%MN*	307 *31%N*	221 *19%*	1151 *33%P*	84 *24%*	94 *47%zOPR*	35 *29%*
Yes (used at least in last 3 months)	**873** **21%FGNTe**	445 *22%*	427 *20%*	132 *28%zEF*	178 *23%F*	311 *23%F*	252 *17%*	46 *11%*	86 *19%G*	251 *24%zG*	353 *26%zGH*	236 *25%zN*	257 *25%zN*	219 *22%N*	161 *14%*	728 *21%*	59 *17%*	66 *33%zOPR*	20 *17%*
Yes (monthly only)	**55** **1%FHN**	25 *1%*	29 *1%*	17 *4%zDEF*	7 *1%*	20 *1%*	10 *1%*	2 *1%*	* ***	16 *2%*	30 *2%zH*	24 *3%zMN*	17 *2%N*	8 *1%*	5 ***	48 *1%*	3 *1%*	3 *2%*	1 *1%*
Yes (weekly only)	**531** **13%FGHMN** **PWe**	272 *14%F*	259 *12%*	63 *13%F*	106 *14%F*	220 *16%zF*	142 *10%*	25 *6%*	25 *6%*	128 *12%GH*	273 *20%zGHI*	187 *20%zMN*	164 *16%zMN*	96 *10%*	84 *7%*	453 *13%P*	30 *9%*	32 *16%P*	16 *14%*
Yes (daily only)	**382** **9%BCGHN** **Pe**	233 *12%zB*	149 *7%*	27 *6%*	70 *9%*	159 *12%zCF*	127 *9%*	13 *3%*	22 *5%*	97 *9%GH*	195 *14%zGHI*	160 *17%zLMN*	97 *10%N*	76 *8%N*	48 *4%*	332 *10%P*	17 *5%*	22 *11%P*	11 *9%*
No	**2344** **57%ACDEJ** **KLQd**	1087 *54%*	1254 *60%zA*	234 *49%*	406 *52%*	699 *51%*	1005 *68%zCDE*	294 *72%zHIJ*	270 *61%J*	584 *56%J*	657 *48%*	449 *48%*	540 *53%K*	609 *61%zKL*	745 *65%zKL*	1963 *57%Q*	204 *59%Q*	100 *50%*	77 *64%zOQ*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

		Gender		Age				Household Income				Social Group				Nation			
	Total (z)	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Up to £10,000 (G)	£10,000 - £14,999 (H)	£15,000 - £29,999 (I)	£30,000+ (J)	AB (K)	C1 (L)	C2 (M)	DE (N)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)
WeightedBase	**4101**	1999	2099	473	784	1365	1480	407	441	1040	1358	940	1013	996	1152	3436	344	202	119
EffectiveBase	2770	1406	1364	403	537	962	898	278	285	725	975	826	643	572	794	2194	258	238	235
Used BBC across all 4 Platforms																			
Yes (Net)	872	473	398	112	173	353	233	37	40	207	474	336	256	170	110	743	59	45	25
	21%BFGHM Ne	**24%zB**	*19%*	**24%F**	**22%F**	**26%zF**	*16%*	*9%*	*9%*	**20%GH**	**35%zGHI**	**36%zLMN**	**25%zMN**	**17%N**	*10%*	*22%*	*17%*	*22%*	*21%*
Yes (used at least in last 3 months)	872	473	398	112	173	353	233	37	40	207	474	336	256	170	110	743	59	45	25
	21%BFGHM Ne	**24%zB**	*19%*	**24%F**	**22%F**	**26%zF**	*16%*	*9%*	*9%*	**20%GH**	**35%zGHI**	**36%zLMN**	**25%zMN**	**17%N**	*10%*	*22%*	*17%*	*22%*	*21%*
Yes (monthly only)	**4**	2	2	2	-	2	*	-	-	-	4	1	3	-	-	3	1	-	1
	f	*	*	***zF***	-	*	*	-	-	-	***z***	*	*	-	-	*	*	-	**1%zO**
Yes (weekly only)	227	141	86	28	44	101	53	10	4	50	136	90	64	47	26	196	18	11	2
	6%BFGHNR e	**7%zB**	*4%*	**6%F**	*6%*	**7%zF**	*4%*	*3%*	*1%*	**5%H**	**10%zGHI**	**10%zLMN**	**6%N**	**5%N**	*2%*	**6%R**	*5%*	*5%*	*2%*
Yes (daily only)	138	80	58	18	46	51	23	4	6	35	84	53	44	25	16	113	14	7	4
	3%FGHNe	*4%*	*3%*	**4%F**	**6%zEF**	**4%F**	*2%*	*1%*	*1%*	**3%G**	**6%zGHI**	**6%zMN**	**4%N**	*2%*	*1%*	*3%*	*4%*	*4%*	*3%*
No	2835	1324	1507	307	494	871	1163	320	334	745	806	551	683	746	856	2371	229	149	86
	69%ACDEJ KYd	*66%*	**72%zA**	*65%*	*63%*	*64%*	**79%zCDE**	**79%zIJ**	**76%zJ**	**72%J**	*59%*	*59%*	**67%K**	**75%zKL**	**74%zKL**	*69%*	*67%*	*74%*	*73%*

	Total (z)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
					England Regions								Working		Urbanity	
UnweightedBase	4099	250	793	151	354	194	420	207	159	97	139	340	2324	1637	3424	394
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Watched any BBC TV channel																
Yes (used at least in last 3 months)	3469 85%CDHNPT	255 85%	689 80%	128 85%	336 86%T	180 85%	397 84%	199 89%T	169 90%T	106 94%zTXb	130 83%	322 88%T	2123 84%	1277 87%zd	2943 84%	313 88%
Yes (monthly only)	534 13%MN	45 15%	117 14%	18 12%	56 14%	24 12%	63 13%	37 16%	25 13%	12 11%	20 13%	36 10%	332 13%	190 13%	445 13%	57 16%
Yes (weekly only)	2313 56%CDGHNT	192 64%zTVWc	440 51%	93 62%T	210 54%	107 50%	279 59%T	144 64%TVWc	104 56%	74 66%TW	87 55%	195 53%	1456 58%	816 55%	1955 56%	222 62%z
Yes (daily only)	2386 58%CDENRTd	153 51%	447 52%	81 54%	233 60%T	141 66%zSTUb	290 61%ST	136 61%T	123 66%STb	72 63%	80 51%	247 67%zSTUb	1409 56%	934 63%zd	2025 58%	222 62%
No	619 15%FJKQae	43 14%	173 20%zVYhac	22 14%	53 14%	32 15%	74 16%a	25 11%	17 9%	7 6%	27 17%a	45 12%	401 16%e	188 13%	534 15%	40 11%
Listened to any BBC radio station																
Yes (used at least in last 3 months)	2211 54%BGHNPTWef	168 56%T	398 46%	80 53%	218 56%TW	97 46%	261 55%T	141 63%zTW	115 62%TW	79 70%zSTUVWX	89 57%T	214 58%TW	1466 58%ze	710 48%	1847 53%	213 60%zf
Yes (monthly only)	281 7%BHMN	27 9%	56 6%	16 11%c	33 8%	9 4%	27 6%	19 8%	13 7%	16 14%zTWXc	9 6%	18 5%	183 7%	94 6%	228 7%	34 9%
Yes (weekly only)	1096 27%BFGHNe	91 30%	216 25%	39 26%	101 26%	51 24%	119 25%	81 36%TVWXh	45 24%	33 29%	51 32%	100 27%	778 31%ze	303 21%	909 26%	109 31%
Yes (daily only)	1340 33%BCGHINTe	90 30%	248 29%	42 28%	145 37%TW	54 26%	161 34%	73 33%	86 46%zSTUWXYb	44 39%W	42 27%	148 40%zSTUWb	884 35%ze	440 30%	1132 32%	125 35%
No	1864 45%AFJKLQYad	127 43%a	461 53%zSVXYhabc	71 47%a	168 43%a	113 53%Yhac	211 45%a	83 37%	71 38%	29 26%	66 42%a	152 41%a	1043 41%	755 51%zd	1617 46%zg	142 40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 401
BAN4. Banner 4
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Used any BBC On-demand																
Yes (used at least in last 3 months)	1686 **41%FGHNP Te**	116 *39%*	316 *37%*	52 *34%*	182 **47%TU**	80 *38%*	192 *41%*	123 **55%zSTUW Xha**	73 *39%*	45 *40%*	69 *44%*	165 **45%T**	1229 **49%ze**	426 *29%*	1425 *41%*	140 *39%*
Yes (monthly only)	345 **8%DNe**	20 *7%*	73 *8%*	15 *10%*	28 *7%*	23 *11%*	33 *7%*	25 *11%*	10 *5%*	12 *10%*	16 *10%*	33 *9%*	234 *9%*	105 *7%*	291 *8%*	28 *8%*
Yes (weekly only)	1013 **25%FGHNT e**	72 *24%*	183 *21%*	27 *18%*	103 *26%*	45 *21%*	109 *23%*	81 **36%zSTUV WX**	50 *27%*	27 *24%*	41 *26%*	107 **29%TU**	744 **29%ze**	250 *17%*	862 *25%*	83 *23%*
Yes (daily only)	360 **9%GHNe**	21 *7%*	79 *9%*	11 *7%*	46 *12%*	15 *7%*	57 **12%za**	20 *9%*	14 *7%*	4 *4%*	13 *8%*	31 *8%*	281 **11%ze**	72 *5%*	299 *9%*	30 *8%*
No	2404 **59%CEJKL QVYd**	181 **61%Y**	545 **63%zVYc**	99 **66%VY**	205 *53%*	132 **62%Y**	279 **59%Y**	101 *45%*	113 **61%Y**	67 **60%Y**	87 *56%*	203 *55%*	1293 *51%*	1042 **71%zd**	2055 *59%*	214 *60%*
Used any BBC Online																
Yes (used at least in last 3 months)	1800 **44%BFGHM NPWe**	151 **51%WXbc**	415 **48%zWbc**	70 *46%W*	188 **48%Wbc**	71 *34%*	194 *41%*	121 **54%zWXhb c**	77 *41%*	46 *41%*	57 *36%*	140 *38%*	1325 **52%ze**	446 *30%*	1507 *43%*	172 *48%*
Yes (monthly only)	298 **7%FGHNPe**	17 *6%*	72 *8%*	13 *8%*	42 **11%z**	12 *6%*	31 *7%*	17 *8%*	14 *7%*	7 *6%*	17 *11%*	22 *6%*	208 **8%ze**	85 *6%*	251 *7%*	31 *9%*
Yes (weekly only)	1105 **27%BFGHM Ne**	95 *32%c*	265 **31%zWXc**	49 *32%c*	104 *27%*	47 *22%*	114 *24%*	90 **40%zTVWX habc**	45 *24%*	27 *24%*	34 *21%*	79 *22%*	816 **32%ze**	268 *18%*	929 *27%*	97 *27%*
Yes (daily only)	975 **24%BFGHM NWe**	58 *20%*	219 **25%W**	34 *22%*	102 **26%W**	31 *14%*	112 **24%W**	65 **29%SW**	41 *22%*	26 *23%*	36 *23%*	87 **24%W**	749 **30%ze**	218 *15%*	820 *24%*	87 *24%*
No	2284 **56%ACDEJ KLTYd**	147 *49%*	449 *52%*	82 *54%*	202 *52%*	138 **65%zSTVY**	275 **58%Y**	104 *46%*	105 *57%*	67 *59%*	97 **62%SY**	226 **62%STVY**	1195 *47%*	1018 **69%zd**	1968 *56%*	183 *51%*
Used any BBC																
Yes (used at least in last 3 months)	3707 **90%DHNPT f**	267 *90%*	757 *88%*	141 *93%*	359 *92%*	191 *90%*	422 *89%*	207 *92%*	175 *94%*	113 **100%zSTUV WXYhbc**	140 *89%*	341 **93%T**	2293 *91%*	1332 *91%*	3132 *90%*	332 *93%*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

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Table 401
BAN4. Banner 4
Base = All respondents

	Total (z)	England Regions East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Working Yes (d)	No (e)	Urbanity Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	**2770**	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Yes (monthly only)	**1088** **27%GMNP**	86 29%	236 27%	45 30%	120 **31%c**	54 26%	113 24%	69 31%	45 24%	34 30%	43 28%	83 23%	703 28%	364 25%	911 26%	114 **32%zf**
Yes (weekly only)	**2898** **71%DGHNe**	219 73%	583 67%	113 74%	268 69%	139 65%	345 73%	175 **78%zTVWhc**	124 67%	91 **81%TVWhc**	114 73%	246 67%	1857 **73%ze**	979 67%	2442 70%	268 75%
Yes (daily only)	**2911** **71%CDGHNST**	184 62%	553 64%	106 70%	289 **74%ST**	156 **74%ST**	344 **73%ST**	172 **77%ST**	151 **81%zST**	87 **77%ST**	110 70%	290 **79%zST**	1795 71%	1064 72%	2452 70%	270 76%
No	**390** **10%FJKLQa**	31 **10%a**	106 **12%zac**	9 **6%a**	30 **8%a**	21 **10%a**	51 **11%a**	17 **8%a**	11 **6%a**	- -	16 **10%a**	27 **7%a**	234 9%	136 9%	352 **10%z**	23 6%
Used one BBC platforms																
Yes (Net)	**2556** **62%ADEJKSd**	162 54%	508 59%	106 **70%ST**	254 **65%S**	143 **67%S**	292 62%	149 **67%S**	117 63%	71 63%	97 62%	235 64%	1479 58%	1017 **69%zd**	2159 62%	234 66%
Yes (used at least in last 3 months)	**862** **21%ACDEJKLd**	46 15%	193 **22%S**	44 **29%zSXa**	85 22%	56 **26%SX**	80 17%	42 19%	45 24%	16 15%	28 18%	88 **24%SX**	409 16%	423 **29%zd**	738 21%	72 20%
Yes (monthly only)	**781** **19%ANP**	66 22%	167 19%	33 21%	89 **23%X**	43 20%	76 16%	50 22%	30 16%	22 20%	27 17%	62 17%	488 19%	277 19%	656 19%	85 **24%z**
Yes (weekly only)	**1255** **31%ADEJKd**	74 25%	254 29%	52 34%	117 30%	73 34%	167 **35%Sc**	63 28%	51 27%	39 35%	47 30%	100 27%	700 28%	519 **35%zd**	1061 30%	116 33%
Yes (daily only)	**1419** **35%ACDEJKSTd**	78 26%	267 31%	61 **41%ST**	130 33%	92 **44%zSTVX**	160 34%	90 **40%ST**	65 35%	40 36%	63 **41%S**	134 **36%S**	789 31%	598 **41%zd**	1188 34%	129 36%
No	**1151** **28%BFGHNe**	105 **35%zUW**	249 29%	35 23%	105 27%	48 23%	129 27%	58 26%	58 31%	41 **37%W**	43 28%	106 29%	814 **32%ze**	316 21%	974 28%	98 28%
Used two BBC platforms																
Yes (Net)	**2099** **51%DGN**	178 **60%zTUVWYc**	415 48%	70 46%	181 47%	102 48%	255 54%	99 44%	96 51%	85 **75%zSTUVWXYhbc**	91 **58%VY**	176 48%	1315 52%	743 50%	1774 51%	194 54%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

GfK

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	4101	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Yes (used at least in last 3 months)	1100 27%CDEJK VYd	88 30%Y	238 28%Y	35 23%Y	83 21%	69 32%VYc	155 33%zVYhc	31 14%	42 23%	50 45%zSTUV Yhc	48 30%Y	80 22%Y	584 23%	488 33%zd	923 26%	103 29%
Yes (monthly only)	249 6%FMNe	18 6%	57 7%	10 7%	23 6%	8 4%	32 7%	10 5%	13 7%	11 9%	15 9%	18 5%	178 7%ze	66 4%	208 6%	23 7%
Yes (weekly only)	885 22%GN	81 27%WY	183 21%	31 21%	74 19%	35 16%	97 21%	39 18%	34 18%	38 34%zTUVW XYhc	43 28%W	77 21%	572 23%	297 20%	743 21%	80 23%
Yes (daily only)	971 24%CDGNT	80 27%T	168 19%	29 19%	99 26%	45 21%	110 23%	50 22%	62 33%zTUWX Y	37 33%TU	35 22%	99 27%T	606 24%	350 24%	819 23%	99 28%
No	1608 39%PSa	90 30%	342 40%Sa	72 47%SXab	178 46%zSXab	90 42%Sa	167 35%	108 48%zSXab	79 42%Sa	28 25%	49 31%	165 45%SXab	978 39%	589 40%	1358 39%	138 39%
Used three BBC platforms																
Yes (Net)	1363 33%BFGHN PTWe	105 35%W	250 29%	55 37%W	143 37%TW	50 24%	148 31%	96 43%zTWX	73 39%TW	38 34%	52 33%	141 38%TW	991 39%ze	350 24%	1158 33%	121 34%
Yes (used at least in last 3 months)	873 21%FGNTe	66 22%	155 18%	34 23%	92 23%	33 15%	91 19%	55 25%	47 25%	24 22%	34 22%	96 26%TW	630 25%ze	225 15%	746 21%	66 18%
Yes (monthly only)	55 1%FHN	2 1%	13 1%	2 1%	8 2%	3 1%	4 1%	7 3%zX	2 1%	1 1%	2 1%	4 1%	33 1%	20 1%	46 1%	4 1%
Yes (weekly only)	531 13%FGHMN PWe	44 15%W	100 12%	25 17%W	56 14%W	16 8%	62 13%	39 18%TW	32 17%W	9 8%	18 12%	50 14%	394 16%ze	129 9%	444 13%	54 15%
Yes (daily only)	382 9%BCGHNP e	19 6%	79 9%	13 9%	41 11%	17 8%	54 11%	24 11%	18 10%	9 8%	10 6%	47 13%S	279 11%ze	99 7%	330 9%	34 10%
No	2344 57%ACDEJ KLQd	163 55%	508 59%Y	86 57%	217 56%	141 67%zSVYh c	273 58%	111 50%	102 55%	75 66%Y	88 56%	199 54%	1302 51%	982 67%zd	1975 57%	211 59%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base

Ofcom - BBC Performance Tracker - 9 October 2017 to 13 April 2018

Table 401
BAN4. Banner 4
Base = All respondents

	Total (z)	England Regions											Working		Urbanity	
		East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Yes (d)	No (e)	Urban (f)	Rural (g)
WeightedBase	**4101**	298	864	151	389	212	473	224	186	113*	157	368	2529	1471	3488	356
EffectiveBase	2770	173	540	110	254	150	295	151	114	70	104	240	1580	1127	2328	265
Used BBC across all 4 Platforms																
Yes (Net)	872 21%BFGHMNe	68 23%	171 20%	28 18%	100 26%W	34 16%	95 20%	79 35%zSTUVWXhabc	41 22%	22 19%	30 19%	76 21%	669 26%ze	196 13%	725 21%	91 26%
Yes (used at least in last 3 months)	872 21%BFGHMNe	68 23%	171 20%	28 18%	100 26%W	34 16%	95 20%	79 35%zSTUVWXhabc	41 22%	22 19%	30 19%	76 21%	669 26%ze	196 13%	725 21%	91 26%
Yes (monthly only)	4 *f	* *	- -	1 1%	- -	- -	* *	1 *	- -	- -	- -	- -	3 *	1 *	2 *	1 *
Yes (weekly only)	227 6%BFGHNRe	21 7%	46 5%	4 3%	21 5%	15 7%	18 4%	34 15%zSTUVWXhabc	7 4%	4 4%	6 4%	19 5%	192 8%ze	35 2%	194 6%	18 5%
Yes (daily only)	138 3%FGHNe	7 2%	38 4%W	2 1%	19 5%W	2 1%	20 4%	8 3%	5 3%	1 1%	2 1%	10 3%	121 5%ze	17 1%	115 3%	9 2%
No	2835 69%ACDEJKYd	200 67%	587 68%Y	113 75%Y	260 67%	157 74%Y	326 69%Y	128 57%	134 72%Y	91 81%zSTVY	110 70%Y	265 72%Y	1624 64%	1136 77%zd	2408 69%	241 68%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/G/H/I/J - z/K/L/M/N - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/d/e - z/f/g
* small base