

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

PAGE	TABLE	TITLE	TOTAL
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GfK NOP



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Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 1
Absolutes/col/row percents

29 Nov 2010

Table 1

Q1a Channels receive

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181 41	48	45	47
S4C	194 100% 44 100% 23%	50 100% 26%	50 100% 26%	50 100% 26%
Channel 4	189 98% 43 98% 23%	48 96% 25%	49 97% 26%	50 100% 26%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 2
Absolutes/col/row percents

29 Nov 2010

Table 1

Q1a Channels receive

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
S4C	194 100%	106 100%	9 100%	10 100%	19 100%	23 100%	62 100%	72 100%	51 100%	89 100%	54 100%	12 100%	182 100%	182 100%	110 100%	71 100%	73 100%	66 100%
Channel 4	189 98%	103 98%	9 100%	10 100%	19 100%	23 100%	62 100%	67 94%	51 100%	86 97%	52 96%	10 82%	180 99%	180 99%	109 99%	70 98%	72 98%	63 96%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 2

Page 3
Absolutes/col/row percents

29 Nov 2010

Q1ax Whether ever watch any of the S4C programmes that are in Welsh

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Yes	194 100% 44 100% 23%	50 100% 26%	50 100% 26%	50 100% 26%
No	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 2

Page 4
Absolutes/col/row percents

29 Nov 2010

Q1ax Whether ever watch any of the S4C programmes that are in Welsh

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	194 100%	106 100%	9 100%	10 100%	19 100%	23 100%	62 100%	72 100%	51 100%	89 100%	54 100%	12 100%	182 100%	182 100%	110 100%	71 100%	73 100%	66 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 3

Page 5
Absolutes/col/row percents

29 Nov 2010

Q1b Channel watch most

Base : All who receive both S4C and Channel 4

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	190 43 23%	48 25%	49 26%	50 26%
Total (Wtd)	189 43* 23% *	48* 25% *	49* 26% *	50* 26% *
Effective Total	177 40	47	44	47
S4C	142 75% 29 67% 20%	33 68% 23%	39 79% 27%	42 83% 29%
Channel 4	38 20% 13 30% 34%	9 19% 25%	9 19% 24%	6 13% 17%
Don't know	10 5% 1 2% 11%	6 12% 59%	1 2% 9%	2 4% 21%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 3

Page 6
Absolutes/col/row percents

29 Nov 2010

Q1b Channel watch most

Base : All who receive both S4C and Channel 4

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	190	85 45%	105 55%	10 5%	10 5%	22 12%	25 13%	59 31%	64 34%	46 24%	82 43%	55 29%	9 5%	181 95%	181 95%	112 59%	68 36%	71 37%	62 33%
Total (Wtd)	189	86* 45%	103* 55%	9** 5%	10** 5%	19** 10%	23** 12%	62* 33%	67* 35%	51* 27%	86* 46%	52* 28%	10** 5%	180 95%	180 95%	109 57%	70* 37%	72* 38%	63 33%
Effective Total	177	79	99	8	10	20	22	56	62	44	79	54	9	168	168	102	65	67	60
S4C	142 75%	61 70% 43%	81 79% 57%	7 80% 5%	8 78% 5%	14 73% 10%	18 78% 13%	43 69% 30%	52 78% 37%	36 71% 25%	66 77% 47%	40 76% 28%	9 89% 6%	133 74% 94%	133 74% 94%	88 81% 62%	45 64% 32%	47 65% 33%	48 77% 34%
Channel 4	38 20%	21 25% 57%	16 16% 43%	1 10% 2%	2 22% 6%	5 27% 14%	3 14% 9%	16 25% 42%	11 16% 28%	14 27% 37%	15 18% 41%	8 16% 22%	1 11% 3%	37 20% 97%	37 20% 97%	18 17% 49%	18 26% 48%	18 25% 48%	11 18% 29%
Don't know	10 5%	4 5% 40%	6 6% 60%	1 10% 9%	- - -	- - -	2 7% 17%	3 5% 33%	4 6% 40%	1 2% 10%	5 5% 48%	4 8% 41%	- - -	10 5% 100%	10 5% 100%	2 2% 20%	7 10% 70%	7 9% 70%	4 6% 38%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 7
Absolutes/col/row percents

29 Nov 2010

Table 4

Q1c TV service(s) in h/hold

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Terrestrial TV only	12 6% 3 8% 30%	5 11% 46%	1 2% 8%	2 4% 17%
Digital satellite TV	102 53% 22 50% 22%	21 41% 20%	33 67% 33%	26 52% 25%
Digital cable	6 3% 1 2% 11%	3 6% 52%	2 5% 37%	- - -
Non-digital cable	- - -	- - -	- - -	- - -
Freeview	97 50% 20 46% 21%	25 51% 26%	24 49% 25%	27 54% 28%
Digital TV via broadband DSL line	1 1% - -	- - -	- - -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 4

Page 8
Absolutes/col/row percents

29 Nov 2010

Q1c TV service(s) in h/hold

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
No TV in household	- -	- -	- -	- -
Free to view satellite (satellite TV without a monthly subscription)	3 2% 27%	1 2% 31%	1 3% 42%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 4

Page 9
Absolutes/col/row percents

29 Nov 2010

Q1c TV service(s) in h/hold

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
12 6%	3 4% 27%	9 8% 73%	1 15% 12%	- - -	1 6% 9%	- - -	2 3% 18%	7 10% 61%	- - -	2 3% 20%	9 17% 80% ij	12 100% 100%	- - -	- - -	- - -	- - -	- - -	2 3% 17%
102 53%	54 61% 53%	48 46% 47%	5 54% 5%	4 40% 4%	13 67% 12%	16 71% 16%	36 58% 35%	28 39% 28%	28 56% 28%	46 52% 45%	28 51% 27%	- - -	102 56% 100% pq	102 56% 100% pq	102 93% 100% mnpq	- - -	- - -	32 48% 31%
6 3%	2 3% 36%	4 4% 64%	- - -	2 20% 31%	- - -	1 3% 11%	1 2% 16%	3 4% 42%	1 3% 23%	5 5% 77%	- - -	- - -	6 3% 100%	6 3% 100%	6 6% 100%	- - -	- - -	5 8% 83%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
97 50%	38 43% 39%	59 56% 61%	5 51% 5%	5 50% 5%	9 47% 9%	13 55% 13%	24 40% 25%	41 58% 43%	30 60% 31%	47 53% 48%	20 36% 20%	- - -	97 53% 100% o	97 53% 100% o	26 23% 27%	71 100% 73% mno	72 99% 74% mno	35 53% 36%
1 1%	1 1% 100%	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 100%	1 2% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 4

Page 10
Absolutes/col/row percents

29 Nov 2010

Q1c TV service(s) in h/hold

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
No TV in household	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free to view satellite (satellite TV without a monthly subscription)	3 2%	* 3%	3 100%	-	-	-	-	* 5%	3 100%	1 27%	1 42%	1 31%	-	3 2%	3 2%	3 100%	-	2 3%	3 58%
		*		-	-	-	-	*					-				-		

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 8

Page 11
Absolutes/col/row percents

29 Nov 2010

Q4 Frequency of watching - S4C

Base : All who ever watch TV (in S4C sample)

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Regularly	194 100% 44 100% 23%	50 100% 26%	50 100% 26%	50 100% 26%
Occasionally	-	-	-	-
Never	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 8

Page 12
Absolutes/col/row percents

29 Nov 2010

Q4 Frequency of watching - S4C

Base : All who ever watch TV (in S4C sample)

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Regularly	194 100%	88 100% 46%	106 100% 54%	9 100% 5%	10 100% 5%	19 100% 10%	23 100% 12%	62 100% 32%	72 100% 37%	51 100% 26%	89 100% 46%	54 100% 28%	12 100% 6%	182 100% 94%	182 100% 94%	110 100% 57%	71 100% 37%	73 100% 38%	66 100% 34%
Occasionally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 8

Page 13
Absolutes/col/row percents

29 Nov 2010

Q4 Frequency of watching - S4C

Base : All who ever watch TV (in S4C sample)

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181 82	52	39	111	27
Regularly	194 100% 47%	90 100% 28%	40 100% 21%	120 100% 62%	30 100% 16%
Occasionally	-	-	-	-	-
Never	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 9

Page 14
Absolutes/col/row percents

29 Nov 2010

Q4i Regularity of watching - S4C

Base : All who ever watch S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Every day	83 43% 42% 22%	24 47% 29%	20 40% 24%	21 41% 25%
Most days	46 24% 16% 15%	10 21% 23%	16 32% 35%	12 24% 27%
2-3 times a week	40 21% 21% 23%	9 18% 23%	10 19% 24%	12 24% 30%
About once a week	22 11% 17% 35%	7 14% 31%	4 9% 20%	3 6% 14%
Less than once a week	3 1% 4% 64%	- -	- -	1 2% 36%
Don't know	1 1% -	- -	- -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 9

Page 15
Absolutes/col/row percents

29 Nov 2010

Q4i Regularity of watching - S4C

Base : All who ever watch S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
83 43%	35 40% 43%	48 45% 57%	6 65% 7%	6 61% 7%	7 36% 8%	8 35% 10%	25 41% 30%	31 43% 37%	18 36% 22%	33 38% 40%	31 57% 37%	7 57% 8%	76 42% 92%	76 42% 92%	45 40% 54%	30 43% 37%	32 44% 39%	29 44% 35%
46 24%	21 24% 45%	25 24% 55%	3 35% 7%	- - -	4 21% 9%	4 19% 9%	12 20% 27%	22 30% 47%	10 19% 21%	28 31% 60%	8 15% 18%	1 8% 2%	45 25% 98%	45 25% 98%	26 23% 56%	19 27% 42%	19 26% 42%	17 25% 37%
40 21%	21 23% 52%	19 18% 48%	- - -	3 28% 7%	5 29% 14%	7 30% 17%	16 27% 41%	8 12% 21%	16 31% 39%	16 18% 40%	8 15% 21%	2 18% 5%	38 21% 95%	38 21% 95%	24 22% 60%	14 20% 35%	14 19% 35%	11 17% 28%
22 11%	11 12% 50%	11 10% 50%	- - -	1 11% 5%	2 10% 9%	4 16% 17%	7 11% 31%	8 12% 39%	6 13% 29%	8 10% 39%	7 12% 31%	2 17% 9%	20 11% 91%	20 11% 91%	13 12% 61%	6 9% 30%	6 9% 30%	9 14% 42%
3 1%	1 1% 36%	2 2% 64%	- - -	- - -	1 4% 26%	- - -	1 2% 37%	1 1% 36%	1 1% 26%	2 2% 74%	- - -	- - -	3 2% 100%	3 2% 100%	3 3% 100%	- - -	- - -	- - -
1 1%	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- 2% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 16
Absolutes/col/row percents

29 Nov 2010

Table 9

Q4i Regularity of watching - S4C

Base : All who ever watch S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181 82	52	39	111	27
Every day	83 43% 33 36% 40%	19 35% 23%	16 40% 19%	56 46% 67%	9 31% 11%
Most days	46 24% 22 24% 48%	12 22% 27%	13 33% 29%	24 20% 52%	8 26% 17%
2-3 times a week	40 21% 21 24% 53%	17 31% 42%	9 22% 22%	25 21% 64%	6 20% 15%
About once a week	22 11% 12 13% 53%	7 12% 31%	1 3% 5%	14 11% 64%	6 19% 27%
Less than once a week	3 1% 2 2% 64%	- -	1 3% 37%	2 1% 63%	- -
Don't know	1 1% 1 1% 100%	- -	- -	- -	1 4% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	11 6%	2 4% 16%	2 4% 17%	4 8% 36%
9	21 11%	4 9% 19%	7 15% 35%	4 7% 17%
8	53 28%	12 27% 22%	10 20% 19%	13 26% 24%
7	28 14%	8 18% 28%	7 15% 26%	9 18% 32%
6	25 13%	5 12% 21%	8 16% 31%	7 14% 28%
5	16 8%	4 9% 23%	7 14% 43%	1 2% 8%
4	5 3%	- - -	3 6% 61%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	3 2%	1 2% 34%	2 4% 66%	-
2	2 1%	2 5% 100%	*	-
1 - Does not apply at all	2 1%	-	1 2% 45%	-
Don't know	27 14%	2 4% 7%	9 18% 34%	8 15% 28%
Net: 10/9/8/7	113 58%	25 58% 23%	27 53% 24%	32 63% 28%
Net: 10/9	31 16%	6 13% 18%	9 18% 29%	8 15% 24%
Net: 6/5/4	46 24%	9 21% 20%	18 36% 39%	8 17% 18%
Net: 3/2/1	8 4%	1 2% 14%	3 7% 41%	-
Mean	7.11	7.16	6.65	7.20

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 19
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.81 1.70	2.00	1.87	1.56

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 20
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	11 6%	7 8%	4 4%	4 39%	- -	2 8%	1 6%	3 5%	1 1%	2 4%	6 7%	3 5%	- -	11 6%	11 6%	8 7%	3 4%	3 4%	6 9%
9	21 11%	6 6%	15 14%	1 15%	2 21%	2 10%	4 18%	6 9%	5 7%	2 4%	12 14%	6 12%	4 31%	17 9%	17 9%	10 9%	7 10%	7 10%	5 8%
8	53 28%	22 24%	32 30%	2 22%	5 47%	2 9%	4 16%	16 26%	25 35%	8 16%	29 32%	16 30%	3 26%	50 28%	50 28%	31 28%	20 28%	21 28%	26 40%
7	28 14%	18 20%	10 10%	- -	- -	4 22%	2 11%	11 17%	11 15%	12 23%	13 14%	4 7%	1 9%	27 15%	27 15%	18 17%	9 12%	9 12%	6 10%
6	25 13%	9 10%	16 15%	2 24%	2 21%	3 18%	2 8%	8 13%	7 10%	9 17%	8 9%	8 15%	1 9%	24 13%	24 13%	15 13%	8 12%	8 11%	6 9%
5	16 8%	7 8%	9 9%	* *	- -	2 10%	4 17%	4 6%	6 9%	4 8%	9 10%	4 6%	- -	16 9%	16 9%	10 9%	6 8%	7 9%	5 8%
4	5 3%	3 3%	2 2%	- -	1 11%	1 5%	- -	1 2%	2 3%	1 2%	2 2%	2 4%	- -	5 3%	5 3%	2 2%	3 4%	3 4%	3 5%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	3 2%	2 2%	1 1%	-	-	-	1 4%	3 4%	-	3 5%	-	1 1%	-	3 2%	3 2%	1 1%	3 4%	3 3%	1 1%
	2%	58%	42%	-	-	-	24%	76%	-	76%	-	24%	-	100%	100%	24%	76%	76%	24%
2	2 1%	2 3%	-	-	-	-	-	1 2%	1 2%	1 2%	1 1%	-	-	2 1%	2 1%	*	2 3%	2 3%	-
	1%	100%	-	-	-	-	-	50%	50%	50%	50%	-	-	100%	100%	*	100%	100%	-
1 - Does not apply at all	2 1%	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	1 2%	1 9%	1 5%	1 5%	1 5%	-	-	-
	1%	45%	55%	-	-	-	-	45%	55%	-	45%	55%	55%	45%	45%	45%	-	-	-
Don't know	27 14%	12 14%	15 14%	-	-	3 17%	5 20%	8 13%	11 16%	9 19%	8 9%	9 17%	2 17%	25 14%	25 14%	14 13%	11 16%	11 15%	7 11%
	14%	45%	55%	-	-	12%	17%	29%	42%	35%	30%	35%	7%	93%	93%	51%	41%	41%	26%
Net: 10/9/8/7	113 58%	52 59%	61 58%	7 75%	7 68%	9 49%	12 52%	36 58%	42 59%	24 47%	60 67%	29 53%	8 65%	105 58%	105 58%	67 61%	38 53%	39 53%	44 66%
	58%	46%	54%	6%	6%	8%	10%	32%	38%	21%	53%	26%	7%	93%	93%	60%	34%	34%	39%
Net: 10/9	31 16%	12 14%	19 18%	5 54%	2 21%	3 18%	6 24%	9 15%	6 9%	4 8%	18 21%	9 16%	4 31%	28 15%	28 15%	18 16%	10 14%	10 13%	11 17%
	16%	40%	60%	16%	7%	11%	18%	29%	20%	13%	59%	28%	11%	89%	89%	58%	31%	31%	35%
Net: 6/5/4	46 24%	19 22%	27 26%	2 25%	3 32%	6 34%	6 25%	13 22%	16 22%	14 27%	19 21%	14 26%	1 9%	45 25%	45 25%	27 25%	17 24%	18 25%	14 22%
	24%	42%	58%	5%	7%	14%	12%	29%	34%	29%	41%	30%	2%	98%	98%	58%	37%	39%	31%
Net: 3/2/1	8 4%	5 6%	2 2%	-	-	-	1 4%	5 7%	2 3%	4 7%	2 2%	2 3%	1 9%	6 4%	6 4%	2 2%	5 7%	5 7%	1 1%
	4%	67%	33%	-	-	-	11%	60%	29%	49%	27%	25%	14%	86%	86%	22%	64%	64%	11%
Mean	7.11	6.95	7.24	8.43	7.36	6.98	7.18	6.95	7.02	6.59	7.36	7.12	7.30	7.10	7.10	7.26	6.85	6.84	7.42

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 22
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.81	1.96	1.68	1.67	1.62	1.73	1.90	1.96	1.80	1.75	1.88	2.51	1.77	1.77	1.64	1.96	1.95	1.64

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 23
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
11 6%	6 6% 55%	3 5% 24%	2 4% 17%	8 7% 76%	1 3% 7%
21 11%	9 10% 46%	7 13% 35%	6 15% 29%	14 11% 66%	1 4% 6%
53 28%	22 24% 41%	14 25% 26%	12 29% 22%	36 30% 67%	6 21% 12%
28 14%	17 18% 59%	7 12% 24%	4 11% 15%	18 15% 65%	5 18% 20%
25 13%	15 17% 61%	9 16% 36%	4 9% 15%	13 11% 51%	7 23% 28%
16 8%	6 7% 38%	5 9% 30%	5 13% 31%	8 7% 51%	3 10% 18%
5 3%	3 3% 61%	2 4% 41%	1 3% 20%	3 3% 59%	1 3% 20%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 24
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

TOTAL		Use internet to watch programmes/ films (B)		Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)		More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
3	3 2%	-	1 3%	1 3%	2 2%	-
		-	42%	42%	58%	-
2	2 1%	-	1 2%	1 3%	•	1 4%
		-	50%	50%	•	50%
1 - Does not apply at all	2 1%	-	1 2%	-	1 1%	-
		-	45%	-	55%	-
Don't know	27 14%	12 13% 45%	5 10% 20%	4 10% 15%	18 15% 65%	5 15% 17%
Net: 10/9/8/7	113 58%	54 59% 48%	30 55% 27%	24 59% 21%	76 63% 67%	14 45% 12%
Net: 10/9	31 16%	15 17% 49%	10 18% 31%	8 19% 25%	22 18% 69%	2 7% 6%
Net: 6/5/4	46 24%	25 27% 53%	16 29% 34%	10 24% 21%	24 20% 52%	11 36% 23%
Net: 3/2/1	8 4%	-	3 6% 45%	3 6% 34%	3 2% 40%	1 4% 15%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 24

Page 25
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.11	7.27	6.89	7.02	7.34	6.59
Standard Deviation	1.81	1.51	2.00	1.97	1.70	1.68

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 26
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	25 13% 5 12% 22%	8 16% 32%	8 15% 30%	4 8% 16%
9	49 25% 10 24% 21%	13 19% 19%	13 27% 27%	16 31% 32%
8	68 35% 17 39% 25%	14 29% 21%	19 38% 28%	18 35% 26%
7	26 13% 7 16% 27%	10 21% 40%	3 7% 13%	5 10% 20%
6	8 4% 2 4% 23%	4 9% 52%	1 2% 11%	1 2% 14%
5	11 6% 2 4% 18%	2 4% 20%	2 4% 16%	5 10% 46%
4	3 1% - - -	1 2% 34%	2 3% 66%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 27
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
Don't know	3 2%	-	2 4%	1 2%
	-	-	66%	34%
Net: 10/9/8/7	169 87%	43 85%	43 87%	43 85%
	24%	25%	26%	25%
Net: 10/9	75 38%	18 36%	21 42%	20 40%
	21%	24%	28%	27%
Net: 6/5/4	22 11%	7 15%	4 9%	6 12%
	18%	34%	20%	28%
Mean	8.07	7.94	8.24	8.02
Standard Deviation	1.36	1.45	1.40	1.35

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 28
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	25 13%	14 16% 55%	12 11% 45%	4 39% 14%	2 18% 7%	2 13% 10%	3 13% 12%	8 13% 31%	7 9% 27%	6 13% 25%	13 14% 50%	6 12% 25%	1 9% 4%	24 13% 96%	24 13% 96%	17 15% 66%	8 11% 30%	8 10% 30%	12 19% 48%
9	49 25%	16 18% 33%	33 31% 67%	4 41% 8%	5 51% 10%	5 28% 11%	4 19% 9%	15 25% 31%	16 22% 32%	17 33% 34%	22 25% 45%	11 19% 21%	4 31% 7%	46 25% 93%	46 25% 93%	24 22% 49%	22 30% 44%	22 30% 44%	11 17% 23%
8	68 35%	33 37% 48%	35 33% 52%	1 10% 1%	2 21% 3%	7 38% 11%	8 33% 11%	21 34% 30%	29 41% 43%	16 32% 24%	35 39% 52%	17 31% 25%	3 26% 4%	65 36% 96%	65 36% 96%	41 37% 60%	23 33% 34%	25 35% 37%	26 39% 38%
7	26 13%	11 13% 44%	15 14% 56%	1 10% 3%	1 9% 3%	3 15% 11%	6 28% 24%	10 16% 37%	5 8% 21%	4 7% 14%	13 15% 50%	9 17% 36%	2 18% 8%	24 13% 92%	24 13% 92%	18 17% 70%	6 8% 22%	6 8% 22%	8 13% 32%
6	8 4%	3 4% 40%	5 5% 60%	- - -	- - -	1 5% 12%	- - -	1 2% 12%	6 9% 76%	3 7% 40%	2 2% 23%	3 6% 37%	1 8% 11%	7 4% 89%	7 4% 89%	4 4% 49%	3 5% 40%	3 5% 40%	4 7% 51%
5	11 6%	6 7% 56%	5 5% 44%	- - -	- - -	- - -	1 3% 7%	4 7% 37%	6 9% 56%	3 6% 29%	1 1% 10%	7 12% 61% j	1 9% 10%	10 5% 90%	10 5% 90%	4 3% 34%	6 9% 56%	6 8% 56%	3 4% 27%
4	3 1%	3 3% 100%	- - -	- - -	- - -	- - -	1 4% 34%	1 1% 33%	1 1% 33%	- - -	1 1% 34%	2 3% 66%	- - -	3 1% 100%	3 1% 100%	2 2% 67%	1 1% 33%	1 1% 33%	1 1% 33%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 29
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Don't know	3 2%	2 3%	1 1%	-	-	-	-	2 4%	1 2%	1 3%	2 2%	-	-	3 2%	3 2%	1 2%	3 4%	3 3%	-
		66%	34%	-	-	-	-	66%	34%	40%	60%	-	-	100%	100%	26%	74%	74%	-
Net: 10/9/8/7	169 87%	74 84%	95 90%	9 100%	10 100%	18 95%	21 93%	54 87%	57 80%	43 85%	83 93%	43 79%	10 83%	159 87%	159 87%	100 91%	58 82%	60 82%	58 88%
		44%	56%	5%	6%	11%	13%	32%	34%	25%	49%	25%	6%	94%	94%	59%	35%	36%	34%
Net: 10/9	75 38%	30 34%	44 42%	7 80%	7 70%	8 41%	7 32%	23 38%	22 31%	23 46%	35 39%	17 31%	5 40%	70 38%	70 38%	41 37%	29 41%	29 40%	23 36%
		40%	60%	10%	9%	10%	10%	31%	30%	31%	46%	23%	6%	94%	94%	55%	39%	39%	31%
Net: 6/5/4	22 11%	12 14%	10 9%	-	-	1 5%	2 7%	6 10%	13 19%	6 13%	4 4%	12 21%	2 17%	20 11%	20 11%	10 9%	10 15%	10 14%	8 12%
		55%	45%	-	-	5%	8%	27%	61%	30%	18%	53%	9%	91%	91%	44%	47%	47%	37%
Mean	8.07	7.97	8.16	9.09	8.79	8.28	7.91	8.06	7.85	8.20	8.27 k	7.65	7.88	8.09	8.09	8.12	8.03	8.03	8.10
Standard Deviation	1.36	1.51	1.22	0.99	0.89	1.08	1.41	1.37	1.42	1.33	1.14	1.61	1.46	1.35	1.35	1.31	1.44	1.42	1.39

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 30
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	25 13%	13 15% 52%	6 15% 24%	17 14% 68%	2 6% 8%
9	49 25%	27 29% 54%	14 36% 29%	26 22% 53%	8 27% 16%
8	68 35%	29 32% 43%	11 29% 17%	48 40% 70%	9 29% 13%
7	26 13%	15 16% 56%	5 12% 19%	15 13% 58%	6 20% 23%
6	8 4%	2 2% 26%	1 3% 13%	2 2% 24%	3 12% 42%
5	11 6%	3 3% 27%	2 5% 19%	9 7% 81%	- - -
4	3 1%	1 1% 33%	- - -	2 1% 67%	1 3% 33%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 25

Page 31
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
3 2%	1 1%	1 2%	-	1 1%	1 4%
	34%	26%	-	40%	34%
169 87%	83 92% 49%	51 93% 31%	37 92% 22%	106 88% 63%	25 82% 15%
75 38%	40 44% 53%	25 45% 34%	21 51% 28%	43 36% 58%	10 33% 13%
22 11%	6 7% 27%	3 5% 13%	3 8% 14%	13 10% 58%	4 14% 20%
8.07	8.25	8.35	8.33	8.07	7.85
1.36	1.25	1.21	1.26	1.38	1.32

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	74 38% 51% 31% R	12 24% 16%	22 43% 29%	18 36% 24%
9	42 22% 16% 17%	10 21% 25%	14 28% 33%	11 21% 25%
8	46 24% 24% 23%	14 28% 31%	7 15% 16%	14 27% 30%
7	19 10% 5% 10%	8 16% 41%	7 14% 35%	3 5% 13%
6	4 2% 2% 21%	2 4% 52%	- - -	1 2% 27%
5	7 4% 2% 11%	2 4% 31%	- - -	4 8% 58%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	1 1%	1 2% 100%	-	-
Net: 10/9/8/7	182 94%	44 96% 23%	50 100% 28%	45 90% 25%
Net: 10/9	116 60%	30 67% 25%	22 45% 19%	36 71% 31%
Net: 6/5/4	11 6%	2 4% 15%	4 9% 39%	5 10% 46%
Net: 3/2/1	1 1%	- 2% 100%	-	-
Mean	8.69	9.05 R	8.15	9.01 R
Standard Deviation	1.44	1.20	1.74	1.07

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	74 38%	31 35% 41%	44 41% 59%	4 44% 5%	5 52% 7%	9 46% 12%	11 48% 15%	28 46% 38%	18 35% 24%	38 42% 51%	19 35% 26%	- - -	74 41% 100%	74 41% 100%	47 43% 64%	27 38% 36%	29 39% 39%	23 34% 30%
9	42 22%	23 25% 53%	20 19% 47%	2 25% 5%	1 10% 2%	2 13% 6%	2 11% 6%	15 24% 35%	16 31% 37%	19 21% 45%	8 14% 19%	4 31% 8%	39 21% 92%	39 21% 92%	22 20% 53%	16 23% 39%	16 22% 39%	17 26% 40%
8	46 24%	18 20% 39%	28 26% 61%	2 21% 4%	4 38% 8%	3 15% 6%	4 16% 8%	16 26% 36%	11 22% 25%	21 24% 46%	13 24% 29%	5 44% 11%	41 22% 89%	41 22% 89%	20 18% 44%	20 28% 43%	20 27% 43%	16 24% 35%
7	19 10%	12 14% 62%	7 7% 38%	1 10% 5%	- - -	5 26% 26%	5 22% 26%	- - -	4 8% 22%	7 8% 35%	8 15% 43%	1 8% 5%	19 10% 95%	19 10% 95%	18 16% 91%	1 1% 4%	1 1% 4%	7 11% 36%
6	4 2%	1 1% 28%	3 3% 72%	- - -	- - -	- - -	- - -	4 6% 100%	- - -	3 4% 76%	1 2% 24%	- - -	4 2% 100%	4 2% 100%	1 1% 21%	3 5% 79%	3 5% 79%	2 3% 52%
5	7 4%	3 3% 44%	4 4% 56%	- - -	- - -	- - -	1 3% 11%	2 3% 31%	1 2% 14%	1 1% 16%	5 9% 69%	2 18% 30%	5 3% 70%	5 3% 70%	2 2% 28%	3 4% 42%	3 4% 42%	1 2% 14%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

Page 35
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	1 1%	1 1%	-	-	-	-	-	-	1 2%	1 2%	-	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	-	100%	100%	-	-	-	100%	100%	-	100%	100%	-
Net: 10/9/8/7	182 94%	83 94%	99 93%	9 100%	10 100%	19 100%	22 97%	60 97%	62 87%	49 96%	84 95%	49 89%	10 82%	172 94%	172 94%	107 97%	64 89%	66 90%	63 95%
		46%	54%	5%	5%	10%	12%	33%	34%	27%	47%	27%	5%	95%	95%	59%	35%	36%	34%
Net: 10/9	116 60%	53 60%	63 60%	6 69%	6 62%	11 59%	13 58%	43 70%	36 51%	33 65%	56 64%	27 49%	4 31%	113 62%	113 62%	70 63%	43 61%	45 62%	40 60%
		46%	54%	5%	5%	10%	11%	37%	31%	28%	48%	23%	3%	97%	97%	60%	37%	39%	34%
Net: 6/5/4	11 6%	4 5%	7 7%	-	-	-	1 3%	2 3%	8 12%	1 2%	4 5%	6 11%	2 18%	9 5%	9 5%	3 3%	6 9%	6 9%	3 5%
		38%	62%	-	-	-	7%	19%	74%	9%	39%	52%	19%	81%	81%	25%	56%	56%	29%
Net: 3/2/1	1 1%	1 1%	-	-	-	-	-	-	1 2%	1 2%	-	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	-	100%	100%	-	-	-	100%	100%	-	100%	100%	-
Mean	8.69	8.59	8.77	9.02	9.14	8.78	8.73	9.06 h	8.23	8.70	8.87	8.38	7.69	8.75	8.75	8.83	8.64	8.68	8.72
Standard Deviation	1.44	1.56	1.33	1.09	0.99	1.30	1.45	1.14	1.69	1.62	1.23	1.57	1.44	1.42	1.42	1.26	1.65	1.64	1.23

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
74 38%	40 45% 55%	27 49% 36%	14 35% 19%	47 39% 63%	11 38% 15%
42 22%	18 20% 42%	9 17% 22%	6 16% 15%	27 23% 66%	9 29% 20%
46 24%	20 22% 43%	13 23% 28%	12 30% 26%	31 25% 67%	3 11% 7%
19 10%	10 11% 53%	5 9% 26%	4 11% 22%	11 9% 54%	4 12% 19%
4 2%	1 1% 27%	- - -	2 6% 52%	- - -	1 4% 27%
7 4%	1 1% 14%	1 2% 16%	1 3% 15%	5 4% 70%	1 3% 15%
1 1%	- - -	- - -	- - -	- - -	1 4% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 26

Page 37
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its programmes help me understand what's going on in the world today - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
182 94%	88 98% 49%	54 98% 30%	37 92% 20%	115 96% 63%	27 89% 15%
116 60%	58 64% 50%	36 66% 31%	20 51% 18%	74 62% 64%	20 66% 17%
11 6%	2 2% 19%	1 2% 10%	3 8% 29%	5 4% 44%	2 7% 19%
1 1%	- - -	- - -	- - -	- - -	1 4% 100%
8.69	8.92	8.99	8.57	8.80	8.48
1.44	1.19	1.20	1.37	1.27	2.03

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 27

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its programmes help me understand what's going on in the world today - Summary

Base : Regular viewers of any of the channels

Q6ba - Summary			
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	11 6%	25 13%	74 38%
9	21 11%	49 25%	42 22%
8	53 28%	68 35%	46 24%
7	28 14%	26 13%	19 10%
6	25 13%	8 4%	4 2%
5	16 8%	11 6%	7 4%
4	5 3%	3 1%	-
3	3 2%	-	-
2	2 1%	-	-
1 - Does not apply at all	2 1%	-	1 1%
Don't know	27 14%	3 2%	-
Net: 10/9/8/7	113 58%	169 87%	182 94%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 27

Page 39
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its programmes help me understand what's going on in the world today - Summary

Base : Regular viewers of any of the channels

	Q6ba - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	31 16%	75 38%	116 60%
Net: 6/5/4	46 24%	22 11%	11 6%
Net: 3/2/1	8 4%	- -	1 1%
Mean	7.11	8.07	8.69
Standard Deviation	1.81	1.36	1.44



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 40
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	36 19% 8 18% 22%	5 10% 15%	10 20% 27%	13 26% 36%
9	25 13% 6 13% 23%	7 14% 29%	7 14% 29%	5 9% 19%
8	49 25% 9 20% 18%	14 28% 29%	14 28% 29%	12 25% 25%
7	30 15% 10 22% 32%	6 12% 20%	7 13% 22%	8 16% 26%
6	13 7% 1 2% 8%	6 12% 48%	4 7% 29%	2 4% 15%
5	11 5% 2 4% 19%	4 8% 37%	2 4% 21%	2 5% 24%
4	4 2% - - -	2 5% 62%	1 3% 38%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 41
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	1 1%	1 2%	-	-
	-	100%	-	-
Don't know	26 13%	4 8%	5 11%	7 15%
	35%	16%	20%	29%
Net: 10/9/8/7	140 72%	33 65%	37 75%	38 76%
	23%	23%	27%	27%
Net: 10/9	61 31%	12 25%	17 34%	18 36%
	22%	21%	28%	29%
Net: 6/5/4	27 14%	12 25%	7 15%	4 9%
	11%	45%	27%	16%
Net: 3/2/1	1 1%	1 2%	-	-
	-	100%	-	-
Mean	7.93	7.39	8.01	8.27
Standard Deviation	1.63	1.85	1.59	1.49

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 42
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	36 19%	18 21% 51%	18 17% 49%	2 25% 6%	4 41% 11%	5 25% 13%	3 12% 8%	12 20% 34%	10 14% 28%	11 22% 30%	17 19% 47%	8 15% 23%	1 12% 4%	35 19% 96%	35 19% 96%	24 22% 66%	11 15% 30%	11 15% 30%	12 18% 33%
9	25 13%	10 11% 39%	15 14% 61%	1 10% 4%	- - -	1 7% 5%	4 16% 15%	9 14% 35%	10 14% 41%	8 16% 34%	11 13% 46%	5 9% 20%	1 10% 5%	24 13% 95%	24 13% 95%	13 12% 51%	11 15% 44%	12 16% 48%	9 13% 36%
8	49 25%	16 18% 32%	33 32% 68%	2 25% 5%	4 40% 8%	5 27% 10%	5 23% 11%	14 22% 28%	19 26% 38%	9 18% 18%	23 26% 47%	17 31% 35%	3 27% 6%	46 25% 94%	46 25% 94%	27 25% 56%	19 26% 38%	20 27% 40%	19 29% 39%
7	30 15%	22 25% 73% b	8 8% 27%	4 40% 12%	1 11% 3%	5 25% 16%	3 15% 11%	10 16% 33%	8 10% 25%	4 8% 14%	16 18% 54%	9 17% 32%	- - -	30 16% 100%	30 16% 100%	18 17% 61%	11 15% 36%	11 15% 36%	11 17% 37%
6	13 7%	4 5% 31%	9 8% 69%	- - -	- - -	- - -	1 4% 7%	6 10% 47%	6 8% 46%	4 9% 34%	5 6% 42%	3 6% 23%	2 18% 16%	11 6% 84%	11 6% 84%	6 6% 48%	5 6% 36%	5 6% 36%	5 8% 42%
5	11 5%	5 6% 50%	5 5% 50%	- - -	1 9% 8%	- - -	3 14% 30%	1 2% 10%	5 8% 52%	3 6% 29%	3 4% 33%	4 7% 38%	1 9% 10%	9 5% 90%	9 5% 90%	9 9% 90%	- - -	* * *	1 2% 11%
4	4 2%	2 3% 62%	1 1% 38%	- - -	- - -	- - -	- - -	1 2% 38%	2 3% 62%	3 5% 68%	1 1% 32%	- - -	- - -	4 2% 100%	4 2% 100%	1 1% 32%	3 4% 68%	3 3% 68%	1 2% 32%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 43
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-
Don't know	26 13%	10 12%	15 15%	-	-	3 17%	4 16%	8 12%	11 16%	8 16%	10 11%	8 14%	3 25%	23 13%	23 13%	11 10%	12 17%	12 16%	7 11%
		40%	60%	-	-	13%	14%	29%	44%	32%	38%	30%	11%	89%	89%	44%	45%	45%	28%
Net: 10/9/8/7	140 72%	65 74%	75 71%	9 100%	9 91%	16 83%	15 66%	45 72%	46 65%	32 64%	68 76%	40 73%	6 49%	134 74%	134 74%	82 74%	51 72%	53 73%	51 77%
		47%	53%	7%	6%	11%	11%	32%	33%	23%	48%	28%	4%	96%	96%	59%	37%	38%	36%
Net: 10/9	61 31%	28 32%	33 31%	3 35%	4 41%	6 31%	6 28%	21 34%	20 28%	19 38%	28 32%	13 24%	3 22%	58 32%	58 32%	36 33%	22 31%	23 31%	21 31%
		46%	54%	5%	7%	10%	11%	35%	33%	32%	47%	22%	4%	96%	96%	60%	36%	38%	34%
Net: 6/5/4	27 14%	12 13%	15 15%	-	1 9%	-	4 18%	8 14%	14 19%	10 20%	10 11%	7 13%	3 27%	24 13%	24 13%	17 15%	7 10%	7 10%	8 12%
		43%	57%	-	3%	-	15%	31%	51%	37%	37%	26%	12%	88%	88%	62%	26%	26%	29%
Net: 3/2/1	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-
Mean	7.93	7.80	8.04	8.20	8.44	8.38	7.71	7.92	7.76	7.96	7.95	7.87	7.62	7.95	7.95	7.96	7.93	7.95	8.03
Standard Deviation	1.63	1.78	1.50	1.28	1.61	1.24	1.64	1.75	1.67	1.85	1.63	1.44	1.72	1.63	1.63	1.61	1.68	1.66	1.43

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 44
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
36 19%	23 25% 64%	14 25% 38%	8 20% 22%	25 21% 68%	3 9% 7%
25 13%	12 13% 48%	6 11% 24%	4 11% 18%	17 14% 70%	2 7% 8%
49 25%	20 22% 41%	13 24% 27%	9 21% 17%	33 27% 66%	8 26% 16%
30 15%	16 17% 52%	11 20% 36%	8 19% 25%	19 16% 62%	4 13% 13%
13 7%	3 4% 25%	1 2% 9%	2 5% 15%	7 6% 57%	4 12% 28%
11 5%	6 7% 61%	3 6% 30%	2 5% 18%	4 4% 42%	3 11% 31%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 28

Page 45
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
4	4 2%	1 3% 38%	3 6% 70% D	- - -	1 4% 30%
2	1 1%	1 2% 100%	1 3% 100%	- - -	- - -
Don't know	26 13%	10 11% 40%	4 10% 16%	15 13% 59%	6 19% 22%
Net: 10/9/8/7	140 72%	70 78% 50%	28 71% 20%	93 78% 67%	16 55% 12%
Net: 10/9	61 31%	35 38% 57%	12 31% 20%	42 35% 69%	5 16% 8%
Net: 6/5/4	27 14%	10 11% 36%	6 16% 24%	12 10% 43%	8 27% 30%
Net: 3/2/1	1 1%	- - 100%	1 3% 100%	- - -	- - -
Mean	7.93	8.21	7.61	8.19	7.26
Standard Deviation	1.63	1.54	2.04	1.38	1.67

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 46
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	20 10%	4 10%	3 6%	7 14%
9	39 20%	7 17%	9 19%	13 27%
8	66 34%	17 38%	18 35%	15 29%
7	36 18%	9 21%	8 16%	7 15%
6	13 7%	3 7%	4 8%	4 8%
5	10 5%	1 2%	5 10%	2 3%
3	2 1%	-	1 2%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 47
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	2 1%	1 2%	1 3%	-
	-	46%	54%	-
1 - Does not apply at all	1 1%	-	-	-
	3%	-	-	-
	100%	-	-	-
Don't know	4 2%	1 2%	1 2%	1 2%
	26%	24%	21%	28%
Net: 10/9/8/7	161 83%	38 76%	42 84%	43 87%
	23%	23%	26%	27%
Net: 10/9	59 31%	12 25%	20 40%	15 30%
	20%	21%	34%	26%
Net: 6/5/4	23 12%	9 18%	6 11%	4 9%
	17%	39%	25%	19%
Net: 3/2/1	6 3%	2 5%	1 3%	1 2%
	20%	40%	23%	18%
Mean	7.76	7.44	7.97	7.88
Standard Deviation	1.60	1.73	1.62	1.42

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 48
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 35%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	20 10%	11 12% 55%	9 9% 45%	1 10% 5%	3 30% 15%	2 8% 8%	3 13% 15%	5 7% 23%	7 10% 35%	6 11% 28%	11 12% 54%	4 6% 18%	- - -	20 11% 100%	20 11% 100%	15 13% 73%	5 8% 27%	5 7% 27%	9 14% 45%
9	39 20%	17 19% 43%	22 21% 57%	3 36% 8%	3 30% 8%	7 39% 19%	4 18% 11%	11 19% 29%	10 14% 25%	8 16% 21%	22 25% 57%	9 16% 22%	4 31% 9%	36 20% 91%	36 20% 91%	18 17% 47%	17 25% 44%	18 25% 47%	13 20% 33%
8	66 34%	26 29% 39%	40 38% 61%	1 15% 2%	4 39% 6%	6 34% 10%	5 20% 7%	25 40% 38%	25 35% 38%	23 46% 35%	25 28% 37%	18 34% 28%	5 43% 8%	61 33% 92%	61 33% 92%	32 29% 49%	29 40% 43%	30 40% 45%	17 26% 26%
7	36 18%	21 24% 60%	14 14% 40%	3 29% 7%	- - -	2 10% 5%	5 22% 14%	13 21% 36%	13 18% 37%	7 14% 20%	17 19% 46%	12 22% 34%	- - -	36 20% 100%	36 20% 100%	25 14% 69%	10 14% 28%	10 14% 28%	13 20% 38%
6	13 7%	5 5% 36%	8 8% 64%	1 10% 7%	- - -	2 8% 12%	3 14% 24%	4 6% 28%	4 5% 28%	- - -	10 11% 72%	4 7% 28%	- - -	13 7% 100%	13 7% 100%	11 10% 85%	2 3% 15%	2 3% 15%	6 9% 47%
5	10 5%	3 3% 30%	7 6% 70%	- - -	- - -	- - -	2 7% 16%	- - -	8 11% 84%	1 2% 8%	2 2% 20%	7 13% 72%	3 26% 31%	7 4% 69%	7 4% 69%	6 5% 58%	1 1% 11%	1 1% 11%	4 6% 39%
3	2 1%	2 2% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 47%	1 2% 53%	2 4% 100%	- - -	- - -	- - -	2 1% 100%	2 1% 100%	- - -	2 3% 100%	2 3% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 49
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	2 1%	1 1%	1 1%	-	-	-	1 6%	1 2%	-	2 5%	-	-	-	2 1%	2 1%	1 1%	1 2%	1 2%	-
		46%	54%	-	-	-	54%	46%	-	100%	-	-	-	100%	100%	54%	46%	46%	-
1 - Does not apply at all	1 1%	1 1%	-	-	-	-	-	-	1 2%	1 2%	-	-	-	1 1%	1 1%	-	1 2%	1 2%	1 2%
		100%	-	-	-	-	-	-	100%	100%	-	-	-	100%	100%	-	100%	100%	100%
Don't know	4 2%	1 1%	3 3%	-	-	-	-	2 3%	2 3%	-	3 3%	1 2%	-	4 2%	4 2%	2 2%	2 3%	2 3%	2 3%
		21%	79%	-	-	-	-	46%	54%	-	74%	26%	-	100%	100%	46%	54%	54%	50%
Net: 10/9/8/7	161 83%	75 85%	86 81%	8 90%	10 100%	17 92%	17 73%	54 87%	55 77%	44 87%	74 84%	43 79%	9 74%	153 84%	153 84%	90 82%	62 87%	64 87%	53 80%
		47%	53%	5%	6%	11%	10%	33%	34%	27%	46%	27%	5%	95%	95%	56%	38%	39%	33%
Net: 10/9	59 31%	28 32%	31 30%	4 46%	6 61%	9 47%	7 31%	16 26%	17 24%	14 27%	33 37%	12 23%	4 31%	56 31%	56 31%	33 55%	23 32%	24 33%	22 33%
		47%	53%	7%	10%	15%	12%	27%	29%	23%	56%	21%	6%	94%	94%	55%	38%	40%	37%
Net: 6/5/4	23 12%	8 9%	15 14%	1 10%	-	2 8%	5 21%	4 6%	12 16%	1 2%	12 13%	11 20%	3 26%	20 11%	20 11%	17 15%	3 4%	3 4%	10 15%
		34%	66%	4%	-	7%	21%	16%	52%	3%	50%	46%	13%	87%	87%	74%	13%	13%	44%
Net: 3/2/1	6 3%	4 5%	1 1%	-	-	-	1 6%	2 3%	2 3%	6 11%	-	-	-	6 3%	6 3%	1 1%	4 6%	4 6%	1 2%
		77%	23%	-	-	-	23%	38%	40%	100%	-	-	-	100%	100%	23%	77%	77%	20%
Mean	7.76	7.70	7.82	8.07	8.91	8.29	7.39	7.81	7.50	7.54	8.03	7.54	7.54	7.78	7.78	7.77	7.79	7.81	7.78
Standard Deviation	1.60	1.76	1.44	1.28	0.87	1.06	1.99	1.44	1.73	2.16	1.27	1.39	1.62	1.60	1.60	1.49	1.77	1.75	1.66

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 50
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	20 10%	11 12% 54%	5 13% 25%	15 12% 75%	- - -
9	39 20%	19 21% 49%	10 26% 26%	25 21% 64%	4 13% 10%
8	66 34%	29 32% 44%	11 27% 17%	44 36% 66%	11 38% 17%
7	36 18%	19 21% 53%	8 19% 21%	22 18% 62%	6 20% 17%
6	13 7%	7 8% 52%	2 5% 14%	8 6% 58%	3 9% 21%
5	10 5%	1 1% 8%	2 6% 23%	3 2% 29%	3 9% 29%
3	2 1%	1 1% 47%	- - -	1 1% 47%	1 4% 53%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 29

Page 51
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	1 1%	1 2%	- -	2 2%	- -
1 1%	- -	- -	1 3%	- -	- -
	54%	54%	- 100%	100%	-
4 2%	2 2%	1 2%	1 3%	- -	2 7%
	53%	21%	26%	-	53%
161 83%	78 87%	47 85%	34 84%	106 88%	21 71%
	49%	29%	21%	66%	13%
59 31%	30 33%	22 40%	15 38%	40 33%	4 13%
	51%	37%	26%	68%	7%
23 12%	8 8%	6 11%	4 10%	11 9%	6 19%
	33%	25%	18%	46%	24%
6 3%	2 3%	1 2%	1 3%	3 3%	1 4%
	41%	23%	20%	60%	20%
7.76	7.92	8.06	7.86	7.91	7.22
1.60	1.47	1.52	1.78	1.52	1.46

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 52
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	45	47
10 - Extremely important	87 45% 23% 53% 27%	19 37% 21%	24 47% 27%	22 44% 25%
9	41 21% 7 17% 18%	9 19% 23%	13 25% 31%	11 22% 28%
8	40 21% 7 17% 19%	12 25% 31%	8 16% 20%	12 24% 30%
7	14 7% 4 9% 27%	6 12% 44%	3 6% 22%	1 2% 7%
6	7 4% 2 5% 30%	1 2% 17%	1 2% 13%	3 5% 40%
5	2 1% - -	1 2% 56%	- -	1 2% 44%
4	* * 100%	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 53
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	47
3	1	-	-	1
		-	-	2%
		-	-	100%
2	2	-	1	1
	1%	-	2%	3%
		-	46%	54%
Net: 10/9/8/7	182	42	46	47
	94%	95%	93%	94%
		23%	26%	26%
Net: 10/9	128	31	28	36
	66%	70%	56%	72%
		24%	22%	28%
Net: 6/5/4	9	2	2	1
	5%	5%	5%	2%
		23%	26%	10%
Net: 3/2/1	3	-	1	2
	2%	-	2%	4%
		-	34%	66%
Mean	8.84	9.05	8.55	8.85
Standard Deviation	1.48	1.22	1.63	1.72

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 54
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	87 45%	38 43% 44%	49 47% 56%	5 54% 6%	8 80% 9%	8 45% 10%	13 56% 15%	34 56% 39% h	19 27% 22%	27 54% 31%	41 46% 47%	19 36% 22%	2 21% 3%	85 47% 97%	85 47% 97%	51 46% 58%	33 46% 38%	35 48% 40%	26 40% 30%
9	41 21%	23 26% 56%	18 17% 44%	2 25% 5%	2 20% 5%	5 25% 12%	2 10% 6%	9 14% 22%	21 29% 50%	14 28% 35%	18 21% 45%	8 14% 19%	2 19% 5%	38 21% 95%	38 21% 95%	21 19% 52%	17 24% 43%	17 24% 43%	13 20% 32%
8	40 21%	15 17% 37%	25 24% 63%	1 11% 3%	- - -	4 20% 10%	2 11% 6%	15 24% 37%	18 25% 45%	5 10% 13%	18 20% 46%	16 30% 41%	6 51% 15%	34 19% 85%	34 19% 85%	17 16% 44%	16 23% 41%	16 22% 41%	18 28% 46%
7	14 7%	6 7% 46%	7 7% 54%	1 10% 7%	- - -	2 10% 14%	2 11% 18%	3 5% 21%	6 8% 40%	1 3% 10%	6 7% 43%	7 12% 48%	1 9% 7%	13 7% 93%	13 7% 93%	11 10% 77%	2 3% 15%	2 3% 15%	6 8% 40%
6	7 4%	2 3% 34%	5 4% 66%	- - -	- - -	- - -	2 7% 23%	- - -	5 7% 77%	- - -	5 5% 69%	2 4% 31%	- - -	7 4% 100%	7 4% 100%	6 5% 83%	1 2% 17%	1 2% 17%	1 2% 17%
5	2 1%	2 2% 100%	- - -	- - -	- - -	- - -	- - -	- - -	2 3% 100%	- - -	- - -	2 4% 100%	- - -	2 1% 100%	2 1% 100%	2 2% 100%	- - -	- - -	1 2% 56%
4	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-
	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-
		100%	-	100%	-	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 55
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -
2	2 1%	1 1% 46%	1 1% 54%	- - -	- - -	- - -	1 6% 54%	- 2% -	1 2% 46%	2 5% 100%	- - -	- - -	- - -	2 1% 100%	2 1% 100%	1 1% 54%	1 2% 46%	1 2% 46%	- - -
Net: 10/9/8/7	182 94%	82 93% 45%	100 94% 55%	9 100% 5%	10 100% 5%	19 100% 10%	20 88% 11%	61 99% 33%	63 88% 35%	48 95% 27%	83 94% 46%	50 92% 28%	12 100% 6%	170 93% 94%	170 93% 94%	100 91% 55%	69 97% 38%	71 97% 39%	63 96% 35%
Net: 10/9	128 66%	61 69% 48%	67 64% 52%	7 78% 6%	10 100% 8%	13 70% 10%	15 66% 12%	43 70% 34%	40 56% 31%	42 82% 32% k	59 67% 46%	27 50% 21%	5 40% 4%	123 68% 96%	123 68% 96%	72 65% 56%	50 71% 39%	52 72% 41%	39 60% 31%
Net: 6/5/4	9 5%	4 5% 50%	5 4% 50%	* * *	- - -	- - -	2 7% 17%	- - -	7 10% 83%	- - -	5 5% 53%	4 8% 47%	- - -	9 5% 100%	9 5% 100%	8 7% 87%	1 2% 13%	1 2% 13%	2 4% 26%
Net: 3/2/1	3 2%	2 2% 60%	1 1% 40%	- - -	- - -	- - -	1 6% 40%	1 1% 26%	1 2% 34%	2 5% 74%	1 1% 26%	- - -	- - -	3 2% 100%	3 2% 100%	2 2% 66%	1 2% 34%	1 2% 34%	- - -
Mean	8.84	8.80	8.87	9.21	9.80	9.04	8.63	9.14 h	8.42	9.04	8.90	8.55	8.52	8.86	8.86	8.75	9.02	9.04	8.83
Standard Deviation	1.48	1.57	1.41	1.08	0.42	1.05	2.14	1.22	1.56	1.78	1.33	1.39	0.96	1.51	1.51	1.62	1.33	1.32	1.21

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 56
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
87 45%	43 48% 50%	34 62% 39%	12 29% 13%	64 53% 73%	11 35% 12%
41 21%	23 26% 57%	10 17% 24%	9 22% 21%	24 20% 58%	8 28% 21%
40 21%	12 14% 31%	6 11% 15%	13 32% 32%	22 18% 55%	4 14% 11%
14 7%	7 7% 47%	2 3% 13%	6 14% 42%	5 4% 35%	3 11% 23%
7 4%	4 4% 56%	2 3% 23%	1 3% 17%	4 3% 52%	1 4% 17%
2 1%	- - -	- - -	- - -	1 1% 44%	1 4% 56%
*	-	*	*	-	-
*	-	*	-	-	-
	-	100%	100%	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 30

Page 57
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes are trustworthy - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 .	- 2% 100%	- - -	- - -	- - -
2	2 1%	1 1% 54%	- - -	1 1% 54%	1 4% 46%
Net: 10/9/8/7	182 94%	85 94% 47%	39 97% 21%	114 95% 63%	27 88% 15%
Net: 10/9	128 66%	67 74% 52%	20 51% 16%	88 73% 68%	19 64% 15%
Net: 6/5/4	9 5%	4 4% 43%	1 3% 13%	5 4% 50%	2 8% 26%
Net: 3/2/1	3 2%	1 1% 40%	- 1% -	1 1% 40%	1 4% 34%
Mean	8.84	8.97	8.60	9.07	8.47
Standard Deviation	1.48	1.42	1.15	1.35	1.89

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 31

Page 58
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its news programmes are trustworthy - Summary

Base : Regular viewers of each channel

	Q6ba - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	36 19%	20 10%	87 45%
9	25 13%	39 20%	41 21%
8	49 25%	66 34%	40 21%
7	30 15%	36 18%	14 7%
6	13 7%	13 7%	7 4%
5	11 5%	10 5%	2 1%
4	4 2%	-	•
3	-	2 1%	1 •
2	1 1%	2 1%	2 1%
1 - Does not apply at all	-	1 1%	-
Don't know	26 13%	4 2%	-
Net: 10/9/8/7	140 72%	161 83%	182 94%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 31

Page 59
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its news programmes are trustworthy - Summary

Base : Regular viewers of each channel

	Q6ba - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	61 31%	59 31%	128 66%
Net: 6/5/4	27 14%	23 12%	9 5%
Net: 3/2/1	1 1%	6 3%	3 2%
Mean	7.93	7.76	8.84
Standard Deviation	1.63	1.60	1.48



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

Page 60
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	30 15% 7 16% 24%	6 13% 22%	10 19% 32%	7 13% 22%
9	35 18% 4 9% 11%	7 15% 21%	11 22% 32%	13 25% 36%
8	57 30% 14 31% 24%	15 30% 26%	11 21% 19%	18 36% 31%
7	22 11% 6 14% 29%	9 17% 39%	6 12% 28%	1 2% 5%
6	13 6% 5 10% 36%	4 8% 32%	4 8% 32%	- - -
5	14 7% 4 8% 25%	4 9% 30%	2 4% 15%	4 9% 30%
4	2 1% - - -	- - -	1 2% 46%	1 2% 54%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

Page 61
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	1 .	- -	1 2% 100%	- -
Don't know	20 10%	5 11% 24%	4 8% 20%	7 13% 33%
Net: 10/9/8/7	144 74%	31 71% 22%	38 75% 26%	38 76% 26%
Net: 10/9	65 33%	11 26% 17%	14 28% 21%	19 38% 29%
Net: 6/5/4	29 15%	8 18% 28%	7 14% 24%	5 11% 18%
Net: 3/2/1	1 .	- -	1 2% 100%	- -
Mean	7.95	7.80	7.79	8.02
Standard Deviation	1.56	1.52	1.45	1.76

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	30 15%	16 18% 54%	14 13% 46%	4 44% 13%	1 9% 3%	3 18% 12%	2 9% 7%	14 23% 47%	6 8% 19%	4 9% 15%	18 20% 60%	8 14% 25%	1 12% 5%	29 16% 95%	29 16% 95%	18 17% 62%	10 14% 34%	10 14% 34%	12 18% 40%
9	35 18%	17 19% 48%	18 17% 52%	* - *	- - -	2 11% 6%	6 25% 17%	13 21% 36%	14 20% 41%	10 20% 29%	17 19% 49%	8 14% 22%	2 18% 6%	33 18% 94%	33 18% 94%	19 17% 55%	13 18% 36%	14 19% 39%	12 19% 35%
8	57 30%	22 24% 37%	36 34% 63%	2 22% 3%	6 61% 10%	6 30% 10%	4 17% 7%	18 30% 32%	22 30% 38%	15 29% 26%	25 28% 43%	18 32% 31%	3 27% 5%	54 30% 95%	54 30% 95%	28 26% 49%	26 37% 45%	26 36% 45%	21 31% 36%
7	22 11%	12 14% 55%	10 10% 45%	2 25% 10%	2 20% 9%	2 10% 8%	3 14% 14%	5 7% 20%	8 12% 38%	5 10% 24%	10 12% 47%	6 12% 29%	1 9% 5%	21 12% 95%	21 12% 95%	14 12% 62%	7 10% 34%	7 10% 34%	7 10% 30%
6	13 6%	6 7% 51%	6 6% 49%	1 10% 7%	- - -	2 10% 15%	1 4% 7%	6 10% 47%	3 4% 24%	6 11% 44%	2 3% 19%	5 9% 37%	1 9% 8%	12 6% 92%	12 6% 92%	7 7% 58%	4 6% 34%	4 6% 34%	3 5% 24%
5	14 7%	9 10% 64%	5 5% 36%	- - -	1 11% 7%	1 4% 5%	4 19% 29%	2 3% 13%	6 9% 45%	2 4% 16%	9 10% 61%	3 6% 23%	- - -	14 8% 100%	14 8% 100%	11 10% 79%	3 4% 21%	4 5% 27%	5 8% 36%
4	2 1%	- - -	2 2% 100%	- - -	- - -	- - -	- - -	- - -	2 3% 100%	- - -	1 1% 46%	1 2% 54%	- - -	2 1% 100%	2 1% 100%	2 2% 100%	- - -	- - -	2 3% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

Page 63
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
Don't know	20 10%	6 7%	13 13%	-	-	3 17%	3 12%	3 5%	10 14%	8 16%	6 6%	6 11%	3 26%	17 9%	17 9%	9 8%	8 11%	8 10%	4 6%
		33%	67%	-	-	17%	15%	17%	52%	41%	29%	30%	15%	85%	85%	46%	39%	39%	20%
Net: 10/9/8/7	144 74%	66 75%	78 74%	8 90%	9 89%	13 69%	15 65%	50 80%	50 70%	35 69%	70 79%	39 72%	8 65%	137 75%	137 75%	79 72%	56 79%	57 78%	52 78%
		46%	54%	6%	6%	9%	10%	34%	35%	24%	49%	27%	5%	95%	95%	55%	39%	40%	36%
Net: 10/9	65 33%	33 37%	32 30%	4 44%	1 9%	6 29%	8 34%	27 43%	20 28%	15 29%	35 39%	15 28%	3 30%	61 34%	61 34%	38 34%	23 32%	24 33%	24 37%
		51%	49%	6%	1%	9%	12%	41%	31%	23%	54%	23%	5%	95%	95%	58%	35%	37%	
Net: 6/5/4	29 15%	16 18%	13 13%	1 10%	1 11%	3 14%	5 22%	8 13%	11 16%	8 16%	12 14%	9 17%	1 9%	28 15%	28 15%	21 19%	7 10%	8 11%	10 16%
		54%	46%	3%	4%	9%	18%	27%	40%	27%	41%	31%	4%	96%	96%	71%	25%	28%	35%
Net: 3/2/1	1	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
Mean	7.95	7.96	7.94	8.43	7.67	8.08	7.62	8.22	7.73	7.90	8.03	7.85	8.20	7.94	7.94	7.81	8.12	8.09	8.00
Standard Deviation	1.56	1.58	1.55	1.57	1.25	1.47	1.72	1.58	1.54	1.35	1.69	1.52	1.27	1.57	1.57	1.73	1.29	1.33	1.61

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

Page 64
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Applies completely	30 15%	7 12%	7 19%	20 16%	3 9%
9	35 18%	5 9%	6 15%	25 21%	4 12%
8	57 30%	21 37%	12 30%	35 29%	10 32%
7	22 11%	10 18%	4 11%	16 13%	2 7%
6	13 6%	4 8%	3 8%	5 4%	4 14%
5	14 7%	4 8%	3 8%	6 5%	3 11%
4	2 1%	-	-	2 2%	-
	54%	-	-	100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 35

Page 65
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
2	1 *	1 1% 100%	- - -	1 2% 100%	- - -	- - -
Don't know	20 10%	9 10% 47%	5 8% 23%	3 8% 16%	11 9% 57%	5 15% 23%
Net: 10/9/8/7	144 74%	66 72% 45%	42 76% 29%	30 74% 21%	96 80% 66%	18 60% 12%
Net: 10/9	65 33%	36 40% 56%	12 21% 18%	13 34% 21%	45 37% 69%	6 21% 10%
Net: 6/5/4	29 15%	15 16% 51%	8 15% 29%	6 16% 22%	13 11% 46%	8 25% 26%
Net: 3/2/1	1 *	1 1% 100%	- - -	1 2% 100%	- - -	- - -
Mean	7.95	8.00	7.75	7.88	8.12	7.55
Standard Deviation	1.56	1.71	1.37	1.77	1.45	1.54

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 66
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	13 6% 4 10% 35%	5 10% 40%	1 3% 11%	2 3% 14%
9	17 9% 3 6% 15%	3 7% 20%	7 13% 40%	4 8% 25%
8	58 30% 18 42% 32%	15 30% 26%	13 26% 22%	12 24% 20%
7	37 19% 7 15% 18%	7 15% 20%	11 22% 30%	12 24% 32%
6	18 9% 2 5% 11%	6 12% 33%	4 8% 24%	6 11% 32%
5	28 14% 6 14% 21%	6 12% 22%	5 9% 16%	12 23% 41%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 67
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	48	45
4	13 6%	3 7%	5 11%	2 4%
	26%	43%	14%	17%
3	4 2%	-	4 9%	-
	-	-	100%	-
2	4 2%	-	3 6%	1 2%
	-	-	76%	24%
Don't know	3 1%	1 2%	2 4%	-
	25%	75%	-	-
Net: 10/9/8/7	124 64%	32 73%	31 61%	30 59%
	26%	25%	26%	24%
Net: 10/9	29 15%	7 16%	8 17%	6 12%
	24%	29%	27%	20%
Net: 6/5/4	59 30%	11 26%	17 35%	11 21%
	19%	30%	18%	39%
Net: 3/2/1	9 4%	-	8 15%	1 2%
	-	-	88%	12%
	-	-	R	

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	6.89 7.30	7.06	6.57	6.70
Standard Deviation	1.85 1.68	1.80	2.17	1.67

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 69
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 33%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	13 6%	7 7%	6 6%	2 25%	1 10%	3 14%	1 3%	3 5%	3 4%	3 7%	7 8%	2 3%	1 12%	11 6%	11 6%	9 8%	2 3%	2 3%	5 8%
9	17 9%	10 11%	7 7%	* 18%	- 8%	1 5%	4 18%	5 9%	6 9%	6 11%	6 7%	5 9%	1 10%	16 9%	16 9%	8 7%	8 11%	8 11%	5 8%
8	58 30%	25 28%	33 31%	2 25%	5 52%	4 22%	7 31%	14 22%	26 36%	15 30%	24 26%	19 35%	3 27%	55 30%	55 30%	31 28%	24 34%	25 34%	22 34%
7	37 19%	18 20%	19 18%	* 48%	3 29%	4 20%	7 31%	9 15%	14 20%	13 26%	16 19%	7 14%	1 9%	36 20%	36 20%	25 67%	10 14%	10 14%	10 15%
6	18 9%	9 10%	9 8%	2 21%	- -	3 17%	2 8%	7 11%	4 6%	- -	10 11%	8 15%	2 17%	16 9%	16 9%	10 9%	6 8%	6 8%	5 7%
5	28 14%	9 10%	19 18%	3 29%	- -	2 10%	- -	13 22%	10 14%	1 2%	20 22%	7 13%	2 18%	26 14%	26 14%	16 14%	10 14%	10 14%	9 14%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 70
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
4	13 6%	8 9% 62%	5 5% 38%	- - -	- - -	- - -	1 3% 6%	7 11% 53%	5 7% 41%	5 11% 43%	5 6% 42%	2 4% 15%	- - -	13 7% 100%	13 7% 100%	6 5% 48%	6 9% 52%	7 10% 59%	3 5% 24%
3	4 2%	2 2% 47%	2 2% 53%	- - -	- - -	1 6% 28%	1 4% 19%	1 1% 21%	1 2% 32%	3 5% 61%	- - -	2 3% 39%	- - -	4 2% 100%	4 2% 100%	3 3% 68%	1 2% 32%	1 2% 32%	2 3% 39%
2	4 2%	1 1% 24%	3 3% 76%	- - -	1 9% 21%	- - -	- - -	2 4% 58%	1 1% 21%	2 5% 58%	1 1% 21%	1 2% 21%	1 8% 21%	3 2% 79%	3 2% 79%	2 2% 45%	1 2% 33%	1 2% 33%	3 4% 67%
Don't know	3 1%	1 1% 38%	2 2% 62%	- - -	- - -	1 5% 38%	1 3% 25%	- - -	1 1% 37%	2 3% 63%	- - -	1 2% 37%	- - -	3 2% 100%	3 2% 100%	2 2% 63%	1 1% 37%	1 1% 37%	1 2% 37%
Net: 10/9/8/7	124 64%	59 67% 47%	65 62% 53%	5 50% 4%	9 91% 7%	12 62% 9%	19 82% 15%	31 51% 25%	49 68% 39%	37 74% 30%	53 60% 43%	33 61% 27%	7 58% 5%	117 64% 95%	117 64% 95%	72 65% 58%	45 63% 36%	46 63% 37%	43 65% 35%
Net: 10/9	29 15%	16 19% 56%	13 12% 44%	2 25% 8%	1 10% 3%	4 19% 12%	5 21% 17%	9 14% 29%	9 13% 31%	9 18% 31%	13 15% 46%	7 12% 23%	3 22% 9%	27 15% 91%	27 15% 91%	16 15% 55%	11 15% 36%	11 14% 36%	11 16% 36%
Net: 6/5/4	59 30%	25 29% 44%	33 31% 56%	5 50% 8%	- - -	5 27% 9%	3 11% 4%	27 44% 46%	19 27% 33%	6 13% 11%	34 39% 59%	18 32% 30%	4 35% 7%	54 30% 93%	54 30% 93%	32 29% 54%	23 32% 39%	24 32% 40%	17 26% 30%
Net: 3/2/1	9 4%	3 3% 36%	5 5% 64%	- - -	1 9% 10%	1 6% 14%	1 4% 9%	3 5% 39%	2 3% 27%	5 10% 59%	1 1% 10%	3 5% 30%	1 8% 11%	8 4% 89%	8 4% 89%	5 4% 57%	3 4% 33%	3 4% 33%	4 7% 53%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 71
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	6.89	7.02	6.79	7.22	7.37	7.14	7.46	6.43	6.93	6.87	6.89	6.91	6.89	6.89	6.92	6.85	6.83	6.93
Standard Deviation	1.85	1.85	1.86	2.07	1.99	1.92	1.49	1.98	2.16	1.75	1.74	2.22	1.83	1.83	1.83	1.86	1.87	2.01

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
13 6%	5 6%	5 9%	5 12%	6 5%	1 4%
17 9%	10 12%	5 10%	4 9%	12 10%	1 3%
58 30%	22 24%	13 24%	13 31%	36 30%	9 31%
37 19%	20 22%	9 16%	8 19%	23 19%	7 22%
18 9%	9 10%	9 17%	5 12%	12 10%	1 3%
28 14%	13 15%	6 11%	2 5%	19 16%	5 18%
13 6%	4 5%	4 7%	2 5%	6 5%	3 11%
	40%	39%	40%	51%	9%
	62%	32%	22%	72%	6%
	38%	23%	22%	62%	16%
	54%	25%	21%	62%	18%
	50%	53%	27%	68%	4%
	48%	23%	6%	68%	19%
	35%	31%	17%	50%	27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 36

Page 73
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	4 2%	3 3% 61%	1 2% 21%	2 1% 39%	3 9% 61%
2	4 2%	2 2% 45%	1 3% 33%	2 2% 45%	- - -
Don't know	3 1%	2 2% 63%	1 3% 37%	2 1% 63%	- - -
Net: 10/9/8/7	124 64%	58 64% 46%	29 72% 23%	77 64% 62%	18 60% 15%
Net: 10/9	29 15%	15 17% 53%	9 22% 29%	19 15% 63%	2 7% 7%
Net: 6/5/4	59 30%	27 29% 46%	9 22% 15%	38 31% 64%	9 31% 16%
Net: 3/2/1	9 4%	5 5% 53%	1 3% 16%	4 3% 42%	3 9% 31%
Mean	6.89	6.88	7.34	6.95	6.43
Standard Deviation	1.85	1.85	1.87	1.75	1.93

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

Page 74
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	76 39% 50% 29%	13 26% 17%	27 53% 35% R	15 30% 19%
9	40 21% 17% 19%	9 18% 23%	10 20% 25%	13 27% 34%
8	47 24% 21% 20%	14 27% 29%	9 18% 19%	15 30% 32%
7	16 8% 4% 10%	9 18% 57%	3 6% 19%	2 4% 14%
6	7 4% 2% 28%	4 8% 55%	- - -	1 2% 17%
5	2 1% 2% 46%	- - -	* * *	1 2% 54%
4	1 1% - -	1 2% 100%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	47
3	1	-	-	1
	.	-	-	2%
	-	-	-	100%
1 - Not at all important	1	-	1	-
	1%	-	3%	-
	-	-	100%	-
Don't know	3	1	-	2
	1%	2%	-	3%
	40%	-	-	60%
Net: 10/9/8/7	179	40	45	49
	92%	91%	90%	97%
		22%	25%	27%
Net: 10/9	116	29	22	37
	60%	67%	44%	73%
		25%	19%	31%
			R	
Net: 6/5/4	10	3	5	.
	5%	6%	10%	.
		28%	50%	.
Net: 3/2/1	2	-	1	1
	1%	-	3%	2%
	-	-	60%	40%
Mean	8.73	9.01	8.28	9.01
Standard Deviation	1.47	1.27	1.43	1.66
			1.66	1.38

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

Page 76
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	76 39%	35 40% 46%	41 39% 54%	4 44% 5%	8 80% 10%	7 37% 9%	9 38% 11%	23 38% 30%	26 36% 33%	21 42% 28%	36 41% 48%	19 34% 24%	3 28% 4%	73 40% 96%	73 40% 96%	47 43% 62%	26 37% 34%	28 38% 37%	28 43% 37%
9	40 21%	14 16% 36%	26 24% 64%	1 11% 3%	- - -	3 18% 8%	4 16% 9%	16 25% 39%	16 23% 41%	9 18% 22%	22 25% 55%	9 16% 22%	2 18% 5%	38 21% 95%	38 21% 95%	19 17% 46%	19 27% 48%	19 26% 48%	14 21% 35%
8	47 24%	24 27% 51%	23 22% 49%	1 10% 2%	1 9% 2%	6 30% 12%	3 14% 7%	16 26% 34%	20 28% 43%	12 23% 25%	17 19% 36%	19 34% 40%	5 45% 11%	42 23% 89%	42 23% 89%	27 24% 57%	14 20% 30%	14 19% 30%	16 25% 35%
7	16 8%	9 10% 54%	7 7% 46%	3 35% 20%	1 11% 7%	1 4% 5%	3 14% 21%	2 3% 13%	6 8% 35%	4 8% 27%	7 8% 44%	5 9% 29%	1 9% 6%	15 8% 94%	15 8% 94%	11 10% 66%	4 6% 27%	4 6% 27%	5 8% 34%
6	7 4%	3 3% 41%	4 4% 59%	- - -	- - -	1 5% 15%	2 8% 26%	1 2% 17%	3 4% 43%	3 6% 45%	3 3% 40%	1 2% 15%	- - -	7 4% 100%	7 4% 100%	4 3% 54%	3 4% 46%	3 4% 46%	2 3% 29%
5	2 1%	1 1% 54%	1 1% 46%	- - -	- - -	- - -	1 3% 46%	* * *	1 1% 54%	- - -	- - -	2 3% 100%	- - -	2 1% 100%	2 1% 100%	1 1% 54%	1 1% 46%	1 1% 46%	- - -
4	1 1%	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	-	1	-	-	1	-	-	-	-	1	-	-	1	1	-	1	1	-
	*	-	1%	-	-	5%	-	-	-	-	1%	-	-	1%	1%	-	1%	1%	-
		-	100%	-	-	100%	-	-	-	-	100%	-	-	100%	100%	-	100%	100%	-
1 - Not at all important	1	1	-	-	-	-	-	1	-	1	-	-	-	1	1	-	1	1	-
	1%	2%	-	-	-	-	-	2%	-	3%	-	-	-	1%	1%	-	2%	2%	-
		100%	-	-	-	-	-	100%	-	100%	-	-	-	100%	100%	-	100%	100%	-
Don't know	3	-	3	-	-	-	2	1	-	-	2	1	-	3	3	3	-	-	-
	1%	-	2%	-	-	-	7%	2%	-	-	2%	2%	-	1%	1%	2%	-	-	-
		-	100%	-	-	-	60%	40%	-	-	60%	40%	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	179 92%	82 93% 46%	97 92% 54%	9 100% 5%	10 100% 5%	17 90% 10%	19 82% 10%	57 92% 32%	68 95% 38%	46 91% 26%	82 93% 46%	51 93% 28%	12 100% 7%	168 92% 93%	168 92% 93%	103 93% 57%	64 90% 36%	66 90% 37%	64 97% 36%
Net: 10/9	116 60%	50 56% 43%	67 63% 57%	5 55% 4%	8 80% 7%	11 55% 9%	12 54% 11%	39 63% 33%	42 59% 36%	30 60% 26%	59 66% 50%	27 50% 24%	5 46% 5%	111 61% 95%	111 61% 95%	66 60% 56%	45 64% 39%	47 65% 41%	42 64% 36%
Net: 6/5/4	10 5%	5 6% 50%	5 5% 50%	- - -	- - -	1 5% 11%	3 11% 26%	2 4% 23%	4 5% 40%	3 6% 32%	4 4% 40%	3 5% 28%	- - -	10 5% 100%	10 5% 100%	5 4% 48%	5 7% 52%	5 7% 52%	2 3% 21%
Net: 3/2/1	2 1%	1 2% 60%	1 1% 40%	- - -	- - -	1 5% 40%	- - -	1 2% 60%	- - -	1 3% 60%	1 1% 40%	- - -	- - -	2 1% 100%	2 1% 100%	- - -	2 3% 100%	2 3% 100%	- - -
Mean	8.73	8.61	8.83	8.64	9.50	8.53	8.55	8.72	8.74	8.63	8.84	8.64	8.66	8.73	8.73	8.85	8.56	8.59	8.92
Standard Deviation	1.47	1.64	1.30	1.43	1.09	1.74	1.55	1.68	1.22	1.78	1.39	1.28	1.03	1.50	1.50	1.23	1.82	1.81	1.14

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

Page 78
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
76 39%	38 42% 50%	22 39% 28%	12 30% 16%	52 43% 68%	10 32% 13%
40 21%	20 22% 50%	12 21% 29%	10 26% 26%	22 18% 54%	8 26% 20%
47 24%	20 22% 43%	10 19% 22%	11 27% 23%	30 25% 64%	6 20% 13%
16 8%	7 8% 43%	6 11% 38%	4 9% 23%	7 6% 42%	6 19% 35%
7 4%	4 4% 59%	2 4% 29%	2 5% 28%	4 3% 59%	- - -
2 1%	- - -	* * -	- - -	2 1% 100%	- - -
1 1%	- - -	1 2% 100%	1 3% 100%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 37

Page 79
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Channel-specific ratings

** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
1	-	1	-	-	1
1	-	2%	-	-	3%
		100%			100%
1	-	-	-	1	-
1%	-	-	-	1%	-
	-	-	-	100%	-
3	2	2	-	3	-
1%	2%	3%	-	2%	-
	60%	60%	-	100%	-
179	85	50	37	110	29
92%	94%	90%	92%	92%	97%
	47%	28%	21%	62%	16%
116	58	33	22	74	18
60%	64%	60%	56%	61%	59%
	50%	28%	19%	63%	15%
10	4	3	3	6	-
5%	4%	6%	8%	5%	-
	42%	32%	31%	59%	-
2	-	1	-	1	1
1%	-	2%	-	1%	3%
	-	40%	-	60%	40%
8.73	8.91	8.66	8.56	8.82	8.57
1.47	1.17	1.57	1.39	1.48	1.50

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 38

Page 80
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its news programmes for people in Wales provide a wide range of good quality news about Wales - Summary

Base : Regular viewers of each channel

	Q6ba - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	30 15%	13 6%	76 39%
9	35 18%	17 9%	40 21%
8	57 30%	58 30%	47 24%
7	22 11%	37 19%	16 8%
6	13 6%	18 9%	7 4%
5	14 7%	28 14%	2 1%
4	2 1%	13 6%	1 1%
3	-	4 2%	1 *
2	1 *	4 2%	- -
1 - Does not apply at all	-	-	1 1%
Don't know	20 10%	3 1%	3 1%
Net: 10/9/8/7	144 74%	124 64%	179 92%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 38

Page 81
Absolutes/col/row percents

29 Nov 2010

Q6b(a) Its news programmes for people in Wales provide a wide range of good quality news about Wales - Summary

Base : Regular viewers of each channel

	Q6ba - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	65 33%	29 15%	116 60%
Net: 6/5/4	29 15%	59 30%	10 5%
Net: 3/2/1	1 *	9 4%	2 1%
Mean	7.95	6.89	8.73
Standard Deviation	1.56	1.85	1.47



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 39

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - S4C SUMMARY

Base : Regular viewers of S4C

Q6(a) - Statements			
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	11 6%	36 19%	30 15%
9	21 11%	25 13%	35 18%
8	53 28%	49 25%	57 30%
7	28 14%	30 15%	22 11%
6	25 13%	13 7%	13 6%
5	16 8%	11 5%	14 7%
4	5 3%	4 2%	2 1%
3	3 2%	-	-
2	2 1%	1 1%	1 1%
1 - Does not apply at all	2 1%	-	-
Don't know	27 14%	26 13%	20 10%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 39

Page 83
Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - S4C SUMMARY

Base : Regular viewers of S4C

	Q6(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	113 58%	140 72%	144 74%
Net: 10/9	31 16%	61 31%	65 33%
Net: 6/5/4	46 24%	27 14%	29 15%
Net: 3/2/1	8 4%	1 1%	1 *
Mean	7.11	7.93	7.95
Standard Deviation	1.81	1.63	1.56



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 40

Page 84
Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - All channels combined SUMMARY

Base : All

Q6(a) - Statements			
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	25 13%	20 10%	13 6%
9	49 25%	39 20%	17 9%
8	68 35%	66 34%	58 30%
7	26 13%	36 18%	37 19%
6	8 4%	13 7%	18 9%
5	11 6%	10 5%	28 14%
4	3 1%	-	13 6%
3	-	2 1%	4 2%
2	-	2 1%	4 2%
1 - Does not apply at all	-	1 1%	-
Don't know	3 2%	4 2%	3 1%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 40

Page 85
Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - All channels combined SUMMARY

Base : All

Q6(a) - Statements			
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	169 87%	161 83%	124 64%
Net: 10/9	75 38%	59 31%	29 15%
Net: 6/5/4	22 11%	23 12%	59 30%
Net: 3/2/1	-	6 3%	9 4%
Mean	8.07	7.76	6.89
Standard Deviation	1.36	1.60	1.85



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 41

Page 86
Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - Importance Rating SUMMARY

Base : All

Q6(a) - Statements			
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Extremely important	74 38%	87 45%	76 39%
9	42 22%	41 21%	40 21%
8	46 24%	40 21%	47 24%
7	19 10%	14 7%	16 8%
6	4 2%	7 4%	7 4%
5	7 4%	2 1%	2 1%
4	-	*	1 1%
3	-	1 *	1 *
2	-	2 1%	-
1 - Not at all important	1 1%	-	1 1%
Don't know	-	-	3 1%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 41

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Absolutes/col/row percents

29 Nov 2010

Q6b(a) News, current affairs and other factual programmes - Importance Rating SUMMARY

Base : All

Q6(a) - Statements			
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its news programmes for people in Wales provide a wide range of good quality news about Wales
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	182 94%	182 94%	179 92%
Net: 10/9	116 60%	128 66%	116 60%
Net: 6/5/4	11 6%	9 5%	10 5%
Net: 3/2/1	1 1%	3 2%	2 1%
Mean	8.69	8.84	8.73
Standard Deviation	1.44	1.48	1.47



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

Page 88
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	7 4%	1 3% 18%	3 6% 42%	3 6% 41%
9	23 12%	4 10% 19%	7 15% 32%	3 5% 12%
8	45 23%	8 18% 17%	14 28% 32%	15 31% 34%
7	25 13%	5 12% 20%	8 16% 32%	3 5% 11%
6	14 7%	1 3% 8%	3 6% 20%	4 9% 31%
5	23 12%	7 15% 29%	4 8% 18%	5 11% 24%
4	11 6%	2 5% 19%	3 6% 30%	4 7% 33%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	1 1%	1 2% 100%	- -	- -
2	5 3%	2 4% 42%	2 4% 41%	- -
1 - Does not apply at all	1 .	- -	1 2% 100%	- -
Don't know	39 20%	4 8% 10%	10 20% 26%	10 21% 26%
Net: 10/9/8/7	100 52%	33 65% 33%	24 47% 24%	25 50% 25%
Net: 10/9	30 16%	10 21% 35%	6 11% 19%	8 17% 28%
Net: 6/5/4	48 25%	10 22% 20%	13 27% 28%	14 29% 30%
Net: 3/2/1	7 4%	3 6% 45%	3 6% 42%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	6.91 6.84	7.05	6.71	6.99
Standard Deviation	1.94 1.93	2.06	2.22	1.53

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	7 4%	3 4%	4 4%	1 10%	- -	2 8%	- -	3 4%	2 3%	1 2%	4 4%	3 5%	1 9%	6 3%	6 3%	6 6%	* *	* *	2 3%
9	23 12%	10 11%	13 12%	3 30%	- -	1 5%	2 9%	7 12%	10 14%	3 6%	14 16%	5 9%	5 39%	18 10%	18 10%	10 9%	8 12%	8 11%	9 14%
8	45 23%	21 24%	24 23%	3 30%	- -	3 14%	6 28%	17 27%	17 23%	12 23%	25 28%	9 16%	1 9%	44 24%	44 24%	26 24%	18 25%	18 24%	18 28%
7	25 13%	12 13%	13 12%	1 10%	3 29%	4 19%	2 7%	10 17%	6 8%	6 13%	13 15%	5 9%	- -	25 14%	25 14%	15 14%	8 12%	9 13%	7 11%
6	14 7%	4 4%	10 10%	- -	1 9%	2 11%	2 11%	5 7%	4 6%	3 5%	8 9%	4 7%	- -	14 8%	14 8%	7 6%	8 11%	8 10%	3 5%
5	23 12%	13 15%	10 9%	- -	2 22%	2 9%	3 11%	9 14%	8 11%	9 18%	6 7%	7 14%	1 9%	21 12%	21 12%	13 12%	8 12%	8 11%	6 10%
4	11 6%	8 9%	3 3%	1 10%	- -	- -	2 8%	3 5%	5 7%	3 6%	3 3%	5 8%	- -	11 6%	11 6%	7 6%	4 5%	4 5%	7 10%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1 1%	1 1%	-	-	-	1 5%	-	-	-	1 2%	-	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	100%	100%	-	-	-
2	5 3%	3 4%	2 2%	-	1 11%	1 6%	-	-	3 4%	3 6%	1 1%	1 2%	1 8%	4 2%	4 2%	2 2%	2 3%	3 4%	3 4%
		65%	35%	-	20%	24%	-	-	56%	63%	20%	17%	17%	83%	83%	41%	42%	59%	55%
1 - Does not apply at all	1 *	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
Don't know	39 20%	12 14%	27 25%	1 10%	3 30%	4 21%	6 26%	8 12%	18 25%	9 18%	14 16%	16 30%	3 27%	36 20%	36 20%	21 19%	15 21%	15 20%	10 15%
		32%	68%	2%	7%	10%	15%	20%	45%	23%	35%	42%	8%	92%	92%	54%	38%	38%	25%
Net: 10/9/8/7	100 52%	46 52%	54 51%	7 80%	3 29%	9 46%	10 44%	37 60%	34 48%	22 44%	56 63%	22 39%	7 56%	93 51%	93 51%	58 53%	34 48%	36 49%	37 56%
		46%	54%	7%	3%	9%	10%	37%	34%	22%	56%	21%	7%	93%	93%	58%	34%	35%	37%
Net: 10/9	30 16%	13 15%	17 16%	4 40%	-	3 13%	2 9%	10 16%	12 17%	4 9%	18 20%	8 14%	6 48%	25 14%	25 14%	16 15%	8 12%	8 11%	11 17%
		43%	57%	12%	-	8%	7%	32%	40%	14%	60%	26%	18%	82%	82%	54%	28%	28%	38%
Net: 6/5/4	48 25%	25 28%	23 21%	1 10%	3 31%	4 21%	7 30%	16 27%	16 23%	15 29%	17 19%	16 29%	1 9%	47 26%	47 26%	27 24%	20 28%	20 27%	16 25%
		53%	47%	2%	6%	8%	14%	34%	35%	31%	36%	33%	2%	98%	98%	56%	42%	42%	34%
Net: 3/2/1	7 4%	5 6%	2 2%	-	1 11%	2 12%	-	1 1%	3 4%	4 9%	2 2%	1 13%	1 13%	6 87%	6 87%	4 57%	2 31%	3 43%	3 40%
		75%	25%	-	15%	32%	-	12%	41%	61%	27%	13%	13%	87%	87%	57%	31%	43%	40%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	6.91	6.60	7.21	8.01	5.49	6.55	6.85	7.04	6.29	7.33	6.75	7.77	6.86	6.86	6.90	6.79	6.71	6.87
Standard Deviation	1.94	2.12	1.71	1.73	1.84	2.31	1.66	1.78	2.10	1.74	1.99	2.57	1.90	1.90	1.98	1.79	1.86	2.07

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
7 4%	5 6% 74%	4 8% 60%	1 2% 12%	5 4% 66%	2 5% 22%
23 12%	14 15% 59%	2 4% 10%	6 15% 26%	13 11% 58%	4 13% 17%
45 23%	24 26% 52%	13 23% 28%	9 22% 20%	24 20% 54%	12 39% 26%
25 13%	11 13% 46%	8 15% 34%	6 14% 23%	16 13% 64%	2 7% 9%
14 7%	7 8% 50%	7 12% 46%	4 11% 32%	10 8% 68%	- - -
23 12%	9 10% 42%	8 14% 35%	6 15% 28%	16 14% 72%	- - -
11 6%	4 4% 35%	2 4% 19%	4 10% 36%	6 5% 56%	1 3% 8%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 1%	1 1% 100%	-	1 1% 100%	-
2	5 3%	2 3% 44%	1 2% 20%	-	4 14% 83%
1 - Does not apply at all	1 .	-	1 2% 100%	-	-
Don't know	39 20%	13 14% 33%	4 10% 11%	29 24% 73%	6 18% 14%
Net: 10/9/8/7	100 52%	54 60% 54%	21 53% 21%	58 49% 58%	19 64% 19%
Net: 10/9	30 16%	19 21% 63%	7 17% 22%	18 15% 60%	5 18% 18%
Net: 6/5/4	48 25%	20 23% 43%	15 36% 31%	32 27% 68%	1 3% 2%
Net: 3/2/1	7 4%	3 4% 46%	2 3% 27%	1 1% 15%	4 14% 61%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 44

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.91	7.18	6.82	6.85	7.01	7.00
Standard Deviation	1.94	1.90	1.96	1.73	1.72	2.58

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	11 6%	2 4% 18%	3 6% 26%	4 7% 33%
9	31 16%	6 13% 18%	11 21% 34%	4 7% 12%
8	64 33%	14 31% 21%	17 34% 26%	20 40% 31%
7	34 17%	7 16% 21%	7 14% 21%	13 26% 39%
6	26 14%	8 19% 32%	6 13% 24%	7 15% 28%
5	15 8%	4 9% 25%	5 10% 35%	4 8% 27%
4	1 *	- - -	- - -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Does not apply at all	1 .	- -	1 2% 100%	- -
Don't know	11 6%	4 8% 34%	1 2% 10%	4 8% 39%
Net: 10/9/8/7	140 72%	28 64% 20%	37 75% 27%	41 82% 29%
Net: 10/9	42 22%	8 17% 18%	13 27% 32%	7 15% 17%
Net: 6/5/4	42 22%	12 28% 29%	12 23% 28%	11 22% 27%
Net: 3/2/1	1 .	- -	1 2% 100%	- -
Mean	7.53	7.37	7.61	7.39
Standard Deviation	1.41	1.35	1.40	1.60

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	11 6%	6 7%	5 5%	1 10%	2 18%	2 9%	1 4%	2 4%	3 5%	2 5%	6 7%	3 5%	- -	11 6%	11 6%	5 4%	6 9%	6 8%	4 6%
9	31 16%	14 16%	17 17%	1 15%	1 10%	2 9%	1 6%	13 21%	13 18%	9 18%	14 16%	8 15%	5 40%	27 15%	27 15%	17 15%	10 14%	11 15%	11 16%
8	64 33%	28 31%	37 35%	4 44%	3 29%	5 26%	10 42%	20 32%	23 36%	16 32%	29 33%	19 35%	1 9%	63 35%	63 35%	40 37%	22 31%	22 30%	21 31%
7	34 17%	14 15%	20 19%	1 11%	- -	6 29%	3 14%	11 18%	13 18%	8 17%	16 18%	9 16%	1 9%	33 18%	33 18%	20 18%	13 18%	14 19%	12 19%
6	26 14%	16 18%	10 10%	1 10%	2 23%	2 8%	2 8%	13 21%	7 9%	9 19%	15 17%	2 4%	2 17%	24 13%	24 13%	13 12%	11 16%	11 16%	8 13%
5	15 8%	5 6%	10 9%	1 10%	1 9%	1 5%	3 13%	2 3%	7 10%	3 6%	4 5%	8 14%	2 17%	13 7%	13 7%	8 7%	5 7%	5 7%	5 7%
4	1 *	1 1%	- -	- -	- -	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 *	1 *	1 1%	- -	- -	- -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

Page 100
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Does not apply at all	1	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
Don't know	11 6%	5 5%	6 6%	-	1 11%	2 9%	3 13%	-	5 7%	2 4%	3 3%	6 12%	1 9%	10 5%	10 5%	6 5%	4 5%	4 5%	5 7%
		44%	56%	-	10%	15%	28%	-	47%	17%	24%	59%	10%	90%	90%	55%	35%	35%	43%
Net: 10/9/8/7	140 72%	61 69%	80 75%	7 80%	6 57%	14 73%	15 66%	46 75%	53 73%	36 71%	66 74%	39 71%	7 57%	134 73%	134 73%	82 74%	51 72%	53 72%	48 73%
		43%	57%	5%	4%	10%	11%	33%	37%	26%	47%	27%	5%	95%	95%	58%	36%	38%	34%
Net: 10/9	42 22%	20 22%	23 22%	2 25%	3 29%	3 18%	2 10%	15 24%	17 23%	11 22%	20 23%	11 20%	5 40%	38 21%	38 21%	22 20%	16 23%	17 24%	15 22%
		46%	54%	5%	7%	8%	6%	35%	39%	27%	48%	26%	11%	89%	89%	51%	38%	41%	35%
Net: 6/5/4	42 22%	22 25%	20 19%	2 20%	3 32%	3 18%	5 21%	15 24%	14 35%	13 25%	20 22%	10 18%	4 34%	38 21%	38 21%	22 20%	16 23%	16 23%	13 20%
		52%	48%	4%	7%	8%	12%	35%	33%	30%	47%	23%	9%	91%	91%	51%	39%	39%	32%
Net: 3/2/1	1	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
Mean	7.53	7.47	7.58	7.75	7.71	7.43	7.37	7.49	7.58	7.52	7.52	7.54	7.41	7.53	7.53	7.50	7.58	7.59	7.59
Standard Deviation	1.41	1.53	1.31	1.46	1.78	1.50	1.35	1.46	1.35	1.32	1.48	1.41	1.69	1.40	1.40	1.42	1.38	1.37	1.33

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

Page 101
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	11 6%	4 5%	3 8%	7 6%	1 5%
9	31 16%	17 19%	7 17%	23 19%	1 4%
8	64 33%	34 38%	14 35%	34 28%	17 55%
7	34 17%	17 18%	4 9%	25 21%	4 14%
6	26 14%	11 12%	7 17%	14 11%	6 19%
5	15 8%	3 4%	4 11%	9 7%	-
4	1 .	1 1%	-	1 1%	-
		100%	-	100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 45

Page 102
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
1 - Does not apply at all	1 *	1 2% 100%	-	-	-
Don't know	11 6%	2 3% 15%	2 5% 17%	8 7% 73%	1 3% 10%
Net: 10/9/8/7	140 72%	39 71% 28%	27 68% 19%	89 74% 63%	23 78% 17%
Net: 10/9	42 22%	8 14% 18%	10 24% 22%	30 25% 72%	3 8% 6%
Net: 6/5/4	42 22%	13 24% 32%	11 27% 26%	23 20% 56%	6 19% 14%
Net: 3/2/1	1 *	1 2% 100%	-	-	-
Mean	7.53	7.32	7.53	7.60	7.60
Standard Deviation	1.41	1.49	1.45	1.36	1.02

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 103
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	39 20% 11 26% 29%	6 12% 15%	11 22% 28%	11 21% 28%
9	42 22% 9 21% 22%	13 26% 30%	7 14% 17%	13 26% 31%
8	60 31% 12 28% 20%	17 33% 28%	16 32% 27%	15 29% 24%
7	23 12% 3 7% 13%	10 20% 42%	4 7% 15%	7 14% 29%
6	8 4% 4 9% 51%	1 2% 14%	3 5% 35%	- - -
5	15 8% 1 2% 5%	4 8% 25%	7 13% 44%	4 8% 26%
4	1 1% - - -	- - -	1 3% 100%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 104
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	2 1%	-	1 2%	-
	3%	-	43%	-
Don't know	4 2%	2 5%	1 2%	1 2%
	54%	-	20%	26%
Net: 10/9/8/7	164 84%	45 90%	38 75%	45 90%
	82%	28%	23%	28%
Net: 10/9	81 42%	21 47%	19 37%	24 47%
	26%	23%	22%	29%
Net: 6/5/4	24 13%	5 11%	11 21%	4 8%
	19%	20%	44%	16%
Net: 3/2/1	2 1%	1 3%	1 2%	-
	57%	-	43%	-
Mean	8.08	8.02	7.76	8.32
Standard Deviation	1.64	1.32	1.96	1.39

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 105
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 32%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	39 20%	15 17% 39%	24 22% 61%	3 29% 7%	1 9% 2%	5 25% 12%	7 29% 17%	13 21% 33%	11 15% 28%	12 23% 30%	19 21% 48%	8 15% 22%	- - -	39 21% 100%	39 21% 100%	22 20% 56%	17 24% 44%	18 25% 46%	13 20% 34%
9	42 22%	19 21% 45%	23 22% 55%	4 41% 9%	1 9% 2%	2 10% 4%	1 4% 2%	18 28% 42%	17 24% 41%	7 14% 17%	21 24% 50%	14 25% 33%	6 48% 13%	37 20% 87%	37 20% 87%	22 20% 51%	14 20% 33%	15 20% 35%	19 28% 44%
8	60 31%	27 31% 46%	32 31% 54%	1 10% 1%	4 41% 7%	6 34% 11%	8 37% 14%	17 27% 28%	23 32% 38%	14 28% 24%	29 32% 48%	17 31% 28%	4 36% 7%	55 30% 93%	55 30% 93%	37 33% 61%	19 27% 32%	19 26% 32%	15 24% 26%
7	23 12%	12 14% 52%	11 10% 48%	2 20% 8%	1 10% 4%	1 6% 5%	3 13% 13%	6 10% 27%	10 14% 43%	5 11% 23%	12 13% 50%	6 11% 26%	1 8% 4%	22 12% 96%	22 12% 96%	14 13% 62%	8 11% 35%	8 11% 35%	12 18% 50%
6	8 4%	5 5% 62%	3 3% 38%	- - -	- - -	- - -	1 4% 13%	2 4% 28%	5 7% 60%	4 8% 49%	3 3% 37%	1 2% 13%	1 9% 13%	7 4% 87%	7 4% 87%	3 3% 42%	4 5% 45%	4 5% 45%	1 2% 17%
5	15 8%	7 8% 45%	8 8% 55%	- - -	2 20% 13%	3 15% 18%	3 13% 19%	5 8% 32%	3 4% 18%	6 12% 39%	4 4% 25%	5 10% 35%	- - -	15 8% 100%	15 8% 100%	9 8% 57%	7 9% 43%	7 9% 43%	2 3% 13%
4	1 1%	- - -	1 1% 100%	- - -	- - -	1 7% 100%	- - -	- - -	- - -	1 2% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 106
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	2 1%	2 2%	-	-	-	-	-	1 1%	1 2%	1 57%	1 43%	-	-	2 100%	2 100%	1 43%	1 57%	1 57%	1 57%
Don't know	4 2%	1 1%	3 3%	-	1 11%	1 4%	-	-	2 3%	-	1 28%	3 5%	-	4 100%	4 100%	2 48%	2 52%	2 52%	2 54%
Net: 10/9/8/7	164 84%	74 83%	90 85%	9 100%	7 70%	14 75%	19 83%	54 87%	61 85%	38 76%	80 90%	45 83%	11 91%	153 84%	153 84%	94 85%	58 81%	60 82%	59 90%
Net: 10/9	81 42%	34 39%	47 44%	6 70%	2 19%	7 35%	7 32%	30 49%	28 39%	19 37%	40 45%	22 41%	6 48%	75 41%	75 41%	43 39%	31 43%	33 45%	32 49%
Net: 6/5/4	24 13%	12 13%	13 12%	-	2 20%	4 21%	4 17%	7 12%	7 10%	11 22%	7 8%	6 12%	1 9%	23 13%	23 13%	13 12%	10 14%	10 14%	3 5%
Net: 3/2/1	2 1%	2 2%	-	-	-	-	-	1 1%	1 2%	1 57%	1 43%	-	-	2 100%	2 100%	1 43%	1 57%	1 57%	1 57%
Mean	8.08	7.92	8.22	8.78	7.54	7.83	8.00	8.19	8.06	7.73	8.26	8.12	8.22	8.07	8.07	8.07	8.07	8.11	8.27
Standard Deviation	1.64	1.77	1.51	1.14	1.65	1.97	1.67	1.67	1.57	2.01	1.48	1.45	0.97	1.67	1.67	1.61	1.79	1.79	1.59

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 107
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
39 20%	22 25% 58%	13 23% 33%	4 11% 11%	28 24% 73%	6 20% 16%
42 22%	18 20% 43%	8 15% 19%	9 23% 22%	26 21% 61%	6 22% 15%
60 31%	29 32% 49%	17 31% 29%	13 32% 21%	36 30% 61%	11 35% 18%
23 12%	8 9% 37%	7 13% 31%	7 18% 32%	11 9% 45%	4 15% 19%
8 4%	1 2% 17%	- - -	1 3% 17%	4 3% 54%	1 5% 17%
15 8%	8 9% 52%	8 14% 51%	3 8% 21%	11 9% 72%	1 3% 7%
1 1%	1 1% 100%	- - -	- - -	1 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 46

Page 108
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows interesting programmes about history, science or the arts - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
1 - Not at all important	2 1%	-	1 3%	-	-
	-	2 43%	57%	-	-
Don't know	4 2%	2 2%	1 3%	3 2%	-
	48%	20%	26%	74%	-
Net: 10/9/8/7	164 84%	78 86%	46 83%	101 84%	28 92%
	48%	28%	20%	62%	17%
Net: 10/9	81 42%	40 45%	21 38%	54 45%	13 42%
	50%	26%	17%	67%	16%
Net: 6/5/4	24 13%	11 12%	8 14%	17 14%	2 8%
	43%	32%	19%	68%	10%
Net: 3/2/1	2 1%	-	1 3%	-	-
	-	2 43%	57%	-	-
Mean	8.08	8.26	7.95	8.21	8.28
Standard Deviation	1.64	1.54	1.83	1.56	1.28

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 47

Page 109
Absolutes/col/row percents

29 Nov 2010

Q6b(b) It shows interesting programmes about history, science or the arts - Summary

Base : Regular viewers of any of the channels

	Q6bb - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	7 4%	11 6%	39 20%
9	23 12%	31 16%	42 22%
8	45 23%	64 33%	60 31%
7	25 13%	34 17%	23 12%
6	14 7%	26 14%	8 4%
5	23 12%	15 8%	15 8%
4	11 6%	1 .	1 1%
3	1 1%	-	-
2	5 3%	-	-
1 - Does not apply at all	1 .	1 .	2 1%
Don't know	39 20%	11 6%	4 2%
Net: 10/9/8/7	100 52%	140 72%	164 84%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 47

Page 110
Absolutes/col/row percents

29 Nov 2010

Q6b(b) It shows interesting programmes about history, science or the arts - Summary

Base : Regular viewers of any of the channels

	Q6bb - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	30 16%	42 22%	81 42%
Net: 6/5/4	48 25%	42 22%	24 13%
Net: 3/2/1	7 4%	1 *	2 1%
Mean	6.91	7.53	8.08
Standard Deviation	1.94	1.41	1.64



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	15 8%	5 11% 33%	3 7% 22%	6 11% 38%
9	24 13%	5 12% 22%	1 3% 5%	9 17% 35%
8	43 22%	6 14% 15%	12 24% 27%	10 20% 23%
7	27 14%	9 19% 31%	6 13% 24%	8 17% 31%
6	17 9%	4 10% 25%	2 5% 14%	6 12% 36%
5	17 9%	4 9% 24%	7 13% 40%	1 2% 5%
4	8 4%	2 5% 28%	1 2% 15%	4 7% 44%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

Page 112
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	3 2% 28%	- - -	1 3% 43%	1 2% 29%
2	5 2% -	3 7% 73%	1 2% 27%	- - -
1 - Does not apply at all	3 1% -	- - -	2 3% 62%	1 2% 38%
Don't know	32 17% 23%	4 8% 12%	14 28% 43%	7 14% 22%
Net: 10/9/8/7	110 57% 23%	31 62% 28%	25 50% 23%	29 58% 26%
Net: 10/9	39 20% 26%	12 25% 32%	7 14% 18%	10 19% 25%
Net: 6/5/4	41 21% 26%	12 24% 29%	7 13% 16%	12 24% 29%
Net: 3/2/1	10 5% 9%	3 7% 32%	4 9% 41%	2 4% 19%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

Page 113
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	7.07 7.25	7.05	6.80	7.16
Standard Deviation	2.07 1.87	2.12	2.48	1.86

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

Page 114
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	15 8%	6 7%	8 8%	1 15%	- -	3 18%	1 3%	5 8%	1 1%	9 11%	5 8%	1 12%	13 7%	13 7%	9 8%	4 6%	4 6%	6 10%
9	24 13%	8 9%	17 16%	2 20%	1 10%	3 16%	1 6%	9 15%	3 6%	16 18%	5 10%	2 19%	22 12%	22 12%	14 13%	8 12%	8 11%	7 10%
8	43 22%	10 11%	33 32%	- -	1 11%	3 13%	9 39%	12 20%	12 24%	15 17%	16 30%	4 35%	39 22%	39 22%	15 13%	24 33%	25 34%	17 26%
7	27 14%	16 18%	12 11%	2 19%	2 20%	3 14%	2 10%	10 16%	8 16%	13 14%	6 12%	- -	27 15%	27 15%	19 17%	8 11%	8 11%	12 18%
6	17 9%	9 10%	7 7%	- -	1 9%	3 13%	2 7%	6 10%	4 7%	10 11%	3 6%	- -	17 9%	17 9%	11 10%	6 8%	6 8%	6 9%
5	17 9%	8 9%	9 8%	2 20%	2 22%	1 6%	3 14%	3 5%	4 8%	8 9%	5 9%	1 9%	16 9%	16 9%	8 8%	7 10%	7 10%	6 9%
4	8 4%	7 8%	1 1%	2 26%	1 9%	- -	1 4%	1 2%	1 3%	4 4%	3 6%	- -	8 4%	8 4%	6 5%	2 3%	2 3%	- -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	3 2%	1 1% 2%	2 2% 71%	-	-	-	-	2 4% 72%	1 1% 28%	2 5% 71%	1 1% 29%	-	-	3 2% 100%	3 2% 100%	2 2% 57%	1 2% 43%	2 3% 71%	2 3% 57%
2	5 2%	5 5% 100%	-	-	1 11% 23%	1 6% 27%	-	1 2% 25%	1 2% 25%	2 5% 52%	2 2% 48%	-	-	5 2% 100%	5 2% 100%	1 1% 27%	3 5% 73%	3 5% 73%	1 2% 23%
1 - Does not apply at all	3 1%	3 3% 100%	-	-	-	-	1 4% 30%	1 1% 32%	1 1% 38%	1 2% 38%	1 1% 32%	1 1% 30%	-	3 1% 100%	3 1% 100%	3 2% 100%	-	-	1 1% 30%
Don't know	32 17%	16 18% 50%	16 15% 50%	-	1 9% 3%	3 14% 8%	3 13% 10%	10 17% 32%	15 22% 48%	11 23% 36%	10 12% 32%	10 19% 32%	3 25% 9%	29 16% 91%	29 16% 91%	22 20% 68%	7 10% 23%	7 10% 23%	8 12% 25%
Net: 10/9/8/7	110 57%	40 45% 36%	70 66% 64% a	5 54% 4%	4 40% 4%	12 61% 11%	13 58% 12%	36 59% 33%	40 56% 36%	24 48% 22%	53 60% 48%	32 60% 30%	8 66% 7%	102 56% 93%	102 56% 93%	57 52% 52%	44 62% 40%	45 62% 41%	42 64% 38%
Net: 10/9	39 20%	14 16% 36%	25 24% 64%	3 36% 8%	1 10% 3%	7 34% 17%	2 9% 5%	14 23% 37%	12 17% 31%	4 8% 10%	25 29% 65% 1	10 18% 25%	4 31% 9%	36 20% 91%	36 20% 91%	23 21% 59%	12 18% 32%	12 17% 32%	13 20% 33%
Net: 6/5/4	41 21%	24 28% 59%	17 16% 41%	4 46% 10%	4 40% 9%	4 19% 9%	6 25% 14%	11 17% 26%	13 18% 32%	9 18% 22%	21 24% 52%	11 20% 27%	1 9% 3%	40 22% 97%	40 22% 97%	25 23% 61%	15 21% 36%	15 21% 36%	12 18% 28%
Net: 3/2/1	10 5%	8 9% 78%	2 2% 22%	-	1 11% 10%	1 6% 12%	1 4% 8%	4 7% 41%	3 4% 29%	6 11% 54%	4 4% 38%	1 1% 8%	-	10 6% 100%	10 6% 100%	6 5% 55%	5 7% 45%	6 8% 54%	4 6% 35%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	7.07	6.39	7.62 a	6.69	5.88	7.50	6.90	7.18	6.44	7.25	7.31	8.20	7.00	7.00	6.95	7.06	7.02	7.25
Standard Deviation	2.07	2.37	1.61	2.42	2.17	2.27	1.97	2.09	2.19	2.07	1.89	1.47	2.09	2.09	2.16	2.01	2.04	1.94

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

Page 117
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
15 8%	10 11% 68%	3 5% 20%	3 6% 17%	11 9% 72%	2 5% 11%
24 13%	14 16% 58%	8 14% 33%	7 18% 29%	14 12% 59%	2 7% 8%
43 22%	22 24% 50%	15 27% 34%	10 26% 24%	25 20% 57%	9 29% 20%
27 14%	9 10% 34%	8 14% 28%	6 16% 23%	21 17% 77%	- - -
17 9%	9 10% 54%	4 7% 22%	4 11% 26%	9 8% 55%	2 7% 13%
17 9%	6 6% 33%	5 10% 32%	3 7% 18%	12 10% 71%	2 6% 11%
8 4%	4 4% 44%	3 6% 40%	1 3% 15%	4 3% 52%	3 9% 34%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
3	-	1	1	1	1
2%	-	3%	3%	1%	3%
	-	43%	43%	29%	28%
5	2	2	1	-	3
2%	3%	4%	3%	-	11%
	50%	48%	25%	-	75%
3	1	1	-	2	-
1%	1%	2%	-	2%	-
	38%	32%	-	68%	-
32	14	5	3	22	7
17%	15%	9%	7%	18%	23%
	43%	16%	9%	67%	21%
110	55	33	26	71	12
57%	61%	61%	65%	59%	41%
	50%	30%	24%	64%	11%
39	24	11	10	25	4
20%	27%	20%	24%	21%	12%
	62%	28%	24%	64%	9%
41	18	12	8	25	7
21%	20%	22%	21%	21%	22%
	44%	29%	21%	61%	16%
10	3	4	3	3	4
5%	4%	8%	6%	2%	14%
	31%	42%	24%	26%	41%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 48

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.07	7.42	6.88	7.19	7.26	6.27
Standard Deviation	2.07	2.03	2.18	1.95	1.88	2.61

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	17 9%	5 11% 29%	5 10% 30%	2 4% 11%
9	25 13%	5 12% 21%	7 13% 27%	7 13% 26%
8	51 26%	12 26% 23%	15 29% 29%	13 25% 25%
7	35 18%	6 14% 18%	11 21% 30%	6 12% 17%
6	22 11%	7 16% 33%	5 11% 25%	5 10% 23%
5	9 5%	1 2% 10%	3 6% 31%	1 3% 15%
4	5 2%	2 5% 46%	1 3% 31%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

Page 121
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	1 1% 100%	- - -	- - -	- - -
2	4 2%	- - -	3 5% 74%	1 2% 26%
1 - Does not apply at all	4 2%	- 2% 30%	2 3% 44%	1 2% 26%
Don't know	22 11%	5 10% 21%	7 14% 33%	7 14% 32%
Net: 10/9/8/7	128 66%	28 64% 22%	37 73% 28%	33 66% 26%
Net: 10/9	42 22%	10 23% 24%	11 23% 27%	8 17% 20%
Net: 6/5/4	35 18%	10 23% 29%	9 18% 26%	8 17% 23%
Net: 3/2/1	9 4%	1 3% 13%	1 2% 13%	4 9% 51%
Mean	7.30	7.43	7.46	7.15

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.92 1.75	1.76	2.38	1.78

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	17 9%	6 3%	11 67%	3 19%	- -	2 15%	2 9%	8 45%	2 13%	1 8%	11 66%	4 26%	2 14%	15 86%	15 86%	9 55%	5 31%	5 31%	5 29%
9	25 13%	9 37%	16 63%	2 7%	4 16%	2 9%	1 6%	7 26%	9 36%	10 39%	12 49%	3 12%	2 9%	23 91%	23 91%	16 65%	7 26%	7 26%	11 45%
8	51 26%	21 42%	30 58%	2 4%	1 2%	6 11%	8 15%	13 25%	22 43%	10 20%	18 36%	23 45%	2 4%	49 96%	49 96%	32 63%	17 33%	18 35%	25 48%
7	35 18%	18 51%	17 49%	1 3%	3 8%	8 21%	4 10%	9 27%	11 31%	9 25%	17 47%	10 28%	3 9%	32 91%	32 91%	16 45%	16 47%	16 47%	8 22%
6	22 11%	14 66%	7 34%	1 6%	1 4%	- -	2 7%	9 42%	9 40%	6 28%	11 49%	5 23%	1 5%	21 95%	21 95%	11 49%	9 42%	9 42%	5 25%
5	9 5%	2 3%	7 75%	- -	- -	- -	1 3%	5 7%	4 6%	1 2%	6 7%	2 4%	- -	9 5%	9 5%	5 52%	4 6%	4 6%	3 5%
4	5 2%	3 4%	1 1%	- -	1 23%	- -	1 4%	3 4%	- -	1 2%	3 4%	- -	- -	5 2%	5 2%	4 3%	1 1%	1 1%	2 3%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

Page 124
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1 1%	1 1%	-	-	-	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	-	-	-	100%	-	100%	-	-	100%	100%	100%	-	-	-
2	4 2%	1 1%	3 3%	-	-	-	1 6%	1 2%	1 2%	3 5%	1 1%	-	-	4 2%	4 2%	4 3%	-	-	1 1%
		26%	74%	-	-	-	36%	26%	38%	74%	26%	-	-	100%	100%	100%	-	-	26%
1 - Does not apply at all	4 2%	4 4%	-	-	-	-	1 4%	1 1%	2 3%	2 4%	1 1%	1 1%	-	4 2%	4 2%	3 2%	1 2%	1 2%	1 1%
		100%	-	-	-	-	21%	23%	56%	56%	23%	21%	-	100%	100%	70%	30%	30%	21%
Don't know	22 11%	9 10%	13 13%	-	-	1 5%	3 14%	7 12%	10 14%	8 15%	7 8%	7 12%	1 8%	21 11%	21 11%	10 9%	10 15%	11 16%	5 7%
		39%	61%	-	-	5%	14%	34%	47%	36%	34%	30%	4%	96%	96%	47%	48%	52%	22%
Net: 10/9/8/7	128 66%	54 61%	74 70%	8 85%	8 80%	18 95%	14 63%	36 59%	44 61%	30 59%	58 65%	40 74%	10 83%	119 65%	119 65%	73 67%	45 63%	46 63%	49 74%
		42%	58%	6%	6%	14%	11%	28%	34%	23%	45%	31%	8%	92%	92%	57%	35%	36%	38%
Net: 10/9	42 22%	15 17%	27 26%	5 54%	4 41%	5 24%	3 13%	14 23%	11 16%	11 22%	23 26%	8 14%	5 40%	37 20%	37 20%	26 23%	12 17%	12 16%	16 25%
		35%	65%	12%	9%	11%	7%	34%	27%	26%	56%	18%	11%	89%	89%	61%	28%	28%	39%
Net: 6/5/4	35 18%	20 22%	16 15%	1 15%	2 20%	-	3 14%	16 26%	13 18%	8 16%	20 23%	7 13%	1 9%	34 19%	34 19%	19 17%	14 20%	14 20%	11 16%
		56%	44%	4%	5%	-	9%	46%	36%	22%	58%	20%	3%	97%	97%	54%	41%	41%	30%
Net: 3/2/1	9 4%	6 7%	3 3%	-	-	-	2 9%	2 3%	5 7%	5 10%	3 3%	1 1%	-	9 5%	9 5%	7 7%	1 2%	1 2%	2 3%
		69%	31%	-	-	-	25%	21%	54%	56%	34%	9%	-	100%	100%	87%	13%	13%	20%
Mean	7.30	6.95	7.61	8.49	7.50	7.98	6.89	7.24	7.09	6.91	7.34	7.59	8.18	7.25	7.25	7.23	7.30	7.31	7.56

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

Page 125
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.92	2.07	1.74	1.51	1.68	1.08	2.33	1.98	2.32	1.92	1.47	1.38	1.94	1.94	2.12	1.65	1.63	1.76

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

Page 126
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
17 9%	8 8% 45%	5 8% 27%	5 11% 26%	12 10% 69%	1 3% 5%
25 13%	17 19% 68%	6 12% 26%	7 18% 29%	16 14% 66%	1 5% 6%
51 26%	24 26% 47%	12 21% 23%	13 32% 25%	31 26% 61%	7 24% 14%
35 18%	11 12% 31%	8 15% 23%	5 13% 15%	26 22% 73%	3 11% 9%
22 11%	10 11% 45%	11 19% 49%	6 14% 26%	9 7% 42%	6 20% 28%
9 5%	4 5% 46%	3 6% 35%	- - -	6 5% 69%	3 9% 31%
5 2%	4 4% 78%	4 6% 78%	- - -	4 3% 77%	1 3% 23%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

Page 127
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 1%	-	-	-	1 4%
	-	-	-	-	100%
2	4 2%	3 3%	-	4 3%	-
	-	74%	-	100%	-
1 - Does not apply at all	4 2%	1 1%	-	2 2%	1 4%
	-	27%	-	48%	30%
Don't know	22 11%	10 11%	5 12%	11 9%	5 18%
	-	45%	22%	50%	25%
Net: 10/9/8/7	128 66%	59 66%	30 74%	85 71%	13 42%
	-	46%	23%	66%	10%
Net: 10/9	42 22%	25 27%	12 29%	28 23%	2 7%
	-	58%	28%	67%	5%
Net: 6/5/4	35 18%	18 19%	6 14%	19 16%	10 33%
	-	50%	16%	53%	28%
Net: 3/2/1	9 4%	4 4%	-	5 5%	2 8%
	-	43%	-	64%	26%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 49

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - All channels combined **

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.30	7.40	6.84	7.98	7.34	6.45
Standard Deviation	1.92	1.97	2.14	1.24	1.95	2.03

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 129
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Extremely important	25 13%	7 15% 27%	5 10% 20%	6 13% 26%
9	32 17%	6 15% 20%	11 23% 35%	8 16% 25%
8	48 25%	11 26% 23%	17 34% 35%	9 17% 18%
7	30 15%	8 19% 28%	2 4% 7%	11 23% 39%
6	20 10%	5 12% 26%	5 10% 24%	5 10% 25%
5	14 7%	3 7% 21%	4 8% 30%	1 3% 10%
4	4 2%	- - -	4 7% 82%	1 2% 18%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 130
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	3 1%	2 4%	-	1 2%
	63%	-	-	37%
2	4 2%	-	4 7%	-
	-	-	100%	-
1 - Not at all important	10 5%	3 6%	4 8%	2 4%
	11%	30%	39%	20%
Don't know	4 2%	2 4%	1 2%	1 2%
	-	51%	24%	25%
Net: 10/9/8/7	135 70%	36 72%	32 64%	35 69%
	24%	26%	24%	26%
Net: 10/9	57 30%	11 23%	18 36%	15 29%
	23%	20%	32%	25%
Net: 6/5/4	39 20%	9 19%	10 20%	11 23%
	21%	24%	25%	29%
Net: 3/2/1	16 8%	3 6%	8 15%	3 6%
	17%	18%	46%	18%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 131
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	7.19 7.45	7.27	6.89	7.20
Standard Deviation	2.31 2.01	2.14	2.85	2.13

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 132
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	25 13%	11 12% 44%	14 13% 56%	3 35% 13%	1 9% 4%	5 26% 20%	2 10% 9%	9 15% 37%	5 7% 19%	4 8% 17%	15 17% 59%	6 11% 24%	1 12% 5%	24 13% 95%	24 13% 95%	14 13% 57%	9 13% 38%	9 13% 38%	9 14% 37%
9	32 17%	11 12% 33%	22 20% 67%	1 10% 3%	3 31% 9%	1 7% 4%	- 7% -	13 20% 39%	14 20% 45%	9 17% 27%	14 16% 45%	9 16% 28%	3 28% 10%	29 16% 90%	29 16% 90%	19 17% 59%	10 14% 31%	10 14% 31%	10 16% 33%
8	48 25%	19 22% 40%	29 27% 60%	4 40% 8%	4 40% 8%	2 10% 4%	8 34% 16%	9 15% 19%	22 31% 45%	8 15% 16%	22 25% 47%	18 33% 37%	4 34% 8%	44 24% 92%	44 24% 92%	26 23% 54%	18 26% 38%	19 26% 40%	23 35% 48%
7	30 15%	13 14% 43%	17 16% 57%	- - -	- - -	6 31% 20%	3 13% 10%	4 7% 14%	17 23% 56%	9 17% 29%	14 16% 46%	7 13% 25%	1 9% 4%	29 16% 96%	29 16% 96%	15 14% 51%	13 18% 42%	14 19% 46%	11 17% 37%
6	20 10%	12 13% 58%	8 8% 42%	- - -	2 21% 10%	2 12% 11%	3 13% 15%	9 15% 45%	4 5% 19%	7 14% 34%	6 7% 32%	7 13% 34%	1 9% 5%	19 11% 95%	19 11% 95%	9 8% 46%	10 14% 49%	10 14% 49%	4 6% 20%
5	14 7%	9 10% 61%	5 5% 39%	1 15% 9%	- - -	1 5% 6%	3 11% 18%	6 11% 46%	3 4% 20%	5 10% 34%	7 8% 52%	2 4% 14%	- - -	14 8% 100%	14 8% 100%	10 9% 67%	5 6% 33%	5 6% 33%	4 6% 30%
4	4 2%	2 2% 49%	2 2% 51%	- - -	- - -	1 4% 18%	- - -	4 6% 82%	- - -	1 2% 18%	3 3% 62%	1 2% 20%	- - -	4 2% 100%	4 2% 100%	2 2% 51%	2 3% 49%	2 3% 49%	1 1% 20%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 133
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	3 1%	1 1%	2 2%	* 40%	- 60%	- -	1 3%	1 2%	1 3%	- -	3 100%	- -	- -	3 100%	3 100%	2 63%	1 37%	1 37%	- -
2	4 2%	- -	4 3%	- -	- -	- -	1 6%	- -	2 3%	3 5%	- -	1 2%	- -	4 2%	4 2%	4 3%	- -	- -	1 1%
1 - Not at all important	10 5%	8 9%	2 2%	- 82%	- 18%	- -	2 7%	5 9%	3 4%	4 8%	3 30%	3 5%	- -	10 5%	10 5%	8 7%	2 3%	2 3%	2 3%
Don't know	4 2%	3 3%	1 1%	- 76%	- 24%	1 28%	1 23%	1 25%	1 24%	2 51%	1 25%	1 24%	1 25%	3 75%	3 75%	2 51%	1 24%	1 24%	- -
Net: 10/9/8/7	135 70%	54 61%	81 77%	8 6%	8 6%	14 73%	13 56%	35 57%	58 80%	29 58%	66 74%	40 74%	10 83%	125 69%	125 69%	74 67%	50 71%	52 71%	54 82%
		40%	60%			10%	10%	26%	43%	22%	49%	30%	7%	93%	93%	55%	37%	39%	40%
Net: 10/9	57 30%	22 24%	36 34%	4 45%	4 40%	6 33%	2 10%	22 35%	19 27%	13 26%	29 33%	15 27%	5 40%	53 29%	53 29%	33 30%	19 27%	19 27%	20 30%
		38%	62%	7%	7%	11%	4%	38%	33%	23%	51%	26%	8%	92%	92%	58%	34%	34%	35%
Net: 6/5/4	39 20%	23 26%	16 15%	1 15%	2 21%	4 21%	6 24%	19 31%	7 9%	13 25%	16 19%	10 18%	1 9%	38 21%	38 21%	21 19%	17 23%	17 23%	9 14%
		58%	42%	3%	5%	10%	14%	50%	17%	32%	42%	25%	3%	97%	97%	54%	43%	43%	24%
Net: 3/2/1	16 8%	9 10%	7 7%	* 56%	- 44%	- -	4 16%	6 10%	6 9%	7 14%	6 7%	4 7%	- -	16 9%	16 9%	13 12%	3 5%	3 5%	3 4%
				*	-	-	22%	39%	39%	43%	35%	22%	-	100%	100%	80%	20%	20%	16%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 134
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Mean	7.19	6.82	7.50	8.35	8.07	7.70	6.44	6.88	7.30	6.58	7.43	7.36	8.26	7.13	7.13	7.00	7.33	7.33	7.64
Standard Deviation	2.31	2.51	2.08	1.75	1.29	1.81	2.53	2.65	2.12	2.62	2.17	2.15	1.17	2.34	2.34	2.54	2.02	1.99	1.91

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 135
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Extremely important	25 13%	12 13% 46%	4 9% 14%	19 16% 76%	3 8% 10%
9	32 17%	18 20% 55%	9 23% 28%	19 16% 58%	4 12% 11%
8	48 25%	17 18% 35%	16 40% 33%	24 20% 50%	7 23% 15%
7	30 15%	17 19% 57%	3 8% 10%	20 16% 67%	7 23% 23%
6	20 10%	6 6% 28%	5 11% 22%	12 10% 61%	2 8% 12%
5	14 7%	10 11% 72%	1 2% 6%	10 8% 69%	4 12% 25%
4	4 2%	3 3% 62%	- - -	4 4% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 136
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
3 1%	1 1% 24%	1 1% 24%	* * *	2 1% 60%	1 4% 39%
4 2%	4 4% 100%	3 5% 75%	1 2% 25%	3 2% 75%	- - -
10 5%	3 3% 27%	3 5% 28%	1 3% 11%	5 4% 47%	3 11% 33%
4 2%	2 2% 51%	- - -	1 2% 23%	3 2% 77%	- - -
135 70%	63 70% 47%	34 61% 25%	32 79% 24%	82 68% 60%	20 66% 15%
57 30%	29 32% 51%	14 26% 25%	13 31% 22%	38 31% 66%	6 20% 11%
39 20%	19 21% 48%	15 27% 39%	5 14% 14%	27 22% 69%	6 19% 15%
16 8%	7 8% 42%	6 11% 38%	2 5% 12%	9 8% 56%	4 15% 27%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 50

Page 137
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** It shows high quality soaps or dramas made in the UK - Importance Rating **

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.19	7.18	6.81	7.69	7.21	6.61
Standard Deviation	2.31	2.29	2.56	1.89	2.31	2.56

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 51

Page 138
Absolutes/col/row percents

29 Nov 2010

Q6b(b) It shows high quality soaps or dramas made in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bb - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	15 8%	17 9%	25 13%
9	24 13%	25 13%	32 17%
8	43 22%	51 26%	48 25%
7	27 14%	35 18%	30 15%
6	17 9%	22 11%	20 10%
5	17 9%	9 5%	14 7%
4	8 4%	5 2%	4 2%
3	3 2%	1 1%	3 1%
2	5 2%	4 2%	4 2%
1 - Does not apply at all	3 1%	4 2%	10 5%
Don't know	32 17%	22 11%	4 2%
Net: 10/9/8/7	110 57%	128 66%	135 70%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 51

Page 139
Absolutes/col/row percents

29 Nov 2010

Q6b(b) It shows high quality soaps or dramas made in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bb - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	39 20%	42 22%	57 30%
Net: 6/5/4	41 21%	35 18%	39 20%
Net: 3/2/1	10 5%	9 4%	16 8%
Mean	7.07	7.30	7.19
Standard Deviation	2.07	1.92	2.31



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 140
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	17 9%	5 11% 29%	5 10% 30%	1 3% 8%
9	22 11%	3 7% 14%	8 16% 37%	3 6% 14%
8	49 25%	7 16% 14%	14 28% 29%	18 35% 36%
7	28 14%	7 16% 25%	3 6% 10%	8 17% 29%
6	19 10%	7 16% 37%	6 13% 33%	5 10% 25%
5	23 12%	4 9% 17%	5 10% 23%	9 18% 40%
4	8 4%	2 4% 24%	1 2% 11%	2 4% 27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 141
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	4 2% 23%	1 2% 26%	2 4% 51%	- - -
2	1 1%	1 2% 100%	- - -	- - -
1 - Does not apply at all	4 2% 24%	1 2% 26%	2 5% 51%	- - -
Don't know	18 9% 39%	4 8% 22%	3 5% 15%	5 9% 25%
Net: 10/9/8/7	116 60% 19%	30 61% 26%	31 63% 27%	32 64% 28%
Net: 10/9	39 20% 20%	13 27% 34%	13 26% 33%	5 9% 12%
Net: 6/5/4	50 26% 29% 26%	12 25% 24%	12 23% 23%	13 27% 27%
Net: 3/2/1	9 5% 4% 21%	3 6% 34%	4 9% 45%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 142
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	7.04 6.92	7.24	6.98	6.99
Standard Deviation	2.03 2.08	2.16	2.31	1.57

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 143
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	17 9%	6 34%	11 66%	3 19%	1 5%	1 6%	1 8%	4 27%	1 8%	12 74%	3 18%	2 14%	14 86%	14 86%	10 60%	4 26%	4 26%	5 31%
9	22 11%	12 13%	10 10%	- -	1 11%	4 23%	2 10%	5 7%	4 8%	9 10%	9 16%	3 27%	19 10%	19 10%	13 57%	6 28%	6 8%	14 21%
8	49 25%	24 28%	25 50%	4 44%	1 9%	4 19%	4 19%	23 36%	14 28%	25 28%	10 18%	2 18%	47 26%	47 26%	28 57%	18 25%	18 24%	15 23%
7	28 14%	11 13%	17 16%	1 4%	2 19%	3 18%	2 10%	6 10%	4 8%	13 15%	11 20%	- -	28 15%	28 15%	16 55%	13 45%	13 45%	10 15%
6	19 10%	8 39%	12 61%	- -	3 31%	1 5%	2 10%	6 10%	4 22%	11 55%	4 23%	1 9%	18 10%	18 10%	11 58%	7 10%	7 37%	8 11%
5	23 12%	11 13%	11 51%	- -	1 9%	2 8%	5 22%	7 12%	9 38%	8 9%	6 10%	- -	23 12%	23 12%	13 60%	9 13%	9 12%	5 8%
4	8 4%	4 5%	4 48%	1 10%	- -	1 6%	1 4%	3 5%	4 9%	1 1%	3 6%	1 9%	7 4%	7 4%	5 63%	2 3%	3 4%	2 3%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 144
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	2 2% 51%	2 2% 49%	-	-	1 6% 31%	1 4% 20%	-	2 3% 49%	2 4% 54%	-	2 3% 46%	-	4 2% 100%	4 2% 100%	3 3% 77%	1 1% 23%	2 3% 49%	2 3% 46%
2	1 1%	1 1% 100%	-	-	1 11% 100%	-	-	-	-	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	-	1 1% 100%	1 1% 100%	1 2% 100%
1 - Does not apply at all	4 2%	2 3% 56%	2 2% 44%	-	-	-	-	4 6% 80%	1 1% 20%	1 3% 31%	1 1% 26%	2 4% 44%	1 8% 20%	4 2% 80%	4 2% 80%	1 1% 24%	2 3% 56%	2 3% 56%	1 1% 20%
Don't know	18 9%	6 7% 35%	12 11% 65%	-	-	2 10% 10%	4 16% 20%	3 6% 19%	9 13% 51%	6 13% 35%	7 8% 38%	5 9% 27%	1 9% 6%	17 10% 94%	17 10% 94%	10 9% 52%	8 11% 42%	8 11% 42%	3 5% 17%
Net: 10/9/8/7	116 60%	53 60% 46%	63 60% 54%	8 90% 7%	5 49% 4%	12 65% 11%	10 45% 9%	38 61% 33%	43 60% 37%	24 46% 20%	60 67% 52%	33 60% 28%	8 65% 7%	108 59% 93%	108 59% 93%	66 60% 57%	41 57% 35%	41 56% 35%	44 67% 38%
Net: 10/9	39 20%	18 20% 45%	21 20% 55%	3 35% 8%	2 20% 5%	5 28% 14%	4 16% 9%	9 15% 23%	16 22% 40%	5 11% 14%	22 24% 56%	12 22% 31%	6 48% 14%	33 18% 86%	33 18% 86%	23 21% 59%	11 15% 27%	11 14% 27%	19 29% 49%
Net: 6/5/4	50 26%	23 26% 46%	27 26% 54%	1 10% 2%	4 41% 8%	4 19% 7%	8 36% 16%	17 27% 34%	17 23% 33%	17 34% 34%	20 22% 40%	13 24% 26%	2 18% 4%	48 26% 96%	48 26% 96%	30 27% 60%	18 25% 36%	19 26% 38%	15 22% 29%
Net: 3/2/1	9 5%	6 6% 59%	4 4% 41%	-	1 11% 11%	1 6% 13%	1 4% 9%	4 6% 37%	3 4% 30%	3 7% 37%	2 2% 23%	4 7% 40%	1 8% 9%	9 5% 91%	9 5% 91%	4 4% 44%	4 6% 47%	5 7% 58%	4 6% 40%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

Page 145
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Mean	7.04	6.92	7.14	8.20	6.54	7.20	6.73	6.88	7.14	6.44	7.47 j	6.85	7.56	7.00	7.00	7.11	6.81	6.71	7.27
Standard Deviation	2.03	2.12	1.96	1.84	2.24	2.03	1.93	2.18	1.92	2.09	1.84	2.15	2.80	1.98	1.98	1.92	2.08	2.13	2.00

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
Effective Total	181	82	52	39	111	27
10 - Applies completely	17 9%	9 10% 56%	6 11% 35%	1 2% 5%	15 13% 89%	- - -
9	22 11%	9 10% 39%	5 10% 24%	10 24% 44% D	8 7% 38%	4 13% 18%
8	49 25%	28 31% 56%	16 29% 32%	9 22% 18%	31 26% 64%	9 30% 18%
7	28 14%	12 13% 43%	6 11% 22%	6 16% 22%	19 16% 69%	2 8% 9%
6	19 10%	8 9% 41%	7 13% 36%	5 13% 26%	12 10% 63%	2 7% 11%
5	23 12%	9 10% 40%	6 11% 27%	4 11% 19%	15 12% 66%	3 8% 11%
4	8 4%	5 6% 66%	4 7% 48%	1 2% 11%	5 4% 62%	2 8% 27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
4	1	-	-	3	1
2%	1% 31%	-	-	2% 69%	4% 31%
1	1	1	-	-	1
1%	1% 100%	2% 100%	- -	- -	3% 100%
4	-	1	1	2	-
2%	-	2% 26%	3% 26%	2% 54%	- -
18	8	3	3	9	6
9%	9% 43%	5% 16%	8% 18%	7% 47%	18% 30%
116	58	33	26	74	15
60%	64% 50%	60% 29%	64% 22%	62% 64%	51% 13%
39	18	11	11	23	4
20%	20% 46%	20% 29%	26% 27%	19% 60%	13% 10%
50	22	17	10	32	7
26%	25% 45%	31% 34%	25% 20%	27% 64%	23% 14%
9	2	2	1	5	2
5%	3% 24%	4% 23%	3% 12%	4% 55%	8% 24%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 52

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.04	7.25	7.02	7.21	7.09	6.71
Standard Deviation	2.03	1.85	2.09	1.87	2.01	2.07

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 149
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	12 6%	5 12% 44%	2 4% 16%	3 6% 23%
9	22 11%	5 12% 25%	4 8% 18%	2 4% 10%
8	62 32%	10 23% 17%	14 28% 23%	15 30% 24%
7	45 23%	9 20% 19%	11 22% 24%	16 33% 36%
6	18 9%	6 14% 34%	7 15% 41%	2 5% 13%
5	19 10%	4 8% 19%	1 2% 6%	3 6% 16%
4	5 2%	- - -	3 6% 62%	2 4% 38%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 150
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	48	45
2	1 1%	- 2% 100%	- -	- -
1 - Does not apply at all	1 1%	- -	1 3% 100%	- -
Don't know	9 5%	5 11% 54%	2 4% 23%	1 2% 13%
Net: 10/9/8/7	141 73%	30 67% 21%	35 71% 25%	41 81% 29%
Net: 10/9	34 17%	11 24% 32%	12 24% 36%	7 13% 20%
Net: 6/5/4	42 22%	10 22% 23%	12 23% 27%	7 14% 17%
Net: 3/2/1	2 1%	- 2% 45%	1 3% 55%	- -
Mean	7.31	7.60	7.34	7.34
Standard Deviation	1.57	1.49	1.69	1.36



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 151
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	12 6%	5 6%	7 7%	2 25%	2 22%	-	-	3 4%	5 7%	3 5%	7 8%	2 4%	2 21%	9 5%	9 5%	7 7%	2 3%	2 3%	4 6%
		41%	59%	19%	18%	-	-	22%	41%	22%	60%	18%	20%	80%	80%	61%	19%	19%	31%
9	22 11%	11 13%	11 10%	3 29%	-	5 27%	2 9%	2 4%	10 14%	3 7%	12 13%	7 12%	2 19%	20 11%	20 11%	11 10%	9 12%	9 12%	12 19%
		51%	49%	12%	-	24%	10%	10%	45%	16%	53%	31%	10%	90%	90%	50%	40%	40%	57%
8	62 32%	29 33%	33 31%	2 25%	4 38%	6 30%	9 39%	24 38%	18 25%	20 39%	28 31%	15 27%	2 18%	60 33%	60 33%	39 36%	20 28%	20 27%	16 24%
		47%	53%	4%	6%	9%	14%	38%	29%	31%	44%	24%	3%	97%	97%	63%	32%	32%	26%
7	45 23%	20 22%	25 24%	1 11%	4 40%	4 23%	6 24%	13 21%	18 25%	13 26%	17 19%	15 27%	-	45 25%	45 25%	24 54%	21 29%	21 28%	18 26%
		44%	56%	2%	9%	10%	12%	28%	39%	29%	38%	33%	-	100%	100%	54%	46%	46%	41%
6	18 9%	10 11%	8 7%	-	-	1 6%	2 7%	8 13%	8 10%	6 11%	9 10%	3 6%	1 9%	17 9%	17 9%	10 9%	7 9%	7 9%	6 9%
		56%	44%	-	-	6%	9%	43%	42%	31%	51%	18%	6%	94%	94%	57%	37%	37%	34%
5	19 10%	9 10%	11 10%	-	-	2 9%	3 14%	7 12%	7 10%	3 6%	10 12%	6 11%	2 17%	17 9%	17 9%	11 10%	7 9%	7 9%	4 6%
		44%	56%	-	-	8%	17%	38%	37%	16%	53%	30%	10%	90%	90%	55%	35%	35%	22%
4	5 2%	2 2%	3 3%	1 10%	-	1 5%	1 4%	-	2 3%	1 2%	1 1%	3 5%	1 8%	4 2%	4 2%	3 3%	1 1%	2 3%	2 3%
		41%	59%	19%	-	22%	19%	-	41%	22%	19%	59%	19%	81%	81%	62%	19%	41%	41%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 152
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-
1 - Does not apply at all	1 1%	1 2%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	100%	-	-	-	100%	100%	-	100%	100%	-
Don't know	9 5%	1 1%	8 7%	-	-	-	1 3%	3 5%	5 7%	1 2%	4 4%	4 7%	1 9%	8 4%	8 4%	5 4%	3 4%	4 5%	3 4%
		10%	90%	-	-	-	9%	34%	57%	10%	45%	45%	12%	88%	88%	54%	34%	44%	34%
Net: 10/9/8/7	141 73%	65 73%	76 72%	8 90%	10 100%	15 80%	16 72%	41 67%	50 70%	39 76%	63 71%	39 71%	7 57%	134 74%	134 74%	82 74%	52 72%	52 71%	51 77%
		46%	54%	6%	7%	11%	12%	29%	36%	27%	45%	27%	5%	95%	95%	58%	37%	37%	36%
Net: 10/9	34 17%	16 18%	18 17%	5 54%	2 22%	5 27%	2 9%	5 8%	15 20%	6 12%	19 21%	9 16%	5 40%	29 16%	29 16%	18 16%	11 15%	11 15%	16 24%
		47%	53%	15%	6%	15%	6%	14%	43%	18%	56%	26%	14%	86%	86%	54%	33%	33%	48%
Net: 6/5/4	42 22%	20 23%	21 20%	1 10%	-	4 20%	6 25%	15 24%	17 23%	10 19%	20 23%	12 22%	4 34%	38 21%	38 21%	24 22%	14 20%	15 21%	12 19%
		49%	51%	2%	-	9%	13%	36%	40%	23%	48%	29%	9%	91%	91%	57%	34%	36%	29%
Net: 3/2/1	2 1%	2 3%	-	-	-	-	-	2 4%	-	1 5%	1 1%	-	-	2 1%	2 1%	-	2 3%	2 3%	-
		100%	-	-	-	-	-	100%	-	55%	45%	-	-	100%	100%	-	100%	100%	-
Mean	7.31	7.22	7.39	8.29	8.03	7.46	7.11	7.00	7.36	7.23	7.40	7.22	7.56	7.29	7.29	7.40	7.11	7.07	7.50
Standard Deviation	1.57	1.71	1.44	1.80	1.19	1.48	1.37	1.72	1.49	1.64	1.59	1.49	2.19	1.53	1.53	1.42	1.69	1.72	1.41

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 153
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
12 6%	5 5% 42%	5 9% 41%	1 2% 8%	11 9% 92%	- - -
22 11%	11 12% 51%	5 9% 24%	8 19% 35%	12 10% 56%	2 7% 9%
62 32%	36 40% 58%	21 39% 34%	14 34% 22%	37 31% 59%	11 38% 19%
45 23%	21 23% 46%	13 23% 28%	7 16% 15%	30 25% 68%	8 27% 18%
18 9%	7 8% 38%	2 3% 10%	4 11% 24%	8 7% 44%	6 19% 32%
19 10%	7 7% 35%	6 10% 29%	3 6% 13%	16 13% 82%	- - -
5 2%	2 2% 41%	2 3% 37%	1 2% 19%	3 2% 62%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 53

Page 154
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
1 1%	-	1 2%	1 3%	-	-
	-	100%	100%	-	-
1 1%	-	-	-	1 1%	-
	-	-	-	100%	-
9 5%	2 2%	1 2%	2 5%	2 2%	3 10%
	25%	10%	25%	21%	34%
141 73%	73 80%	44 80%	29 72%	90 75%	21 71%
	52%	31%	21%	64%	15%
34 17%	16 18%	10 18%	9 21%	23 19%	2 7%
	48%	30%	25%	69%	6%
42 22%	15 17%	9 17%	8 19%	27 22%	6 19%
	37%	22%	19%	63%	14%
2 1%	-	1 2%	1 3%	1 1%	-
	-	45%	45%	55%	-
7.31	7.53	7.41	7.37	7.32	7.36
1.57	1.31	1.65	1.63	1.65	0.91

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	27 14% 12 27% 44%	5 10% 18%	6 11% 21%	5 9% 17%
9	38 20% 7 16% 18%	13 27% 35%	9 17% 22%	9 18% 24%
8	60 31% 10 24% 18%	15 29% 24%	15 30% 26%	19 39% 33%
7	32 17% 7 16% 22%	6 12% 18%	13 26% 41%	6 13% 19%
6	9 4% 3 6% 33%	2 4% 24%	3 5% 32%	1 2% 11%
5	21 11% 4 9% 18%	7 14% 35%	3 6% 16%	6 13% 31%
4	3 2% 1 2% 33%	1 2% 35%	- - -	1 2% 33%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

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Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	2 1%	1 2% 52%	-	1 2% 48%
1 - Not at all important	1 1%	-	1 3% 100%	1 2%
Don't know	1 1%	-	-	1 2% 100%
Net: 10/9/8/7	157 81% 23%	39 77% 25%	43 85% 27%	40 79% 25%
Net: 10/9	65 34% 29%	18 36% 28%	14 28% 22%	14 28% 21%
Net: 6/5/4	32 17% 24%	10 21% 32%	6 12% 18%	9 17% 26%
Net: 3/2/1	4 2% -	1 2% 32%	1 3% 38%	1 2% 30%
Mean	7.73	7.63	7.64	7.62
Standard Deviation	1.71	1.75	1.72	1.66

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

Page 157
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	27 14%	11 13% 41%	16 15% 59%	2 25% 8%	3 31% 11%	2 12% 8%	2 7% 6%	7 12% 27%	11 15% 40%	7 13% 24%	12 13% 42%	9 17% 34%	1 12% 5%	26 14% 95%	26 14% 95%	17 15% 62%	9 13% 33%	9 12% 33%	13 19% 46%
9	38 20%	15 17% 40%	23 21% 60%	3 29% 7%	3 31% 8%	4 19% 9%	4 17% 10%	11 18% 29%	14 19% 37%	7 13% 18%	22 25% 59%	9 16% 23%	3 28% 9%	35 19% 91%	35 19% 91%	19 18% 51%	14 20% 38%	14 20% 38%	17 27% 46%
8	60 31%	30 34% 50%	30 28% 50%	2 26% 4%	2 18% 3%	5 29% 9%	9 38% 15%	20 33% 34%	21 30% 36%	19 38% 32%	23 26% 39%	17 32% 29%	4 35% 7%	56 31% 93%	56 31% 93%	34 31% 57%	22 31% 36%	24 32% 40%	15 23% 25%
7	32 17%	11 13% 34%	21 20% 66%	2 20% 6%	- - -	4 21% 12%	3 13% 9%	9 15% 29%	14 19% 43%	6 11% 18%	14 16% 45%	12 22% 37%	1 8% 3%	31 17% 97%	31 17% 97%	21 19% 65%	10 15% 32%	10 14% 32%	12 18% 37%
6	9 4%	5 5% 56%	4 4% 44%	- - -	1 10% 11%	- - -	1 3% 8%	3 6% 40%	3 5% 41%	3 7% 40%	4 5% 47%	1 2% 12%	- - -	9 5% 100%	9 5% 100%	6 6% 75%	2 3% 25%	2 3% 25%	5 7% 53%
5	21 11%	11 12% 53%	10 9% 47%	- - -	1 11% 5%	2 10% 9%	5 22% 24%	6 9% 28%	7 10% 34%	6 12% 30%	11 12% 51%	4 7% 19%	1 9% 5%	20 11% 95%	20 11% 95%	11 10% 52%	9 12% 43%	9 12% 43%	4 6% 20%
4	3 2%	2 2% 67%	1 1% 33%	- - -	- - -	1 6% 33%	- - -	2 4% 67%	- - -	- - -	1 1% 35%	2 4% 65%	1 9% 33%	2 1% 67%	2 1% 67%	1 1% 33%	1 2% 35%	1 2% 35%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

Page 158
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	1 1% 52%	1 1% 48%	-	-	-	-	1 2% 48%	1 2% 52%	1 2% 52%	1 1% 48%	-	-	2 1% 100%	2 1% 100%	-	2 3% 100%	2 3% 100%	-
1 - Not at all important	1 1%	1 2% 100%	-	-	-	-	* 2% 100%	1 2% 100%	-	1 3% 100%	-	-	-	1 1% 100%	1 1% 100%	*	1 2% 100%	1 2% 100%	-
Don't know	1 *	1 1% 100%	-	-	-	1 4% 100%	-	-	-	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	-
Net: 10/9/8/7	157 81%	67 76% 43%	90 85% 57%	9 100% 6%	8 79% 5%	15 80% 10%	17 75% 11%	48 78% 30%	60 84% 38%	39 76% 25%	71 80% 45%	47 87% 30%	10 82% 6%	148 81% 94%	148 81% 94%	91 83% 58%	55 78% 35%	57 79% 37%	57 87% 36%
Net: 10/9	65 34%	26 30% 41%	39 37% 59%	5 54% 7%	6 61% 9%	6 30% 9%	5 24% 8%	18 30% 28%	25 35% 38%	13 26% 21%	34 38% 52%	18 33% 28%	5 40% 7%	61 33% 93%	61 33% 93%	36 33% 55%	23 33% 36%	23 32% 36%	30 46% 46%
Net: 6/5/4	32 17%	18 20% 55%	15 14% 45%	-	2 21% 6%	3 15% 9%	6 25% 17%	11 18% 35%	10 15% 32%	10 19% 30%	16 18% 48%	7 13% 22%	2 18% 6%	30 17% 94%	30 17% 94%	18 56% 56%	12 17% 37%	12 17% 37%	9 13% 27%
Net: 3/2/1	4 2%	2 3% 70%	1 1% 30%	-	-	-	* 4% 68%	2 4% 68%	1 2% 32%	2 5% 70%	1 1% 30%	-	-	4 2% 100%	4 2% 100%	*	4 5% 100%	4 5% 100%	-
Mean	7.73	7.55	7.88	8.59	8.40	7.68	7.46	7.49	7.83	7.48	7.79	7.87	7.81	7.72	7.72	7.84	7.53	7.54	8.14
Standard Deviation	1.71	1.86	1.56	1.14	1.75	1.68	1.58	1.94	1.57	1.95	1.64	1.56	1.82	1.70	1.70	1.50	1.97	1.95	1.44

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

Page 159
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
27 14%	15 17% 55%	10 17% 35%	6 14% 20%	19 16% 69%	3 10% 11%
38 20%	19 21% 49%	10 18% 26%	13 31% 33%	21 17% 55%	4 14% 12%
60 31%	28 31% 47%	15 28% 26%	6 16% 11%	39 32% 65%	13 44% 22%
32 17%	15 17% 47%	8 15% 26%	8 21% 26%	17 14% 53%	4 13% 12%
9 4%	4 4% 47%	2 3% 19%	2 6% 29%	4 3% 43%	2 8% 28%
21 11%	7 8% 35%	8 14% 38%	3 9% 17%	15 13% 73%	2 7% 10%
3 2%	1 1% 33%	2 4% 67%	1 3% 35%	2 2% 65%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 54

Page 160
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Channel-specific ratings

** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	-	-	-	1 1%	1 4%
	-	-	-	48%	52%
1 1%	*	*	-	1 1%	-
	*	*	-	100%	-
	*	*	-		
1 *	1 1%	-	-	1 1%	-
	100%	-	-	100%	-
157 81%	77 86%	43 79%	33 82%	96 80%	25 81%
	49%	28%	21%	61%	16%
65 34%	34 37%	20 35%	18 45%	40 33%	7 24%
	52%	30%	28%	61%	11%
32 17%	12 14%	12 21%	7 18%	21 17%	4 15%
	38%	36%	22%	64%	14%
4 2%	*	*	-	2 2%	1 4%
	*	*	-	68%	32%
	*	*	-		
7.73	8.00	7.73	7.88	7.71	7.66
1.71	1.47	1.75	1.62	1.79	1.58

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 55

Page 161
Absolutes/col/row percents

29 Nov 2010

Q6b(b) As a result of watching its programmes I've become more interested in particular subjects - Summary

Base : Regular viewers of any of the channels

Q6bb - Summary			
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	17 9%	12 6%	27 14%
9	22 11%	22 11%	38 20%
8	49 25%	62 32%	60 31%
7	28 14%	45 23%	32 17%
6	19 10%	18 9%	9 4%
5	23 12%	19 10%	21 11%
4	8 4%	5 2%	3 2%
3	4 2%	-	2 1%
2	1 1%	1 1%	-
1 - Does not apply at all	4 2%	1 1%	1 1%
Don't know	18 9%	9 5%	1 *
Net: 10/9/8/7	116 60%	141 73%	157 81%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 55

Page 162
Absolutes/col/row percents

29 Nov 2010

Q6b(b) As a result of watching its programmes I've become more interested in particular subjects - Summary

Base : Regular viewers of any of the channels

	Q6bb - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	39 20%	34 17%	65 34%
Net: 6/5/4	50 26%	42 22%	32 17%
Net: 3/2/1	9 5%	2 1%	4 2%
Mean	7.04	7.31	7.73
Standard Deviation	2.03	1.57	1.71



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 56

Page 163
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - S4C SUMMARY

Base : All who ever watch S4C

	Q6(b) - Statements		
	It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	7 4%	15 8%	17 9%
9	23 12%	24 13%	22 11%
8	45 23%	43 22%	49 25%
7	25 13%	27 14%	28 14%
6	14 7%	17 9%	19 10%
5	23 12%	17 9%	23 12%
4	11 6%	8 4%	8 4%
3	1 1%	3 2%	4 2%
2	5 3%	5 2%	1 1%
1 - Does not apply at all	1 .	3 1%	4 2%
Don't know	39 20%	32 17%	18 9%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 56

Page 164
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - S4C SUMMARY

Base : All who ever watch S4C

	Q6(b) - Statements		
	It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	100 52%	110 57%	116 60%
Net: 10/9	30 16%	39 20%	39 20%
Net: 6/5/4	48 26%	41 21%	50 26%
Net: 3/2/1	7 4%	10 5%	9 5%
Mean	6.91	7.07	7.04
Standard Deviation	1.94	2.07	2.03



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 57

Page 165
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - All channels combined SUMMARY

Base : All

	Q6(b) - Statements		
	It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	11 6%	17 9%	12 6%
9	31 16%	25 13%	22 11%
8	64 33%	51 26%	62 32%
7	34 17%	35 18%	45 23%
6	26 14%	22 11%	18 9%
5	15 8%	9 5%	19 10%
4	1 *	5 2%	5 2%
3	- -	1 1%	- -
2	- -	4 2%	1 1%
1 - Does not apply at all	1 *	4 2%	1 1%
Don't know	11 6%	22 11%	9 5%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 57

Page 166
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - All channels combined SUMMARY

Base : All

Q6(b) - Statements			
It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects	
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	140 72%	128 66%	141 73%
Net: 10/9	42 22%	42 22%	34 17%
Net: 6/5/4	42 22%	35 18%	42 22%
Net: 3/2/1	1 *	9 4%	2 1%
Mean	7.53	7.30	7.31
Standard Deviation	1.41	1.92	1.57



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 58

Page 167
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - Importance Rating SUMMARY

Base : All

	Q6(b) - Statements		
	It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Extremely important	39 20%	25 13%	27 14%
9	42 22%	32 17%	38 20%
8	60 31%	48 25%	60 31%
7	23 12%	30 15%	32 17%
6	8 4%	20 10%	9 4%
5	15 8%	14 7%	21 11%
4	1 1%	4 2%	3 2%
3	-	3 1%	2 1%
2	-	4 2%	-
1 - Not at all important	2 1%	10 5%	1 1%
Don't know	4 2%	4 2%	1 *



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 58

Page 168
Absolutes/col/row percents

29 Nov 2010

Q6b(b) Programmes in general and what you get from them - Importance Rating SUMMARY

Base : All

Q6(b) - Statements			
	It shows interesting programmes about history science or the arts	It shows high quality soaps or dramas made in the UK	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9/8/7	164 84%	135 70%	157 81%
Net: 10/9	81 42%	57 30%	65 34%
Net: 6/5/4	24 13%	39 20%	32 17%
Net: 3/2/1	2 1%	16 8%	4 2%
Mean	8.08	7.19	7.73
Standard Deviation	1.64	2.31	1.71



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

Page 169
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	16 8% 4 10% 27%	4 8% 26%	5 10% 32%	2 5% 14%
9	40 20% 6 13% 15%	10 21% 26%	11 23% 28%	12 24% 31%
8	56 29% 15 35% 27%	15 30% 27%	13 26% 23%	13 26% 23%
7	31 16% 5 11% 15%	9 19% 30%	7 14% 22%	10 20% 33%
6	12 6% 3 7% 27%	3 6% 24%	3 6% 27%	3 5% 22%
5	9 5% 3 7% 32%	1 2% 13%	1 3% 15%	4 8% 40%
4	8 4% 1 2% 13%	1 2% 11%	3 6% 39%	3 6% 37%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

Page 170
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
3	2 1%	- - 54%	1 2% 46%	- - -
2	4 2%	- - 56%	2 5% 21%	1 2% 23%
1 - Does not apply at all	5 3%	1 2% 20%	- - 65%	3 7% 15%
Don't know	10 5%	5 12% 52%	3 6% 30%	1 2% 10%
Net: 10/9/8/7	143 74%	30 69% 21%	39 78% 27%	36 73% 25%
Net: 10/9	56 29%	10 23% 18%	15 29% 26%	16 33% 30%
Net: 6/5/4	29 15%	7 17% 25%	5 10% 17%	8 15% 26%
Net: 3/2/1	11 6%	1 2% 9%	3 7% 29%	5 10% 46%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

Page 171
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
Mean	7.38	7.56	7.54	7.15
Standard Deviation	2.06	1.85	1.92	2.49

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

Page 172
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	16 8%	9 10% 56%	7 7% 44%	1 10% 6%	1 9% 6%	3 14% 17%	3 13% 18%	3 4% 16%	6 8% 37%	3 5% 16%	8 9% 49%	6 11% 35%	1 9% 6%	15 8% 94%	15 8% 94%	12 10% 71%	4 5% 22%	4 5% 22%	5 8% 33%
9	40 20%	15 17% 38%	25 23% 62%	1 15% 3%	- - -	1 5% 2%	6 28% 16%	18 29% 45%	13 18% 33%	9 17% 22%	23 26% 58%	8 14% 20%	3 30% 9%	36 20% 91%	36 20% 91%	22 20% 56%	14 20% 35%	14 19% 35%	17 25% 42%
8	56 29%	26 30% 47%	30 28% 53%	- - -	1 12% 2%	6 33% 11%	5 23% 10%	17 28% 31%	26 36% 46%	15 30% 27%	26 30% 47%	14 26% 26%	3 27% 6%	53 29% 94%	53 29% 94%	28 26% 50%	24 34% 43%	25 34% 44%	21 31% 37%
7	31 16%	14 16% 46%	17 16% 54%	6 65% 19%	5 49% 15%	2 9% 5%	1 4% 3%	10 16% 31%	9 12% 27%	7 15% 24%	14 16% 45%	10 18% 31%	1 9% 3%	30 17% 97%	30 17% 97%	14 13% 45%	16 23% 52%	16 22% 52%	10 15% 33%
6	12 6%	2 2% 17%	10 9% 83%	- - -	- - -	1 5% 8%	3 14% 28%	4 7% 36%	3 5% 29%	4 7% 30%	5 6% 46%	3 5% 24%	- - -	12 6% 100%	12 6% 100%	10 9% 83%	2 3% 17%	2 3% 17%	4 6% 34%
5	9 5%	5 6% 53%	4 4% 47%	- - -	- - -	1 4% 8%	1 4% 10%	2 4% 26%	5 7% 55%	1 3% 15%	4 5% 45%	4 7% 40%	- - -	9 5% 100%	9 5% 100%	7 6% 74%	2 3% 26%	2 3% 26%	2 3% 24%
4	8 4%	6 7% 78%	2 2% 22%	- - -	1 10% 12%	1 6% 13%	1 4% 11%	3 5% 36%	2 3% 28%	5 10% 65%	- - -	3 5% 35%	2 17% 24%	6 3% 76%	6 3% 76%	6 6% 76%	- - -	- - -	3 4% 35%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

Page 173
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	- -	2 2% 100%	1 10% 46%	- -	- -	- -	- -	1 54%	- -	- -	2 4% 100%	1 9% 54%	1 46%	1 46%	- -	1 1% 46%	1 1% 46%	- -
2	4 2%	3 4% 77%	1 1% 23%	- -	1 9% 21%	1 5% 23%	- -	1 2% 28%	1 2% 28%	1 2% 28%	2 2% 51%	1 2% 21%	- -	4 2% 100%	4 2% 100%	1 1% 21%	3 4% 79%	3 4% 79%	- -
1 - Does not apply at all	5 3%	4 5% 80%	1 1% 20%	- -	- -	2 11% 39%	1 4% 15%	2 4% 46%	- -	3 5% 49%	1 1% 15%	2 3% 35%	- -	5 3% 100%	5 3% 100%	4 4% 74%	1 2% 26%	1 2% 26%	1 1% 15%
Don't know	10 5%	3 3% 30%	7 7% 70%	- -	1 11% 10%	2 10% 18%	1 6% 14%	1 2% 10%	5 7% 48%	3 5% 26%	5 6% 48%	3 5% 26%	- -	10 6% 100%	10 6% 100%	7 6% 63%	4 5% 37%	5 6% 45%	3 4% 29%
Net: 10/9/8/7	143 74%	65 73% 45%	79 74% 55%	8 90% 6%	7 70% 5%	11 60% 8%	15 68% 11%	48 77% 33%	54 75% 37%	34 67% 24%	71 80% 50%	38 69% 26%	9 74% 6%	135 74% 94%	135 74% 94%	76 69% 53%	58 81% 40%	59 80% 41%	53 81% 37%
Net: 10/9	56 29%	24 27% 43%	32 30% 57%	2 25% 4%	1 9% 2%	4 19% 6%	9 41% 17%	21 33% 37%	19 27% 34%	11 22% 20%	31 35% 56%	13 25% 24%	5 39% 8%	51 28% 92%	51 28% 92%	34 31% 61%	18 25% 31%	18 24% 31%	22 34% 40%
Net: 6/5/4	29 15%	13 15% 45%	16 15% 55%	- -	1 10% 3%	3 14% 9%	5 22% 18%	10 16% 33%	11 15% 37%	10 20% 35%	10 11% 33%	9 17% 32%	2 17% 7%	27 15% 93%	27 15% 93%	23 21% 78% q	4 6% 15%	4 6% 15%	9 14% 31%
Net: 3/2/1	11 6%	7 8% 65%	4 4% 35%	1 10% 8%	1 9% 8%	3 16% 26%	1 4% 7%	4 6% 32%	2 3% 19%	4 7% 33%	3 3% 26%	5 8% 41%	1 9% 9%	10 6% 91%	10 6% 91%	5 4% 42%	5 8% 48%	5 7% 48%	1 1% 7%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Mean	7.38	7.14	7.59	7.22	6.62	6.63	7.66	7.38	7.60	6.94	7.80	7.10	7.27	7.39	7.39	7.36	7.42	7.43	7.77
Standard Deviation	2.06	2.37	1.74	1.84	2.23	2.96	2.12	2.08	1.74	2.31	1.70	2.26	2.36	2.05	2.05	2.12	1.96	1.94	1.64

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
16 8%	8 8% 47%	4 7% 23%	2 5% 13%	11 9% 68%	3 10% 19%
40 20%	22 24% 56%	10 19% 26%	10 25% 25%	26 21% 65%	3 11% 8%
56 29%	28 31% 50%	14 26% 25%	13 31% 22%	35 29% 63%	8 27% 15%
31 16%	10 11% 33%	9 16% 28%	6 16% 20%	18 15% 58%	6 20% 19%
12 6%	8 9% 69%	7 12% 57%	3 7% 25%	9 7% 75%	- - -
9 5%	3 3% 30%	3 6% 34%	3 8% 35%	4 3% 43%	1 4% 12%
8 4%	3 4% 40%	2 3% 23%	1 2% 11%	5 4% 61%	1 5% 17%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 61

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181 82	52	39	111	27
3	2 1% 46%	1 2% 46%	1 2% 46%	- - -	1 3% 54%
2	4 2% 21%	3 5% 72%	1 3% 28%	1 1% 21%	2 7% 51%
1 - Does not apply at all	5 3% 39%	- - -	- - -	4 3% 77%	1 4% 23%
Don't know	10 5% 45%	3 5% 25%	- - -	7 6% 71%	3 10% 29%
Net: 10/9/8/7	143 74% 75% 47%	37 67% 26%	31 77% 22%	90 75% 63%	20 68% 14%
Net: 10/9	56 29% 33% 53%	14 25% 25%	12 30% 21%	37 31% 66%	6 21% 11%
Net: 6/5/4	29 15% 14% 16% 49%	12 21% 40%	7 18% 24%	18 15% 61%	2 8% 9%
Net: 3/2/1	11 6% 4% 34%	4 7% 34%	2 5% 18%	5 4% 44%	4 14% 38%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.38	7.60	7.17	7.43	7.53	6.83
Standard Deviation	2.06	1.92	2.02	1.82	1.99	2.59

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 62

Page 178
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	8 4%	3 6% 34%	2 4% 26%	3 6% 40%
9	15 8%	4 10% 30%	9 17% 57%	1 2% 7%
8	32 17%	6 13% 17%	10 20% 31%	8 17% 26%
7	38 20%	7 15% 17%	12 24% 32%	9 19% 24%
6	33 17%	7 17% 22%	12 24% 36%	8 16% 24%
5	37 19%	8 19% 23%	6 12% 16%	6 12% 16%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 62

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	45	47
4	8 4%	2 5% 24%	1 2% 9%	4 9% 53%
3	7 3%	2 4% 29%	1 2% 17%	3 5% 39%
2	5 3%	1 3% 26%	- - -	2 4% 39%
1 - Does not apply at all	2 1%	- - -	1 2% 47%	1 2% 53%
Don't know	9 5%	4 8% 40%	3 7% 37%	1 2% 13%
Net: 10/9/8/7	93 48%	19 44% 27%	33 66% 35%	22 44% 23%
Net: 10/9	23 12%	7 16% 31%	11 21% 47%	4 8% 18%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Net: 6/5/4	78 40% 18 40% 23%	13 25% 16%	22 44% 28%	25 51% 33%
Net: 3/2/1	13 7% 3 7% 24%	1 2% 8%	5 10% 38%	4 8% 29%
Mean	6.41 6.45	7.18 ST	6.15	5.91
Standard Deviation	1.88 2.00	1.59	2.01	1.69

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	8 4%	5 3%	3 3%	1 15%	- -	- -	2 8%	4 6%	1 1%	1 2%	5 6%	2 3%	1 12%	6 4%	6 4%	4 4%	2 3%	2 3%	5 8%
9	15 8%	6 7%	9 9%	* -	- -	- -	- -	4 7%	11 15%	2 4%	6 7%	6 11%	3 28%	12 6%	12 6%	6 6%	6 8%	7 9%	10 14%
8	32 17%	15 17%	17 16%	- -	3 28%	4 22%	3 13%	8 13%	14 20%	6 12%	14 15%	12 22%	3 26%	29 16%	29 16%	18 16%	11 16%	11 16%	14 21%
7	38 20%	20 22%	19 18%	4 45%	2 21%	5 28%	4 17%	10 17%	13 18%	6 12%	23 26%	9 17%	- -	38 21%	38 21%	25 23%	13 19%	13 18%	13 19%
6	33 17%	15 17%	18 17%	- -	2 23%	5 28%	4 16%	10 16%	12 17%	16 31%	13 14%	5 9%	2 17%	31 17%	31 17%	17 15%	13 19%	13 18%	7 11%
5	37 19%	15 16%	22 21%	3 30%	1 10%	2 8%	7 29%	11 18%	14 19%	11 21%	15 17%	11 21%	2 18%	34 19%	34 19%	24 22%	10 15%	10 14%	10 15%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 62

Page 182
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 33%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
4	8 4%	4 5% 50%	4 4% 50%	- - -	1 9% 10%	- - -	1 3% 9%	7 11% 81%	- - h	4 7% 43%	3 3% 36%	2 3% 20%	- - -	8 5% 100%	8 5% 100%	4 4% 50%	4 6% 50%	4 6% 50%	1 2% 13%
3	7 3%	2 2% 32%	5 4% 68%	1 10% 13%	1 9% 13%	- - -	1 4% 12%	3 5% 48%	1 1% 14%	3 6% 46%	1 1% 13%	3 5% 41%	- - -	7 4% 100%	7 4% 100%	5 4% 70%	2 3% 30%	3 4% 44%	3 4% 39%
2	5 3%	3 3% 59%	2 2% 41%	- - -	- - -	1 4% 16%	* * *	2 3% 35%	2 3% 49%	- - -	4 5% 82%	1 2% 18%	- - -	5 3% 100%	5 3% 100%	4 4% 77%	1 2% 23%	1 2% 23%	2 3% 44%
1 - Does not apply at all	2 1%	1 1% 47%	1 1% 53%	- - -	- - -	1 5% 53%	1 4% 47%	* * *	- - -	- - -	1 1% 53%	1 1% 47%	- - -	2 1% 100%	2 1% 100%	1 1% 47%	1 1% 53%	1 1% 53%	1 1% 47%
Don't know	9 5%	3 4% 37%	6 5% 63%	- - -	- - -	1 5% 12%	1 6% 16%	2 4% 25%	4 6% 47%	2 3% 19%	5 5% 50%	3 5% 30%	- - -	9 5% 100%	9 5% 100%	3 3% 31%	6 9% 69%	6 8% 69%	1 2% 13%
Net: 10/9/8/7	93 48%	45 51% 48%	48 46% 52%	5 60% 6%	5 49% 5%	9 50% 10%	9 38% 9%	27 43% 29%	38 54% 41%	16 32% 17%	48 54% 51%	30 54% 32%	8 65% 8%	86 47% 92%	86 47% 92%	53 48% 57%	33 46% 35%	34 46% 36%	41 62% 44%
Net: 10/9	23 12%	10 12% 46%	12 12% 54%	1 15% 6%	- - -	- - -	2 8% 8%	8 13% 35%	12 16% 51%	3 7% 15%	11 13% 50%	8 15% 35%	5 40% 20%	18 10% 80%	18 10% 80%	10 9% 45%	8 11% 35%	9 12% 40%	15 22% 64%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 62

Page 183
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Net: 6/5/4	78 40%	34 38% 44%	44 42% 56%	3 30% 3%	4 42% 5%	7 36% 9%	11 48% 14%	28 45% 36%	26 36% 33%	30 59% 38% jk	30 34% 39%	18 33% 23%	4 35% 5%	74 41% 95%	74 41% 95%	45 41% 58%	28 39% 36%	28 38% 36%	18 27% 23%
Net: 3/2/1	13 7%	6 7% 44%	8 7% 56%	1 10% 7%	1 9% 7%	2 9% 13%	2 7% 12%	5 8% 37%	3 5% 25%	3 6% 23%	6 7% 44%	4 8% 33%	- - -	13 7% 100%	13 7% 100%	9 9% 70%	4 6% 30%	5 7% 37%	6 9% 42%
Mean	6.41	6.48	6.36	6.46	6.22	6.24	6.10	6.23	6.75	6.07	6.53	6.56	7.64	6.33	6.33	6.27	6.44	6.43	6.87
Standard Deviation	1.88	1.91	1.86	2.07	1.69	1.85	2.00	2.00	1.75	1.60	1.94	2.01	1.78	1.86	1.86	1.87	1.86	1.91	2.10



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 62

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	8 4%	1 1%	-	7 6%	1 4%
9	15 8%	4 5%	4 11%	10 8%	1 3%
8	32 17%	15 17%	10 26%	18 15%	4 14%
7	38 20%	16 18%	10 26%	25 21%	3 11%
6	33 17%	21 23%	3 8%	17 14%	12 41%
5	37 19%	20 23%	9 22%	22 18%	5 17%
4	8 4%	6 7%	-	8 6%	-
		75%	-	89%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
7 3%	2 2% 26%	3 5% 41%	1 2% 13%	5 4% 73%	1 3% 14%
5 3%	3 4% 65%	3 6% 61%	- - -	3 3% 60%	1 4% 23%
2 1%	* * *	1 2% 53%	- - -	1 1% 47%	1 3% 53%
9 5%	2 2% 19%	3 5% 33%	2 6% 26%	7 6% 74%	- - -
93 48%	36 40% 39%	16 29% 17%	25 62% 27%	59 49% 63%	10 32% 10%
23 12%	5 6% 23%	1 2% 5%	4 11% 19%	16 13% 71%	2 7% 10%
78 40%	47 52% 61%	29 53% 38%	12 30% 15%	46 38% 59%	17 58% 22%
13 7%	5 6% 37%	7 12% 50%	1 2% 7%	9 7% 65%	3 10% 22%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - All channels combined **

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.41	6.13	5.52	6.86	6.42	6.08
Standard Deviation	1.88	1.66	1.72	1.47	1.96	1.88

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 63

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	61 32%	19 44% 32%	11 23% 19%	13 25% 21%
9	53 27%	8 18% 14%	17 34% 32%	14 28% 26%
8	47 24%	9 21% 20%	12 25% 26%	11 23% 24%
7	19 10%	4 10% 22%	6 13% 33%	3 6% 16%
6	5 2%	1 2% 19%	2 4% 39%	1 2% 19%
5	4 2%	2 4% 38%	- - -	1 2% 44%
3	1 *	- - -	1 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 63

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	1 1%	-	1 3%	-
	-	-	100%	-
Don't know	2 1%	1 2%	-	-
	50%	50%	-	-
Net: 10/9/8/7	180 93%	47 94%	46 92%	47 94%
	22%	26%	26%	26%
Net: 10/9	114 59%	28 57%	32 63%	27 55%
	24%	25%	28%	24%
Net: 6/5/4	9 5%	2 4%	2 3%	3 6%
	28%	20%	18%	33%
Net: 3/2/1	2 1%	-	2 5%	-
	-	-	100%	-
Mean	8.62	8.61	8.56	8.52
Standard Deviation	1.43	1.10	1.87	1.28

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 63

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	61 32%	30 34% 49%	31 29% 51%	4 44% 7%	4 41% 7%	7 36% 11%	6 26% 10%	20 33% 33%	20 28% 33%	24 47% 39%	23 26% 37%	15 27% 24%	2 21% 4%	59 32% 96%	59 32% 96%	37 34% 61%	21 29% 34%	22 29% 35%	21 31% 34%
9	53 27%	17 20% 33%	36 34% 67%	2 20% 3%	2 18% 3%	4 23% 8%	8 36% 15%	20 32% 38%	17 24% 32%	8 16% 15%	31 34% 57%	14 27% 27%	3 27% 6%	50 27% 94%	50 27% 94%	24 22% 45%	26 36% 49%	27 37% 51%	23 35% 43%
8	47 24%	21 24% 45%	25 24% 55%	2 22% 4%	3 30% 6%	5 24% 10%	3 13% 6%	12 20% 26%	22 31% 47%	11 23% 25%	19 22% 41%	16 29% 34%	3 27% 7%	43 24% 93%	43 24% 93%	26 24% 56%	17 24% 37%	17 24% 37%	17 26% 37%
7	19 10%	14 16% 71%	6 5% 29%	1 15% 7%	1 11% 5%	2 11% 11%	3 15% 18%	5 8% 26%	7 9% 34%	4 8% 21%	11 13% 57%	4 8% 22%	2 18% 11%	17 10% 89%	17 10% 89%	15 14% 77%	2 3% 12%	2 3% 12%	1 2% 6%
6	5 2%	1 1% 18%	4 4% 82%	- - -	- - -	- - -	1 4% 18%	1 2% 24%	3 4% 58%	- - -	4 4% 81%	1 2% 19%	1 8% 19%	4 2% 81%	4 2% 81%	2 2% 42%	2 3% 39%	2 3% 39%	2 3% 39%
5	4 2%	3 3% 62%	2 2% 38%	- - -	- - -	- - -	2 7% 36%	1 2% 23%	2 3% 41%	1 2% 23%	1 1% 20%	3 5% 57%	- - -	4 2% 100%	4 2% 100%	3 2% 60%	2 3% 40%	2 2% 40%	1 1% 18%
3	1 *	- - -	1 1% 100%	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	- - -	1 2% 100%	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 63

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	1 1%	1 2% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	- - -	1 3% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -
Don't know	2 1%	1 1% 50%	1 1% 50%	- - -	- - -	1 5% 50%	- - -	- - -	1 1% 50%	1 2% 50%	- - -	1 2% 50%	- - -	2 1% 100%	2 1% 100%	2 2% 100%	- - -	- - -	- - -
Net: 10/9/8/7	180 93%	82 93% 46%	98 93% 54%	9 100% 5%	10 100% 5%	18 95% 10%	20 89% 11%	57 93% 32%	66 92% 37%	47 93% 26%	84 95% 47%	49 90% 27%	11 92% 6%	170 93% 94%	170 92% 94%	102 93% 57%	66 93% 37%	68 93% 38%	62 95% 34%
Net: 10/9	114 59%	48 54% 42%	67 63% 58%	6 64% 5%	6 59% 5%	11 59% 10%	14 61% 12%	40 65% 35%	37 52% 33%	32 63% 28%	54 60% 47%	29 53% 25%	6 48% 5%	109 60% 95%	109 60% 95%	61 56% 54%	47 65% 41%	49 66% 42%	44 66% 38%
Net: 6/5/4	9 5%	4 4% 39%	6 5% 61%	- - -	- - -	- - -	2 11% 27%	2 4% 23%	5 6% 50%	1 2% 11%	5 5% 52%	3 6% 37%	1 8% 10%	8 5% 90%	8 5% 90%	5 4% 51%	4 5% 40%	4 5% 40%	3 4% 29%
Net: 3/2/1	2 1%	1 2% 60%	1 1% 40%	- - -	- - -	- - -	- - -	2 4% 100%	- - -	1 3% 60%	- - -	1 2% 40%	- - -	2 1% 100%	2 1% 100%	1 1% 40%	1 2% 60%	1 2% 60%	1 1% 40%
Mean	8.62	8.51	8.71	8.93	8.90	8.89	8.44	8.58	8.57	8.78	8.62	8.48	8.35	8.64	8.64	8.62	8.65	8.67	8.80
Standard Deviation	1.43	1.61	1.26	1.18	1.12	1.08	1.49	1.76	1.26	1.77	1.19	1.47	1.26	1.44	1.44	1.37	1.56	1.55	1.26

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 63

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Extremely important	61 32%	34 38% 56%	8 20% 13%	43 36% 70%	9 31% 15%
9	53 27%	24 27% 45%	19 48% 36% D	30 25% 56%	4 13% 7%
8	47 24%	20 22% 43%	9 21% 18%	26 21% 55%	12 41% 26%
7	19 10%	8 9% 41%	4 10% 21%	10 8% 25% 51%	5 15% 24%
6	5 2%	2 2% 44%	- - -	4 3% 81%	- - -
5	4 2%	1 1% 23%	- - -	4 3% 80%	- - -
3	1 .	- - 100%	- - -	1 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It portrays Wales well to the rest of the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
1 1%	- -	- -	- -	1 1%	- -
2 1%	1 1% 50%	- - -	- - -	2 2% 100%	- - -
180 93%	86 95% 48%	53 97% 30%	40 100% 22%	108 90% 60%	30 100% 17%
114 59%	58 64% 51%	38 69% 33%	28 69% 24%	73 61% 64%	13 44% 12%
9 5%	3 3% 34%	1 2% 10%	- - -	7 6% 81%	- - -
2 1%	- - -	1 2% 40%	- - -	2 2% 100%	- - -
8.62	8.86	8.83	8.79	8.62	8.59
1.43	1.16	1.27	0.89	1.61	1.10

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 64

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) It portrays Wales well to the rest of the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	16 8%	8 4%	61 32%
9	40 20%	15 8%	53 27%
8	56 29%	32 17%	47 24%
7	31 16%	38 20%	19 10%
6	12 6%	33 17%	5 2%
5	9 5%	37 19%	4 2%
4	8 4%	8 4%	-
3	2 1%	7 3%	1 *
2	4 2%	5 3%	-
1 - Does not apply at all	5 3%	2 1%	1 1%
Don't know	10 5%	9 5%	2 1%
Net: 10/9/8/7	143 74%	93 48%	180 93%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 64

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) It portrays Wales well to the rest of the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	56 29%	23 12%	114 59%
Net: 6/5/4	29 15%	78 40%	9 5%
Net: 3/2/1	11 6%	13 7%	2 1%
Mean	7.38	6.41	8.62
Standard Deviation	2.06	1.88	1.43



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	18 10% 3 8% 18%	5 10% 26%	6 12% 32%	4 8% 23%
9	37 19% 7 15% 18%	10 19% 26%	9 19% 26%	11 22% 30%
8	54 28% 12 26% 22%	12 24% 22%	15 30% 28%	15 31% 29%
7	31 16% 9 21% 30%	4 9% 14%	9 18% 29%	8 17% 27%
6	19 10% 3 7% 16%	12 24% 62% 5	1 2% 6%	3 6% 16%
5	18 9% 4 9% 21%	4 8% 23%	4 7% 20%	7 13% 36%
4	4 2% 2 5% 52%	1 2% 26%	1 2% 22%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	2 1%	1 2% 58%	- -	1 2% 42%
2	3 2%	- -	2 4% 75%	1 1% 25%
1 - Does not apply at all	1 .	- -	1 2% 100%	- -
Don't know	7 3%	4 9% 60%	1 2% 15%	2 3% 25%
Net: 10/9/8/7	140 72%	31 70% 22%	40 79% 28%	39 78% 28%
Net: 10/9	55 28%	10 23% 18%	15 29% 26%	15 31% 28%
Net: 6/5/4	41 21%	9 20% 22%	17 34% 42%	6 11% 14%
Net: 3/2/1	6 3%	- 2% 19%	3 6% 54%	2 3% 27%
Mean	7.47	7.45	7.36	7.51

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.78 1.58	1.73	2.09	1.71

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	18 10%	7 8% 36%	12 11% 64%	1 10% 5%	1 9% 5%	3 18% 19%	5 23% 28%	2 4% 12%	6 8% 32%	3 6% 16%	6 7% 34%	9 17% 50%	1 9% 6%	17 10% 94%	17 10% 94%	11 10% 58%	7 10% 37%	7 9% 37%	7 10% 36%
9	37 19%	15 17% 41%	22 20% 59%	3 30% 7%	2 23% 6%	1 5% 3%	3 15% 9%	12 19% 32%	16 22% 43%	13 26% 35%	15 16% 40%	9 17% 25%	5 39% 12%	32 18% 88%	32 18% 88%	14 12% 37%	19 26% 50%	20 27% 53%	15 23% 41%
8	54 28%	23 26% 43%	31 29% 57%	1 10% 2%	3 29% 5%	6 32% 11%	7 29% 12%	14 23% 27%	23 32% 42%	14 28% 26%	29 33% 54%	10 19% 19%	3 27% 6%	51 28% 94%	51 28% 94%	35 32% 64%	16 22% 30%	17 23% 31%	16 24% 29%
7	31 16%	16 18% 52%	15 14% 48%	2 19% 5%	2 19% 6%	2 10% 6%	1 4% 3%	15 25% 50%	9 13% 30%	6 11% 16%	19 21% 60%	7 13% 22%	- - -	31 17% 100%	31 17% 100%	20 18% 63%	11 16% 37%	11 20% 37%	13 20% 42%
6	19 10%	10 12% 54%	9 8% 46%	1 10% 5%	1 11% 5%	3 17% 16%	2 8% 9%	8 14% 44%	4 6% 21%	7 15% 38%	9 10% 46%	3 6% 16%	- - -	19 11% 100%	19 11% 100%	11 10% 57%	8 12% 43%	8 11% 43%	7 11% 36%
5	18 9%	9 10% 50%	9 9% 50%	2 21% 11%	- - -	- - -	4 19% 23%	5 9% 29%	7 9% 37%	6 12% 35%	4 5% 24%	7 14% 41%	- - -	18 10% 100%	18 10% 100%	11 10% 63%	6 8% 31%	6 8% 31%	4 6% 21%
4	4 2%	1 1% 26%	3 3% 74%	- - -	1 9% 22%	1 6% 26%	- - -	- - -	2 3% 52%	- - -	- - -	4 7% 100%	2 18% 52%	2 1% 48%	2 1% 48%	1 1% 22%	1 1% 26%	1 1% 26%	1 2% 26%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

Page 199
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	2 2% 100%	- - -	- - -	- - -	1 4% 42%	* 2% *	1 2% 58%	- - -	- - -	2 2% 100%	- - -	- - -	2 1% 100%	2 1% 100%	1 1% 42%	1 2% 58%	1 2% 58%	- - -
2	3 2%	3 3% 100%	- - -	- - -	- - -	1 4% 25%	- 1% -	2 4% 75%	- - -	1 3% 46%	1 1% 29%	1 1% 25%	- - -	3 2% 100%	3 2% 100%	2 1% 54%	1 2% 46%	1 2% 46%	- - -
1 - Does not apply at all	1 *	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 2% 100%	1 8% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%
Don't know	7 3%	2 2% 29%	5 5% 71%	- - -	- - -	1 4% 13%	1 4% 12%	1 2% 15%	4 6% 61%	- - -	4 5% 59%	3 5% 41%	- - -	7 4% 100%	7 4% 100%	6 5% 85%	1 1% 15%	1 1% 15%	3 4% 40%
Net: 10/9/8/7	140 72%	61 69% 44%	79 75% 56%	6 6% 4%	8 8% 6%	12 65% 9%	16 70% 11%	44 71% 31%	54 75% 38%	36 70% 25%	69 77% 49%	36 65% 25%	9 74% 6%	131 72% 94%	131 72% 94%	79 71% 56%	53 74% 38%	55 75% 39%	50 77% 36%
Net: 10/9	55 28%	22 25% 40%	33 32% 60%	4 40% 7%	3 32% 6%	4 23% 8%	9 38% 16%	14 23% 25%	22 30% 39%	16 31% 29%	21 24% 38%	18 34% 33%	6 48% 10%	50 27% 90%	50 27% 90%	24 22% 44%	25 36% 46%	26 36% 48%	22 33% 39%
Net: 6/5/4	41 21%	21 23% 50%	21 20% 50%	3 31% 7%	2 20% 5%	4 22% 10%	6 26% 14%	14 22% 33%	13 18% 31%	14 27% 33%	13 15% 32%	14 26% 35%	2 18% 5%	39 22% 95%	39 22% 95%	23 21% 56%	15 21% 36%	15 20% 36%	12 18% 29%
Net: 3/2/1	6 3%	5 6% 85%	1 1% 15%	- - -	- - -	2 8% 27%	* * *	3 5% 58%	1 1% 15%	1 3% 23%	3 3% 48%	2 3% 28%	1 8% 15%	5 3% 85%	5 3% 85%	2 2% 42%	2 3% 43%	2 3% 43%	1 1% 15%
Mean	7.47	7.22	7.68	7.48	7.64	7.27	7.85	7.16	7.64	7.44	7.56	7.34	7.31	7.48	7.48	7.44	7.56	7.59	7.67

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

Page 200
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.78	1.88	1.68	1.81	1.68	2.21	1.82	1.75	1.70	1.74	1.53	2.19	2.75	1.71	1.71	1.65	1.79	1.77	1.66

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

Page 201
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
18 10%	7 8% 40%	5 9% 26%	3 9% 19%	11 9% 61%	4 12% 20%
37 19%	16 18% 43%	8 15% 23%	13 32% 35%	20 17% 55%	4 12% 10%
54 28%	30 33% 56%	15 28% 29%	11 28% 21%	34 28% 63%	8 25% 14%
31 16%	17 19% 55%	10 18% 31%	5 12% 16%	20 17% 66%	6 19% 18%
19 10%	8 9% 42%	5 9% 24%	4 9% 19%	10 9% 53%	4 15% 23%
18 9%	9 10% 48%	8 14% 42%	2 5% 10%	14 12% 79%	2 7% 11%
4 2%	- - -	1 2% 22%	- - -	3 2% 74%	1 3% 26%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 65

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	1 1% 42%	1 2% 58%	1 3% 58%	1 1% 42%	- - -
3 2%	1 1% 25%	2 3% 54%	1 2% 25%	1 1% 46%	- - -
1 .	- - -	- - -	- - -	- - -	- - -
7 3%	2 2% 27%	1 2% 13%	- - -	5 4% 69%	2 7% 31%
140 72%	70 78% 50%	38 70% 27%	33 82% 23%	86 71% 61%	21 68% 15%
55 28%	23 26% 42%	13 24% 24%	16 41% 30%	32 26% 57%	7 24% 13%
41 21%	17 19% 41%	13 24% 32%	6 14% 13%	27 23% 66%	7 25% 18%
6 3%	2 2% 27%	3 5% 47%	2 5% 32%	2 2% 37%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.47	7.58	7.21	7.80	7.44	7.51
Standard Deviation	1.78	1.53	1.89	1.73	1.71	1.60

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 66

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	45	47
10 - Applies completely	14 7%	3 6%	4 9%	3 6%
9	44 23%	10 21%	9 21%	16 33%
8	70 36%	15 35%	22 44%	14 28%
7	41 21%	12 26%	8 16%	13 25%
6	13 7%	4 8%	3 5%	3 6%
5	7 3%	- -	3 5%	1 2%
4	2 1%	1 2%	1 2%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
Don't know	3 2%	1 2%	1 2%	- -
	34%	39%	27%	-
Net: 10/9/8/7	169 87%	42 83%	43 86%	46 92%
	23%	25%	25%	27%
Net: 10/9	58 30%	13 27%	13 27%	19 39%
	26%	23%	23%	34%
Net: 6/5/4	22 11%	7 15%	6 12%	4 8%
	21%	33%	28%	18%
Mean	7.87	7.81	7.86	8.02
Standard Deviation	1.22	1.23	1.30	1.13

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 32%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	14 7%	2 2%	12 11%	1 10%	3 31%	2 9%	2 10%	4 7%	2 3%	3 7%	6 7%	5 9%	1 9%	13 7%	13 7%	8 7%	5 7%	5 7%	3 5%
9	44 23%	17 19%	27 26%	1 15%	1 11%	5 25%	4 16%	15 25%	18 24%	15 30%	17 19%	11 21%	4 31%	40 22%	40 22%	22 20%	18 26%	20 27%	13 20%
8	70 36%	29 33%	41 38%	2 20%	3 29%	5 25%	11 48%	16 26%	34 47%	18 36%	34 38%	18 33%	4 35%	66 36%	66 36%	42 38%	23 32%	23 31%	28 43%
7	41 21%	27 30%	15 14%	5 12%	3 30%	5 28%	3 15%	16 25%	9 13%	8 15%	24 27%	10 18%	1 9%	40 22%	40 22%	25 23%	15 21%	15 21%	12 18%
6	13 7%	8 9%	6 5%	-	-	3 14%	1 4%	8 13%	2 3%	7 13%	4 4%	3 6%	2 17%	12 6%	12 6%	5 5%	6 9%	6 9%	3 4%
5	7 3%	3 3%	4 4%	-	-	-	1 4%	1 1%	5 7%	-	3 3%	4 7%	-	7 4%	7 4%	5 4%	2 3%	2 3%	3 4%
4	2 1%	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	-	2 4%	-	2 1%	2 1%	1 1%	1 1%	1 1%	1 2%
		45%	55%	-	-	-	-	45%	55%	-	-	100%	-	100%	100%	45%	55%	55%	55%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 66

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Don't know	3 2%	2 2%	1 1%	-	-	-	1 4%	2 2%	1 2%	-	1 1%	2 3%	-	3 2%	3 2%	2 2%	1 2%	2 2%	2 3%
		66%	34%	-	-	-	27%	34%	39%	-	39%	61%	-	100%	100%	61%	39%	39%	66%
Net: 10/9/8/7	169 87%	75 85%	94 89%	9 100%	10 100%	16 86%	20 89%	51 83%	62 87%	44 87%	81 91%	44 80%	10 83%	159 87%	159 87%	97 88%	61 85%	63 86%	57 87%
		44%	56%	5%	6%	10%	12%	30%	37%	26%	48%	26%	6%	94%	94%	58%	36%	37%	34%
Net: 10/9	58 30%	19 21%	39 37%	2 25%	4 41%	6 34%	6 26%	19 31%	19 27%	19 37%	23 26%	16 29%	5 40%	53 29%	53 29%	30 27%	23 32%	25 34%	17 25%
		32%	68%	4%	7%	11%	10%	34%	34%	32%	40%	28%	8%	92%	92%	52%	40%	43%	29%
Net: 6/5/4	22 11%	12 13%	10 10%	-	-	3 14%	2 7%	10 16%	8 11%	7 13%	7 8%	9 16%	2 17%	20 11%	20 11%	11 10%	9 13%	9 13%	7 10%
		53%	47%	-	-	12%	8%	43%	37%	29%	30%	40%	9%	91%	91%	50%	41%	41%	31%
Mean	7.87	7.60	8.09 a	7.80	8.42	7.88	8.02	7.77	7.84	8.03	7.87	7.72	8.06	7.86	7.86	7.85	7.86	7.89	7.84
Standard Deviation	1.22	1.13	1.25	1.09	1.27	1.23	1.13	1.28	1.22	1.12	1.10	1.48	1.25	1.22	1.22	1.20	1.26	1.26	1.20

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 66

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
14 7%	7 7% 48%	6 11% 43%	3 7% 19%	10 9% 75%	1 3% 6%
44 23%	21 23% 48%	9 17% 21%	14 35% 32%	24 20% 56%	5 18% 12%
70 36%	35 38% 50%	22 39% 31%	15 38% 22%	45 37% 64%	9 31% 13%
41 21%	22 24% 52%	14 25% 34%	1 2% 2%	29 24% 71%	10 34% 25%
13 7%	5 5% 36%	3 5% 20%	5 12% 36%	4 3% 31%	4 12% 26%
7 3%	1 1% 15%	2 3% 25%	1 3% 18%	4 3% 54%	1 3% 15%
2 1%	1 1% 45%	- - -	- - -	2 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 66

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
Don't know	3 2%	-	1 3%	2 2%	-
	-	-	39%	61%	-
Net: 10/9/8/7	169 87%	51 93% 50%	33 82% 19%	109 90% 64%	26 85% 15%
Net: 10/9	58 30%	15 28% 48%	17 42% 29%	35 29% 60%	6 20% 11%
Net: 6/5/4	22 11%	7 7% 30%	6 15% 27%	10 8% 44%	5 15% 21%
Mean	7.87	7.96	8.13	7.90	7.56
Standard Deviation	1.22	1.11	1.21	1.22	1.11

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 67

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Extremely important	51 26% 15 33% 29%	9 18% 18%	10 20% 20%	17 33% 33%
9	52 27% 10 23% 19%	15 29% 28%	12 23% 22%	16 31% 30%
8	51 26% 8 19% 16%	17 34% 33%	16 31% 31%	10 20% 20%
7	29 15% 9 21% 33%	6 12% 21%	9 18% 32%	4 8% 14%
6	4 2% - - -	1 2% 24%	2 4% 41%	2 3% 36%
5	3 1% 1 2% 36%	1 2% 31%	- - -	1 2% 32%
2	2 1% - - -	1 2% 52%	- - -	1 2% 48%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	2 1%	-	2 3% 100%	-
Don't know	1 *	-	-	-
	2% 100%	-	-	-
Net: 10/9/8/7	182 94%	47 94% 26%	47 93% 26%	46 93% 26%
Net: 10/9	102 53%	24 48% 23%	22 44% 21%	32 65% 31%
Net: 6/5/4	7 4%	2 4% 27%	2 4% 24%	2 5% 34%
Net: 3/2/1	4 2%	1 2% 29%	2 3% 43%	1 2% 27%
Mean	8.43	8.31	8.15	8.65
Standard Deviation	1.53	1.47	1.75	1.55

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 67

Page 212
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	51 26%	17 19% 33%	34 32% 67%	2 25% 5%	5 51% 10%	7 39% 15%	6 26% 12%	14 23% 29%	16 22% 31%	15 29% 29%	23 25% 45%	14 25% 27%	2 21% 5%	48 26% 95%	48 26% 95%	27 24% 53%	22 30% 43%	24 32% 47%	11 16% 21%
9	52 27%	26 30% 51%	25 24% 49%	2 19% 3%	4 40% 8%	2 9% 3%	7 32% 14%	18 30% 36%	19 26% 36%	17 34% 33%	27 30% 52%	8 14% 15%	3 27% 6%	49 27% 94%	49 27% 94%	26 24% 51%	21 30% 41%	21 29% 41%	17 26% 34%
8	51 26%	22 24% 42%	29 28% 58%	4 46% 8%	1 9% 2%	3 16% 6%	5 21% 9%	18 29% 36%	20 28% 39%	11 22% 22%	22 24% 42%	18 34% 36%	3 27% 6%	48 26% 94%	48 26% 94%	30 28% 60%	17 24% 34%	17 24% 34%	25 38% 49%
7	29 15%	19 22% 67%	9 9% 33%	1 10% 3%	- - -	6 32% 21%	2 8% 6%	8 12% 27%	12 17% 42%	7 13% 23%	13 14% 44%	10 18% 33%	2 18% 7%	27 15% 93%	27 15% 93%	19 18% 68%	7 10% 25%	7 10% 25%	7 11% 25%
6	4 2%	1 1% 20%	3 3% 80%	- - -	- - -	- - -	2 7% 36%	1 2% 24%	2 2% 41%	- - -	3 3% 59%	2 3% 41%	1 8% 21%	3 2% 79%	3 2% 79%	3 2% 59%	1 1% 20%	1 1% 20%	3 4% 64%
5	3 1%	1 1% 32%	2 2% 68%	- - -	- - -	1 5% 31%	- - -	- - -	2 3% 69%	- - -	1 1% 31%	2 4% 69%	- - -	3 2% 100%	3 2% 100%	2 2% 64%	1 1% 36%	1 1% 36%	2 3% 68%
2	2 1%	1 1% 52%	1 1% 48%	- - -	- - -	- - -	- - -	1 2% 48%	1 2% 52%	1 2% 52%	1 1% 48%	- - -	- - -	2 1% 100%	2 1% 100%	1 1% 48%	1 2% 52%	1 2% 52%	- - -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 67

Page 213
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	2 1%	2 2%	-	-	-	-	1 4%	1 1%	-	-	1 1%	1 48%	-	2 1%	2 1%	2 2%	-	-	1 1%
		100%	-	-	-	-	48%	52%	-	-	52%	48%	-	100%	100%	100%	-	-	48%
Don't know	1 *	-	1 1%	-	-	-	1 3%	-	-	-	-	1 1%	-	1 *	1 *	-	1 1%	1 1%	-
		-	100%	-	-	-	100%	-	-	-	-	100%	-	100%	100%	-	100%	100%	-
Net: 10/9/8/7	182 94%	84 95%	98 93%	9 100%	10 100%	18 95%	20 86%	59 95%	67 93%	50 98%	83 94%	49 90%	11 92%	171 94%	171 94%	103 93%	67 95%	69 95%	60 92%
		46%	54%	5%	5%	10%	11%	32%	37%	27%	46%	27%	6%	94%	94%	57%	37%	38%	33%
Net: 10/9	102 53%	43 49%	59 56%	4 44%	9 91%	9 47%	13 57%	33 53%	35 48%	32 63%	49 55%	21 39%	6 48%	97 53%	97 53%	53 48%	43 60%	45 61%	28 43%
		42%	58%	4%	9%	9%	13%	32%	34%	31%	48%	21%	5%	95%	95%	52%	42%	44%	27%
Net: 6/5/4	7 4%	2 2%	5 5%	-	-	1 5%	2 7%	1 2%	4 5%	-	3 4%	4 7%	1 8%	6 3%	6 3%	4 4%	2 3%	2 3%	5 7%
		25%	75%	-	-	13%	21%	14%	52%	-	48%	52%	12%	88%	88%	61%	26%	26%	66%
Net: 3/2/1	4 2%	3 3%	1 1%	-	-	-	1 4%	2 3%	1 2%	1 2%	2 2%	1 1%	-	4 2%	4 2%	3 2%	1 2%	1 2%	1 1%
		73%	27%	-	-	-	21%	50%	29%	29%	50%	21%	-	100%	100%	71%	29%	29%	21%
Mean	8.43	8.19	8.62	8.59	9.42	8.40	8.38	8.41	8.31	8.65	8.44	8.19	8.35	8.43	8.43	8.29	8.65	8.68	8.22
Standard Deviation	1.53	1.67	1.39	1.04	0.69	1.53	1.89	1.62	1.47	1.43	1.55	1.59	1.26	1.55	1.55	1.63	1.41	1.41	1.43

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 67

Page 214
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Extremely important	51 26%	22 24% 43%	9 22% 17%	37 31% 74%	4 12% 7%
9	52 27%	25 27% 48%	14 36% 28%	30 25% 58%	7 23% 14%
8	51 26%	27 30% 53%	10 25% 19%	29 24% 57%	12 40% 24%
7	29 15%	14 15% 47%	6 15% 21%	17 14% 60%	4 15% 15%
6	4 2%	3 3% 59%	- - -	2 1% 36%	2 6% 44%
5	3 1%	1 1% 31%	1 2% 31%	2 2% 69%	- - -
2	2 1%	- - 48%	- - -	1 1% 48%	1 4% 52%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 67

Page 215
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** It covers big national events well, like sports, music events or major news stories - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	-	1 2%	-	1 1%	-
	-	52%	-	48%	-
1 .	-	-	-	1 1%	-
	-	-	-	100%	-
182 94%	87 96%	51 92%	39 98%	114 95%	27 90%
	48%	28%	22%	63%	15%
102 53%	46 51%	31 57%	23 58%	68 56%	11 35%
	45%	30%	23%	66%	10%
7 4%	3 4%	2 4%	1 2%	4 3%	2 6%
	48%	34%	13%	49%	26%
4 2%	-	2 3%	-	2 2%	1 4%
	-	50%	-	48%	29%
8.43	8.52	8.53	8.58	8.56	7.98
1.53	1.16	1.80	1.14	1.49	1.60

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 68

Page 216
Absolutes/col/row percents

29 Nov 2010

Q6b(c) It covers big national events well, like sports, music events or major news stories - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	18 10%	14 7%	51 26%
9	37 19%	44 23%	52 27%
8	54 28%	70 36%	51 26%
7	31 16%	41 21%	29 15%
6	19 10%	13 7%	4 2%
5	18 9%	7 3%	3 1%
4	4 2%	2 1%	-
3	2 1%	-	-
2	3 2%	-	2 1%
1 - Does not apply at all	1 *	-	2 1%
Don't know	7 3%	3 2%	1 *
Net: 10/9/8/7	140 72%	169 87%	182 94%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 68

Page 217
Absolutes/col/row percents

29 Nov 2010

Q6b(c) It covers big national events well, like sports, music events or major news stories - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	55 28%	58 30%	102 53%
Net: 6/5/4	41 21%	22 11%	7 4%
Net: 3/2/1	6 3%	- -	4 2%
Mean	7.47	7.87	8.43
Standard Deviation	1.78	1.22	1.53



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

Page 218
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	2 1%	-	1 2%	-
		-	3 3%	-
		-	55%	-
9	15 8%	4 8%	7 13%	4 7%
		25%	24%	2%
8	50 26%	11 24%	13 26%	16 32%
		21%	26%	21%
7	33 17%	7 16%	3 6%	12 24%
		21%	9%	36%
6	19 10%	7 16%	5 10%	2 3%
		39%	26%	9%
5	26 13%	4 9%	10 19%	3 6%
		15%	37%	12%
4	11 6%	2 5%	4 7%	1 3%
		19%	32%	12%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
3	4 2%	1 2% 25%	1 2% 22%	2 4% 53%
2	7 4%	- - -	3 7% 46%	2 4% 30%
1 - Does not apply at all	3 2%	- - -	3 6% 100%	- - -
Don't know	23 12%	9 20% 37%	4 8% 17%	7 14% 31%
Net: 10/9/8/7	100 52%	21 48% 21%	24 47% 24%	33 66% 33%
Net: 10/9	17 9%	4 8% 21%	8 15% 44%	5 10% 29%
Net: 6/5/4	56 29%	13 30% 24%	18 36% 33% 5	6 12% 11%
Net: 3/2/1	14 7%	1 2% 7%	4 8% 29%	7 15% 52%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

Page 220
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
Mean	6.48	6.79	6.43	6.51
Standard Deviation	1.98	1.55	2.15	2.38

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

Page 221
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	2 1%	2 3%	* *	* *	- -	1 6%	- -	1 2%	- -	- -	1 2%	1 2%	- -	2 1%	2 1%	2 2%	* *	* *	1 2%
9	15 8%	7 8%	8 7%	4 40%	- -	- -	- -	6 10%	5 7%	- -	10 11%	5 10%	4 31%	11 6%	11 6%	9 8%	2 3%	2 3%	5 8%
8	50 26%	17 19%	33 31%	2 20%	4 42%	5 25%	10 42%	11 18%	19 26%	17 34%	18 20%	15 27%	2 18%	48 26%	48 26%	28 25%	20 28%	20 27%	18 27%
7	33 17%	12 13%	21 20%	* 36%	1 9%	4 21%	3 12%	16 26%	10 14%	7 14%	20 23%	6 11%	- 21%	33 18%	33 18%	17 53%	15 44%	15 44%	9 13%
6	19 10%	12 13%	7 7%	2 19%	- -	2 9%	2 7%	8 12%	6 8%	6 12%	9 10%	4 7%	- 33%	19 10%	19 10%	13 12%	6 8%	8 10%	12 18%
5	26 13%	14 16%	12 11%	- -	2 18%	1 4%	4 19%	6 10%	13 18%	6 11%	11 12%	9 17%	2 17%	24 13%	24 13%	17 65%	7 10%	7 10%	6 10%
4	11 6%	7 7%	5 5%	1 11%	- -	1 5%	2 7%	5 9%	2 3%	6 13%	4 4%	1 2%	- -	11 6%	11 6%	5 4%	6 9%	6 9%	2 3%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

Page 222
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	2 3% 57%	2 2% 43%	1 10% 22%	1 9% 21%	1 6% 25%	- - -	1 2% 32%	- - -	1 3% 32%	2 2% 43%	1 2% 25%	1 9% 25%	3 2% 75%	3 2% 75%	1 1% 21%	2 3% 54%	2 3% 54%	2 3% 43%
2	7 4%	4 5% 57%	3 3% 43%	- - -	1 11% 14%	2 9% 24%	1 6% 18%	2 3% 28%	1 2% 16%	2 5% 34%	4 4% 54%	1 2% 12%	- - -	7 4% 100%	7 4% 100%	3 3% 42%	4 6% 58%	4 6% 58%	2 3% 27%
1 - Does not apply at all	3 2%	2 2% 70%	1 1% 30%	- - -	- - -	1 6% 41%	- - -	1 1% 29%	1 1% 30%	1 2% 41%	1 1% 29%	1 2% 30%	1 8% 30%	2 1% 70%	2 1% 70%	2 2% 70%	- - -	- - -	1 1% 30%
Don't know	23 12%	9 11% 41%	14 13% 59%	- - -	1 11% 4%	2 10% 8%	2 7% 7%	4 7% 18%	14 20% 62%	3 6% 14%	10 11% 42%	10 19% 44%	2 18% 9%	21 12% 91%	21 12% 91%	13 11% 54%	9 12% 37%	9 12% 37%	8 12% 33%
Net: 10/9/8/7	100 52%	38 43% 38%	62 59% 62%	5 60% 5%	5 51% 5%	10 51% 10%	12 54% 12%	34 55% 34%	34 47% 34%	24 48% 24%	49 55% 49%	27 50% 27%	6 48% 6%	95 52% 94%	95 52% 94%	57 52% 57%	37 52% 37%	37 50% 37%	33 51% 33%
Net: 10/9	17 9%	10 11% 55%	8 7% 45%	4 40% 21%	- - -	1 6% 6%	- - -	7 12% 42%	5 7% 30%	- - -	11 12% 63%	6 12% 37%	4 31% 21%	14 8% 79%	14 8% 79%	12 11% 67%	2 3% 12%	2 3% 12%	7 10% 38%
Net: 6/5/4	56 29%	32 36% 58%	24 22% 42%	3 30% 5%	2 18% 3%	3 18% 6%	8 33% 14%	19 31% 34%	21 30% 38%	18 36% 32%	23 26% 42%	14 26% 26%	2 17% 4%	54 30% 96%	54 30% 96%	35 31% 62%	19 27% 35%	21 29% 38%	20 31% 36%
Net: 3/2/1	14 7%	9 10% 60%	6 6% 40%	1 10% 6%	2 20% 13%	4 21% 28%	1 6% 9%	4 7% 29%	2 3% 14%	5 10% 35%	7 7% 45%	3 5% 20%	2 17% 14%	12 7% 86%	12 7% 86%	6 5% 42%	6 9% 45%	6 9% 45%	5 7% 32%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	6.48	6.19	6.73	7.08	6.06	5.94	6.43	6.48	6.07	6.59	6.74	6.55	6.48	6.48	6.60	6.27	6.27	6.65
Standard Deviation	1.98	2.15	1.80	2.27	2.38	2.64	1.85	1.96	2.02	1.96	1.95	2.89	1.93	1.93	1.93	1.93	1.90	1.91

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Applies completely	2 1%	-	*	2 2%	-
9	15 8%	8 9%	5 13%	6 5%	4 13%
8	50 26%	27 29%	10 25%	32 26%	8 28%
7	33 17%	18 20%	8 21%	22 18%	3 10%
6	19 10%	8 9%	5 13%	12 10%	2 6%
5	26 13%	11 12%	5 13%	19 15%	1 3%
4	11 6%	5 6%	2 5%	7 6%	2 7%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	4 2%	1 1% 21%	- 2% 22%	4 4% 100%	- - -
2	7 4%	3 3% 44%	1 3% 16%	3 3% 42%	3 10% 43%
1 - Does not apply at all	3 2%	1 1% 41%	- - 29%	- - -	1 4% 41%
Don't know	23 12%	9 10% 39%	3 7% 13%	14 11% 59%	6 19% 24%
Net: 10/9/8/7	100 52%	52 58% 52%	24 59% 23%	62 51% 61%	15 50% 15%
Net: 10/9	17 9%	8 9% 48%	5 13% 30%	8 7% 48%	4 13% 22%
Net: 6/5/4	56 29%	24 26% 43%	12 31% 22%	38 31% 67%	5 16% 9%
Net: 3/2/1	14 7%	5 6% 36%	1 3% 8%	7 6% 50%	4 14% 30%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 69

Page 226
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.48	6.65	6.11	6.81	6.51	6.30
Standard Deviation	1.98	1.88	2.14	1.68	1.81	2.60

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

Page 227
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	8 4%	2 4%	3 6%	1 3%
9	29 15%	7 17%	13 26%	4 8%
8	66 34%	14 31%	23 46%	17 34%
7	42 21%	9 20%	10 20%	6 12%
6	21 11%	4 10%	4 8%	8 17%
5	13 7%	5 10%	3 6%	1 3%
4	6 3%	1 2%	- -	5 9%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	2 1%	-	2 4%	-
	-	-	100%	-
Don't know	8 4%	3 6%	-	3 6%
	5% 28%	37%	-	36%
Net: 10/9/8/7	145 75%	40 80%	34 68%	39 78%
	72% 22%	28%	24%	27%
Net: 10/9	37 19%	6 13%	16 32%	5 11%
	21% 24%	17%	43%	15%
Net: 6/5/4	39 20%	7 14%	14 28%	8 16%
	23% 26%	18%	36%	20%
Net: 3/2/1	2 1%	-	2 4%	-
	-	-	100%	-
Mean	7.42	7.60	7.32	7.37
Standard Deviation	1.42	1.13	1.86	1.14

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 33%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	8 4%	3 3%	6 5%	1 10%	- -	- -	3 13%	1 2%	3 4%	1 1%	6 7%	2 3%	- -	8 5%	8 5%	5 5%	3 4%	3 4%	4 7%
9	29 15%	10 11%	19 18%	1 15%	- -	5 25%	4 18%	10 16%	9 12%	10 21%	13 14%	6 10%	4 31%	25 14%	25 14%	20 18%	5 8%	5 7%	6 9%
8	66 34%	28 32%	38 36%	1 10%	7 70%	4 21%	6 28%	24 39%	24 33%	22 43%	26 29%	18 33%	2 18%	64 35%	64 35%	36 33%	27 37%	29 39%	29 43%
7	42 21%	19 22%	22 21%	3 30%	2 19%	4 24%	5 21%	10 16%	18 24%	7 13%	18 20%	17 31%	1 9%	40 22%	40 22%	24 22%	17 23%	17 23%	10 15%
6	21 11%	15 17%	5 5%	1 15%	1 11%	2 11%	2 7%	6 9%	9 13%	4 8%	13 14%	4 7%	2 18%	19 10%	19 10%	11 10%	8 11%	8 11%	8 12%
5	13 7%	4 5%	9 8%	1 10%	- -	2 10%	2 9%	4 6%	4 5%	2 4%	8 9%	3 5%	2 17%	11 6%	11 6%	7 7%	4 5%	4 5%	3 5%
4	6 3%	3 3%	3 3%	1 10%	- -	- -	- -	4 6%	1 1%	3 5%	- -	3 5%	1 8%	5 3%	5 3%	2 2%	2 3%	2 3%	1 1%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	1 1%	1 1%	-	-	-	-	2 3%	-	-	1 1%	1 2%	-	2 1%	2 1%	2 2%	-	-	1 1%
		49%	51%	-	-	-	-	100%	-	-	49%	51%	-	100%	100%	100%	-	-	51%
Don't know	8 4%	5 6%	3 3%	-	-	2 10%	1 4%	1 2%	5 6%	2 4%	4 5%	2 4%	-	8 5%	8 5%	3 2%	6 8%	6 8%	5 7%
		62%	38%	-	-	22%	10%	14%	54%	23%	52%	25%	-	100%	100%	32%	68%	68%	54%
Net: 10/9/8/7	145 75%	60 68%	84 80%	6 66%	9 89%	13 69%	18 80%	46 74%	53 74%	40 78%	63 71%	42 77%	7 57%	138 76%	138 76%	85 77%	52 73%	54 74%	49 74%
		42%	58%	4%	6%	9%	13%	31%	37%	27%	43%	29%	5%	95%	95%	59%	36%	37%	34%
Net: 10/9	37 19%	13 14%	24 23%	2 25%	-	5 25%	7 31%	11 18%	12 16%	11 22%	19 21%	7 13%	4 31%	34 18%	34 18%	25 23%	9 12%	9 12%	10 16%
		34%	66%	6%	-	13%	19%	30%	32%	30%	50%	19%	10%	90%	90%	67%	23%	23%	28%
Net: 6/5/4	39 20%	22 25%	17 16%	3 34%	1 11%	4 21%	4 16%	13 21%	14 34%	9 18%	21 23%	9 17%	5 43%	34 19%	34 19%	21 19%	14 19%	14 18%	12 18%
		57%	43%	8%	3%	10%	9%	34%	36%	23%	53%	24%	13%	87%	87%	53%	35%	35%	30%
Net: 3/2/1	2 1%	1 1%	1 1%	-	-	-	-	2 3%	-	-	1 1%	1 2%	-	2 1%	2 1%	2 2%	-	-	1 1%
		49%	51%	-	-	-	-	100%	-	-	49%	51%	-	100%	100%	100%	-	-	51%
Mean	7.42	7.25	7.56	7.07	7.59	7.43	7.81	7.27	7.46	7.58	7.44	7.25	7.04	7.45	7.45	7.48	7.39	7.41	7.54
Standard Deviation	1.42	1.38	1.45	1.84	0.71	1.35	1.47	1.61	1.26	1.38	1.44	1.44	1.80	1.40	1.40	1.46	1.30	1.28	1.38

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
8 4%	3 4%	2 3%	2 5%	7 5%	-
29 15%	22 24%	6 11%	7 17%	18 15%	4 15%
66 34%	27 30%	21 38%	15 38%	40 33%	11 37%
42 21%	16 17%	13 24%	7 17%	28 24%	7 22%
21 11%	13 15%	6 10%	4 9%	11 9%	7 22%
13 7%	4 5%	4 8%	2 5%	9 7%	-
6 3%	1 1%	1 2%	1 2%	2 2%	1 5%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 70

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	- 3%	2 3%	-	1 1%	-
	-	100%	-	51%	-
8 4%	4 4%	1 2%	3 8%	5 4%	-
	45%	14%	37%	63%	-
145 75%	68 76%	42 75%	30 76%	92 77%	22 74%
	47%	29%	21%	64%	15%
37 19%	25 28%	8 14%	9 21%	24 20%	4 15%
	68%	21%	23%	65%	12%
39 20%	18 20%	11 19%	7 16%	22 18%	8 26%
	47%	27%	17%	56%	20%
2 1%	-	2 3%	-	1 1%	-
	-	100%	-	51%	-
7.42	7.66	7.26	7.64	7.48	7.31
1.42	1.30	1.47	1.33	1.40	1.24

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 71

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	28 15%	10 24% 37%	4 8% 14%	8 17% 29%
9	37 19%	5 11% 13%	9 18% 24%	14 28% 37%
8	74 38%	17 39% 23%	22 43% 29%	15 31% 21%
7	18 10%	2 5% 11%	5 11% 29%	6 12% 32%
6	13 7%	4 10% 35%	4 9% 35%	2 3% 14%
5	17 9%	5 11% 29%	4 8% 22%	6 12% 37%
4	2 1%	- - -	1 2% 53%	1 2% 47%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	2 1%	-	2 4% 100%	-
Don't know	2 1%	2 4% 100%	-	-
Net: 10/9/8/7	159 82%	40 80% 22%	39 78% 25%	45 90% 28%
Net: 10/9	66 34%	15 35% 24%	13 35% 27%	20 39% 30%
Net: 6/5/4	31 16%	9 21% 30%	8 16% 26%	5 10% 16%
Net: 3/2/1	2 1%	-	2 4% 100%	-
Mean	7.88	8.00	7.82	7.58
Standard Deviation	1.63	1.61	1.30	2.15

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	28 15%	8 9% 29%	20 19% 71%	1 15% 5%	3 29% 10%	4 22% 14%	2 10% 8%	9 15% 33%	9 12% 30%	5 10% 18%	15 17% 53%	8 15% 29%	2 21% 8%	26 14% 92%	26 14% 92%	16 15% 58%	10 14% 34%	10 13% 34%	9 13% 30%
9	37 19%	15 17% 40%	22 21% 60%	3 34% 8%	1 9% 2%	1 7% 3%	6 25% 15%	15 24% 39%	12 16% 32%	11 21% 28%	18 20% 47%	9 17% 24%	3 27% 8%	34 19% 92%	34 19% 92%	21 19% 55%	13 18% 34%	14 19% 36%	10 15% 27%
8	74 38%	33 37% 44%	42 40% 56%	4 41% 5%	4 42% 5%	6 31% 8%	8 34% 11%	20 32% 26%	33 46% 45%	17 34% 23%	33 37% 44%	24 44% 32%	3 27% 4%	71 39% 96%	71 39% 96%	40 36% 53%	32 45% 43%	33 45% 44%	32 49% 43%
7	18 10%	12 13% 64%	7 6% 36%	- - -	1 11% 6%	3 14% 14%	3 11% 14%	4 6% 21%	8 12% 45%	4 7% 19%	9 11% 51%	6 10% 30%	- - -	18 10% 100%	18 10% 100%	12 11% 64%	7 9% 36%	7 9% 36%	4 6% 21%
6	13 7%	7 8% 53%	6 6% 47%	- - -	- - -	- - -	1 4% 7%	9 14% 68%	3 5% 26%	3 7% 27%	7 7% 52%	3 5% 22%	1 9% 8%	12 6% 92%	12 6% 92%	6 6% 48%	6 8% 44%	6 8% 44%	5 8% 39%
5	17 9%	9 10% 55%	8 7% 45%	1 10% 5%	1 9% 5%	3 17% 19%	3 12% 17%	3 6% 20%	6 8% 33%	7 13% 41%	6 7% 37%	4 7% 23%	1 9% 6%	16 9% 94%	16 9% 94%	13 12% 76%	3 4% 17%	3 4% 17%	5 8% 33%
4	2 1%	1 1% 47%	1 1% 53%	- - -	- - -	1 4% 47%	- - -	- - -	1 1% 53%	1 2% 47%	- - -	1 2% 53%	1 8% 53%	1 47%	1 47%	- -	1 47%	1 47%	1 53%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 71

Page 236
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	2 1%	2 3% 100%	- - -	- - -	- - -	- - -	- - -	2 4% 100%	- - -	1 3% 61%	1 1% 39%	- - -	- - -	2 1% 100%	2 1% 100%	1 39% -	1 2% 61%	1 2% 61%	- - -
Don't know	2 1%	2 2% 100%	- - -	- - -	- - -	1 5% 54%	1 4% 46%	- - -	- - -	2 4% 100%	- - -	- - -	- - -	2 1% 100%	2 1% 100%	2 2% 100%	- - -	- - -	- - -
Net: 10/9/8/7	159 82%	67 76% 43%	91 86% 57%	8 90% 5%	9 91% 6%	14 73% 9%	18 80% 12%	47 77% 30%	62 86% 39%	36 72% 23%	75 85% 47%	47 86% 30%	9 74% 5%	150 82% 95%	150 82% 95%	88 80% 56%	60 85% 38%	62 85% 39%	54 83% 34%
Net: 10/9	66 34%	23 26% 35%	43 40% 65%	5 50% 7%	4 38% 6%	5 28% 8%	8 35% 12%	24 39% 36%	20 28% 31%	16 31% 24%	33 37% 50%	17 32% 26%	6 48% 8%	60 33% 92%	60 33% 92%	37 34% 56%	22 31% 34%	23 32% 35%	18 28% 28%
Net: 6/5/4	31 16%	17 19% 54%	14 14% 46%	1 10% 3%	1 9% 3%	4 21% 13%	4 16% 12%	12 20% 39%	10 14% 31%	11 22% 35%	13 14% 41%	7 14% 24%	3 26% 10%	28 16% 90%	28 16% 90%	19 17% 61%	9 13% 30%	9 13% 30%	11 17% 36%
Net: 3/2/1	2 1%	2 3% 100%	- - -	- - -	- - -	- - -	- - -	2 4% 100%	- - -	1 3% 61%	1 1% 39%	- - -	- - -	2 1% 100%	2 1% 100%	1 39% -	1 2% 61%	1 2% 61%	- - -
Mean	7.88	7.53	8.17 a	8.35	8.29	7.67	7.88	7.77	7.91	7.53	8.01	7.99	7.92	7.88	7.88	7.86	7.89	7.91	7.89
Standard Deviation	1.63	1.79	1.43	1.39	1.53	1.88	1.48	1.93	1.36	1.93	1.55	1.42	1.95	1.61	1.61	1.61	1.62	1.61	1.42

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 71

Page 237
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Extremely important	28 15%	15 16% 51%	4 11% 16%	21 18% 75%	2 5% 6%
9	37 19%	21 23% 55%	8 20% 21%	23 19% 62%	6 21% 17%
8	74 38%	31 34% 42%	16 41% 22%	44 36% 58%	14 48% 19%
7	18 10%	9 10% 50%	4 9% 20%	15 12% 80%	- - -
6	13 7%	6 6% 44%	1 3% 9%	7 6% 56%	4 15% 35%
5	17 9%	7 8% 44%	5 14% 33%	7 6% 42%	3 11% 20%
4	2 1%	- - -	- - -	1 1% 47%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 71

Page 238
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
1 - Not at all important	2 1%	-	-	1 1%	-
	-	2 39%	-	61%	-
Don't know	2 1%	2 2%	1 2%	1 1%	-
	-	100%	46%	54%	-
Net: 10/9/8/7	159 82%	75 83%	33 81%	103 85%	22 74%
	48%	29%	21%	65%	14%
Net: 10/9	66 34%	35 39%	12 31%	44 37%	8 26%
	53%	30%	19%	68%	12%
Net: 6/5/4	31 16%	13 14%	7 17%	15 13%	8 26%
	42%	25%	21%	48%	25%
Net: 3/2/1	2 1%	-	-	1 1%	-
	-	2 39%	-	61%	-
Mean	7.88	8.08	7.92	8.02	7.69
Standard Deviation	1.63	1.42	1.65	1.58	1.41

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 72

Page 239
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	2 1%	8 4%	28 15%
9	15 8%	29 15%	37 19%
8	50 26%	66 34%	74 38%
7	33 17%	42 21%	18 10%
6	19 10%	21 11%	13 7%
5	26 13%	13 7%	17 9%
4	11 6%	6 3%	2 1%
3	4 2%	2 1%	- -
2	7 4%	- -	- -
1 - Does not apply at all	3 2%	- -	2 1%
Don't know	23 12%	8 4%	2 1%
Net: 10/9/8/7	100 52%	145 75%	159 82%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 72

Page 240
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	17 9%	37 19%	66 34%
Net: 6/5/4	56 29%	39 20%	31 16%
Net: 3/2/1	14 7%	2 1%	2 1%
Mean	6.48	7.42	7.88
Standard Deviation	1.98	1.42	1.63



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 241
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	9 5%	- 3 6% 35%	4 9% 49%	1 3% 16%
9	21 11%	6 14% 30%	4 9% 20%	4 9% 21%
8	49 25%	12 28% 25%	10 20% 20%	11 23% 23%
7	46 24%	7 16% 15%	18 35% 38%	9 19% 21%
6	19 10%	3 7% 16%	5 10% 26%	5 10% 27%
5	16 8%	5 12% 32%	4 8% 24%	5 9% 30%
4	7 4%	2 4% 25%	- - -	4 7% 50%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 242
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	47
3	2 1%	- - 58%	1 - -	1 2% 42%
2	4 2%	- - 48%	2 4% 52%	- - -
1 - Does not apply at all	2 1%	1 2% 46%	- - 54%	- - -
Don't know	18 9%	7 17% 40%	2 4% 11%	7 13% 37%
Net: 10/9/8/7	125 64%	26 58% 20%	35 71% 28%	29 58% 23%
Net: 10/9	30 16%	6 14% 21%	7 15% 25%	11 21% 35%
Net: 6/5/4	42 22%	10 23% 24%	9 18% 23%	13 27% 32%
Net: 3/2/1	9 4%	1 2% 12%	3 6% 38%	1 2% 10%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 243
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
Mean	7.02	7.00	6.99	7.16
Standard Deviation	1.83	1.80	1.77	2.11

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 244
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	9 5%	4 5%	5 4%	1 10%	- -	2 10%	2 10%	3 4%	1 2%	- -	6 7%	3 5%	- -	9 5%	9 5%	8 7%	1 2%	1 2%	4 6%
9	21 11%	10 11%	12 11%	3 30%	- -	1 7%	3 15%	5 7%	9 13%	8 16%	7 8%	6 11%	5 40%	17 9%	17 9%	9 8%	6 9%	7 10%	5 8%
8	49 25%	22 24%	27 26%	3 29%	3 29%	4 22%	7 32%	15 25%	17 23%	10 20%	26 29%	13 24%	1 9%	48 26%	48 26%	32 29%	16 22%	16 21%	22 33%
7	46 24%	20 23%	26 24%	1 10%	1 11%	4 22%	1 3%	21 34%	18 25%	7 15%	27 30%	12 22%	1 8%	45 25%	45 25%	22 20%	23 33%	23 32%	20 31%
6	19 10%	7 8%	12 11%	* -	3 29%	1 5%	2 11%	5 8%	8 11%	6 12%	6 7%	7 12%	1 9%	18 10%	18 10%	9 8%	9 12%	9 13%	6 9%
5	16 8%	11 12%	5 5%	1 11%	2 21%	2 9%	3 12%	3 5%	5 7%	8 15%	5 5%	4 7%	1 9%	15 8%	15 8%	11 10%	4 6%	4 6%	2 3%
4	7 4%	1 1%	6 6%	1 10%	- -	1 4%	2 7%	3 5%	1 1%	2 3%	3 3%	3 5%	1 8%	6 3%	6 3%	4 4%	2 3%	2 3%	1 1%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 245
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	2 2%	-	-	-	1 4%	-	-	1 2%	1 58%	1 42%	-	-	2 100%	2 100%	1 42%	1 58%	1 58%	-
2	4 2%	3 3%	1 1%	-	1 11%	1 5%	1 4%	-	1 2%	2 57%	1 24%	1 19%	-	4 100%	4 100%	3 76%	1 24%	1 24%	2 3%
1 - Does not apply at all	2 1%	1 1%	1 1%	-	-	1 6%	-	1 2%	-	1 54%	-	1 46%	-	2 100%	2 100%	2 100%	-	-	-
Don't know	18 9%	8 9%	11 10%	-	-	1 4%	2 7%	6 9%	10 14%	5 10%	8 9%	6 11%	2 18%	16 9%	16 9%	8 46%	8 43%	8 43%	3 5%
Net: 10/9/8/7	125 64%	56 63%	69 66%	7 79%	4 40%	12 61%	14 60%	44 71%	45 63%	26 50%	66 74%	33 61%	56 56%	118 65%	118 65%	71 64%	47 65%	48 65%	52 79%
		45%	55%	6%	3%	9%	11%	35%	36%	20%	53%	27%	5%	95%	95%	57%	37%	38%	41%
Net: 10/9	30 16%	14 16%	16 15%	4 40%	-	3 17%	6 25%	7 12%	11 15%	8 16%	13 15%	9 16%	5 40%	26 14%	26 14%	17 15%	8 11%	9 12%	10 15%
		47%	53%	12%	-	10%	19%	24%	35%	27%	44%	29%	15%	85%	85%	56%	25%	29%	32%
Net: 6/5/4	42 22%	19 21%	23 22%	2 21%	5 50%	3 18%	7 30%	11 18%	14 19%	16 31%	13 15%	13 24%	3 26%	39 21%	39 21%	24 58%	15 35%	16 37%	9 14%
		44%	56%	5%	11%	8%	16%	27%	33%	37%	32%	31%	7%	93%	93%	58%	35%	37%	21%
Net: 3/2/1	9 4%	6 7%	2 2%	-	1 11%	3 16%	1 4%	1 2%	3 4%	5 9%	2 2%	2 3%	-	9 5%	9 5%	6 6%	2 3%	2 3%	2 3%
		71%	29%	-	12%	36%	10%	12%	30%	56%	22%	22%	-	100%	100%	74%	26%	26%	22%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 246
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	7.02	6.91	7.11	7.67	6.05	6.44	7.20	7.10	6.47	7.34	7.01	7.46	6.99	6.99	6.97	7.00	7.01	7.38
Standard Deviation	1.83	1.96	1.71	1.92	1.88	2.63	2.08	1.60	2.14	1.53	1.87	1.89	1.83	1.83	2.01	1.49	1.49	1.51

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 247
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL		Use internet to watch programmes/ films (B)		Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)		More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	52	39	111	27
10 - Applies completely	9 5%	5 53%	3 34%	1 10%	7 81%	1 9%
9	21 11%	10 11%	4 8%	7 17%	11 9%	3 9%
8	49 25%	28 31%	12 22%	12 30%	30 25%	7 23%
7	46 24%	19 21%	17 30%	13 32%	27 22%	6 21%
6	19 10%	6 7%	4 8%	4 10%	10 8%	4 14%
5	16 8%	7 8%	5 9%	2 4%	12 10%	1 5%
4	7 4%	4 5%	3 6%	1 2%	5 4%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 248
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	1 1%	-	-	1 1%	1 4%
	42%	-	-	42%	58%
4 2%	3 4%	2 4%	-	3 3%	1 3%
	81%	57%	-	76%	24%
2 1%	1 1%	-	-	1 1%	1 4%
	54%	-	-	46%	54%
18 9%	6 6%	4 6%	1 3%	13 11%	5 15%
	30%	19%	6%	70%	25%
125 64%	62 69%	37 66%	32 81%	75 63%	17 55%
	50%	29%	26%	60%	13%
30 16%	15 17%	7 13%	8 19%	18 15%	3 11%
	50%	25%	26%	60%	11%
42 22%	17 19%	13 23%	7 17%	27 23%	6 18%
	41%	30%	16%	64%	13%
9 4%	6 6%	2 4%	-	5 4%	3 11%
	65%	29%	-	60%	40%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 73

Page 249
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.02	7.03	6.88	7.46	6.98	6.63
Standard Deviation	1.83	1.98	1.85	1.23	1.89	2.20

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

Page 250
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	9 4%	- -	4 8%	1 2%
			4 8%	10 21%
9	15 8%	2 5%	4 9%	5 11%
		15 22%	29 35%	21 21%
8	73 38%	21 47%	16 32%	20 39%
		28 22%	27 27%	34 23%
7	45 23%	10 23%	9 18%	12 24%
		22 22%	20 26%	14 29%
6	21 11%	5 10%	5 11%	4 8%
		22 22%	26 26%	7 13%
5	20 10%	3 7%	8 17%	4 9%
		15 15%	42 42%	22 22%
4	3 2%	2 5%	- -	1 2%
		71 71%	29 29%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

Page 251
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	45	47
3	1 1%	- 2% 100%	- -	- -
Don't know	7 4%	1 2% 15%	2 4% 32%	4 7% 53%
Net: 10/9/8/7	142 73%	33 75% 23%	41 81% 29%	36 71% 25%
Net: 10/9	24 12%	2 5% 10%	8 17% 35%	9 8% 17%
Net: 6/5/4	44 22%	10 22% 22%	14 28% 32%	9 19% 21%
Net: 3/2/1	1 1%	- 2% 100%	- -	- -
Mean	7.30	7.19	7.21	7.53
Standard Deviation	1.35	1.24	1.61	1.36

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

Page 252
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	9 4%	4 4%	5 4%	1 10%	1 9%	2 8%	1 4%	1 2%	3 4%	-	4 5%	5 8%	2 18%	7 4%	7 4%	6 5%	1 1%	1 1%	5 8%
9	15 8%	6 7%	9 9%	1 15%	-	-	1 4%	5 8%	8 11%	5 9%	7 7%	4 7%	3 22%	13 7%	13 7%	6 6%	6 8%	7 9%	7 10%
8	73 38%	31 35%	42 40%	3 29%	7 70%	8 41%	9 41%	17 28%	29 41%	14 28%	36 40%	23 42%	1 9%	72 40%	72 40%	45 41%	27 38%	28 38%	26 39%
7	45 23%	24 28%	21 20%	3 36%	-	8 41%	6 24%	16 27%	12 17%	14 28%	22 25%	9 17%	2 17%	43 24%	43 24%	29 27%	14 20%	14 19%	13 20%
6	21 11%	8 9%	12 12%	-	2 21%	1 4%	1 3%	9 15%	8 11%	8 16%	8 10%	4 7%	1 9%	19 11%	19 11%	8 7%	12 16%	12 16%	8 12%
5	20 10%	11 12%	9 9%	-	-	* 4%	4 17%	10 16%	6 9%	7 13%	8 9%	5 9%	2 17%	18 10%	18 10%	12 10%	7 9%	7 9%	5 7%
4	3 2%	1 1%	2 2%	1 10%	-	-	-	1 2%	1 2%	-	1 1%	2 4%	-	3 2%	3 2%	2 2%	1 1%	1 1%	-



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

Page 253
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1 1%	1 1%	-	-	-	1 5%	-	-	-	1 2%	-	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Don't know	7 4%	2 2%	5 5%	-	-	-	2 7%	1 2%	4 6%	2 3%	2 3%	3 6%	1 9%	6 3%	6 3%	1 1%	5 7%	5 7%	2 3%
		31%	69%	-	-	-	22%	17%	61%	22%	34%	44%	15%	85%	85%	14%	71%	71%	32%
Net: 10/9/8/7	142 73%	65 74%	77 73%	8 90%	8 79%	17 91%	17 73%	40 65%	52 73%	33 65%	69 77%	41 75%	8 65%	135 74%	135 74%	87 79%	47 66%	49 67%	51 77%
		46%	54%	6%	5%	12%	12%	28%	37%	23%	48%	29%	5%	95%	95%	61%	33%	35%	36%
Net: 10/9	24 12%	10 11%	14 13%	2 25%	1 9%	2 8%	2 8%	7 11%	11 15%	5 9%	11 12%	9 16%	5 40%	19 11%	19 11%	12 11%	7 9%	8 10%	12 18%
		41%	59%	10%	4%	7%	7%	28%	45%	20%	44%	36%	19%	81%	81%	49%	27%	32%	49%
Net: 6/5/4	44 22%	20 23%	24 22%	1 10%	2 21%	1 4%	5 20%	20 33%	15 21%	15 30%	18 20%	11 20%	3 26%	41 22%	41 22%	22 20%	19 27%	19 26%	13 20%
		46%	54%	2%	5%	2%	10%	47%	35%	34%	41%	25%	7%	93%	93%	50%	44%	44%	30%
Net: 3/2/1	1 1%	1 1%	-	-	-	1 5%	-	-	-	1 2%	-	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Mean	7.30	7.20	7.38	7.60	7.77	7.40	7.26	6.99	7.45	6.96	7.38	7.49	7.69	7.27	7.27	7.30	7.20	7.24	7.57
Standard Deviation	1.35	1.39	1.32	1.61	1.13	1.42	1.33	1.35	1.32	1.33	1.27	1.47	1.87	1.32	1.32	1.36	1.24	1.24	1.29

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 47%	90* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	9 4%	3 3%	2 22%	5 4%	2 5%
9	15 8%	8 8%	5 14%	10 8%	-
8	73 38%	38 42%	18 46%	46 38%	9 31%
7	45 23%	23 25%	5 13%	32 27%	7 23%
6	21 11%	11 12%	1 2%	13 11%	6 19%
5	20 10%	5 6%	5 13%	8 7%	5 15%
4	3 2%	1 1%	1 2%	1 1%	1 4%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 74

Page 255
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 1%	1 1% 100%	- - -	1 1% 100%	- - -
Don't know	7 4%	2 2% 22%	3 5% 39%	4 3% 53%	1 3% 15%
Net: 10/9/8/7	142 73%	71 79% 50%	36 66% 25%	93 77% 65%	18 59% 13%
Net: 10/9	24 12%	10 11% 42%	3 5% 17%	15 12% 62%	2 5% 7%
Net: 6/5/4	44 22%	17 19% 39%	16 30% 38%	23 19% 52%	11 37% 26%
Net: 3/2/1	1 1%	1 1% 100%	- - -	1 1% 100%	- - -
Mean	7.30	7.37	7.07	7.55	7.37
Standard Deviation	1.35	1.24	1.24	1.44	1.27

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	33 17%	10 20% 30%	8 16% 24%	6 11% 17%
9	42 21%	7 13% 22%	13 27% 32%	12 25% 30%
8	61 31%	16 32% 22%	15 30% 25%	17 33% 27%
7	32 17%	8 16% 24%	7 15% 23%	9 18% 27%
6	9 5%	3 7% 22%	- - -	4 7% 41%
5	11 6%	4 7% 9%	4 9% 40%	2 4% 18%
4	2 1%	1 2% 56%	1 2% 44%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

Page 257
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	2 1%	1 2% 47%	- 2% -	- - -
1 - Not at all important	1 *	- -	1 2% 100%	- - -
Don't know	1 1%	- -	- -	1 2% 100%
Net: 10/9/8/7	168 87%	40 91% 24%	41 82% 24%	44 88% 26%
Net: 10/9	75 39%	19 43% 25%	17 34% 22%	21 43% 28%
Net: 6/5/4	22 11%	3 7% 14%	8 16% 37%	5 11% 24%
Net: 3/2/1	3 1%	1 2% 32%	1 2% 37%	- - -
Mean	8.01	8.21	7.83	7.98
Standard Deviation	1.56	1.48	1.72	1.74

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	33 17%	14 16% 43%	19 18% 57%	2 25% 7%	2 22% 6%	2 9% 5%	5 21% 14%	12 20% 37%	10 14% 31%	11 22% 34%	12 13% 36%	10 19% 31%	3 29% 10%	30 16% 90%	30 16% 90%	17 15% 51%	12 17% 36%	14 19% 41%	10 16% 31%
9	42 21%	16 19% 39%	25 24% 61%	3 28% 6%	2 20% 5%	3 15% 7%	4 18% 10%	13 20% 30%	18 25% 43%	8 15% 18%	23 26% 55%	11 20% 27%	2 18% 5%	39 22% 95%	39 22% 95%	25 23% 60%	14 20% 35%	14 20% 35%	11 17% 27%
8	61 31%	26 30% 43%	35 33% 57%	4 46% 7%	4 39% 6%	6 32% 10%	4 17% 6%	18 29% 30%	25 35% 41%	12 24% 20%	32 36% 52%	17 31% 28%	2 18% 3%	59 32% 97%	59 32% 97%	37 34% 61%	21 30% 35%	21 29% 35%	24 37% 40%
7	32 17%	20 23% 63%	12 11% 37%	* 3%	1 9% 3%	7 39% 23%	5 22% 15%	7 12% 22%	12 17% 37%	10 20% 31%	12 14% 39%	10 18% 30%	1 9% 3%	31 17% 97%	31 17% 97%	18 17% 57%	13 18% 40%	13 18% 40%	13 20% 40%
6	9 5%	3 4% 37%	6 5% 63%	- -	1 11% 12%	- -	2 7% 17%	4 7% 49%	2 3% 22%	1 2% 13%	6 6% 64%	2 4% 24%	1 9% 12%	8 4% 88%	8 4% 88%	2 2% 28%	5 8% 61%	5 7% 61%	3 5% 36%
5	11 6%	5 6% 45%	6 6% 55%	- -	- -	- -	4 16% 34%	5 9% 48%	2 3% 18%	5 11% 48%	2 2% 18%	4 7% 33%	1 9% 9%	10 5% 91%	10 5% 91%	8 7% 72%	2 3% 19%	2 3% 19%	3 4% 24%
4	2 1%	1 1% 56%	1 1% 44%	- -	- -	- -	- -	- -	2 3% 100%	1 2% 56%	- -	1 2% 44%	1 8% 44%	1 1% 56%	1 1% 56%	- -	1 2% 56%	1 2% 56%	1 1% 44%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	1 1% 53%	1 1% 47%	- - -	- - -	1 5% 53%	- - -	- - -	1 1% 47%	2 4% 100%	- - -	- - -	- - -	2 1% 100%	2 1% 100%	1 1% 53%	1 1% 47%	1 1% 47%	- - -
1 - Not at all important	1 *	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -
Don't know	1 1%	* * *	1 1% 100%	- - -	- - -	- - -	* * *	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	* * *	1 2% 100%	1 2% 100%	- - -
Net: 10/9/8/7	168 87%	77 87% 46%	91 86% 54%	9 100% 5%	9 89% 5%	18 95% 11%	18 77% 10%	50 81% 30%	65 90% 39%	41 81% 24%	79 89% 47%	48 88% 28%	9 75% 5%	159 87% 95%	159 87% 95%	98 89% 58%	61 85% 36%	62 85% 37%	59 90% 35%
Net: 10/9	75 39%	31 35% 41%	44 42% 59%	5 53% 7%	4 42% 5%	5 24% 6%	9 38% 12%	25 40% 33%	28 39% 37%	19 37% 25%	35 39% 47%	21 39% 28%	6 48% 7%	69 38% 93%	69 38% 93%	42 38% 56%	26 37% 35%	28 39% 38%	22 33% 29%
Net: 6/5/4	22 11%	9 11% 43%	13 12% 57%	- - -	1 11% 5%	- - -	5 23% 24%	10 16% 44%	6 8% 27%	8 15% 35%	8 9% 35%	7 12% 30%	3 25% 14%	19 10% 86%	19 10% 86%	10 47% 47%	9 12% 39%	9 12% 39%	7 10% 31%
Net: 3/2/1	3 1%	2 2% 68%	1 1% 32%	- - -	- - -	1 5% 37%	- - -	1 1% 31%	1 1% 32%	2 4% 69%	1 1% 31%	- - -	- - -	3 2% 100%	3 2% 100%	2 2% 68%	1 1% 32%	1 1% 32%	- - -
Mean	8.01	7.85	8.13	8.78	8.33	7.67	7.74	7.99	8.05	7.75	8.12	8.05	7.93	8.01	8.01	8.01	7.99	8.04	8.02
Standard Deviation	1.56	1.64	1.48	0.87	1.28	1.51	1.74	1.72	1.46	1.90	1.38	1.48	2.05	1.53	1.53	1.55	1.50	1.52	1.35

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
33 17%	15 16% 44%	8 14% 23%	5 13% 15%	22 18% 67%	5 17% 15%
42 21%	19 22% 47%	6 10% 14%	11 28% 27%	28 23% 67%	3 8% 6%
61 31%	31 34% 51%	23 42% 38%	15 38% 25%	35 29% 57%	11 36% 18%
32 17%	17 19% 52%	9 16% 28%	5 13% 17%	23 19% 71%	4 14% 13%
9 5%	3 3% 29%	5 9% 54%	2 5% 25%	4 3% 41%	2 7% 24%
11 6%	5 5% 45%	3 5% 27%	1 2% 8%	6 5% 54%	4 14% 38%
2 1%	- - -	- - -	- - -	- - -	1 4% 56%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 75

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes reflect the interests and concerns of people like me - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	2 1%	1 1%	-	2 2%	-
		53%	-	100%	-
1 - Not at all important	1 .	-	-	-	-
		2%	-	-	-
		100%	-	-	-
Don't know	1 1%	*	-	1 1%	-
		2%	-	100%	-
		100%	-	-	-
Net: 10/9/8/7	168 87%	82 91%	37 92%	107 89%	23 75%
		49%	22%	64%	13%
Net: 10/9	75 39%	34 38%	16 41%	50 42%	8 25%
		46%	22%	67%	10%
Net: 6/5/4	22 11%	8 8%	3 8%	10 8%	7 25%
		34%	14%	44%	34%
Net: 3/2/1	3 1%	1 1%	-	2 2%	-
		37%	-	69%	-
Mean	8.01	8.08	8.23	8.12	7.58
Standard Deviation	1.56	1.40	1.15	1.47	1.71

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 76

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes reflect the interests and concerns of people like me - Summary

Base : Regular viewers of any of the channels

	Q6b(c) - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	9 5%	9 4%	33 17%
9	21 11%	15 8%	42 21%
8	49 25%	73 38%	61 31%
7	46 24%	45 23%	32 17%
6	19 10%	21 11%	9 5%
5	16 8%	20 10%	11 6%
4	7 4%	3 2%	2 1%
3	2 1%	1 1%	2 1%
2	4 2%	-	-
1 - Does not apply at all	2 1%	-	1 *
Don't know	18 9%	7 4%	1 1%
Net: 10/9/8/7	125 64%	142 73%	168 87%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 76

Page 263
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes reflect the interests and concerns of people like me - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	30 16%	24 12%	75 39%
Net: 6/5/4	42 22%	44 22%	22 11%
Net: 3/2/1	9 4%	1 1%	3 1%
Mean	7.02	7.30	8.01
Standard Deviation	1.83	1.35	1.56



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	WAVE			
		Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194	44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45	47
10 - Applies completely	9 5%	1 3% 15%	3 7% 38%	2 3% 19%	2 5% 28%
9	15 8%	3 7% 20%	4 9% 28%	5 10% 33%	3 6% 19%
8	26 13%	6 14% 23%	7 14% 26%	10 20% 38%	3 6% 12%
7	29 15%	8 17% 26%	6 11% 20%	9 18% 32%	7 13% 22%
6	34 18%	6 14% 18%	12 24% 36%	5 10% 14%	11 22% 32%
5	19 10%	5 11% 25%	5 10% 27%	4 8% 21%	5 10% 26%
4	16 8%	1 2% 6%	6 13% 39%	2 5% 14%	7 13% 41%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	7 3%	1 2% 15%	6 11% 85%	- - -
2	2 1%	- - 51%	- - -	1 2% 49%
Don't know	37 19%	5 10% 14%	7 15% 20%	12 23% 31%
Net: 10/9/8/7	79 41%	18 41% 23%	20 40% 26%	15 30% 19%
Net: 10/9	24 13%	4 10% 18%	8 15% 32%	7 13% 28%
Net: 6/5/4	69 36%	12 27% 17%	24 47% 34%	11 22% 16%
Net: 3/2/1	9 5%	1 2% 12%	6 11% 65%	1 2% 11%
Mean	6.53	6.75	6.55	6.59
Standard Deviation	1.88	1.73	1.86	2.03

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	9 5%	4 5%	5 4%	1 15%	-	1 6%	2 10%	1 2%	3 4%	1 2%	4 4%	4 7%	1 12%	8 4%	8 4%	5 5%	2 3%	2 3%	4 6%
9	15 8%	8 9%	7 7%	-	-	-	1 3%	7 11%	8 11%	3 7%	9 10%	3 6%	2 19%	13 7%	13 7%	9 8%	5 6%	5 6%	5 7%
8	26 13%	10 11%	16 15%	1 10%	-	3 14%	1 7%	10 16%	11 15%	3 7%	13 15%	9 17%	2 18%	24 13%	24 13%	13 12%	10 14%	10 14%	12 19%
7	29 15%	9 10%	20 19%	1 3%	1 4%	3 15%	6 25%	9 15%	9 13%	6 12%	15 16%	8 15%	1 9%	28 15%	28 15%	18 16%	10 14%	10 14%	10 15%
6	34 18%	21 24%	13 12%	5 15%	3 29%	3 18%	3 12%	11 18%	9 12%	9 17%	15 17%	10 18%	-	34 19%	34 19%	22 20%	11 15%	12 16%	10 16%
5	19 10%	6 7%	13 12%	-	4 41%	1 4%	3 14%	5 7%	6 9%	6 12%	8 9%	5 9%	-	19 10%	19 10%	11 10%	8 11%	8 12%	8 12%
4	16 8%	6 7%	10 10%	1 10%	-	1 5%	2 7%	6 10%	7 9%	7 13%	7 7%	3 5%	1 9%	15 8%	15 8%	5 5%	10 14%	10 14%	4 6%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	7 3%	6 7% 87%	1 1% 13%	- - -	2 20% 28%	1 6% 18%	- - -	2 4% 33%	1 2% 20%	4 8% 59%	1 1% 15%	2 3% 26%	- - -	7 4% 100%	7 4% 100%	4 4% 64%	2 3% 36%	2 3% 36%	2 3% 29%
2	2 1%	2 2% 100%	- - -	- - -	- - -	1 6% 51%	- - -	1 2% 49%	- - -	1 2% 49%	- - -	1 2% 51%	1 9% 51%	1 1% 49%	1 1% 49%	1 1% 49%	- - -	- - -	1 2% 49%
Don't know	37 19%	15 17% 42%	22 20% 58%	* - *	- - -	5 27% 14%	5 23% 14%	9 15% 25%	17 24% 47%	10 20% 28%	17 20% 47%	9 17% 26%	3 25% 8%	34 19% 92%	34 19% 92%	21 19% 57%	13 18% 35%	13 18% 35%	10 15% 27%
Net: 10/9/8/7	79 41%	32 36% 40%	47 45% 60%	3 36% 4%	1 11% 1%	7 35% 8%	10 44% 13%	27 43% 34%	31 44% 40%	14 28% 18%	40 46% 51%	25 45% 31%	7 57% 8%	72 40% 92%	72 40% 92%	45 41% 57%	27 38% 34%	27 37% 34%	31 47% 39%
Net: 10/9	24 13%	13 14% 51%	12 11% 49%	1 15% 6%	- - -	1 6% 4%	3 13% 12%	8 13% 32%	11 16% 46%	5 9% 19%	13 14% 53%	7 13% 29%	4 31% 15%	21 11% 85%	21 11% 85%	14 13% 57%	7 10% 28%	7 9% 28%	9 14% 37%
Net: 6/5/4	69 36%	33 38% 48%	36 34% 52%	6 64% 8%	7 70% 10%	5 27% 7%	7 32% 11%	22 36% 32%	22 30% 31%	22 43% 31%	30 34% 43%	18 32% 25%	1 9% 1%	68 37% 99%	68 37% 99%	38 35% 56%	29 40% 41%	31 42% 44%	22 33% 32%
Net: 3/2/1	9 5%	8 9% 90%	1 1% 10%	- - -	2 20% 22%	2 12% 26%	- - -	3 5% 37%	1 2% 15%	5 10% 56%	1 1% 12%	3 5% 32%	1 9% 12%	8 4% 88%	8 4% 88%	5 5% 61%	2 3% 27%	2 3% 27%	3 4% 33%
Mean	6.53	6.37	6.67	6.71	5.11	6.14	6.77	6.48	6.82	5.81	6.82 i	6.70	7.25	6.48	6.48	6.60	6.31	6.29	6.72
Standard Deviation	1.88	2.04	1.72	1.78	1.29	2.21	1.79	1.87	1.86	1.97	1.71	1.92	2.74	1.82	1.82	1.81	1.84	1.82	1.90

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
9 5%	5 5%	-	*	8 7%	1 4%
	51%	-	*	87%	13%
15 8%	8 9%	1 2%	6 14%	4 3%	6 19%
	53%	6%	36%	26%	38%
26 13%	12 13%	6 12%	7 17%	17 15%	2 5%
	46%	25%	26%	68%	6%
29 15%	15 16%	9 16%	9 23%	17 14%	2 6%
	51%	31%	32%	59%	6%
34 18%	17 19%	14 25%	7 17%	25 21%	3 8%
	50%	40%	20%	73%	7%
19 10%	6 7%	9 16%	8 19%	9 8%	2 6%
	33%	47%	40%	51%	9%
16 8%	5 6%	7 13%	1 3%	11 9%	4 13%
	32%	43%	7%	69%	24%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 81

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
7 3%	4 5% 67%	3 5% 41%	- - -	3 3% 46%	4 12% 54%
2 1%	1 1% 49%	- - -	- - -	2 2% 100%	- - -
37 19%	17 19% 47%	7 12% 18%	3 8% 8%	23 19% 63%	8 26% 21%
79 41%	39 43% 50%	16 30% 21%	21 54% 27%	46 39% 59%	10 35% 13%
24 13%	13 14% 52%	1 2% 4%	6 14% 23%	12 10% 49%	7 23% 29%
69 36%	28 31% 41%	29 53% 43%	16 39% 22%	45 38% 66%	8 27% 12%
9 5%	5 6% 62%	3 5% 32%	- - -	5 4% 59%	4 12% 41%
6.53	6.65	5.87	6.79	6.47	6.30
1.88	1.90	1.48	1.44	1.89	2.45

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	8 4%	1 3%	3 6%	4 8%
		15%	37%	49%
9	17 9%	4 8%	5 11%	6 12%
		21%	32%	35%
8	66 34%	13 30%	18 36%	14 28%
		20%	27%	21%
7	45 23%	11 26%	9 17%	14 27%
		25%	19%	30%
6	30 15%	7 17%	10 19%	5 10%
		25%	33%	17%
5	10 5%	3 6%	3 6%	3 7%
		25%	31%	34%
4	3 1%	1 2%	-	1 2%
		33%	-	33%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	44 26%	50 26%	50 26%
Effective Total	181	41	48	45
3	2 1%	-	-	2 4%
	-	-	100%	-
Don't know	13 7%	4 8%	2 4%	1 2%
	29%	17%	6%	48%
Net: 10/9/8/7	136 70%	29 67%	35 70%	38 75%
	22%	26%	28%	25%
Net: 10/9	25 13%	5 11%	8 17%	10 20%
	19%	34%	39%	4%
Net: 6/5/4	43 22%	11 25%	13 26%	9 19%
	25%	30%	22%	22%
Net: 3/2/1	2 1%	-	-	2 4%
	-	-	100%	-
Mean	7.32	7.22	7.46	7.29
Standard Deviation	1.33	1.26	1.30	1.65

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

Page 272
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	8 4%	1 2% 17%	7 6% 83%	1 10% 11%	2 21% 25%	- - -	1 4% 10%	1 2% 17%	3 4% 36%	1 2% 15%	3 4% 39%	4 7% 47%	2 18% 25%	6 3% 75%	6 3% 75%	5 5% 64%	1 1% 11%	1 1% 11%	4 6% 51%
9	17 9%	7 8% 42%	10 9% 58%	2 26% 14%	- - -	- - -	- - -	4 6% 21%	11 15% 65%	2 5% 15%	8 9% 49%	6 11% 36%	3 22% 15%	14 8% 85%	14 8% 85%	8 7% 47%	6 9% 37%	7 10% 44%	9 13% 51%
8	66 34%	28 31% 42%	38 36% 58%	1 10% 1%	5 48% 7%	5 26% 8%	11 50% 17%	25 41% 38%	19 26% 29%	15 30% 23%	33 37% 50%	18 33% 27%	2 18% 3%	64 35% 97%	64 35% 97%	38 35% 58%	25 35% 38%	25 34% 38%	21 32% 32%
7	45 23%	23 27% 52%	22 21% 48%	3 35% 7%	2 20% 4%	5 27% 11%	6 25% 13%	12 19% 26%	17 24% 39%	12 24% 27%	19 22% 42%	14 26% 31%	1 9% 2%	44 24% 98%	44 24% 98%	27 25% 60%	17 24% 38%	17 23% 38%	12 18% 27%
6	30 15%	15 17% 50%	15 14% 50%	2 19% 6%	1 11% 3%	3 18% 11%	1 3% 2%	12 20% 42%	11 15% 36%	10 19% 33%	13 14% 42%	7 14% 25%	1 9% 3%	29 16% 97%	29 16% 97%	17 16% 58%	11 16% 38%	11 16% 38%	13 19% 42%
5	10 5%	5 6% 54%	5 4% 46%	- - -	- - -	2 10% 19%	3 13% 28%	2 3% 21%	3 4% 31%	5 10% 49%	3 4% 32%	2 4% 19%	2 17% 19%	8 4% 81%	8 4% 81%	7 7% 71%	1 1% 10%	1 1% 10%	2 3% 21%
4	3 1%	- - -	3 3% 100%	- - -	- - -	1 5% 34%	- - -	1 1% 33%	1 1% 33%	1 2% 33%	1 1% 34%	1 2% 33%	- - -	3 1% 100%	3 1% 100%	2 2% 66%	1 1% 34%	2 2% 67%	2 3% 66%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	2 3%	-	-	-	-	-	2 4%	-	1 3%	1 1%	-	-	2 1%	2 1%	1 3%	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	61%	39%	-	-	100%	100%	39%	61%	61%	-
Don't know	13 7%	6 7%	7 6%	-	-	3 14%	1 6%	2 3%	7 9%	3 6%	7 8%	3 5%	1 8%	12 7%	12 7%	5 4%	7 10%	7 10%	4 6%
		48%	52%	-	-	21%	11%	16%	52%	22%	58%	20%	7%	93%	93%	35%	58%	58%	28%
Net: 10/9/8/7	136 70%	60 67%	77 73%	7 81%	9 89%	10 53%	18 78%	42 68%	50 70%	31 61%	64 72%	42 77%	8 67%	128 70%	128 70%	78 71%	49 69%	50 69%	46 69%
		44%	56%	5%	6%	7%	13%	31%	37%	23%	47%	31%	6%	94%	94%	58%	36%	37%	33%
Net: 10/9	25 13%	9 10%	17 16%	3 36%	2 21%	-	1 4%	5 8%	14 19%	4 7%	11 13%	10 18%	5 40%	20 11%	20 11%	13 12%	7 10%	8 11%	13 19%
		34%	66%	13%	8%	-	3%	19%	56%	15%	46%	39%	18%	82%	82%	53%	29%	33%	51%
Net: 6/5/4	43 22%	20 23%	22 21%	2 19%	1 11%	6 33%	4 16%	16 25%	15 20%	16 31%	17 19%	10 19%	3 25%	40 22%	40 22%	26 62%	13 19%	14 19%	17 25%
		48%	52%	4%	2%	15%	8%	36%	34%	37%	39%	24%	7%	93%	93%	62%	31%	33%	39%
Net: 3/2/1	2 1%	2 3%	-	-	-	-	-	2 4%	-	1 3%	1 1%	-	-	2 1%	2 1%	1 1%	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	61%	39%	-	-	100%	100%	39%	61%	61%	-
Mean	7.32	7.14	7.46	7.74	8.02	6.69	7.35	7.13	7.46	6.91	7.42	7.53	7.79	7.29	7.29	7.27	7.29	7.27	7.45
Standard Deviation	1.33	1.31	1.34	1.38	1.28	1.22	1.18	1.40	1.29	1.42	1.26	1.29	1.84	1.29	1.29	1.33	1.25	1.31	1.38

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

Page 274
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
8 4%	2 2% 25%	2 4% 26%	2 5% 24%	6 5% 76%	- - -
17 9%	7 8% 42%	3 6% 20%	7 19% 44%	8 7% 50%	1 3% 6%
66 34%	34 38% 52%	20 36% 30%	12 31% 19%	45 37% 68%	9 30% 14%
45 23%	20 22% 44%	15 27% 33%	11 28% 25%	27 23% 61%	7 22% 15%
30 15%	16 18% 53%	7 13% 25%	3 8% 11%	19 16% 63%	7 23% 23%
10 5%	6 7% 60%	3 5% 28%	2 6% 23%	5 4% 46%	2 8% 22%
3 1%	- - -	2 3% 67%	- - -	1 1% 33%	2 6% 67%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 82

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
2 1%	-	1 2%	-	1 1%	-
	-	39%	-	61%	-
13 7%	5 5% 39%	2 4% 15%	2 5% 15%	8 6% 60%	2 8% 18%
136 70%	64 70% 47%	40 73% 30%	33 82% 24%	87 72% 64%	17 56% 12%
25 13%	9 10% 37%	5 10% 22%	9 23% 37%	15 12% 58%	1 3% 4%
43 22%	22 24% 51%	12 22% 28%	5 14% 13%	24 20% 57%	11 37% 26%
2 1%	-	1 2%	-	1 1%	-
	-	39%	-	61%	-
7.32	7.31	7.20	7.66	7.39	6.79
1.33	1.16	1.38	1.22	1.29	1.29

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

	TOTAL	WAVE			
		Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194	44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45	47
10 - Extremely important	34 17%	12 27% 35%	5 10% 14%	11 22% 33%	6 12% 18%
9	42 22%	9 21% 22%	11 22% 27%	13 25% 30%	9 19% 22%
8	54 28%	11 26% 21%	14 28% 27%	14 28% 26%	14 28% 26%
7	31 16%	4 10% 14%	11 23% 37%	4 9% 14%	11 22% 35%
6	10 5%	3 7% 31%	3 6% 31%	2 4% 20%	2 4% 18%
5	11 6%	2 4% 16%	2 4% 19%	2 4% 21%	5 9% 44%
4	2 1%	- - -	1 2% 50%	1 2% 50%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	2 1%	1 2%	- -	- -
	38%	62%	-	-
1 - Not at all important	2 1%	-	2 4%	-
	-	-	100%	-
Don't know	7 3%	1 2%	1 2%	3 6%
	26%	16%	12%	46%
Net: 10/9/8/7	161 83%	42 83%	42 84%	40 81%
	23%	26%	26%	25%
Net: 10/9	76 39%	16 32%	24 47%	15 31%
	28%	21%	31%	20%
Net: 6/5/4	23 12%	6 12%	5 10%	7 13%
	21%	27%	23%	29%
Net: 3/2/1	4 2%	1 2%	2 4%	-
	17%	28%	55%	-
Mean	7.96	7.73	8.01	7.84
Standard Deviation	1.72	1.62	2.10	1.42

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	34 17%	13 14% 38%	21 20% 62%	3 30% 8%	4 41% 12%	3 18% 10%	5 24% 16%	9 14% 25%	10 14% 29%	7 13% 20%	18 20% 53%	9 17% 27%	3 29% 10%	30 17% 90%	30 17% 90%	20 18% 60%	10 14% 30%	10 14% 30%	10 15% 30%
9	42 22%	17 19% 40%	25 24% 60%	2 21% 5%	2 18% 4%	3 13% 6%	4 16% 9%	16 25% 37%	17 23% 40%	13 25% 30%	18 20% 43%	12 21% 28%	1 10% 3%	41 23% 97%	41 23% 97%	24 22% 57%	16 22% 38%	16 22% 38%	13 20% 31%
8	54 28%	25 28% 47%	29 27% 53%	- - -	2 20% 4%	3 18% 7%	5 20% 9%	20 33% 38%	23 32% 43%	11 22% 21%	28 31% 52%	14 27% 27%	1 9% 2%	53 29% 98%	53 29% 98%	30 28% 57%	22 31% 41%	24 33% 45%	25 38% 47%
7	31 16%	17 19% 53%	14 14% 47%	1 10% 3%	1 11% 3%	5 24% 15%	3 14% 10%	9 14% 28%	13 17% 40%	11 22% 37%	11 12% 35%	9 16% 28%	2 18% 7%	29 16% 93%	29 16% 93%	18 16% 57%	11 16% 37%	11 16% 37%	11 17% 35%
6	10 5%	7 8% 69%	3 3% 31%	- - -	- - -	3 16% 30%	2 7% 16%	2 4% 21%	3 5% 32%	3 6% 32%	1 1% 8%	6 11% 61%	2 18% 21%	8 4% 79%	8 4% 79%	6 5% 58%	2 3% 21%	2 3% 21%	2 3% 19%
5	11 6%	4 4% 36%	7 7% 64%	3 29% 24%	1 10% 9%	- - -	3 12% 27%	2 4% 21%	2 3% 19%	2 5% 21%	8 9% 70%	1 2% 8%	1 8% 8%	10 5% 92%	10 5% 92%	6 6% 60%	3 5% 32%	3 5% 32%	4 6% 35%
4	2 1%	- - -	2 2% 100%	1 10% 50%	- - -	- - -	- - -	- - -	1 1% 50%	- - -	1 1% 50%	1 2% 50%	- - -	2 1% 100%	2 1% 100%	- - -	2 3% 100%	2 2% 100%	1 1% 50%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

Page 279
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	2 1%	1 1%	1 1%	- 62%	- -	- -	1 3%	1 2%	- -	1 38%	1 62%	- -	- -	2 1%	2 1%	1 38%	1 62%	1 62%	- -
1 - Not at all important	2 1%	2 3%	- -	- 100%	- -	- -	- -	2 4%	- -	1 3%	1 1%	- -	- -	2 1%	2 1%	1 39%	1 61%	1 61%	- -
Don't know	7 3%	3 4%	4 3%	- 44%	- 56%	2 10%	1 3%	1 2%	3 4%	1 16%	3 46%	3 5%	1 14%	6 86%	6 86%	4 56%	2 29%	3 29%	- -
Net: 10/9/8/7	161 83%	71 81%	89 85%	6 61%	9 90%	14 74%	17 74%	53 86%	62 87%	42 83%	75 84%	44 81%	8 66%	153 84%	153 84%	92 84%	59 83%	61 84%	59 90%
Net: 10/9	76 39%	30 34%	46 44%	5 51%	6 59%	6 31%	9 40%	24 39%	27 37%	19 38%	36 40%	21 38%	5 40%	71 39%	71 39%	45 59%	26 34%	26 35%	23 31%
Net: 6/5/4	23 12%	11 12%	12 11%	4 39%	1 10%	3 16%	5 20%	4 7%	6 9%	6 11%	9 10%	8 15%	3 26%	20 11%	20 11%	12 54%	7 10%	7 10%	7 10%
Net: 3/2/1	4 2%	3 4%	1 1%	- 83%	- 17%	- -	1 3%	3 5%	- -	2 4%	2 2%	- -	- -	4 2%	4 2%	2 1%	2 3%	2 3%	- -
Mean	7.96	7.74	8.15	7.45	8.59	7.91	7.79	7.85	8.11	7.75	8.03	8.05	7.91	7.96	7.96	8.06	7.80	7.81	8.05
Standard Deviation	1.72	1.86	1.57	2.46	1.67	1.43	2.00	1.98	1.30	1.88	1.78	1.43	1.85	1.71	1.71	1.61	1.88	1.85	1.37

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Extremely important	34 17%	20 23% 61%	5 13% 15%	24 20% 70%	4 14% 12%
9	42 22%	23 25% 53%	14 35% 34%	19 16% 46%	9 29% 21%
8	54 28%	24 26% 45%	9 23% 17%	38 32% 72%	6 20% 11%
7	31 16%	12 14% 40%	6 16% 20%	17 14% 55%	8 26% 25%
6	10 5%	3 3% 28%	2 5% 19%	6 5% 58%	2 8% 24%
5	11 6%	5 5% 42%	2 5% 19%	8 6% 72%	- - -
4	2 1%	- - 50%	- - -	2 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 83

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes show different kinds of cultures in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
2	2 1%	1 38%	2 3%	1 38%	-
1 - Not at all important	2 1%	-	1 2%	1 61%	-
Don't know	7 3%	3 46%	1 12%	5 69%	1 4%
Net: 10/9/8/7	161 83%	79 88%	45 81%	98 82%	27 88%
Net: 10/9	76 39%	43 48%	25 46%	43 36%	13 43%
Net: 6/5/4	23 12%	7 8%	7 12%	15 13%	2 8%
Net: 3/2/1	4 2%	1 17%	3 5%	2 51%	-
Mean	7.96	8.32	7.84	7.95	8.16
Standard Deviation	1.72	1.46	2.13	1.73	1.23

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 84

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes show different kinds of cultures in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	9 5%	8 4%	34 17%
9	15 8%	17 9%	42 22%
8	26 13%	66 34%	54 28%
7	29 15%	45 23%	31 16%
6	34 18%	30 15%	10 5%
5	19 10%	10 5%	11 6%
4	16 8%	3 1%	2 1%
3	7 3%	2 1%	- -
2	2 1%	- -	2 1%
1 - Does not apply at all	- -	- -	2 1%
Don't know	37 19%	13 7%	7 3%
Net: 10/9/8/7	79 41%	136 70%	161 83%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 84

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes show different kinds of cultures in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	24 13%	25 13%	76 39%
Net: 6/5/4	69 36%	43 22%	23 12%
Net: 3/2/1	9 5%	2 1%	4 2%
Mean	6.53	7.32	7.96
Standard Deviation	1.88	1.33	1.72



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

	TOTAL	WAVE			
		Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194	44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45	47
10 - Applies completely	10 5%	2 5% 22%	3 6% 29%	4 7% 35%	1 3% 14%
9	20 10%	2 5% 10%	4 8% 21%	7 14% 35%	7 13% 33%
8	45 23%	11 25% 24%	10 20% 22%	10 20% 22%	15 29% 32%
7	32 16%	5 12% 17%	12 25% 39%	8 17% 27%	6 11% 18%
6	30 15%	7 16% 24%	6 13% 21%	8 17% 28%	8 16% 27%
5	17 9%	4 8% 22%	4 8% 23%	5 11% 33%	4 7% 22%
4	6 3%	1 3% 18%	2 5% 37%	1 2% 20%	2 3% 25%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	4 2%	2 5%	1 2%	1 2%
	-	58%	21%	21%
2	1 1%	-	-	-
	2% 100%	-	-	-
1 - Does not apply at all	1 .	-	1 2%	-
	-	-	100%	-
Don't know	29 15%	6 12%	4 9%	8 16%
	23% 36%	21%	16%	27%
Net: 10/9/8/7	107 55%	29 59%	29 57%	28 56%
	47% 19%	27%	27%	26%
Net: 10/9	30 15%	7 14%	10 21%	8 16%
	10% 14%	24%	35%	27%
Net: 6/5/4	53 27%	12 27%	15 30%	13 27%
	27% 23%	25% 24%	29%	25%
Net: 3/2/1	6 3%	2 5%	2 3%	1 2%
	2% 18%	39%	29%	14%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	7.05 6.97	6.94	7.06	7.20
Standard Deviation	1.73 1.73	1.75	1.87	1.57

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	10 5%	2 3%	8 7%	2 25%	- -	2 10%	1 6%	4 6%	1 1%	- -	7 8%	3 5%	2 21%	8 4%	8 4%	7 6%	1 1%	1 1%	2 4%
9	20 10%	9 10%	11 10%	* 25%	1 5%	2 11%	6 28%	5 9%	5 7%	5 24%	10 12%	5 9%	1 10%	19 10%	19 10%	13 12%	5 8%	5 7%	7 10%
8	45 23%	18 20%	27 26%	2 26%	2 23%	3 13%	4 17%	16 26%	18 25%	8 17%	24 27%	12 23%	3 26%	42 23%	42 23%	25 22%	17 25%	17 24%	19 29%
7	32 16%	16 18%	16 15%	1 10%	3 28%	5 28%	1 3%	9 15%	13 18%	4 7%	19 22%	9 16%	- -	32 17%	32 17%	19 17%	13 18%	14 19%	11 16%
6	30 15%	15 17%	15 14%	3 38%	3 28%	1 4%	2 8%	11 18%	10 14%	12 23%	11 12%	7 14%	- -	30 16%	30 16%	14 13%	15 21%	15 20%	9 13%
5	17 9%	9 10%	8 7%	- -	1 11%	1 4%	3 11%	7 11%	5 8%	7 13%	5 5%	5 9%	- -	17 9%	17 9%	11 10%	5 8%	6 9%	7 10%
4	6 3%	5 5%	2 1%	- -	- -	1 6%	2 7%	1 2%	2 3%	3 7%	3 3%	- -	- -	6 3%	6 3%	4 4%	2 3%	2 3%	2 4%
		75%	25%	-	-	20%	25%	18%	37%	56%	44%	-	-	100%	100%	64%	36%	36%	37%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	4 4%	-	-	-	1 4%	1 2%	1 2%	1 2%	1 2%	2 2%	1 1%	-	4 2%	4 2%	2 1%	2 3%	2 3%	1 1%
		100%	-	-	-	21%	21%	29%	29%	29%	50%	21%	-	100%	100%	42%	58%	58%	21%
2	1 1%	1 1%	-	-	-	1 6%	-	-	-	-	-	1 2%	1 9%	-	-	-	-	-	-
		100%	-	-	-	100%	-	-	-	-	-	100%	100%	-	-	-	-	-	-
1 - Does not apply at all	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	1 8%	-	-	-	-	-	1 1%
		-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	-	-	-	-	100%
Don't know	29 15%	10 11%	19 18%	* *	- -	3 14%	4 16%	7 12%	15 21%	11 22%	7 8%	10 19%	3 27%	25 14%	25 14%	16 14%	10 14%	10 14%	8 12%
		35%	65%	*	-	9%	13%	26%	52%	38%	26%	36%	11%	89%	89%	54%	35%	35%	27%
Net: 10/9/8/7	107 55%	45 51%	62 59%	6 62%	6 61%	12 62%	12 54%	34 56%	37 51%	17 33%	61 69%	29 53%	7 56%	100 55%	100 55%	64 58%	37 51%	38 51%	39 59%
		42%	58%	5%	6%	11%	12%	32%	34%	16%	57%	27%	6%	94%	94%	60%	34%	35%	36%
Net: 10/9	30 15%	12 13%	18 17%	2 25%	1 11%	4 21%	8 34%	9 15%	6 8%	5 9%	18 20%	8 14%	4 31%	26 14%	26 14%	20 18%	6 9%	6 9%	9 14%
		39%	61%	8%	3%	13%	26%	30%	20%	16%	59%	26%	12%	88%	88%	67%	21%	21%	31%
Net: 6/5/4	53 27%	29 32%	24 23%	3 38%	4 39%	3 15%	6 26%	19 30%	18 25%	22 43%	18 21%	13 23%	-	53 29%	53 29%	29 26%	23 32%	23 32%	18 27%
		54%	46%	7%	7%	5%	11%	36%	34%	41%	35%	24%	-	100%	100%	55%	43%	44%	33%
Net: 3/2/1	6 3%	5 6%	1 1%	-	-	2 10%	1 4%	1 2%	2 3%	1 2%	2 2%	3 5%	2 17%	4 2%	4 2%	2 1%	2 3%	2 3%	2 3%
		85%	15%	-	-	32%	14%	19%	35%	19%	33%	47%	34%	66%	66%	28%	39%	39%	29%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	7.05	6.69	7.36	7.63	6.95	6.86	7.31	7.10	6.44	7.37 i	6.98	7.22	7.04	7.04	7.18	6.83	6.81	7.04
Standard Deviation	1.73	1.80	1.60	1.68	1.23	2.31	2.09	1.60	1.63	1.60	1.91	3.41	1.61	1.61	1.66	1.52	1.51	1.72

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
10 5%	5 5% 44%	2 4% 22%	2 5% 19%	7 6% 65%	1 3% 8%
20 10%	14 16% 71%	5 9% 25%	3 9% 18%	14 12% 73%	2 6% 9%
45 23%	25 27% 54%	13 23% 29%	12 31% 27%	25 21% 56%	8 25% 17%
32 16%	10 11% 30%	11 20% 35%	8 20% 25%	19 16% 59%	4 14% 13%
30 15%	14 15% 46%	12 22% 41%	2 5% 6%	23 19% 77%	5 17% 17%
17 9%	6 6% 34%	4 7% 25%	4 10% 25%	9 7% 53%	3 9% 17%
6 3%	3 3% 45%	2 3% 25%	2 6% 37%	3 2% 43%	1 4% 20%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
4	1	1	1	2	1
2%	1% 21%	2% 29%	3% 29%	1% 42%	4% 29%
1	-	-	-	1	-
1%	-	-	-	1% 100%	- -
1	-	-	-	-	-
*	-	-	-	-	-
	-	-	-	-	-
29	15	5	5	18	6
15%	16% 51%	9% 17%	12% 17%	15% 63%	18% 19%
107	53	31	26	65	14
55%	58% 49%	57% 29%	64% 24%	54% 61%	48% 13%
30	19	7	5	21	3
15%	21% 62%	13% 24%	14% 18%	18% 70%	9% 9%
53	22	18	8	34	9
27%	25% 42%	32% 34%	21% 16%	29% 65%	30% 17%
6	1	1	1	3	1
3%	1% 14%	2% 19%	3% 19%	2% 46%	4% 19%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 85

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
7.05	7.39	7.01	7.10	7.13	6.79
1.73	1.57	1.52	1.72	1.65	1.68

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	5 3%	- -	3 6%	1 2%
			3 25%	18 18%
9	24 12%	6 15% 27%	5 10% 21%	6 13% 27%
8	75 38%	12 28% 16%	18 36% 24%	23 46% 31%
7	38 20%	9 20% 23%	11 22% 29%	9 18% 24%
6	23 12%	8 19% 36%	3 6% 13%	5 10% 21%
5	16 8%	6 14% 38%	3 6% 20%	5 10% 30%
4	2 1%	- -	1 2% 44%	1 2% 56%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 86

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	1 1%	1 2%	-	*
	-	100%	-	*
Don't know	10 5%	5 10%	-	3 5%
	20%	53%	-	27%
Net: 10/9/8/7	142 73%	37 75%	39 79%	38 75%
	19%	26%	28%	26%
Net: 10/9	29 15%	8 16%	7 15%	7 15%
	22%	28%	25%	25%
Net: 6/5/4	41 21%	6 13%	11 21%	10 20%
	35%	15%	26%	24%
Net: 3/2/1	1 1%	1 2%	-	*
	-	100%	-	*
Mean	7.39	7.50	7.44	7.49
Standard Deviation	1.33	1.51	1.29	1.21

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 86

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	5 3%	4 4%	2 2%	1 10%	1 10%	- -	- -	1 2%	2 3%	1 2%	3 4%	1 2%	1 9%	4 2%	4 2%	3 3%	1 2%	1 2%	4 5%
9	24 12%	10 11%	14 14%	1 15%	2 20%	4 21%	6 27%	4 7%	6 9%	4 7%	13 14%	8 14%	3 22%	21 12%	21 12%	14 12%	8 11%	8 11%	7 10%
8	75 38%	29 33%	46 43%	1 10%	5 50%	6 30%	6 26%	28 46%	29 40%	24 48%	34 39%	16 29%	3 26%	72 39%	72 39%	45 41%	26 36%	26 35%	21 32%
7	38 20%	20 23%	18 17%	4 11%	- -	7 38%	1 6%	13 21%	12 17%	9 17%	19 21%	10 19%	- -	38 21%	38 21%	27 24%	11 16%	12 17%	17 25%
6	23 12%	10 11%	13 13%	2 20%	2 20%	- -	3 11%	8 12%	9 13%	3 7%	11 12%	9 16%	1 9%	22 12%	22 12%	9 8%	14 19%	14 20%	7 11%
5	16 8%	9 10%	7 7%	- -	- -	1 6%	3 13%	4 6%	8 11%	2 5%	6 7%	8 14%	3 26%	13 7%	13 7%	9 8%	4 6%	4 5%	6 9%
4	2 1%	2 2%	- -	- -	- -	- -	1 4%	1 2%	- -	1 2%	- -	1 1%	- -	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 86

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1 1%	1 1%	-	-	-	-	*	1 2%	-	1 2%	-	-	-	1 1%	1 1%	*	1 2%	1 2%	-
		100%	-	-	-	-	*	100%	-	100%	-	-	-	100%	100%	*	100%	100%	-
Don't know	10 5%	4 5%	5 5%	*	-	1 5%	3 14%	1 2%	5 6%	5 10%	2 3%	2 4%	1 9%	9 5%	9 5%	3 3%	6 8%	6 8%	5 7%
		45%	55%	*	-	17%	32%	10%	47%	53%	26%	22%	11%	89%	89%	30%	59%	59%	47%
Net: 10/9/8/7	142 73%	62 70%	80 76%	7 80%	8 80%	17 89%	13 59%	47 76%	50 69%	38 74%	69 78%	35 65%	7 56%	136 74%	136 74%	89 81%	46 64%	47 64%	47 72%
		44%	56%	5%	5%	12%	9%	33%	35%	26%	49%	25%	5%	95%	95%	62%	32%	33%	33%
Net: 10/9	29 15%	13 15%	16 15%	2 25%	3 30%	4 21%	6 27%	6 9%	9 12%	5 9%	16 18%	9 16%	4 31%	26 14%	26 14%	17 15%	9 13%	9 12%	10 15%
		45%	55%	8%	10%	13%	21%	19%	29%	15%	54%	30%	12%	88%	88%	57%	30%	30%	34%
Net: 6/5/4	41 21%	21 23%	20 19%	2 20%	2 20%	1 6%	6 28%	13 20%	17 24%	7 14%	17 19%	17 31%	4 35%	37 20%	37 20%	19 17%	18 45%	19 26%	14 21%
		50%	50%	4%	5%	3%	15%	31%	42%	17%	42%	42%	10%	90%	90%	45%	45%	47%	34%
Net: 3/2/1	1 1%	1 1%	-	-	-	-	*	1 2%	-	1 2%	-	-	-	1 1%	1 1%	*	1 2%	1 2%	-
		100%	-	-	-	-	*	100%	-	100%	-	-	-	100%	100%	*	100%	100%	-
Mean	7.39	7.24	7.53	7.51	8.00	7.64	7.36	7.27	7.34	7.39	7.54	7.16	7.39	7.39	7.39	7.49	7.22	7.20	7.38
Standard Deviation	1.33	1.50	1.16	1.32	1.25	1.04	1.62	1.38	1.28	1.43	1.21	1.41	1.88	1.30	1.30	1.21	1.42	1.41	1.35

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 86

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	5 3%	1 1%	2 5%	4 3%	-
9	24 12%	9 10%	6 14%	17 14%	1 3%
8	75 38%	39 44%	16 39%	48 40%	11 35%
7	38 20%	24 27%	5 14%	24 20%	9 29%
6	23 12%	8 9%	5 13%	11 10%	6 19%
5	16 8%	1 1%	2 6%	8 7%	3 10%
4	2 1%	1 1%	-	2 2%	-
		56%	-	100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 86

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
2	1 1%	*	-	1 1%	-
		*	-	100%	-
Don't know	10 5%	6 6%	4 9%	5 4%	1 3%
		57%	38%	51%	11%
Net: 10/9/8/7	142 73%	74 82%	29 72%	93 77%	20 68%
		52%	20%	65%	14%
Net: 10/9	29 15%	10 12%	8 19%	21 17%	1 3%
		35%	26%	71%	3%
Net: 6/5/4	41 21%	11 12%	7 19%	21 18%	9 29%
		26%	18%	52%	21%
Net: 3/2/1	1 1%	*	-	1 1%	-
		*	-	100%	-
Mean	7.39	7.56	7.64	7.48	7.02
Standard Deviation	1.33	1.00	1.26	1.36	1.07

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Extremely important	43 22% 24% 24%	11 22% 26%	14 28% 32%	7 15% 17%
9	54 28% 18% 14%	9 18% 17%	18 37% 34%	19 38% 35%
8	54 28% 35% 28%	13 27% 25%	10 19% 18%	16 32% 29%
7	20 10% 10% 21%	8 16% 40%	6 11% 28%	2 4% 10%
6	10 5% 2% 5% 21%	4 8% 42%	- - -	4 7% 36%
5	6 3% 4% 9% 65%	1 2% 20%	- -	1 2% 16%
4	2 1% - -	- -	1 2% 43%	1 2% 57%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
3	1	-	-	1
		-	-	2%
		-	-	100%
2	1	-	1	-
	1%	-	2%	-
		-	100%	-
1 - Not at all important	1	-	-	1
		-	-	2%
		-	-	100%
Don't know	2	*	2	-
	1%	*	4%	-
		*	100%	-
Net: 10/9/8/7	172	38	42	47
	88%	86%	83%	95%
		22%	24%	28%
Net: 10/9	97	18	20	32
	50%	42%	40%	64%
		19%	21%	33%
Net: 6/5/4	18	6	5	1
	9%	14%	11%	2%
		34%	30%	5%
Net: 3/2/1	3	-	1	2
	1%	-	2%	4%
		-	39%	61%
Mean	8.30	8.20	8.10	8.53
				8.36

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.55 1.49	1.66	1.71	1.31

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	43 22%	20 23% 47%	23 22% 53%	2 25% 5%	3 30% 7%	4 23% 10%	4 17% 9%	15 24% 34%	15 21% 35%	10 19% 23%	19 21% 44%	14 26% 33%	3 29% 8%	40 22% 92%	40 22% 92%	24 22% 55%	15 21% 35%	16 22% 37%	15 23% 35%
9	54 28%	21 23% 38%	34 32% 62%	2 19% 3%	3 30% 5%	6 29% 10%	9 41% 17%	17 28% 32%	17 24% 32%	22 44% 41% k	23 26% 43%	9 16% 16%	3 27% 6%	51 28% 94%	51 28% 94%	31 28% 56%	20 29% 38%	20 28% 38%	18 27% 32%
8	54 28%	26 29% 47%	29 27% 53%	4 46% 8%	3 30% 5%	5 28% 10%	2 10% 4%	17 27% 31%	23 32% 42%	10 20% 19%	28 31% 51%	16 30% 30%	1 9% 2%	53 29% 98%	53 29% 98%	31 57% 57%	22 31% 41%	23 32% 43%	20 30% 36%
7	20 10%	12 13% 59%	8 8% 41%	1 10% 5%	- - -	2 10% 9%	3 15% 17%	7 11% 33%	7 10% 36%	4 8% 21%	9 10% 46%	7 12% 33%	1 9% 5%	19 10% 95%	19 10% 95%	14 13% 66%	5 7% 26%	5 7% 26%	4 6% 21%
6	10 5%	2 2% 21%	8 7% 79%	- - -	1 9% 9%	1 5% 9%	2 7% 16%	2 4% 22%	4 6% 43%	1 2% 12%	4 5% 45%	4 8% 43%	2 18% 21%	8 4% 79%	8 4% 79%	3 3% 36%	4 6% 43%	4 6% 43%	5 8% 53%
5	6 3%	3 4% 54%	3 3% 46%	- - -	- - -	- - -	1 3% 13%	1 2% 17%	4 6% 69%	1 2% 19%	2 2% 35%	3 5% 46%	- - -	6 3% 100%	6 3% 100%	4 4% 68%	2 3% 32%	2 3% 32%	2 4% 39%
4	2 1%	1 1% 43%	1 1% 57%	- - -	- - -	- - -	1 4% 43%	1 2% 57%	- - -	- - -	1 1% 57%	1 1% 43%	- - -	2 1% 100%	2 1% 100%	1 1% 43%	1 1% 57%	1 1% 57%	1 1% 43%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	1 1% 100%	-	-	-	-	-	1 1% 100%	-	-	1 1% 100%	-	-	1 100%	1 100%	1 100%	-	-	-
2	1	1 1% 100%	-	-	-	-	-	1 2% 100%	-	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	-	1 2% 100%	1 2% 100%	-
1 - Not at all important	1	-	1 1% 100%	-	-	-	-	-	1 1% 100%	-	-	1 2% 100%	1 8% 100%	-	-	-	-	-	1 1% 100%
Don't know	2	2 2% 100%	-	*	-	1 5% 54%	1 4% 46%	-	-	2 4% 100%	-	-	-	2 1% 100%	2 1% 100%	2 2% 100%	-	-	-
Net: 10/9/8/7	172 88%	78 89% 46%	93 88% 54%	9 100% 5%	9 91% 5%	17 90% 10%	19 82% 11%	55 90% 32%	62 87% 36%	46 92% 27%	79 89% 46%	46 84% 27%	9 75% 5%	163 89% 95%	163 89% 95%	99 90% 58%	63 88% 37%	65 89% 38%	57 86% 33%
Net: 10/9	97 50%	41 46% 42%	56 53% 58%	4 44% 4%	6 61% 6%	10 52% 10%	13 58% 14%	32 52% 33%	32 45% 33%	32 63% 33%	42 48% 43%	23 42% 24%	7 57% 7%	91 50% 93%	91 50% 93%	54 49% 56%	35 50% 36%	36 50% 37%	33 50% 34%
Net: 6/5/4	18 9%	6 7% 35%	11 11% 65%	-	1 9% 5%	1 5% 5%	3 14% 18%	4 7% 24%	8 12% 47%	2 4% 13%	8 9% 43%	8 14% 44%	2 18% 12%	15 8% 88%	15 8% 88%	8 8% 48%	7 10% 41%	7 10% 41%	8 13% 47%
Net: 3/2/1	3 1%	2 2% 69%	1 1% 31%	-	-	-	-	2 3% 69%	1 1% 31%	-	2 2% 69%	1 2% 31%	1 8% 31%	2 1% 69%	2 1% 69%	1 30% 39%	1 2% 39%	1 2% 39%	1 1% 31%
Mean	8.30	8.24	8.35	8.58	8.72	8.58	8.22	8.28	8.18	8.66	8.24	8.09	7.88	8.33	8.33	8.35	8.28	8.30	8.26

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

Page 304
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.55	1.61	1.50	1.04	1.23	1.14	1.59	1.70	1.12	1.58	1.79	2.56	1.47	1.47	1.41	1.56	1.55	1.65

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

Page 305
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Extremely important	43 22%	22 25% 52%	13 23% 29%	33 28% 78%	4 13% 9%
9	54 28%	28 31% 52%	14 35% 26%	34 28% 62%	7 22% 12%
8	54 28%	27 30% 50%	11 27% 20%	31 26% 58%	12 40% 23%
7	20 10%	7 7% 33%	5 13% 26%	11 9% 52%	4 15% 22%
6	10 5%	5 5% 47%	1 2% 9%	6 5% 58%	3 11% 33%
5	6 3%	- - -	2 6% 39%	3 2% 46%	- - -
4	2 1%	- - -	- - -	2 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 *	1 2% 100%	-	-	-
2	1 1%	1 2% 100%	1 3% 100%	-	-
1 - Not at all important	1 *	-	-	-	-
Don't know	2 1%	2 2% 100%	1 2% 46%	1 1% 54%	-
Net: 10/9/8/7	172 88%	84 93% 49%	35 87% 20%	109 91% 63%	27 89% 16%
Net: 10/9	97 50%	50 56% 52%	19 47% 19%	67 56% 69%	10 34% 11%
Net: 6/5/4	18 9%	5 5% 26%	3 8% 18%	10 9% 58%	3 11% 18%
Net: 3/2/1	3 1%	-	1 3% 39%	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 87

Page 307
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Its programmes offer a range of opinions of subjects and issues - Importance Rating **

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	8.30	8.64	8.41	8.08	8.53	8.11
Standard Deviation	1.55	1.10	1.59	1.65	1.37	1.15

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 88

Page 308
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes offer a range of opinions of subjects and issues - Summary

Base : Regular viewers of any of the channels

Q6bc - Summary			
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	10 5%	5 3%	43 22%
9	20 10%	24 12%	54 28%
8	45 23%	75 38%	54 28%
7	32 16%	38 20%	20 10%
6	30 15%	23 12%	10 5%
5	17 9%	16 8%	6 3%
4	6 3%	2 1%	2 1%
3	4 2%	-	1 *
2	1 1%	1 1%	1 1%
1 - Does not apply at all	1 *	-	1 *
Don't know	29 15%	10 5%	2 1%
Net: 10/9/8/7	107 55%	142 73%	172 88%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 88

Page 309
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Its programmes offer a range of opinions of subjects and issues - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	30 15%	29 15%	97 50%
Net: 6/5/4	53 27%	41 21%	18 9%
Net: 3/2/1	6 3%	1 1%	3 1%
Mean	7.05	7.39	8.30
Standard Deviation	1.73	1.33	1.55



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 310
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	24 13%	5 11% 20%	6 12% 24%	8 15% 31%
9	60 31%	13 29% 21%	15 30% 25%	21 41% 34%
8	51 26%	13 30% 26%	12 23% 23%	7 14% 14%
7	25 13%	5 10% 19%	8 16% 33%	4 8% 16%
6	8 4%	4 9% 46%	2 4% 21%	1 2% 12%
5	13 7%	- - -	3 6% 23%	5 10% 37%
4	1 1%	1 2% 100%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 311
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	45	47
3	4 2%	2 4% 52%	1 2% 29%	1 2% 19%
1 - Does not apply at all	1 *	- -	1 2% 100%	- -
Don't know	7 4%	4 9% 58%	2 4% 29%	1 2% 13%
Net: 10/9/8/7	159 82%	35 80% 22%	41 82% 26%	40 81% 25%
Net: 10/9	84 43%	17 40% 21%	21 42% 25%	17 35% 21%
Net: 6/5/4	23 12%	5 11% 22%	5 10% 21%	7 13% 29%
Net: 3/2/1	5 3%	- 4% 43%	2 4% 42%	1 2% 16%
Mean	7.98	8.14	7.91	7.77
Standard Deviation	1.64	1.32	1.70	1.83

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 312
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	24 13%	11 12% 45%	13 13% 55%	1 10% 4%	2 20% 8%	3 14% 11%	2 9% 9%	12 20% 51%	4 6% 18%	5 10% 21%	12 14% 51%	7 13% 28%	2 18% 9%	22 12% 91%	22 12% 91%	15 14% 62%	7 10% 29%	7 10% 29%	7 11% 31%
9	60 31%	22 25% 37%	38 36% 63%	1 15% 2%	2 22% 4%	1 7% 2%	8 34% 13%	24 39% 40%	23 33% 39%	19 37% 32%	28 31% 46%	13 25% 22%	3 30% 6%	56 31% 94%	56 31% 94%	32 29% 53%	24 34% 40%	25 34% 42%	24 36% 39%
8	51 26%	20 22% 39%	31 29% 61%	4 44% 8%	2 18% 3%	6 32% 12%	6 27% 12%	9 15% 19%	23 32% 46%	9 17% 17%	23 26% 46%	19 34% 37%	3 27% 6%	47 26% 94%	47 26% 94%	29 26% 57%	19 17% 37%	19 25% 37%	20 31% 40%
7	25 13%	14 16% 58%	10 10% 42%	2 21% 8%	2 20% 8%	3 13% 10%	2 7% 7%	8 13% 32%	9 12% 35%	4 9% 18%	14 16% 59%	6 11% 23%	1 9% 4%	23 13% 96%	23 13% 96%	11 10% 45%	12 17% 51%	12 17% 51%	7 11% 28%
6	8 4%	4 4% 45%	5 4% 55%	- - -	1 9% 10%	1 5% 11%	2 8% 23%	1 2% 12%	4 5% 44%	2 4% 23%	4 4% 46%	3 5% 32%	- - -	8 5% 100%	8 5% 100%	6 6% 77%	2 3% 23%	3 4% 34%	2 3% 22%
5	13 7%	9 10% 67%	4 4% 33%	1 10% 7%	- - -	1 4% 6%	3 14% 25%	5 8% 38%	3 4% 24%	6 13% 49%	3 4% 25%	3 6% 26%	- - -	13 7% 100%	13 7% 100%	10 9% 77%	3 4% 23%	3 4% 23%	2 3% 13%
4	1 1%	1 1% 100%	- - -	- - -	- - -	1 6% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	1 9% 100%	- - -	- - -	- - -	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 313
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	4 5% 100%	- - -	- -	1 11% 25%	2 11% 48%	- -	- -	1 2% 27%	2 5% 56%	2 2% 44%	- -	- -	4 2% 100%	4 2% 100%	2 2% 48%	2 3% 52%	2 3% 52%	1 2% 25%
1 - Does not apply at all	1 *	- - -	1 1% 100%	- -	- -	- -	- -	- -	1 1% 100%	- -	- -	1 2% 100%	1 8% 100%	- -	- -	- -	- -	- -	1 1% 100%
Don't know	7 4%	3 4% 48%	4 3% 52%	* *	- -	2 9% 25%	* *	2 3% 29%	3 4% 45%	3 6% 42%	2 2% 30%	2 4% 28%	- -	7 4% 100%	7 4% 100%	5 5% 71%	2 3% 29%	2 3% 29%	2 3% 30%
Net: 10/9/8/7	159 82%	67 76% 42%	92 87% 58%	8 90% 5%	8 80% 5%	12 66% 8%	18 78% 11%	54 87% 34%	59 83% 37%	37 73% 23%	78 87% 49%	45 82% 28%	10 83% 6%	150 82% 94%	150 82% 94%	87 79% 54%	62 87% 39%	63 86% 40%	58 88% 36%
Net: 10/9	84 43%	33 38% 40%	51 48% 60%	2 25% 3%	4 42% 5%	4 20% 5%	10 43% 12%	36 59% 43%	28 39% 33%	24 47% 28%	40 45% 47%	20 37% 24%	6 48% 7%	79 43% 93%	79 43% 93%	47 42% 55%	31 44% 37%	32 44% 38%	31 47% 37%
Net: 6/5/4	23 12%	14 15% 60%	9 9% 40%	1 10% 4%	1 9% 4%	3 14% 12%	5 22% 23%	6 10% 27%	7 10% 31%	8 16% 37%	7 8% 32%	7 13% 31%	1 9% 5%	22 12% 95%	22 12% 95%	17 15% 73%	5 7% 22%	6 8% 26%	4 5% 16%
Net: 3/2/1	5 3%	4 5% 82%	1 1% 18%	- -	1 11% 20%	2 11% 40%	- -	- -	2 3% 40%	2 5% 46%	2 2% 36%	1 2% 18%	1 8% 18%	4 2% 82%	4 2% 82%	2 2% 40%	2 3% 43%	2 3% 43%	2 3% 38%
Mean	7.98	7.66	8.25	7.85	7.71	7.16	7.86	8.40	7.92	7.79	8.13	7.91	7.66	8.00	8.00	7.98	8.03	8.02	8.18
Standard Deviation	1.64	1.84	1.40	1.35	2.15	2.22	1.57	1.44	1.57	1.88	1.45	1.70	2.60	1.56	1.56	1.61	1.50	1.51	1.55

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 314
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
Effective Total	181	52	39	111	27
10 - Applies completely	24 13%	13 14% 52%	4 9% 15%	17 14% 69%	3 10% 12%
9	60 31%	33 36% 55%	15 38% 25%	38 31% 63%	7 24% 12%
8	51 26%	23 25% 45%	11 26% 21%	28 23% 55%	12 40% 24%
7	25 13%	6 7% 25%	6 15% 25%	18 15% 75%	- - -
6	8 4%	4 4% 44%	1 2% 11%	6 5% 68%	1 3% 11%
5	13 7%	6 7% 49%	3 6% 19%	8 7% 64%	1 5% 10%
4	1 1%	- - -	- - -	1 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 93

Page 315
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
4 2%	3 3%	1 2%	-	1 1%	3 11%
	73%	25%	-	19%	81%
1 .	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
7 4%	3 3%	* *	1 3%	4 3%	2 7%
	40%	*	16%	53%	30%
159 82%	74 82%	48 88%	36 89%	101 84%	22 74%
	47%	30%	22%	63%	14%
84 43%	46 50%	22 40%	19 47%	54 45%	10 34%
	54%	26%	22%	65%	12%
23 12%	10 11%	6 11%	3 9%	15 13%	2 8%
	45%	26%	15%	67%	10%
5 3%	3 3%	1 2%	-	1 1%	3 11%
	60%	20%	-	16%	67%
7.98	8.11	7.99	8.17	8.07	7.66
1.64	1.66	1.54	1.27	1.49	2.08

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	6 3%	- 5 10% 83%	- -	1 2% 17%
9	16 8% 14% 40%	3 7% 21%	1 2% 6%	5 10% 33%
8	54 28% 10 24% 19%	12 24% 22%	20 40% 37%	11 23% 21%
7	34 18% 10 22% 28%	6 12% 18%	11 23% 33%	7 14% 21%
6	38 20% 7 17% 19%	11 22% 29%	9 17% 22%	11 23% 30%
5	27 14% 6 15% 24%	7 14% 27%	6 12% 23%	7 14% 26%
4	5 3% -	1 2% 24%	* *	4 8% 76%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	47
3	4 2%	2 4% 38%	1 2% 18%	1 2% 24%
2	5 3%	1 3% 22%	1 2% 22%	2 4% 40%
1 - Does not apply at all	1 1%	- -	1 2% 100%	- -
Don't know	3 2%	1 2% 32%	2 4% 68%	- -
Net: 10/9/8/7	110 57%	26 60% 24%	26 53% 24%	32 65% 29%
Net: 10/9	22 11%	6 14% 29%	8 17% 39%	1 2% 4%
Net: 6/5/4	70 36%	14 31% 20%	19 39% 28%	15 29% 21%
Net: 3/2/1	11 6%	3 6% 25%	2 4% 18%	3 6% 29%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	6.72 6.79	6.92	6.71	6.47
Standard Deviation	1.76 1.70	1.86	1.65	1.86

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

Page 319
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	6 3%	2 2%	4 4%	-	1 17%	-	1 4%	2 3%	2 3%	1 2%	1 1%	4 7%	2 18%	4 66%	4 66%	2 31%	2 35%	2 35%	3 50%
9	16 8%	4 5%	11 11%	1 15%	-	1 5%	1 3%	5 9%	7 10%	2 4%	9 11%	4 8%	3 22%	13 7%	13 7%	7 6%	6 9%	6 9%	7 11%
8	54 28%	23 25%	31 30%	2 20%	4 40%	6 30%	7 30%	13 22%	22 31%	12 23%	21 23%	21 39%	3 26%	51 28%	51 28%	28 26%	23 32%	23 31%	20 31%
7	34 18%	19 22%	15 14%	2 20%	2 21%	4 19%	2 10%	10 16%	15 20%	10 20%	16 18%	8 15%	1 9%	33 18%	33 18%	25 23%	8 12%	8 12%	11 17%
6	38 20%	16 18%	22 21%	2 26%	-	4 21%	6 27%	12 19%	14 19%	9 17%	23 25%	7 13%	2 18%	36 20%	36 20%	19 18%	16 22%	17 23%	10 15%
5	27 14%	14 16%	12 12%	2 19%	2 20%	2 13%	3 13%	9 15%	8 12%	5 10%	18 20%	4 6%	1 8%	26 14%	26 14%	17 15%	9 13%	9 12%	8 13%
4	5 3%	1 1%	4 4%	-	-	-	2 7%	2 4%	1 2%	3 5%	-	2 4%	-	5 3%	5 3%	1 1%	4 5%	4 5%	1 2%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

Page 320
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	2 2% 44%	2 2% 56%	-	1 9% 20%	-	1 6% 34%	1 2% 24%	1 1% 21%	3 7% 80%	-	1 2% 20%	-	4 2% 100%	4 2% 100%	4 3% 84%	1 1% 16%	2 2% 38%	2 3% 45%
2	5 3%	3 4% 63%	2 2% 37%	-	-	-	* 8% 100%	5 3% 100%	-	3 6% 63%	-	2 4% 37%	-	5 3% 100%	5 3% 100%	4 4% 78%	1 2% 22%	1 2% 22%	2 3% 39%
1 - Does not apply at all	1 1%	1 1% 100%	-	-	-	1 6% 100%	-	-	-	1 2% 100%	-	-	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	-
Don't know	3 2%	2 3% 68%	1 1% 32%	-	-	1 5% 32%	-	1 2% 32%	1 2% 36%	1 2% 32%	1 1% 36%	1 2% 32%	-	3 2% 100%	3 2% 100%	2 2% 64%	1 2% 36%	1 2% 36%	1 2% 36%
Net: 10/9/8/7	110 57%	48 54% 44%	62 59% 56%	5 55% 5%	7 71% 6%	10 54% 9%	11 47% 10%	31 50% 28%	46 65% 42%	25 49% 23%	47 53% 43%	38 70% 34%	9 74% 8%	101 56% 92%	101 56% 92%	62 56% 56%	40 56% 36%	40 54% 36%	41 63% 38%
Net: 10/9	22 11%	6 7% 30%	15 15% 70%	1 15% 6%	1 11% 5%	1 5% 4%	2 7% 7%	7 12% 34%	9 13% 43%	3 6% 15%	10 12% 47%	8 15% 38%	5 40% 21%	17 9% 79%	17 9% 79%	9 8% 40%	9 12% 39%	9 12% 39%	10 15% 46%
Net: 6/5/4	70 36%	32 36% 45%	38 36% 55%	4 45% 6%	2 20% 3%	7 34% 9%	11 47% 15%	24 38% 34%	23 32% 33%	17 33% 24%	41 46% 58% k	13 23% 18%	3 26% 4%	67 37% 96%	67 37% 96%	37 34% 54%	29 40% 41%	30 40% 42%	19 29% 27%
Net: 3/2/1	11 6%	6 7% 60%	4 4% 40%	-	1 9% 8%	1 6% 11%	1 6% 14%	6 10% 58%	1 1% 8%	8 16% 74% j	-	3 5% 26%	-	11 6% 100%	11 6% 100%	9 8% 83%	2 3% 17%	3 4% 25%	4 6% 37%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

Page 321
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	6.72	6.51	6.89	6.87	6.96	6.52	6.49	6.39	6.09	6.82	7.15 i	7.89	6.64	6.64	6.52	6.84	6.78	6.94
Standard Deviation	1.76	1.81	1.71	1.42	1.99	1.93	1.75	2.03	2.14	1.35	1.84	1.62	1.75	1.75	1.81	1.66	1.70	1.82

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

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Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
Effective Total	181	82	39	111	27
10 - Applies completely	6 3%	2 2% 31%	1 3% 17%	4 3% 65%	1 4% 18%
9	16 8%	7 8% 46%	5 13% 32%	9 7% 55%	2 7% 13%
8	54 28%	20 22% 37%	17 42% 31%	35 29% 65%	2 7% 4%
7	34 18%	14 16% 42%	6 16% 19%	21 18% 62%	6 22% 19%
6	38 20%	24 26% 62%	5 12% 13%	22 18% 58%	11 37% 29%
5	27 14%	14 15% 51%	2 4% 6%	17 14% 64%	4 14% 16%
4	5 3%	3 3% 55%	2 6% 45%	3 2% 55%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

Page 323
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
4 2%	3 3% 62%	2 3% 38%	1 2% 16%	2 2% 44%	2 6% 40%
5 3%	2 2% 42%	4 7% 78%	- - -	5 4% 100%	- - -
1 1%	1 1% 100%	- - -	- - -	- - -	1 4% 100%
3 2%	1 1% 32%	- - -	1 3% 36%	2 2% 64%	- - -
110 57%	43 48% 39%	27 49% 24%	29 73% 27%	69 57% 63%	12 38% 11%
22 11%	9 10% 42%	3 5% 14%	6 15% 28%	13 11% 58%	3 10% 14%
70 36%	40 44% 57%	23 41% 32%	9 22% 13%	42 35% 60%	16 52% 22%
11 6%	6 7% 57%	6 10% 54%	1 2% 6%	7 6% 66%	3 10% 27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 94

Page 324
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - All channels combined **

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.72	6.46	6.08	7.32	6.71	6.18
Standard Deviation	1.76	1.79	1.87	1.50	1.78	1.85

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 325
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	54 28% 30% 25%	10 21% 19%	16 32% 30%	14 29% 27%
9	55 28% 32% 26%	12 25% 22%	13 26% 24%	15 31% 28%
8	53 27% 25% 21%	18 37% 35%	11 23% 22%	12 24% 23%
7	15 8% 4% 12%	6 12% 42%	4 8% 26%	3 6% 20%
6	11 6% 7% 26%	1 2% 8%	3 6% 28%	4 9% 39%
5	3 1% - -	1 2% 33%	1 2% 33%	1 2% 34%
4	1 . - -	- - -	1 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 326
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	1 .	- -	1 2% 100%	- - -
Don't know	2 1%	1 2% 50%	- - -	- - -
Net: 10/9/8/7	176 91%	47 94% 27%	44 88% 25%	45 89% 25%
Net: 10/9	109 56%	27 62% 25%	23 45% 21%	29 58% 27%
Net: 6/5/4	15 8%	3 7% 20%	2 4% 12%	5 10% 32%
Net: 3/2/1	1 .	- - -	1 2% 100%	- - -
Mean	8.57	8.77	8.45	8.49
Standard Deviation	1.31	1.15	1.13	1.60

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 327
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	54 28%	25 28% 46%	29 28% 54%	4 49% 8%	3 30% 5%	6 31% 11%	8 33% 14%	18 29% 34%	15 21% 28%	14 27% 26%	24 27% 45%	16 29% 29%	3 29% 6%	50 28% 94%	50 28% 94%	33 30% 61%	16 23% 30%	16 22% 30%	17 26% 31%
9	55 28%	20 23% 37%	34 33% 63%	1 11% 2%	2 18% 3%	1 4% 1%	6 24% 10%	23 37% 41%	23 32% 42%	14 27% 25%	27 31% 50%	14 26% 25%	3 27% 6%	52 28% 94%	52 28% 94%	27 25% 50%	24 34% 44%	25 34% 46%	21 32% 38%
8	53 27%	24 27% 46%	29 27% 54%	3 30% 5%	4 41% 8%	7 38% 14%	4 18% 8%	11 17% 20%	24 34% 46%	16 32% 31%	21 24% 40%	15 28% 29%	3 27% 6%	50 27% 94%	50 27% 94%	26 24% 50%	23 33% 44%	24 33% 46%	20 31% 39%
7	15 8%	10 12% 70%	4 4% 30%	- - -	1 11% 7%	2 12% 16%	1 6% 10%	5 8% 35%	5 7% 32%	4 8% 27%	8 9% 53%	3 5% 20%	- - -	15 8% 100%	15 8% 100%	10 9% 65%	5 7% 35%	5 7% 35%	4 6% 25%
6	11 6%	6 7% 53%	5 5% 47%	- - -	- - -	2 10% 16%	3 15% 30%	3 5% 26%	3 4% 28%	2 4% 17%	8 9% 66%	2 4% 17%	1 9% 9%	10 6% 91%	10 6% 91%	8 8% 73%	2 3% 18%	2 3% 18%	1 2% 12%
5	3 1%	1 1% 34%	2 2% 66%	1 10% 33%	- - -	- - -	- - -	- - -	2 3% 67%	- - -	1 1% 33%	2 3% 67%	1 8% 33%	2 1% 67%	2 1% 67%	2 2% 67%	- - -	- - -	1 1% 33%
4	1 *	1 1% 100%	- - -	- - -	- - -	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 1% 100%	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 328
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	-	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 1%	1 1%	1 1%	-	-	1 1%
		-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	100%	100%	-	-	100%
Don't know	2 1%	1 1%	1 1%	-	-	1 5%	-	1 2%	-	1 2%	-	1 2%	-	2 1%	2 1%	2 2%	-	-	-
		50%	50%	-	-	50%	-	50%	-	50%	-	50%	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	176 91%	80 90%	96 91%	8 90%	10 100%	16 85%	19 82%	57 92%	67 93%	48 94%	80 90%	48 88%	10 83%	166 91%	166 91%	96 87%	69 97%	71 97%	62 94%
		45%	55%	5%	6%	9%	11%	32%	38%	27%	46%	27%	6%	94%	94%	55%	39%	40%	35%
Net: 10/9	109 56%	45 51%	63 60%	5 60%	5 49%	7 35%	13 58%	41 66%	38 53%	27 54%	51 58%	30 55%	7 56%	102 56%	102 56%	60 55%	41 57%	41 57%	38 57%
		42%	58%	5%	4%	6%	12%	38%	35%	25%	47%	27%	6%	94%	94%	56%	37%	38%	35%
Net: 6/5/4	15 8%	8 9%	7 7%	1 10%	-	2 10%	4 18%	3 5%	5 7%	2 4%	8 10%	5 8%	2 17%	13 7%	13 7%	11 10%	2 3%	2 3%	3 5%
		52%	48%	6%	-	12%	28%	20%	33%	13%	57%	31%	13%	87%	87%	73%	14%	14%	20%
Net: 3/2/1	1	-	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 1%	1 1%	1 1%	-	-	1 1%
		-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	100%	100%	-	-	100%
Mean	8.57	8.47	8.65	8.79	8.68	8.36	8.41	8.71	8.50	8.68	8.56	8.48	8.45	8.58	8.58	8.50	8.67	8.66	8.57
Standard Deviation	1.31	1.34	1.29	1.62	1.08	1.37	1.66	1.32	1.18	1.09	1.27	1.56	1.59	1.30	1.30	1.46	1.01	1.00	1.36

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 329
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Extremely important	54 28%	32 36% 60%	7 18% 13%	39 32% 72%	7 23% 13%
9	55 28%	25 28% 47%	12 31% 23%	33 27% 60%	9 31% 17%
8	53 27%	22 24% 41%	13 31% 24%	29 24% 56%	11 36% 21%
7	15 8%	4 4% 25%	6 10% 38%	7 6% 47%	3 10% 21%
6	11 6%	7 7% 57%	3 8% 27%	7 6% 65%	- - -
5	3 1%	- - -	1 2% 33%	1 1% 34%	- - -
4	1	- - -	- - -	1 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 95

Page 330
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Channel-specific ratings

** Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
3	1 -	1 2% 100%	- - -	1 1% 100%	- - -
Don't know	2 1%	1 1% 50%	- - -	2 2% 100%	- - -
Net: 10/9/8/7	176 91%	52 92% 47%	36 90% 20%	108 90% 61%	30 100% 17%
Net: 10/9	109 56%	58 64% 53%	19 49% 18%	72 60% 66%	16 54% 15%
Net: 6/5/4	15 8%	7 7% 44%	4 10% 27%	9 8% 61%	- - -
Net: 3/2/1	1 -	1 2% 100%	- - -	1 1% 100%	- - -
Mean	8.57	8.82	8.34	8.67	8.66
Standard Deviation	1.31	1.19	1.25	1.36	0.95

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 96

Page 331
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	24 13%	6 3%	54 28%
9	60 31%	16 8%	55 28%
8	51 26%	54 28%	53 27%
7	25 13%	34 18%	15 8%
6	8 4%	38 20%	11 6%
5	13 7%	27 14%	3 1%
4	1 1%	5 3%	1 *
3	4 2%	4 2%	1 *
2	- -	5 3%	- -
1 - Does not apply at all	1 *	1 1%	- -
Don't know	7 4%	3 2%	2 1%
Net: 10/9/8/7	159 82%	110 57%	176 91%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 96

Page 332
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation - Summary

Base : Regular viewers of any of the channels

	Q6bc - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	84 43%	22 11%	109 56%
Net: 6/5/4	23 12%	70 36%	15 8%
Net: 3/2/1	5 3%	11 6%	1 *
Mean	7.98	6.72	8.57
Standard Deviation	1.64	1.76	1.31



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 97

Page 333
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - S4C SUMMARY

Base : All who ever watch S4C

	Q6(c) - Statements						
	It portrays Wales well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Total (Wtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
10 - Applies completely	16 8%	18 10%	2 1%	9 5%	24 13%	9 5%	10 5%
9	40 20%	37 19%	15 8%	21 11%	60 31%	15 8%	20 10%
8	56 29%	54 28%	50 26%	49 25%	51 26%	26 13%	45 23%
7	31 16%	31 16%	33 17%	46 24%	25 13%	29 15%	32 16%
6	12 6%	19 10%	19 10%	19 10%	8 4%	34 18%	30 15%
5	9 5%	18 9%	26 13%	16 8%	13 7%	19 10%	17 9%
4	8 4%	4 2%	11 6%	7 4%	1 1%	16 8%	6 3%
3	2 1%	2 1%	4 2%	2 1%	4 2%	7 3%	4 2%
2	4 2%	3 2%	7 4%	4 2%	- -	2 1%	1 1%
1 - Does not apply at all	5 3%	1 *	3 2%	2 1%	1 *	- -	1 *



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 97

Page 334
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - S4C SUMMARY

Base : All who ever watch S4C

	Q6(c) - Statements						
	It portrays Wales well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
Don't know	10 5%	7 3%	23 12%	18 9%	7 4%	37 19%	29 15%
Net: 10/9/8/7	143 74%	140 72%	100 52%	125 64%	159 82%	79 41%	107 55%
Net: 10/9	56 29%	55 28%	17 9%	30 16%	84 43%	24 13%	30 15%
Net: 6/5/4	29 15%	41 21%	56 29%	42 22%	23 12%	69 36%	53 27%
Net: 3/2/1	11 6%	6 3%	14 7%	9 4%	5 3%	9 5%	6 3%
Mean	7.38	7.47	6.48	7.02	7.98	6.53	7.05
Standard Deviation	2.06	1.78	1.98	1.83	1.64	1.88	1.73



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 98

Page 335
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - All channels combined SUMMARY

Base : All

	Q6(c) - Statements						
	It portrays Wales well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Total (Wtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
10 - Applies completely	8 4%	14 7%	8 4%	9 4%	6 3%	8 4%	5 3%
9	15 8%	44 23%	29 15%	15 8%	16 8%	17 9%	24 12%
8	32 17%	70 36%	66 34%	73 38%	54 28%	66 34%	75 38%
7	38 20%	41 21%	42 21%	45 23%	34 18%	45 23%	38 20%
6	33 17%	13 7%	21 11%	21 11%	38 20%	30 15%	23 12%
5	37 19%	7 3%	13 7%	20 10%	27 14%	10 5%	16 8%
4	8 4%	2 1%	6 3%	3 2%	5 3%	3 1%	2 1%
3	7 3%	-	2 1%	1 1%	4 2%	2 1%	-
2	5 3%	-	-	-	5 3%	-	1 1%
1 - Does not apply at all	2 1%	-	-	-	1 1%	-	-



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 98

Page 336
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - All channels combined SUMMARY

Base : All

	Q6(c) - Statements						
	It portrays Wales well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
Don't know	9 5%	3 2%	8 4%	7 4%	3 2%	13 7%	10 5%
Net: 10/9/8/7	93 48%	169 87%	145 75%	142 73%	110 57%	136 70%	142 73%
Net: 10/9	23 12%	58 30%	37 19%	24 12%	22 11%	25 13%	29 15%
Net: 6/5/4	78 40%	22 11%	39 20%	44 22%	70 36%	43 22%	41 21%
Net: 3/2/1	13 7%	- -	2 1%	1 1%	11 6%	2 1%	1 1%
Mean	6.41	7.87	7.42	7.30	6.72	7.32	7.39
Standard Deviation	1.88	1.22	1.42	1.35	1.76	1.33	1.33



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 99

Page 337
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - Importance Rating SUMMARY

Base : All

	Q6(c) - Statements						
	It portrays my region well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Total (Wtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
10 - Extremely important	61 32%	51 26%	28 15%	33 17%	54 28%	34 17%	43 22%
9	53 27%	52 27%	37 19%	42 21%	55 28%	42 22%	54 28%
8	47 24%	51 26%	74 38%	61 31%	53 27%	54 28%	54 28%
7	19 10%	29 15%	18 10%	32 17%	15 8%	31 16%	20 10%
6	5 2%	4 2%	13 7%	9 5%	11 6%	10 5%	10 5%
5	4 2%	3 1%	17 9%	11 6%	3 1%	11 6%	6 3%
4	- -	- -	2 1%	2 1%	1 *	2 1%	2 1%
3	1 *	- -	- -	2 1%	1 *	- -	1 *
2	- -	2 1%	- -	- -	- -	2 1%	1 1%
1 - Not at all important	1 1%	2 1%	2 1%	1 *	- -	2 1%	1 *



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 99

Page 338
Absolutes/col/row percents

29 Nov 2010

Q6b(c) Reflecting real people in today's society - Importance Rating SUMMARY

Base : All

	Q6(c) - Statements						
	It portrays my region well to the rest of the UK	It covers big national events well like sports music events or major news stories	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Aside from news, it provides a range of good quality programmes about Wales, made for people in my Nation	Its programmes show different kinds of cultures in the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	194	194	194	194	194	194	194
Effective Total	181	181	181	181	181	181	181
Don't know	2 1%	1 *	2 1%	1 1%	2 1%	7 3%	2 1%
Net: 10/9/8/7	180 93%	182 94%	159 82%	168 87%	176 97%	161 83%	172 88%
Net: 10/9	114 59%	102 53%	66 34%	75 39%	109 56%	76 39%	97 50%
Net: 6/5/4	9 5%	7 4%	31 16%	22 11%	15 8%	23 12%	18 9%
Net: 3/2/1	2 1%	4 2%	2 1%	3 1%	1 *	4 2%	3 1%
Mean	8.62	8.43	7.88	8.01	8.57	7.96	8.30
Standard Deviation	1.43	1.53	1.63	1.56	1.31	1.72	1.55



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 339
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Applies completely	15 8%	3 7% 21%	5 10% 34%	2 4% 14%
9	32 16%	6 14% 19%	7 15% 23%	8 16% 25%
8	54 28%	12 26% 21%	16 33% 30%	14 29% 26%
7	37 19%	14 31% 37%	5 10% 13%	8 16% 22%
6	29 15%	7 15% 24%	8 16% 28%	6 13% 22%
5	9 5%	1 3% 13%	3 6% 34%	2 4% 20%
4	6 3%	1 2% 17%	- - -	3 7% 56%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 340
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	4 2%	1 2% 27%	2 4% 53%	1 2% 19%
2	1 1%	1 2% 100%	- - -	- - -
1 - Does not apply at all	1 1%	1 2% 100%	- - -	- - -
Don't know	6 3%	2 4% 31%	3 5% 41%	1 2% 16%
Net: 10/9/8/7	138 71%	34 78% 25%	35 71% 26%	34 69% 25%
Net: 10/9	47 24%	9 21% 20%	12 25% 27%	13 26% 27%
Net: 6/5/4	44 22%	9 20% 20%	11 22% 25%	10 20% 23%
Net: 3/2/1	6 3%	3 7% 52%	2 4% 35%	1 2% 13%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 341
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	7.37 7.48	7.33	7.44	7.24
Standard Deviation	1.71 1.33	2.02	1.76	1.66

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 342
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	15 8%	5 6%	10 9%	1 10%	2 20%	3 14%	1 3%	3 5%	6 8%	1 2%	5 6%	9 16%	2 18%	13 7%	13 7%	12 11%	1 1%	1 1%	7 11%
9	32 16%	11 13%	20 19%	2 25%	1 11%	3 16%	4 15%	11 18%	11 15%	8 15%	17 19%	7 13%	3 22%	29 16%	29 16%	12 11%	17 24%	17 23%	10 15%
8	54 28%	23 25%	32 30%	-	-	3 18%	8 36%	15 25%	27 38%	12 24%	26 29%	16 30%	4 35%	50 28%	50 28%	29 26%	20 28%	21 29%	22 34%
7	37 19%	18 20%	19 18%	2 26%	2 22%	3 15%	5 22%	12 20%	12 17%	8 16%	17 19%	12 21%	1 9%	36 20%	36 20%	22 20%	14 19%	14 19%	10 16%
6	29 15%	14 16%	14 13%	3 29%	2 18%	4 19%	2 8%	10 17%	8 12%	9 17%	13 15%	7 12%	1 9%	27 15%	27 15%	16 14%	12 17%	13 18%	10 16%
5	9 5%	5 6%	4 3%	1 10%	1 10%	1 5%	-	3 5%	3 4%	5 10%	1 1%	3 5%	1 8%	8 4%	8 4%	4 4%	4 6%	4 6%	2 3%
4	6 3%	3 3%	3 3%	-	1 9%	-	2 10%	2 3%	1 1%	1 2%	3 4%	2 3%	-	6 3%	6 3%	6 6%	-	-	2 3%
		44%	56%	-	14%	-	38%	32%	16%	16%	54%	30%	-	100%	100%	100%	-	-	27%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 343
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	4 2%	4 5% 100%	- - -	- - -	- - -	1 4% 19%	- - -	1 1% 21%	2 3% 60%	2 5% 60%	2 2% 40%	- - -	- - -	4 2% 100%	4 2% 100%	3 3% 73%	1 2% 27%	1 2% 27%	- - -
2	1 1%	1 1% 100%	- - -	- - -	1 11% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 1% 100%	1 1% 100%	1 2% 100%
1 - Does not apply at all	1 1%	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -
Don't know	6 3%	3 4% 53%	3 3% 47%	- - -	- - -	2 9% 28%	1 6% 20%	2 4% 36%	1 1% 16%	4 9% 69%	2 2% 31%	- - -	- - -	6 4% 100%	6 4% 100%	6 6% 100%	- - -	- - -	1 2% 15%
Net: 10/9/8/7	138 71%	56 64% 41%	81 77% 59%	6 62% 4%	5 52% 4%	12 63% 9%	17 76% 13%	42 68% 30%	56 78% 41%	29 57% 21%	65 74% 48%	43 80% 32%	10 83% 7%	128 70% 93%	128 70% 93%	75 68% 54%	52 73% 38%	53 72% 38%	50 76% 36%
Net: 10/9	47 24%	16 18% 35%	30 29% 65%	3 36% 7%	3 30% 6%	6 30% 12%	4 18% 9%	14 23% 30%	16 23% 35%	9 17% 19%	22 25% 48%	15 28% 33%	5 40% 10%	42 23% 90%	42 23% 90%	24 22% 51%	18 25% 39%	18 25% 39%	17 26% 37%
Net: 6/5/4	44 22%	22 25% 51%	21 20% 49%	3 38% 8%	4 37% 8%	4 23% 10%	4 18% 10%	16 25% 36%	12 17% 28%	15 29% 34%	18 20% 40%	11 20% 26%	2 17% 4%	42 23% 96%	42 23% 96%	26 23% 59%	16 22% 37%	17 23% 39%	14 21% 32%
Net: 3/2/1	6 3%	6 7% 100% b	- - -	- - -	1 11% 16%	1 4% 13%	- - -	2 3% 32%	2 3% 39%	2 5% 39%	4 4% 61%	- - -	- - -	6 3% 100%	6 3% 100%	3 3% 48%	3 5% 52%	3 5% 52%	1 2% 16%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Mean	7.37	6.99	7.68 a	7.33	6.61	7.52	7.39	7.24	6.97	7.37	7.70	8.07	7.32	7.32	7.33	7.29	7.28	7.60
Standard Deviation	1.71	1.91	1.45	1.67	2.61	1.85	1.53	1.76	1.70	1.78	1.55	1.50	1.71	1.71	1.73	1.71	1.69	1.59

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
15 8%	8 9%	5 10%	2 5%	10 9%	3 9%
32 16%	16 18%	8 14%	10 24%	18 15%	3 11%
54 28%	26 29%	15 27%	13 33%	34 28%	7 24%
37 19%	18 20%	9 17%	6 15%	25 21%	6 19%
29 15%	8 9%	9 16%	4 11%	18 15%	5 18%
9 5%	2 2%	3 5%	3 7%	5 4%	-
6 3%	4 5%	2 5%	1 2%	5 4%	-
	56%	35%	13%	70%	17%
	51%	24%	31%	56%	10%
	48%	27%	24%	63%	13%
	49%	26%	16%	68%	16%
	29%	30%	15%	63%	19%
	20%				
	20%	31%	33%	57%	-
	70%	40%	15%	85%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

Page 346
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
4	2	1	-	1	2
2%	2% 52%	2% 21%	- -	1% 19%	8% 60%
1	1	1	-	-	1
1%	1% 100%	2% 100%	- -	- -	3% 100%
1	-	1	1	-	-
1%	- -	2% 100%	3% 100%	- -	- -
6	4	1	-	4	2
3%	5% 63%	2% 20%	- -	3% 64%	8% 36%
138	69	37	31	87	19
71%	76% 50%	67% 27%	77% 22%	72% 63%	63% 14%
47	25	13	12	28	6
24%	27% 53%	23% 28%	29% 25%	23% 60%	19% 13%
44	15	14	8	28	5
22%	16% 33%	25% 32%	20% 19%	24% 65%	18% 12%
6	3	3	1	1	4
3%	4% 51%	6% 48%	3% 18%	1% 13%	12% 56%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 102

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	7.37	7.52	7.16	7.47	7.46	7.03
Standard Deviation	1.71	1.74	2.01	1.80	1.54	2.07

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	16 8% 4 9% 27%	4 8% 25%	6 12% 39%	1 3% 9%
9	34 18% 8 19% 24%	8 17% 25%	10 19% 28%	8 16% 24%
8	66 34% 15 33% 22%	12 24% 18%	23 45% 34%	17 34% 25%
7	50 26% 12 27% 23%	19 39% 39% 5	5 10% 10%	14 28% 28%
6	14 7% 4 9% 28%	3 6% 20%	4 7% 25%	4 8% 28%
5	8 4% 1 3% 15%	- - -	2 4% 29%	4 9% 56%
3	2 1% - - -	1 2% 57%	1 2% 43%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
Don't know	3 2%	2 4%	-	1 2%
	-	66%	-	34%
Net: 10/9/8/7	167 86%	44 88%	43 87%	41 81%
	23%	26%	26%	24%
Net: 10/9	50 26%	12 25%	16 31%	10 19%
	28%	25%	31%	19%
Net: 6/5/4	22 11%	3 6%	6 12%	8 17%
	12%	13%	26%	38%
Net: 3/2/1	2 1%	1 2%	1 2%	-
	-	57%	43%	-
Mean	7.76	7.70	7.97	7.51
Standard Deviation	1.28	1.30	1.39	1.22

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	16 8%	5 5%	11 10%	1 10%	1 9%	3 13%	2 9%	1 2%	8 11%	3 5%	8 9%	5 10%	2 18%	14 7%	14 7%	12 11%	2 3%	2 3%	8 12%
9	34 18%	16 18%	18 17%	4 40%	4 44%	5 25%	5 20%	13 21%	4 6%	9 18%	15 16%	10 19%	3 22%	32 17%	32 17%	21 19%	10 15%	10 14%	9 14%
8	66 34%	32 37%	34 32%	3 30%	3 27%	4 23%	7 32%	16 25%	34 47%	20 40%	26 29%	20 37%	4 35%	62 34%	62 34%	37 34%	24 34%	26 36%	25 38%
7	50 26%	21 23%	30 28%	1 10%	1 11%	6 33%	6 25%	21 33%	16 22%	11 21%	27 30%	13 23%	2 17%	48 26%	48 26%	25 23%	23 33%	23 32%	19 29%
6	14 7%	6 7%	8 8%	1 10%	1 9%	-	3 13%	6 9%	4 6%	4 8%	7 8%	3 6%	-	14 8%	14 8%	9 8%	6 8%	6 8%	2 3%
5	8 4%	4 5%	3 3%	-	-	-	-	3 4%	5 7%	1 3%	3 4%	3 5%	1 9%	7 4%	7 4%	5 4%	2 3%	2 3%	1 1%
3	2 1%	2 2%	-	-	-	-	-	2 3%	-	1 2%	1 1%	-	-	2 1%	2 1%	1 1%	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	57%	43%	-	-	100%	100%	43%	57%	57%	-



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Don't know	3 2%	2 3%	1 1%	-	-	1 5%	-	1 2%	1 2%	1 2%	2 3%	-	-	3 2%	3 2%	1 1%	2 3%	2 3%	1 2%
		66%	34%	-	-	31%	-	34%	35%	31%	69%	-	-	100%	100%	31%	69%	69%	35%
Net: 10/9/8/7	167 86%	74 83%	93 88%	8 90%	9 91%	18 95%	20 87%	50 86%	61 86%	43 85%	75 85%	48 89%	11 91%	156 86%	156 86%	95 86%	60 84%	62 85%	62 94%
		44%	56%	5%	5%	11%	12%	30%	37%	26%	45%	29%	6%	94%	94%	57%	36%	37%	37%
Net: 10/9	50 26%	21 23%	29 28%	5 50%	5 53%	7 38%	7 30%	14 23%	12 17%	12 23%	22 25%	16 29%	5 40%	45 25%	45 25%	33 30%	12 17%	12 17%	18 27%
		41%	59%	9%	10%	15%	14%	29%	24%	24%	44%	32%	9%	91%	91%	66%	25%	25%	35%
Net: 6/5/4	22 11%	10 12%	12 11%	1 10%	1 9%	-	3 13%	8 13%	9 13%	6 11%	10 12%	6 11%	1 9%	21 12%	21 12%	13 12%	8 11%	8 11%	3 5%
		47%	53%	4%	4%	-	13%	37%	42%	25%	48%	27%	5%	95%	95%	60%	36%	36%	14%
Net: 3/2/1	2 1%	2 2%	-	-	-	-	-	2 3%	-	1 2%	1 1%	-	-	2 1%	2 1%	1 1%	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	57%	43%	-	-	100%	100%	43%	57%	57%	-
Mean	7.76	7.65	7.85	8.31	8.32	8.19	7.88	7.44	7.73	7.71	7.70	7.89	8.13	7.73	7.73	7.86	7.53	7.54	8.00
Standard Deviation	1.28	1.36	1.22	1.16	1.14	1.10	1.18	1.39	1.25	1.31	1.30	1.24	1.44	1.27	1.27	1.32	1.19	1.18	1.10

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
10 - Applies completely	16 8%	8 9% 50%	4 9% 24%	10 9% 66%	2 5% 10%
9	34 18%	19 21% 56%	10 26% 30%	22 18% 63%	2 7% 7%
8	66 34%	30 33% 45%	12 29% 18%	43 36% 64%	11 37% 17%
7	50 26%	24 26% 47%	10 25% 20%	29 24% 58%	10 33% 20%
6	14 7%	7 7% 45%	3 8% 22%	10 8% 67%	1 3% 5%
5	8 4%	2 3% 30%	- - -	3 3% 41%	5 15% 59%
3	2 1%	- - -	1 2% 43%	1 1% 57%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 103

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
Don't know	3 2%	1 1% 31%	1 3% 35%	2 2% 65%	- - -
Net: 10/9/8/7	167 86%	81 89% 48%	36 89% 21%	104 87% 63%	25 82% 15%
Net: 10/9	50 26%	27 30% 54%	14 35% 28%	32 27% 64%	4 13% 8%
Net: 6/5/4	22 11%	9 10% 40%	3 11% 14%	13 11% 58%	5 18% 24%
Net: 3/2/1	2 1%	- - -	- - -	1 1% 57%	- - -
Mean	7.76	7.90	8.04	7.82	7.35
Standard Deviation	1.28	1.17	1.12	1.25	1.30

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	70 36%	21 48% 30%	14 28% 20%	17 34% 24%
9	59 31%	10 23% 17%	13 26% 22%	16 33% 28%
8	38 19%	6 14% 16%	13 26% 35%	11 15% 20%
7	19 10%	5 12% 28%	7 15% 39%	3 6% 17%
6	4 2%	1 2% 26%	- 3% 34%	2 3% 39%
5	2 1%	- 2% 55%	- - -	1 2% 45%
3	1 *	- - -	1 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	1 1%	1 2% 100%	- -	- -
Net: 10/9/8/7	186 96%	48 96% 26%	48 96% 26%	48 95% 26%
Net: 10/9	130 67%	32 72% 24%	27 55% 21%	34 68% 26%
Net: 6/5/4	6 3%	1 2% 17%	1 3% 23%	2 5% 41%
Net: 3/2/1	2 1%	1 2% 54%	1 2% 46%	- -
Mean	8.81	8.49	8.83	8.90
Standard Deviation	1.30	1.52	1.30	1.16

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 104

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	70 36%	32 37% 46%	38 36% 54%	6 68% 9%	6 61% 8%	8 40% 11%	8 36% 12%	20 32% 28%	22 31% 32%	15 31% 22%	34 39% 49%	20 37% 29%	4 38% 6%	66 36% 94%	66 36% 94%	42 38% 60%	23 33% 33%	24 33% 35%	21 33% 31%
9	59 31%	24 27% 41%	35 33% 59%	2 22% 3%	3 30% 5%	6 31% 10%	7 29% 11%	21 35% 36%	21 29% 35%	21 41% 35%	27 31% 46%	12 21% 19%	2 18% 4%	57 31% 96%	57 31% 96%	34 31% 57%	23 33% 39%	23 32% 39%	21 32% 35%
8	38 19%	17 19% 46%	20 19% 54%	1 10% 2%	1 9% 2%	2 13% 7%	5 20% 12%	12 19% 31%	17 24% 45%	11 23% 30%	13 14% 34%	13 25% 36%	3 25% 8%	35 19% 92%	35 19% 92%	18 17% 49%	16 23% 44%	17 24% 46%	15 23% 40%
7	19 10%	9 11% 50%	9 9% 50%	- - -	- - -	2 11% 11%	2 8% 10%	7 11% 36%	8 11% 43%	1 2% 5%	10 11% 51%	8 15% 44%	2 18% 11%	17 9% 89%	17 9% 89%	10 9% 51%	6 8% 32%	6 8% 32%	7 11% 37%
6	4 2%	1 2% 34%	3 2% 66%	- - -	- - -	- - -	2 7% 39%	1 2% 26%	1 2% 34%	- - -	4 4% 100%	- - -	- - -	4 2% 100%	4 2% 100%	3 3% 74%	1 1% 26%	1 1% 26%	1 2% 34%
5	2 1%	2 2% 100%	- - -	- - -	- - -	- - -	- - -	- - 100%	2 3% 100%	1 2% 55%	- - -	1 2% 45%	- - -	2 1% 100%	2 1% 100%	1 1% 45%	1 2% 55%	1 2% 55%	- - -
3	1 *	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 104

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview/Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1 1%	1 1%	-	-	-	1 5%	-	-	-	1 2%	-	-	-	1 1%	1 1%	1 1%	-	-	-
		100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	186 96%	83 94%	103 98%	9 100%	10 100%	18 95%	21 93%	60 97%	68 95%	48 96%	84 95%	54 98%	12 100%	174 96%	174 96%	104 95%	69 97%	71 97%	64 98%
		45%	55%	5%	5%	10%	11%	32%	37%	26%	45%	29%	6%	94%	94%	56%	37%	38%	35%
Net: 10/9	130 67%	57 64%	73 69%	8 90%	9 91%	13 71%	15 66%	41 67%	43 60%	36 71%	62 70%	32 58%	7 57%	123 68%	123 68%	76 69%	47 65%	48 65%	42 64%
		44%	56%	6%	7%	10%	12%	32%	33%	28%	48%	25%	5%	95%	95%	59%	36%	37%	33%
Net: 6/5/4	6 3%	3 4%	3 2%	-	-	-	2 7%	1 2%	3 5%	1 2%	4 4%	1 2%	-	6 3%	6 3%	4 3%	2 3%	2 3%	1 2%
		57%	43%	-	-	-	26%	17%	57%	19%	66%	16%	-	100%	100%	64%	36%	36%	23%
Net: 3/2/1	2 1%	2 2%	-	-	-	1 5%	-	1 1%	-	1 2%	1 1%	-	-	2 1%	2 1%	2 1%	-	-	-
		100%	-	-	-	54%	-	46%	-	54%	46%	-	-	100%	100%	100%	-	-	-
Mean	8.81	8.68	8.91	9.59	9.52	8.67	8.81	8.77	8.68	8.81	8.84	8.75	8.77	8.81	8.81	8.82	8.82	8.83	8.82
Standard Deviation	1.30	1.53	1.06	0.70	0.70	1.93	1.23	1.26	1.25	1.41	1.31	1.21	1.19	1.31	1.31	1.42	1.13	1.12	1.07

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 104

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
70 36%	34 38% 49%	21 38% 30%	9 23% 13%	52 43% 74%	8 28% 12%
59 31%	30 33% 50%	20 35% 33%	18 44% 30%	31 26% 53%	10 34% 17%
38 19%	15 16% 39%	8 14% 20%	8 19% 21%	21 17% 55%	8 27% 22%
19 10%	8 8% 41%	5 8% 25%	4 10% 21%	12 10% 62%	2 7% 12%
4 2%	3 3% 74%	2 3% 39%	1 3% 34%	3 2% 66%	- - -
2 1%	- - -	- - -	- - -	1 1% 45%	1 4% 55%
1 *	- - -	1 2% 100%	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 104

Q6b(d) Channel-specific ratings

** It shows well-made, high quality programmes - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
2	1 1%	- 100%	- -	1 100%	- -
Net: 10/9/8/7	186 96%	53 96% 28%	39 97% 21%	116 96% 62%	29 96% 16%
Net: 10/9	130 67%	41 74% 31%	27 67% 21%	83 69% 64%	19 62% 14%
Net: 6/5/4	6 3%	3 3% 48%	1 3% 23%	4 3% 59%	1 4% 19%
Net: 3/2/1	2 1%	1 1% 54%	- 1% -	1 1% 54%	- - -
Mean	8.81	8.87	8.73	8.91	8.71
Standard Deviation	1.30	1.32	1.04	1.32	1.19

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 105

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows well-made, high quality programmes - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	15 8%	16 8%	70 36%
9	32 16%	34 18%	59 31%
8	54 28%	66 34%	38 19%
7	37 19%	50 26%	19 10%
6	29 15%	14 7%	4 2%
5	9 5%	8 4%	2 1%
4	6 3%	-	-
3	4 2%	2 1%	1 *
2	1 1%	-	1 1%
1 - Does not apply at all	1 1%	-	-
Don't know	6 3%	3 2%	-
Net: 10/9/8/7	138 71%	167 86%	186 96%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 105

Page 361
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows well-made, high quality programmes - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	47 24%	50 26%	130 67%
Net: 6/5/4	44 22%	22 11%	6 3%
Net: 3/2/1	6 3%	2 1%	2 1%
Mean	7.37	7.76	8.81
Standard Deviation	1.71	1.28	1.30



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										Don't know
		10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	
Total (Unwtd)	50	1 2%	8 16%	19 38%	13 26%	4 8%	4 8%	- -	- -	- -	- -	1 2%
Total (Wtd)	50	1** 3%	8** 16%	17** 34%	14** 28%	4** 8%	4** 9%	-** 2%	-** 2%	-** 2%	-** 2%	1 2%
Effective Total	47	1	8	17	12	4	4	-	-	-	-	1
Positive In comparison to other countries UK TV is better	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
High/better quality programmes/overall the standard of programmes are good	6 11%	1 100% 26%	1 13% 19%	3 18% 55%	- -	- -	- -	- -	- -	- -	- -	- -
Well produced/made programmes/technical quality	5 10%	- -	1 13% 20%	2 11% 37%	2 16% 43%	- -	- -	- -	- -	- -	- -	- -
Informative/educational/ factual programmes	1 2%	- -	- -	- -	1 8% 100%	- -	- -	- -	- -	- -	- -	- -
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	- -	- -	1 6% 100%	- -	- -	- -	- -	- -	- -	- -	- -
Good interesting programmes/ it is interesting	1 2%	- -	- -	- -	- -	1 27% 100%	- -	- -	- -	- -	- -	- -
Good/better (Quality) Dramas	1 2%	- -	- -	1 6% 100%	- -	- -	- -	- -	- -	- -	- -	- -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
They show good documentaries (nature/history etc)	-	-	-	-	-	-	-	-	-	-	-
Good quality News programmes/covers world events well	2 4%	-	1 6%	1 7%	-	-	-	-	-	-	-
Good Quiz programmes	-	-	-	-	-	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	3 5%	-	2 12%	1 5%	-	-	-	-	-	-	-
Like ITV (more)	-	-	-	-	-	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	-	-	1 7%	-	-	-	-	-	-	-
Wide variety of programmes	3 5%	-	1 5%	2 12%	-	-	-	-	-	-	-
Not as many repeats are being shown	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	1	8	17	12	4	4	-	-	-	1
More new programmes being shown/innovative/imaginative	-	-	-	-	-	-	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-	-	-	-	-	-	-
Less politically biased/unbiased/balanced view	-	-	-	-	-	-	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-	-	-	-	-	-	-
Entertaining/good entertainment	-	-	-	-	-	-	-	-	-	-	-
Good signal/good picture quality	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-	-	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-	-	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-	-	-	-	-	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-	-	-	-	-	-	-	-	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-	-	-	-	-	-	-	-	-	-
Easy to watch/understand	-	-	-	-	-	-	-	-	-	-	-
Neutral	3 6%	1 14%	-	2 13%	-	-	-	-	-	-	-
Law of averages/that's how I feel about it/I'm impartial	-	38%	-	62%	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	- -	- -	- -	- -	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Room for Improvement	1 2%	- -	1 6% 100%	- -	- -	- -	- -	- -	- -	- -	- -
It depends on ones interest/ what you are interested in	1 2%	- -	- -	1 8% 100%	- -	- -	- -	- -	- -	- -	- -
Quality of the programmes must justify the licence fee	1 2%	- -	1 6% 100%	- -	- -	- -	- -	- -	- -	- -	- -
Only watch TV/those channels occasionally/don't watch some channels	4 8%	- -	- -	1 7% 25%	- -	2 46% 47%	- -	- -	- -	- -	1 100% 27%
There's a range of quality programmes across the channels	2 4%	- 2 26% 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Generally programmes are OK/ Average programmes	2 4%	- -	1 6% 45%	1 8% 55%	- -	- -	- -	- -	- -	- -	- -
Some channels/programs are better than others/quality varies	7 15%	- -	2 14% 33%	4 29% 55%	1 23% 12%	- -	- -	- -	- -	- -	- -
Not all the channels are equal/All the channels are different/news channels are different	2 4%	- -	1 6% 58%	1 5% 42%	- -	- -	- -	- -	- -	- -	- -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Only watch the news (programmes)	1 2%	-	-	1 7% 100%	-	-	-	-	-	-	-
I don't watch TV/don't own a TV/don't have time/don't get a signal	-	-	-	-	-	-	-	-	-	-	-
The same sort of programmes across all channels	1 2%	-	1 6% 100%	-	-	-	-	-	-	-	-
I don't watch the news/news stations	-	-	-	-	-	-	-	-	-	-	-
It's important/it's very important/it's important to me	-	-	-	-	-	-	-	-	-	-	-
Don't watch a lot of live TV/record the programmes I want to watch/	-	-	-	-	-	-	-	-	-	-	-
Depends on the time of the year/quality of programmes vary according to the seasons	-	-	-	-	-	-	-	-	-	-	-
Negative											
Don't like game/quiz shows/ too many	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Not enough/don't get regional programmes	-	-	-	-	-	-	-	-	-	-	-
Outdated (programmes/movies)	-	-	-	-	-	-	-	-	-	-	-
Not specific enough/lack of objective/not in depth	-	-	-	-	-	-	-	-	-	-	-
Don't like to watch costume dramas/19th century dramas/dramas	-	-	-	-	-	-	-	-	-	-	-
Too many cookery programmes	-	-	-	-	-	-	-	-	-	-	-
Programmes are not targetted at me/to what people want/does not cater for the masses	-	-	-	-	-	-	-	-	-	-	-
Not enough sports/too many similar sports programmes/sports coverage not good quality	-	-	-	-	-	-	-	-	-	-	-
Too many repeats/Not enough diversity	5 10%	-	3 19% 60%	-	1 25% 19%	1 25% 20%	-	-	-	-	-



GfK NOP

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J

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Table 106

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	- -	- -	- -	- -	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Not enough new programmes/ not innovative/original	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Too many American programmes/Not enough programmes made in Britain	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not enough well made/ produced programmes	1 2%	- -	1 6% 100%	- -	- -	- -	- -	- -	- -	- -	- -
Quality has declined generally/waste of money	3 6%	- -	1 11% 30%	- -	1 25% 33%	1 27% 37%	- -	- -	- -	- -	- -
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	4 9%	- -	2 12% 47%	1 8% 26%	- -	1 27% 26%	- -	- -	- -	- -	- -
Too many reality shows	1 2%	- -	- -	- -	1 25% 100%	- -	- -	- -	- -	- -	- -
Too many soaps/don't like soaps	2 4%	- -	1 6% 50%	- -	1 27% 50%	- -	- -	- -	- -	- -	- -
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

Page 370
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Cheap television/dumbing down	1 2%	-	-	-	1 25% 100%	-	-	-	-	-	-
Don't like channel five (5)	-	-	-	-	-	-	-	-	-	-	-
Don't like BBC3/4	-	-	-	-	-	-	-	-	-	-	-
Don't like ITV	-	-	-	-	-	-	-	-	-	-	-
Don't like Sky Channels	-	-	-	-	-	-	-	-	-	-	-
Small budgets for programmes/need better budgets	4 9%	2 25% 46%	1 5% 19%	2 17% 36%	-	-	-	-	-	-	-
Boring	-	-	-	-	-	-	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-	-	-	-	-	-	-
Not enough programmes for a thinking audience/intelligent programmes	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

Page 371
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										Don't know
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-	-	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-	-	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-	-	-	-	-	-	-
Not enough good dramas/ quality of drama is not good enough/period dramas	1 2%	-	-	-	1 25% 100%	-	-	-	-	-	-
Don't show (enough) good films/only show outdated films	-	-	-	-	-	-	-	-	-	-	-
Too many advert breaks/have less adverts/don't like channels with commercials	-	-	-	-	-	-	-	-	-	-	-
Politically biased	-	-	-	-	-	-	-	-	-	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-	-	-	-	-	-	-	-	-	-
Not enough good documentaries being shown	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J

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Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 106

Page 372
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

Total	Q6b(d) Channel-specific ratings: It shows well-made, high quality programmes - All channels combined										
	10 (A)	9 (B)	8 (C)	7 (D)	6 (E)	5 (F)	4 (G)	3 (H)	2 (I)	1 (J)	Don't know
Total (Unwtd)	50 2%	8 16%	19 38%	13 26%	4 8%	4 8%	-	-	-	-	1 2%
Effective Total	47	8	17	12	4	4	-	-	-	-	1
Don't like Channel 4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too much bad language/ violence/low in morality/bad example	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	13 26%	3 38%	3 18%	1 8%	2 52%	2 51%	-	-	-	-	-
	100% 11%	24%	24%	9%	16%	17%	-	-	-	-	-
No answer	2 3%	-	-	2 11%	-	-	-	-	-	-	-
	-	-	-	100%	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 107

Page 373
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100%
Effective Total	47	47
Positive		
In comparison to other countries UK TV is better	-	-
High/better quality programmes/overall the standard of programmes are good	6 11%	6 11% 100%
Well produced/made programmes/technical quality	5 10%	5 10% 100%
Informative/educational/ factual programmes	1 2%	1 2% 100%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	1 2% 100%
Good interesting programmes/ it is interesting	1 2%	1 2% 100%
Good/better (Quality) Dramas	1 2%	1 2% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
They show good documentaries (nature/history etc)	-	-
Good quality News programmes/covers world events well	2 4%	2 4% 100%
Good Quiz programmes	-	-
BBC is the best/BBC is better than ITV	3 5%	3 5% 100%
Like ITV (more)	-	-
It has more home grown programmes/prefer home grown programmes	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 2% 100%
Wide variety of programmes	3 5%	3 5% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Not as many repeats are being shown	-	-
More new programmes being shown/innovative/imaginative	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-
I like/enjoy watching Channel 4	-	-
I like/enjoy watching Channel 5	-	-
Less politically biased/ unbiased/balanced view	-	-
More money/investment on programmes	-	-
Entertaining/good entertainment	-	-

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Good signal/good picture quality	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-
Up to date/keeps me up to date/current	-	-
I like/enjoy watching the soaps/good soaps	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-
Easy to watch/understand	-	-

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Neutral Low of averages/that's how I feel about it/I'm impartial	3 6%	3 6% 100%
Room for Improvement	1 2%	1 2% 100%
It depends on ones interest/ what you are interested in	1 2%	1 2% 100%
Quality of the programmes must justify the licence fee	1 2%	1 2% 100%
Only watch TV/those channels occasionally/don't watch some channels	4 8%	4 8% 100%
There's a range of quality programmes across the channels	2 4%	2 4% 100%
Generally programmes are OK/ Average programmes	2 4%	2 4% 100%
Some channels/programs are better than others/quality varies	7 15%	7 15% 100%

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Not all the channels are equal/All the channels are different/news channels are different	2 4%	2 4% 100%
Only watch the news (programmes)	1 2%	1 2% 100%
I don't watch TV/don't own a TV/don't have time/don't get a signal	- -	- -
The same sort of programmes across all channels	1 2%	1 2% 100%
I don't watch the news/news stations	- -	- -
It's important/it's very important/it's important to me	- -	- -
Don't watch a lot of live TV/record the programmes I want to watch/	- -	- -
Depends on the time of the year/quality of programmes vary according to the seasons	- -	- -

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Negative		
Don't like game/quiz shows/ too many	-	-
	-	-
Not enough/don't get regional programmes	-	-
	-	-
Outdated (programmes/movies)	-	-
	-	-
Not specific enough/lack of objective/not in depth	-	-
	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-
	-	-
Too many cookery programmes	-	-
	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-
	-	-

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Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

Page 380
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-
Too many repeats/Not enough diversity	5 10%	5 10% 100%
Not enough new programmes/ not innovative/original	-	-
Too many American programmes/Not enough programmes made in Britain	-	-
Not enough well made/ produced programmes	1 2%	1 2% 100%
Quality has declined generally/waste of money	3 6%	3 6% 100%
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	4 9%	4 9% 100%
Too many reality shows	1 2%	1 2% 100%

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 107

Page 381
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Too many soaps/don't like soaps	2 4%	2 4% 100%
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -
Cheap television/dumbing down	1 2%	1 2% 100%
Don't like channel five (5)	- -	- -
Don't like BBC3/4	- -	- -
Don't like ITV	- -	- -
Don't like Sky Channels	- -	- -
Small budgets for programmes/need better budgets	4 9%	4 9% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

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Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Boring	-	-
	-	-
Programmes should represent all ethnic groups	-	-
	-	-
Not enough programmes for a thinking audience/ intelligent programmes	-	-
	-	-
Not (enough) informative enough/educational/factual programmes	-	-
	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-
	-	-
A lot of tabloid celebrities/celebrity shows	-	-
	-	-
Not enough good dramas/ quality of drama is not good enough/period dramas	1 2%	1 2% 100%
Don't show (enough) good films/only show outdated films	-	-
	-	-

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Absolutes/col/row percents

29 Nov 2010

Table 107

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
Too many advert breaks/have less adverts/don't like channels with commercials	-	-
Politically biased	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-
Not enough good documentaries being shown	-	-
Don't like Channel 4	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-
Too much bad language/ violence/low in morality/bad example	-	-
Other	13 26%	13 26% 100%

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Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 107

Page 384
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

TOTAL	WAVE Q4-10 (1)
50	50 100%
47	47
2 3%	2 3% 100%

Total (Unwtd)

Effective Total

No answer

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	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Positive In comparison to other countries UK TV is better	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High/better quality programmes/overall the standard of programmes are good	6 11%	3 14% 55%	2 9% 45%	-	1 24% 16%	1 17% 15%	3 47% 50%	1 5% 19%	-	1 10% 24%	3 14% 56%	1 8% 19%	-	6 12% 100%	6 12% 100%	5 18% 84%	1 4% 16%	1 4% 16%	-
Well produced/made programmes/technical quality	5 10%	2 8% 36%	3 12% 64%	-	-	1 17% 16%	-	2 10% 41%	2 15% 43%	2 16% 42%	2 8% 37%	1 8% 21%	-	5 11% 100%	5 11% 100%	3 11% 57%	2 10% 43%	2 10% 43%	2 24% 42%
Informative/educational/ factual programmes	1 2%	-	1 4% 100%	-	-	-	-	-	1 8% 100%	1 8% 100%	-	-	-	1 2% 100%	1 2% 100%	-	1 5% 100%	1 5% 100%	1 13% 100%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	1 4% 100%	-	-	-	-	-	-	1 6% 100%	-	-	1 7% 100%	-	1 2% 100%	1 2% 100%	-	1 4% 100%	1 4% 100%	1 10% 100%
Good interesting programmes/ it is interesting	1 2%	-	1 4% 100%	-	-	-	-	5 100%	-	-	-	1 8% 100%	-	1 2% 100%	1 2% 100%	-	5 100%	5 100%	1 12% 100%
Good/better (Quality) Dramas	1 2%	1 4% 100%	-	-	-	-	-	-	1 6% 100%	-	1 4% 100%	-	-	1 2% 100%	1 2% 100%	-	1 4% 100%	1 4% 100%	1 10% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
They show good documentaries (nature/history etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality News programmes/covers world events well	2 4%	1 4%	1 4%	-	-	-	-	-	2 14%	1 7%	1 5%	-	-	2 4%	2 4%	1 4%	1 5%	1 5%	-
Good Quiz programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	3 5%	2 7%	1 4%	-	-	1 15%	-	-	2 14%	-	2 9%	1 6%	-	3 6%	3 6%	1 3%	2 9%	2 9%	1 10%
Like ITV (more)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 4%	-	-	-	-	-	-	1 7%	1 7%	-	-	-	1 2%	1 2%	1 4%	-	-	-
Wide variety of programmes	3 5%	3 11%	-	-	-	2 32%	-	-	1 7%	1 7%	1 4%	1 6%	-	3 5%	3 5%	3 10%	-	-	-

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Not as many repeats are being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More new programmes being shown/innovative/imaginative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less politically biased/unbiased/balanced view	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Entertaining/good entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Good signal/good picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to watch/understand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Neutral Law of averages/that's how I feel about it/I'm impartial	3 6%	1 4%	2 8%	-	-	1 17%	-	2 11%	-	1 6%	2 10%	-	-	3 6%	3 6%	2 9%	1 4%	1 4%	-
		27%	73%	-	-	27%	-	73%	-	27%	73%	-	-	100%	100%	73%	27%	27%	-
Room for Improvement	1 2%	1 4%	-	-	-	-	-	1 5%	-	-	1 4%	-	1 47%	-	-	-	-	-	-
		100%	-	-	-	-	-	100%	-	-	100%	-	100%	-	-	-	-	-	-
It depends on ones interest/ what you are interested in	1 2%	-	1 4%	-	-	-	-	1 6%	-	-	1 5%	-	-	1 2%	1 2%	-	1 5%	1 5%	-
		-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-
Quality of the programmes must justify the licence fee	1 2%	1 4%	-	-	-	-	-	-	1 7%	1 7%	-	-	-	1 2%	1 2%	-	-	-	-
		100%	-	-	-	-	-	-	100%	100%	-	-	-	100%	100%	-	-	-	-
Only watch TV/those channels occasionally/don't watch some channels	4 8%	1 4%	3 12%	-	-	-	-	1 6%	3 21%	-	1 5%	3 23%	1 53%	3 7%	3 7%	1 4%	2 10%	2 10%	1 25%
		22%	78%	-	-	-	-	27%	73%	-	27%	73%	25%	75%	75%	22%	53%	53%	-
There's a range of quality programmes across the channels	2 4%	-	2 8%	-	1 27%	-	-	1 5%	-	-	-	2 16%	-	2 4%	2 4%	1 4%	1 5%	1 5%	-
		-	100%	-	49%	-	-	51%	-	-	-	100%	-	100%	100%	51%	49%	49%	-
Generally programmes are OK/ Average programmes	2 4%	1 4%	1 4%	-	-	-	-	2 10%	*	1 8%	1 4%	-	1 47%	1 2%	1 2%	*	1 5%	1 5%	-
		45%	55%	-	-	-	-	100%	*	55%	45%	-	45%	55%	55%	*	55%	55%	-
Some channels/programs are better than others/quality varies	7 15%	4 18%	3 12%	-	1 24%	-	1 23%	3 16%	2 14%	3 18%	3 13%	2 15%	-	7 15%	7 15%	5 21%	2 10%	2 10%	3 32%
		56%	44%	-	12%	-	18%	42%	27%	34%	39%	27%	-	100%	100%	72%	28%	28%	40%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Not all the channels are equal/All the channels are different/news channels are different	2 4%	2 8% 100%	- - -	- - -	- - -	1 15% 42%	- - -	1 5% 58%	- - -	1 7% 58%	- - -	1 6% 42%	- - -	2 4% 100%	2 4% 100%	2 7% 100%	- - -	- - -	- - -
Only watch the news (programmes)	1 2%	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 5% 100%	- - -	- - -	1 5% 100%	- - -	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
I don't watch TV/don't own a TV/don't have time/don't get a signal	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
The same sort of programmes across all channels	1 2%	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 5% 100%	- - -	- - -	- - -	1 8% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
I don't watch the news/news stations	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
It's important/it's very important/it's important to me	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't watch a lot of live TV/record the programmes I want to watch/	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Depends on the time of the year/quality of programmes vary according to the seasons	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Negative																			
Don't like game/quiz shows/ too many	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough/don't get regional programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Outdated (programmes/movies)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not specific enough/lack of objective/not in depth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many cookery programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Not enough sports/too many similar sports programmes/sports coverage not good quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many repeats/Not enough diversity	5 10%	2 9% 39%	3 12% 61%	-	-	-	-	3 15% 59%	2 15% 41%	2 15% 39%	2 9% 41%	1 8% 20%	1 53% 20%	4 9% 80%	4 9% 80%	1 4% 19%	3 15% 60%	3 15% 60%	-
Not enough new programmes/not innovative/original	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough well made/produced programmes	1 2%	-	1 4% 100%	-	-	-	-	-	1 7% 100%	-	1 5% 100%	-	-	1 2% 100%	1 2% 100%	-	1 5% 100%	1 5% 100%	-
Quality has declined generally/waste of money	3 6%	1 4% 33%	2 8% 67%	-	-	1 19% 30%	-	-	2 15% 70%	-	3 13% 100%	-	-	3 6% 100%	3 6% 100%	1 4% 33%	2 10% 67%	2 10% 67%	-
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	4 9%	1 4% 23%	3 12% 77%	1 100% 24%	-	-	-	3 17% 76%	-	1 7% 23%	2 10% 53%	1 8% 24%	-	4 9% 100%	4 9% 100%	2 8% 50%	2 10% 50%	2 10% 50%	-
Too many reality shows	1 2%	1 4% 100%	-	-	-	-	-	-	1 7% 100%	-	1 4% 100%	-	-	1 2% 100%	1 2% 100%	1 4% 100%	-	-	-

Prepared by GfK NOP Media (JN 401028)

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GfK NOP

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Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Too many soaps/don't like soaps	2 4%	- -	2 8% 100%	- -	- -	- -	- -	1 5% 50%	1 7% 50%	- -	- -	2 16% 100%	- -	2 4% 100%	2 4% 100%	- -	2 10% 100%	2 10% 100%	1 12% 50%
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cheap television/dumbing down	1 2%	1 4% 100%	- -	- -	- -	- -	- -	- -	1 7% 100%	- -	1 4% 100%	- -	- -	1 2% 100%	1 2% 100%	1 4% 100%	- -	- -	- -
Don't like channel five (5)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like BBC3/4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like ITV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like Sky Channels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small budgets for programmes/need better budgets	4 9%	3 12% 64%	2 6% 36%	- -	1 26% 23%	1 17% 19%	2 26% 36%	1 5% 23%	- -	2 13% 41%	3 11% 59%	- -	- -	4 9% 100%	4 9% 100%	4 17% 100%	- -	- -	- -



GfK NOP

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Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Boring	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough programmes for a thinking audience/intelligent programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good dramas/quality of drama is not good enough/period dramas	1 2%	1 4% 100%	-	-	-	-	-	1 5% 100%	-	1 7% 100%	-	-	-	1 2% 100%	1 2% 100%	-	1 5% 100%	1 5% 100%	-
Don't show (enough) good films/only show outdated films	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

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Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Too many advert breaks/have less adverts/don't like channels with commercials	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Politically biased	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good documentaries being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much bad language/ violence/low in morality/bad example	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 26%	4 17% 30%	9 34% 70%	-	-	-	1 24% 11%	6 31% 48%	5 37% 41%	2 16% 17%	8 33% 59%	3 24% 24%	2 100% 15%	11 23% 85%	11 23% 85%	6 21% 43%	5 26% 42%	5 26% 42%	2 23% 16%

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GfK NOP

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Absolutes/col/row percents

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Base : All who rated all channels combined

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
No answer	2 3%	- 6%	-	-	-	2 26%	-	-	2 11%	-	-	-	2 3%	2 3%	-	2 7%	2 7%	-
		- 100%	-	-	-	100%	-	-	100%	-	-	-	100%	100%	-	100%	100%	-



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Base : All who rated all channels combined

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47 24	13	6	37	4
Positive					
In comparison to other countries UK TV is better	- -	- -	- -	- -	- -
High/better quality programmes/overall the standard of programmes are good	6 11% 5 17% 84%	1 7% 19%	- -	6 14% 100%	- -
Well produced/made programmes/technical quality	5 10% 3 11% 58%	1 7% 21%	1 18% 21%	3 7% 57%	1 27% 23%
Informative/educational/ factual programmes	1 2% 1 4% 100%	- -	- -	- -	1 27% 100%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2% -	- -	1 16% 100%	- -	- -
Good interesting programmes/ it is interesting	1 2% -	1 7% 100%	1 18% 100%	- -	- -

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	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Good/better (Quality) Dramas	1 2%	-	-	-	1 2%	-
		-	-	-	100%	-
They show good documentaries (nature/history etc)	-	-	-	-	-	-
	-	-	-	-	-	-
Good quality News programmes/covers world events well	2 4%	1 4%	-	-	1 3%	1 25%
		49%	-	-	49%	51%
Good Quiz programmes	-	-	-	-	-	-
	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	3 5%	1 3%	1 5%	1 13%	1 2%	1 25%
		27%	27%	27%	34%	39%
Like ITV (more)	-	-	-	-	-	-
	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-
	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 4%	-	-	1 3%	-
		100%	-	-	100%	-

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	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	6	37	4
Wide variety of programmes	3 5%	1 5%	1 13%	2 5%	-
	100%	29%	29%	71%	-
Not as many repeats are being shown	-	-	-	-	-
	-	-	-	-	-
More new programmes being shown/innovative/imaginative	-	-	-	-	-
	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-
	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-
	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-
	-	-	-	-	-
Less politically biased/ unbiased/balanced view	-	-	-	-	-
	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-
	-	-	-	-	-

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TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	6	37	4
Entertaining/good entertainment	-	-	-	-	-
Good signal/good picture quality	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-
I like reality shows/X- Factor/Britain's got Talent etc.	-	-	-	-	-
Believable/truthful/ trustworthy (channels/ programmes)	-	-	-	-	-



GfK NOP

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TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47 24	13	6	37	4
Easy to watch/understand	- -	- -	- -	- -	- -
Neutral	3 6%	2 8%	-	3 8%	-
Law of averages/that's how I feel about it/I'm impartial	73%	-	-	100%	-
Room for Improvement	1 2%	-	-	1 2%	-
It depends on ones interest/ what you are interested in	1 2%	1 4%	1 20%	-	-
Quality of the programmes must justify the licence fee	1 2%	1 4%	-	1 3%	-
Only watch TV/those channels occasionally/don't watch some channels	4 8%	1 4%	-	4 11%	-
There's a range of quality programmes across the channels	2 4%	1 4%	-	2 5%	-
Generally programmes are OK/ Average programmes	2 4%	1 4%	*	2 5%	-
	55%	55%	*	100%	-

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	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47 24	13	6	37	4
Some channels/programs are better than others/quality varies	7 15% 6 21% 75%	1 8% 16%	- - -	7 19% 100%	- - -
Not all the channels are equal/All the channels are different/news channels are different	2 4% 1 3% 42%	2 12% 100%	1 13% 42%	1 3% 58%	- - -
Only watch the news (programmes)	1 2% - -	1 7% 100%	- - -	1 3% 100%	- - -
I don't watch TV/don't own a TV/don't have time/don't get a signal	- - -	- - -	- - -	- - -	- - -
The same sort of programmes across all channels	1 2% - -	- - -	- - -	1 3% 100%	- - -
I don't watch the news/news stations	- - -	- - -	- - -	- - -	- - -
It's important/it's very important/it's important to me	- - -	- - -	- - -	- - -	- - -
Don't watch a lot of live TV/record the programmes I want to watch/	- - -	- - -	- - -	- - -	- - -

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TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
50	26 52%	15 30%	7 14%	39 78%	4 8%
47	24	13	6	37	4
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
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GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 107

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-	-	-	-	-
Too many repeats/Not enough diversity	5 10%	1 4% 19%	-	-	4 10% 80%	1 25% 20%
Not enough new programmes/ not innovative/original	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-
Not enough well made/ produced programmes	1 2%	-	-	-	-	1 25% 100%
Quality has declined generally/waste of money	3 6%	1 4% 37%	1 6% 30%	-	1 3% 33%	2 48% 67%



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Base : All who rated all channels combined

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47 24	13	6	37	4
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	4 9% 2 8% 53%	2 13% 47%	1 20% 26%	3 8% 74%	- - -
Too many reality shows	1 2% -	- -	- -	1 3% 100%	- -
Too many soaps/don't like soaps	2 4% -	1 7% 50%	2 36% 100%	- -	- -
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -	- -	- -	- -
Cheap television/dumbing down	1 2% -	- -	- -	1 3% 100%	- -
Don't like channel five (5)	- -	- -	- -	- -	- -
Don't like BBC3/4	- -	- -	- -	- -	- -
Don't like ITV	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37
Don't like Sky Channels	-	-	-	-	-
	-	-	-	-	-
Small budgets for programmes/need better budgets	4 9%	3 12% 77%	3 17% 58%	- 4 11% 100%	- -
Boring	-	-	-	-	-
	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-
	-	-	-	-	-
Not enough programmes for a thinking audience/ intelligent programmes	-	-	-	-	-
	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-
	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-
	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-
	-	-	-	-	-

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Absolutes/col/row percents

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Base : All who rated all channels combined

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Not enough good dramas/ quality of drama is not good enough/period dramas	1 2%	1 4% 100%	- -	- -	1 3% 100%	- -
Don't show (enough) good films/only show outdated films	- -	- -	- -	- -	- -	- -
Too many advert breaks/have less adverts/don't like channels with commercials	- -	- -	- -	- -	- -	- -
Politically biased	- -	- -	- -	- -	- -	- -
Poor quality news coverage/ does not give a good reflection of the facts	- -	- -	- -	- -	- -	- -
Not enough good documentaries being shown	- -	- -	- -	- -	- -	- -
Don't like Channel 4	- -	- -	- -	- -	- -	- -
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	- -	- -	- -	- -	- -	- -



GfK NOP

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Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes'

Base : All who rated all channels combined

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Too much bad language/ violence/low in morality/bad example	-	-	-	-	-	-
Other	13 26%	7 25% 52%	3 21% 24%	3 52% 23%	8 19% 60%	2 52% 17%
No answer	2 3%	2 6% 100%	2 10% 100%	-	2 4% 100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Total (Wtd)	41	41* 100% *
Effective Total	38	38
Positive		
In comparison to other countries UK TV is better	- -	- -
High/better quality programmes/overall the standard of programmes are good	6 14%	6 14% 100%
Well produced/made programmes/technical quality	5 13%	5 13% 100%
Informative/educational/ factual programmes	1 3%	1 3% 100%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	1 2% 100%
Good interesting programmes/ it is interesting	- -	- -
Good/better (Quality) Dramas	1 2%	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Effective Total	38	38
They show good documentaries (nature/history etc)	-	-
Good quality News programmes/covers world events well	2 5%	2 5% 100%
Good Quiz programmes	-	-
BBC is the best/BBC is better than ITV	3 7%	3 7% 100%
Like ITV (more)	-	-
It has more home grown programmes/prefer home grown programmes	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 2% 100%
Wide variety of programmes	3 6%	3 6% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

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Table 108

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Not as many repeats are being shown	-	-
More new programmes being shown/innovative/imaginative	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-
I like/enjoy watching Channel 4	-	-
I like/enjoy watching Channel 5	-	-
Less politically biased/ unbiased/balanced view	-	-
More money/investment on programmes	-	-
Entertaining/good entertainment	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Good signal/good picture quality	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-
Up to date/keeps me up to date/current	-	-
I like/enjoy watching the soaps/good soaps	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-
Easy to watch/understand	-	-

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Neutral Low of averages/that's how I feel about it/I'm impartial	3 7%	3 7% 100%
Room for Improvement	1 2%	1 2% 100%
It depends on ones interest/ what you are interested in	1 3%	1 3% 100%
Quality of the programmes must justify the licence fee	1 2%	1 2% 100%
Only watch TV/those channels occasionally/don't watch some channels	1 3%	1 3% 100%
There's a range of quality programmes across the channels	2 5%	2 5% 100%
Generally programmes are OK/ Average programmes	2 5%	2 5% 100%
Some channels/programs are better than others/quality varies	7 16%	7 16% 100%

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Table 108

Page 414
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Not all the channels are equal/All the channels are different/news channels are different	2 4%	2 4% 100%
Only watch the news (programmes)	1 3%	1 3% 100%
I don't watch TV/don't own a TV/don't have time/don't get a signal	- -	- -
The same sort of programmes across all channels	1 3%	1 3% 100%
I don't watch the news/news stations	- -	- -
It's important/it's very important/it's important to me	- -	- -
Don't watch a lot of live TV/record the programmes I want to watch/	- -	- -
Depends on the time of the year/quality of programmes vary according to the seasons	- -	- -

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29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Negative		
Don't like game/quiz shows/ too many	-	-
	-	-
Not enough/don't get regional programmes	-	-
	-	-
Outdated (programmes/movies)	-	-
	-	-
Not specific enough/lack of objective/not in depth	-	-
	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-
	-	-
Too many cookery programmes	-	-
	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-
	-	-

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-
Too many repeats/Not enough diversity	3 8%	3 8% 100%
Not enough new programmes/ not innovative/original	-	-
Too many American programmes/Not enough programmes made in Britain	-	-
Not enough well made/ produced programmes	1 3%	1 3% 100%
Quality has declined generally/waste of money	1 2%	1 2% 100%
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	3 8%	3 8% 100%
Too many reality shows	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

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Table 108

Page 417
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Too many soaps/don't like soaps	1 3%	1 3% 100%
Don't like programmes like the X-Factor/Strictly come dancing	-	-
Cheap television/dumbing down	-	-
Don't like channel five (5)	-	-
Don't like BBC3/4	-	-
Don't like ITV	-	-
Don't like Sky Channels	-	-
Small budgets for programmes/need better budgets	4 11%	4 11% 100%

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Boring	-	-
	-	-
Programmes should represent all ethnic groups	-	-
	-	-
Not enough programmes for a thinking audience/ intelligent programmes	-	-
	-	-
Not (enough) informative enough/educational/factual programmes	-	-
	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-
	-	-
A lot of tabloid celebrities/celebrity shows	-	-
	-	-
Not enough good dramas/ quality of drama is not good enough/period dramas	-	-
	-	-
Don't show (enough) good films/only show outdated films	-	-
	-	-

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	41	41 100%
Effective Total	38	38
Too many advert breaks/have less adverts/don't like channels with commercials	-	-
Politically biased	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-
Not enough good documentaries being shown	-	-
Don't like Channel 4	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-
Too much bad language/ violence/low in morality/bad example	-	-
Other	9 22%	9 22% 100%

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Base : All who rated all channels combined 10/9/8/7

TOTAL	WAVE Q4-10 (T)
41	41 100%
38	38
2 4%	2 4% 100%

Total (Unwtd)

Effective Total

No answer

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29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	41	21 51%	20 49%	1 2%	3 7%	6 15%	5 12%	15 37%	11 27%	12 29%	17 41%	10 24%	1 2%	40 98%	40 98%	24 59%	15 37%	15 37%	8 20%
Total (Wtd)	41	19** 47%	22** 53%	1** 3%	3** 7%	5** 12%	6** 15%	16** 38%	10** 25%	13** 32%	18** 44%	10** 25%	1** 2%	40* 98%	40* 98%	23** 56%	16** 39%	16** 39%	8 20%
Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Positive In comparison to other countries UK TV is better	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High/better quality programmes/overall the standard of programmes are good	6 14%	3 16%	2 11%	-	1 31%	1 17%	3 47%	1 7%	-	1 11%	3 18%	1 11%	-	6 14%	6 14%	5 20%	1 6%	1 6%	-
Well produced/made programmes/technical quality	5 13%	2 10%	3 15%	-	-	1 17%	-	2 13%	2 22%	2 17%	2 11%	1 11%	-	5 13%	5 13%	3 13%	2 14%	2 14%	2 27%
Informative/educational/ factual programmes	1 3%	-	1 5%	-	-	-	-	-	1 11%	1 9%	-	-	-	1 3%	1 3%	-	1 7%	1 7%	1 14%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	1 5%	-	-	-	-	-	-	1 9%	-	-	1 9%	-	1 2%	1 2%	-	1 6%	1 6%	1 12%
Good interesting programmes/ it is interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/better (Quality) Dramas	1 2%	1 5%	-	-	-	-	-	-	1 9%	-	1 5%	-	-	1 2%	1 2%	-	1 6%	1 6%	1 12%

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 108

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	41	21 51%	20 49%	1 2%	3 7%	6 15%	5 12%	15 37%	11 27%	12 29%	17 41%	10 24%	1 2%	40 98%	40 98%	24 59%	15 37%	15 37%	8 20%
Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
They show good documentaries (nature/history etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality News programmes/covers world events well	2 5%	1 5%	1 5%	-	-	-	-	-	2 20%	1 8%	1 6%	-	-	2 5%	2 5%	1 4%	1 7%	1 7%	-
Good Quiz programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	3 7%	2 9%	1 5%	-	-	1 15%	-	-	2 20%	-	2 11%	1 7%	-	3 7%	3 7%	1 3%	2 13%	2 13%	1 12%
Like ITV (more)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 5%	-	-	-	-	-	-	1 10%	1 8%	-	-	-	1 3%	1 3%	1 4%	-	-	-
Wide variety of programmes	3 6%	3 14%	-	-	-	2 32%	-	-	1 10%	1 8%	1 5%	1 7%	-	3 6%	3 6%	3 11%	-	-	-

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Absolutes/col/row percents

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Not as many repeats are being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More new programmes being shown/innovative/imaginative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less politically biased/unbiased/balanced view	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Entertaining/good entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Good signal/good picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to watch/understand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Neutral Law of averages/that's how I feel about it/I'm impartial	3 7%	1 4% 27%	2 10% 73%	- - -	- - -	1 17% 27%	- - -	2 14% 73%	- - -	1 6% 27%	2 12% 73%	- - -	- - -	3 8% 100%	3 8% 100%	2 10% 73%	1 5% 27%	1 5% 27%	- - -
Room for Improvement	1 2%	1 5% 100%	- - -	- - -	- - -	- - -	- - -	1 6% 100%	- - -	- - -	1 5% 100%	- - -	1 100% 100%	- - -	- - -	- - -	- - -	- - -	- - -
It depends on ones interest/ what you are interested in	1 3%	- - -	1 5% 100%	- - -	- - -	- - -	- - -	1 7% 100%	- - -	- - -	1 6% 100%	- - -	- - -	1 3% 100%	1 3% 100%	- - -	1 7% 100%	1 7% 100%	- - -
Quality of the programmes must justify the licence fee	1 2%	1 5% 100%	- - -	- - -	- - -	- - -	- - -	- - 100%	1 10% 100%	1 8% 100%	- - -	- - -	- - -	1 3% 100%	1 3% 100%	- - -	- - -	- - -	- - -
Only watch TV/those channels occasionally/don't watch some channels	1 3%	- - -	1 5% 100%	- - -	- - -	- - -	- - -	- - 100%	1 10% 100%	- - -	- - -	1 11% 100%	- - -	1 3% 100%	1 3% 100%	- - -	1 7% 100%	1 7% 100%	1 13% 100%
There's a range of quality programmes across the channels	2 5%	- - -	2 10% 100%	- - -	1 35% 49%	- - -	- - -	1 7% 51%	- - -	- - -	- - -	2 21% 100%	- - -	2 5% 100%	2 5% 100%	1 5% 51%	1 7% 49%	1 7% 49%	- - -
Generally programmes are OK/ Average programmes	2 5%	1 5% 45%	1 5% 55%	- - -	- - -	- - -	- - -	2 13% 100%	* * *	1 9% 55%	1 5% 45%	- - -	1 100% 45%	1 3% 55%	1 3% 55%	* * *	1 7% 55%	1 7% 55%	- - -
Some channels/programs are better than others/quality varies	7 16%	3 17% 50%	3 15% 50%	- - -	- - -	- - -	1 23% 21%	3 20% 48%	2 20% 31%	3 20% 39%	2 11% 31%	2 20% 31%	- - -	7 16% 100%	7 16% 100%	5 23% 82%	1 7% 18%	1 7% 18%	3 37% 45%

Prepared by GfK NOP Media (JN 401028)

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Absolutes/col/row percents

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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Not all the channels are equal/All the channels are different/news channels are different	2 4%	2 9%	-	-	-	1 15%	-	1 6%	-	1 8%	-	1 7%	-	2 4%	2 4%	2 8%	-	-	-
		100%	-	-	-	42%	-	58%	-	58%	-	42%	-	100%	100%	100%	-	-	-
Only watch the news (programmes)	1 3%	-	1 5%	-	-	-	-	1 7%	-	-	1 6%	-	-	1 3%	1 3%	1 5%	-	-	-
		-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	100%	-	-	-
I don't watch TV/don't own a TV/don't have time/don't get a signal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The same sort of programmes across all channels	1 3%	-	1 5%	-	-	-	-	1 7%	-	-	-	1 11%	-	1 3%	1 3%	1 5%	-	-	-
		-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	100%	100%	-	-	-
I don't watch the news/news stations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's important/it's very important/it's important to me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't watch a lot of live TV/record the programmes I want to watch/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depends on the time of the year/quality of programmes vary according to the seasons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

Page 427
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	41	21 51%	20 49%	1 2%	3 7%	6 15%	5 12%	15 37%	11 27%	12 29%	17 41%	10 24%	1 2%	40 98%	40 98%	24 59%	15 37%	15 37%	8 20%
Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Negative																			
Don't like game/quiz shows/ too many	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough/don't get regional programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Outdated (programmes/movies)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not specific enough/lack of objective/not in depth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many cookery programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

Page 428
Absolutes/col/row percents

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Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Not enough sports/too many similar sports programmes/sports coverage not good quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many repeats/Not enough diversity	3 8%	1 5% 32%	2 10% 68%	-	-	-	-	2 13% 66%	1 10% 34%	1 8% 32%	2 12% 68%	-	-	3 8% 100%	3 8% 100%	1 4% 32%	2 13% 68%	2 13% 68%	-
Not enough new programmes/not innovative/original	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough well made/produced programmes	1 3%	-	1 5% 100%	-	-	-	-	-	1 10% 100%	-	1 6% 100%	-	-	1 3% 100%	1 3% 100%	-	1 7% 100%	1 7% 100%	-
Quality has declined generally/waste of money	1 2%	-	1 4% 100%	-	-	1 19% 100%	-	-	-	-	1 5% 100%	-	-	1 2% 100%	1 2% 100%	-	1 6% 100%	1 6% 100%	-
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	3 8%	1 5% 32%	2 10% 68%	1 100% 32%	-	-	-	2 14% 68%	-	1 8% 32%	1 6% 36%	1 10% 32%	-	3 8% 100%	3 8% 100%	1 4% 32%	2 14% 68%	2 14% 68%	-
Too many reality shows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

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Table 108

Page 429
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Too many soaps/don't like soaps	1 3%	- -	1 5% 100%	- -	- -	- -	- -	- -	1 10% 100%	- -	- -	1 11% 100%	- -	1 3% 100%	1 3% 100%	- -	1 7% 100%	1 7% 100%	- -
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cheap television/dumbing down	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like channel five (5)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like BBC3/4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like ITV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like Sky Channels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Small budgets for programmes/need better budgets	4 11%	3 15% 64%	2 7% 36%	- -	1 34% 23%	1 17% 19%	2 26% 36%	1 6% 23%	- -	2 14% 41%	3 14% 59%	- -	- -	4 11% 100%	4 11% 100%	4 19% 100%	- -	- -	- -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

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Table 108

Page 430
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Boring	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough programmes for a thinking audience/intelligent programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good dramas/quality of drama is not good enough/period dramas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't show (enough) good films/only show outdated films	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Ofcom PSB Tracker (Welsh Boost) : 2010

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Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

Page 431
Absolutes/col/row percents

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Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
Too many advert breaks/have less adverts/don't like channels with commercials	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Politically biased	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good documentaries being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much bad language/ violence/low in morality/bad example	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 22%	3 15% 33%	6 27% 67%	-	-	-	1 24% 16%	5 33% 59%	2 21% 24%	2 17% 25%	6 31% 63%	1 11% 12%	1 100% 11%	8 20% 89%	8 20% 89%	5 20% 52%	3 21% 37%	3 21% 37%	1 13% 12%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Ofcom PSB Tracker (Welsh Boost) : 2010

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Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

Page 432
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	38	20	19	1	3	6	4	15	10	12	16	10	1	37	37	21	15	15	8
No answer	2 4%	- -	2 7%	- -	- -	- -	2 26%	- -	- -	2 12%	- -	- -	- -	2 4%	2 4%	- -	2 10%	2 10%	- -
		-	100%	-	-	-	100%	-	-	100%	-	-	-	100%	100%	-	100%	100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

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Page 433
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41 23 56%	13 32%	6 15%	32 78%	3 7%
Total (Wtd)	41 24** 59%	13** 32%	5** 12%	33* 80%	3** 8%
Effective Total	38 21	12	5	30	3
Positive					
In comparison to other countries UK TV is better	- -	- -	- -	- -	- -
High/better quality programmes/overall the standard of programmes are good	6 14%	5 20% 84%	1 8% 19%	6 17% 100%	- -
Well produced/made programmes/technical quality	5 13%	3 12% 58%	1 22% 21%	3 9% 57%	1 37% 23%
Informative/educational/ factual programmes	1 3%	1 5% 100%	- -	- -	1 37% 100%
I enjoy watching TV overall/ it's relevant to me/can relate to them	1 2%	- -	1 19% 100%	- -	- -
Good interesting programmes/ it is interesting	- -	- -	- -	- -	- -

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	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41	23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	12	5	30	3
Good/better (Quality) Dramas	1 2%	-	-	-	1 3%	-
		-	-	-	100%	-
They show good documentaries (nature/history etc)	-	-	-	-	-	-
	-	-	-	-	-	-
Good quality News programmes/covers world events well	2 5%	1 4%	-	-	1 3%	1 34%
		49%	-	-	49%	51%
Good Quiz programmes	-	-	-	-	-	-
	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	3 7%	1 3%	1 6%	1 15%	1 3%	1 34%
		27%	27%	27%	34%	39%
Like ITV (more)	-	-	-	-	-	-
	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-
	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	1 2%	1 4%	-	-	1 3%	-
		100%	-	-	100%	-

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Total (Unwtd)	41 23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38 21	12	5	30	3
Wide variety of programmes	3 6% 11% 100%	1 6% 29%	1 15% 29%	2 6% 71%	- - -
Not as many repeats are being shown	- - -	- - -	- - -	- - -	- - -
More new programmes being shown/innovative/imaginative	- - -	- - -	- - -	- - -	- - -
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	- - -	- - -	- - -	- - -	- - -
I like/enjoy watching Channel 4	- - -	- - -	- - -	- - -	- - -
I like/enjoy watching Channel 5	- - -	- - -	- - -	- - -	- - -
Less politically biased/ unbiased/balanced view	- - -	- - -	- - -	- - -	- - -
More money/investment on programmes	- - -	- - -	- - -	- - -	- - -

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TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41 23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	5	30	3
Entertaining/good entertainment	-	-	-	-	-
	-	-	-	-	-
Good signal/good picture quality	-	-	-	-	-
	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-
	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-
	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-
	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-
	-	-	-	-	-
I like reality shows/X- Factor/Britain's got Talent etc.	-	-	-	-	-
	-	-	-	-	-
Believable/truthful/ trustworthy (channels/ programmes)	-	-	-	-	-
	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 108

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Top ratings

Base : All who rated all channels combined 10/9/8/7

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41	23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	12	5	30	3
Easy to watch/understand	-	-	-	-	-	-
	-	-	-	-	-	-
Neutral						
Law of averages/that's how I feel about it/I'm impartial	3 7%	2 9% 73%	- -	- -	3 9% 100%	- -
Room for Improvement	1 2%	- -	- -	- -	1 3% 100%	- -
It depends on ones interest/ what you are interested in	1 3%	1 5% 100%	- -	1 24% 100%	- -	- -
Quality of the programmes must justify the licence fee	1 2%	1 4% 100%	1 8% 100%	- -	1 3% 100%	- -
Only watch TV/those channels occasionally/don't watch some channels	1 3%	1 4% 100%	- -	- -	1 3% 100%	- -
There's a range of quality programmes across the channels	2 5%	1 4% 51%	1 8% 51%	- -	2 6% 100%	- -
Generally programmes are OK/ Average programmes	2 5%	1 5% 55%	1 9% 55%	* *	2 6% 100%	- -

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TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	5	30	3
Some channels/programs are better than others/quality varies	7 16%	6 23% 86%	1 9% 18%	7 20% 100%	- - -
Not all the channels are equal/All the channels are different/news channels are different	2 4%	1 3% 42%	2 14% 100%	1 3% 58%	- - -
Only watch the news (programmes)	1 3%	- - -	1 8% 100%	1 3% 100%	- - -
I don't watch TV/don't own a TV/don't have time/don't get a signal	- -	- - -	- - -	- - -	- - -
The same sort of programmes across all channels	1 3%	- - -	- - -	1 3% 100%	- - -
I don't watch the news/news stations	- -	- - -	- - -	- - -	- - -
It's important/it's very important/it's important to me	- -	- - -	- - -	- - -	- - -
Don't watch a lot of live TV/record the programmes I want to watch/	- -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

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Total (Unwtd)	41 23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	5	30	3
Depends on the time of the year/quality of programmes vary according to the seasons	- -	- -	- -	- -	- -
Negative Don't like game/quiz shows/ too many	- -	- -	- -	- -	- -
Not enough/don't get regional programmes	- -	- -	- -	- -	- -
Outdated (programmes/movies)	- -	- -	- -	- -	- -
Not specific enough/lack of objective/not in depth	- -	- -	- -	- -	- -
Don't like to watch costume dramas/19th century dramas/ dramas	- -	- -	- -	- -	- -
Too many cookery programmes	- -	- -	- -	- -	- -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

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Total (Unwtd)	41	23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	12	5	30	3
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-	-	-	-	-
Too many repeats/Not enough diversity	3 8%	-	-	-	2 6% 66%	1 34% 34%
Not enough new programmes/ not innovative/original	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-
Not enough well made/ produced programmes	1 3%	-	-	-	-	1 34% 100%
Quality has declined generally/waste of money	1 2%	-	1 7% 100%	-	-	1 29% 100%

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Total (Unwtd)	41	23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	12	5	30	3
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	3 8%	1 5% 36%	2 16% 64%	1 24% 36%	2 6% 64%	- - -
Too many reality shows	-	-	-	-	-	-
	-	-	-	-	-	-
Too many soaps/don't like soaps	1 3%	-	-	1 22% 100%	-	-
	-	-	-	-	-	-
Don't like programmes like the X-Factor/Strictly come dancing	-	-	-	-	-	-
	-	-	-	-	-	-
Cheap television/dumbing down	-	-	-	-	-	-
	-	-	-	-	-	-
Don't like channel five (5)	-	-	-	-	-	-
	-	-	-	-	-	-
Don't like BBC3/4	-	-	-	-	-	-
	-	-	-	-	-	-
Don't like ITV	-	-	-	-	-	-
	-	-	-	-	-	-

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Total (Unwtd)	41	23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	12	5	30	3
Don't like Sky Channels	-	-	-	-	-	-
	-	-	-	-	-	-
Small budgets for programmes/need better budgets	4 11%	3 14% 77%	3 19% 58%	-	4 13% 100%	-
Boring	-	-	-	-	-	-
	-	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-	-
	-	-	-	-	-	-
Not enough programmes for a thinking audience/ intelligent programmes	-	-	-	-	-	-
	-	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-	-
	-	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-	-
	-	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-	-
	-	-	-	-	-	-

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Fieldwork dates: January, April, July, October 2010

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	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41 23 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	5	30	3
Not enough good dramas/ quality of drama is not good enough/period dramas	-	-	-	-	-
Don't show (enough) good films/only show outdated films	-	-	-	-	-
Too many advert breaks/have less adverts/don't like channels with commercials	-	-	-	-	-
Politically biased	-	-	-	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-	-	-	-
Not enough good documentaries being shown	-	-	-	-	-
Don't like Channel 4	-	-	-	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-	-	-	-

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Base : All who rated all channels combined 10/9/8/7

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	41 56%	13 32%	6 15%	32 78%	3 7%
Effective Total	38	21	5	30	3
Too much bad language/ violence/low in morality/bad example	- -	- -	- -	- -	- -
Other	9 22%	6 24% 65%	2 41% 23%	6 17% 65%	1 34% 12%
No answer	2 4%	2 6% 100%	- - -	2 5% 100%	- -

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Table 109

Page 445
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8	8 100%
Total (Wtd)	8	8** 100% **
Effective Total	8	8
Positive		
In comparison to other countries UK TV is better	-	-
	-	-
High/better quality programmes/overall the standard of programmes are good	-	-
	-	-
Well produced/made programmes/technical quality	-	-
	-	-
Informative/educational/factual programmes	-	-
	-	-
I enjoy watching TV overall/it's relevant to me/can relate to them	-	-
	-	-
Good interesting programmes/it is interesting	1 13%	1 13% 100%
Good/better (Quality) Dramas	-	-
	-	-

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8	8 100%
Effective Total	8	8
They show good documentaries (nature/history etc)	-	-
	-	-
Good quality News programmes/covers world events well	-	-
	-	-
Good Quiz programmes	-	-
	-	-
BBC is the best/BBC is better than ITV	-	-
	-	-
Like ITV (more)	-	-
	-	-
It has more home grown programmes/prefer home grown programmes	-	-
	-	-
A lot of programmes for everyone/they try to give the public what they want	-	-
	-	-
Wide variety of programmes	-	-
	-	-

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Not as many repeats are being shown	-	-
More new programmes being shown/innovative/imaginative	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-
I like/enjoy watching Channel 4	-	-
I like/enjoy watching Channel 5	-	-
Less politically biased/ unbiased/balanced view	-	-
More money/investment on programmes	-	-
Entertaining/good entertainment	-	-

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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Good signal/good picture quality	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-
Up to date/keeps me up to date/current	-	-
I like/enjoy watching the soaps/good soaps	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-
Easy to watch/understand	-	-

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Base : All who rated all channels combined 6/5/4

TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	8 100%
Effective Total	8
Neutral Low of averages/that's how I feel about it/I'm impartial	- -
Room for Improvement	- -
It depends on ones interest/ what you are interested in	- -
Quality of the programmes must justify the licence fee	- -
Only watch TV/those channels occasionally/don't watch some channels	2 24% 100%
There's a range of quality programmes across the channels	- -
Generally programmes are OK/ Average programmes	- -
Some channels/programs are better than others/quality varies	1 11% 100%



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Base : All who rated all channels combined 6/5/4

TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8 100%
Effective Total	8
Not all the channels are equal/All the channels are different/news channels are different	- - -
Only watch the news (programmes)	- - -
I don't watch TV/don't own a TV/don't have time/don't get a signal	- - -
The same sort of programmes across all channels	- - -
I don't watch the news/news stations	- - -
It's important/it's very important/it's important to me	- - -
Don't watch a lot of live TV/record the programmes I want to watch/	- - -
Depends on the time of the year/quality of programmes vary according to the seasons	- - -



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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Negative		
Don't like game/quiz shows/ too many	-	-
	-	-
Not enough/don't get regional programmes	-	-
	-	-
Outdated (programmes/movies)	-	-
	-	-
Not specific enough/lack of objective/not in depth	-	-
	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-
	-	-
Too many cookery programmes	-	-
	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-
	-	-

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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-
Too many repeats/Not enough diversity	2 25%	2 25% 100%
Not enough new programmes/ not innovative/original	-	-
Too many American programmes/Not enough programmes made in Britain	-	-
Not enough well made/ produced programmes	-	-
Quality has declined generally/waste of money	2 26%	2 26% 100%
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	1 14%	1 14% 100%
Too many reality shows	1 12%	1 12% 100%

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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Too many soaps/don't like soaps	1 13%	1 13% 100%
Don't like programmes like the X-Factor/Strictly come dancing	- -	- -
Cheap television/dumbing down	1 12%	1 12% 100%
Don't like channel five (5)	- -	- -
Don't like BBC3/4	- -	- -
Don't like ITV	- -	- -
Don't like Sky Channels	- -	- -
Small budgets for programmes/need better budgets	- -	- -

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Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Boring	-	-
	-	-
Programmes should represent all ethnic groups	-	-
	-	-
Not enough programmes for a thinking audience/ intelligent programmes	-	-
	-	-
Not (enough) informative enough/educational/factual programmes	-	-
	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-
	-	-
A lot of tabloid celebrities/celebrity shows	-	-
	-	-
Not enough good dramas/ quality of drama is not good enough/period dramas	1 12%	1 12% 100%
Don't show (enough) good films/only show outdated films	-	-
	-	-

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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 109

Page 455
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	8	8 100%
Effective Total	8	8
Too many advert breaks/have less adverts/don't like channels with commercials	-	-
Politically biased	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-
Not enough good documentaries being shown	-	-
Don't like Channel 4	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-
Too much bad language/ violence/low in morality/bad example	-	-
Other	4 52%	4 52% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Base : All who rated all channels combined 6/5/4

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	8	4 50%	4 50%	- -	1 13%	- -	- -	3 38%	4 50%	1 13%	4 50%	3 38%	1 13%	7 88%	7 88%	3 38%	4 50%	4 50%	1 13%
Total (Wtd)	8	4** 47%	4** 53%	-** -	1** 11%	-** -	-** -	3** 39%	4** 50%	1** 12%	4** 51%	3** 37%	1** 13%	7** 87%	7** 87%	3** 37%	4** 50%	4** 50%	1 13%
Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Positive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In comparison to other countries UK TV is better	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High/better quality programmes/overall the standard of programmes are good	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well produced/made programmes/technical quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative/educational/factual programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I enjoy watching TV overall/it's relevant to me/can relate to them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good interesting programmes/it is interesting	1 13%	-	1 24% 100%	-	-	-	-	1 33% 100%	-	-	-	1 35% 100%	-	1 15% 100%	1 15% 100%	-	1 26% 100%	1 26% 100%	1 100%
Good/better (Quality) Dramas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Page 457
Absolutes/col/row percents

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		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
They show good documentaries (nature/history etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality News programmes/covers world events well	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good Quiz programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Like ITV (more)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wide variety of programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Table 109

Page 458
Absolutes/col/row percents

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Base : All who rated all channels combined 6/5/4

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Not as many repeats are being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More new programmes being shown/innovative/imaginative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less politically biased/unbiased/balanced view	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Entertaining/good entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Page 459
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Good signal/good picture quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I like reality shows/X-Factor/Britain's got Talent etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Believable/truthful/trustworthy (channels/programmes)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to watch/understand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Neutral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low of averages/that's how I feel about it/I'm impartial	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Room for Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It depends on ones interest/ what you are interested in	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality of the programmes must justify the licence fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only watch TV/those channels occasionally/don't watch some channels	2 24%	1 24%	1 24%	-	-	-	-	-	2 48%	-	-	2 65%	1 100%	1 13%	1 13%	1 30%	-	-	-
There's a range of quality programmes across the channels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generally programmes are OK/ Average programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some channels/programs are better than others/quality varies	1 11%	1 23%	-	-	1 100%	-	-	-	-	-	1 22%	-	-	1 13%	1 13%	-	1 22%	1 22%	-

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Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Not all the channels are equal/All the channels are different/news channels are different	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only watch the news (programmes)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't watch TV/don't own a TV/don't have time/don't get a signal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The same sort of programmes across all channels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't watch the news/news stations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's important/it's very important/it's important to me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't watch a lot of live TV/record the programmes I want to watch/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depends on the time of the year/quality of programmes vary according to the seasons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

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Absolutes/col/row percents

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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Negative																			
Don't like game/quiz shows/ too many	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough/don't get regional programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Outdated (programmes/movies)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not specific enough/lack of objective/not in depth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like to watch costume dramas/19th century dramas/ dramas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many cookery programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Not enough sports/too many similar sports programmes/sports coverage not good quality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many repeats/Not enough diversity	2 25%	1 26% 49%	1 24% 51%	-	-	-	-	1 31% 49%	1 25% 51%	1 100% 49%	-	1 35% 51%	1 100% 51%	1 14% 49%	1 14% 49%	-	1 25% 49%	1 25% 49%	-
Not enough new programmes/not innovative/original	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough well made/produced programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality has declined generally/waste of money	2 26%	1 26% 47%	1 26% 53%	-	-	-	-	-	2 52% 100%	-	2 51% 100%	-	-	2 30% 100%	2 30% 100%	1 33% 47%	1 28% 53%	1 28% 53%	-
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	1 14%	-	1 26% 100%	-	-	-	-	1 36% 100%	-	-	1 27% 100%	-	-	1 16% 100%	1 16% 100%	1 37% 100%	-	-	-
Too many reality shows	1 12%	1 26% 100%	-	-	-	-	-	-	1 24% 100%	-	1 24% 100%	-	-	1 14% 100%	1 14% 100%	1 33% 100%	-	-	-



GfK NOP

Prepared by GfK NOP Media (JN 401028)

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Table 109

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	8	4 50%	4 50%	-	1 13%	-	-	3 38%	4 50%	1 13%	4 50%	3 38%	1 13%	7 88%	7 88%	3 38%	4 50%	4 50%	1 13%
Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Too many soaps/don't like soaps	1 13%	-	1 24% 100%	-	-	-	-	1 33% 100%	-	-	-	1 35% 100%	-	1 15% 100%	1 15% 100%	-	1 26% 100%	1 26% 100%	1 100%
Don't like programmes like the X-Factor/Strictly come dancing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cheap television/dumbing down	1 12%	1 26% 100%	-	-	-	-	-	-	1 24% 100%	-	1 24% 100%	-	-	1 14% 100%	1 14% 100%	1 33% 100%	-	-	-
Don't like channel five (5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like BBC3/4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like ITV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like Sky Channels	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Small budgets for programmes/need better budgets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Boring	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough programmes for a thinking audience/intelligent programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good dramas/quality of drama is not good enough/period dramas	1 12%	1 26% 100%	-	-	-	-	-	1 31% 100%	-	1 100% 100%	-	-	-	1 14% 100%	1 14% 100%	-	1 25% 100%	1 25% 100%	-
Don't show (enough) good films/only show outdated films	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Ofcom PSB Tracker (Welsh Boost) : 2010

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Absolutes/col/row percents

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Effective Total	8	4	4	-	1	-	-	3	4	1	4	3	1	7	7	3	4	4	1
Too many advert breaks/have less adverts/don't like channels with commercials	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Politically biased	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor quality news coverage/ does not give a good reflection of the facts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough good documentaries being shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like Channel 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too much bad language/ violence/low in morality/bad example	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 52%	1 26% 24%	3 74% 76%	-	-	-	-	1 33% 25%	3 76% 75%	-	2 51% 50%	2 69% 50%	1 100% 25%	3 45% 75%	3 45% 75%	1 33% 24%	2 53% 52%	2 53% 52%	1 100% 25%



GfK NOP

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Absolutes/col/row percents

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Base : All who rated all channels combined 6/5/4

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	8 3 38%	1 13%	1 13%	6 75%	1 13%
Total (Wtd)	8 3** 40%	1** 13%	1** 13%	6** 73%	1** 14%
Effective Total	8 3	1	1	6	1
Positive					
In comparison to other countries UK TV is better	-	-	-	-	-
High/better quality programmes/overall the standard of programmes are good	-	-	-	-	-
Well produced/made programmes/technical quality	-	-	-	-	-
Informative/educational/ factual programmes	-	-	-	-	-
I enjoy watching TV overall/ it's relevant to me/can relate to them	-	-	-	-	-
Good interesting programmes/ it is interesting	1 13%	1 100%	1 100%	-	-

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Total (Unwtd)	8	3 38%	1 13%	1 13%	6 75%	1 13%
Effective Total	8	3	1	1	6	1
Good/better (Quality) Dramas	-	-	-	-	-	-
	-	-	-	-	-	-
They show good documentaries (nature/history etc)	-	-	-	-	-	-
	-	-	-	-	-	-
Good quality News programmes/covers world events well	-	-	-	-	-	-
	-	-	-	-	-	-
Good Quiz programmes	-	-	-	-	-	-
	-	-	-	-	-	-
BBC is the best/BBC is better than ITV	-	-	-	-	-	-
	-	-	-	-	-	-
Like ITV (more)	-	-	-	-	-	-
	-	-	-	-	-	-
It has more home grown programmes/prefer home grown programmes	-	-	-	-	-	-
	-	-	-	-	-	-
A lot of programmes for everyone/they try to give the public what they want	-	-	-	-	-	-
	-	-	-	-	-	-

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Total (Unwtd)	8 38%	1 13%	1 13%	6 75%	1 13%
Effective Total	8	3	1	6	1
Wide variety of programmes	-	-	-	-	-
	-	-	-	-	-
Not as many repeats are being shown	-	-	-	-	-
	-	-	-	-	-
More new programmes being shown/innovative/imaginative	-	-	-	-	-
	-	-	-	-	-
Wide variety of channels (have cable/sky/etc.)/watch a lot of sky/independent providers	-	-	-	-	-
	-	-	-	-	-
I like/enjoy watching Channel 4	-	-	-	-	-
	-	-	-	-	-
I like/enjoy watching Channel 5	-	-	-	-	-
	-	-	-	-	-
Less politically biased/ unbiased/balanced view	-	-	-	-	-
	-	-	-	-	-
More money/investment on programmes	-	-	-	-	-
	-	-	-	-	-

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Total (Unwtd)	8 38%	1 13%	1 13%	6 75%	1 13%
Effective Total	8	1	1	6	1
Entertaining/good entertainment	-	-	-	-	-
Good signal/good picture quality	-	-	-	-	-
Good coverage of certain programmes (eg. Common wealth games/sports)	-	-	-	-	-
Up to date/keeps me up to date/current	-	-	-	-	-
I like/enjoy watching the soaps/good soaps	-	-	-	-	-
Programmes are good for children/good quality children's programmes/child friendly	-	-	-	-	-
I like reality shows/X- Factor/Britain's got Talent etc.	-	-	-	-	-
Believable/truthful/ trustworthy (channels/ programmes)	-	-	-	-	-

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Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

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GfK NOP

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Total (Unwtd)	8 38%	1 13%	1 13%	6 75%	1 13%
Effective Total	8	1	1	6	1
Easy to watch/understand	-	-	-	-	-
	-	-	-	-	-
Neutral					
Low of averages/that's how I feel about it/I'm impartial	-	-	-	-	-
	-	-	-	-	-
Room for Improvement	-	-	-	-	-
	-	-	-	-	-
It depends on ones interest/ what you are interested in	-	-	-	-	-
	-	-	-	-	-
Quality of the programmes must justify the licence fee	-	-	-	-	-
	-	-	-	-	-
Only watch TV/those channels occasionally/don't watch some channels	2 24%	-	-	2 33% 100%	-
	-	-	-	-	-
There's a range of quality programmes across the channels	-	-	-	-	-
	-	-	-	-	-
Generally programmes are OK/ Average programmes	-	-	-	-	-
	-	-	-	-	-

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Effective Total	8	1	1	6	1
Some channels/programs are better than others/quality varies	1 11%	-	-	1 15% 100%	-
Not all the channels are equal/All the channels are different/news channels are different	-	-	-	-	-
Only watch the news (programmes)	-	-	-	-	-
I don't watch TV/don't own a TV/don't have time/don't get a signal	-	-	-	-	-
The same sort of programmes across all channels	-	-	-	-	-
I don't watch the news/news stations	-	-	-	-	-
It's important/it's very important/it's important to me	-	-	-	-	-
Don't watch a lot of live TV/record the programmes I want to watch/	-	-	-	-	-

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Effective Total	8	3	1	6	1
Depends on the time of the year/quality of programmes vary according to the seasons	- -	- -	- -	- -	- -
Negative Don't like game/quiz shows/ too many	- -	- -	- -	- -	- -
Not enough/don't get regional programmes	- -	- -	- -	- -	- -
Outdated (programmes/movies)	- -	- -	- -	- -	- -
Not specific enough/lack of objective/not in depth	- -	- -	- -	- -	- -
Don't like to watch costume dramas/19th century dramas/ dramas	- -	- -	- -	- -	- -
Too many cookery programmes	- -	- -	- -	- -	- -

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Effective Total	8	3	1	1	6	1
Programmes are not targetted at me/to what people want/ does not cater for the masses	-	-	-	-	-	-
Not enough sports/too many similar sports programmes/ sports coverage not good quality	-	-	-	-	-	-
Too many repeats/Not enough diversity	2 25%	1 31% 49%	-	-	2 34% 100%	-
Not enough new programmes/ not innovative/original	-	-	-	-	-	-
Too many American programmes/Not enough programmes made in Britain	-	-	-	-	-	-
Not enough well made/ produced programmes	-	-	-	-	-	-
Quality has declined generally/waste of money	2 26%	1 35% 53%	-	-	1 17% 47%	1 100% 53%



GfK NOP

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Effective Total	8	1	1	6	1
Don't show good quality programmes/not a lot of effort is put into programmes/need more quality	1 14%	1 35% 100%	- - -	1 19% 100%	- - -
Too many reality shows	1 12%	- - -	- - -	1 17% 100%	- - -
Too many soaps/don't like soaps	1 13%	- - -	1 100% 100%	- - -	- - -
Don't like programmes like the X-Factor/Strictly come dancing	- - -	- - -	- - -	- - -	- - -
Cheap television/dumbing down	1 12%	- - -	- - -	1 17% 100%	- - -
Don't like channel five (5)	- -	- - -	- - -	- - -	- - -
Don't like BBC3/4	- -	- - -	- - -	- - -	- - -
Don't like ITV	- -	- - -	- - -	- - -	- - -

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Effective Total	8	1	1	6	1
Don't like Sky Channels	-	-	-	-	-
	-	-	-	-	-
Small budgets for programmes/need better budgets	-	-	-	-	-
	-	-	-	-	-
Boring	-	-	-	-	-
	-	-	-	-	-
Programmes should represent all ethnic groups	-	-	-	-	-
	-	-	-	-	-
Not enough programmes for a thinking audience/intelligent programmes	-	-	-	-	-
	-	-	-	-	-
Not (enough) informative enough/educational/factual programmes	-	-	-	-	-
	-	-	-	-	-
I don't like it/doesn't hold my interest/Nothing interesting	-	-	-	-	-
	-	-	-	-	-
A lot of tabloid celebrities/celebrity shows	-	-	-	-	-
	-	-	-	-	-

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Not enough good dramas/ quality of drama is not good enough/period dramas	1 12%	1 31% 100%	- - -	1 17% 100%	- - -
Don't show (enough) good films/only show outdated films	- -	- -	- -	- -	- -
Too many advert breaks/have less adverts/don't like channels with commercials	- -	- -	- -	- -	- -
Politically biased	- -	- -	- -	- -	- -
Poor quality news coverage/ does not give a good reflection of the facts	- -	- -	- -	- -	- -
Not enough good documentaries being shown	- -	- -	- -	- -	- -
Don't like Channel 4	- -	- -	- -	- -	- -
American programmes are higher in quality/Prefer/ watch American TV/The best are foreign imports	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 109

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Reason for rating given for all channels combined 'It shows well made high quality programmes' - Middle ratings

Base : All who rated all channels combined 6/5/4

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	8 38%	1 13%	1 13%	6 75%	1 13%
Effective Total	8	1	1	6	1
Too much bad language/ violence/low in morality/bad example	- -	- -	- -	- -	- -
Other	4 52%	1 100%	1 100%	2 34%	1 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	48	45	47
10 - Applies completely	4 2%	1 2%	2 4%	1 2%
9	15 8%	6 12%	4 7%	3 7%
8	36 18%	11 22%	8 16%	7 15%
7	33 17%	8 17%	9 19%	10 20%
6	29 15%	3 6%	12 23%	7 14%
5	22 11%	5 10%	3 6%	8 17%
4	12 6%	6 13%	4 7%	1 2%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

Page 480
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	47
3	1	-	-	1
		-	-	2%
		-	-	100%
2	3	1	1	-
	2%	2%	2%	-
	32%	31%	37%	-
1 - Does not apply at all	3	2	1	-
	2%	5%	2%	-
	-	72%	28%	-
Don't know	36	6	6	12
	19%	30%	11%	23%
		36%	15%	32%
Net: 10/9/8/7	88	17	26	22
	45%	38%	53%	44%
		19%	30%	25%
Net: 10/9	19	2	7	6
	10%	5%	14%	11%
		11%	37%	29%
Net: 6/5/4	63	13	14	18
	32%	30%	29%	37%
		21%	23%	29%
Net: 3/2/1	7	1	3	3
	4%	2%	7%	6%
		14%	45%	41%
Mean	6.56	6.60	6.44	6.50
				6.77

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.85 1.60	2.25	1.95	1.44

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	4 2%	1 2%	3 3%	1 10%	- -	1 4%	- -	* -	2 3%	1 3%	1 1%	2 3%	- -	4 2%	4 2%	4 4%	- -	- -	1 2%
9	15 8%	7 8%	8 8%	1 15%	- -	2 8%	2 9%	3 5%	7 10%	6 12%	4 5%	5 9%	5 40%	11 6%	11 6%	5 5%	5 8%	5 7%	7 11%
8	36 18%	13 15%	22 21%	1 10%	1 11%	4 21%	7 29%	12 20%	11 15%	4 8%	25 28%	7 12%	2 17%	34 18%	34 18%	20 19%	13 19%	13 18%	12 18%
7	33 17%	16 18%	17 16%	1 15%	3 29%	3 15%	2 9%	16 26%	8 11%	8 16%	17 19%	8 14%	- -	33 18%	33 18%	24 22%	9 13%	9 12%	10 16%
6	29 15%	14 16%	15 14%	2 19%	2 18%	2 9%	2 8%	11 18%	11 15%	5 9%	19 21%	5 10%	1 9%	28 15%	28 15%	17 16%	9 13%	9 13%	10 16%
5	22 11%	9 11%	13 12%	2 21%	2 22%	2 9%	2 7%	7 12%	7 10%	7 13%	7 8%	8 14%	- -	22 12%	22 12%	13 12%	9 13%	10 14%	7 11%
4	12 6%	9 10%	3 3%	- -	- -	- -	2 7%	4 6%	7 9%	8 15%	2 3%	2 3%	- -	12 7%	12 7%	6 6%	6 8%	7 9%	6 9%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	-	1 1%	1 100%	-	-	-	-	-	-	-	1 2%	-	1 100%	1 100%	-	1 100%	1 100%	-
2	3 2%	3 4%	-	-	1 11%	2 12%	-	-	-	1 2%	1 1%	1 2%	1 9%	2 1%	2 1%	1 1%	1 1%	1 1%	1 2%
1 - Does not apply at all	2	3 72%	1 28%	-	-	-	-	2 72%	1 28%	1 36%	1 36%	1 28%	1 28%	2 72%	2 72%	-	2 72%	2 72%	1 28%
Don't know	36 19%	13 15%	23 22%	* 36%	1 3%	4 12%	7 20%	6 17%	18 49%	10 27%	11 30%	16 43%	2 6%	34 94%	34 94%	19 53%	15 41%	15 41%	10 29%
Net: 10/9/8/7	88 45%	37 42%	51 48%	5 5%	4 4%	9 48%	11 47%	31 51%	28 39%	20 39%	47 53%	21 39%	7 56%	81 45%	81 45%	54 49%	28 39%	28 38%	30 45%
Net: 10/9	19 10%	8 9%	11 11%	2 25%	-	2 12%	2 9%	3 5%	9 13%	7 14%	5 6%	7 13%	5 40%	15 8%	15 8%	9 8%	5 8%	5 7%	8 12%
Net: 6/5/4	63 32%	32 37%	30 29%	4 40%	4 39%	3 18%	5 22%	22 36%	25 34%	19 38%	28 32%	15 28%	1 9%	62 34%	62 34%	36 33%	24 34%	26 36%	24 36%
Net: 3/2/1	7 4%	6 6%	2 2%	1 10%	1 11%	2 12%	-	2 4%	1 1%	2 5%	2 2%	3 5%	2 17%	5 3%	5 3%	1 1%	4 6%	4 6%	2 3%
Mean	6.56	6.22	6.88	6.70	5.84	6.52	7.06	6.44	6.66	6.17	6.80	6.52	6.95	6.54	6.54	6.73	6.24	6.18	6.55

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.85	2.02	1.64	2.15	1.82	2.40	1.61	1.72	2.14	1.55	2.06	3.06	1.76	1.76	1.59	2.00	1.99	1.87

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
4 2%	3 4%	1 2%	1 2%	2 2%	1 3%
15 8%	8 9%	2 4%	5 13%	8 6%	2 7%
36 18%	19 21%	9 16%	9 23%	18 15%	7 25%
33 17%	15 17%	9 17%	5 13%	22 18%	5 17%
29 15%	17 18%	11 20%	6 16%	22 18%	1 3%
22 11%	8 8%	10 19%	2 4%	19 16%	1 4%
12 6%	3 3%	2 4%	4 9%	2 2%	6 20%
	45%	30%	22%	61%	14%
	47%	28%	21%	62%	16%
	78%	22%	22%	59%	20%
	51%	15%	35%	51%	14%
	53%	24%	25%	51%	21%
	46%	29%	15%	67%	15%
	58%	38%	22%	75%	3%
	35%	47%	8%	87%	5%
	26%	18%	32%	16%	52%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 1% 100%	1 2% 100%	1 2% 100%	- - -	- - -
2	3 2% 68%	2 3% 31%	- - -	1 1% 32%	2 8% 68%
1 - Does not apply at all	3 2% -	1 2% 36%	1 3% 36%	1 1% 36%	- - -
Don't know	36 19% 42%	7 13% 20%	6 15% 17%	25 21% 69%	4 14% 12%
Net: 10/9/8/7	88 45% 51%	21 39% 24%	20 51% 23%	50 42% 57%	15 51% 18%
Net: 10/9	19 10% 57%	3 6% 16%	6 15% 32%	10 9% 53%	3 10% 15%
Net: 6/5/4	63 32% 44%	23 42% 37%	12 29% 19%	43 35% 68%	8 27% 13%
Net: 3/2/1	7 4% 43%	3 6% 41%	2 5% 27%	2 2% 30%	2 8% 31%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 111

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.56	6.84	6.21	6.74	6.62	6.27
Standard Deviation	1.85	1.73	1.78	2.04	1.60	2.26

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	7 3%	- -	1 2%	3 6%
				2 5%
				37%
9	24 12%	6 13%	9 18%	6 13%
				7%
				14%
8	63 32%	15 34%	16 32%	18 35%
				29%
				23%
7	39 20%	7 16%	8 15%	8 17%
				21%
				42%
6	21 11%	3 7%	7 15%	6 13%
				29%
				22%
5	13 7%	4 9%	1 2%	5 10%
				37%
				24%
4	5 3%	2 5%	2 4%	- -
				20%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
2	3 1%	1 2%	- -	2 3%
	-	42%	-	58%
Don't know	19 10%	5 10%	3 7%	3 7%
	38%	27%	18%	18%
Net: 10/9/8/7	133 69%	34 67%	35 71%	36 73%
	21%	25%	27%	27%
Net: 10/9	31 16%	10 20%	9 19%	6 11%
	13% 18%	33%	31%	19%
Net: 6/5/4	40 20%	10 20%	11 22%	9 18%
	21% 24%	26%	28%	22%
Net: 3/2/1	3 1%	1 2%	- -	2 3%
	-	42%	-	58%
Mean	7.32	7.37	7.50	7.14
Standard Deviation	1.49	1.60	1.36	1.58

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	7 3%	3 3%	4 4%	-	1 9%	-	2 10%	1 2%	2 3%	-	4 4%	3 5%	-	7 4%	7 4%	6 5%	1 2%	1 2%	4 7%
		38%	62%	-	13%	-	34%	20%	33%	-	59%	41%	-	100%	100%	82%	18%	18%	66%
9	24 12%	10 11%	14 14%	1 15%	1 11%	3 14%	4 19%	7 11%	8 11%	7 15%	11 12%	6 11%	5 40%	20 11%	20 11%	14 13%	6 8%	6 8%	7 11%
		41%	59%	6%	4%	11%	18%	29%	33%	31%	45%	25%	19%	81%	81%	57%	24%	24%	30%
8	63 32%	30 34%	33 31%	6 65%	5 50%	7 37%	5 20%	19 30%	22 30%	16 32%	29 32%	18 34%	3 26%	60 33%	60 33%	42 39%	18 25%	19 25%	23 35%
		48%	52%	9%	8%	11%	7%	30%	34%	25%	45%	29%	5%	95%	95%	67%	28%	29%	37%
7	39 20%	20 23%	19 18%	-	2 20%	6 29%	2 10%	16 25%	14 19%	10 19%	23 25%	7 12%	1 8%	38 21%	38 21%	23 21%	14 20%	14 20%	13 19%
		52%	48%	-	5%	14%	6%	40%	35%	25%	58%	17%	2%	98%	98%	58%	37%	37%	32%
6	21 11%	9 10%	12 12%	2 20%	1 11%	1 5%	2 7%	8 13%	8 12%	4 7%	11 12%	7 13%	-	21 12%	21 12%	9 8%	13 18%	13 17%	6 9%
		42%	58%	8%	5%	4%	7%	37%	39%	17%	51%	32%	-	100%	100%	41%	59%	59%	28%
5	13 7%	5 5%	8 8%	-	-	-	1 6%	6 9%	6 9%	5 10%	4 5%	4 7%	1 9%	12 7%	12 7%	7 6%	6 8%	6 8%	3 4%
		36%	64%	-	-	-	10%	43%	47%	37%	33%	30%	8%	92%	92%	50%	42%	42%	22%
4	5 3%	3 4%	2 2%	-	-	1 6%	1 3%	3 5%	-	3 6%	-	2 4%	1 9%	4 2%	4 2%	2 2%	2 3%	2 3%	1 2%
		64%	36%	-	-	21%	15%	64%	-	58%	-	42%	21%	79%	79%	36%	43%	43%	23%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	3 1%	1 1%	2 1%	-	-	-	2 7%	1 2%	-	3 5%	-	-	-	3 1%	3 1%	-	3 4%	3 4%	-
		42%	58%	-	-	-	58%	42%	-	100%	-	-	-	100%	100%	-	100%	100%	-
Don't know	19 10%	7 8%	11 11%	-	-	2 10%	4 18%	1 2%	12 16%	4 7%	8 9%	8 14%	1 9%	18 10%	18 10%	8 7%	9 13%	10 14%	8 13%
		39%	61%	-	-	10%	22%	6%	62% g	19%	41%	40%	6%	94%	94%	44%	50%	55%	44%
Net: 10/9/8/7	133 69%	63 71%	70 66%	7 80%	9 89%	15 80%	14 60%	43 69%	46 64%	33 65%	66 74%	34 62%	9 73%	124 68%	124 68%	85 77%	39 55%	40 55%	47 72%
		47%	53%	5%	7%	11%	10%	32%	34%	25%	50%	26%	6%	94%	94%	pq	29%	30%	36%
Net: 10/9	31 16%	12 14%	19 18%	1 15%	2 20%	3 14%	7 29%	8 13%	10 14%	7 15%	15 17%	9 16%	5 40%	26 14%	26 14%	19 18%	7 10%	7 9%	12 18%
		40%	60%	4%	6%	8%	21%	27%	33%	24%	48%	28%	15%	85%	85%	63%	22%	22%	38%
Net: 6/5/4	40 20%	17 19%	23 21%	2 20%	1 11%	2 10%	4 16%	17 27%	15 20%	11 22%	15 17%	13 24%	2 18%	38 21%	38 21%	17 16%	20 28%	20 28%	10 15%
		43%	57%	5%	3%	5%	9%	42%	37%	29%	39%	33%	5%	95%	95%	44%	51%	51%	25%
Net: 3/2/1	3 1%	1 1%	2 1%	-	-	-	2 7%	1 2%	-	3 5%	-	-	-	3 1%	3 1%	-	3 4%	3 4%	-
		42%	58%	-	-	-	58%	42%	-	100%	-	-	-	100%	100%	-	100%	100%	-
Mean	7.32	7.29	7.34	7.75	7.88	7.48	7.32	7.04	7.39	6.90	7.52	7.38	7.65	7.29	7.29	7.58 pq	6.82	6.84	7.62
Standard Deviation	1.49	1.46	1.53	0.99	1.10	1.22	2.29	1.57	1.29	1.87	1.19	1.49	1.78	1.48	1.48	1.28	1.67	1.67	1.32

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

Page 492
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
7 3%	4 4%	1 2%	-	7 6%	-
	54%	13%	-	100%	-
24 12%	13 15%	6 10%	8 21%	14 12%	1 5%
	56%	24%	34%	60%	6%
63 32%	36 40%	22 40%	14 35%	39 32%	10 32%
	57%	35%	22%	61%	15%
39 20%	16 18%	11 21%	7 16%	24 20%	7 22%
	41%	29%	17%	62%	17%
21 11%	10 11%	7 13%	6 16%	11 9%	4 14%
	46%	33%	30%	50%	20%
13 7%	3 4%	2 4%	-	9 7%	5 15%
	26%	17%	-	65%	35%
5 3%	2 2%	1 1%	-	3 3%	2 6%
	36%	15%	-	62%	38%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 112

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
2	3 1%	2 3%	-	3 2%	-
	58%	58%	-	100%	-
Don't know	19 10%	5 7%	5 12%	11 9%	2 6%
	26%	20%	26%	59%	10%
Net: 10/9/8/7	133 69%	40 72%	29 72%	84 70%	17 58%
	52%	30%	22%	63%	13%
Net: 10/9	31 16%	7 12%	8 21%	21 18%	1 5%
	56%	22%	27%	69%	5%
Net: 6/5/4	40 20%	10 18%	6 16%	22 19%	11 36%
	38%	25%	16%	57%	27%
Net: 3/2/1	3 1%	2 3%	-	3 2%	-
	58%	58%	-	100%	-
Mean	7.32	7.28	7.68	7.34	6.76
Standard Deviation	1.49	1.48	1.04	1.62	1.40

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 113

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	36 19% 12 28% 34%	7 15% 20%	10 20% 28%	7 13% 18%
9	51 26% 6 14% 12%	11 22% 22%	18 37% 36%	15 31% 30%
8	61 31% 11 25% 18%	20 40% 33%	11 21% 17%	19 38% 32%
7	28 14% 5 12% 20%	9 17% 31%	10 19% 34%	4 8% 15%
6	5 2% 3 6% 56%	- - -	- - -	2 4% 44%
5	8 4% 4 10% 53%	- - -	1 3% 17%	2 5% 30%
4	2 1% 1 2% 48%	1 2% 52%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	1 2% 100%	-	-	-
2	1 1%	1 2% 100%	-	-
Don't know	1 -	1 2% 100%	-	-
Net: 10/9/8/7	176 91% 80% 20%	47 94% 27%	49 97% 28%	45 91% 26%
Net: 10/9	87 45% 42% 21%	18 37% 21%	28 57% 33%	22 44% 25%
Net: 6/5/4	15 8% 18% 53%	1 2% 7%	1 3% 9%	5 9% 30%
Net: 3/2/1	2 1% 2% 47%	1 2% 53%	-	-
Mean	8.22	7.96	8.13	8.50
Standard Deviation	1.45	1.87	1.47	1.18

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 113

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	36 19%	16 18% 45%	20 19% 55%	1 15% 4%	2 21% 6%	5 25% 13%	5 24% 15%	9 15% 25%	14 19% 37%	10 20% 27%	14 16% 39%	12 23% 34%	3 29% 9%	33 18% 91%	33 18% 91%	20 19% 56%	13 18% 35%	14 19% 37%	10 16% 28%
9	51 26%	22 25% 43%	29 28% 57%	5 55% 10%	2 18% 3%	2 10% 4%	9 37% 17%	17 27% 33%	17 24% 33%	19 38% 37%	20 22% 39%	12 22% 24%	2 18% 4%	49 27% 96%	49 27% 96%	31 28% 60%	17 24% 34%	17 24% 34%	14 21% 27%
8	61 31%	23 26% 38%	37 35% 62%	3 30% 4%	5 51% 8%	7 39% 12%	4 17% 7%	18 30% 30%	23 33% 38%	12 24% 20%	33 37% 54%	16 30% 26%	3 25% 5%	58 32% 95%	58 32% 95%	35 32% 57%	23 32% 38%	24 33% 39%	25 39% 42%
7	28 14%	17 20% 62%	11 10% 38%	- - -	1 9% 3%	3 15% 10%	2 8% 6%	10 16% 36%	12 17% 44%	2 5% 8%	16 18% 57%	10 18% 35%	2 18% 7%	26 14% 93%	26 14% 93%	16 14% 57%	10 14% 36%	10 14% 36%	10 16% 37%
6	5 2%	1 1% 22%	4 4% 78%	- - -	- - -	- - -	1 3% 15%	4 7% 85%	- - -	1 2% 22%	3 3% 56%	1 2% 22%	- - -	5 3% 100%	5 3% 100%	2 2% 37%	3 4% 63%	3 4% 63%	- - -
5	8 4%	5 5% 56%	4 3% 44%	- - -	- - -	- - -	2 7% 19%	2 4% 27%	4 6% 55%	2 4% 28%	4 4% 48%	2 4% 24%	- - -	8 4% 100%	8 4% 100%	5 5% 61%	3 5% 39%	3 4% 39%	5 7% 57%
4	2 1%	2 2% 100%	- - -	- - -	- - -	1 6% 48%	- - -	1 2% 52%	- - -	1 2% 52%	- - -	1 2% 48%	1 9% 48%	1 1% 52%	1 1% 52%	- - -	1 2% 52%	1 2% 52%	1 2% 52%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 113

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Sate- lite (o)	Free- view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	1	-	1 1%	-	-	-	-	-	1 1%	1 2%	-	-	-	1	1	-	1 1%	1 1%	-
		-	100%	-	-	-	-	-	100%	100%	-	-	-	100%	100%	-	100%	100%	-
2	1	1 1%	-	-	-	1 5%	-	-	-	1 2%	-	-	-	1	1	1 1%	-	-	-
		100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Don't know	1	1 1%	-	-	-	-	1 4%	-	-	1 2%	-	-	-	1	1	1 1%	-	-	-
		100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	176 91%	79 89%	97 92%	9 100%	10 100%	17 89%	20 86%	54 88%	66 92%	43 86%	82 93%	50 93%	11 91%	165 91%	165 91%	101 92%	63 88%	65 89%	60 91%
		45%	55%	5%	6%	10%	11%	31%	38%	25%	47%	29%	6%	94%	94%	58%	36%	37%	34%
Net: 10/9	87 45%	38 43%	49 47%	6 70%	4 39%	7 36%	14 61%	26 42%	31 43%	29 57%	34 38%	25 45%	6 48%	82 45%	82 45%	51 46%	30 42%	31 42%	24 37%
		43%	57%	7%	4%	8%	16%	30%	35%	33%	39%	28%	6%	94%	94%	58%	34%	35%	28%
Net: 6/5/4	15 8%	8 9%	7 7%	-	-	1 6%	2 10%	7 12%	4 6%	4 9%	7 7%	4 7%	1 9%	14 8%	14 8%	7 6%	7 10%	7 10%	6 9%
		51%	49%	-	-	7%	15%	49%	30%	29%	44%	27%	7%	93%	93%	44%	49%	49%	38%
Net: 3/2/1	2 1%	1 1%	1 1%	-	-	1 5%	-	-	1 1%	2 4%	-	-	-	2 1%	2 1%	1 1%	1 1%	1 1%	-
		53%	47%	-	-	53%	-	-	47%	100%	-	-	-	100%	100%	53%	47%	47%	-
Mean	8.22	8.07	8.34	8.86	8.52	7.91	8.53	8.10	8.19	8.25	8.17	8.28	8.23	8.22	8.22	8.28	8.11	8.14	8.08
Standard Deviation	1.45	1.60	1.31	0.69	0.98	2.08	1.42	1.39	1.43	1.81	1.24	1.41	1.79	1.43	1.43	1.39	1.50	1.50	1.39

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

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Page 498
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
36 19%	15 16% 41%	7 13% 19%	4 10% 11%	27 23% 75%	4 14% 12%
51 26%	29 32% 57%	16 28% 31%	11 29% 23%	30 25% 59%	9 31% 19%
61 31%	30 33% 49%	21 38% 34%	15 38% 25%	35 29% 58%	10 32% 16%
28 14%	8 9% 29%	8 15% 30%	5 13% 18%	15 13% 55%	6 19% 20%
5 2%	3 3% 55%	1 1% 15%	1 2% 19%	4 3% 81%	- - -
8 4%	4 4% 49%	3 5% 33%	2 6% 30%	6 5% 70%	- - -
2 1%	- - -	- - -	- - -	1 1% 48%	1 4% 52%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

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Q6b(d) Channel-specific ratings

** It shows programmes with new ideas and different approaches - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
1	-	-	-	1	-
*	-	-	-	1%	-
	-	-	-	100%	-
1	1	-	-	1	-
1%	1%	-	-	1%	-
	100%	-	-	100%	-
1	1	-	1	-	-
*	1%	-	2%	-	-
	100%	-	100%	-	-
176	82	52	36	108	29
91%	91%	94%	89%	90%	96%
	47%	29%	20%	61%	16%
87	44	23	15	57	14
45%	49%	41%	38%	48%	46%
	50%	26%	18%	66%	16%
15	7	3	3	11	1
8%	7%	6%	8%	9%	4%
	44%	22%	23%	70%	7%
2	1	-	-	2	-
1%	1%	-	-	2%	-
	53%	-	-	100%	-
8.22	8.30	8.22	8.12	8.25	8.26
1.45	1.40	1.19	1.23	1.56	1.29

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 114

Page 500
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes with new ideas and different approaches - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	4 2%	7 3%	36 19%
9	15 8%	24 12%	51 26%
8	36 18%	63 32%	61 31%
7	33 17%	39 20%	28 14%
6	29 15%	21 11%	5 2%
5	22 11%	13 7%	8 4%
4	12 6%	5 3%	2 1%
3	1 *	-	1 *
2	3 2%	3 1%	1 1%
1 - Does not apply at all	3 2%	-	-
Don't know	36 19%	19 10%	1 *
Net: 10/9/8/7	88 45%	133 69%	176 91%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 114

Page 501
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes with new ideas and different approaches - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	19 10%	31 16%	87 45%
Net: 6/5/4	63 32%	40 20%	15 8%
Net: 3/2/1	7 4%	3 1%	2 1%
Mean	6.56	7.32	8.22
Standard Deviation	1.85	1.49	1.45



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 502
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

	TOTAL	WAVE			
		Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194	44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45	47
10 - Applies completely	7 4%	-	3 7%	3 6%	1 2%
		-	44%	42%	14%
9	12 6%	1 3%	5 10%	4 9%	1 3%
		11%	41%	36%	11%
8	45 23%	10 22%	11 22%	14 29%	10 20%
		21%	24%	32%	22%
7	39 20%	11 26%	8 17%	7 14%	13 25%
		29%	22%	18%	32%
6	27 14%	7 15%	7 15%	5 11%	7 15%
		25%	27%	20%	28%
5	22 11%	5 12%	6 11%	4 8%	7 15%
		23%	25%	18%	33%
4	8 4%	1 2%	2 4%	4 8%	1 2%
		13%	24%	50%	13%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 503
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	3 2% 29%	1 2% 33%	1 2% 39%	- - -
2	5 3% -	2 5% 44%	1 3% 26%	2 3% 30%
1 - Does not apply at all	4 2% -	2 4% 56%	2 3% 44%	- - -
Don't know	21 11% 38%	2 4% 10%	4 7% 17%	8 15% 36%
Net: 10/9/8/7	104 54% 21%	28 55% 27%	29 58% 28%	25 50% 24%
Net: 10/9	19 10% 7%	8 16% 42%	7 15% 38%	2 5% 12%
Net: 6/5/4	57 29% 23%	15 29% 26%	13 27% 23%	16 31% 28%
Net: 3/2/1	12 6% 7%	6 11% 45%	4 9% 35%	2 3% 13%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 504
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Mean	6.62 6.69	6.54	6.68	6.60
Standard Deviation	1.93 1.34	2.30	2.24	1.58

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 505
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	7 4%	3 3% 34%	5 5% 66%	-	1 9% 12%	-	-	*	7 9% 88%	1 3% 18%	2 2% 28%	4 7% 54%	2 18% 28%	5 3% 72%	5 3% 72%	3 3% 44%	2 3% 28%	2 3% 28%	5 8% 68%
9	12 6%	6 7% 49%	6 6% 51%	4 40% 30%	-	3 16% 25%	2 9% 18%	2 4% 19%	1 1% 7%	4 7% 31%	4 5% 37%	4 7% 32%	3 22% 21%	9 5% 79%	9 5% 79%	8 7% 64%	2 2% 14%	2 2% 14%	2 3% 15%
8	45 23%	11 12% 24%	35 33% 76% a	2 20% 4%	1 9% 2%	3 14% 6%	5 21% 11%	15 24% 33%	20 28% 44%	8 16% 18%	24 26% 52%	14 25% 30%	2 18% 5%	43 24% 95%	43 24% 95%	27 24% 59%	16 23% 36%	16 22% 36%	16 25% 36%
7	39 20%	22 25% 57%	17 16% 43%	2 19% 4%	2 20% 5%	6 32% 15%	1 6% 3%	16 26% 40%	12 17% 32%	8 15% 19%	23 26% 59%	9 16% 22%	- - -	39 22% 100%	39 22% 100%	23 21% 59%	15 21% 39%	15 21% 39%	16 25% 41%
6	27 14%	14 16% 52%	13 12% 48%	1 11% 4%	2 21% 8%	* * -	5 23% 20%	13 20% 47%	6 8% 22%	7 14% 26%	13 15% 50%	6 12% 24%	2 17% 7%	25 14% 93%	25 14% 93%	13 12% 50%	11 16% 43%	11 16% 43%	10 15% 37%
5	22 11%	9 10% 41%	13 12% 59%	-	3 31% 14%	1 5% 4%	4 17% 18%	5 9% 24%	9 12% 40%	5 10% 22%	11 13% 52%	6 10% 26%	- - -	22 12% 100%	22 12% 100%	12 11% 54%	10 14% 46%	10 14% 46%	6 9% 26%
4	8 4%	5 6% 65%	3 3% 35%	1 10% 11%	-	1 6% 13%	1 4% 11%	2 3% 24%	3 5% 41%	3 6% 41%	1 1% 11%	4 7% 48%	1 9% 13%	7 4% 87%	7 4% 87%	6 5% 76%	1 1% 11%	2 3% 24%	2 3% 24%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 506
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	3 2%	2 3% 71%	1 1% 29%	- - -	- - -	2 12% 71%	- - -	- - -	1 1% 29%	3 6% 100%	- - -	- - -	- - -	3 2% 100%	3 2% 100%	3 3% 100%	- - -	1 1% 29%	1 1% 29%
2	5 3%	5 6% 100%	- - -	- - -	- - -	2 8% 30%	- - -	1 3% 26%	2 3% 44%	2 5% 48%	2 2% 38%	1 1% 14%	- - -	5 3% 100%	5 3% 100%	2 1% 30%	4 5% 70%	4 5% 70%	1 2% 23%
1 - Does not apply at all	4 2%	3 3% 77%	1 1% 23%	- - -	1 11% 27%	- - -	1 4% 21%	1 2% 29%	1 1% 23%	- - -	2 2% 56%	2 3% 44%	1 8% 23%	3 2% 77%	3 2% 77%	1 1% 21%	2 3% 56%	2 3% 56%	3 4% 71%
Don't know	21 11%	9 10% 41%	12 12% 59%	* - *	- - -	2 8% 7%	4 16% 17%	6 10% 30%	10 13% 45%	9 18% 43%	6 7% 28%	6 11% 29%	1 9% 5%	20 11% 95%	20 11% 95%	12 11% 59%	7 11% 36%	7 10% 36%	4 6% 20%
Net: 10/9/8/7	104 54%	41 47% 40%	63 59% 60%	7 79% 7%	4 38% 4%	12 61% 11%	8 37% 8%	33 54% 32%	40 56% 38%	21 41% 20%	53 60% 51%	30 55% 29%	7 57% 6%	97 53% 94%	97 53% 94%	61 55% 58%	35 50% 34%	35 48% 34%	39 60% 38%
Net: 10/9	19 10%	8 9% 43%	11 10% 57%	4 40% 19%	1 9% 5%	3 16% 15%	2 9% 11%	2 4% 12%	7 10% 38%	5 10% 26%	6 7% 33%	8 14% 40%	5 40% 24%	15 8% 76%	15 8% 76%	11 10% 57%	4 5% 20%	4 5% 20%	7 10% 35%
Net: 6/5/4	57 29%	28 32% 49%	29 27% 51%	2 21% 3%	5 52% 9%	2 10% 3%	10 44% 18%	20 32% 35%	18 25% 32%	15 30% 27%	26 29% 45%	16 29% 28%	3 26% 5%	54 29% 95%	54 29% 95%	31 28% 55%	22 31% 40%	23 32% 41%	17 27% 31%
Net: 3/2/1	12 6%	10 12% 85% b	2 2% 15%	- - -	1 11% 8%	4 20% 31%	1 4% 7%	2 4% 20%	4 6% 34%	6 11% 46%	4 5% 34%	2 5% 20%	1 8% 7%	11 6% 93%	11 6% 93%	6 5% 45%	6 8% 48%	7 9% 55%	5 7% 39%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 507
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Mean	6.62	6.12	7.06 a	7.59	5.90	6.24	6.41	6.59	6.80	6.23	6.72	6.79	7.27	6.58	6.58	6.71	6.38	6.30	6.70
Standard Deviation	1.93	2.15	1.62	1.65	2.36	2.38	1.88	1.61	2.05	2.10	1.74	2.09	2.77	1.87	1.87	1.80	1.99	2.02	2.06

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 508
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
7 4%	4 5%	-	2 5%	6 5%	-
	60%	-	26%	74%	-
12 6%	7 8%	4 7%	3 8%	7 6%	2 7%
	57%	32%	25%	57%	18%
45 23%	27 30%	12 21%	13 31%	23 19%	9 29%
	60%	26%	28%	51%	20%
39 20%	17 19%	12 22%	8 21%	27 22%	4 14%
	44%	31%	21%	69%	11%
27 14%	7 7%	11 19%	4 9%	20 17%	2 7%
	25%	40%	14%	75%	8%
22 11%	9 9%	9 17%	2 4%	18 15%	3 9%
	39%	42%	8%	80%	12%
8 4%	4 4%	2 3%	3 7%	3 3%	1 5%
	50%	22%	33%	39%	17%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 509
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	3 2%	2 3% 71%	- - -	1 1% 33%	2 7% 67%
2	5 3%	2 2% 30%	2 5% 37%	2 2% 41%	1 4% 22%
1 - Does not apply at all	4 2%	1 1% 27%	2 4% 56%	1 1% 21%	1 3% 27%
Don't know	21 11%	10 12% 50%	3 8% 15%	13 11% 64%	5 15% 21%
Net: 10/9/8/7	104 54%	56 62% 54%	26 64% 25%	62 52% 60%	15 50% 15%
Net: 10/9	19 10%	11 13% 58%	5 12% 26%	12 10% 63%	2 7% 11%
Net: 6/5/4	57 29%	19 21% 34%	8 20% 14%	41 34% 72%	6 21% 11%
Net: 3/2/1	12 6%	5 5% 40%	3 8% 25%	4 3% 33%	4 14% 35%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 115

Page 510
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Mean	6.62	6.95	6.39	6.80	6.71	6.26
Standard Deviation	1.93	1.90	1.81	2.14	1.71	2.28

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	10 5%	4 8% 43%	3 6% 32%	2 5% 25%
9	24 12%	9 18% 22%	7 14% 30%	2 5% 10%
8	65 33%	11 25% 17%	12 23% 18%	20 40% 31%
7	34 18%	6 13% 19%	7 13% 19%	9 19% 28%
6	29 15%	8 18% 28%	10 21% 35%	2 3% 6%
5	19 10%	4 8% 22%	5 11% 28%	5 10% 26%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 512
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	48	45
4	5 3%	2 4% 34%	2 4% 36%	- 3% 29%
3	5 3%	1 2% 20%	1 2% 20%	3 6% 60%
2	1 1%	- -	1 3% 100%	- -
Don't know	2 1%	1 2% 37%	- 2% 63%	- -
Net: 10/9/8/7	132 68%	28 64% 21%	31 63% 24%	38 77% 29%
Net: 10/9	34 17%	5 12% 16%	13 27% 40%	10 20% 30%
Net: 6/5/4	53 27%	14 32% 27%	16 33% 31%	7 14% 13%
Net: 3/2/1	7 3%	1 2% 16%	1 2% 16%	4 9% 68%
Mean	7.16	6.89	7.28	7.27

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 513
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.64 1.46	1.73	1.92	1.38

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 514
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	10 5%	3 4%	6 6%	-	2 18%	-	2 10%	1 2%	4 6%	-	5 5%	5 9%	2 18%	8 4%	8 4%	7 6%	1 2%	1 2%	6 10%
9	24 12%	7 8%	17 16%	5 60%	1 12%	3 17%	4 18%	6 9%	4 6%	6 13%	10 12%	7 13%	3 22%	21 12%	21 12%	14 12%	8 11%	9 12%	6 10%
8	65 33%	24 27%	41 38%	1 11%	3 28%	6 30%	6 25%	22 36%	27 38%	16 31%	29 32%	20 37%	2 18%	63 34%	63 34%	39 35%	23 32%	23 31%	20 31%
7	34 18%	24 27%	10 9%	2 19%	1 11%	7 34%	- 13%	8 13%	17 23%	11 22%	15 17%	8 14%	- 33%	34 19%	34 19%	21 19%	13 18%	13 18%	16 24%
6	29 15%	11 13%	18 17%	* *	2 20%	1 4%	3 14%	14 22%	9 13%	3 6%	22 25%	4 7%	1 8%	28 15%	28 15%	14 13%	14 20%	14 19%	9 13%
5	19 10%	10 11%	9 9%	1 10%	- -	- -	4 16%	6 10%	8 11%	7 14%	5 6%	7 12%	2 18%	17 9%	17 9%	11 10%	6 9%	7 10%	4 6%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 515
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
4	5 3%	3 3%	2 2%	-	1 11%	2 9%	2 11%	-	-	3 6%	1 1%	1 2%	1 9%	4 2%	4 2%	1 1%	3 5%	3 5%	2 3%
		57%	43%	-	20%	34%	46%	-	-	60%	20%	20%	20%	80%	80%	17%	63%	63%	34%
3	5 3%	3 4%	2 2%	-	-	1 5%	1 4%	2 4%	1 1%	2 5%	-	3 5%	1 8%	4 2%	4 2%	4 4%	-	-	2 3%
		62%	38%	-	-	20%	16%	47%	17%	47%	-	53%	17%	83%	83%	83%	-	-	33%
2	1 1%	1 2%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	1 1%	-	1 2%	1 2%	-
		100%	-	-	-	-	-	100%	-	100%	-	-	-	100%	100%	-	100%	100%	-
Don't know	2 1%	1 1%	1 1%	-	-	-	1 3%	-	1 2%	1 1%	1 1%	-	-	2 1%	2 1%	-	2 3%	2 3%	1 2%
		63%	37%	-	-	-	37%	-	63%	37%	63%	-	-	100%	100%	-	100%	100%	63%
Net: 10/9/8/7	132 68%	59 66%	74 70%	8 90%	7 69%	15 81%	12 53%	38 61%	52 72%	33 66%	59 67%	40 73%	7 57%	126 69%	126 69%	80 73%	45 63%	46 62%	49 74%
		44%	56%	6%	5%	12%	9%	29%	39%	25%	45%	30%	5%	95%	95%	60%	34%	34%	37%
Net: 10/9	34 17%	10 12%	23 22%	5 60%	3 30%	3 17%	7 29%	7 12%	8 12%	6 13%	15 17%	12 22%	5 40%	29 16%	29 16%	20 18%	9 12%	10 13%	13 20%
		31%	69%	16%	9%	9%	19%	21%	25%	19%	46%	35%	14%	86%	86%	26%	26%	29%	38%
Net: 6/5/4	53 27%	24 27%	29 28%	1 10%	3 31%	3 13%	9 40%	20 33%	18 25%	13 26%	28 32%	12 22%	4 35%	49 27%	49 27%	26 24%	23 33%	24 33%	14 21%
		45%	55%	2%	6%	5%	17%	38%	33%	24%	53%	22%	8%	92%	92%	49%	44%	46%	26%
Net: 3/2/1	7 3%	5 5%	2 2%	-	-	1 5%	1 4%	4 6%	1 1%	4 7%	-	3 5%	1 8%	6 3%	6 3%	4 4%	1 2%	1 2%	2 3%
		70%	30%	-	-	16%	12%	58%	14%	58%	-	42%	14%	86%	86%	65%	21%	21%	26%
Mean	7.16	6.87	7.41	8.12	7.55	7.09	7.01	6.92	7.26	6.71	7.33	7.32	7.13	7.17	7.17	7.27	6.98	6.98	7.38

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 516
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.64	1.68	1.57	1.36	1.91	1.70	2.13	1.67	1.86	1.35	1.79	2.45	1.58	1.58	1.59	1.56	1.57	1.59

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 517
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Applies completely	10 5%	5 2%	1 3%	9 7%	-
9	24 12%	11 12%	9 21%	14 12%	1 4%
8	65 33%	32 36%	10 26%	43 36%	10 33%
7	34 18%	17 19%	8 20%	19 16%	7 23%
6	29 15%	14 15%	5 11%	16 14%	6 21%
5	19 10%	7 8%	4 10%	12 10%	3 10%
4	5 3%	3 4%	2 4%	3 2%	1 3%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 116

Page 518
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
5	1	-	-	3	1
3%	1% 20%	-	-	2% 56%	5% 26%
1	-	-	-	1	-
1%	-	-	-	1% 100%	- -
2	-	-	2	-	-
1%	-	-	5% 100%	- -	- -
132	65	41	28	85	18
68%	72% 49%	74% 31%	70% 21%	71% 64%	61% 14%
34	16	10	10	23	1
17%	18% 48%	19% 31%	24% 28%	19% 68%	4% 4%
53	24	14	10	31	10
27%	27% 45%	26% 27%	25% 19%	26% 58%	35% 20%
7	1	-	-	4	1
3%	1% 16%	- -	- -	4% 65%	5% 21%
7.16	7.30	7.32	7.35	7.26	6.72
1.64	1.52	1.50	1.50	1.69	1.47

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

Page 519
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Extremely important	37 19% 10 22% 26%	9 18% 24%	14 28% 38%	4 8% 11%
9	47 24% 8 18% 17%	13 26% 28%	12 23% 25%	14 29% 30%
8	57 30% 12 28% 21%	16 32% 28%	11 21% 18%	18 37% 32%
7	32 17% 10 23% 31%	7 15% 23%	6 12% 19%	9 17% 27%
6	9 5% 3 7% 35%	2 5% 26%	1 2% 10%	3 5% 29%
5	4 2% 1 2% 20%	- - -	1 3% 34%	2 4% 47%
3	5 3% - - -	1 2% 21%	4 8% 79%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194	44 23%	50 26%	50 26%
Effective Total	181	41	48	45
2	1	-	1	-
		-	2%	-
		-	100%	-
Don't know	1	-	1	-
	1%	-	3%	-
		-	100%	-
Net: 10/9/8/7	174	40	46	43
	90%	91%	92%	85%
		23%	26%	24%
Net: 10/9	84	18	22	26
	44%	41%	44%	52%
		21%	26%	31%
Net: 6/5/4	13	4	2	2
	7%	9%	5%	5%
		30%	18%	18%
Net: 3/2/1	6	-	2	4
	3%	-	4%	8%
		-	33%	67%
Mean	8.16	8.22	8.18	8.17
Standard Deviation	1.53	1.32	1.58	1.98

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

Page 521
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	37 19%	15 17% 40%	22 21% 60%	6 69% 17%	3 30% 8%	2 9% 5%	3 15% 9%	9 14% 24%	14 20% 38%	6 12% 16%	17 19% 45%	14 26% 38%	3 29% 9%	34 19% 91%	34 19% 91%	25 23% 67%	9 13% 24%	10 14% 27%	14 21% 37%
9	47 24%	13 15% 29%	34 32% 71%	1 11% 2%	1 9% 2%	5 29% 12%	9 38% 19%	16 26% 34%	15 21% 32%	12 24% 26%	26 29% 54%	10 17% 20%	1 10% 3%	46 25% 97%	46 25% 97%	27 24% 57%	19 27% 40%	19 26% 40%	16 24% 33%
8	57 30%	25 28% 43%	33 31% 57%	2 20% 3%	3 28% 5%	5 26% 9%	5 21% 8%	24 38% 41%	19 27% 34%	15 29% 25%	26 29% 45%	17 31% 30%	2 18% 4%	55 30% 96%	55 30% 96%	32 29% 56%	22 31% 38%	22 30% 38%	19 29% 33%
7	32 17%	22 25% 69% b	10 9% 31%	- - -	3 32% 10%	6 31% 18%	- - -	4 7% 14%	19 26% 58% g	9 17% 27%	14 16% 45%	9 17% 28%	3 27% 10%	29 16% 90%	29 16% 90%	16 14% 49%	13 19% 41%	14 19% 44%	13 20% 41%
6	9 5%	5 5% 52%	4 4% 48%	- - -	- - -	- - -	2 10% 26%	4 7% 50%	2 3% 25%	3 6% 37%	4 5% 51%	1 2% 12%	- - -	9 5% 100%	9 5% 100%	3 3% 36%	6 8% 64%	6 8% 64%	2 3% 25%
5	4 2%	3 4% 80%	1 1% 20%	- - -	- - -	- - -	1 3% 20%	2 4% 57%	1 1% 23%	1 3% 34%	1 1% 23%	2 3% 43%	1 8% 23%	3 2% 77%	3 2% 77%	2 2% 57%	1 1% 20%	1 1% 20%	- - -
3	5 3%	4 5% 82%	1 1% 18%	- - -	- - -	1 5% 21%	1 4% 16%	2 4% 45%	1 1% 18%	2 5% 48%	1 1% 17%	2 3% 34%	1 8% 18%	4 2% 82%	4 2% 82%	3 2% 55%	1 2% 27%	1 2% 27%	2 3% 34%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

Page 522
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
2	1	1 1%	-	-	-	-	1 4%	-	-	1 2%	-	-	-	1	1	1	-	-	-
		100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Don't know	1	-	1	-	-	-	1	-	-	1	-	-	-	1	1	1	-	-	-
	1%	-	1%	-	-	-	6%	-	-	3%	-	-	-	1%	1%	1%	-	-	-
		-	100%	-	-	-	100%	-	-	100%	-	-	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	174 90%	76 86% 43%	98 93% 57%	9 100% 5%	10 100% 6%	18 95% 10%	17 74% 10%	53 86% 30%	68 94% 39%	41 82% 24%	83 93% 47%	50 92% 29%	10 84% 6%	164 90% 94%	164 90% 94%	100 91% 57%	63 89% 36%	65 89% 38%	62 94% 36%
Net: 10/9	84 44%	28 32% 34%	56 53% 66% _a	7 80% 9%	4 40% 5%	7 38% 9%	12 53% 14%	25 40% 29%	29 41% 35%	18 36% 22%	43 48% 50%	24 44% 28%	5 40% 5%	80 44% 95%	80 44% 95%	52 47% 61%	28 39% 33%	29 40% 34%	30 45% 35%
Net: 6/5/4	13 7%	8 9% 61%	5 5% 39%	-	-	-	3 13% 24%	7 11% 52%	3 4% 24%	5 9% 36%	5 6% 42%	3 5% 22%	1 8% 7%	12 6% 93%	12 6% 93%	5 5% 42%	6 9% 50%	6 9% 50%	2 3% 17%
Net: 3/2/1	6 3%	5 6% 85%	1 1% 15%	-	-	1 5% 18%	2 7% 29%	2 4% 38%	1 1% 15%	3 6% 56%	1 1% 15%	2 3% 29%	1 8% 15%	5 3% 85%	5 3% 85%	4 3% 61%	1 2% 23%	1 2% 23%	2 3% 29%
Mean	8.16	7.74	8.51 a	9.48	8.38	7.89	7.96	8.04	8.19	7.75	8.33	8.24	7.80	8.18	8.18	8.27	8.05	8.06	8.26
Standard Deviation	1.53	1.76	1.21	0.86	1.29	1.56	2.09	1.57	1.35	1.81	1.29	1.59	2.13	1.49	1.49	1.57	1.37	1.38	1.42

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

Page 523
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
181	82	52	39	111	27
37 19%	13 14% 35%	13 23% 34%	5 14% 15%	27 22% 72%	4 14% 11%
47 24%	26 29% 55%	10 19% 22%	8 20% 17%	30 25% 63%	9 31% 20%
57 30%	29 32% 50%	22 41% 39%	20 51% 35% D	30 25% 52%	7 25% 13%
32 17%	15 17% 47%	6 10% 17%	4 9% 11%	22 18% 69%	6 18% 17%
9 5%	4 5% 47%	2 4% 26%	2 5% 22%	5 4% 52%	2 8% 26%
4 2%	- - -	- - -	- - -	3 2% 66%	1 5% 34%
5 3%	1 1% 21%	1 2% 17%	- - -	3 3% 65%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 117

Page 524
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes that make me stop and think - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
2	1 *	1 1% 100%	1 2% 100%	- - -	- - -
Don't know	1 1%	1 1% 100%	- - -	1 1% 100%	- - -
Net: 10/9/8/7	174 90%	51 92% 48%	37 93% 21%	108 90% 62%	27 88% 15%
Net: 10/9	84 44%	23 43% 46%	13 33% 16%	57 47% 67%	14 45% 16%
Net: 6/5/4	13 7%	4 5% 32%	2 5% 15%	7 6% 56%	4 12% 28%
Net: 3/2/1	6 3%	2 2% 33%	1 2% 15%	3 3% 55%	- - -
Mean	8.16	8.21	8.15	8.24	8.12
Standard Deviation	1.53	1.36	1.36	1.53	1.34

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 118

Page 525
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes that make me stop and think - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	7 4%	10 5%	37 19%
9	12 6%	24 12%	47 24%
8	45 23%	65 33%	57 30%
7	39 20%	34 18%	32 17%
6	27 14%	29 15%	9 5%
5	22 11%	19 10%	4 2%
4	8 4%	5 3%	- -
3	3 2%	5 3%	5 3%
2	5 3%	1 1%	1 *
1 - Does not apply at all	4 2%	- -	- -
Don't know	21 11%	2 1%	1 1%
Net: 10/9/8/7	104 54%	132 68%	174 90%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 118

Page 526
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes that make me stop and think - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	19 10%	34 17%	84 44%
Net: 6/5/4	57 29%	53 27%	13 7%
Net: 3/2/1	12 6%	7 3%	6 3%
Mean	6.62	7.16	8.16
Standard Deviation	1.93	1.64	1.53



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 527
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

	TOTAL	WAVE		
		Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144	44 31%	50 35%	50 35%
Total (Wtd)	144	44* 31%	50* 35%	50* 35%
Effective Total	134	41	48	45
10 - Applies completely	9 6%	-	4 8%	5 9%
		-	47%	53%
9	26 18%	10 22% 38%	10 19% 37%	7 13% 25%
8	34 24%	8 18% 23%	14 27% 39%	13 26% 37%
7	23 16%	7 16% 31%	9 17% 37%	8 15% 32%
6	18 12%	9 20% 50%	5 10% 28%	4 8% 22%
5	14 10%	5 11% 36%	3 6% 21%	6 12% 43%
4	3 2%	1 3% 36%	1 2% 36%	1 2% 27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 528
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	5 3% 22%	1 2% 24%	3 5% 54%
2	4 3% -	2 5% 52%	2 4% 48%
1 - Does not apply at all	2 1% 50%	1 2% 50%	- - -
Don't know	6 4% 32%	1 2% 16%	3 6% 52%
Net: 10/9/8/7	92 64% 27%	36 71% 39%	32 63% 34%
Net: 10/9	35 24% 28%	14 27% 39%	11 22% 32%
Net: 6/5/4	35 24% 43%	9 18% 26%	11 21% 31%
Net: 3/2/1	11 8% 19%	4 9% 39%	5 9% 42%
Mean	7.03	6.88	7.01

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 529
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 37%	50 35%	50 35%
Effective Total	134 41	48	45
Standard Deviation	2.05 1.85	2.17	2.14

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Applies completely	9 6%	2 4%	6 8%	1 11%	1 15%	1 8%	-	4 9%	2 3%	-	6 8%	3 7%	1 11%	8 6%	8 6%	7 8%	1 2%	1 2%	3 6%
9	26 18%	12 19%	14 17%	2 29%	-	3 21%	4 21%	6 15%	11 19%	5 15%	14 21%	7 17%	3 26%	23 17%	23 17%	14 17%	9 19%	9 18%	10 17%
8	34 24%	11 16%	23 30%	2 28%	1 15%	3 24%	5 32%	7 17%	15 27%	7 19%	16 25%	11 26%	2 21%	32 24%	32 24%	19 23%	13 26%	13 25%	16 28%
7	23 16%	13 20%	11 13%	2 21%	1 18%	2 11%	3 19%	6 14%	10 18%	5 14%	12 19%	6 14%	1 11%	22 17%	22 17%	16 19%	6 13%	6 12%	10 18%
6	18 12%	7 11%	10 13%	-	1 20%	1 6%	3 18%	6 13%	7 12%	8 20%	5 8%	5 11%	-	18 13%	18 13%	12 14%	6 12%	8 15%	8 15%
5	14 10%	8 13%	6 7%	-	-	3 21%	1 5%	4 9%	6 11%	5 13%	6 9%	3 7%	1 11%	13 9%	13 9%	8 10%	5 9%	5 9%	3 5%
4	3 2%	3 5%	-	*	1 15%	-	-	1 3%	1 2%	1 3%	1 2%	1 2%	-	3 2%	3 2%	1 1%	2 5%	2 4%	1 2%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 531
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	5 3%	2 3%	3 4%	1 1%	-	-	1 5%	3 7%	-	-	2 3%	3 6%	-	5 4%	5 4%	2 2%	3 6%	3 6%	2 3%
		41%	59%	19%	-	-	17%	64%	-	-	46%	54%	-	100%	100%	36%	64%	64%	36%
2	4 3%	3 5%	1 1%	-	-	1 9%	-	1 3%	2 4%	3 9%	-	1 2%	1 9%	3 3%	3 3%	1 1%	2 5%	2 4%	1 2%
		80%	20%	-	-	28%	-	26%	46%	80%	-	20%	20%	80%	80%	28%	52%	52%	20%
1 - Does not apply at all	2 1%	1 2%	1 1%	-	1 18%	-	-	1 3%	-	-	1 2%	1 3%	-	2 2%	2 2%	1 1%	1 2%	1 2%	1 2%
		50%	50%	-	50%	-	-	50%	-	-	50%	50%	-	100%	100%	50%	50%	50%	50%
Don't know	6 4%	2 3%	4 5%	-	-	-	-	3 8%	3 5%	2 6%	2 3%	2 5%	1 11%	5 4%	5 4%	4 5%	1 2%	1 2%	2 3%
		37%	63%	-	-	-	-	53%	47%	37%	31%	32%	17%	83%	83%	68%	15%	15%	31%
Net: 10/9/8/7	92 64%	38 58%	54 69%	7 8%	3 3%	9 6%	12 7%	23 55%	38 41%	18 48%	48 73%	27 64%	7 69%	85 64%	85 64%	56 66%	30 60%	30 57%	39 69%
		42%	58%	8%	3%	10%	13%	25%	41%	19%	52%	29%	7%	93%	93%	60%	32%	32%	42%
Net: 10/9	35 24%	15 22%	20 25%	3 40%	1 15%	4 29%	4 21%	10 24%	13 22%	5 15%	19 29%	10 24%	4 37%	31 23%	31 23%	21 24%	10 21%	10 20%	13 23%
		43%	57%	9%	3%	12%	10%	29%	37%	16%	55%	29%	10%	90%	90%	60%	30%	30%	37%
Net: 6/5/4	35 24%	19 28%	16 20%	* *	2 35%	4 27%	4 23%	10 25%	14 25%	13 36%	13 19%	8 20%	1 11%	33 25%	33 25%	21 24%	13 26%	15 29%	12 21%
		54%	46%	*	6%	11%	11%	30%	41%	39%	37%	24%	3%	97%	97%	59%	38%	43%	35%
Net: 3/2/1	11 8%	6 10%	5 6%	1 11%	1 18%	1 9%	1 5%	5 13%	2 4%	3 9%	3 5%	5 11%	1 9%	10 8%	10 8%	4 5%	6 13%	6 12%	4 6%
		58%	42%	8%	9%	11%	7%	47%	18%	31%	29%	40%	8%	92%	92%	35%	57%	57%	32%
Mean	7.03	6.66	7.34	7.75	5.90	6.98	7.27	6.75	7.18	6.42	7.38	6.99	7.43	7.00	7.00	7.22	6.65	6.62	7.19

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 532
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terres- trial TV only (l)	Digital TV (m)	Multi- channel TV (n)	Cable/ Sate- llite (o)	Free- view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
Standard Deviation	2.05	2.19	1.89	2.04	3.13	2.29	1.55	2.36	1.77	2.05	1.89	2.23	2.47	2.03	2.03	1.87	2.24	2.20	1.92

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 533
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134 57	38	33	74	23
10 - Applies completely	9 6%	3 5%	2 5%	7 8%	- -
9	26 18%	12 20%	7 20%	15 18%	4 17%
8	34 24%	18 29%	10 30%	16 20%	7 29%
7	23 16%	9 15%	8 25%	12 15%	3 11%
6	18 12%	9 14%	4 11%	12 15%	2 7%
5	14 10%	6 10%	1 3%	10 12%	2 10%
4	3 2%	1 1%	* 2%	2 2%	1 4%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 534
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
144	61 42%	43 30%	36 25%	80 56%	24 17%
134	57	38	33	74	23
5	1	3	2	3	-
3%	1% 19%	7% 61%	6% 42%	3% 58%	- -
4	1	-	-	1	2
3%	2% 28%	- -	- -	1% 26%	9% 54%
2	1	1	-	1	1
1%	2% 50%	3% 50%	- -	1% 50%	4% 50%
6	1	1	-	3	2
4%	2% 16%	2% 14%	- -	4% 47%	9% 39%
92	43	26	27	49	15
64%	68% 47%	66% 29%	80% 30%	61% 53%	57% 16%
35	16	10	9	21	4
24%	25% 46%	25% 29%	26% 26%	27% 62%	17% 12%
35	16	9	5	23	5
24%	25% 46%	22% 25%	14% 14%	29% 68%	21% 16%
11	3	4	2	5	3
8%	5% 28%	10% 35%	6% 18%	6% 44%	13% 30%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 119

Page 535
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
144	61 42%	43 30%	36 25%	80 56%	24 17%
134	57	38	33	74	23
7.03	7.20	7.00	7.46	7.07	6.49
2.05	1.89	2.09	1.62	2.02	2.46

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

Page 536
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 31%	50 35%	50 35%
Total (Wtd)	144 44* 31% *	50* 35% *	50* 35% *
Effective Total	134	48	45
10 - Applies completely	8 5% 1 2% 9%	3 6% 39%	4 8% 52%
9	20 14% 7 16% 35%	8 17% 41%	5 10% 25%
8	43 30% 14 31% 31%	17 34% 39%	13 25% 29%
7	26 18% 8 19% 32%	7 14% 26%	11 22% 42%
6	24 17% 8 18% 33%	8 17% 35%	8 15% 32%
5	10 7% 4 10% 42%	2 4% 21%	4 7% 36%
4	5 4% 2 4% 32%	2 5% 43%	1 3% 25%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	2 2%	-	2 4%
	-	-	100%
2	2 1%	1 2%	1 2%
	-	56%	44%
Don't know	4 3%	1 2%	2 4%
	19%	33%	49%
Net: 10/9/8/7	97 67%	35 70%	33 65%
	30%	36%	34%
Net: 10/9	28 19%	11 22%	9 18%
	28%	40%	32%
Net: 6/5/4	39 27%	13 25%	13 25%
	31%	33%	32%
Net: 3/2/1	4 3%	1 2%	3 6%
	-	27%	73%
Mean	7.20	7.36	7.06
Standard Deviation	1.66	1.69	1.84

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

Page 538
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Applies completely	8 5%	1 2%	6 8%	1 11%	1 15%	-	2 9%	2 6%	2 3%	1 3%	3 4%	4 9%	1 11%	7 5%	7 5%	5 6%	2 4%	2 4%	3 5%
9	20 14%	9 14%	12 15%	2 29%	-	2 13%	2 15%	4 10%	10 17%	5 14%	11 17%	4 10%	4 37%	17 13%	17 13%	10 12%	6 13%	6 12%	8 14%
8	43 30%	15 23%	28 36%	2 21%	1 20%	5 36%	6 36%	10 24%	19 33%	8 20%	18 27%	18 43%	2 21%	41 31%	41 31%	32 38%	9 18%	11 21%	21 38%
7	26 18%	12 19%	14 17%	1 11%	2 32%	3 23%	3 19%	7 16%	10 17%	8 21%	14 21%	4 11%	1 11%	25 18%	25 18%	15 17%	10 20%	10 19%	8 15%
6	24 17%	14 21%	10 13%	2 28%	2 33%	1 8%	1 5%	9 22%	9 15%	3 9%	15 22%	6 14%	2 20%	22 16%	22 16%	10 11%	12 24%	12 24%	9 16%
5	10 7%	7 10%	3 4%	-	-	2 15%	-	4 9%	4 7%	4 10%	3 5%	3 7%	-	10 7%	10 7%	6 8%	4 7%	4 7%	1 2%
4	5 4%	2 3%	3 4%	-	-	1 5%	1 8%	1 3%	2 4%	5 14%	-	-	-	5 4%	5 4%	1 2%	4 8%	4 8%	2 3%
		43%	57%	-	-	14%	25%	22%	39%	100% j	-	-	-	100%	100%	25%	75%	75%	36%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

Page 539
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	2 2%	2 3%	-	-	-	-	1 5%	1 3%	-	1 4%	-	1 2%	-	2 2%	2 2%	2 3%	-	-	1 1%
		100%	-	-	-	-	37%	63%	-	63%	-	37%	-	100%	100%	100%	-	-	37%
2	2 1%	1 2%	1 1%	-	-	-	-	2 5%	-	1 3%	-	1 2%	-	2 2%	2 2%	1 1%	1 2%	1 2%	1 2%
		56%	44%	-	-	-	-	100%	-	56%	-	44%	-	100%	100%	44%	56%	56%	44%
Don't know	4 3%	2 3%	2 2%	-	-	-	1 4%	1 2%	2 4%	1 2%	2 3%	1 2%	-	4 3%	4 3%	2 2%	2 4%	2 4%	2 4%
		57%	43%	-	-	-	19%	24%	57%	19%	57%	25%	-	100%	100%	49%	51%	51%	57%
Net: 10/9/8/7	97 67%	38 57%	60 76%	6 72%	4 67%	10 72%	13 79%	23 56%	40 71%	22 59%	46 70%	30 72%	8 80%	89 67%	89 67%	62 74%	27 55%	29 56%	41 72%
		39%	61%	6%	4%	10%	14%	24%	42%	22%	47%	31%	8%	92%	92%	64%	28%	30%	42%
Net: 10/9	28 19%	10 16%	18 23%	3 40%	1 15%	2 13%	4 24%	6 16%	12 20%	6 17%	14 21%	8 19%	5 48%	23 17%	23 17%	15 18%	8 17%	8 16%	11 19%
		37%	63%	11%	3%	6%	14%	23%	42%	22%	50%	28%	16%	84%	84%	54%	30%	30%	39%
Net: 6/5/4	39 27%	23 35%	16 21%	2 28%	2 33%	4 28%	2 12%	14 34%	15 26%	12 33%	18 27%	9 22%	2 20%	37 28%	37 28%	17 21%	20 39%	20 38%	12 21%
		58%	42%	6%	5%	10%	5%	36%	38%	31%	46%	23%	5%	95%	95%	44%	51%	51%	31%
Net: 3/2/1	4 3%	3 5%	1 1%	-	-	-	1 5%	3 8%	-	2 7%	-	2 4%	-	4 3%	4 3%	3 4%	1 2%	1 2%	2 3%
		79%	21%	-	-	-	19%	81%	-	59%	-	41%	-	100%	100%	73%	27%	27%	41%
Mean	7.20	6.82	7.52	7.84	7.33	7.08	7.48	6.75	7.39	6.56	7.43	7.43	8.07	7.14	7.14	7.34	6.80	6.85	7.40
Standard Deviation	1.66	1.72	1.55	1.48	1.46	1.47	1.84	1.95	1.43	2.03	1.29	1.69	1.38	1.66	1.66	1.61	1.72	1.70	1.60

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

Page 540
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134 57	38	33	74	23
10 - Applies completely	8 5%	1 1% 9%	2 6% 33%	6 7% 76%	- - -
9	20 14%	11 17% 54%	6 19% 31%	13 16% 64%	1 4% 5%
8	43 30%	23 37% 54%	13 38% 30%	26 32% 59%	5 18% 11%
7	26 18%	13 20% 50%	4 12% 15%	14 18% 55%	7 26% 26%
6	24 17%	11 17% 46%	5 16% 23%	8 10% 33%	10 38% 41%
5	10 7%	3 5% 33%	1 4% 14%	8 10% 80%	- - -
4	5 4%	1 2% 25%	2 5% 39%	2 3% 42%	2 9% 43%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 120

Page 541
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 42%	43 30%	36 25%	80 56%	24 17%
Effective Total	134	38	33	74	23
3	2 2%	-	-	1 1%	1 5%
	-	-	-	37%	63%
2	2 1%	1 2%	-	2 3%	-
	-	44%	-	100%	-
Don't know	4 3%	1 2%	2 5%	1 1%	-
	-	24%	51%	25%	-
Net: 10/9/8/7	97 67%	25 62%	25 73%	59 73%	12 48%
	49%	26%	26%	60%	13%
Net: 10/9	28 19%	9 22%	8 24%	19 23%	1 4%
	12 19%	31%	29%	67%	4%
Net: 6/5/4	39 27%	13 33%	7 21%	18 22%	12 47%
	16 25%	34%	19%	46%	31%
Net: 3/2/1	4 3%	1 2%	-	3 4%	1 5%
	-	21%	-	68%	32%
Mean	7.20	7.16	7.65	7.32	6.41
Standard Deviation	1.66	1.72	1.35	1.77	1.44

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B - C/D/E

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 121

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 37%	50 35%	50 35%
Total (Wtd)	144 44* 37% *	50* 35% *	50* 35% *
Effective Total	134 41	48	45
10 - Extremely important	46 32% 14 33% 31%	11 22% 24%	21 41% 45%
9	31 21% 8 19% 28%	14 28% 46%	8 16% 26%
8	37 26% 10 22% 27%	18 37% 50%	9 17% 24%
7	13 9% 7 16% 53%	3 6% 24%	3 6% 23%
6	6 4% 2 4% 29%	2 4% 35%	2 5% 36%
5	6 4% 1 2% 18%	- - -	5 10% 82%
4	1 1% - -	- - -	1 3% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 121

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	1 1%	1 2% 100%	- -
Don't know	2 2%	1 3% 60%	1 2% 40%
Net: 10/9/8/7	127 88%	47 93% 37%	41 81% 32%
Net: 10/9	77 53%	25 51% 33%	29 58% 37%
Net: 6/5/4	14 9%	2 4% 16%	9 17% 63%
Net: 3/2/1	1 1%	1 2% 100%	- -
Mean	8.48	8.46	8.44
Standard Deviation	1.52	1.34	1.82

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 121

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Extremely important	46 32%	21 33% 46%	25 32% 54%	6 77% 13%	3 45% 6%	5 33% 10%	2 13% 5%	12 28% 26%	19 33% 41%	12 33% 26%	23 34% 49%	12 28% 25%	2 25% 5%	44 33% 95%	44 33% 95%	31 37% 67%	13 26% 28%	15 29% 32%	20 34% 42%
9	31 21%	11 16% 35%	20 26% 65%	2 23% 6%	1 20% 4%	3 22% 10%	4 22% 12%	7 18% 24%	13 24% 44%	8 21% 25%	15 23% 49%	8 19% 26%	2 23% 7%	28 21% 93%	28 21% 93%	16 19% 52%	12 25% 40%	12 24% 40%	10 18% 39%
8	37 26%	16 24% 43%	21 27% 57%	- - -	- - -	3 23% 9%	7 42% 20%	11 25% 29%	16 28% 43%	7 20% 20%	15 23% 41%	14 34% 39%	3 32% 8%	34 25% 92%	34 25% 92%	21 25% 57%	13 26% 35%	13 25% 35%	19 34% 53%
7	13 9%	7 11% 54%	6 8% 46%	- - -	2 35% 16%	1 8% 8%	2 15% 19%	4 9% 27%	4 7% 31%	1 4% 11%	7 11% 53%	5 12% 37%	- - -	13 10% 100%	13 10% 100%	9 10% 65%	5 9% 35%	5 9% 35%	4 8% 34%
6	6 4%	4 5% 57%	3 3% 43%	* * -	- - -	1 7% 17%	- - -	2 6% 40%	3 5% 43%	3 8% 49%	2 3% 36%	1 2% 14%	1 9% 14%	5 4% 86%	5 4% 86%	2 2% 31%	3 7% 54%	3 7% 54%	1 2% 14%
5	6 4%	2 4% 40%	4 5% 60%	- - -	- - -	1 8% 18%	1 8% 22%	4 9% 61%	- - -	3 7% 44%	1 2% 23%	2 5% 32%	1 11% 18%	5 4% 82%	5 4% 82%	5 6% 82%	- - -	- - -	1 2% 15%
4	1 1%	1 2% 100%	- - -	- - -	- - -	- - -	- - -	1 3% 100%	- - -	1 4% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 3% 100%	1 3% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 121

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	1 1%	1 2% 100%	- - -	- - -	- - -	- - -	- - -	- - 100%	1 2% 100%	1 3% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -
Don't know	2 2%	2 3% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 40%	1 2% 60%	- - -	2 3% 100%	- - -	- - -	2 2% 100%	2 2% 100%	1 1% 40%	1 3% 60%	1 2% 60%	1 2% 60%
Net: 10/9/8/7	127 88%	55 84% 43%	72 92% 57%	8 100% 6%	6 100% 5%	12 85% 9%	16 92% 12%	33 80% 26%	52 91% 41%	29 78% 22%	60 91% 47%	39 93% 30%	8 80% 6%	119 89% 94%	119 89% 94%	76 91% 60%	43 86% 34%	45 86% 35%	54 95% 42%
Net: 10/9	77 53%	32 49% 42%	45 57% 58%	8 100% 10%	4 65% 5%	8 54% 10%	6 35% 8%	19 46% 25%	32 56% 42%	20 54% 26%	38 57% 49%	20 47% 25%	5 48% 6%	72 54% 94%	72 54% 94%	47 56% 61%	25 51% 33%	27 53% 36%	30 52% 39%
Net: 6/5/4	14 9%	7 11% 54%	6 8% 46%	* - *	- - -	2 15% 15%	1 8% 10%	8 18% 55%	3 5% 20%	7 19% 52%	4 6% 27%	3 7% 21%	2 20% 14%	12 9% 86%	12 9% 86%	7 8% 51%	5 9% 35%	5 9% 35%	2 3% 13%
Net: 3/2/1	1 1%	1 2% 100%	- - -	- - -	- - -	- - -	- - -	- - 100%	1 2% 100%	1 3% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -
Mean	8.48	8.33	8.61	9.77	8.74	8.42	8.11	8.15	8.64	8.14	8.70	8.45	8.21	8.50	8.50	8.60	8.33	8.39	8.73
Standard Deviation	1.52	1.71	1.35	0.47	1.47	1.61	1.29	1.75	1.41	2.00	1.28	1.34	1.68	1.51	1.51	1.44	1.63	1.63	1.18

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

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GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

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Table 121

Page 546
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134 57	38	33	74	23
10 - Extremely important	46 32% 55%	26 40% 28%	13 32% 18%	28 35% 61%	9 33% 18%
9	31 21% 44%	14 22% 34%	10 31% 34%	13 17% 44%	7 26% 22%
8	37 26% 41%	15 24% 20%	11 33% 31%	19 23% 50%	7 27% 19%
7	13 9% 29%	4 6% 26%	3 9% 31%	8 10% 61%	1 4% 8%
6	6 4% 38%	2 4% 22%	1 3% 22%	4 6% 71%	- - -
5	6 4% 45%	3 4% 60%	4 9% 60%	5 6% 77%	1 5% 23%
4	1 1% -	- - -	- - -	1 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 121

Page 547
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows programmes I want to watch - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 42%	43 30%	36 25%	80 56%	24 17%
Effective Total	134	57	33	74	23
3	1 1%	-	-	-	1 4%
	-	-	-	-	100%
Don't know	2 2%	1 2%	-	1 2%	-
	-	40%	-	60%	-
Net: 10/9/8/7	127 88%	58 92%	34 100%	69 85%	23 90%
	46%	27%	27%	54%	18%
Net: 10/9	77 53%	39 62%	19 55%	42 52%	15 59%
	51%	30%	24%	54%	20%
Net: 6/5/4	14 9%	5 8%	*	10 13%	1 5%
	37%	36%	*	77%	10%
Net: 3/2/1	1 1%	-	-	-	1 4%
	-	-	-	-	100%
Mean	8.48	8.76	8.67	8.43	8.51
Standard Deviation	1.52	1.37	0.99	1.61	1.75

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 122

Page 548
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes I want to watch - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	144	144	144
Total (Wtd)	144	144	144
Effective Total	134	134	134
10 - Applies completely	9 6%	8 5%	46 32%
9	26 18%	20 14%	31 21%
8	34 24%	43 30%	37 26%
7	23 16%	26 18%	13 9%
6	18 12%	24 17%	6 4%
5	14 10%	10 7%	6 4%
4	3 2%	5 4%	1 1%
3	5 3%	2 2%	1 1%
2	4 3%	2 1%	- -
1 - Does not apply at all	2 1%	- -	- -
Don't know	6 4%	4 3%	2 2%
Net: 10/9/8/7	92 64%	97 67%	127 88%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 122

Page 549
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows programmes I want to watch - Summary

Base : Regular viewers of any of the channels

Q6bd - Summary			
	S4C	All channels combined	Importance Rating
Total (Unwtd)	144	144	144
Effective Total	134	134	134
Net: 10/9	35 24%	28 19%	77 53%
Net: 6/5/4	35 24%	39 27%	14 9%
Net: 3/2/1	11 8%	4 3%	1 1%
Mean	7.03	7.20	8.48
Standard Deviation	2.05	1.66	1.52



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 550
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23%	50* 26%	50* 26%	50* 26%
Effective Total	181	41	48	45
10 - Applies completely	8 4%	2 5% 26%	1 2% 11%	2 5% 31%
9	17 9%	5 11% 30%	4 9% 26%	3 6% 17%
8	38 20%	7 17% 19%	11 22% 29%	10 20% 26%
7	40 21%	4 10% 11%	11 22% 27%	13 27% 34%
6	30 16%	9 21% 31%	6 12% 20%	4 8% 13%
5	15 8%	3 7% 21%	4 8% 27%	5 10% 32%
4	11 6%	3 7% 28%	3 6% 27%	2 4% 18%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 551
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	3 1%	-	3 6% 100%	-
2	8 4%	4 9% 55%	-	3 5% 32%
Don't know	24 12%	5 10% 21%	5 10% 22%	5 10% 22%
Net: 10/9/8/7	103 53%	27 55% 27%	30 60% 29%	27 53% 26%
Net: 10/9	25 13%	6 11% 22%	7 14% 28%	5 11% 22%
Net: 6/5/4	57 29%	13 26% 23%	12 24% 21%	16 31% 28%
Net: 3/2/1	11 6%	4 9% 41%	3 6% 26%	3 5% 24%
Mean	6.71	6.80	6.83	6.72

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 552
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.88 1.87	2.06	1.81	1.82

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 553
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	8 4%	2 2%	6 5%	1 11%	2 24%	2 30%	1 18%	* *	1 16%	1 9%	5 57%	3 33%	- -	8 100%	8 100%	6 78%	2 22%	2 22%	4 47%
9	17 9%	8 9%	9 8%	1 15%	- -	3 15%	2 7%	2 4%	9 12%	4 9%	8 8%	5 9%	3 22%	14 8%	14 8%	7 6%	8 11%	8 11%	7 10%
8	38 20%	12 13%	26 25%	1 10%	1 9%	2 9%	6 28%	12 19%	16 23%	10 19%	17 19%	12 22%	3 27%	35 19%	35 19%	19 17%	16 23%	17 24%	13 20%
7	40 21%	19 21%	21 20%	2 25%	2 21%	3 18%	4 17%	16 26%	12 17%	8 16%	25 29%	6 12%	- -	40 22%	40 22%	24 21%	15 22%	15 21%	16 24%
6	30 16%	13 15%	17 16%	3 30%	3 30%	1 4%	3 15%	14 22%	7 9%	7 15%	16 18%	7 13%	- -	30 17%	30 17%	20 18%	9 13%	9 12%	9 14%
5	15 8%	5 6%	10 9%	1 10%	- -	2 11%	2 7%	7 11%	4 5%	5 9%	3 4%	7 14%	2 17%	13 7%	13 7%	7 6%	6 9%	6 9%	3 4%
4	11 6%	8 9%	3 3%	- -	1 9%	1 6%	2 8%	2 3%	5 8%	2 4%	6 7%	3 5%	- -	11 6%	11 6%	10 9%	1 2%	1 2%	4 6%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 554
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	3 1%	1 2% 49%	1 1% 51%	- - -	- - -	- - -	- - -	- - 100%	3 4% 100%	3 5% 100%	- - -	- - -	- - -	3 2% 100%	3 2% 100%	1 1% 49%	1 2% 51%	1 2% 51%	- - -
2	8 4%	8 9% 100% b	- - -	- - -	1 11% 13%	3 14% 32%	- - -	3 5% 41%	1 2% 14%	3 6% 41%	3 3% 37%	2 3% 22%	1 9% 13%	7 4% 87%	7 4% 87%	3 2% 32%	4 6% 55%	4 6% 55%	1 2% 13%
Don't know	24 12%	12 13% 49%	12 12% 51%	- - -	- - -	2 10% 8%	3 13% 13%	6 9% 23%	13 19% 56%	8 15% 32%	6 7% 27%	10 18% 41%	3 25% 13%	21 11% 87%	21 11% 87%	13 12% 55%	8 11% 32%	9 12% 36%	9 14% 39%
Net: 10/9/8/7	103 53%	41 46% 40%	62 59% 60%	5 60% 5%	5 50% 5%	10 55% 10%	13 57% 13%	30 49% 29%	39 54% 38%	23 45% 22%	54 61% 53%	26 47% 25%	6 48% 6%	97 53% 94%	97 53% 94%	56 51% 54%	41 58% 40%	42 58% 41%	39 60% 38%
Net: 10/9	25 13%	10 12% 41%	15 14% 59%	2 25% 9%	2 20% 8%	5 28% 21%	3 13% 12%	2 4% 9%	10 14% 41%	5 10% 21%	12 14% 49%	8 14% 30%	3 22% 10%	22 12% 90%	22 12% 90%	13 12% 52%	9 13% 38%	9 13% 38%	10 16% 42%
Net: 6/5/4	57 29%	27 30% 47%	30 28% 53%	4 40% 6%	4 39% 7%	4 21% 7%	7 30% 12%	23 37% 40%	16 22% 28%	14 28% 25%	25 28% 45%	17 32% 30%	2 17% 4%	55 30% 96%	55 30% 96%	37 34% 66%	16 23% 29%	16 22% 29%	16 24% 28%
Net: 3/2/1	11 6%	9 11% 87% b	1 1% 13%	- - -	1 11% 10%	3 14% 24%	- - -	3 5% 30%	4 5% 36%	6 12% 56%	3 3% 28%	2 3% 17%	1 9% 10%	10 5% 90%	10 5% 90%	4 4% 36%	6 8% 54%	6 8% 54%	1 2% 10%
Mean	6.71	6.21	7.11 a	7.21	6.57	6.59	7.09	6.41	6.84	6.31	6.88	6.77	6.88	6.70	6.70	6.67	6.75	6.77	7.09

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 555
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.88	2.14	1.53	1.59	2.47	2.69	1.65	1.60	2.10	1.73	1.92	2.49	1.85	1.85	1.81	1.95	1.94	1.68

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 556
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
8 4%	5 6%	4 7%	2 4%	5 4%	2 5%
17 9%	7 8%	2 4%	5 12%	9 8%	3 10%
38 20%	20 22%	10 19%	7 18%	28 23%	2 7%
40 21%	21 23%	13 24%	10 26%	24 20%	6 19%
30 16%	16 17%	10 18%	3 8%	22 18%	5 17%
15 8%	4 4%	4 8%	5 13%	10 8%	- -
11 6%	5 6%	4 7%	2 5%	6 5%	1 4%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 123

Page 557
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - S4C **

Base : Regular viewers of S4C

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
3	3 1%	3 3% 100%	- - -	- - -	- - -	3 9% 100%
2	8 4%	3 3% 32%	3 5% 36%	2 5% 23%	4 3% 50%	2 7% 27%
Don't know	24 12%	7 8% 29%	4 8% 18%	4 10% 17%	12 10% 51%	7 22% 28%
Net: 10/9/8/7	103 53%	53 59% 52%	30 54% 29%	24 59% 23%	66 55% 64%	12 41% 12%
Net: 10/9	25 13%	12 14% 50%	6 11% 25%	6 16% 25%	14 12% 56%	5 15% 19%
Net: 6/5/4	57 29%	25 28% 44%	18 32% 32%	10 26% 18%	38 32% 67%	6 21% 11%
Net: 3/2/1	11 6%	5 6% 49%	3 5% 27%	2 5% 17%	4 3% 37%	5 16% 46%
Mean	6.71	6.83	6.66	6.79	6.81	6.24
Standard Deviation	1.88	1.85	1.91	1.91	1.73	2.40

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 558
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Applies completely	10 5%	3 7% 29%	2 4% 22%	3 7% 33%
9	18 9%	3 7% 18%	5 11% 30%	4 8% 23%
8	53 27%	5 12% 10%	11 21% 20%	19 37% 35% Q
7	45 23%	7 17% 16%	14 28% 32%	11 23% 26%
6	29 15%	12 27% 41% T	9 18% 31%	5 11% 18%
5	15 8%	4 9% 27%	3 7% 22%	2 4% 15%
				6 11% 36%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 559
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
4	7 4% 36%	1 2% 15%	3 5% 35%	1 2% 14%
3	1 1% 100%	- - -	- - -	- - -
2	1 - -	- - -	1 2% 100%	- - -
1 - Does not apply at all	1 1% -	1 2% 100%	- - -	- - -
Don't know	13 7% 40%	3 6% 24%	2 4% 13%	3 6% 23%
Net: 10/9/8/7	126 65% 15%	32 65% 26%	37 74% 30% Q	37 75% 30% Q
Net: 10/9	28 15% 22%	7 15% 26%	7 14% 25%	8 15% 27%
Net: 6/5/4	52 27% 36%	13 27% 26%	10 20% 20%	10 19% 19%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 560
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Net: 3/2/1	3 2% 3% 37%	1 2% 37%	1 2% 26%	- - -
Mean	7.12 6.69	7.04	7.26	7.41
Standard Deviation	1.59 1.73	1.65	1.53	1.41

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 561
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Applies completely	10 5%	3 4%	7 7%	* 33%	3 29%	1 4%	2 9%	- 6%	5 44%	- 72%	7 8%	3 5%	1 10%	9 90%	9 90%	5 49%	4 40%	4 40%	4 39%
9	18 9%	7 7%	12 11%	2 25%	- 13%	2 9%	2 10%	5 7%	7 10%	3 5%	8 9%	8 14%	4 31%	14 8%	14 8%	8 7%	7 10%	7 9%	7 11%
8	53 27%	22 25%	31 29%	3 31%	4 41%	4 21%	7 29%	18 28%	18 25%	20 40%	21 23%	12 22%	1 9%	52 28%	52 28%	29 26%	22 31%	22 30%	17 26%
7	45 23%	18 20%	27 26%	3 33%	2 20%	7 35%	4 17%	19 30%	11 15%	7 14%	24 27%	14 25%	- 16%	45 24%	45 24%	37 33%	8 11%	9 12%	19 28%
6	29 15%	15 17%	15 14%	- 50%	1 11%	2 11%	4 18%	10 17%	12 17%	8 16%	16 18%	5 9%	1 9%	28 15%	28 15%	18 16%	11 15%	11 15%	7 11%
5	15 8%	9 10%	6 6%	1 10%	- 6%	- 6%	2 10%	7 11%	5 7%	4 9%	7 8%	4 7%	3 26%	12 7%	12 7%	2 2%	10 14%	10 14%	2 3%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 562
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
4	7 4%	5 6% 66%	3 2% 34%	-	-	2 9% 24%	-	2 3% 24%	4 5% 52%	3 6% 39%	2 2% 24%	3 5% 38%	1 9% 14%	6 4% 86%	6 4% 86%	4 3% 49%	3 4% 37%	3 4% 37%	3 4% 33%
3	1 1%	1 1% 100%	-	-	-	-	-	-	1 2% 100%	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	-
2	1 *	1 1% 100%	-	-	-	-	1 4% 100%	-	-	-	-	1 1% 100%	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	1 1% 100%
1 - Does not apply at all	1 1%	1 1% 100%	-	-	-	-	-	1 2% 100%	-	1 2% 100%	-	-	-	1 1% 100%	1 1% 100%	-	1 2% 100%	1 2% 100%	-
Don't know	13 7%	7 8% 56%	6 6% 44%	-	-	2 10% 14%	1 4% 7%	1 2% 8%	9 13% 71%	4 8% 30%	3 4% 25%	6 11% 45%	1 8% 7%	12 7% 93%	12 7% 93%	7 6% 50%	6 8% 44%	7 9% 51%	6 10% 49%
Net: 10/9/8/7	126 65%	49 56% 39%	76 72% 61%	8 90% 7%	9 89% 7%	13 69% 10%	15 65% 12%	41 66% 32%	40 56% 32%	30 60% 24%	59 67% 47%	36 66% 29%	6 48% 4%	120 66% 96%	120 66% 96%	78 71% 62%	41 57% 32%	42 57% 33%	47 71% 37%
Net: 10/9	28 15%	10 11% 35%	18 17% 65%	2 26% 8%	3 29% 10%	2 13% 9%	4 19% 15%	5 7% 16%	12 16% 42%	3 5% 10%	15 17% 53%	11 19% 37%	5 40% 16%	24 13% 84%	24 13% 84%	13 11% 45%	11 16% 39%	11 15% 39%	11 17% 39%
Net: 6/5/4	52 27%	29 33% 55%	23 22% 45%	1 10% 2%	1 11% 2%	4 21% 8%	6 28% 12%	19 30% 36%	21 29% 40%	15 30% 30%	25 28% 48%	12 21% 22%	5 44% 10%	47 26% 90%	47 26% 90%	23 21% 45%	24 33% 45%	24 32% 45%	12 18% 23%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 563
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Net: 3/2/1	3 2%	3 3%	- -	- -	- -	- -	1 4%	1 2%	1 2%	1 2%	1 1%	1 1%	- -	3 2%	3 2%	2 2%	1 2%	1 2%	1 1%
		100%	-	-	-	-	26%	37%	37%	37%	37%	26%	-	100%	100%	63%	37%	37%	26%
Mean	7.12	6.78	7.40	7.63	8.17	7.13	7.21	6.85	7.11	6.86	7.21	7.22	7.10	7.12	7.12	7.17	7.04	7.04	7.34
Standard Deviation	1.59	1.76	1.37	1.22	1.40	1.50	1.79	1.47	1.68	1.64	1.51	1.66	2.20	1.55	1.55	1.40	1.78	1.76	1.51

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 564
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
10 - Applies completely	10 5%	6 2%	1 2%	9 8%	1 3%
9	18 9%	7 3%	9 22%	8 7%	1 3%
8	53 27%	27 29%	6 16%	39 33%	7 23%
7	45 23%	28 31%	13 33%	25 21%	6 20%
6	29 15%	12 14%	3 8%	15 12%	10 34%
5	15 8%	6 6%	3 8%	11 9%	1 3%
4	7 4%	1 1%	3 2%	3 2%	2 7%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 565
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	87 30%	43 22%	119 61%	28 14%
Effective Total	181	82	39	111	27
3	1 1%	-	-	-	1 4%
	-	-	-	-	100%
2	1	-	-	1 1%	-
	-	-	-	100%	-
1 - Does not apply at all	1 1%	-	-	1 1%	-
	-	-	-	100%	-
Don't know	13 7%	5 2%	4 11%	7 6%	1 3%
	36%	6%	32%	54%	7%
Net: 10/9/8/7	126 65%	67 74%	29 72%	82 68%	15 49%
	53%	32%	23%	65%	12%
Net: 10/9	28 15%	12 14%	9 22%	18 15%	2 6%
	43%	22%	31%	62%	7%
Net: 6/5/4	52 27%	19 21%	7 18%	29 24%	13 44%
	37%	27%	14%	55%	26%
Net: 3/2/1	3 2%	-	-	2 2%	1 4%
	-	-	-	63%	37%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 124

Page 566
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
181	82	52	39	111	27
7.12	7.35	7.19	7.34	7.24	6.61
1.59	1.27	1.36	1.32	1.63	1.51

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 567
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
10 - Extremely important	44 23% 17 38% 38% R	6 12% 14%	12 23% 26%	9 19% 21%
9	47 24% 5 11% 10%	16 33% 35%	14 28% 30%	12 23% 25%
8	66 34% 12 27% 18%	17 34% 25%	17 35% 26%	20 40% 30%
7	20 10% 3 8% 17%	6 11% 28%	4 8% 20%	7 14% 35%
6	10 5% 5 12% 54%	3 6% 32%	1 3% 14%	- - -
5	5 2% 1 2% 22%	1 2% 19%	1 2% 17%	2 4% 41%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 568
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
1 - Not at all important	1 .	- -	1 2% 100%	- -
Don't know	2 1%	1 2% 45%	- -	- -
Net: 10/9/8/7	177 91%	45 90% 21%	47 94% 27%	48 96% 27%
Net: 10/9	91 47%	23 45% 24%	26 51% 28%	21 42% 23%
Net: 6/5/4	14 7%	6 14% 44%	4 8% 28%	2 4% 14%
Net: 3/2/1	1 .	- -	1 2% 100%	- -
Mean	8.39	8.29	8.44	8.35
Standard Deviation	1.33	1.15	1.50	1.17

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 569
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	44 23%	21 23% 47%	23 22% 53%	4 44% 9%	4 43% 9%	5 26% 11%	3 13% 7%	12 20% 28%	15 22% 35%	10 19% 22%	22 25% 51%	12 22% 27%	2 21% 5%	41 23% 95%	41 23% 95%	30 27% 69%	11 16% 26%	12 17% 28%	18 27% 41%
9	47 24%	25 28% 53%	22 21% 47%	2 25% 5%	2 20% 4%	1 4% 2%	8 34% 17%	13 22% 29%	21 29% 44%	13 25% 27%	24 27% 51%	10 19% 22%	4 36% 9%	43 23% 91%	43 23% 91%	22 20% 48%	20 28% 43%	20 28% 43%	17 26% 36%
8	66 34%	21 23% 31%	46 43% 69% a	3 31% 4%	3 27% 4%	6 31% 9%	8 35% 12%	26 42% 39%	21 30% 32%	18 36% 27%	28 31% 42%	21 38% 31%	2 17% 3%	64 35% 97%	64 35% 97%	34 31% 51%	29 41% 44%	30 41% 45%	20 31% 30%
7	20 10%	11 13% 56%	9 8% 44%	- - -	1 10% 5%	4 19% 18%	1 6% 7%	5 8% 24%	9 13% 46%	5 9% 24%	10 11% 51%	5 9% 25%	- - -	20 11% 100%	20 11% 100%	14 12% 69%	6 9% 31%	6 8% 31%	7 10% 34%
6	10 5%	5 6% 57%	4 4% 43%	- - -	- - -	- - -	2 8% 19%	4 6% 37%	4 4% 44%	3 7% 35%	2 2% 22%	4 8% 43%	2 18% 22%	8 4% 78%	8 4% 78%	4 4% 44%	3 5% 34%	3 5% 34%	2 3% 23%
5	5 2%	4 4% 81%	1 1% 19%	- - -	- - -	2 10% 42%	1 4% 17%	1 2% 21%	1 1% 20%	1 2% 21%	1 1% 19%	3 5% 59%	1 9% 22%	4 2% 78%	4 2% 78%	3 2% 56%	1 1% 21%	1 1% 21%	2 3% 36%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 570
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview/Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
1 - Not at all important	1	1 1% 100%	-	-	-	-	-	1 1% 100%	-	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	-
Don't know	2 1%	1 1% 55%	1 1% 45%	-	-	2 10% 100%	-	-	-	1 2% 55%	1 1% 45%	-	-	2 1% 100%	2 1% 100%	2 2% 100%	-	-	-
Net: 10/9/8/7	177 91%	77 87% 44%	100 94% 56%	9 100% 5%	10 100% 5%	15 80% 9%	20 88% 11%	56 91% 32%	66 93% 38%	45 89% 26%	84 95% 48%	48 87% 27%	9 73% 5%	168 92% 95%	168 92% 95%	100 91% 57%	67 94% 38%	69 94% 39%	62 94% 35%
Net: 10/9	91 47%	45 51% 50%	45 43% 50%	6 69% 7%	6 63% 7%	6 30% 6%	11 47% 12%	26 42% 28%	36 50% 40%	22 44% 25%	46 52% 51%	22 40% 24%	7 57% 7%	84 46% 93%	84 46% 93%	53 48% 58%	31 44% 35%	33 44% 36%	35 53% 39%
Net: 6/5/4	14 7%	9 11% 65%	5 5% 35%	-	-	2 10% 14%	3 12% 19%	5 7% 32%	5 7% 36%	4 9% 31%	3 3% 21%	7 13% 48%	3 27% 22%	11 6% 78%	11 6% 78%	7 6% 48%	4 6% 30%	4 6% 30%	4 6% 27%
Net: 3/2/1	1	1 1% 100%	-	-	-	-	-	1 1% 100%	-	-	1 1% 100%	-	-	1 1% 100%	1 1% 100%	1 1% 100%	-	-	-
Mean	8.39	8.30	8.46	9.12	8.95	8.07	8.27	8.28	8.43	8.35	8.52	8.22	8.14	8.41	8.41	8.43	8.38	8.40	8.56
Standard Deviation	1.33	1.56	1.10	0.91	1.11	1.61	1.25	1.46	1.21	1.22	1.35	1.38	1.71	1.30	1.30	1.43	1.09	1.09	1.24

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 571
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
194	87 45%	58 30%	43 22%	119 61%	28 14%
194	90* 47%	55* 28%	40* 21%	120 62%	30** 16%
181	82	52	39	111	27
44 23%	21 23% 47%	11 20% 25%	4 9% 9%	33 27% 75%	6 21% 14%
47 24%	21 23% 45%	14 25% 30%	15 38% 33%	26 22% 56%	5 17% 11%
66 34%	34 38% 52%	20 37% 30%	14 35% 21%	36 30% 54%	15 50% 23%
20 10%	10 11% 49%	6 11% 31%	3 7% 14%	15 12% 76%	1 4% 6%
10 5%	1 1% 9%	1 2% 12%	3 8% 33%	4 3% 43%	2 8% 25%
5 2%	2 2% 41%	1 2% 19%	1 2% 19%	4 3% 81%	- - -
1 .	- - -	1 2% 100%	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 125

Page 572
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** It shows enough new programmes, made in the UK - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	52	39	111	27
Don't know	2 1%	1 2%	-	2 2%	-
	100%	45%	-	100%	-
Net: 10/9/8/7	177 91%	51 93%	36 90%	110 92%	28 92%
	48%	29%	20%	62%	16%
Net: 10/9	91 47%	25 45%	19 48%	59 49%	11 38%
	46%	28%	21%	65%	13%
Net: 6/5/4	14 7%	2 4%	4 10%	8 7%	2 8%
	19%	14%	28%	55%	17%
Net: 3/2/1	1 .	1 2%	-	-	-
	-	100%	-	-	-
Mean	8.39	8.35	8.28	8.49	8.38
Standard Deviation	1.33	1.46	1.14	1.29	1.12

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 126

Page 573
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows enough new programmes, made in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Total (Wtd)	194	194	194
Effective Total	181	181	181
10 - Applies completely	8 4%	10 5%	44 23%
9	17 9%	18 9%	47 24%
8	38 20%	53 27%	66 34%
7	40 21%	45 23%	20 10%
6	30 16%	29 15%	10 5%
5	15 8%	15 8%	5 2%
4	11 6%	7 4%	-
3	3 1%	1 1%	-
2	8 4%	1 *	-
1 - Does not apply at all	-	1 1%	1 *
Don't know	24 12%	13 7%	2 1%
Net: 10/9/8/7	103 53%	126 65%	177 91%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 126

Page 574
Absolutes/col/row percents

29 Nov 2010

Q6b(d) It shows enough new programmes, made in the UK - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	194	194	194
Effective Total	181	181	181
Net: 10/9	25 13%	28 15%	91 47%
Net: 6/5/4	57 29%	52 27%	14 7%
Net: 3/2/1	11 6%	3 2%	1 *
Mean	6.71	7.12	8.39
Standard Deviation	1.88	1.59	1.33



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 575
Absolutes/col/row percents

29 Nov 2010

Table 127

Q6b(d) Channel-specific ratings
** I trust this channel - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 31%	50 35%	50 35%
Total (Wtd)	144 44* 31% *	50* 35% *	50* 35% *
Effective Total	134	48	45
10 - Applies completely	28 19%	10 23% 37%	9 16% 34%
9	29 20%	8 19% 29%	12 25% 43%
8	47 33%	15 34% 32%	18 36% 38%
7	12 9%	4 10% 35%	4 8% 32%
6	10 7%	3 7% 30%	2 4% 19%
5	8 5%	5 10% 66%	2 3% 22%
4	1 1%	- - -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 576
Absolutes/col/row percents

29 Nov 2010

Table 127

Q6b(d) Channel-specific ratings
** I trust this channel - S4C **

Base : Regular viewers of S4C

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	1 1%	1 2% 100%	- -
2	2 1%	1 2% 58%	1 2% 42%
Don't know	6 4%	2 4% 32%	2 4% 34%
Net: 10/9/8/7	116 80%	39 77% 33%	39 78% 34%
Net: 10/9	56 39%	20 41% 36%	17 34% 31%
Net: 6/5/4	19 13%	7 14% 37%	8 16% 42%
Net: 3/2/1	3 2%	2 5% 74%	1 2% 26%
Mean	8.05	7.85	7.96
Standard Deviation	1.65	1.90	1.66



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 127

Page 577
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Applies completely	28 19%	12 19%	15 19%	5 61%	2 30%	2 12%	3 18%	10 25%	6 10%	6 16%	15 23%	6 15%	2 25%	25 19%	25 19%	19 23%	6 11%	7 13%	15 27%
9	29 20%	12 19%	16 21%	1 17%	- -	3 20%	3 18%	11 26%	11 18%	8 21%	15 23%	6 14%	2 23%	26 20%	26 20%	14 16%	13 26%	13 25%	10 18%
8	47 33%	19 29%	28 35%	1 12%	2 38%	5 38%	4 26%	8 19%	26 46%	13 34%	18 28%	16 38%	4 43%	43 32%	43 32%	26 30%	17 35%	18 35%	18 31%
7	12 9%	8 12%	5 6%	* 62%	- 38%	1 6%	1 5%	5 13%	5 10%	2 7%	7 11%	3 7%	- -	12 9%	12 9%	8 9%	5 10%	5 9%	6 11%
6	10 7%	3 5%	7 9%	1 11%	- -	1 9%	2 11%	2 6%	4 7%	4 10%	4 6%	3 7%	- -	10 8%	10 8%	6 7%	4 9%	4 8%	3 5%
5	8 5%	6 9%	2 2%	- 75%	2 32%	2 15%	2 10%	1 2%	1 2%	2 6%	2 3%	4 9%	- -	8 6%	8 6%	6 7%	2 4%	2 4%	2 3%
4	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	1 2%	1 9%	- -	- -	- -	- -	- -	1 2%
		-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	-	-	-	-	100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 127

Page 578
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - S4C **

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	1 1%	1 2% 100%	- -	- -	- -	- -	- -	1 3% 100%	- -	- -	1 2% 100%	- -	- -	1 1% 100%	1 1% 100%	- -	1 2% 100%	1 2% 100%	- -
2	2 1%	2 3% 100%	- -	- -	- -	- -	1 5% 42%	- 2% -	1 2% 58%	1 3% 58%	- -	1 2% 42%	- -	2 1% 100%	2 1% 100%	1 1% 42%	1 2% 58%	1 2% 58%	1 1% 42%
Don't know	6 4%	2 3% 31%	4 6% 69%	- -	- -	- -	1 8% 20%	3 7% 46%	2 4% 34%	1 4% 20%	3 5% 47%	2 5% 33%	- -	6 5% 100%	6 5% 100%	5 6% 84%	1 2% 16%	1 2% 16%	1 2% 15%
Net: 10/9/8/7	116 80%	52 79% 45%	64 82% 55%	7 89% 6%	4 68% 3%	11 76% 9%	11 66% 10%	34 82% 30%	48 84% 42%	29 78% 25%	56 85% 48%	31 75% 27%	9 91% 8%	107 80% 92%	107 80% 92%	66 79% 57%	41 81% 35%	43 82% 37%	49 87% 42%
Net: 10/9	56 39%	25 38% 44%	31 40% 56%	6 77% 11%	2 30% 3%	5 32% 8%	6 36% 11%	21 51% 38%	16 29% 29%	14 37% 24%	30 46% 54%	12 30% 22%	5 48% 8%	52 38% 92%	52 38% 92%	33 39% 59%	18 37% 33%	19 37% 35%	25 45% 45%
Net: 6/5/4	19 13%	9 13% 47%	10 13% 53%	1 11% 5%	2 32% 10%	3 24% 18%	4 21% 19%	3 8% 18%	6 10% 30%	6 15% 29%	6 9% 31%	7 18% 39%	1 9% 5%	18 13% 95%	18 13% 95%	12 14% 62%	6 12% 33%	6 12% 33%	6 10% 31%
Net: 3/2/1	3 2%	3 5% 100%	- -	- -	- -	- -	1 5% 26%	1 3% 37%	1 2% 37%	1 3% 37%	1 2% 37%	1 2% 26%	- -	3 2% 100%	3 2% 100%	1 1% 26%	2 5% 74%	2 4% 74%	1 1% 26%
Mean	8.05	7.82	8.24	9.16	7.64	7.75	7.65	8.33	7.93	7.92	8.30	7.76	8.35	8.03	8.03	8.14	7.85	7.89	8.26
Standard Deviation	1.65	1.92	1.37	1.39	2.18	1.61	2.12	1.63	1.48	1.76	1.50	1.77	1.69	1.65	1.65	1.61	1.72	1.71	1.64

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 127

Page 579
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings
** I trust this channel - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134	57	33	74	23
10 - Applies completely	28 19%	14 22% 50%	3 9% 12%	21 27% 78%	2 8% 7%
9	29 20%	16 25% 56%	10 28% 33%	16 20% 55%	3 13% 12%
8	47 33%	17 26% 35%	12 36% 26%	24 30% 52%	10 40% 22%
7	12 9%	6 9% 45%	4 11% 30%	6 8% 50%	3 10% 20%
6	10 7%	4 6% 39%	4 12% 41%	4 5% 37%	2 9% 22%
5	8 5%	4 6% 50%	- - -	6 7% 75%	1 4% 14%
4	1 1%	- - -	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 580
Absolutes/col/row percents

29 Nov 2010

Table 127

Q6b(d) Channel-specific ratings
** I trust this channel - S4C **

Base : Regular viewers of S4C

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
144	61 42%	43 30%	36 25%	80 56%	24 17%
134	57	38	33	74	23
1 1%	-	1 3%	1 3%	-	-
	-	100%	100%	-	-
2 1%	-	-	-	1 1%	1 4%
	-	-	-	42%	58%
6 4%	3 5%	2 5%	-	2 3%	3 12%
	52%	34%	-	37%	49%
116 80%	52 82%	32 81%	29 84%	68 84%	18 71%
	45%	28%	25%	58%	16%
56 39%	30 47%	16 39%	13 37%	37 46%	5 21%
	53%	28%	23%	66%	10%
19 13%	8 12%	4 10%	4 12%	10 12%	3 13%
	42%	22%	22%	51%	18%
3 2%	-	1 3%	1 3%	1 1%	1 4%
	-	37%	37%	26%	37%
8.05	8.31	8.10	7.94	8.29	7.57
1.65	1.44	1.66	1.46	1.60	1.78

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

Page 581
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 37%	50 35%	50 35%
Total (Wtd)	144 44* 37% *	50* 35% *	50* 35% *
Effective Total	134	48	45
10 - Applies completely	12 9%	4 9%	6 11%
	20%	34%	46%
9	19 13%	9 19%	4 7%
	32%	49%	19%
8	42 29%	13 26%	12 24%
	41%	31%	28%
7	35 25%	7 13%	18 36%
	31%	19%	51%
6	18 13%	8 17%	6 12%
	23%	45%	32%
5	8 6%	4 8%	2 3%
	31%	49%	20%
4	1 1%	1 2%	-
	1%	99%	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

Page 582
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	2 1%	1 2% 56%	1 2% 44%
2	1 1%	- -	1 3% 100%
1 - Does not apply at all	1 1%	1 2% 100%	- -
Don't know	3 2%	1 2% 43%	1 2% 32%
Net: 10/9/8/7	109 76%	33 66% 30%	39 79% 36%
Net: 10/9	31 22%	14 27% 43%	9 19% 30%
Net: 6/5/4	28 19%	13 27% 48%	8 15% 27%
Net: 3/2/1	4 3%	2 5% 51%	2 4% 49%
Mean	7.41	7.63	7.27

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

Page 583
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 37%	50 35%	50 35%
Effective Total	134 41	48	45
Standard Deviation	1.63 1.20	1.93	1.65

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

Page 584
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Applies completely	12 9%	6 9% 49%	6 8% 51%	1 11% 7%	2 30% 14%	- - -	2 10% 13%	4 9% 31%	4 7% 34%	2 6% 18%	6 9% 46%	4 11% 36%	1 11% 8%	11 8% 92%	11 8% 92%	7 8% 55%	5 9% 36%	5 9% 36%	8 15% 67%
9	19 13%	5 7% 26%	14 18% 74%	2 28% 12%	1 18% 5%	1 6% 4%	1 4% 4%	6 14% 32%	8 14% 43%	5 13% 25%	10 15% 53%	4 10% 23%	4 37% 19%	15 11% 81%	15 11% 81%	9 11% 48%	6 12% 33%	7 14% 38%	10 17% 51%
8	42 29%	17 26% 40%	25 32% 60%	1 12% 2%	1 20% 3%	7 49% 16%	3 19% 7%	12 29% 29%	18 31% 42%	11 29% 25%	17 26% 40%	15 35% 35%	3 32% 7%	39 29% 93%	39 29% 93%	27 32% 63%	12 25% 29%	13 25% 31%	15 27% 37%
7	35 25%	20 30% 56%	16 20% 44%	3 38% 9%	1 15% 2%	4 30% 12%	5 32% 15%	7 16% 19%	15 27% 43%	9 24% 24%	19 28% 53%	8 20% 23%	- - -	35 26% 100%	35 26% 100%	18 22% 52%	17 34% 48%	17 33% 48%	10 18% 28%
6	18 13%	9 13% 48%	10 12% 52%	1 11% 5%	1 18% 6%	- - -	2 10% 10%	8 19% 44%	7 11% 36%	5 13% 25%	10 15% 53%	4 10% 22%	1 11% 6%	17 13% 94%	17 13% 94%	11 14% 62%	6 12% 32%	6 11% 32%	8 15% 46%
5	8 6%	4 6% 47%	5 6% 53%	- - -	- - -	1 8% 13%	2 14% 28%	2 5% 24%	3 5% 35%	1 2% 8%	3 4% 33%	5 12% 59%	1 9% 11%	8 6% 89%	8 6% 89%	8 9% 89%	- - -	- - -	3 5% 32%
4	1 1%	1 2% 100%	- - -	* * 1%	- - -	1 7% 99%	- - -	- - -	- - -	1 3% 99%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

Page 585
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	2 1%	1 2% 56%	1 1% 44%	-	-	-	-	2 5% 100%	-	1 3% 56%	-	1 2% 44%	-	2 2% 100%	2 2% 100%	1 1% 44%	1 2% 56%	1 2% 56%	1 2% 44%
2	1 1%	-	1 2% 100%	-	-	-	1 8% 100%	-	-	1 4% 100%	-	-	-	1 1% 100%	1 1% 100%	1 2% 100%	-	-	-
1 - Does not apply at all	1 1%	1 2% 100%	-	-	-	-	-	1 2% 100%	-	1 3% 100%	-	-	-	1 1% 100%	1 1% 100%	-	1 2% 100%	1 2% 100%	-
Don't know	3 2%	2 3% 75%	1 1% 25%	-	-	-	1 4% 25%	1 2% 32%	1 2% 43%	1 2% 25%	2 3% 75%	-	-	3 2% 100%	3 2% 100%	1 1% 32%	2 4% 68%	2 4% 68%	1 2% 43%
Net: 10/9/8/7	109 76%	48 72% 44%	61 78% 56%	7 89% 7%	5 82% 4%	12 85% 11%	11 64% 10%	29 69% 26%	45 79% 42%	26 71% 24%	51 78% 47%	32 76% 29%	8 80% 7%	101 75% 93%	101 75% 93%	61 73% 56%	40 80% 37%	42 81% 39%	43 77% 40%
Net: 10/9	31 22%	11 17% 35%	20 26% 65%	3 39% 10%	3 48% 9%	1 6% 3%	2 14% 8%	10 23% 31%	12 22% 39%	7 19% 22%	16 24% 50%	9 21% 28%	5 48% 15%	27 20% 85%	27 20% 85%	16 19% 51%	11 21% 34%	12 22% 37%	18 32% 57%
Net: 6/5/4	28 19%	14 21% 50%	14 18% 50%	1 11% 3%	1 18% 4%	2 15% 8%	4 24% 15%	10 24% 36%	10 17% 34%	6 17% 23%	12 19% 45%	9 22% 32%	2 20% 7%	26 19% 93%	26 19% 93%	20 24% 72%	6 12% 21%	6 11% 21%	11 20% 40%
Net: 3/2/1	4 3%	2 3% 51%	2 3% 49%	-	-	-	1 8% 29%	2 5% 45%	1 2% 25%	4 10% 80%	-	1 2% 20%	-	4 3% 100%	4 3% 100%	2 3% 49%	2 5% 51%	2 4% 51%	1 2% 20%
Mean	7.41	7.21	7.56	7.91	8.28	7.24	6.79	7.37	7.49	6.99	7.60	7.46	8.09	7.35	7.35	7.31	7.43	7.48	7.76

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terres- trial TV only (l)	Digital TV (m)	Multi- channel TV (n)	Cable/ Sate- llite (o)	Free- view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
Standard Deviation	1.63	1.70	1.57	1.33	1.61	1.33	2.05	1.69	1.56	2.12	1.29	1.59	1.51	1.63	1.63	1.62	1.68	1.66	1.55

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134	57	33	74	23
10 - Applies completely	12 9%	3 5%	2 5%	9 12%	1 4%
9	19 13%	7 12%	8 25%	10 13%	-
8	42 29%	16 25%	9 27%	28 35%	5 20%
7	35 25%	23 37%	9 25%	19 23%	8 31%
6	18 13%	10 15%	3 9%	5 6%	9 37%
5	8 6%	2 3%	1 3%	5 6%	1 4%
4	1 1%	1 2%	1 1%	1 1%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 42%	43 30%	36 25%	80 56%	24 17%
Effective Total	134	38	33	74	23
3	2 1%	1 2%	-	2 3%	-
	-	44%	-	100%	-
2	1 1%	1 3%	-	1 2%	-
	100%	100%	-	100%	-
1 - Does not apply at all	1 1%	-	-	-	1 4%
	-	-	-	-	100%
Don't know	3 2%	1 2%	2 5%	-	-
	-	32%	68%	-	-
Net: 10/9/8/7	109 76%	28 69%	28 82%	67 83%	14 55%
	46%	25%	26%	61%	13%
Net: 10/9	31 22%	7 17%	10 30%	20 25%	1 4%
	34%	21%	33%	64%	4%
Net: 6/5/4	28 19%	9 23%	4 12%	10 13%	10 40%
	45%	33%	15%	38%	37%
Net: 3/2/1	4 3%	2 6%	-	3 4%	1 4%
	29%	49%	-	75%	25%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 128

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - All channels combined **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
144	61 42%	43 30%	36 25%	80 56%	24 17%
134	57	38	33	74	23
7.41	7.27	7.17	7.81	7.56	6.63
1.63	1.43	1.71	1.21	1.69	1.63

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 44 37%	50 35%	50 35%
Total (Wtd)	144 44* 37% *	50* 35% *	50* 35% *
Effective Total	134	48	45
10 - Extremely important	62 43%	20 41% 33%	23 45% 36%
9	42 29%	15 31% 34%	12 25% 30%
8	26 18%	10 20% 35%	7 13% 26%
7	7 5%	2 4% 32%	4 9% 68%
6	4 2%	- - 53%	2 3% 47%
5	2 1%	2 4% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	144 37%	50 35%	50 35%
Effective Total	134	48	45
3	*	-	-
	*	-	-
	100%	-	-
Don't know	2	-	2
	2%	-	4%
	-	-	100%
Net: 10/9/8/7	136 95%	48 96%	46 92%
	31%	35%	34%
Net: 10/9	104 72%	36 75%	35 70%
	32%	34%	34%
Net: 6/5/4	6 4%	2 4%	2 3%
	33%	37%	30%
Net: 3/2/1	*	-	-
	*	-	-
	100%	-	-
Mean	9.03	8.96	9.04
Standard Deviation	1.13	1.22	1.15

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Total (Wtd)	144	66* 46%	78* 54%	8** 6%	6** 4%	14** 10%	17** 12%	42* 29%	57* 40%	37* 26%	66* 46%	41* 29%	10** 7%	134 93%	134 93%	84* 58%	50* 35%	52* 36%	57 39%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
10 - Extremely important	62 43%	31 48% 50%	31 39% 50%	5 61% 8%	4 68% 6%	6 40% 9%	5 32% 9%	18 44% 29%	24 42% 39%	22 60% 36%	24 37% 39%	16 38% 26%	3 36% 6%	59 44% 94%	59 44% 94%	37 44% 60%	21 43% 34%	23 45% 38%	24 42% 39%
9	42 29%	19 28% 44%	23 30% 56%	1 17% 3%	2 32% 5%	4 26% 9%	5 27% 11%	12 28% 28%	19 33% 45%	8 21% 18%	28 42% 66% k	7 16% 16%	2 23% 5%	40 29% 95%	40 29% 95%	21 25% 50%	19 38% 45%	19 36% 45%	17 30% 41%
8	26 18%	7 10% 27%	19 24% 73%	2 23% 7%	- - -	2 12% 7%	3 19% 12%	10 23% 38%	9 16% 36%	3 9% 13%	8 13% 32%	14 34% 55% j	3 32% 12%	22 17% 88%	22 17% 88%	16 19% 61%	7 13% 26%	7 13% 26%	9 17% 37%
7	7 5%	4 6% 65%	2 3% 35%	- - -	- - -	1 6% 14%	1 5% 12%	1 3% 22%	3 6% 52%	1 4% 21%	3 5% 48%	2 5% 31%	- - -	7 5% 100%	7 5% 100%	3 4% 53%	3 6% 47%	3 6% 47%	4 8% 66%
6	4 2%	2 3% 50%	2 2% 50%	- - -	- - -	- - -	2 17% 50%	- - -	2 3% 50%	- - -	2 3% 53%	2 4% 47%	1 9% 25%	3 2% 75%	3 2% 75%	3 3% 75%	- - -	- - -	2 3% 47%
5	2 1%	2 3% 100%	- - -	- - -	- - -	2 15% 100%	- - -	- - -	- - -	1 3% 49%	- - -	1 3% 51%	- - -	2 2% 100%	2 2% 100%	2 3% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	144	62 43%	82 57%	9 6%	6 4%	16 11%	20 14%	40 28%	53 37%	33 23%	62 43%	44 31%	9 6%	135 94%	135 94%	86 60%	49 34%	52 36%	55 38%
Effective Total	134	57	77	7	6	15	19	37	52	32	60	43	9	125	125	79	47	49	53
3	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-
	*	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-
Don't know	2	1	1	-	-	-	1	1	-	1	1	-	-	2	2	2	-	-	-
	2%	1%	2%	-	-	-	8%	2%	-	4%	1%	-	-	2%	2%	3%	-	-	-
		40%	60%	-	-	-	60%	40%	-	60%	40%	-	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	136 95%	61 93% 45%	75 96% 55%	8 100% 6%	6 100% 4%	12 85% 9%	14 82% 10%	41 98% 30%	55 97% 41%	34 94% 25%	63 96% 46%	39 93% 28%	9 91% 6%	127 95% 94%	127 95% 94%	77 92% 57%	50 100% 37%	52 100% 38%	55 97% 40%
Net: 10/9	104 72%	50 76% 48%	54 69% 52%	6 77% 6%	6 100% 6%	9 66% 9%	10 58% 10%	30 71% 29%	43 75% 41%	30 81% 29%	52 78% 50%	23 55% 22%	6 59% 5%	98 73% 95%	98 73% 95%	58 69% 56%	40 80% 39%	42 81% 41%	41 73% 40%
Net: 6/5/4	6 4%	4 6% 68%	2 2% 32%	-	-	2 15% 37%	2 11% 31%	-	2 3% 32%	1 3% 18%	2 3% 33%	3 7% 49%	1 9% 16%	5 4% 84%	5 4% 84%	5 6% 84%	-	-	2 3% 30%
Net: 3/2/1	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-
	*	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-
Mean	9.03	9.03	9.03	9.37	9.68	8.54	8.70	9.14	9.05	9.34	9.06	8.72	8.76	9.05	9.05	8.98	9.17	9.20	9.02
Standard Deviation	1.13	1.29	0.99	0.91	0.51	1.79	1.34	0.91	1.06	1.13	0.98	1.29	1.27	1.12	1.12	1.24	0.89	0.89	1.09

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 61 42%	43 30%	36 25%	80 56%	24 17%
Total (Wtd)	144 63* 44%	40* 28%	34* 24%	80* 56%	26** 18%
Effective Total	134	57	33	74	23
10 - Extremely important	62 43%	29 45%	9 26%	39 48%	14 53%
9	42 29%	21 33%	11 33%	24 30%	7 26%
8	26 18%	9 15%	10 28%	12 15%	4 16%
7	7 5%	2 4%	5 13%	1 1%	1 5%
6	4 2%	-	-	2 2%	-
5	2 1%	1 2%	-	2 3%	-
3	*	*	*	-	-
	-	-	-	-	-
	-	100%	100%	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 129

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Channel-specific ratings

** I trust this channel - Importance Rating **

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	144 42%	43 30%	36 25%	80 56%	24 17%
Effective Total	134	57	33	74	23
Don't know	2 2%	1 2%	-	1 2%	-
	60%	100%	-	60%	-
Net: 10/9/8/7	136 95%	61 96%	34 100%	75 93%	26 100%
	45%	28%	25%	55%	19%
Net: 10/9	104 72%	49 78%	20 58%	63 78%	20 79%
	47%	29%	19%	60%	20%
Net: 6/5/4	6 4%	1 2%	-	4 5%	-
	18%	-	-	68%	-
Net: 3/2/1	*	*	*	-	-
	-	100%	100%	-	-
Mean	9.03	9.17	8.71	9.15	9.28
Standard Deviation	1.13	1.01	1.01	1.14	0.91

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 130

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) I trust this channel - Summary

Base : Regular viewers of any of the channels

	Q6bd - Summary		
	S4C	All channels combined	Importance Rating
Total (Unwtd)	144	144	144
Total (Wtd)	144	144	144
Effective Total	134	134	134
10 - Applies completely	28 19%	12 9%	62 43%
9	29 20%	19 13%	42 29%
8	47 33%	42 29%	26 18%
7	12 9%	35 25%	7 5%
6	10 7%	18 13%	4 2%
5	8 5%	8 6%	2 1%
4	1 1%	1 1%	-
3	1 1%	2 1%	*
2	2 1%	1 1%	-
1 - Does not apply at all	-	1 1%	-
Don't know	6 4%	3 2%	2 2%
Net: 10/9/8/7	116 80%	109 76%	136 95%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 130

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) I trust this channel - Summary

Base : Regular viewers of any of the channels

Q6bd - Summary			
	S4C	All channels combined	Importance Rating
Total (Unwtd)	144	144	144
Effective Total	134	134	134
Net: 10/9	56 39%	31 22%	104 72%
Net: 6/5/4	19 13%	28 19%	6 4%
Net: 3/2/1	3 2%	4 3%	* *
Mean	8.05	7.41	9.03
Standard Deviation	1.65	1.63	1.13



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - S4C SUMMARY

Base : All who ever watch S4C

Q6(d) - Statements						
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Total (Wtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
10 - Applies completely	15 8%	4 2%	7 4%	9 6%	8 4%	28 19%
9	32 16%	15 8%	12 6%	26 18%	17 9%	29 20%
8	54 28%	36 18%	45 23%	34 24%	38 20%	47 33%
7	37 19%	33 17%	39 20%	23 16%	40 21%	12 9%
6	29 15%	29 15%	27 14%	18 12%	30 16%	10 7%
5	9 5%	22 11%	22 11%	14 10%	15 8%	8 5%
4	6 3%	12 6%	8 4%	3 2%	11 6%	1 1%
3	4 2%	1 *	3 2%	5 3%	3 1%	1 1%
2	1 1%	3 2%	5 3%	4 3%	8 4%	2 1%
1 - Does not apply at all	1 1%	3 2%	4 2%	2 1%	-	-
Don't know	6 3%	36 19%	21 11%	6 4%	24 12%	6 4%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 131

Page 599
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - S4C SUMMARY

Base : All who ever watch S4C

	Q6(d) - Statements					
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
Net: 10/9/8/7	138 71%	88 45%	104 54%	92 64%	103 53%	116 80%
Net: 10/9	47 24%	19 10%	19 10%	35 24%	25 13%	56 39%
Net: 6/5/4	44 22%	63 32%	57 29%	35 24%	57 29%	19 13%
Net: 3/2/1	6 3%	7 4%	12 6%	11 8%	11 6%	3 2%
Mean	7.37	6.56	6.62	7.03	6.71	8.05
Standard Deviation	1.71	1.85	1.93	2.05	1.88	1.65



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 132

Page 600
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - All channels combined SUMMARY

Base : All

	Q6(d) - Statements					
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Total (Wtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
10 - Applies completely	16 8%	7 3%	10 5%	8 5%	10 5%	12 9%
9	34 18%	24 12%	24 12%	20 14%	18 9%	19 13%
8	66 34%	63 32%	65 33%	43 30%	53 27%	42 29%
7	50 26%	39 20%	34 18%	26 18%	45 23%	35 25%
6	14 7%	21 11%	29 15%	24 17%	29 15%	18 13%
5	8 4%	13 7%	19 10%	10 7%	15 8%	8 6%
4	-	5 3%	5 3%	5 4%	7 4%	1 1%
3	2 1%	-	5 3%	2 2%	1 1%	2 1%
2	-	3 1%	1 1%	2 1%	1 *	1 1%
1 - Does not apply at all	-	-	-	-	1 1%	1 1%
Don't know	3 2%	19 10%	2 1%	4 3%	13 7%	3 2%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 132

Page 601
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - All channels combined SUMMARY

Base : All

	Q6(d) - Statements					
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
Net: 10/9/8/7	167 86%	133 69%	132 68%	97 67%	126 65%	109 76%
Net: 10/9	50 26%	31 16%	34 17%	28 19%	28 15%	31 22%
Net: 6/5/4	22 11%	40 20%	53 27%	39 27%	52 27%	28 19%
Net: 3/2/1	2 1%	3 1%	7 3%	4 3%	3 2%	4 3%
Mean	7.76	7.32	7.16	7.20	7.12	7.41
Standard Deviation	1.28	1.49	1.64	1.66	1.59	1.63



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 133

Page 602
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - Importance Rating SUMMARY

Base : All

	Q6(d) - Statements					
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Total (Wtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
10 - Extremely important	70 36%	36 19%	37 19%	46 32%	44 23%	62 43%
9	59 31%	51 26%	47 24%	31 21%	47 24%	42 29%
8	38 19%	61 31%	57 30%	37 26%	66 34%	26 18%
7	19 10%	28 14%	32 17%	13 9%	20 10%	7 5%
6	4 2%	5 2%	9 5%	6 4%	10 5%	4 2%
5	2 1%	8 4%	4 2%	6 4%	5 2%	2 1%
4	- -	2 1%	- -	1 1%	- -	- -
3	1 *	1 *	5 3%	1 1%	- -	* *
2	1 1%	1 1%	1 *	- -	- -	- -
1 - Not at all important	- -	- -	- -	- -	1 *	- -
Don't know	- -	1 *	1 1%	2 2%	2 1%	2 2%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 133

Page 603
Absolutes/col/row percents

29 Nov 2010

Q6b(d) Programme quality - Importance Rating SUMMARY

Base : All

	Q6(d) - Statements					
	It shows well made high quality programmes	It shows programmes with new ideas and different approaches	It shows programmes that make me stop and think	It shows programmes I want to watch	It shows enough new programmes made in the UK	I trust this channel
Total (Unwtd)	194	194	194	144	194	144
Effective Total	181	181	181	134	181	134
Net: 10/9/8/7	186 96%	176 91%	174 90%	127 88%	177 91%	136 95%
Net: 10/9	130 67%	87 45%	84 44%	77 53%	91 47%	104 72%
Net: 6/5/4	6 3%	15 8%	13 7%	14 9%	14 7%	6 4%
Net: 3/2/1	2 1%	2 1%	6 3%	1 1%	1 *	* *
Mean	8.81	8.22	8.16	8.48	8.39	9.03
Standard Deviation	1.30	1.45	1.53	1.52	1.33	1.13



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 604
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	25 5 20%	7 28%	7 28%	6 24%
Total (Wtd)	25 5** 21% **	7** 29% **	6** 24% **	7** 27% **
Effective Total	23	7	6	6
10 - Extremely important	3 13%	-	2 30% 56%	1 21% 44%
9	5 21%	3 62% 60%	-	2 32% 40%
8	4 18%	2 28% 45%	* *	2 36% 55%
7	6 25%	3 43% 48%	1 22% 21%	-
6	2 8%	2 29% 100%	-	-
5	2 8%	-	1 14% 52%	1 11% 48%
4	1 5%	-	1 21% 100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 605
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	25 20%	7 28%	7 28%	6 24%
Effective Total	23	7	6	6
3	-	-	-	-
2	-	-	-	-
1 - Not at all important	-	-	-	-
Don't know	1 3%	-	1 14% 100%	-
Net: 10/9/8/7	19 77%	5 71% 26%	3 52% 16%	6 89% 31%
Net: 10/9	8 34%	-	2 30% 21%	3 53% 41%
Net: 6/5/4	5 20%	2 29% 42%	2 34% 42%	1 11% 15%
Mean	7.65	6.99	7.00	8.39
Standard Deviation	1.66	0.81	2.71	1.54

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 606
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	25	11 44%	14 56%	1 4%	5 20%	8 32%	7 28%	4 16%	-	8 32%	9 36%	7 28%	1 4%	24 96%	24 96%	16 64%	8 32%	8 32%	5 20%
Total (Wtd)	25	11** 45%	14** 55%	1** 4%	5** 20%	6** 24%	7** 28%	4** 16%	-** -	9** 36%	10** 40%	6** 24%	1** 4%	23** 92%	23** 92%	15** 60%	8** 32%	8** 32%	4 16%
Effective Total	23	11	12	1	5	7	6	4	-	7	9	7	1	22	22	14	8	8	5
10 - Extremely important	3 13%	1 12% 44%	2 13% 56%	-	2 35% 56%	-	1 18% 44%	-	-	1 16% 44%	1 9% 28%	1 14% 28%	-	3 13% 100%	3 13% 100%	3 21% 100%	-	-	1 21% 28%
9	5 21%	1 10% 21%	4 31% 79%	1 100% 26%	1 20% 20%	-	1 9% 13%	2 50% 42%	-	1 8% 13%	4 37% 68%	1 16% 20%	1 100% 26%	4 17% 74%	4 17% 74%	2 12% 34%	2 25% 40%	2 25% 40%	-
8	4 18%	2 16% 40%	3 19% 60%	-	-	1 13% 19%	2 33% 57%	1 24% 24%	-	2 27% 55%	1 11% 24%	1 15% 21%	-	4 19% 100%	4 19% 100%	2 12% 40%	3 31% 60%	3 31% 60%	1 22% 21%
7	6 25%	2 19% 34%	4 31% 66%	-	2 44% 36%	3 43% 44%	1 18% 21%	-	-	2 22% 31%	3 34% 52%	1 17% 17%	-	6 27% 100%	6 27% 100%	4 29% 67%	2 24% 33%	2 24% 33%	2 39% 26%
6	2 8%	1 10% 55%	1 7% 45%	-	-	1 14% 45%	-	1 26% 55%	-	1 13% 55%	1 9% 45%	-	-	2 9% 100%	2 9% 100%	1 8% 55%	1 11% 45%	1 11% 45%	-
5	2 6%	2 14% 100%	-	-	-	1 12% 48%	1 11% 52%	-	-	-	-	2 25% 100%	-	2 7% 100%	2 7% 100%	1 5% 48%	1 10% 52%	1 10% 52%	-
4	1 5%	1 11% 100%	-	-	-	1 19% 100%	-	-	-	1 14% 100%	-	-	-	1 5% 100%	1 5% 100%	1 8% 100%	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 607
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	25	11 44%	14 56%	1 4%	5 20%	8 32%	7 28%	4 16%	-	8 32%	9 36%	7 28%	1 4%	24 96%	24 96%	16 64%	8 32%	8 32%	5 20%
Effective Total	23	11	12	1	5	7	6	4	-	7	9	7	1	22	22	14	8	8	5
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 3%	1 7% 100%	-	-	-	-	1 11% 100%	-	-	-	-	1 13% 100%	-	1 3% 100%	1 3% 100%	1 5% 100%	-	-	1 19% 100%
Net: 10/9/8/7	19 77%	6 57% 33%	13 93% 67%	1 100% 7%	5 100% 26%	4 55% 19%	6 78% 31%	3 74% 17%	-	6 73% 33%	9 91% 46%	4 62% 21%	1 100% 7%	18 76% 93%	18 76% 93%	11 74% 57%	7 80% 35%	7 80% 35%	3 81% 18%
Net: 10/9	8 34%	2 23% 30%	6 44% 70%	1 100% 16%	3 56% 33%	-	2 28% 24%	2 50% 26%	-	2 24% 24%	4 46% 53%	2 30% 23%	1 100% 16%	7 30% 84%	7 30% 84%	5 33% 59%	2 25% 25%	2 25% 25%	1 21% 11%
Net: 6/5/4	5 20%	4 35% 81%	1 7% 19%	-	-	3 45% 60%	1 11% 17%	1 26% 23%	-	2 27% 49%	1 9% 19%	2 25% 32%	-	5 21% 100%	5 21% 100%	3 21% 64%	2 20% 36%	2 20% 36%	-
Mean	7.65	7.02	8.13	9.00	8.46	6.18	7.95	7.98	-	7.35	8.03	7.46	9.00	7.57	7.57	7.60	7.50	7.50	8.03
Standard Deviation	1.66	2.00	1.22	-	1.52	1.45	1.62	1.41	-	1.93	1.27	2.01	-	1.68	1.68	1.91	1.32	1.32	1.45

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 608
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	25 14 56%	10 40%	5 20%	19 76%	1 4%
Total (Wtd)	25 15** 60%	9** 35%	4** 18%	19** 77%	1** 5%
Effective Total	23	8	5	17	1
10 - Extremely important	3 13%	2 15% 72%	1 10% 28%	3 16% 100%	-
9	5 21%	2 12% 34%	1 8% 13%	5 28% 100%	-
8	4 18%	3 22% 76%	2 18% 36%	4 23% 100%	-
7	6 25%	3 23% 54%	4 45% 62%	4 19% 57%	-
6	2 8%	2 14% 100%	1 10% 45%	1 6% 55%	-
5	2 6%	1 5% 48%	1 17% 48%	1 4% 52%	-
4	1 5%	1 8% 100%	-	-	1 100% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 136

Page 609
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly view S4C

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	25	14 56%	10 40%	5 20%	19 76%	1 4%
Effective Total	23	13	8	5	17	1
3	-	-	-	-	-	-
	-	-	-	-	-	-
2	-	-	-	-	-	-
	-	-	-	-	-	-
1 - Not at all important	-	-	-	-	-	-
	-	-	-	-	-	-
Don't know	1 3%	-	-	-	1 4%	-
	-	-	-	-	100%	-
Net: 10/9/8/7	19 77%	11 73% 57%	7 81% 37%	3 62% 14%	16 86% 86%	- - -
Net: 10/9	8 34%	4 28% 48%	2 18% 19%	- - -	8 44% 100%	- - -
Net: 6/5/4	5 20%	4 27% 83%	2 19% 34%	2 38% 34%	2 10% 40%	1 100% 25%
Mean	7.65	7.44	7.37	6.45	8.18	4.00
Standard Deviation	1.66	1.79	1.40	0.88	1.38	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 610
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	31 6 19%	8 26%	10 32%	7 23%
Total (Wtd)	29 6** 21% **	8** 27% **	8** 26% **	7** 26% **
Effective Total	28 6	8 8	8 8	7 7
10 - Extremely important	3 9% -	1 12% 36%	1 12% 35%	1 10% 29%
9	7 25% 3 53% 44%	2 27% 30%	- - -	2 25% 26%
8	7 24% 1 20% 17%	1 11% 13%	2 29% 32%	3 35% 38%
7	8 29% 2 27% 19%	3 38% 36%	2 32% 29%	1 19% 16%
6	- - -	- - -	- - -	- - -
5	3 10% - -	1 11% 30%	1 16% 42%	1 11% 28%
4	- - -	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 611
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	31 19%	8 26%	10 32%	7 23%
Effective Total	28	8	8	7
3	1 3%	-	1 11% 100%	-
2	-	-	-	-
1 - Not at all important	*	-	*	-
Net: 10/9/8/7	25 87%	7 89% 24%	6 73% 22%	7 89% 26%
Net: 10/9	10 34%	3 39% 32%	1 12% 9%	3 35% 27%
Net: 6/5/4	3 10%	1 11% 30%	1 16% 42%	1 11% 28%
Net: 3/2/1	1 3%	-	1 11% 100%	-
Mean	7.69	8.27	7.79	6.88
Standard Deviation	1.58	0.94	1.54	2.07

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 612
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	31	14 45%	17 55%	1 3%	5 16%	12 39%	8 26%	5 16%	-	9 29%	11 35%	9 29%	1 3%	30 97%	30 97%	22 71%	8 26%	8 26%	5 16%
Total (Wtd)	29	13** 44%	16** 56%	1** 5%	5** 17%	10** 34%	8** 29%	4** 15%	-** -	10** 33%	11** 39%	8** 27%	1** 5%	27** 95%	27** 95%	19** 66%	8** 29%	8** 29%	4 15%
Effective Total	28	13	15	1	5	11	7	4	-	8	11	9	1	27	27	19	8	8	5
10 - Extremely important	3 9%	2 13% 65%	1 6% 35%	-	1 18% 35%	1 8% 29%	1 11% 36%	-	-	-	-	3 32% 100%	-	3 9% 100%	3 9% 100%	3 13% 100%	-	-	1 22% 36%
9	7 25%	4 32% 57%	3 19% 43%	1 100% 19%	2 41% 29%	1 8% 11%	1 8% 10%	2 52% 31%	-	3 27% 37%	4 31% 49%	1 13% 14%	1 100% 19%	6 21% 81%	6 21% 81%	5 25% 67%	1 12% 14%	1 12% 14%	-
8	7 24%	-	7 43% 100%	-	2 41% 30%	1 9% 13%	3 34% 41%	1 24% 15%	-	3 29% 40%	4 37% 60%	-	-	7 25% 100%	7 25% 100%	2 11% 30%	5 57% 70%	5 57% 70%	1 21% 13%
7	8 29%	3 26% 39%	5 32% 61%	-	-	5 54% 62%	2 26% 26%	1 24% 12%	-	2 22% 25%	3 25% 33%	4 44% 42%	-	8 31% 100%	8 31% 100%	6 31% 69%	3 31% 31%	3 31% 31%	2 39% 20%
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3 10%	3 23% 100%	-	-	-	2 21% 70%	1 11% 30%	-	-	2 22% 72%	1 7% 28%	-	-	3 11% 100%	3 11% 100%	3 15% 100%	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 613
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	31	14 45%	17 55%	1 3%	5 16%	12 39%	8 26%	5 16%	-	9 29%	11 35%	9 29%	1 3%	30 97%	30 97%	22 71%	8 26%	8 26%	5 16%
Effective Total	28	13	15	1	5	11	7	4	-	8	11	9	1	27	27	19	8	8	5
3	1 3%	1 6%	-	-	-	-	1 10%	-	-	-	-	1 10%	-	1 3%	1 3%	1 4%	-	-	1 19%
		100%	-	-	-	-	100%	-	-	-	-	100%	-	100%	100%	100%	-	-	100%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - Not at all important	*	*	-	-	-	-	*	-	-	-	-	-	-	*	*	*	-	-	-
	*	100%	-	-	-	-	*	100%	-	-	-	-	-	100%	100%	100%	-	-	-
Net: 10/9/8/7	25 87%	9 71%	16 100%	1 100%	5 100%	8 79%	7 80%	4 100%	-	7 78%	10 93%	7 90%	1 100%	24 86%	24 86%	15 80%	8 100%	8 100%	3 81%
		36%	64%	5%	20%	31%	26%	17%	-	30%	42%	28%	5%	95%	95%	61%	34%	34%	14%
Net: 10/9	10 34%	6 45%	4 25%	1 100%	3 59%	2 16%	2 19%	2 52%	-	3 27%	4 31%	4 45%	1 100%	8 31%	8 31%	7 39%	1 12%	1 12%	1 22%
		59%	41%	14%	30%	16%	16%	23%	-	27%	36%	37%	14%	86%	86%	75%	11%	11%	9%
Net: 6/5/4	3 10%	3 23%	-	-	-	2 21%	1 11%	-	-	2 22%	1 7%	-	-	3 11%	3 11%	3 15%	-	-	-
		100%	-	-	-	70%	30%	-	-	72%	28%	-	-	100%	100%	100%	-	-	-
Net: 3/2/1	1 3%	1 6%	-	-	-	-	1 10%	*	-	-	-	1 10%	-	1 3%	1 3%	1 4%	-	-	1 19%
		100%	-	-	-	-	100%	*	-	-	-	100%	-	100%	100%	100%	-	-	100%
Mean	7.69	7.32	7.98	9.00	8.76	7.07	7.24	8.28	-	7.39	7.85	7.82	9.00	7.62	7.62	7.54	7.82	7.82	7.10
Standard Deviation	1.58	2.16	0.89	-	0.82	1.48	2.02	0.97	-	1.53	1.14	2.24	-	1.60	1.60	1.88	0.67	0.67	2.60

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 614
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	31	20 65%	12 39%	6 19%	23 74%	2 6%
Total (Wtd)	29	19** 66%	10** 36%	5** 18%	22** 75%	2** 7%
Effective Total	28	18	10	6	20	2
10 - Extremely important	3 9%	2 9% 65%	2 16% 64%	1 14% 29%	2 8% 71%	- - -
9	7 25%	4 20% 52%	2 17% 24%	1 20% 14%	6 29% 86%	- - -
8	7 24%	6 31% 85%	4 35% 53%	1 17% 13%	6 28% 87%	- - -
7	8 29%	5 25% 56%	3 32% 39%	2 32% 20%	6 28% 71%	1 40% 10%
6	-	-	-	-	-	-
5	3 10%	3 15% 100%	-	1 17% 30%	1 4% 28%	1 60% 42%
4	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 137

Page 615
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly view BBC1 and/or BBC2, ITV1, S4C, Five, Cbeebies, CBBC

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	31	20 65%	12 39%	6 19%	23 74%	2 6%
Effective Total	28	18	10	6	20	2
3	1 3%	-	-	-	1 4%	-
		-	-	-	100%	-
2	-	-	-	-	-	-
	-	-	-	-	-	-
1 - Not at all important	*	*	-	-	*	-
	*	100%	-	-	100%	-
Net: 10/9/8/7	25 87%	16 85% 64%	10 100% 41%	4 83% 17%	20 92% 79%	1 40% 3%
Net: 10/9	10 34%	5 29% 56%	3 33% 34%	2 34% 18%	8 37% 82%	-
Net: 6/5/4	3 10%	3 15% 100%	-	1 17% 30%	1 4% 28%	1 60% 42%
Net: 3/2/1	1 3%	*	-	-	1 4% 100%	-
		*	-	-		-
Mean	7.69	7.66	8.16	7.66	7.87	5.79
Standard Deviation	1.58	1.48	1.10	1.75	1.51	1.37

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 616
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
10 - Extremely important	79 41%	19 43% 24%	18 37% 23%	25 51% 32%
9	34 18%	5 10% 13%	9 18% 26%	11 23% 33%
8	46 24%	12 28% 27%	11 23% 25%	7 13% 15%
7	11 6%	2 3% 14%	4 8% 36%	3 7% 32%
6	1 *	1 2% 99%	1 2% 100%	1 2% 100%
5	8 4%	1 2% 13%	4 9% 53%	1 2% 10%
4	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 617
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
3	2 1%	2 5%	-	-
	-	100%	-	-
2	-	-	-	-
	-	-	-	-
1 - Not at all important	1	-	-	1
	-	-	-	2%
	-	-	-	100%
Don't know	12 6%	1 2%	4 9%	2 4%
	38%	7%	37%	18%
Net: 10/9/8/7	169 87%	42 85%	45 89%	45 90%
	22%	25%	26%	27%
Net: 10/9	113 58%	27 54%	35 69%	28 55%
	24 53%	27 54%	35 69%	28 55%
	21%	24%	31%	24%
Net: 6/5/4	9 5%	4 9%	1 2%	2 4%
	4%	9%	2%	4%
	21%	48%	9%	21%
Net: 3/2/1	3 2%	2 5%	-	1 2%
	-	71%	-	29%
Mean	8.75	8.34	9.18	8.62

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 618
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	1.56 1.27	1.93	1.14	1.63

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 619
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
10 - Extremely important	79 41%	32 36% 40%	47 45% 60%	5 58% 7%	6 60% 7%	6 32% 8%	9 38% 11%	28 45% 35%	25 35% 32%	21 42% 27%	35 39% 44%	23 41% 29%	2 21% 3%	77 42% 97%	77 42% 97%	47 43% 59%	29 40% 36%	31 42% 39%	28 42% 35%
9	34 18%	12 14% 37%	21 20% 63%	- - -	1 9% 3%	5 24% 13%	6 25% 17%	8 13% 24%	15 21% 43%	10 19% 29%	15 17% 46%	9 16% 26%	2 19% 7%	32 17% 93%	32 17% 93%	19 17% 55%	13 18% 38%	13 18% 38%	15 23% 45%
8	46 24%	23 27% 51%	22 21% 49%	3 32% 6%	2 22% 5%	3 13% 6%	4 16% 8%	20 33% 44%	14 20% 31%	15 30% 33%	23 26% 51%	7 13% 16%	2 18% 5%	44 24% 95%	44 24% 95%	24 21% 52%	20 28% 44%	20 27% 44%	11 17% 25%
7	11 6%	5 5% 44%	6 6% 56%	1 10% 8%	- - -	3 14% 25%	2 10% 22%	- - -	5 7% 44%	2 4% 18%	2 3% 23%	6 12% 60%	2 17% 18%	9 5% 82%	9 5% 82%	7 6% 66%	2 2% 16%	2 2% 16%	4 6% 34%
6	1 *	- - -	1 1% 100%	* - 1%	- - -	* - *	- - -	- - -	1 1% 99%	- - -	1 1% 99%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 99%	* - 1%	* - 1%	- - -
5	8 4%	6 7% 75%	2 2% 25%	- - -	1 9% 10%	2 11% 25%	- - -	- - -	5 8% 65%	1 2% 12%	1 1% 14%	6 11% 73%	2 18% 25%	6 3% 75%	6 3% 75%	5 5% 62%	1 1% 12%	1 1% 12%	3 5% 41%
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 620
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
3	2 1%	2 3% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 49%	1 2% 51%	- - -	2 3% 100%	- - -	- - -	2 1% 100%	2 1% 100%	- - -	2 3% 100%	2 3% 100%	1 2% 51%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - Not at all important	1 *	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	1 8% 100%	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	12 6%	7 7% 54%	6 5% 46%	- - -	- - -	1 5% 8%	3 11% 21%	3 5% 28%	5 7% 43%	1 3% 11%	7 8% 60%	4 6% 29%	- - -	12 7% 100%	12 7% 100%	8 7% 62%	5 6% 38%	5 6% 38%	3 5% 27%
Net: 10/9/8/7	169 87%	72 82% 43%	97 92% 57%	9 100% 5%	9 91% 5%	16 84% 9%	20 89% 12%	56 91% 33%	59 82% 35%	48 95% 28%	76 86% 45%	45 82% 26%	9 74% 5%	161 88% 95%	161 88% 95%	96 88% 57%	63 89% 37%	65 89% 39%	58 88% 34%
Net: 10/9	113 58%	44 50% 39%	69 65% 61%	5 58% 5%	7 70% 6%	11 56% 9%	14 63% 13%	36 59% 32%	40 56% 35%	31 62% 28%	50 57% 45%	31 57% 28%	5 40% 4%	108 59% 96%	108 59% 96%	66 60% 58%	42 58% 37%	43 59% 39%	43 65% 38%
Net: 6/5/4	9 5%	6 7% 67%	3 3% 33%	* * *	1 9% 9%	2 11% 23%	- - -	- - -	6 9% 68%	1 2% 11%	2 2% 23%	6 11% 66%	2 18% 23%	7 4% 77%	7 4% 77%	6 6% 66%	1 1% 11%	1 1% 11%	3 5% 37%
Net: 3/2/1	3 2%	3 4% 100%	- - -	- - -	- - -	- - -	- - -	2 3% 64%	1 2% 36%	- - -	3 4% 100%	- - -	1 8% 29%	2 1% 71%	2 1% 71%	- - -	2 3% 71%	2 3% 71%	1 2% 36%
Mean	8.75	8.42	9.02	9.07	9.03	8.43	9.01	8.89	8.54	8.97	8.73	8.57	7.33	8.85	8.85	8.86	8.81	8.84	8.81

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 621
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Standard Deviation	1.56	1.89	1.17	1.21	1.58	1.67	1.06	1.61	1.67	1.12	1.70	1.70	2.62	1.42	1.42	1.36	1.53	1.52	1.55

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 622
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194	90* 47% *	55* 28% *	40* 21% *	120 62%	30** 16% **
Effective Total	181	82	52	39	111	27
10 - Extremely important	79 41%	40 44% 50%	23 42% 29%	12 31% 16%	51 42% 64%	15 50% 19%
9	34 18%	21 23% 61%	6 12% 19%	13 33% 38%	18 15% 52%	3 11% 10%
8	46 24%	20 22% 43%	19 34% 41%	9 22% 20%	29 24% 64%	7 25% 16%
7	11 6%	5 6% 48%	3 6% 30%	1 2% 8%	8 7% 74%	1 3% 10%
6	1 .	- . -	.* .* .	.* .* 1%	.* .* .	- - -
5	8 4%	2 2% 23%	1 2% 10%	2 6% 27%	5 4% 59%	1 4% 14%
4	- -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 623
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181 82	52	39	111	27
3	2 1%	1 2%	1 3%	1 1%	-
	-	49%	51%	49%	-
2	-	-	-	-	-
	-	-	-	-	-
1 - Not at all important	1 .	-	-	1 1%	-
	-	-	-	100%	-
Don't know	12 6%	3 4%	1 3%	8 6%	2 7%
	27%	15%	11%	64%	18%
Net: 10/9/8/7	169 87%	85 94%	35 88%	105 88%	27 89%
	50%	30%	21%	62%	16%
Net: 10/9	113 58%	60 67%	25 64%	68 57%	18 61%
	54%	26%	23%	61%	16%
Net: 6/5/4	9 5%	2 2%	2 6%	5 4%	1 4%
	20%	9%	24%	53%	13%
Net: 3/2/1	3 2%	-	1 3%	2 2%	-
	-	35%	36%	64%	-
Mean	8.75	9.02	8.63	8.75	9.02

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 138

Page 624
Absolutes/col/row percents

29 Nov 2010

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Importance ratings

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Standard Deviation	1.56	1.13	1.43	1.61	1.60	1.30

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 139

Page 625
Absolutes/col/row percents

29 Nov 2010

Q6b(e) It provides a wide range of high quality and UK-made programmes for children - Summary

Base : All whose children regularly watch channels

	Q6be - Summary		
	S4C	All channels combines	Importance ratings
Total (Unwtd)	25	31	194
Total (Wtd)	25	29	194
Effective Total	23	28	181
10 - Applies completely	3 13%	3 9%	79 41%
9	5 21%	7 25%	34 18%
8	4 18%	7 24%	46 24%
7	6 25%	8 29%	11 6%
6	2 8%	-	1 *
5	2 6%	3 10%	8 4%
4	1 5%	-	-
3	-	1 3%	2 1%
1 - Does not apply at all	-	*	1 *
Don't know	1 3%	-	12 6%
Net: 10/9/8/7	19 77%	25 87%	169 87%
Net: 10/9	8 34%	10 34%	113 58%



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 139

Page 626
Absolutes/col/row percents

29 Nov 2010

Q6b(e) It provides a wide range of high quality and UK-made programmes for children - Summary

Base : All whose children regularly watch channels

Q6be - Summary			
	S4C	All channels combines	Importance ratings
Total (Unwtd)	25	31	194
Effective Total	23	28	181
Net: 6/5/4	5 20%	3 10%	9 5%
Net: 3/2/1	- -	1 3%	3 2%
Mean	7.65	7.69	8.75
Standard Deviation	1.66	1.58	1.56



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 627
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Very satisfied	46 24% 28% 27%	10 21% 23%	11 21% 23%	12 25% 27%
Quite satisfied	110 57% 58% 23%	27 55% 25%	26 51% 23%	31 63% 29%
Neither satisfied nor dissatisfied	16 8% 4% 11%	4 8% 26%	6 12% 37%	4 8% 26%
Quite dissatisfied	15 8% 9% 25%	6 12% 39%	4 9% 29%	1 2% 7%
Very dissatisfied	4 2% - -	2 4% 56%	2 3% 44%	- - -
Don't know	4 2% 2% 19%	- - -	2 4% 49%	1 2% 32%
Very/quite satisfied	156 80% 86% 24%	38 76% 24%	36 73% 23%	44 88% 28%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 628
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Very/quite dissatisfied	19 10% 9% 20%	8 16% 42%	6 12% 32%	1 2% 6%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 629
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Very satisfied	46 24%	22 25% 48%	24 23% 52%	2 5%	4 42% 9%	2 13% 5%	6 25% 13%	13 21% 28%	19 26% 40%	14 28% 30%	20 22% 43%	12 23% 27%	5 40% 10%	41 23% 90%	41 23% 90%	26 24% 56%	14 20% 31%	14 20% 31%	16 25% 35%
Quite satisfied	110 57%	45 51% 41%	64 61% 59%	2 22% 2%	5 49% 4%	14 73% 13%	13 55% 12%	38 62% 35%	39 54% 35%	26 51% 23%	56 63% 51%	28 51% 25%	4 35% 4%	106 58% 96%	106 58% 96%	63 58% 58%	42 59% 38%	43 59% 39%	40 60% 36%
Neither satisfied nor dissatisfied	16 8%	10 11% 62%	6 6% 38%	1 10% 6%	1 9% 5%	2 9% 11%	2 10% 14%	8 13% 50%	2 3% 15%	7 14% 44%	4 5% 26%	5 9% 30%	1 8% 6%	15 8% 94%	15 8% 94%	10 9% 64%	5 7% 30%	5 6% 30%	2 3% 11%
Quite dissatisfied	15 8%	8 9% 56%	7 6% 45%	4 43% 26%	- - -	1 6% 7%	1 3% 5%	1 2% 9%	8 11% 53%	2 4% 15%	6 7% 30%	7 13% 46%	2 18% 14%	13 7% 86%	13 7% 86%	7 6% 47%	6 8% 40%	7 9% 46%	5 8% 36%
Very dissatisfied	4 2%	2 2% 50%	2 2% 50%	- - -	- - -	- - -	1 4% 21%	1 1% 23%	2 3% 56%	1 2% 29%	1 1% 27%	2 3% 44%	- - -	4 2% 100%	4 2% 100%	3 2% 71%	1 2% 29%	1 2% 29%	3 4% 71%
Don't know	4 2%	1 1% 24%	3 3% 76%	- - -	- - -	- - -	1 3% 19%	1 1% 24%	2 3% 57%	1 1% 19%	2 2% 56%	1 2% 25%	- - -	4 2% 100%	4 2% 100%	1 1% 24%	3 4% 76%	3 4% 76%	- - -
Very/quite satisfied	156 80%	68 76% 43%	88 83% 57%	4 47% 3%	9 91% 6%	16 86% 10%	18 80% 12%	51 82% 33%	57 80% 37%	40 78% 25%	76 85% 49%	40 74% 26%	9 74% 6%	147 81% 94%	147 81% 94%	89 81% 57%	57 80% 36%	58 79% 37%	56 85% 36%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 630
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Very/quite dissatisfied	19 10%	10 12% 54%	9 8% 46%	4 43% 21%	- - -	1 6% 6%	2 7% 8%	2 4% 12%	10 14% 53%	3 7% 18%	7 8% 36%	9 16% 46%	2 18% 11%	17 9% 89%	17 9% 89%	10 9% 52%	7 10% 37%	8 11% 42%	8 12% 43%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 631
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181 82	52	39	111	27
Very satisfied	46 24% 45%	21 23% 27%	16 40% 35%	25 21% 55%	5 15% 10%
Quite satisfied	110 57% 60% 49%	32 58% 29%	20 50% 18%	74 62% 67%	13 44% 12%
Neither satisfied nor dissatisfied	16 8% 11% 61%	6 11% 37%	3 6% 16%	10 9% 67%	3 9% 17%
Quite dissatisfied	15 8% 5% 33%	3 5% 20%	1 3% 7%	8 6% 51%	6 21% 42%
Very dissatisfied	4 2% -	1 2% 23%	- -	2 1% 44%	2 7% 56%
Don't know	4 2% 1% 32%	1 2% 24%	1 2% 19%	1 1% 25%	1 4% 32%
Very/quite satisfied	156 80% 75 83% 48%	45 81% 29%	36 89% 23%	99 83% 64%	18 59% 11%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 140

Page 632
Absolutes/col/row percents

29 Nov 2010

Q6d Overall satisfaction - ALL CHANNELS TOGETHER

Base : All respondents

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Very/quite dissatisfied	19 10%	5 5% 26%	4 7% 21%	1 3% 5%	9 8% 50%	8 28% 45%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 141

Page 633
Absolutes/col/row percents

29 Nov 2010

Q51 Satisfaction compared with a year ago

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
More Satisfied	40 21%	7 17% 18%	17 35% 43% T	9 19% 24%
Same Satisfaction	120 62%	30 69% 25% R	20 41% 17%	30 59% 25%
Less satisfied	30 16%	4 10% 15%	12 25% 41%	9 18% 30%
Don't know	4 2%	2 4% 51%	- - -	2 4% 49%
Net: More or same satisfaction	160 83%	38 86% 24%	38 75% 24%	39 78% 24%
				46 91% 29%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 141

Page 634
Absolutes/col/row percents

29 Nov 2010

Q51 Satisfaction compared with a year ago

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold							Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)		
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%	
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%	
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62	
More Satisfied	40 21%	18 20% 45%	22 21% 55%	3 30% 7%	1 11% 3%	4 22% 11%	3 14% 8%	13 21% 32%	16 23% 40%	7 14% 18%	19 22% 48%	14 25% 34%	2 19% 6%	38 21% 94%	38 21% 94%	17 16% 44%	20 29% 51%	20 28% 51%	21 32% 52%	
Same Satisfaction	120 62%	55 62% 45%	66 62% 55%	5 55% 4%	8 79% 6%	11 58% 9%	18 79% 15%	40 65% 34%	38 53% 32%	33 65% 27%	54 61% 45%	33 61% 28%	8 64% 6%	113 62% 94%	113 62% 94%	75 68% 62%	37 52% 31%	38 52% 32%	32 48% 26%	
Less satisfied	30 16%	15 17% 50%	15 14% 50%	1 15% 4%	1 11% 3%	4 20% 12%	2 7% 5%	7 11% 23%	15 22% 51%	10 21% 35%	13 15% 44%	7 12% 22%	1 9% 3%	29 16% 97%	29 16% 97%	16 15% 53%	13 18% 43%	14 19% 46%	12 18% 40%	
Don't know	4 2%	1 1% 24%	3 3% 76%	- - -	- - -	- - -	- - -	2 3% 50%	2 3% 50%	- - -	3 3% 75%	1 2% 25%	1 8% 25%	3 1% 75%	3 1% 75%	2 2% 50%	1 1% 25%	1 1% 25%	1 1% 25%	
Net: More or same satisfaction	160 83%	73 82% 45%	88 83% 55%	8 85% 5%	9 89% 5%	15 80% 10%	21 93% 13%	53 86% 33%	54 76% 34%	40 79% 25%	73 82% 46%	47 86% 29%	10 83% 6%	151 83% 94%	151 83% 94%	92 84% 58%	57 80% 36%	58 80% 36%	53 80% 33%	

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 141

Page 635
Absolutes/col/row percents

29 Nov 2010

QS1 Satisfaction compared with a year ago

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
More Satisfied	40 21%	16 18% 40%	40 100% 100% D	- - -	- - -
Same Satisfaction	120 62%	57 63% 48%	- - -	120 100% 100% C	- - -
Less satisfied	30 16%	16 18% 54%	- - -	- - -	30 100% 100%
Don't know	4 2%	1 1% 25%	- - -	- - -	- - -
Net: More or same satisfaction	160 83%	73 81% 46%	40 100% 25%	120 100% 75%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 636
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	43 21%	18 42%	9 21%	7 16%
Total (Wtd)	40 7** 18% **	17** 43% **	9** 24% **	6** 15% **
Effective Total	39	17	9	6
More diverse/more to watch/ see	12 29%	4 52% 33%	1 10% 8%	2 38% 19%
Quality has improved/more interesting programs lately	10 25%	4 56% 42%	2 11% 20%	3 28% 27%
Have freeview/digibox (so have more choice)	8 19%	1 14% 14%	3 19% 44%	3 34% 42%
More factual/informative programs/documentaries	7 17%	1 19% 21%	3 17% 43%	1 29% 24%
More programs I enjoy watching/more satisfied with what's on	6 15%	- 17% 50%	2 19% 30%	1 20% 20%
More channels	4 10%	- 13% 56%	2 19% 44%	- - -
More variety/more interesting/more quality for children	4 9%	1 14% 29%	- 19% 49%	1 13% 21%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 637
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	43 21%	18 42%	9 21%	7 16%
Effective Total	39	17	9	6
The news/quality/better/up to date/factual news	3 7%	2 12% 70%	1 9% 30%	-
More (diversity of) sports/ football programs	2 4%	1 6% 57%	-	1 13% 43%
More educational	2 4%	1 5% 44%	-	-
Good/more/better dramas	2 4%	-	1 9% 54%	1 13% 46%
Up to date/they progress year to year	2 4%	-	1 9% 54%	1 13% 46%
More entertaining/ entertainment programs/feel good programs (not all doom and gloom)	1 3%	-	1 14% 100%	-
No repeats/they have new programs	1 2%	1 6% 100%	-	-
Watch more television now (made redundant/looking after children/separated)	1 2%	-	1 9% 100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 638
Absolutes/col/row percents

29 Nov 2010

Q52A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	43 21%	18 42%	9 21%	7 16%
Effective Total	39	17	9	6
More world affairs/events	1 2%	-	1 9%	-
	-	-	100%	-
More targetted programs for different age groups	1 2%	-	-	1 13%
	-	-	-	100%
Other	13 31%	7 40%	4 38%	2 34%
	-	55%	29%	16%
No answer	*	*	-	-
	*	-	-	-
	100%	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 639
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	43	18 42%	25 58%	5 12%	1 2%	5 12%	4 9%	12 28%	16 37%	7 16%	19 44%	14 33%	2 5%	41 95%	41 95%	20 47%	21 49%	21 49%	21 49%
Total (Wtd)	40	18** 45%	22** 55%	3** 7%	1** 3%	4** 11%	3** 8%	13** 32%	16** 40%	7** 18%	19** 48%	14** 34%	2** 6%	38* 94%	38* 94%	17** 44%	20** 51%	20** 51%	21 52%
Effective Total	39	17	22	3	1	5	4	12	15	7	19	14	2	37	37	18	19	19	20
More diverse/more to watch/see	12 29%	4 24% 37%	7 34% 63%	* * *	- - -	3 65% 23%	2 50% 13%	4 32% 35%	3 21% 29%	2 28% 17%	7 34% 56%	3 23% 27%	- - -	12 31% 100%	12 31% 100%	6 33% 48%	6 30% 52%	6 30% 52%	4 17% 31%
Quality has improved/more interesting programs lately	10 25%	2 11% 20%	8 36% 80%	1 32% 9%	- - -	2 40% 17%	1 44% 14%	4 31% 40%	2 12% 20%	1 20% 14%	3 14% 28%	6 41% 58%	- - -	10 26% 100%	10 26% 100%	4 20% 36%	6 31% 64%	6 31% 64%	6 30% 63%
Have freeview/digibox (so have more choice)	8 19%	2 13% 31%	5 24% 69%	- - -	- - -	1 22% 13%	- - -	2 18% 30%	4 27% 57%	1 20% 19%	2 11% 28%	4 30% 54%	- - -	8 20% 100%	8 20% 100%	3 19% 43%	4 21% 57%	4 21% 57%	4 19% 54%
More factual/informative programs/documentaries	7 17%	3 14% 37%	4 20% 63%	- - -	- - -	2 57% 35%	1 22% 10%	3 22% 40%	1 6% 15%	2 34% 35%	2 10% 28%	3 19% 37%	- - -	7 18% 100%	7 18% 100%	4 20% 51%	3 17% 49%	3 17% 49%	5 22% 66%
More programs I enjoy watching/more satisfied with what's on	6 15%	3 16% 50%	3 13% 50%	- - -	- - -	1 21% 15%	1 28% 15%	2 18% 40%	2 11% 30%	- - -	4 20% 65%	2 15% 35%	1 53% 20%	5 12% 80%	5 12% 80%	2 10% 30%	3 14% 50%	3 14% 50%	4 17% 60%
More channels	4 10%	2 13% 56%	2 8% 44%	* * *	- - -	- - -	- - -	2 16% 49%	2 13% 51%	- - -	2 11% 49%	2 15% 51%	- - -	4 11% 100%	4 11% 100%	2 12% 51%	2 10% 49%	2 10% 49%	1 4% 22%
More variety/more interesting/more quality for children	4 9%	2 9% 46%	2 9% 54%	1 32% 25%	- - -	1 18% 21%	- - -	2 15% 54%	- - -	- - -	1 5% 29%	2 18% 71%	- - -	4 9% 100%	4 9% 100%	3 15% 75%	1 4% 25%	1 4% 25%	1 4% 25%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 640
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	43	18 42%	25 58%	5 12%	1 2%	5 12%	4 9%	12 28%	16 37%	7 16%	19 44%	14 33%	2 5%	41 95%	41 95%	20 47%	21 49%	21 49%	21 49%
Effective Total	39	17	22	3	1	5	4	12	15	7	19	14	2	37	37	18	19	19	20
The news/quality/better/up to date/factual news	3 7%	2 11% 66%	1 4% 34%	- - -	1 100% 36%	- - -	- - -	1 8% 34%	1 5% 30%	1 14% 34%	2 10% 66%	- - -	- - -	3 8% 100%	3 8% 100%	2 12% 70%	1 4% 30%	1 4% 30%	2 9% 64%
More (diversity of) sports/football programs	2 4%	1 4% 43%	1 4% 57%	- - -	- - -	1 18% 43%	- - -	1 8% 57%	- - -	1 14% 57%	- - -	1 5% 43%	- - -	2 5% 100%	2 5% 100%	2 10% 100%	- - -	- - -	1 5% 57%
More educational	2 4%	- - -	2 8% 100%	- - -	- - -	2 40% 100%	- - -	- - -	- - -	1 10% 44%	- - -	1 7% 56%	- - -	2 4% 100%	2 4% 100%	- - -	2 8% 100%	2 8% 100%	2 8% 100%
Good/more/better dramas	2 4%	1 4% 46%	1 4% 54%	1 32% 54%	- - -	1 18% 46%	- - -	- - -	- - -	- - -	- - -	2 12% 100%	- - -	2 4% 100%	2 4% 100%	1 4% 46%	1 4% 54%	1 4% 54%	- - -
Up to date/they progress year to year	2 4%	2 9% 100%	- - -	- - -	- - -	1 18% 46%	- - -	- - -	1 5% 54%	- - -	1 5% 54%	1 5% 46%	- - -	2 4% 100%	2 4% 100%	1 4% 46%	1 4% 54%	1 4% 54%	1 4% 54%
More entertaining/entertainment programs/feel good programs (not all doom and gloom)	1 3%	1 8% 100%	- - -	- - -	- - -	- - -	- - -	1 8% 100%	1 8% 100%	1 19% 100%	- - -	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 7% 100%	1 7% 100%	1 6% 100%
No repeats/they have new programs	1 2%	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 8% 100%	- - -	1 14% 100%	- - -	- - -	- - -	1 3% 100%	1 3% 100%	1 6% 100%	- - -	- - -	1 5% 100%
Watch more television now (made redundant/looking after children/separated)	1 2%	- - -	1 4% 100%	1 32% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 6% 100%	- - -	1 2% 100%	1 2% 100%	- - -	1 4% 100%	1 4% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 641
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	43	18 42%	25 58%	5 12%	1 2%	5 12%	4 9%	12 28%	16 37%	7 16%	19 44%	14 33%	2 5%	41 95%	41 95%	20 47%	21 49%	21 49%	21 49%
Effective Total	39	17	22	3	1	5	4	12	15	7	19	14	2	37	37	18	19	19	20
More world affairs/events	1 2%	1 5% 100%	- - -	- - -	- - -	- - -	- - -	- - -	1 5% 100%	- - -	1 5% 100%	- - -	- - -	1 2% 100%	1 2% 100%	- - -	1 4% 100%	1 4% 100%	1 4% 100%
More targetted programs for different age groups	1 2%	1 4% 100%	- - -	- - -	- - -	1 18% 100%	- - -	- - -	- - -	- - -	- - -	1 5% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
Other	13 31%	5 27% 39%	8 35% 61%	3 9% 22%	- - -	2 44% 15%	- - -	1 8% 8%	7 43% 55%	1 19% 11%	6 33% 50%	5 35% 39%	1 47% 8%	12 30% 92%	12 30% 92%	4 24% 33%	7 36% 59%	7 36% 59%	10 47% 78%
No answer	*	*	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-	-	-
	*	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 642
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	43	17 40%	14 33%	43 100%	- -	- -
Total (Wtd)	40	16** 40%	12** 31%	40* 100%	..**** ..
Effective Total	39	17	13	39	-	-
More diverse/more to watch/ see	12 29%	8 52% 71%	2 15% 15%	12 29% 100%	- - -	- - -
Quality has improved/more interesting programs lately	10 25%	6 39% 64%	3 21% 27%	10 25% 100%	- - -	- - -
Have freeview/digibox (so have more choice)	8 19%	2 11% 24%	1 11% 19%	8 19% 100%	- - -	- - -
More factual/informative programs/documentaries	7 17%	4 28% 65%	2 19% 35%	7 17% 100%	- - -	- - -
More programs I enjoy watching/more satisfied with what's on	6 15%	2 13% 35%	2 14% 30%	6 15% 100%	- - -	- - -
More channels	4 10%	1 6% 22%	1 9% 27%	4 10% 100%	- - -	- - -
More variety/more interesting/more quality for children	4 9%	4 22% 100%	2 13% 46%	4 9% 100%	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 643
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	43	17 40%	14 33%	43 100%	-	-
Effective Total	39	17	13	39	-	-
The news/quality/better/up to date/factual news	3 7%	1 6% 34%	1 8% 36%	3 7% 100%	-	-
More (diversity of) sports/ football programs	2 4%	2 11% 100%	1 6% 43%	2 4% 100%	-	-
More educational	2 4%	1 6% 56%	1 6% 44%	2 4% 100%	-	-
Good/more/better dramas	2 4%	2 10% 100%	2 13% 100%	2 4% 100%	-	-
Up to date/they progress year to year	2 4%	1 5% 46%	1 6% 46%	2 4% 100%	-	-
More entertaining/ entertainment programs/feel good programs (not all doom and gloom)	1 3%	- - -	- - -	1 3% 100%	-	-
No repeats/they have new programs	1 2%	1 6% 100%	- - -	1 2% 100%	-	-
Watch more television now (made redundant/looking after children/separated)	1 2%	1 5% 100%	1 7% 100%	1 2% 100%	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 142

Page 644
Absolutes/col/row percents

29 Nov 2010

QS2A Reasons for now being more satisfied than a year ago

Base : All who are now more satisfied

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	43	17 40%	14 33%	43 100%	-	-
Effective Total	39	17	13	39	-	-
More world affairs/events	1 2%	-	-	1 2%	-	-
		-	-	100%	-	-
More targetted programs for different age groups	1 2%	1 5%	1 6%	1 2%	-	-
		100%	100%	100%	-	-
Other	13 31%	4 25%	5 38%	13 31%	-	-
		33%	37%	100%	-	-
No answer	* *	-	* *	* *	-	-
		-	100%	100%	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 645
Absolutes/col/row percents

29 Nov 2010

Q52B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	28 4 14%	12 43%	8 29%	4 14%
Total (Wtd)	30 4** 15% **	12** 41% **	9** 30% **	4** 14% **
Effective Total	27	12	8	4
Too many repeats	13 43%	3 79% 27%	4 33% 34%	1 27% 9%
No quality programmes anymore/removed good programmes they had on last year/the programmes that I liked	8 26%	2 50% 28%	1 15% 17%	2 52% 28%
Not enough new programmes/need more variety/more interesting programmes	5 17%	1 26% 22%	2 19% 45% 33%	- - -
Dumbing down/cheap television	5 17%	2 45% 39%	3 25% 61%	- - -
All programmes are the same across the channels/not a lot of difference between channels	5 15%	- 19% 51%	2 24% 49%	- - -
Not enough good dramas (without sex/violence)	4 12%	- 18% 61%	1 15% 39%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 646
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	28 14%	12 43%	8 29%	4 14%
Effective Total	27	12	8	4
Children's programmes are not entertaining/poor quality/too grown up	3 11%	2 17%	1 15%	-
Too much football/sport	3 10%	1 8%	-	1 27%
A lot of the programmes don't interest me	2 8%	-	1 15%	1 27%
Too much violence	2 8%	1 8%	1 15%	-
Not enough educational programs/programs for a thinking audience	2 7%	1 6%	1 15%	-
Too many soaps	2 7%	-	1 9%	1 27%
It's disappointing/don't like it/waste of time	2 6%	2 15%	-	-
No family oriented entertainment/programs	2 6%	-	1 9%	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 647
Absolutes/col/row percents

29 Nov 2010

Q52B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	28 14%	12 43%	8 29%	4 14%
Effective Total	27	12	8	4
Do not watch it/get bored/ nothing to watch	1 5%	-	1 15% 100%	-
Level of funding has gone down/not enough money put into programs	1 4%	-	1 13% 100%	-
Good programmes are on too late	1 4%	-	-	1 27% 100%
Too many celebrity shows/ celebrity obsessed	1 4%	-	-	-
Too many reality programmes/ shows	1 4%	1 9% 100%	-	-
Too many programmes with rude/bad language	1 3%	-	-	-
Too many house programmes	1 3%	-	-	-
Not enough good comedies/ they over dramatise everything/lack of comedy	1 3%	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 648
Absolutes/col/row percents

29 Nov 2010

Q52B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	28 14%	12 43%	8 29%	4 14%
Effective Total	27	12	8	4
Quality of the programmes doesn't justify the licence fee	1 3% 24% 100%	- - -	- - -	- - -
Too many imported programmes	1 3% -	1 8% 100%	- - -	- - -
Not enough documentaries (science/history etc)	1 3% 21% 100%	- - -	- - -	- - -
Other	9 29% 45% 22%	4 34% 48%	1 15% 16%	1 27% 13%
No answer	1 3% -	- - -	- - -	1 21% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 649
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	28	13 46%	15 54%	1 4%	1 4%	4 14%	2 7%	6 21%	14 50%	9 32%	12 43%	7 25%	1 4%	27 96%	27 96%	15 54%	12 43%	13 46%	12 43%
Total (Wtd)	30	15** 50%	15** 50%	1** 3%	1** 3%	4** 12%	2** 5%	7** 23%	15** 51%	10** 35%	13** 44%	7** 22%	1** 3%	29** 97%	29** 97%	16** 53%	13** 43%	14** 46%	12 40%
Effective Total	27	13	15	1	1	4	2	6	14	9	12	7	1	26	26	14	12	13	12
Too many repeats	13 43%	8 53% 61%	5 33% 39%	1 100% 10%	- - -	1 21% 6%	1 51% 6%	1 19% 10%	9 56% 67%	4 35% 28%	5 37% 37%	5 69% 35%	1 100% 8%	12 41% 92%	12 41% 92%	7 42% 52%	5 40% 40%	5 37% 40%	4 30% 28%
No quality programmes anymore/removed good programmes they had on last year/the programmes that I liked	8 26%	4 24% 45%	4 28% 55%	- - -	1 100% 13%	- - -	- - -	2 34% 31%	4 28% 56%	1 13% 17%	6 49% 83%	- - -	- - -	8 27% 100%	8 27% 100%	4 22% 45%	4 33% 55%	4 31% 55%	2 17% 27%
Not enough new programmes/ need more variety/more interesting programmes	5 17%	4 29% 84%	1 5% 16%	- - -	- - -	1 22% 16%	- - -	- - -	4 28% 84%	1 11% 22%	1 9% 22%	3 44% 56%	- - -	5 18% 100%	5 18% 100%	3 19% 61%	2 15% 39%	2 14% 39%	2 17% 40%
Dumbing down/cheap television	5 17%	2 15% 45%	3 18% 55%	- - -	- - -	- - -	1 49% 15%	2 33% 45%	2 13% 39%	3 27% 56%	2 17% 44%	- - -	- - -	5 17% 100%	5 17% 100%	2 10% 34%	3 25% 66%	4 30% 85%	3 26% 64%
All programmes are the same across the channels/not a lot of difference between channels	5 15%	5 30% 100%	- - -	- - -	- - -	- - -	- - -	1 16% 25%	3 22% 75%	2 24% 55%	- - -	2 32% 45%	- - -	5 16% 100%	5 16% 100%	3 16% 56%	2 15% 44%	2 14% 44%	3 26% 70%
Not enough good dramas (without sex/violence)	4 12%	1 8% 32%	2 16% 68%	- - -	- - -	- - -	- - -	2 31% 61%	1 9% 39%	3 24% 71%	1 8% 29%	- - -	- - -	4 12% 100%	4 12% 100%	1 6% 29%	3 19% 71%	3 18% 71%	2 18% 61%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 650
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	28	13 46%	15 54%	1 4%	1 4%	4 14%	2 7%	6 21%	14 50%	9 32%	12 43%	7 25%	1 4%	27 96%	27 96%	15 54%	12 43%	13 46%	12 43%
Effective Total	27	13	15	1	1	4	2	6	14	9	12	7	1	26	26	14	12	13	12
Children's programmes are not entertaining/poor quality/too grown up	3 11%	2 16% 70%	1 7% 30%	1 100% 39%	1 100% 30%	- - -	- - -	- - -	1 7% 30%	- - -	2 18% 70%	1 16% 30%	1 100% 30%	2 8% 70%	2 8% 70%	1 8% 39%	1 8% 30%	1 7% 30%	1 9% 30%
Too much football/sport	3 10%	- - -	3 20% 100%	- - -	- - -	- - -	- - -	- - -	3 20% 100%	2 20% 67%	- - -	1 16% 33%	1 100% 33%	2 7% 67%	2 7% 67%	1 6% 29%	1 9% 37%	2 15% 67%	2 17% 67%
A lot of the programmes don't interest me	2 8%	1 9% 54%	1 8% 46%	1 100% 54%	- - -	- - -	- - -	- - -	1 7% 46%	- - -	2 19% 100%	- - -	- - -	2 9% 100%	2 9% 100%	1 8% 54%	1 9% 46%	1 8% 46%	- - -
Too much violence	2 8%	- - -	2 16% 100%	- - -	- - -	- - -	- - -	- - -	2 16% 100%	1 13% 58%	- - -	1 16% 42%	1 100% 42%	1 5% 58%	1 5% 58%	- - -	1 11% 58%	1 10% 58%	- - -
Not enough educational programs/programs for a thinking audience	2 7%	- - -	2 14% 100%	- - -	- - -	- - -	1 49% 35%	- - -	1 9% 65%	2 21% 100%	- - -	- - -	- - -	2 7% 100%	2 7% 100%	1 5% 35%	1 11% 65%	1 10% 65%	- - -
Too many soaps	2 7%	1 6% 43%	1 8% 57%	- - -	- - -	- - -	- - -	- - -	2 13% 100%	1 11% 57%	- - -	1 13% 43%	- - -	2 7% 100%	2 7% 100%	- - -	2 15% 100%	2 14% 100%	2 17% 100%
It's disappointing/don't like it/waste of time	2 6%	1 8% 60%	1 5% 40%	- - -	- - -	- - -	1 49% 40%	- - -	1 7% 60%	2 18% 100%	- - -	- - -	- - -	2 7% 100%	2 7% 100%	1 5% 40%	1 9% 60%	1 8% 60%	- - -
No family oriented entertainment/programs	2 6%	- - -	2 12% 100%	- - -	- - -	1 22% 44%	- - -	- - -	1 7% 56%	- - -	1 8% 56%	1 12% 44%	- - -	2 6% 100%	2 6% 100%	1 5% 44%	1 8% 56%	1 7% 56%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 651
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	28	13 46%	15 54%	1 4%	1 4%	4 14%	2 7%	6 21%	14 50%	9 32%	12 43%	7 25%	1 4%	27 96%	27 96%	15 54%	12 43%	13 46%	12 43%
Effective Total	27	13	15	1	1	4	2	6	14	9	12	7	1	26	26	14	12	13	12
Do not watch it/get bored/ nothing to watch	1 5%	1 9% 100%	- - -	- - -	- - -	- - -	- - -	1 20% 100%	- - -	1 13% 100%	- - -	- - -	- - -	1 5% 100%	1 5% 100%	1 8% 100%	- - -	- - -	- - -
Level of funding has gone down/not enough money put into programs	1 4%	1 8% 100%	- - -	- - -	- - -	1 33% 100%	- - -	- - -	- - -	1 12% 100%	- - -	- - -	- - -	1 4% 100%	1 4% 100%	1 8% 100%	- - -	- - -	- - -
Good programmes are on too late	1 4%	- - -	1 8% 100%	- - -	- - -	- - -	- - -	- - -	1 7% 100%	1 11% 100%	- - -	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 9% 100%	1 8% 100%	1 10% 100%
Too many celebrity shows/ celebrity obsessed	1 4%	1 8% 100%	- - -	- - -	- - -	- - -	- - -	- - -	1 7% 100%	- - -	1 9% 100%	- - -	- - -	1 4% 100%	1 4% 100%	1 7% 100%	- - -	- - -	- - -
Too many reality programmes/ shows	1 4%	1 8% 100%	- - -	- - -	- - -	- - -	- - -	1 16% 100%	- - -	- - -	1 9% 100%	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 9% 100%	1 8% 100%	1 9% 100%
Too many programmes with rude/bad language	1 3%	- - -	1 7% 100%	- - -	- - -	- - -	- - -	- - -	1 7% 100%	- - -	1 8% 100%	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 8% 100%	1 7% 100%	- - -
Too many house programmes	1 3%	- - -	1 7% 100%	- - -	- - -	- - -	- - -	- - -	1 7% 100%	- - -	1 8% 100%	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 8% 100%	1 7% 100%	- - -
Not enough good comedies/ they over dramatise everything/lack of comedy	1 3%	- - -	1 7% 100%	- - -	- - -	- - -	- - -	- - -	1 7% 100%	- - -	1 8% 100%	- - -	- - -	1 4% 100%	1 4% 100%	- - -	1 8% 100%	1 7% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 652
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	28	13 46%	15 54%	1 4%	1 4%	4 14%	2 7%	6 21%	14 50%	9 32%	12 43%	7 25%	1 4%	27 96%	27 96%	15 54%	12 43%	13 46%	12 43%
Effective Total	27	13	15	1	1	4	2	6	14	9	12	7	1	26	26	14	12	13	12
Quality of the programmes doesn't justify the licence fee	1 3%	- 7%	1 7%	-	-	-	-	-	1 7%	-	1 8%	-	-	1 4%	1 4%	-	1 8%	1 7%	-
		-	100%	-	-	-	-	-	100%	-	100%	-	-	100%	100%	-	100%	100%	-
Too many imported programmes	1 3%	- 7%	1 7%	-	-	-	-	-	1 7%	-	1 8%	-	-	1 4%	1 4%	1 6%	-	-	1 9%
		-	100%	-	-	-	-	-	100%	-	100%	-	-	100%	100%	100%	-	-	100%
Not enough documentaries (science/history etc)	1 3%	- 6%	1 6%	-	-	-	-	-	1 6%	1 9%	-	-	-	1 3%	1 3%	1 6%	-	1 7%	1 8%
		-	100%	-	-	-	-	-	100%	100%	-	-	-	100%	100%	100%	-	100%	100%
Other	9 29%	1 8%	8 50%	-	-	-	-	3 45%	6 36%	5 44%	3 23%	1 16%	1 100%	8 26%	8 26%	3 18%	5 36%	6 40%	5 43%
		13%	87%	-	-	-	-	36%	64%	53%	35%	12%	12%	88%	88%	34%	54%	65%	60%
No answer	1 3%	-	1 6%	-	-	1 25%	-	-	-	-	1 7%	-	-	1 3%	1 3%	-	1 7%	1 7%	-
		-	100%	-	-	100%	-	-	-	-	100%	-	-	100%	100%	-	100%	100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 653
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	28	15 54%	6 21%	-	-	28 100%
Total (Wtd)	30	16** 54%	6** 20%	-.** .	-.** .	30** 100%
Effective Total	27	14	6	-	-	27
Too many repeats	13 43%	8 48% 60%	2 36% 16%	- - -	- - -	13 43% 100%
No quality programmes anymore/removed good programmes they had on last year/the programmes that I liked	8 26%	3 20% 41%	1 17% 13%	- - -	- - -	8 26% 100%
Not enough new programmes/ need more variety/more interesting programmes	5 17%	1 5% 16%	- - -	- - -	- - -	5 17% 100%
Dumbing down/cheap television	5 17%	1 5% 15%	2 32% 38%	- - -	- - -	5 17% 100%
All programmes are the same across the channels/not a lot of difference between channels	5 15%	1 8% 30%	- - -	- - -	- - -	5 15% 100%
Not enough good dramas (without sex/violence)	4 12%	2 15% 68%	- - -	- - -	- - -	4 12% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 654
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	28	15 54%	6 21%	-	-	28 100%
Effective Total	27	14	6	-	-	27
Children's programmes are not entertaining/poor quality/too grown up	3 11%	2 15% 70%	2 40% 70%	-	-	3 11% 100%
Too much football/sport	3 10%	1 7% 37%	-	-	-	3 10% 100%
A lot of the programmes don't interest me	2 8%	2 15% 100%	1 22% 54%	-	-	2 8% 100%
Too much violence	2 8%	1 9% 58%	-	-	-	2 8% 100%
Not enough educational programs/programs for a thinking audience	2 7%	2 13% 100%	1 13% 35%	-	-	2 7% 100%
Too many soaps	2 7%	1 7% 57%	-	-	-	2 7% 100%
It's disappointing/don't like it/waste of time	2 6%	1 5% 40%	1 13% 40%	-	-	2 6% 100%
No family oriented entertainment/programs	2 6%	1 5% 44%	-	-	-	2 6% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 143

Page 655
Absolutes/col/row percents

29 Nov 2010

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	28	15 54%	6 21%	-	-	28 100%
Effective Total	27	14	6	-	-	27
Do not watch it/get bored/ nothing to watch	1 5%	-	-	-	-	1 5% 100%
Level of funding has gone down/not enough money put into programs	1 4%	1 8% 100%	-	-	-	1 4% 100%
Good programmes are on too late	1 4%	1 7% 100%	-	-	-	1 4% 100%
Too many celebrity shows/ celebrity obsessed	1 4%	-	-	-	-	1 4% 100%
Too many reality programmes/ shows	1 4%	-	1 19% 100%	-	-	1 4% 100%
Too many programmes with rude/bad language	1 3%	-	-	-	-	1 3% 100%
Too many house programmes	1 3%	-	-	-	-	1 3% 100%
Not enough good comedies/ they over dramatise everything/lack of comedy	1 3%	-	-	-	-	1 3% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 656
Absolutes/col/row percents

29 Nov 2010

Table 143

QS2B Reasons for now being less satisfied than a year ago

Base : All who are now less satisfied

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	28	15 54%	6 21%	-	-	28 100%
Effective Total	27	14	6	-	-	27
Quality of the programmes doesn't justify the licence fee	1 3%	-	-	-	-	1 3% 100%
Too many imported programmes	1 3%	-	-	-	-	1 3% 100%
Not enough documentaries (science/history etc)	1 3%	-	-	-	-	1 3% 100%
Other	9 29%	5 28% 53%	-	-	-	9 29% 100%
No answer	1 3%	-	1 15% 100%	-	-	1 3% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 144

Q11 Access to internet at home

Base : All

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100% *
Effective Total	47	47
Yes	38 76%	38 76% 100%
No	12 24%	12 24% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 144

Page 658
Absolutes/col/row percents

29 Nov 2010

Q11 Access to internet at home

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50 46% **	27** 54% **	1** 2% **	4** 8% **	5** 10% **	6** 12% **	20** 40% **	14** 29% **	14** 28% **	23** 46% **	13** 26% **	2** 4% **	48* 96% *	48* 96% *	26** 52% **	21** 42% **	21** 42% **	9 18% *
Effective Total	47	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Yes	38 76%	17 75% 45%	1 100% 3%	3 76% 8%	5 100% 13%	6 100% 16%	16 79% 42%	7 50% 19%	12 84% 31%	17 74% 45%	9 69% 24%	1 53% 3%	37 77% 97%	37 77% 97%	24 92% 63%	12 56% 31%	12 56% 31%	5 55% 13%
No	12 24%	6 25% 46%	-	1 24% 7%	-	-	4 21% 34%	7 50% 58%	2 16% 18%	6 26% 50%	4 31% 33%	1 47% 8%	11 23% 92%	11 23% 92%	2 8% 16%	9 44% 76%	9 44% 76%	4 45% 33%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 659
Absolutes/col/row percents

29 Nov 2010

Table 144

Q11 Access to internet at home

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	13	6	37	4
Yes	38 76%	24 88% 63%	15 100% 40%	3 47% 7%	33 83% 87%
No	12 24%	3 12% 28%	- -	3 53% 26%	7 17% 56%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 146

Page 660
Absolutes/col/row percents

29 Nov 2010

Q13 Access to internet outside home

Base : All

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100% *
Effective Total	47	47
Yes	20 40%	20 40% 100%
No	30 60%	30 60% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 146

Page 661
Absolutes/col/row percents

29 Nov 2010

Q13 Access to internet outside home

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Yes	20 40%	11 47%	9 35%	1 100%	3 76%	3 68%	4 76%	6 32%	2 14%	8 56%	9 40%	3 24%	1 53%	19 40%	19 40%	11 41%	8 40%	8 40%	1 11%
No	30 60%	12 53%	18 65%	-	1 24%	2 32%	1 24%	14 68%	12 86%	6 44%	14 60%	10 76%	1 47%	29 60%	29 60%	15 59%	13 60%	13 60%	8 89%
		40%	60%	-	3%	5%	5%	46%	41%	21%	46%	33%	3%	97%	97%	51%	42%	42%	27%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 146

Q13 Access to internet outside home

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	13	6	37	4
Yes	20 40%	10 38% 51%	8 54% 41%	19 48% 95%	1 21% 5%
No	30 60%	17 62% 57%	7 46% 24%	21 52% 69%	3 79% 11%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 663
Absolutes/col/row percents

29 Nov 2010

Q14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100%
Effective Total	47	47
10 - Extremely important	22 43%	22 43% 100%
9	9 19%	9 19% 100%
8	9 18%	9 18% 100%
7	5 11%	5 11% 100%
6	1 2%	1 2% 100%
5	-	-
4	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 664
Absolutes/col/row percents

29 Nov 2010

Q14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
3	1 2%	1 2% 100%
2	-	-
1 - Not at all important	-	-
Don't know	3 6%	3 6% 100%
Net: 10/9/8/7	45 91%	45 91% 100%
Net: 10/9	31 62%	31 62% 100%
Net: 6/5/4	1 2%	1 2% 100%
Net: 3/2/1	1 2%	1 2% 100%
Mean	8.85	8.85

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 665
Absolutes/col/row percents

29 Nov 2010

Q14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

TOTAL	WAVE Q4-10 (T)
50	50 100%
47	47
1.44	1.44

Total (Unwtd)

Effective Total

Standard Deviation

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 666
Absolutes/col/row percents

29 Nov 2010

Q14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
10 - Extremely important	22 43%	7 30%	15 54%	1 5%	2 53%	3 52%	4 74%	8 38%	4 29%	7 48%	8 33%	7 56%	1 53%	21 43%	21 43%	12 46%	8 36%	8 36%	3 35%
9	9 19%	4 17%	6 20%	-	-	1 17%	-	5 27%	3 22%	2 16%	6 26%	1 8%	-	9 19%	9 19%	5 19%	5 21%	5 21%	1 10%
8	9 18%	5 20%	4 16%	-	1 24%	1 15%	-	4 21%	3 21%	1 8%	5 22%	3 21%	-	9 18%	9 18%	4 14%	5 24%	5 24%	4 45%
7	5 11%	3 12%	3 10%	-	-	1 17%	2 26%	1 5%	2 14%	3 20%	3 11%	-	-	5 11%	5 11%	3 13%	2 10%	2 10%	-
6	1 2%	1 4%	-	-	1 24%	-	-	-	-	-	1 4%	-	-	1 2%	1 2%	-	1 4%	1 4%	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 667
Absolutes/col/row percents

29 Nov 2010

Q14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
3	1 2%	1 4%	-	-	-	-	-	1 5%	-	1 7%	-	-	-	1 2%	1 2%	1 4%	-	-	-
		100%	-	-	-	-	-	100%	-	100%	-	-	-	100%	100%	100%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 6%	3 12%	*	-	-	-	-	1 5%	2 13%	-	1 4%	2 14%	1 47%	2 4%	2 4%	1 4%	1 4%	1 4%	1 10%
		100%	*	-	-	-	-	33%	67%	-	33%	67%	33%	67%	67%	33%	33%	33%	33%
Net: 10/9/8/7	45 91%	18 79%	27 100%	1 100%	3 76%	5 100%	6 100%	18 90%	13 87%	13 28%	21 92%	11 86%	1 53%	44 92%	44 92%	24 92%	19 91%	19 91%	8 90%
		40%	60%	2%	6%	11%	13%	40%	28%	28%	47%	25%	2%	98%	98%	53%	42%	42%	18%
Net: 10/9	31 62%	11 47%	20 74%	1 100%	2 53%	3 68%	4 74%	13 64%	7 52%	9 29%	14 59%	8 65%	1 53%	30 62%	30 62%	17 54%	12 57%	12 57%	4 45%
		35%	65%	3%	6%	11%	14%	41%	24%	29%	44%	27%	3%	97%	97%	54%	39%	39%	13%
Net: 6/5/4	1 2%	1 4%	-	-	1 24%	-	-	-	-	-	1 4%	-	-	1 2%	1 2%	-	1 4%	1 4%	-
		100%	-	-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	100%	100%	-
Net: 3/2/1	1 2%	1 4%	-	-	-	-	-	1 5%	-	1 7%	-	-	-	1 2%	1 2%	1 4%	-	-	-
		100%	-	-	-	-	-	100%	-	100%	-	-	-	100%	100%	100%	-	-	-
Mean	8.85	8.40	9.19	10.00	8.58	9.03	9.21	8.75	8.76	8.56	8.76	9.41	10.00	8.83	8.83	8.82	8.78	8.78	8.88

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 668
Absolutes/col/row percents

29 Nov 2010

Q114A Importance that the BBC provides a website with high quality content that you can trust

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	13	21	13	2	45	45	24	20	20	9
Standard Deviation	1.44	1.78	1.04	-	1.92	1.29	1.45	1.68	2.03	1.19	0.90	-	1.45	1.45	1.64	1.21	1.21	1.00

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 669
Absolutes/col/row percents

29 Nov 2010

Qi14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	13	6	37	4
10 - Extremely important	22 43%	15 54% 68%	2 35% 10%	19 47% 86%	1 21% 4%
9	9 19%	4 15% 45%	1 18% 11%	7 18% 76%	1 27% 12%
8	9 18%	4 14% 43%	2 31% 20%	6 15% 67%	1 27% 13%
7	5 11%	4 16% 81%	- - -	4 11% 81%	1 25% 19%
6	1 2%	- -	- -	1 2% 100%	- -
5	- -	- -	- -	- -	- -
4	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 670
Absolutes/col/row percents

29 Nov 2010

Qi14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
3	1 2%	-	-	-	1 3%	-
		-	-	-	100%	-
2	-	-	-	-	-	-
	-	-	-	-	-	-
1 - Not at all important	-	-	-	-	-	-
	-	-	-	-	-	-
Don't know	3 6%	-	-	1 16% 33%	2 5% 67%	-
Net: 10/9/8/7	45 91%	27 100% 60%	15 100% 34%	5 84% 11%	36 90% 80%	4 100% 9%
Net: 10/9	31 62%	19 70% 61%	11 71% 35%	3 53% 10%	26 65% 83%	2 48% 7%
Net: 6/5/4	1 2%	-	-	-	1 2% 100%	-
		-	-	-	-	-
Net: 3/2/1	1 2%	-	-	-	1 3% 100%	-
		-	-	-	-	-
Mean	8.85	9.08	9.10	9.06	8.87	8.45

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 147

Page 671
Absolutes/col/row percents

29 Nov 2010

Qi14A Importance that the BBC provides a website with high quality content that you can trust

Base : All

	TOTAL			Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Standard Deviation	1.44	1.17	1.07	0.99	1.53	1.24

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 672
Absolutes/col/row percents

29 Nov 2010

Q15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100%
Effective Total	47	47
10 - Extremely important	18 35%	18 35% 100%
9	2 5%	2 5% 100%
8	12 24%	12 24% 100%
7	1 2%	1 2% 100%
6	3 6%	3 6% 100%
5	3 7%	3 7% 100%
4	1 2%	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 673
Absolutes/col/row percents

29 Nov 2010

Q15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
3	3 5%	3 5% 100%
2	-	-
1 - Not at all important	1 2%	1 2% 100%
Don't know	5 11%	5 11% 100%
Net: 10/9/8/7	33 67%	33 67% 100%
Net: 10/9	20 40%	20 40% 100%
Net: 6/5/4	8 15%	8 15% 100%
Net: 3/2/1	4 7%	4 7% 100%
Mean	7.91	7.91

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 674
Absolutes/col/row percents

29 Nov 2010

Q115A Importance that BBC provides online viewing services such as iPlayer

Base : All

TOTAL	WAVE Q4-10 (T)
50	50 100%
47	47
2.39	2.39

Total (Unwtd)

Effective Total

Standard Deviation

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 675
Absolutes/col/row percents

29 Nov 2010

Qi15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
10 - Extremely important	18 35%	6 24% 31%	12 45% 69%	1 100% 6%	1 26% 6%	2 50% 14%	2 26% 9%	9 43% 48%	3 22% 18%	5 33% 26%	6 26% 34%	7 54% 40%	1 53% 6%	17 35% 94%	17 35% 94%	10 38% 55%	7 33% 39%	7 33% 39%	3 35% 18%
9	2 5%	1 4% 42%	1 5% 58%	-	-	-	1 24% 58%	-	1 7% 42%	-	2 11% 100%	-	-	2 5% 100%	2 5% 100%	2 9% 100%	-	-	-
8	12 24%	8 34% 64%	4 16% 36%	-	1 24% 7%	1 17% 7%	1 23% 11%	3 15% 25%	6 42% 50%	4 31% 36%	6 26% 49%	2 14% 15%	1 47% 8%	11 23% 92%	11 23% 92%	4 17% 36%	6 27% 48%	6 27% 48%	4 44% 33%
7	1 2%	1 4% 100%	-	-	-	-	-	1 5% 100%	-	-	1 4% 100%	-	-	1 2% 100%	1 2% 100%	1 4% 100%	-	-	-
6	3 6%	1 4% 30%	2 8% 70%	-	-	-	-	3 16% 100%	-	1 8% 37%	2 9% 63%	-	-	3 7% 100%	3 7% 100%	1 4% 30%	2 10% 70%	2 10% 70%	1 10% 30%
5	3 7%	2 8% 54%	2 6% 46%	-	-	1 17% 24%	2 26% 46%	1 5% 30%	-	2 13% 54%	2 7% 46%	-	-	3 7% 100%	3 7% 100%	2 9% 70%	1 5% 30%	1 5% 30%	-
4	1 2%	-	1 4% 100%	-	-	-	-	1 5% 100%	-	-	-	1 8% 100%	-	1 2% 100%	1 2% 100%	-	1 5% 100%	1 5% 100%	1 12% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 676
Absolutes/col/row percents

29 Nov 2010

Q15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
3	3 5%	3 12% 100%	- - -	- - -	1 24% 33%	1 17% 30%	- - -	1 5% 37%	- - -	1 7% 37%	2 7% 63%	- - -	- - -	3 6% 100%	3 6% 100%	2 7% 67%	1 4% 33%	1 4% 33%	- - -
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - Not at all important	1 2%	1 4% 100%	* * -	- - -	- - -	- - -	- - -	- - 100%	1 7% 100%	- - -	- - 100%	1 7% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
Don't know	5 11%	1 4% 19%	4 16% 81%	- - -	1 27% 19%	- - -	- - -	1 6% 21%	3 22% 60%	1 7% 19%	2 10% 43%	2 16% 39%	- - -	5 11% 100%	5 11% 100%	2 8% 40%	3 15% 60%	3 15% 60%	- - -
Net: 10/9/8/7	33 67%	15 67% 46%	18 66% 54%	1 100% 3%	2 49% 6%	3 67% 10%	4 74% 13%	13 63% 38%	10 71% 31%	9 64% 27%	16 67% 47%	9 69% 27%	2 100% 6%	31 65% 94%	31 65% 94%	18 68% 53%	13 60% 38%	13 60% 38%	7 78% 21%
Net: 10/9	20 40%	7 29% 32%	14 50% 68%	1 100% 5%	1 26% 5%	2 50% 12%	3 51% 15%	9 43% 42%	4 29% 21%	5 33% 23%	9 37% 42%	7 54% 35%	1 53% 5%	19 40% 95%	19 40% 95%	12 47% 61%	7 33% 34%	7 33% 34%	3 35% 16%
Net: 6/5/4	8 15%	3 12% 36%	5 18% 64%	- - -	- - -	1 17% 11%	2 26% 20%	5 26% 69%	- - -	3 21% 39%	4 15% 47%	1 8% 14%	- - -	8 16% 100%	8 16% 100%	3 43% 75%	4 20% 57%	4 20% 57%	2 22% 26%
Net: 3/2/1	4 7%	4 16% 100%	* * -	- - -	1 24% 25%	1 17% 22%	- - -	1 5% 28%	1 7% 26%	1 7% 28%	2 7% 47%	1 7% 25%	- - -	4 8% 100%	4 8% 100%	3 11% 75%	1 4% 25%	1 4% 25%	- - -
Mean	7.91	7.24	8.55	10.00	7.08	7.69	7.98	7.86	8.07	7.71	7.83	8.31	9.06	7.86	7.86	7.85	7.86	7.86	8.02

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 677
Absolutes/col/row percents

29 Nov 2010

Qi15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terres- trial TV only (l)	Digital TV (m)	Multi- channel TV (n)	Cable/ Sat- ellite (o)	Free- view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Standard Deviation	2.39	2.65	1.96	-	3.67	3.08	2.10	2.35	2.42	2.31	2.16	3.01	-	2.42	2.42	2.64	2.24	2.24	2.03

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 678
Absolutes/col/row percents

29 Nov 2010

Qi15A Importance that BBC provides online viewing services such as iPlayer

Base : All

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	13	6	37	4
10 - Extremely important	18 35%	11 39% 59%	3 48% 16%	14 35% 79%	1 21% 5%
9	2 5%	1 5% 58%	- - -	2 6% 100%	- - -
8	12 24%	6 20% 45%	1 16% 8%	9 23% 74%	2 52% 18%
7	1 2%	1 4% 100%	- - -	1 3% 100%	- - -
6	3 6%	1 4% 37%	1 8% 37%	3 8% 100%	- - -
5	3 7%	3 12% 100%	2 10% 46%	3 8% 100%	- - -
4	1 2%	- - -	1 7% 100%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 679
Absolutes/col/row percents

29 Nov 2010

Qi15A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
3	3 5%	1 3%	-	-	3 7%	-
		30%	-	-	100%	-
2	-	-	-	-	-	-
	-	-	-	-	-	-
1 - Not at all important	1 2%	-	-	*	1 2%	-
		-	-	*	100%	-
Don't know	5 11%	3 12%	-	1 18%	3 8%	1 27%
		61%	-	20%	59%	21%
Net: 10/9/8/7	33 67%	18 68%	11 75%	4 64%	26 66%	3 73%
		55%	34%	11%	79%	9%
Net: 10/9	20 40%	12 44%	9 62%	3 48%	16 41%	1 21%
		59%	46%	14%	81%	5%
Net: 6/5/4	8 15%	5 17%	4 25%	1 18%	7 16%	-
		60%	50%	14%	86%	-
Net: 3/2/1	4 7%	1 3%	-	*	4 9%	-
		22%	-	*	100%	-
Mean	7.91	8.21	8.50	8.29	7.80	8.59

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 148

Page 680
Absolutes/col/row percents

29 Nov 2010

Q115A Importance that BBC provides online viewing services such as iPlayer

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Standard Deviation	2.39	2.08	2.21	2.71	2.46	1.10

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 681
Absolutes/col/row percents

29 Nov 2010

Q14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100%
Effective Total	47	47
10 - Extremely important	12 24%	12 24% 100%
9	5 10%	5 10% 100%
8	12 23%	12 23% 100%
7	3 6%	3 6% 100%
6	1 2%	1 2% 100%
5	1 2%	1 2% 100%
4	1 2%	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 682
Absolutes/col/row percents

29 Nov 2010

Q14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	WAVE Q4-10 (1)
Total (Unwtd)	50	50 100%
Effective Total	47	47
3	3 5%	3 5% 100%
2	1 1%	1 1% 100%
1 - Not at all important	-	-
Don't know	12 24%	12 24% 100%
Net: 10/9/8/7	31 63%	31 63% 100%
Net: 10/9	17 34%	17 34% 100%
Net: 6/5/4	3 6%	3 6% 100%
Net: 3/2/1	3 7%	3 7% 100%
Mean	7.96	7.96

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 683
Absolutes/col/row percents

29 Nov 2010

Q14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

TOTAL	WAVE Q4-10 (T)
50	50 100%
47	47
2.20	2.20

Total (Unwtd)

Effective Total

Standard Deviation

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 684
Absolutes/col/row percents

29 Nov 2010

Q14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
10 - Extremely important	12 24%	6 25% 47%	6 23% 53%	1 100% 9%	2 53% 17%	3 52% 21%	* * *	3 16% 27%	3 22% 26%	5 35% 41%	3 12% 24%	4 32% 35%	- - -	12 25% 100%	12 25% 100%	6 23% 51%	5 23% 41%	5 23% 41%	3 35% 26%
9	5 10%	- - -	5 18% 100%	- - -	- - -	- - -	2 26% 32%	1 6% 23%	2 15% 45%	2 11% 32%	2 10% 47%	1 8% 22%	1 53% 22%	4 8% 78%	4 8% 78%	- - -	4 18% 78%	4 18% 78%	- - -
8	12 23%	5 21% 41%	7 25% 59%	- - -	1 24% 8%	- - -	1 24% 12%	8 41% 72%	1 6% 8%	- - -	9 41% 82%	2 16% 18%	1 47% 8%	11 22% 92%	11 22% 92%	5 21% 48%	5 24% 44%	5 24% 44%	3 32% 25%
7	3 6%	2 9% 66%	1 4% 34%	- - -	- - -	- - -	- - -	1 5% 33%	2 14% 67%	2 15% 66%	1 5% 34%	- - -	- - -	3 6% 100%	3 6% 100%	1 4% 33%	2 10% 67%	2 10% 67%	- - -
6	1 2%	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 5% 100%	- - -	- - -	1 5% 100%	- - -	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
5	1 2%	- - -	1 4% 100%	- - -	- - -	- - -	- - -	1 5% 100%	- - -	- - -	- - -	1 8% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -
4	1 2%	1 4% 100%	- - -	- - -	- - -	- - -	- - -	- - -	1 6% 100%	- - -	- - -	1 7% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 685
Absolutes/col/row percents

29 Nov 2010

Q148 Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
3	3 5%	3 12%	-	-	1 24%	1 17%	-	1 5%	-	2 13%	1 4%	-	-	3 6%	3 6%	2 7%	1 4%	1 4%	-
		100%	-	-	33%	30%	-	37%	-	67%	33%	-	-	100%	100%	67%	33%	33%	-
2	1 1%	1 3%	-	-	-	1 15%	-	-	-	-	-	1 6%	-	1 2%	1 2%	1 3%	-	-	-
		100%	-	-	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-
1 - Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	12 24%	6 26%	6 22%	-	-	1 17%	3 49%	3 16%	5 35%	4 26%	5 24%	3 22%	-	12 25%	12 25%	8 30%	4 20%	4 20%	3 33%
		50%	50%	-	-	7%	24%	27%	42%	30%	45%	24%	-	100%	100%	64%	36%	36%	25%
Net: 10/9/8/7	31 63%	12 54%	19 70%	1 100%	3 76%	3 52%	3 51%	14 68%	8 58%	8 61%	16 68%	7 56%	2 100%	29 61%	29 61%	13 48%	16 75%	16 75%	6 67%
		39%	61%	3%	9%	8%	9%	43%	27%	27%	50%	23%	6%	94%	94%	40%	51%	51%	19%
Net: 10/9	17 34%	6 25%	11 41%	1 100%	2 53%	3 52%	2 26%	4 22%	5 37%	6 46%	5 22%	5 40%	1 53%	16 33%	16 33%	6 23%	9 41%	9 41%	3 35%
		34%	66%	6%	12%	15%	9%	26%	32%	38%	31%	31%	6%	94%	94%	36%	52%	52%	19%
Net: 6/5/4	3 6%	1 4%	2 8%	-	-	-	-	2 11%	1 6%	-	1 5%	2 15%	-	3 6%	3 6%	3 12%	-	-	-
		31%	69%	-	-	-	-	69%	31%	-	35%	65%	-	100%	100%	100%	-	-	-
Net: 3/2/1	3 7%	3 15%	-	-	1 24%	2 32%	-	1 5%	-	2 13%	1 4%	1 6%	-	3 7%	3 7%	3 10%	1 4%	1 4%	-
		100%	-	-	26%	45%	-	29%	-	52%	26%	21%	-	100%	100%	74%	26%	26%	-
Mean	7.96	7.25	8.52	10.00	7.87	7.16	8.52	7.77	8.29	8.01	8.02	7.80	8.53	7.93	7.93	7.36	8.41	8.41	9.03

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 686
Absolutes/col/row percents

29 Nov 2010

Q114B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	13	21	13	2	45	45	24	20	20	9
Standard Deviation	2.20	2.81	1.39	-	3.29	4.19	0.62	1.84	2.72	1.59	2.75	-	2.26	2.26	2.63	1.69	1.69	1.09

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 687
Absolutes/col/row percents

29 Nov 2010

Qi14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50	27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	24	13	6	37	4
10 - Extremely important	12 24%	6 23% 51%	5 33% 42%	- - -	11 28% 92%	1 21% 8%
9	5 10%	3 10% 55%	3 18% 55%	- - -	4 9% 77%	1 27% 23%
8	12 23%	5 17% 40%	3 21% 28%	2 38% 19%	9 23% 81%	- - -
7	3 6%	2 7% 66%	- - -	- - -	2 5% 66%	1 25% 34%
6	1 2%	1 4% 100%	- - -	- - -	1 3% 100%	- - -
5	1 2%	- - -	- - -	- - -	1 3% 100%	- - -
4	1 2%	- - -	- - -	- - -	1 2% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 149

Page 688
Absolutes/col/row percents

29 Nov 2010

Qi14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

TOTAL		Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
3	3 5%	1 3%	-	-	3 7%	-
		30%	-	-	100%	-
2	1 1%	1 3%	1 5%	1 13%	-	-
		100%	100%	100%	-	-
1 - Not at all important	-	-	-	-	-	-
	-	-	-	-	-	-
Don't know	12 24%	9 33%	4 24%	3 50%	8 20%	1 27%
		75%	30%	24%	66%	10%
Net: 10/9/8/7	31 63%	15 57%	11 71%	2 38%	26 65%	3 73%
		49%	34%	7%	83%	10%
Net: 10/9	17 34%	9 32%	8 50%	-	15 37%	2 48%
		52%	46%	-	88%	12%
Net: 6/5/4	3 6%	1 4%	-	-	3 8%	-
		35%	-	-	100%	-
Net: 3/2/1	3 7%	2 6%	1 5%	1 13%	3 7%	-
		45%	21%	21%	79%	-
Mean	7.96	8.12	8.70	6.48	8.03	8.62

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 689
Absolutes/col/row percents

29 Nov 2010

Table 149

Q14B Importance that Channel 4 provides websites with high quality content that you can trust

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Standard Deviation	2.20	2.17	2.03	3.21	2.18	1.49

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 690
Absolutes/col/row percents

29 Nov 2010

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Total (Wtd)	50	50* 100% *
Effective Total	47	47
10 - Extremely important	9 18%	9 18% 100%
9	7 15%	7 15% 100%
8	10 20%	10 20% 100%
7	3 6%	3 6% 100%
6	2 4%	2 4% 100%
5	4 8%	4 8% 100%
4	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 691
Absolutes/col/row percents

29 Nov 2010

Q15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

	TOTAL	WAVE Q4-10 (T)
Total (Unwtd)	50	50 100%
Effective Total	47	47
3	3 5%	3 5% 100%
2	1 2%	1 2% 100%
1 - Not at all important	-	-
Don't know	11 22%	11 22% 100%
Net: 10/9/8/7	29 59%	29 59% 100%
Net: 10/9	16 33%	16 33% 100%
Net: 6/5/4	6 12%	6 12% 100%
Net: 3/2/1	4 7%	4 7% 100%
Mean	7.68	7.68

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 692
Absolutes/col/row percents

29 Nov 2010

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

TOTAL	WAVE Q4-10 (T)
50	50 100%
47	47
2.20	2.20

Total (Unwtd)

Effective Total

Standard Deviation

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 693
Absolutes/col/row percents

29 Nov 2010

Q15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Total (Wtd)	50	23** 46%	27** 54%	1** 2%	4** 8%	5** 10%	6** 12%	20** 40%	14** 29%	14** 28%	23** 46%	13** 26%	2** 4%	48* 96%	48* 96%	26** 52%	21** 42%	21** 42%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
10 - Extremely important	9 18%	5 21% 54%	4 15% 46%	1 100% 11%	1 26% 11%	2 35% 19%	* * *	3 16% 35%	2 14% 23%	4 29% 45%	3 12% 32%	2 16% 23%	- - -	9 19% 100%	9 19% 100%	5 19% 55%	3 14% 33%	3 14% 33%	2 23% 23%
9	7 15%	- - -	7 27% 100%	- - -	- - -	- - -	3 50% 40%	2 12% 31%	2 15% 29%	2 11% 21%	4 16% 50%	2 16% 29%	1 53% 14%	6 13% 86%	6 13% 86%	2 10% 34%	4 18% 52%	4 18% 52%	1 12% 14%
8	10 20%	5 24% 56%	4 16% 44%	- - -	1 24% 9%	1 17% 8%	- - -	6 31% 63%	2 13% 19%	1 6% 8%	6 26% 61%	3 23% 31%	1 47% 10%	9 18% 90%	9 18% 90%	4 16% 43%	5 22% 47%	5 22% 47%	4 43% 39%
7	3 6%	2 9% 66%	1 4% 34%	- - -	- - -	- - -	- - -	1 5% 33%	2 14% 67%	1 7% 33%	2 9% 67%	- - -	- - -	3 6% 100%	3 6% 100%	2 8% 66%	1 5% 34%	1 5% 34%	- - -
6	2 4%	- - -	2 8% 100%	- - -	- - -	- - -	- - -	2 11% 100%	- - -	- - -	2 9% 100%	- - -	- - -	2 4% 100%	2 4% 100%	1 4% 50%	1 5% 50%	1 5% 50%	- - -
5	4 8%	2 8% 44%	2 8% 56%	- - -	- - -	1 15% 19%	- - -	3 14% 81%	- - -	2 16% 54%	- - -	2 14% 46%	- - -	4 8% 100%	4 8% 100%	2 7% 46%	2 10% 54%	2 10% 54%	- - -
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 694
Absolutes/col/row percents

29 Nov 2010

Q15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
3	3 5%	3 12%	-	-	1 24%	1 17%	-	1 5%	-	2 13%	1 4%	-	-	3 6%	3 6%	2 7%	1 4%	1 4%	-
		100%	-	-	33%	30%	-	37%	-	67%	33%	-	-	100%	100%	67%	33%	33%	-
2	1 2%	1 4%	-	-	-	1 17%	-	-	-	-	1 4%	-	-	1 2%	1 2%	1 3%	-	-	-
		100%	-	-	-	100%	-	-	-	-	100%	-	-	100%	100%	100%	-	-	-
1 - Not at all important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	11 22%	5 23%	6 22%	-	1 27%	-	3 49%	1 5%	6 43%	3 18%	5 20%	4 30%	-	11 23%	11 23%	7 26%	4 21%	4 21%	2 23%
		47%	53%	-	9%	-	26%	8%	56%	23%	42%	36%	-	100%	100%	61%	39%	39%	19%
Net: 10/9/8/7	29 59%	12 54%	17 62%	1 100%	2 49%	3 52%	3 51%	13 64%	8 57%	7 53%	15 63%	7 56%	2 100%	27 57%	27 57%	14 53%	13 60%	13 60%	7 77%
		42%	58%	4%	6%	9%	10%	43%	28%	25%	50%	25%	7%	93%	93%	47%	43%	43%	24%
Net: 10/9	16 33%	5 21%	12 42%	1 100%	1 26%	2 35%	3 51%	5 27%	4 29%	6 40%	7 29%	4 32%	1 53%	15 32%	15 32%	7 29%	7 33%	7 33%	3 35%
		30%	70%	6%	6%	11%	18%	33%	26%	34%	40%	26%	6%	94%	94%	46%	42%	42%	19%
Net: 6/5/4	6 12%	2 8%	4 16%	-	-	1 15%	-	5 27%	-	2 16%	2 9%	2 14%	-	6 13%	6 13%	3 11%	3 15%	3 15%	-
		29%	71%	-	-	12%	-	88%	-	36%	35%	30%	-	100%	100%	47%	53%	53%	-
Net: 3/2/1	4 7%	4 16%	-	-	1 24%	2 33%	-	1 5%	-	2 13%	2 7%	-	-	4 7%	4 7%	3 10%	1 4%	1 4%	-
		100%	-	-	26%	46%	-	29%	-	51%	49%	-	-	100%	100%	74%	26%	26%	-
Mean	7.68	7.08	8.18	10.00	7.08	6.43	9.00	7.40	8.52	7.38	7.66	8.10	8.53	7.64	7.64	7.42	7.74	7.74	8.74

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 695
Absolutes/col/row percents

29 Nov 2010

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	50	25 50%	1 2%	4 8%	6 12%	5 10%	19 38%	15 30%	13 26%	22 44%	13 26%	2 4%	48 96%	48 96%	27 54%	20 40%	20 40%	9 18%
Effective Total	47	24	1	4	6	4	19	14	13	21	13	2	45	45	24	20	20	9
Standard Deviation	2.20	2.69	1.61	-	3.67	3.61	0.05	2.00	1.20	2.77	2.08	1.82	-	2.25	2.25	2.49	1.99	0.96

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

Page 696
Absolutes/col/row percents

29 Nov 2010

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Total (Wtd)	50 27** 54% **	15** 30% **	6** 12% **	40* 80% *	4** 9% **
Effective Total	47	13	6	37	4
10 - Extremely important	9 18%	5 19% 56%	- 33% 55%	8 20% 90%	1 21% 10%
9	7 15%	5 19% 70%	1 20% 16%	6 16% 84%	- - -
8	10 20%	2 8% 23%	3 21% 33%	8 20% 80%	- - -
7	3 6%	2 7% 66%	- - -	2 5% 66%	1 25% 34%
6	2 4%	1 4% 50%	- - -	2 5% 100%	- - -
5	4 8%	3 11% 73%	2 12% 48%	1 13% 19%	3 8% 81%
4	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 697
Absolutes/col/row percents

29 Nov 2010

Table 150

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50 26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47 24	13	6	37	4
3	3 5%	1 3%	-	3 7%	-
	30%	-	-	100%	-
2	1 2%	1 3%	-	1 2%	-
	100%	-	-	100%	-
1 - Not at all important	-	-	-	-	-
	-	-	-	-	-
Don't know	11 22%	2 16%	2 34%	7 17%	2 54%
	64%	22%	18%	61%	21%
Net: 10/9/8/7	29 59%	14 53%	3 53%	24 61%	2 46%
	49%	37%	11%	82%	7%
Net: 10/9	16 33%	10 38%	8 50%	14 36%	1 21%
	62%	47%	7%	87%	6%
Net: 6/5/4	6 12%	4 15%	1 13%	5 13%	-
	65%	31%	12%	88%	-
Net: 3/2/1	4 7%	2 6%	-	4 9%	-
	46%	-	-	100%	-
Mean	7.68	7.68	8.54	7.72	7.64
					8.39

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B - C/D/E

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 150

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Absolutes/col/row percents

29 Nov 2010

Qi15B Importance that Channel 4 provides online viewing services such as 4OD

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	50	26 52%	15 30%	7 14%	39 78%	4 8%
Effective Total	47	24	13	6	37	4
Standard Deviation	2.20	2.35	1.75	1.62	2.31	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 699
Absolutes/col/row percents

29 Nov 2010

Table 151

QEx1 DVR use

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Yes	82 42%	18 41% 22%	14 29% 18%	25 49% 30%
No	112 58%	26 59% 23%	36 71% 32%	25 51% 23%
Don't know	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 151

Page 700
Absolutes/col/row percents

29 Nov 2010

QEx1 DVR use

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	82 42%	38 44% 47%	43 41% 53%	4 43% 5%	4 41% 5%	13 66% 15%	12 52% 14%	28 45% 34%	22 31% 27%	32 62% 39% k	36 41% 44%	14 26% 17%	- - -	82 45% 100% pq	82 45% 100% pq	63 57% 77% pq	18 25% 21%	18 24% 21%	26 39% 31%
No	112 58%	50 56% 45%	62 59% 55%	5 57% 5%	6 59% 5%	6 34% 6%	11 48% 10%	34 55% 30%	50 69% 44%	19 38% 17%	53 59% 47%	40 74% 36% i	12 100% 10%	100 55% 90%	100 55% 90%	47 43% 42%	54 75% 48% mno	56 76% 50% mno	40 61% 36%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 701
Absolutes/col/row percents

29 Nov 2010

Table 151

QEx1 DVR use

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	52	39	111	27
Yes	82 42%	27 50% 100% B	14 34% 17%	51 43% 62%	16 54% 20%
No	112 58%	9 10% 8%	26 66% 24%	69 57% 62%	14 46% 12%
Don't know	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 152

Page 702
Absolutes/col/row percents

29 Nov 2010

QEx2 Use of on-demand

Base : All with a TV in household who are not analogue only

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	183 41 22%	45 25%	49 27%	48 26%
Total (Wtd)	182 41* 22% *	45* 25% *	49* 27% *	48* 26% *
Effective Total	170	44	44	45
Yes, use on-demand	32 18%	8 19% 24%	9 18% 27%	8 17% 25%
No	149 82%	33 81% 22%	40 82% 27%	40 83% 27%
Don't know	1 1%	- 2% 100%	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 152

Page 703
Absolutes/col/row percents

29 Nov 2010

QEx2 Use of on-demand

Base : All with a TV in household who are not analogue only

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	183	84 46%	99 54%	9 5%	10 5%	21 11%	25 14%	57 31%	61 33%	46 25%	82 45%	48 26%	- -	183 100%	183 100%	113 62%	69 38%	72 39%	62 34%
Total (Wtd)	182	85* 47%	97* 53%	8** 4%	10** 5%	18** 10%	23** 13%	60* 33%	64* 35%	51* 28%	87* 47%	45* 25%	-** -	182 100%	182 100%	110 60%	71* 39%	73* 40%	64 35%
Effective Total	170	78	93	7	10	19	22	54	59	44	79	47	-	170	170	103	66	68	60
Yes, use on-demand	32 18%	17 20% 53%	15 16% 47%	1 17% 4%	1 9% 3%	1 5% 3%	7 29% 20%	12 20% 37%	11 16% 33%	12 24% 37%	16 19% 51%	4 9% 12%	- - -	32 18% 100% q	32 18% 100% q	29 26% 89% pq	3 5% 11%	3 5% 11%	16 25% 49%
No	149 82%	67 79% 45%	82 84% 55%	6 83% 4%	8 80% 5%	17 95% 11%	16 71% 11%	48 80% 32%	54 84% 36%	39 76% 26%	69 80% 46%	41 91% 28%	- - -	149 82% 100%	149 82% 100%	80 73% 54%	68 95% 45% mno	70 95% 47% mno	48 75% 32%
Don't know	1 1%	1 1% 100%	- - -	- - -	1 11% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 152

Page 704
Absolutes/col/row percents

29 Nov 2010

QEx2 Use of on-demand

Base : All with a TV in household who are not analogue only

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
183	87 48%	57 31%	41 22%	112 61%	27 15%
182	90* 50%	54* 30%	38* 21%	113 62%	29** 16%
170	82	51	37	104	26
32 18%	32 36% 100% B	7 12% 20%	7 18% 21%	22 20% 68%	4 12% 11%
149 82%	58 64% 39%	46 86% 31% A	30 79% 20%	91 80% 61%	25 88% 17%
1 1%	- - -	1 2% 100%	1 3% 100%	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 153

Page 705
Absolutes/col/row percents

29 Nov 2010

QEx3 Use of internet to watch or download programmes or films

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Yes	55 28% 9 20% 16%	15 31% 28%	16 32% 29%	15 30% 28%
No	138 71% 35 80% 26%	35 69% 25%	34 68% 25%	34 67% 24%
Don't know	1 1% - - -	- - -	- - -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 153

Page 706
Absolutes/col/row percents

29 Nov 2010

QEx3 Use of internet to watch or download programmes or films

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	55 28%	23 25% 41%	33 31% 59%	6 66% 11%	6 62% 11%	8 40% 14%	10 43% 18%	20 32% 36% h	6 8% 10%	15 31% 28%	28 31% 51%	12 22% 21%	1 9% 2%	54 30% 98%	54 30% 98%	34 31% 62%	19 27% 35%	19 26% 35%	13 19% 23%
No	138 71%	66 75% 48%	72 68% 52%	3 34% 2%	4 38% 3%	11 60% 8%	13 57% 9%	41 66% 29%	66 92% 48% g	35 69% 26%	60 67% 43%	43 78% 31%	11 91% 8%	127 70% 92%	127 70% 92%	75 68% 55%	52 73% 38%	54 74% 39%	53 81% 38%
Don't know	1 1%	- - -	1 1% 100%	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 707
Absolutes/col/row percents

29 Nov 2010

Table 153

QEx3 Use of internet to watch or download programmes or films

Base : All

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181	82	39	111	27
Yes	55 28%	29 32% 52%	12 31% 23%	36 30% 65%	6 20% 11%
No	138 71%	61 67% 44% B	28 69% 20%	83 69% 60%	24 80% 18%
Don't know	1 1%	1 1% 100%	- - -	1 1% 100%	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 154

Page 708
Absolutes/col/row percents

29 Nov 2010

QEx4 Websites used in the last month

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
www.BBC.co.uk	94 48% 21%	23 45% 24%	23 45% 24%	29 57% 30%
www.ITV.com	36 18% 30%	11 22% 31%	5 10% 14%	9 18% 26%
www.channel4.com	23 12% 16%	4 8% 18%	7 14% 31%	8 16% 35%
www.five.tv	7 4% -	2 4% 31%	1 3% 19%	4 7% 50%
www.s4c.co.uk	54 28% 20%	14 27% 25%	14 28% 25%	16 32% 30%
www.teletext.co.uk	10 5% 29%	3 6% 29%	3 6% 31%	1 2% 11%
None of these	92 48% 23%	25 49% 27%	27 55% 30%	19 39% 21%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 154

Page 709
Absolutes/col/row percents

29 Nov 2010

QEx4 Websites used in the last month

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Don't know	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 154

Page 710
Absolutes/col/row percents

29 Nov 2010

QEx4 Websites used in the last month

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
www.BBC.co.uk	94 48%	39 44%	54 52%	6 71%	9 91%	14 75%	16 70%	33 53%	15 21%	31 61%	42 48%	20 37%	2 21%	91 50%	91 50%	63 57%	27 38%	28 38%	23 35%
		42%	58%	7%	9%	15%	17%	h 35%	16%	33%	45%	22%	3%	97%	97%	67%	29%	30%	25%
www.ITV.com	36 18%	15 17%	21 20%	5 56%	2 19%	3 17%	2 7%	14 23%	10 13%	10 19%	17 19%	9 17%	3 29%	32 18%	32 18%	22 20%	11 15%	12 16%	9 14%
		42%	58%	14%	5%	9%	5%	40%	27%	27%	47%	26%	10%	90%	90%	61%	30%	33%	25%
www.channel4.com	23 12%	9 10%	14 13%	6 71%	1 10%	3 16%	- -	6 9%	7 9%	9 18%	10 11%	4 7%	2 21%	20 11%	20 11%	13 12%	6 9%	6 9%	4 6%
		38%	62%	28%	4%	13%	- -	24%	30%	40%	43%	17%	11%	89%	89%	57%	28%	28%	19%
www.five.tv	7 4%	2 2%	5 5%	1 11%	- -	- -	2 7%	- -	5 6%	4 8%	1 1%	2 4%	1 9%	6 3%	6 3%	2 2%	4 5%	4 5%	1 2%
		30%	70%	14%	- -	- -	21%	- -	64%	55%	16%	29%	14%	86%	86%	33%	52%	52%	16%
www.s4c.co.uk	54 28%	24 27%	31 29%	7 79%	3 29%	7 36%	6 28%	19 30%	12 17%	17 34%	24 27%	14 25%	2 21%	52 29%	52 29%	33 30%	18 25%	19 26%	16 24%
		44%	56%	13%	5%	13%	12%	34%	23%	31%	44%	25%	4%	96%	96%	61%	33%	35%	29%
www.teletext.co.uk	10 5%	5 5%	5 5%	- -	2 18%	1 5%	1 6%	2 4%	4 5%	2 5%	5 5%	3 5%	- -	10 5%	10 5%	6 5%	4 6%	4 6%	4 7%
		46%	54%	- -	18%	9%	15%	22%	36%	25%	46%	28%	- -	100%	100%	59%	41%	41%	43%
None of these	92 48%	46 52%	46 44%	1 11%	1 9%	5 25%	6 27%	24 40%	55 77%	20 39%	41 46%	32 59%	8 71%	84 46%	84 46%	43 39%	41 58%	42 57%	40 61%
		50%	50%	1%	1%	5%	7%	26%	60%	21%	44%	35%	9%	91%	91%	47%	45%	45%	43%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 154

Page 711
Absolutes/col/row percents

29 Nov 2010

QEx4 Websites used in the last month

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi- channel TV (n)	Cable/ Satellite (o)	Free- view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 712
Absolutes/col/row percents

29 Nov 2010

Table 154

QEx4 Websites used in the last month

Base : All

TOTAL			Satisfaction vs one year ago		
	Use Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181 82	52	39	111	27
www.BBC.co.uk	94 48% 60 66% 64%	46 84% 49%	16 41% 17%	66 55% 71%	11 37% 12%
www.ITV.com	36 18% 18 20% 51%	18 32% 50%	9 23% 26%	22 19% 63%	4 13% 11%
www.channel4.com	23 12% 12 13% 53%	15 27% 65%	4 11% 19%	16 14% 71%	2 7% 10%
www.five.tv	7 4% 5 6% 71%	5 9% 70%	- - -	7 6% 100%	- - -
www.s4c.co.uk	54 28% 29 32% 53%	26 48% 49%	8 19% 14%	39 32% 71%	8 26% 15%
www.teletext.co.uk	10 5% 6 7% 62%	6 11% 64%	2 5% 20%	6 5% 56%	2 8% 24%
None of these	92 48% 27 30% 30% B	5 9% 5%	23 57% 25%	48 40% 52%	18 59% 19%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 154

Page 713
Absolutes/col/row percents

29 Nov 2010

QEx4 Websites used in the last month

Base : All

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194	87 45%	58 30%	43 22%	119 61%	28 14%
Effective Total	181	82	52	39	111	27
Don't know	-	-	-	-	-	-
	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 155

Page 714
Absolutes/col/row percents

29 Nov 2010

QEx5 Websites used to view programmes online in the last month

Base : All who ever use the internet to watch or download programmes or films

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	58 10 17%	16 28%	17 29%	15 26%
Total (Wtd)	55 9** 16% **	15** 28% **	16** 29% **	15** 28% **
Effective Total	52	16	14	13
www.bbc.co.uk/iplayer	38 69% 5 53% 12%	11 74% 30%	13 80% 33%	9 62% 25%
www.itv.com/itvplayer	18 33% 1 13% 6%	8 49% 41%	5 31% 27%	5 31% 26%
www.channel4.com/programmes/catch-up	11 20% 1 10% 8%	3 18% 25%	4 23% 33%	4 26% 35%
www.demand.five.tv	6 11% - - -	- - -	4 23% 58%	3 17% 42%
www.s4c.co.uk/clic	22 39% 2 19% 7%	7 48% 34%	5 34% 25%	7 48% 34%
None of these	12 21% 3 37% 27%	3 19% 25%	3 20% 27%	2 16% 21%
Don't know	- - -	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 155

Page 715
Absolutes/col/row percents

29 Nov 2010

QEx5 Websites used to view programmes online in the last month

Base : All who ever use the internet to watch or download programmes or films

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	58	25 43%	33 57%	7 12%	6 10%	10 17%	11 19%	19 33%	5 9%	14 24%	27 47%	13 22%	1 2%	57 98%	57 98%	38 66%	18 31%	19 33%	13 22%
Total (Wtd)	55	23** 41%	33* 59%	6** 11%	6** 11%	8** 14%	10** 18%	20** 36%	6** 10%	15** 28%	28** 51%	12** 21%	1** 2%	54* 98%	54* 98%	34* 62%	19** 35%	19** 35%	13 23%
Effective Total	52	21	30	6	6	9	9	18	5	13	26	13	1	51	51	33	17	17	13
www.bbc.co.uk/iplayer	38 69%	16 72% 42%	22 68% 58%	6 100% 16%	5 83% 13%	6 79% 16%	7 68% 18%	11 56% 29%	3 58% 9%	14 88% 36%	16 57% 41%	9 75% 23%	- - -	38 71% 100%	38 71% 100%	23 68% 60%	14 75% 37%	14 75% 37%	7 51% 17%
www.itv.com/itvplayer	18 33%	6 26% 32%	12 38% 68%	5 78% 26%	- - -	2 23% 9%	3 33% 18%	8 38% 42%	1 15% 5%	5 33% 28%	8 27% 41%	6 47% 30%	- - -	18 34% 100%	18 34% 100%	11 33% 62%	7 36% 38%	7 36% 38%	5 37% 26%
www.channel4.com/programmes/catch-up	11 20%	2 9% 18%	9 28% 82%	4 62% 33%	1 16% 9%	2 23% 16%	- - -	3 17% 30%	1 25% 12%	5 31% 43%	5 16% 40%	2 16% 17%	- - -	11 21% 100%	11 21% 100%	6 18% 54%	5 27% 46%	5 27% 46%	1 7% 8%
www.demandfive.tv	6 11%	- - -	6 19% 100%	2 32% 31%	- - -	- - -	3 29% 46%	- - -	1 25% 23%	4 28% 69%	- - -	2 16% 31%	- - -	6 11% 100%	6 11% 100%	3 8% 44%	3 18% 56%	3 18% 56%	- - -
www.s4c.co.uk/clic	22 39%	6 26% 27%	16 48% 73%	5 85% 24%	- - -	3 36% 13%	3 32% 15%	7 37% 34%	3 59% 15%	5 32% 23%	11 39% 50%	6 49% 27%	1 100% 5%	21 38% 95%	21 38% 95%	13 37% 58%	8 42% 37%	8 42% 37%	5 36% 21%
None of these	12 21%	6 28% 55%	5 16% 45%	- - -	1 17% 9%	1 10% 6%	3 32% 27%	5 27% 47%	1 23% 11%	2 12% 16%	9 32% 77%	1 7% 7%	- - -	12 22% 100%	12 22% 100%	9 27% 77%	3 14% 23%	3 14% 23%	5 40% 44%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 155

Page 716
Absolutes/col/row percents

29 Nov 2010

QEx5 Websites used to view programmes online in the last month

Base : All who ever use the internet to watch or download programmes or films

	TOTAL	Use		Satisfaction vs one year ago		
		Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	58	28 48%	58 100%	14 24%	37 64%	6 10%
Total (Wtd)	55	29** 52%	55* 100%	12** 23%	36* 65%	6** 11%
Effective Total	52	25	52	13	33	6
www.bbc.co.uk/iplayer	38 69%	22 75% 56%	38 69% 100%	9 70% 23%	25 69% 65%	5 81% 13%
www.itv.com/itvplayer	18 33%	6 22% 35%	18 33% 100%	7 56% 39%	11 31% 61%	- - -
www.channel4.com/programmes/ catch-up	11 20%	3 11% 28%	11 20% 100%	3 26% 28%	7 20% 64%	1 15% 8%
www.demand.five.tv	6 11%	5 18% 83%	6 11% 100%	1 7% 14%	5 15% 86%	- - -
www.s4c.co.uk/clic	22 39%	7 25% 33%	22 39% 100%	5 37% 22%	14 39% 64%	3 51% 14%
None of these	12 21%	6 22% 54%	12 21% 100%	3 22% 23%	7 20% 60%	1 19% 10%
Don't know	- -	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 717
Absolutes/col/row percents

29 Nov 2010

Table 156

Q7b Age

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
16-24	9 5% 3 7% 34%	3 6% 30%	2 4% 24%	1 2% 11%
25-34	10 5% 1 3% 12%	2 4% 21%	3 5% 27%	4 8% 39%
35-44	19 10% 4 10% 23%	5 10% 26%	5 10% 26%	5 10% 26%
45-54	23 12% 5 12% 23%	6 12% 26%	6 12% 26%	6 12% 26%
55-64	62 32% 12 27% 20%	17 34% 28%	13 25% 21%	20 40% 32%
65+	72 37% 18 41% 25%	17 35% 24%	22 43% 30%	14 29% 20%
Mean	56.69	56.91	56.40	57.37

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 718
Absolutes/col/row percents

29 Nov 2010

Table 156

Q7b Age

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Standard Deviation	14.12 14.97	14.28	14.52	13.15

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 156

Page 719
Absolutes/col/row percents

29 Nov 2010

Q7b Age

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
16-24	9 5%	3 3%	6 6%	9 100%	- -	- -	- -	- -	- -	- -	7 8%	2 4%	1 12%	8 4%	8 4%	5 4%	3 4%	3 4%	3 4%
25-34	10 5%	6 6%	4 4%	- -	10 100%	- -	- -	- -	- -	2 4%	5 5%	3 5%	- -	10 5%	10 5%	6 5%	4 5%	4 5%	2 3%
35-44	19 10%	10 11%	9 8%	- -	- -	19 100%	- -	- -	- -	7 13%	6 7%	6 11%	1 9%	18 10%	18 10%	13 12%	5 7%	5 7%	3 5%
45-54	23 12%	8 9%	15 15%	- -	- -	- -	23 100%	- -	- -	7 14%	10 11%	6 11%	- -	23 13%	23 13%	17 15%	6 8%	6 8%	6 10%
55-64	62 32%	31 35%	31 29%	- -	- -	- -	- -	62 100%	- -	18 35%	36 40%	8 13%	2 18%	60 33%	60 33%	37 34%	23 32%	23 31%	14 21%
65+	72 37%	31 35%	41 38%	- -	- -	- -	- -	- -	72 100%	17 33%	25 28%	30 55%	7 61%	64 35%	64 35%	33 30%	31 43%	33 45%	38 57%
Mean	56.69	56.56	56.81	20.00	29.50	39.50	49.50	59.50	69.50	57.46	55.05	58.68	59.18	56.54	56.54	55.27	58.32	58.61	60.78

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 720
Absolutes/col/row percents

29 Nov 2010

Table 156

Q7b Age

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Standard Deviation	14.12	13.96	14.31	0.00	0.01	0.02	0.01	0.00	0.02	11.69	14.97	14.66	17.49	13.92	13.92	13.87	13.91	13.84	13.31

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 721
Absolutes/col/row percents

29 Nov 2010

Table 156

Q7b Age

Base : All

TOTAL	Use		Satisfaction vs one year ago		
	Timeshifting (DVR and/or TV on demand) (A)	Use internet to watch programmes/ films (B)	More (C)	Same (D)	Less (E)
Total (Unwtd)	194 87 45%	58 30%	43 22%	119 61%	28 14%
Total (Wtd)	194 90* 47%	55* 28%	40* 21%	120 62%	30** 16%
Effective Total	181 82	52	39	111	27
16-24	9 5% 4 4% 43%	6 11% 66%	3 7% 30%	5 4% 55%	1 4% 15%
25-34	10 5% 4 4% 41%	6 11% 62%	1 3% 11%	8 6% 79%	1 3% 11%
35-44	19 10% 13 15% 71%	8 14% 40%	4 11% 22%	11 9% 58%	4 12% 20%
45-54	23 12% 14 15% 61%	10 18% 43%	3 8% 14%	18 15% 79%	2 5% 7%
55-64	62 32% 31 34% 50%	20 36% 32%	13 32% 21%	40 34% 65%	7 23% 11%
65+	72 37% 24 27% 34%	6 10% 8%	16 40% 23%	38 32% 53%	15 51% 22%
Mean	56.69	54.62	48.39	57.15	55.77
Standard Deviation	14.12	13.69	15.24	14.88	13.90

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 722
Absolutes/col/row percents

29 Nov 2010

Table 157

Q8 Marital status

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Married/Living with partner	112 58% 22 51% 20%	30 59% 27%	29 59% 26%	30 61% 27%
Have partner, but not living together	9 4% 2 4% 21%	2 4% 24%	2 4% 21%	3 6% 35%
Single	27 14% 11 25% 41%	7 14% 26%	4 9% 16%	5 10% 18%
Separated/Divorced	19 10% 5 10% 24%	4 8% 21%	5 10% 26%	6 11% 29%
Widowed	26 13% 4 9% 16%	5 11% 21%	10 19% 37%	6 13% 25%
Refused	2 1% - -	2 4% 100%	- -	* *

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 157

Page 723
Absolutes/col/row percents

29 Nov 2010

Q8 Marital status

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
112 58%	58 66% 52%	54 51% 48%	3 30% 2%	5 50% 4%	13 67% 11%	17 76% 16%	38 62% 34%	36 50% 32%	32 63% 29%	51 58% 46%	28 52% 25%	2 18% 2%	110 60% 98%	110 60% 98%	80 72% 71% pq	30 42% 27%	32 44% 29%	38 57% 34%
9 4%	2 2% 21%	7 6% 79%	* * *	2 19% 22%	2 9% 19%	- - -	3 5% 37%	2 3% 21%	3 6% 36%	5 5% 54%	1 2% 11%	1 8% 11%	8 4% 89%	8 4% 89%	6 5% 65%	2 3% 24%	2 3% 24%	3 4% 33%
27 14%	12 14% 44%	15 15% 56%	6 70% 23%	2 22% 8%	4 20% 13%	3 14% 12%	8 12% 28%	4 6% 16%	4 9% 16%	16 18% 59%	7 12% 24%	4 31% 13%	24 13% 87%	24 13% 87%	10 9% 35%	14 20% 52%	14 19% 52%	6 9% 21%
19 10%	9 10% 46%	10 10% 54%	- - -	1 9% 5%	1 5% 5%	2 7% 8%	10 17% 55%	5 7% 27%	5 10% 26%	9 11% 50%	5 8% 24%	2 17% 10%	17 9% 90%	17 9% 90%	10 9% 53%	7 10% 36%	7 9% 36%	5 8% 27%
26 13%	7 7% 26%	19 18% 74%	- - -	- - -	- - -	- - -	1 2% 4%	24 34% 96% g	6 12% 25%	5 6% 21%	14 26% 55% j	3 27% 12%	22 12% 88%	22 12% 88%	5 5% 20%	16 23% 64% o	16 22% 64% o	15 22% 57%
2 1%	1 1% 59%	1 1% 41%	- - -	- - -	- - -	1 3% 40%	1 2% 59%	* * *	- - -	2 2% 100%	- - -	- - -	2 1% 100%	2 1% 100%	* * *	2 3% 100%	2 3% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 158

Page 724
Absolutes/col/row percents

29 Nov 2010

Q9 Number of adults (16+) in household

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
One	56 29% 36% 29%	12 23% 21%	14 28% 25%	14 29% 26%
Two	95 49% 44% 20%	31 63% 33%	24 48% 25%	20 41% 21%
Three	29 15% 13% 20%	6 12% 20%	7 15% 25%	10 21% 35%
Four	11 6% 6% 24%	1 2% 8%	4 7% 32%	4 8% 36%
Five	1 1% -	- -	1 3% 100%	- -
Six or more	1 * -	- -	- -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 158

Page 725
Absolutes/col/row percents

29 Nov 2010

Q9 Number of adults (16+) in household

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
One	56 29%	24 28% 44%	32 30% 56%	- - -	4 39% 7%	3 18% 6%	3 14% 6%	19 31% 34%	26 37% 47%	16 32% 29%	22 25% 40%	17 32% 31%	3 27% 6%	53 29% 94%	53 29% 94%	18 16% 32%	34 48% 61%	34 46% 61%	22 34% 39%
Two	95 49%	42 47% 44%	54 51% 56%	4 45% 4%	4 41% 4%	10 55% 11%	8 37% 9%	29 47% 30%	39 55% 41%	22 44% 23%	46 52% 48%	27 50% 29%	7 64% 8%	88 48% 92%	88 48% 92%	63 57% 66%	25 35% 26%	27 37% 28%	31 47% 33%
Three	29 15%	17 19% 58%	12 12% 42%	4 45% 14%	1 10% 3%	3 16% 10%	9 37% 29%	9 14% 29%	4 6% 15%	7 13% 23%	15 17% 50%	8 15% 27%	1 9% 4%	28 16% 96%	28 16% 96%	18 17% 62%	10 14% 34%	10 14% 34%	10 15% 34%
Four	11 6%	4 5% 38%	7 6% 62%	1 10% 8%	- - -	1 4% 7%	3 12% 24%	5 8% 47%	1 2% 13%	4 9% 40%	5 5% 43%	2 3% 17%	- - -	11 6% 100%	11 6% 100%	10 9% 87%	1 2% 13%	1 2% 13%	3 4% 24%
Five	1 1%	- - -	1 1% 100%	- - -	- - -	1 7% 100%	- - -	- - -	- - -	1 2% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -
Six or more	1 .	1 1% 100%	- - -	- - -	1 9% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 1% 100%	1 1% 100%	- - -

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 159

Page 726
Absolutes/col/row percents

29 Nov 2010

Q10a Presence of children (under 16) in household

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Yes	31 16% 14% 19%	10 20% 32%	8 15% 25%	7 15% 24%
No	163 84% 86% 23%	40 80% 25%	42 85% 26%	43 85% 26%
Refused	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 159

Page 727
Absolutes/col/row percents

29 Nov 2010

Q10a Presence of children (under 16) in household

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	31 16%	13 14% 42%	18 17% 58%	2 25% 8%	5 52% 16%	10 51% 32%	8 36% 27%	4 7% 14%	1 1% 3%	10 19% 31%	12 14% 40%	9 16% 29%	2 21% 8%	28 16% 92%	28 16% 92%	20 18% 65%	8 12% 27%	8 12% 27%	4 6% 14%
No	163 84%	76 86% 46%	88 83% 54%	7 75% 4%	5 48% 3%	9 49% 6%	15 64% 9%	57 93% 35%	71 99% 43%	41 81% 25%	77 86% 47%	46 84% 28%	9 79% 6%	154 84% 94%	154 84% 94%	90 82% 55%	63 88% 38%	65 88% 40%	61 94% 38%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 161

Page 728
Absolutes/col/row percents

29 Nov 2010

Q10c Age of children under 16 in household

Base : All with children under 16 in household

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	33 6 18%	10 30%	10 30%	7 21%
Total (Wtd)	31 6** 19% **	10** 32% **	8** 25% **	7** 24% **
Effective Total	30	10	8	7
0-4	14 45%	3 33%	4 49%	3 47%
		24%	27%	25%
5-11	13 42%	6 62%	3 33%	2 21%
		21%	19%	12%
12-15	14 44%	6 57%	3 40%	2 32%
		19%	22%	17%
Refused	-	-	-	-
	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 161

Page 729
Absolutes/col/row percents

29 Nov 2010

Q10c Age of children under 16 in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	33	14 42%	19 58%	2 6%	5 15%	12 36%	8 24%	5 15%	1 3%	9 27%	12 36%	10 30%	2 6%	31 94%	31 94%	23 70%	8 24%	8 24%	5 15%
Total (Wtd)	31	13** 42%	18** 58%	2** 8%	5** 16%	10** 32%	8** 27%	4** 14%	1** 3%	10** 31%	12** 40%	9** 29%	2** 8%	28** 92%	28** 92%	20** 65%	8** 27%	8** 27%	4 14%
Effective Total	30	13	17	2	5	11	7	4	1	8	12	10	2	28	28	20	8	8	5
0-4	14 45%	7 52%	7 48%	1 10%	4 82%	4 40%	2 26%	2 50%	-	6 59%	3 28%	5 52%	1 57%	12 44%	12 44%	10 48%	3 34%	3 34%	2 36%
5-11	13 42%	7 58%	6 31%	-	3 62%	5 53%	3 31%	1 26%	1 100%	4 40%	3 23%	6 70%	1 43%	12 42%	12 42%	10 52%	2 18%	2 18%	3 79%
12-15	14 44%	4 29%	10 54%	1 41%	1 18%	4 43%	5 64%	2 50%	-	4 40%	8 65%	2 19%	-	14 48%	14 48%	8 40%	6 66%	6 66%	3 81%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 162

Page 730
Absolutes/col/row percents

29 Nov 2010

Q10d Whether respondent parent/carer of children (under 16) in household

Base : All with children under 16 in household

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	33 6 18%	10 30%	10 30%	7 21%
Total (Wtd)	31 6** 19% **	10** 32% **	8** 25% **	7** 24% **
Effective Total	30	10	8	7
Yes	29 94% 6 100% 21%	8 80% 27%	8 100% 26%	7 100% 26%
No	2 6% -	2 20% 100%	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 162

Page 731
Absolutes/col/row percents

29 Nov 2010

Q10d Whether respondent parent/carer of children (under 16) in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	33	14 42%	19 58%	2 6%	5 15%	12 36%	8 24%	5 15%	1 3%	9 27%	12 36%	10 30%	2 6%	31 94%	31 94%	23 70%	8 24%	8 24%	5 15%
Total (Wtd)	31	13** 42%	18** 58%	2** 8%	5** 16%	10** 32%	8** 27%	4** 14%	1** 3%	10** 31%	12** 40%	9** 29%	2** 8%	28** 92%	28** 92%	20** 65%	8** 27%	8** 27%	4 14%
Effective Total	30	13	17	2	5	11	7	4	1	8	12	10	2	28	28	20	8	8	5
Yes	29 94%	13 100% 44%	16 89% 56%	1 59% 5%	5 100% 17%	10 100% 34%	8 100% 29%	4 100% 15%	- - -	10 100% 33%	11 92% 39%	8 88% 27%	1 57% 5%	27 97% 95%	27 97% 95%	19 95% 66%	8 100% 29%	8 100% 29%	4 100% 15%
No	2 6%	- - -	2 11% 100%	1 41% 48%	- - -	- - -	- - -	- - -	1 100% 52%	- - -	1 8% 48%	1 12% 52%	1 43% 52%	1 3% 48%	1 3% 48%	1 5% 48%	- - -	- - -	- - -



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 163

Page 732
Absolutes/col/row percents

29 Nov 2010

Q10e Channels respondents children watch regularly

Base : All with children under 16 in household - Q4 only

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	31 6 19%	8 26%	10 32%	7 23%
Total (Wtd)	29 6** 21% **	8** 27% **	8** 26% **	7** 26% **
Effective Total	28 6	8	8	7
CBBC	9 30% 2 32% 22%	2 25% 23%	3 39% 34%	2 25% 21%
CBeebies	12 41% 3 55% 28%	1 14% 9%	5 60% 39%	3 38% 24%
CITV	5 17% 1 20% 25%	2 25% 41%	2 21% 34%	- -
Nickelodeon channels (Nickelodeon, Nick Junior, etc.)	10 35% 2 31% 19%	2 26% 20%	5 60% 45%	2 21% 16%
Disney channels (Disney Channel, Disney Playhouse, etc.)	9 30% 2 34% 24%	4 51% 47%	3 33% 29%	- -
BBC1	18 62% 4 66% 22%	6 74% 33%	4 51% 21%	4 57% 24%
BBC2	8 29% 1 11% 8%	4 50% 48%	2 28% 26%	2 21% 19%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 163

Page 733
Absolutes/col/row percents

29 Nov 2010

Q10e Channels respondents children watch regularly

Base : All with children under 16 in household - Q4 only

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	31 19%	8 26%	10 32%	7 23%
Effective Total	28	8	8	7
ITV1	16 55%	5 61% 31%	4 51% 24%	2 32% 15%
Channel 4	13 44%	6 61% 28%	2 22% 13%	2 21% 12%
S4C	25 86%	7 86% 21%	6 79% 24%	7 89% 27%
Five	11 39%	4 49% 14%	3 45% 30%	2 31% 21%
My children do not watch TV	-	-	-	-
I am not sure what channels my children watch	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 163

Page 734
Absolutes/col/row percents

29 Nov 2010

Q10e Channels respondents children watch regularly

Base : All with children under 16 in household - Q4 only

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
31	14 45%	17 55%	1 3%	5 16%	12 39%	8 26%	5 16%	-	9 29%	11 35%	9 29%	1 3%	30 97%	30 97%	22 71%	8 26%	8 26%	5 16%
29	13** 44%**	16** 56%**	1** 5%**	5** 17%**	10** 34%**	8** 29%**	4** 15%**	-** -	10** 33%**	11** 39%**	8** 27%**	1** 5%**	27** 95%**	27** 95%**	19** 66%**	8** 29%**	8** 29%**	4 15%
28	13	15	1	5	11	7	4	-	8	11	9	1	27	27	19	8	8	5
9 30%	4 34% 50%	4 27% 50%	- - -	1 24% 14%	3 27% 30%	4 46% 44%	1 24% 12%	- -	2 20% 22%	2 21% 27%	4 55% 50%	- - -	9 32% 100%	9 32% 100%	5 25% 55%	4 46% 45%	4 46% 45%	2 58% 28%
12 41%	5 37% 40%	7 44% 60%	1 100% 12%	3 62% 26%	5 48% 39%	2 19% 14%	1 24% 9%	- -	3 33% 27%	2 21% 21%	6 78% 53%	1 100% 12%	10 38% 88%	10 38% 88%	7 36% 57%	4 43% 31%	4 43% 31%	2 36% 13%
5 17%	3 22% 58%	2 12% 42%	- - -	2 44% 47%	1 8% 17%	2 21% 36%	- -	- -	1 12% 25%	1 9% 22%	3 32% 53%	- - -	5 17% 100%	5 17% 100%	4 21% 83%	1 10% 17%	1 10% 17%	1 22% 19%
10 35%	6 44% 56%	4 27% 44%	- - -	2 41% 21%	4 45% 44%	2 29% 24%	1 26% 17%	- -	5 53% 50%	- -	5 63% 50%	- - -	10 37% 100%	10 37% 100%	10 53% 100%	- - -	- - -	2 41% 17%
9 30%	4 31% 46%	5 29% 54%	- - -	3 62% 36%	3 26% 30%	2 21% 20%	1 26% 13%	- -	2 24% 27%	3 25% 33%	3 43% 40%	- - -	9 31% 100%	9 31% 100%	9 45% 100%	- - -	- - -	3 62% 31%
18 62%	7 51% 37%	11 70% 63%	1 100% 8%	2 38% 11%	6 63% 34%	5 63% 29%	3 74% 18%	- -	5 49% 26%	10 92% 59%	3 34% 15%	1 100% 8%	16 60% 92%	16 60% 92%	9 48% 51%	7 88% 42%	7 88% 42%	3 59% 14%
8 29%	3 23% 35%	5 33% 65%	- - -	1 21% 13%	3 30% 35%	4 52% 52%	- -	- -	2 23% 27%	4 37% 50%	2 24% 23%	- - -	8 30% 100%	8 30% 100%	4 20% 45%	5 54% 55%	5 54% 55%	1 21% 11%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 163

Page 735
Absolutes/col/row percents

29 Nov 2010

Q10e Channels respondents children watch regularly

Base : All with children under 16 in household - Q4 only

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	31	14 45%	17 55%	1 3%	5 16%	12 39%	8 26%	5 16%	-	9 29%	11 35%	9 29%	1 3%	30 97%	30 97%	22 71%	8 26%	8 26%	5 16%
Effective Total	28	13	15	1	5	11	7	4	-	8	11	9	1	27	27	19	8	8	5
ITV1	16 55%	5 36% 29%	11 70% 71%	1 100% 9%	3 62% 20%	6 63% 39%	5 63% 33%	* * *	-	5 53% 32%	8 71% 51%	3 34% 17%	1 100% 9%	14 53% 91%	14 53% 91%	9 48% 58%	5 63% 34%	5 63% 34%	3 59% 16%
Channel 4	13 44%	4 30% 30%	9 56% 70%	1 100% 11%	2 38% 15%	4 46% 35%	4 48% 31%	1 24% 8%	-	3 31% 23%	7 62% 55%	3 36% 22%	1 100% 11%	11 42% 89%	11 42% 89%	6 34% 50%	5 60% 39%	5 60% 39%	3 81% 27%
S4C	25 86%	11 87% 45%	14 85% 55%	1 100% 6%	5 100% 20%	6 66% 26%	7 89% 30%	4 100% 18%	-	9 91% 35%	10 85% 39%	6 80% 26%	1 100% 6%	23 85% 94%	23 85% 94%	15 78% 60%	8 100% 34%	8 100% 34%	4 100% 17%
Five	11 39%	5 36% 41%	7 41% 59%	- - -	3 56% 25%	5 53% 46%	3 39% 29%	* * *	-	3 33% 28%	4 33% 33%	4 55% 39%	- - -	11 41% 100%	11 41% 100%	7 38% 64%	4 47% 36%	4 47% 36%	2 38% 15%
My children do not watch TV	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I am not sure what channels my children watch	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 736
Absolutes/col/row percents

29 Nov 2010

Table 164

Q11 Ethnic origin

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
White British	166 85% 22%	37 85% 22%	47 93% 28%	40 79% 24%
White Irish	-	-	-	-
Other White background	23 12% 30%	7 15% 30%	2 5% 10%	6 12% 27%
Black Caribbean	-	-	-	-
Black African	-	-	-	-
Other Black background	1 *	-	1 2% 100%	-
Indian	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 737
Absolutes/col/row percents

29 Nov 2010

Table 164

Q11 Ethnic origin

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	41	45	47
Pakistani	-	-	-	-
	-	-	-	-
Bangladeshi	-	-	-	-
	-	-	-	-
Other Asian background	1 1%	1 2% 100%	-	-
	-	-	-	-
Mixed Race	-	-	-	-
	-	-	-	-
Chinese	-	-	-	-
	-	-	-	-
Other ethnic group	3 1%	-	3 5% 100%	-
	-	-	-	-
Refused	1 *	-	1 2% 100%	-
	-	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 164

Page 738
Absolutes/col/row percents

29 Nov 2010

Q11 Ethnic origin

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
166 85%	77 87% 47%	88 84% 53%	8 90% 5%	6 62% 4%	17 91% 10%	19 83% 11%	52 85% 32%	63 88% 38%	48 94% 29%	75 84% 45%	43 79% 26%	12 100% 7%	154 85% 93%	154 85% 93%	93 84% 56%	60 84% 36%	62 85% 37%	55 84% 33%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
23 12%	7 8% 33%	15 15% 67%	1 10% 4%	2 18% 8%	2 9% 7%	4 17% 17%	8 12% 34%	7 10% 31%	3 6% 13%	12 13% 52%	8 15% 35%	- - -	23 13% 100%	23 13% 100%	13 12% 59%	9 13% 41%	9 13% 41%	9 13% 38%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1 7% 100%	-	-	-	-	-	1 1% 100%	-	-	-	1 2% 100%	-	1 100%	1 100%	1 100%	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Page 739
Absolutes/col/row percents

29 Nov 2010

Table 164

Q11 Ethnic origin

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Pakistani	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangladeshi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Asian background	1 1%	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-
Mixed Race	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other ethnic group	3 1%	1 1%	2 2%	-	1 9%	-	-	-	2 2%	-	-	3 5%	-	3 1%	3 1%	1 1%	2 2%	2 2%	2 3%
Refused	1 *	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	1 1%	-	-	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 165

Page 740
Absolutes/col/row percents

29 Nov 2010

Q11a Whether can speak/understand Welsh

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Yes	175 90% 41 93% 23%	46 92% 26%	44 88% 25%	44 88% 25%
No	18 9% 3 7% 18%	4 8% 22%	6 12% 34%	5 10% 27%
Don't know	1 1% - - -	- - -	- - -	1 2% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 165

Page 741
Absolutes/col/row percents

29 Nov 2010

Q11a Whether can speak/understand Welsh

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	175 90%	78 88% 44%	97 92% 56%	9 100% 5%	9 89% 5%	18 96% 10%	20 89% 12%	58 94% 33%	61 85% 35%	43 85% 25%	81 91% 46%	51 93% 29%	11 92% 6%	164 90% 94%	164 90% 94%	98 89% 56%	65 91% 37%	67 91% 38%	56 85% 32%
No	18 9%	11 12% 60%	7 7% 40%	- - -	1 11% 6%	1 4% 4%	2 11% 14%	4 6% 22%	10 14% 54%	7 13% 36%	8 9% 44%	4 7% 20%	1 8% 5%	17 9% 95%	17 9% 95%	12 11% 66%	5 7% 28%	5 7% 29%	8 13% 47%
Don't know	1 1%	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 2% 100%	1 2% 100%	- - -	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	1 2% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 742
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Breathlessness or chest pains	20 11% 3 6% 13%	8 17% 41%	5 11% 26%	4 8% 20%
Poor vision, partial sight or blindness	22 11% 7 16% 33% T	9 18% 41% T	6 12% 27%	- -
Difficulty in speaking or in communicating	3 2% -	3 6% 100%	- -	- -
Poor hearing, partial hearing or deafness	21 11% 4 8% 17%	6 13% 30%	7 14% 33%	4 8% 20%
Cannot walk at all / use a wheelchair	1 * -	- -	1 2% 100%	- -
Cannot walk far or manage stairs or can only do so with difficulty	26 13% 4 9% 16%	12 23% 45%	6 12% 24%	4 8% 15%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 743
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
Limited ability to reach	19 10%	9 18% 17%	4 8% 21%	3 6% 15%
Mental health problems or difficulties	3 1%	2 4% 66%	1 2% 34%	-
Dyslexia	5 3%	3 6% 32%	1 2% 15%	-
Diabetes	4 2%	-	2 4% 44%	2 4% 56%
Arthritis	4 2%	2 4% 52%	2 3% 48%	-
Heart problems	4 2%	1 2% 24%	-	3 6% 76%
Asthma	1 1%	1 2% 100%	-	-
High blood pressure	1 *	-	1 2% 100%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 744
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 23%	50 26%	50 26%	50 26%
Effective Total	181	48	45	47
Back/spinal problems	-	-	-	-
Cancer (unspecified)	-	-	-	-
Multiple sclerosis (ms)	-	-	-	-
Myalgic encephalomyelitis (me)	-	-	-	-
Other	5 3%	3 6% 64%	2 4% 36%	-
None/Nothing	125 65%	25 51% 20%	30 60% 24%	41 82% 33% R
Refused	1 1%	1 2% 99%	*	*
Net: Any disability	66 34%	23 45% 34%	19 38% 29%	9 18% 14%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 745
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Net: Vision	22 11%	9 18%	6 12%	-
	33% T	41% T	27%	-
Net: Hearing	21 11%	6 13%	7 14%	4 8%
	17%	30%	33%	20%
Net: Mobility	30 15%	14 27%	7 14%	4 8%
	17%	46%	24%	13%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 746
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Breathlessness or chest pains	20 11%	10 11% 47%	11 10% 53%	- - -	- - -	1 5% 5%	1 7% 7%	4 6% 19%	14 20% 69%	5 11% 27%	6 7% 31%	9 16% 42%	- - -	20 11% 100%	20 11% 100%	11 10% 54%	9 13% 46%	11 15% 56%	20 31% 100%
Poor vision, partial sight or blindness	22 11%	8 9% 37%	14 13% 63%	- - -	1 9% 4%	3 14% 12%	2 11% 11%	3 5% 14%	13 18% 59%	3 5% 13%	12 13% 53%	7 14% 34%	2 17% 9%	20 11% 91%	20 11% 91%	13 11% 58%	7 10% 33%	8 11% 37%	22 33% 100%
Difficulty in speaking or in communicating	3 2%	2 2% 72%	1 1% 28%	- - -	- - -	- - -	2 8% 59%	- - -	1 2% 41%	- - -	1 1% 41%	2 3% 59%	- - -	3 2% 100%	3 2% 100%	2 2% 59%	1 2% 41%	1 2% 41%	3 4% 100%
Poor hearing, partial hearing or deafness	21 11%	11 12% 52%	10 10% 48%	- - -	- - -	1 4% 4%	3 11% 12%	7 15% 32%	11 25% 52%	6 12% 28%	7 8% 33%	8 15% 39%	1 9% 5%	20 11% 95%	20 11% 95%	13 11% 59%	8 11% 36%	8 10% 36%	21 32% 100%
Cannot walk at all / use a wheelchair	1 *	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	- - -	1 2% 100%	1 8% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%
Cannot walk far or manage stairs or can only do so with difficulty	26 13%	13 15% 50%	13 12% 50%	- - -	- - -	1 4% 3%	2 11% 9%	4 7% 17%	18 25% 71%	5 9% 18%	13 14% 49%	8 15% 33%	- - -	26 14% 100%	26 14% 100%	17 16% 67%	9 12% 33%	9 12% 33%	26 39% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 747
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Limited ability to reach	19 10%	9 11% 49%	10 9% 51%	- - -	- - -	2 9% 9%	2 8% 9%	2 4% 12%	13 19% 70%	- - -	9 10% 46%	10 19% 54% i	2 17% 10%	17 9% 90%	17 9% 90%	10 9% 53%	7 10% 37%	7 10% 37%	19 29% 100%
Mental health problems or difficulties	3 1%	- - -	3 3% 100%	- - -	- - -	1 5% 36%	1 4% 30%	1 1% 34%	- - -	- - -	- - -	3 5% 100%	- - -	3 1% 100%	3 1% 100%	2 2% 64%	1 1% 36%	1 1% 36%	3 4% 100%
Dyslexia	5 3%	3 3% 46%	3 3% 54%	3 29% 48%	- - -	1 5% 18%	1 4% 15%	- - -	1 1% 19%	- - -	3 3% 48%	3 5% 52%	- - -	5 3% 100%	5 3% 100%	3 2% 46%	3 4% 54%	3 4% 54%	5 8% 100%
Diabetes	4 2%	1 1% 22%	3 3% 78%	- - -	- - -	- - -	- - -	- - -	4 6% 100%	1 2% 29%	2 2% 44%	1 2% 27%	- - -	4 2% 100%	4 2% 100%	2 2% 49%	2 3% 51%	2 3% 51%	4 6% 100%
Arthritis	4 2%	1 1% 25%	3 3% 75%	- - -	- - -	- - -	2 8% 48%	1 2% 27%	1 1% 25%	- - -	1 1% 27%	3 5% 73%	- - -	4 2% 100%	4 2% 100%	3 2% 75%	1 1% 25%	1 1% 25%	3 4% 75%
Heart problems	4 2%	2 2% 48%	2 2% 52%	- - -	- - -	- - -	- - -	2 3% 48%	2 3% 52%	2 4% 53%	2 2% 47%	- - -	- - -	4 2% 100%	4 2% 100%	2 2% 48%	2 3% 52%	2 3% 52%	4 6% 100%
Asthma	1 1%	- - -	1 1% 100%	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	- - -
High blood pressure	1 *	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -	1 1% 100%	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 748
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Back/spinal problems	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancer (unspecified)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Multiple sclerosis (ms)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Myalgic encephalomyelitis (me)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 3%	3 3%	2 2%	-	1 11%	1 5%	-	-	3 4%	-	4 4%	1 2%	-	5 3%	5 3%	1 1%	4 6%	4 6%	5 8%
None/Nothing	125 65%	56 63%	70 66%	6 5%	8 6%	16 12%	16 13%	47 38%	32 25%	37 30%	59 47%	29 23%	9 7%	117 93%	117 93%	70 56%	45 36%	45 36%	-
Refused	1 1%	* 1%	1 99%	-	-	-	* 1%	* *	1 99%	-	-	1 2%	1 99%	* 1%	* 1%	* 1%	-	-	-
Net: Any disability	66 34%	33 37%	33 31%	3 29%	2 20%	3 18%	6 28%	14 22%	38 57%	13 26%	29 33%	24 43%	2 17%	64 35%	64 35%	39 59%	25 35%	27 37%	66 100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 166

Page 749
Absolutes/col/row percents

29 Nov 2010

QZ3 Illnesses and health problems which limit daily activities or work respondent can do

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Net: Vision	22 11%	8 9% 37%	14 13% 63%	- - -	1 9% 4%	3 14% 12%	2 11% 11%	3 5% 14%	13 18% 59%	3 5% 13%	12 13% 53%	7 14% 34%	2 17% 9%	20 11% 91%	20 11% 91%	13 11% 58%	7 10% 33%	8 11% 37%	22 33% 100%
Net: Hearing	21 11%	11 12% 52%	10 10% 48%	- - -	- - -	1 4% 4%	3 11% 12%	7 11% 32%	11 15% 52%	6 12% 28%	7 8% 33%	8 15% 39%	1 9% 5%	20 11% 95%	20 11% 95%	13 11% 59%	8 11% 36%	8 10% 36%	21 32% 100%
Net: Mobility	30 15%	13 15% 43%	17 16% 57%	- - -	- - -	2 9% 6%	2 11% 8%	4 7% 15%	21 30% 71%	5 9% 16%	13 14% 43%	12 23% 42%	2 17% 7%	28 15% 93%	28 15% 93%	17 16% 58%	11 15% 36%	11 14% 36%	30 45% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 167

Page 750
Absolutes/col/row percents

29 Nov 2010

QZ4 Which of these best describes your sight?

Base : All with poor vision, partial sight or blindness

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	22 32%	9 41%	6 27%
Total (Wtd)	22 7** 33% **	9** 41% **	6** 27% **
Effective Total	21	9	6
Cannot see anything at all/ blind	- -	- -	- -
Cannot tell by the light where the windows are	- -	- -	- -
Cannot see the shapes of furniture in the room	- -	- -	- -
Cannot see well enough to recognise a friend if close to his or her face	1 4% -	1 9% 100%	- -
Cannot see well enough to recognise a friend if he or she is at arms length	- -	- -	- -
Cannot see well enough to read a newspaper headline	1 4% -	1 11% 100%	- -
Cannot see well enough to read a large print book	2 10% 10% 35%	- -	1 23% 65%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 167

Page 751
Absolutes/col/row percents

29 Nov 2010

QZ4 Which of these best describes your sight?

Base : All with poor vision, partial sight or blindness

TOTAL	WAVE		
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)
Total (Unwtd)	22 32%	9 41%	6 27%
Effective Total	21	9	6
Cannot see well enough to recognise a friend across a room	1 4%	- -	1 15% 100%
Cannot see well enough to recognise a friend across a road	1 4%	- -	1 15% 100%
Have difficulty seeing ordinary newspaper print	- -	- -	- -
Have no problems as long as I am wearing glasses/ contact lenses	14 66%	7 80% 44%	1 15% 6%
Don't know	2 8%	- -	2 30% 100%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 167

Page 752
Absolutes/col/row percents

29 Nov 2010

QZ4 Which of these best describes your sight?

Base : All with poor vision, partial sight or blindness

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	22	7 32%	15 68%	- -	1 5%	3 14%	3 14%	3 14%	12 55%	3 14%	11 50%	8 36%	2 9%	20 91%	20 91%	13 59%	7 32%	8 36%	22 100%
Total (Wtd)	22	8** 37%	14** 63%	-** -	1** 4%	3** 12%	2** 11%	3** 14%	13** 59%	3** 13%	12** 53%	7** 34%	2** 9%	20** 91%	20** 91%	13** 58%	7** 33%	8** 37%	22 100%
Effective Total	21	7	15	-	1	3	3	3	12	3	11	8	2	19	19	13	7	8	21
Cannot see anything at all/ blind	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot tell by the light where the windows are	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see the shapes of furniture in the room	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend if close to his or her face	1 4%	-	1 6%	-	-	-	1 33%	-	-	-	-	1 11%	-	1 4%	1 4%	1 6%	-	-	1 4%
Cannot see well enough to recognise a friend if he or she is at arms length	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to read a newspaper headline	1 4%	-	1 7%	-	-	1 37%	-	-	-	-	-	1 13%	-	1 5%	1 5%	-	1 13%	1 12%	1 4%
Cannot see well enough to read a large print book	2 10%	1 17%	1 5%	-	-	1 28%	-	-	1 11%	1 27%	1 12%	-	-	2 11%	2 11%	1 11%	1 10%	1 9%	2 10%

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 167

Page 753
Absolutes/col/row percents

29 Nov 2010

QZ4 Which of these best describes your sight?

Base : All with poor vision, partial sight or blindness

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	22	7 32%	15 68%	-	1 5%	3 14%	3 14%	3 14%	12 55%	3 14%	11 50%	8 36%	2 9%	20 91%	20 91%	13 59%	7 32%	8 36%	22 100%
Effective Total	21	7	15	-	1	3	3	3	12	3	11	8	2	19	19	13	7	8	21
Cannot see well enough to recognise a friend across a room	1 4%	-	1 7%	-	-	-	-	-	1 7%	-	-	1 12%	1 46%	-	-	-	-	-	1 4%
		-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	-	-	-	-	100%
Cannot see well enough to recognise a friend across a road	1 4%	-	1 6%	-	1 100%	-	-	-	-	-	1 8%	-	-	1 4%	1 4%	1 7%	-	-	1 4%
		-	100%	-	100%	-	-	-	-	-	100%	-	-	100%	100%	100%	-	-	100%
Have difficulty seeing ordinary newspaper print	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have no problems as long as I am wearing glasses/contact lenses	14 66%	6 72%	9 62%	-	-	1 35%	2 67%	2 71%	10 75%	2 73%	9 81%	3 40%	1 54%	13 67%	13 67%	8 62%	6 77%	6 79%	14 66%
		41%	59%	-	-	6%	11%	15%	67%	14%	65%	21%	7%	93%	93%	54%	39%	45%	100%
Don't know	2 8%	1 11%	1 7%	-	-	-	-	1 29%	1 7%	-	-	2 24%	-	2 9%	2 9%	2 14%	-	-	2 8%
		49%	51%	-	-	-	-	49%	51%	-	-	100%	-	100%	100%	100%	-	-	100%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 168

Page 754
Absolutes/col/row percents

29 Nov 2010

QZ5 Which of these best describes your hearing?

Base : All with poor hearing, partial hearing or deafness

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	20 3 15%	6 30%	7 35%	4 20%
Total (Wtd)	21 4** 17% **	6** 30% **	7** 33% **	4** 20% **
Effective Total	19	6	7	4
Cannot follow a TV programme with the volume turned up	- - -	- - -	- - -	- - -
Have difficulty hearing someone talking in a loud voice in a quiet room	1 4% -	1 14% 100%	- - -	- - -
Cannot hear a doorbell, alarm clock or telephone bell	- - -	- - -	- - -	- - -
Cannot follow a TV programme at a volume others find acceptable	3 16% -	- - -	2 32% 68%	1 25% 32%
Difficulty hearing someone talking in a normal voice in a quiet room	- - -	- - -	- - -	- - -
Difficulty following a conversation against background noise	13 60% 32% 9%	6 86% 43%	4 55% 30%	2 53% 17%
Have no problems as long as I am wearing my hearing aid	2 11% 68% 100%	- - -	- - -	- - -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 168

Page 755
Absolutes/col/row percents

29 Nov 2010

QZ5 Which of these best describes your hearing?

Base : All with poor hearing, partial hearing or deafness

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	20 15%	6 30%	7 35%	4 20%
Effective Total	19	6	7	4
Don't know	2 9%	-	1 13% 49%	1 22% 51%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 168

Page 756
Absolutes/col/row percents

29 Nov 2010

QZ5 Which of these best describes your hearing?

Base : All with poor hearing, partial hearing or deafness

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Sate-lite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	20	10 50%	10 50%	- -	- -	1 5%	3 15%	6 30%	10 50%	5 25%	6 30%	9 45%	1 5%	19 95%	19 95%	12 60%	7 35%	7 35%	20 100%
Total (Wtd)	21	11** 52%	10** 48%	-** **	-** **	1** 4%	3** 12%	7** 32%	11** 52%	6** 28%	7** 33%	8** 39%	1** 5%	20** 95%	20** 95%	13** 59%	8** 36%	8** 36%	21 100%
Effective Total	19	10	10	-	-	1	3	6	10	5	6	9	1	18	18	12	7	7	19
Cannot follow a TV programme with the volume turned up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have difficulty hearing someone talking in a loud voice in a quiet room	1 4%	1 8%	- 100%	-	-	-	1 35%	-	-	-	1 13%	-	-	1 4%	1 4%	1 7%	-	-	1 4%
Cannot hear a doorbell, alarm clock or telephone bell	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot follow a TV programme at a volume others find acceptable	3 16%	-	3 32%	-	-	-	1 33%	-	2 22%	1 24%	-	2 23%	-	3 16%	3 16%	2 18%	1 14%	1 14%	3 16%
Difficulty hearing someone talking in a normal voice in a quiet room	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficulty following a conversation against background noise	13 60%	7 61%	6 59%	-	-	1 100%	1 33%	6 83%	5 49%	3 57%	5 68%	5 55%	1 100%	12 58%	12 58%	5 41%	7 86%	7 86%	13 60%
Have no problems as long as I am wearing my hearing aid	2 11%	2 22%	- 100%	-	-	-	-	1 17%	1 12%	1 19%	1 19%	-	-	2 12%	2 12%	2 19%	-	-	2 11%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 168

Page 757
Absolutes/col/row percents

29 Nov 2010

QZ5 Which of these best describes your hearing?

Base : All with poor hearing, partial hearing or deafness

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	20	10 50%	10 50%	-	-	1 5%	3 15%	6 30%	10 50%	5 25%	6 30%	9 45%	1 5%	19 95%	19 95%	12 60%	7 35%	7 35%	20 100%
Effective Total	19	10	10	-	-	1	3	6	10	5	6	9	1	18	18	12	7	7	19
Don't know	2 9%	1 9%	1 9%	-	-	-	-	-	2 17%	-	-	2 22%	-	2 9%	2 9%	2 15%	-	-	2 9%
	9%	51%	49%	-	-	-	-	-	100%	-	-	100%	-	100%	100%	100%	-	-	100%



GfK NOP

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 169

Page 758
Absolutes/col/row percents

29 Nov 2010

Q12 Chief income earner (CIE)

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Self	132 68% 75% 25%	31 63% 24%	33 65% 25%	35 70% 26%
Spouse/partner	54 28% 19% 16%	17 34% 31%	16 31% 29%	13 27% 25%
Other adult	8 4% 6% 31%	2 4% 23%	2 4% 22%	2 4% 24%
Other	- -	- -	- -	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 169

Page 759
Absolutes/col/row percents

29 Nov 2010

Q12 Chief income earner (CIE)

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Self	132 68%	77 87% 58% b	55 52% 42%	5 58% 4%	5 50% 4%	13 70% 10%	13 57% 10%	43 70% 33%	52 73% 39%	37 73% 28%	56 63% 42%	39 72% 30%	10 82% 7%	122 67% 93%	122 67% 93%	72 66% 55%	49 69% 37%	49 67% 37%	47 72% 36%
Spouse/partner	54 28%	7 8% 14%	47 44% 86% a	1 11% 2%	3 30% 5%	6 30% 10%	10 43% 18%	19 30% 34%	16 23% 30%	12 23% 22%	28 32% 52%	14 27% 27%	2 18% 4%	52 29% 96%	52 29% 96%	34 31% 62%	19 26% 34%	21 28% 38%	14 22% 26%
Other adult	8 4%	4 5% 54%	4 3% 46%	3 30% 35%	2 19% 24%	- - -	- - -	- - -	3 5% 42%	2 4% 27%	5 6% 62%	1 2% 11%	- - -	8 4% 100%	8 4% 100%	4 52% 52%	4 5% 48%	4 5% 48%	4 6% 53%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 170

Q13 Respondent's working status

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Working full time (30+ hrs)	72 37% 44% 27%	18 36% 25%	12 24% 17%	22 45% 31%
Working part time (8-29 hrs)	18 9% 5% 11%	3 6% 17%	8 15% 41%	6 11% 30%
Working part time (under 8 hrs)	1 1% - -	- - -	- -	1 2% 100%
Unemployed	5 3% 2% 15%	3 6% 54%	2 3% 31%	- -
Student	1 * - -	1 2% 100%	- -	- -
Housewife/househusband	4 2% 1% 19%	1 2% 23%	3 5% 57%	- -

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 170

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Absolutes/col/row percents

29 Nov 2010

Q13 Respondent's working status

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Retired	92 47% 23%	24 49% 26%	26 52% 28%	21 42% 23%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 170

Page 762
Absolutes/col/row percents

29 Nov 2010

Q13 Respondent's working status

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Working full time (30+ hrs)	72 37%	44 50% 61% b	28 26% 39%	7 80% 10%	5 49% 7%	15 78% 21%	14 60% 19%	29 47% 41% h	2 3% 3%	21 41% 29% k	46 51% 63% k	6 10% 8%	2 21% 3%	69 38% 97%	69 38% 97%	49 45% 68%	20 28% 28%	20 28% 28%	18 28% 26%
Working part time (8-29 hrs)	18 9%	5 6% 29%	13 12% 71%	1 10% 5%	4 42% 22%	2 9% 10%	3 12% 15%	7 11% 36%	2 3% 12%	4 7% 20%	7 8% 38%	8 14% 42%	2 18% 12%	16 9% 88%	16 9% 88%	8 7% 44%	8 11% 44%	8 11% 44%	2 3% 11%
Working part time (under 8 hrs)	1 1%	- - -	1 1% 100%	- - -	- - -	- - -	- - -	1 2% 100%	- - -	- - -	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	- - -	1 2% 100%	1 2% 100%	- - -
Unemployed	5 3%	3 3% 49%	3 2% 51%	- - -	- - -	1 4% 15%	3 15% 65%	- - -	1 1% 20%	- - -	- - -	5 9% 100% j	1 9% 20%	4 2% 80%	4 2% 80%	3 2% 49%	2 2% 31%	2 2% 31%	3 4% 49%
Student	1 *	- - -	1 1% 100%	1 11% 100%	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 99%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 99%	* 1% 1%	* 1% 1%	- - -
Housewife/househusband	4 2%	- - -	4 4% 100%	- - -	1 9% 20%	2 9% 38%	1 4% 19%	1 2% 23%	- - -	- - -	2 2% 43%	3 5% 57%	- - -	4 2% 100%	4 2% 100%	3 3% 77%	1 1% 23%	1 1% 23%	1 1% 19%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 170

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Absolutes/col/row percents

29 Nov 2010

Q13 Respondent's working status

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Retired	92 47%	36 41%	56 53%	- -	- -	- -	2 10%	24 38%	66 92%	26 52%	32 36%	34 62%	6 52%	86 47%	86 47%	46 42%	39 55%	41 56%	42 64%
		40%	60%	-	-	-	2%	26%	72% g	29%	35%	36% j	7%	93%	93%	50%	42%	44%	46%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 171

Social grade

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
A	8 4% 42%	3 7% -	- -	4 9% 58%
B	43 22% 16% 17%	7 10 20% 24%	16 32% 38%	9 19% 22%
C1	49 25% 12 28% 25%	16 31% 32%	10 19% 19%	12 24% 24%
C2	40 20% 14 32% 36% S	10 19% 24%	4 9% 11%	11 22% 28%
D	20 10% 2 5% 10%	4 9% 22%	8 15% 38%	6 12% 30%
E	34 18% 5 11% 14%	10 20% 30%	12 24% 35%	7 14% 21%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 171

Social grade

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Effective Total	181 41	48	45	47
Not classified	* *	* *	* *	* *
	23%	26%	26%	26%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 171

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Absolutes/col/row percents

29 Nov 2010

Social grade

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Free-view Only (p)	Freeview /Freesat Only (q)	
194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
8 4%	7 8% 88%	1 1% 12%	- - -	- - -	- - -	1 6% 18%	2 3% 28%	4 6% 54%	8 15% 100% jk	- - -	- - -	- - -	8 4% 100%	8 4% 100%	7 6% 87%	- - -	1 1% 12%	3 5% 42%
43 22%	22 25% 52%	21 20% 48%	- - -	2 22% 5%	7 35% 15%	6 26% 14%	16 26% 37%	13 18% 29%	43 85% 100% jk	- - -	- - -	- - -	43 24% 100%	43 24% 100%	24 22% 56%	19 27% 44%	19 26% 44%	10 15% 23%
49 25%	23 26% 46%	26 25% 54%	3 35% 6%	2 21% 4%	5 28% 11%	7 32% 15%	20 33% 41%	11 16% 23%	- - -	49 55% 100% ik	- - -	- - -	49 27% 100%	49 27% 100%	29 27% 60%	20 28% 40%	20 27% 40%	13 20% 27%
40 20%	19 21% 47%	21 20% 53%	4 44% 10%	3 28% 7%	1 4% 2%	2 11% 6%	16 25% 39%	14 20% 36%	- - -	40 45% 100% ik	- - -	2 20% 6%	37 20% 94%	37 20% 94%	21 19% 54%	16 22% 40%	16 22% 40%	15 24% 39%
20 10%	8 9% 39%	12 12% 61%	1 11% 5%	3 29% 14%	5 29% 27%	2 7% 8%	4 7% 21%	5 7% 25%	- - -	- - -	20 37% 100% ij	2 19% 11%	18 10% 89%	18 10% 89%	11 10% 55%	7 10% 34%	7 9% 34%	7 10% 33%
34 18%	10 11% 29%	24 23% 71%	1 10% 3%	- - -	1 4% 2%	4 18% 12%	4 6% 11%	25 34% 72% g	- - -	- - -	34 63% 100% ij	7 61% 21%	27 15% 79%	27 15% 79%	18 16% 51%	10 13% 28%	11 14% 31%	17 26% 50%

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 171

Social grade

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/ Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Not classified	-	-	-	-	-	-
	-	-	-	-	-	-
		54%	46%	48%	-	8%	14%	18%	12%	-	-	-	-	100%	100%	74%	26%	35%	-

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

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Absolutes/col/row percents

29 Nov 2010

Table 172

Qb Gender

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	41	48	45
Male	88 46% 23%	20 46% 26%	23 46% 26%	23 46% 26%
Female	106 54% 23%	24 54% 26%	27 54% 26%	27 54% 26%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 172

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Absolutes/col/row percents

29 Nov 2010

Qb Gender

Base : All

TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Male	88 46%	-	3 34%	6 59%	10 53%	8 33%	31 50%	31 43%	29 57%	42 47%	18 33%	3 27%	85 47%	85 47%	56 51%	28 39%	28 38%	33 50%
Female	106 54%	-	6 66%	4 41%	9 47%	15 67%	31 50%	41 57%	22 43%	47 53%	37 67%	9 73%	97 53%	97 53%	54 49%	43 61%	45 62%	33 50%
		a																

Prepared by GfK NOP Media (JN 401028)

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o/p/q

* small base; ** very small base (under 30) ineligible for sig testing



GfK NOP

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 173

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Absolutes/col/row percents

29 Nov 2010

Q14 Whether happy to be re-contacted regarding this research

Base : All

TOTAL	WAVE			
	Q1-10 (Q)	Q2-10 (R)	Q3-10 (S)	Q4-10 (T)
Total (Unwtd)	194 44 23%	50 26%	50 26%	50 26%
Total (Wtd)	194 44* 23% *	50* 26% *	50* 26% *	50* 26% *
Effective Total	181	48	45	47
Yes	168 87% 40 91% 24%	37 75% 22%	45 90% 27%	46 92% 27%
No	26 13% 4 9% 16%	13 25% 48%	5 10% 20%	4 8% 16%

Ofcom PSB Tracker (Welsh Boost) : 2010

Fieldwork dates: January, April, July, October 2010

Sample: Adults in Wales (aged 16+) who are regular S4C viewers and ever watch any of the S4C programmes that are in Welsh

Table 173

Page 771
Absolutes/col/row percents

29 Nov 2010

Q14 Whether happy to be re-contacted regarding this research

Base : All

	TOTAL	Gender		Age						Social grade			TV service(s) in h/hold						Any disability
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Terrestrial TV only (l)	Digital TV (m)	Multi-channel TV (n)	Cable/Satellite (o)	Freeview Only (p)	Freeview /Freesat Only (q)	
Total (Unwtd)	194	87 45%	107 55%	10 5%	10 5%	22 11%	25 13%	59 30%	68 35%	46 24%	84 43%	57 29%	11 6%	183 94%	183 94%	113 58%	69 36%	72 37%	64 33%
Total (Wtd)	194	88* 46%	106 54%	9** 5%	10** 5%	19** 10%	23** 12%	62* 32%	72* 37%	51* 26%	89* 46%	54* 28%	12** 6%	182 94%	182 94%	110 57%	71* 37%	73* 38%	66 34%
Effective Total	181	81	101	8	10	20	22	56	66	44	81	56	11	170	170	103	66	68	62
Yes	168 87%	81 91% 48%	87 83% 52%	8 89% 5%	9 91% 5%	16 84% 10%	22 96% 13%	55 90% 33%	58 81% 34%	48 94% 28% k	82 92% 49% k	39 71% 23%	8 64% 4%	161 88% 96%	161 88% 96%	99 90% 59%	60 85% 36%	62 85% 37%	59 89% 35%
No	26 13%	8 9% 30%	18 17% 70%	1 11% 4%	1 9% 3%	3 16% 11%	1 4% 3%	6 10% 25%	14 19% 54%	3 6% 11%	7 8% 27%	16 29% 61% ij	4 36% 16%	22 12% 84%	22 12% 84%	11 10% 42%	11 15% 42%	11 15% 42%	7 11% 27%